ETHNOGRAPHIC MANIFESTATIONS OF VOJVODINA
IN THE FUNCTION OF TOURISM AND
PERSEVERANCE OF TRADITION

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Abstract: Ethnographic manifestations in Vojvodina present national customs, beliefs, rituals, and
old way of economizing population of Vojvodina. They developed thanks to the memory of rituals,
and also because of human need to refresh and make notation of their memories. In Vojvodina this
Manifestation is one of the most important ways to preserve the tradition of the ethnically
heterogenous population. Regularly held ethnographic festivities in Vojvodina are: in Duzjanca,
Days of Risar, New Bread Days, Golden Ear, Red Rose, Slovakian Festivities, Djendjesh Bokreta,
Durindo, Festival of Music and Folklore of Rumanians in Vojvodina, Vrsac Wreath and Pchesa.
Festivities held in Vojvodina represent a great potential in its tourist offer. Due to heterogenous
ethnic structure, many of those festivities in Vojvodina have the international importance and this
increases the number of visitors.

Rezumat. Manifestările etnografice din Voievodina cu funcție turistică și de perpetuare a
tradiției. Manifestările etnografice din Voievodina prezintă vechi obiceiuri, credințe, ritualuri și
îndeletniciri. S-au dezvoltat datorită transmiterii ritualurilor și nevoii omenești de le reaminti și
întăpiri în memorie. În Voievodina această manifestare este unul din cele mai importante modalități
de păstrare a tradiției unei populații etnice heterogene. Festivitățile etnografice regulate sunt: Days of
Risar, New Bread Days, Golden Ear, Red Rose, Slovakian Festivities, Djendjesh Bokreta, Durindo,
Festival of Music and Folklore of Rumanians in Vojvodina, Vrsac Wreath and Pchesa. Festivalurile
care au loc în Voievodina reprezintă un mare potențial pentru oferta turistică. Datorită structurii
etnice heterogene, multe din aceste festivaluri din Voievodina capătă importanță internațională și fac
dsă crească numărul vizitatorilor.

Key words: Vojvodina, ethnographic manifestations, tradition.

Cuvinte cheie: Voievodina, manifestări etnografice, tradiție.

INTRODUCTION

Autonomous Province of Vojvodina is area where agriculture production is
developed. This is mainly due to the quality of soil which represents 84% from an entire
area, and also because of developed bay system. With the agriculture production and
harmony in sustainable development, there should be a parallel development of continental
tourism. This industrial section should primarily develop through the manifestation
tourism, due to a big number of manifestations that have different character. Vojvodina
should follow the example of neighbour Hungary, which could be a subject of research, so
that it can use Hungarian experiences of manager and marketing aspect. In this way it could approximate needs of tourist market. Because of the heterogeneous structure of population, ethnographic wealth of Vojvodina is distinct, and its preserving is possible with preserving of ethnographic manifestations.

1. MANIFESTATIONS OF VOJVODINA

Specific elements of material and spiritual culture of some populace present ethnosocial values. These include the way of living, folk costume, cultural melodies and nutrition structure. With the development of human society, many ethnosocial values lose original characteristics. This is why there is a need for their upkeeping. Ethnographic worth is especially pronounced in Vojvodina, because of its ethnically heterogeneous population. In the 18th and 19th century, in the times of Maria Theresia (1740-1780) and Joseph II (1780-1790), Vojvodina was systematically settled with ethnically varied population, that included Germans, Hungarians, Slovaks, Czech, Serbian Russians, Croatians, Bulgarians, Germans, Cincars, Romi, Jews, Polish people, Italians, French, Spanish people, etc. With the mentioned populations on the territory of Vojvodina, Vojvodina was settled with Serbs and Romanians, because they were cattle breeders or they were borderers, and that is why they were not convenient for more intensive industry (Kicosev, 1997). Change in ethnic structure happened during the 20th century. After the 1st World War the biggest growth was seen in the number of Hungarians. After the 2nd World War, because of the emigration of Germans from Vojvodina and colonization of population from Bosnia and Herzegovina, Croatia, Montenegro, Macedonia and Slovenia, ethnic structure changed drastically and Serbian population became the greatest in number. On the last registration of population from year 2002, Vojvodina has 2.031.992 citizens. More than a half represent Serbs 56.637, people from Montenegro 35.513, Romanians 30.419, Rusini 15.626. Besides these ethnic groups, there are other groups that are smaller in number, like Ukrainians, Bunjevci, Germans, Macedonians, Albanians, Slavs, Romi, etc. (Republic Institute for Statistics in Serbia)

Variety in ethnographic wealth in Vojvodina is possible to preserve with ethnographic manifestations. National minorities are parts that makes Vojvodina rich. Ethnographic manifestations present cultural customs, beliefs and old ways of economising population. They were established thanks to the memories on rituals, and human need to refresh and make notation of their memories. Based on tradition, folklore and the ways of economising ethnically heterogeneous population, they present the oldest elements in the tourism development. Because of that, it is possible to say that ethnographic wealth, besides culturally-artistic, industrial and scientific, also has tourism meaning. Preserving tradition by presenting folklore of population, manifestations are possible to uphold. These manifestations have a great tourism value for visitors. (Romelic, 2006, 24).

In Vojvodina most common ethnographic manifestations are Dužijanca, Days of Risar, New Bread Days, Golden Ear, Red Rose, Slovakian Festivities, Djendjesh Bokreta, Durindo, Festival of Music and Folklore of Rumanians in Vojvodina, Vrsac Wreath and Pchesa.

Manifestation of Slovakian national festivity is held in Backi Petrovac. It meets visitors with culture of Slovaks from Vojvodina. It is held since year 1919, but there were periods when it was stopped, mostly because of lack of finances. This manifestation is
organized by national council of Slovakian minority, Matica of Slovakians, and township Backi Petrovac. It is held in August, and lasts for five days. Area where it is maintained are streets of Backi Petrovac and House of Culture. Manifestation is composed out of folklore defilea, theater plays, and economy meetings. It is visited by approximately 15 000 visitors. This manifestation has international value and presents the greatest manifestation of Slovakians in our country, with the lasting tradition of more than 80 years.

Festival of music and folklore of Romanians in Vojvodina is held since year 1960. In Uzdin it was held until year 1974, and since then the location of this festival has changed every year. Organizers of this manifestation are an Association of Music Corporation of Vojvodina and education community. It is held in June, August or September and lasts for four days. Manifestation consists of exhibition of paintings, photographs of national costume, promotion of books and participation of folklore groups from Hungary, Moldavia and Romania. There is around 5000 visitors and it has international importance (Bjeljac, Kicošev, 1997).

Red Rose is a manifestation that has international importance, and it is organized by House of Culture in Ruski Krstur, every year, since 1962. It represents the Festival of Serbian Russians and Ukrainians in Vojvodina, and the program is designed on preservation of folklore and tradition. Manifestation is held in October and lasts for five days. It is visited by approximately 7000 visitors, and there are around 2500 entertainers. Manifestation consists of entertaining program, music competition, poetry competition and performance of cultural-workmanship societies from Hungary, Slovakia and Ukraine. Because manifestation has township rating, for its performance there is a great help from government of Serbia, Department of Culture of Republic Serbia and Township Secretariat for Achieving Rights of National Minorities. However, general patron is agricultural kombinat «Prvi Maj» from Ruski Krstur, meat industry «Karneks» from Vrbas and sugar factory from Crvenka. Because manifestation is held in Summer, boarding-school, that has 70 spots available, because of the summer vacation, is used for accommodation of students and visitors. In Ruski Krstur there is no hotel accommodation, and this is why many participants and visitors are accommodated in domestic housing. «Red Rose» is manifestation with the most semi-diurnal or diurnal attendance. The place of keeping it up is The House of Culture in Ruski Krstur. (The House of Culture in Ruski Krstur).

Festival of Hungarian music and folklore creative work is performed since year 1963., in May and June. The place where it is held is changing every year. Manifestation usually has around 10000 visitors, and around 2000 participants. The place of performance are The Houses of Culture, and it is organized by Music societies and culturally-educational communities of Vojvodina. It consists of folklore defile, concerts, exhibition of photographs of national costumes, literature nights and entertainment program.

One of the oldest ethnographic manifestations in Vojvodina is Duzijanca. It has a touristic value and is held since year 1966. This manifestation is held in July, and lasts from 30 to 45 days. In the first two years it was held in Ljutovo, and now it is held in Subotica. Areas of performance are the streets of establishments, catholic church, wheat fields and The House of Culture. During the recent years it was visited by around 10000 people. During the time when politic factor did not have an influence, and politics jeopardized economy and all types of tourism, this manifestation was visited by 50000 visitors. This manifestation represents the customs that developed during the harvest of Bunjevci. In the
structure of manifestation there are competition of harvesters, tractor drivers, horse-races, carnival, defile of folklore and the society of harvesters. (Tourist Organization of Subotica).

Spring in Cenej village or Pseca is manifestation that is organized from year 1985. during June or July. This manifestation meets visitors with the life on the farm, and traditional folklore dances. It is organized by «Pseca», that represent institution that pleads for preserving of farms and Touristic Organization of Novi Sad. There are around 1000 visitors and 200 participators. Manifestation has a province meaning, but sometimes there are performers from Hungary (Tourism Organization of Novi Sad).

Vrsacki Wreath is international festival of folklore and it is held every year in Vrsac since year 1993. Manifestation is organized in July and lasts for three days. Area where it is held is The House of Culture and the area around Vrsacka Kula. It is composed out of defile of folklore, exhibition of paintings and the scientific gatherings. Manifestation is visited by 10000 people. Participators are asambls from Romania, Bulgaria, Czech Republic, Slovakia, France, Greece, Mexico, Nigeria and Spain. (Tourism Oranization in Vrsca).

Risarski Days are held every year during July since 1994. They last for four days. Area where they are held are streets and The Houses of Culture in Ruma. There are also Wheath Days that are organized around Ruma. The main motiv of this manifestation is to memorate customs that are linked to harvest times of Serbian population around Ruma. Manifestation is composed out of Risarka dinner, folklore defile, music program «Zelacka Budilnica», competition in making the best goose meal, Risar lunch and economy platform. Selling of bread, bread products and flour is formed in the frame of industial platform. Manifestation is visted by 30000 visitors, but because there are no foreign visitors or participators, manifestation has a republic meaning (Touristic Organization of Srem).

Days of New Bread are held since year 1996 in Kanjiza, and last for two days during July. Area where they are organized are The House of Culture, Kanjiza Spa and Wheath Fileds in atar of Kanjiza. Manifestation is dedicated to the ending of harvest and the way of economizing Hungarian population. It is composed out of folklore defile, national dances and customs, and antertaing program. Manifestation is visited by 15000 people and it has a provincial value.

3. POSSIBILITY OF UPLIFTING ETHNOGRAPHIC MANIFESTATIONS

Ethnographic manifestations in Vojvodina present significant potential in its tourism offer. As a result of distinct heterogenous ethnic structure, some ethnic manifestations have international importance. This is why it becomes so visited. Ethnographic manifestations present a complex tourist product, and their complexity is stipulated with their context. With primary program in ethnographic manifestations, we can select several other following activities. They are tourist product of organizer, as much as the need for distinct places, visitors and participants. In the most ethnographic manifestations there are no marketing services. If it does exist, it does not research market enough, before and after manifestation. If there is a marketing service, it only deals with collecting donors and sponsors for manifestation. To make the ethnographic manifestation successful marketing product, it is important to select primary elements that will set these manifestations to a higher level, with an important economic effect. First of all, these
elements are tradition, attractiveness, context, quality of organization and quantity of visitors.

Organizers of ethnographic manifestation have to have direct cooperation with tourism organization of Serbia, and also with Serbia's township organizations in Vojvodina. On the level of Vojvodina, there is a need to form tourism organization, that would deal with tourism manifestations, but which has independent section that deals only with ethnographic manifestation. That tourism organization would be connected strictly with organizers of manifestation and it would help with implementation main function of organizer, and that is selling of manifestation. The main problem that organizers of ethnographic manifestation have is not having the selling politics. To overcome this problem, in cases of all ethnographic manifestations, it is important to use promotion mix, in other words to activate its elements, like propaganda, improvement of consumption, connection with public and personal promotion.

Organizers of ethnographic manifestations would first have to establish the sale price, because in this way they will assure facilities, that will enable realizing of manifestation. The main profit of every ethnographic manifestation would have to be built upon the price rate of the entrance-fee. In the cases where there are no political prices, it is often the case where people that were not participating in organization of manifestation assume profit.

In every organization committee of some ethnographic manifestations, there are professionals. Only they will, by modulating their ideas and activities be able to successfully market manifestation and create important economic effect. Reporters and propaganda agencies should also be in organization committees , because they would be the primary holder of propaganda, which would lead to greater visit of ethnographic manifestations. With this, it would also contribute to the successful future development of ethnographic manifestations.

It should be noted that one of the primary properties of the tourism product in ethnographic manifestations is high level of visitor participation, in other words tourist in its final forming. Tourist, as a visitor of manifestation, governs on building general atmosphere during this manifestation. This is why tourist gets a role of user in creating his/her experience in this destination, and in this case he becomes a creative tourist. The tourist has to evaluate the quality, and this is why his perception of attaining the authentication in the presenting of custom of ethnic group is important. To find out what is the perception of the quality of ethnographic manifestation, as a cultural event, it is important to put through the questionere, which will evaluate the quality of interpretation in the frame of ethnographic manifestation.

In this kind of tourism the primary characteristic is that tourist is interested in gaining different social contacts, where the quality of accommodation, that is usually very modest, does not have an important role when it comes to choosing destination.

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