TOURISTS MANIFESTATIONS IN THE DEVELOPMENT OF CULINARY TOURISM IN BANAT (VOJVODINA, SERBIA)

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Abstract: Vojvodina has a large number of tourist manifestations of food and drinks which attract many domestic and foreign tourists. Tourist manifestations represent an integral part of gastronomic tourism, which is defined as the tourist visit of primary or secondary food producers, restaurants for producing and serving food and certain destinations for tasting and experiencing the regional specialties, where food and drinks are primary motivation for travel. Recognizing the importance of tourist manifestations in the development of tourism this manuscript has a task to investigate the tourist manifestations in the territory of Banat, in order to determine the most frequent types of events in districts (Kikinda - Northern Banat District, Zrenjanin – Middle Banat district and Pancevo - South Banat District) and period of taking place of events. The research will include analysis of food and drink events in 2011.

Keywords: tourist events, manifestation, food, beverage, culinary tourism, Vojvodina, Banat.

1. INTRODUCTION

Tourist manifestations contribute greatly to the formation of the destinations image, increasing the cohesion of the local community and its pride, and improving their quality of life (Bjeljac et al., 2003; Bjeljac, Ž., 2004; Hadžić, O., Bjeljac, Ž., 2006). They are an integral form of culinary tourism which is defined as tourists visit to the primary or secondary food producers, hospitality facilities for production and serving of food and certain destinations for experiencing the taste of regional specialties, where food and beverages are the primary motivation for travel. Vojvodina has a large number of touristic food and beverages manifestations that attract many domestic and foreign tourists.

Culinary tourism can be a subset of cultural tourism, which is defined as the activity of exploration and discovery of culture and history through food, which influences the formation of unforgettable experiences (Long, L.M., 2004). Thus, through gastronomy other forms of tourism are channelled (Stojanović, T., Čerović, S., 2008). Therefore, many authors state that the culinary tourism differs from the agro-tourism, as it may represent a
subset of cultural tourism (the kitchen is a part of the culture), and that agro-tourism is a
subset of rural tourism, but also a subset of culinary tourism. Certainly culinary tourism and
agro-tourism are inextricably linked. Similarly, some authors, consider the wine and beer
tourism a subsets of gastronomic tourism (Hall et al., 2003; Wolf, E., 2006), also known as
culinary tourism (Ignatov, E., Smith, S., 2006; Horng, J.S., Tsai, C.T., 2010) although the
differences in the definition of these two types of tourism do exist (Kaljenjuk et al., 2011).

Recognizing the importance of touristic manifestations in the development of
tourism this papers aim is to investigate the touristic culinary manifestations that represent
an integral form of gastronomic tourism in the territory of Banat, in order to determine the
most frequent type of events by districts, which capture all their gastronomic products
recognizable by periods when they were held. The research will include analysis of
manifestations in the districts of Banat during 2011.

2. LITERATURE REVIEW

Tourists’ manifestations in every region are a growing phenomenon, with many
large and small towns expressing their unique character and distinctiveness through well-
honed manifestations (Wood, E.H., Long, P., 2009). In particular, rather than other types of
manifestations, food manifestations, which are one of the common types of regional
manifestations (Kalkstein-Silkes et al., 2008), can be one alternative opportunity for
tourism development in regions, adding value to already existing culinary products (Getz,
D., Brown, G., 2006). The impact of regional food and drinks manifestations has influence
on the image of food produced in the region (Lee, I., Arcodia, C., 2011), which has a great
importance on the development of tourism in Vojvodina (Bjeljac, Z., Ćurčić, N., 2005;
Bjeljac, Ž., 2006).

A number of food manifestations have emerged around the world with the growth
of interest in food tourism, becoming a very interesting form of recreation and tourist
attraction. Destination can be additionally promoted as a wine tourism destination by
developing wine manifestations (Wargenau, A., Che, D., 2006) by what Vojvodina is
becoming more and more famous (Dedanksi, S., Puzić, G., 2010). Consequently, a food
manifestation can also be used to promote a destination as a food tourism destination. Food
manifestation not only benefit producers of food and local businesses as they would attract
numerous locals and tourists and bring an economic impact into the region but also increase
the awareness of the area as a food tourism destination and showcase the local foods (Lee,

Food is increasingly being recognized as an important part of the cultural tourism
market and particularly a major area of interest for rural regions (Hall, C.M., Mitchell, R.,
2001; Hjalager, A., Richards, G., 2002) because local foods or food products hold much
potential to enhance sustainability in tourism, contribute to the authenticity of the
destination, strengthen the local economy and provide for an environmentally friendly
infrastructure (Handszuh, H., 2000). Such a relationship is extremely significant for tourism
because of the possibilities of utilizing food and the associated landscape as a means of
establishing strong regional identity in the tourism marketplace (Tešanović, D., Koprivica, M.,
2007).

Food and food tourism represent significant opportunities for regional
development (Hall, C.M., 2005; McBoyle, G., 1996). Many communities, therefore, see
food tourism as an important component in local development strategies because of the
potential relationships between different industrial sectors, thereby providing not only for a
longer circulation of money within local economies but also for the development of new value-added production (Hall, C.M., 2005).

Although there are a variety of manifestations with different underlying themes, the provision of food is commonplace in most manifestations. The festival that simply includes a food component, however, cannot be classified as a food festival. A food festival is a food featured festival that really highlights what regional or local speciality food is or a food-themed festival that has food-based or food-themed activities and programme. A food festival is where communities engage in the public celebration and promotion of local food (Everett, S., Aitchison, C., 2007). It is one way of engaging with the other and experiencing local and regional food and drinks in Vojvodina (Tešanović, D., Koprivica, M., 2007; Kalenjuk et al., 2011; Kalenjuk et al., 2012).

3. PLACES AND METHODS

The research was conducted in the districts in the territory of the Autonomous Province of Vojvodina, and the municipalities within Banat:

• **Northern Banat District** based in Kikinda (which includes the municipalities of Kanjiža, Senta, Ada, Čoka, Novi Kneževac and Kikinda);
• **Middle Banat District** based in Zrenjanin (which includes the municipalities of Zrenjanin, Novi Bečej, Nova Crnja, Žitište and Sečanj) and
• **South Banat District** based in Pančevo (which includes the municipalities of Pančevo, Plandište, Opovo, Kovačica, Alibunar, Vršac, Bela Crkva and Kovin).

The research was conducted at a table based on the information about the manifestations held in Vojvodina obtained from the Tourist Organization of A. P. Vojvodina (www.vojvodinaonline.com) and the Guide to the tourist manifestations (www.manifestacije.com). The obtained data were processed and presented using descriptive statistics.

4. RESULTS AND DISCUSSION

The analysis of manifestations in Banat held in 2011 gave the data that the total number of manifestations that are devoted solely to food or beverage, and manifestations where food and beverage was an integral element was 73. The ratio of manifestations is presented in Figure 1.
Figure 1. The structure of types of manifestations in Banat

Based on the chart it can be concluded that the majority of manifestations is based on food, they cover 52%, while in 36% food or beverage are an integral part of a manifestation that has colourful organizational character. The number of manifestations devoted solely to beverage (wine, beer or hard liquor) is 12%.

The analysis of the type of touristic manifestations led to the following data: 64% of manifestations had multiple character, 28% of manifestations had a gastro-competitive character, mainly in preparing national dishes of Vojvodina such as fish soup, goulash, paprikash, beans and alike, and 8% of manifestations had an exhibiting character where the most frequent were the exhibitions of wine (Figure 2).

Figure 2. The structure of types of manifestations in Banat
Analyzing the period when the manifestations are held it can be concluded that most of the gastro-manifestations take place from June to September (Figure 3). The largest number of food manifestations, as well as other manifestations, takes place in August. The largest number of manifestations dedicated to beverage takes place in February.

![Figure 3. The time period when manifestations in Banat are held](image)

**North Banat District** (37% manifestations) is characterized by manifestations dedicated to dishes made of pork, then preparing mutton goulash, deer stew, goulash, beans and fish soup. There are significant manifestations dedicated to honey and caramels as well as baked goods of this area, such as bread and pasta from this region (Kanjiža, Kikinda, Senta, Ada, Novi Kneževac). In terms of beverage only wine (Ada, Kikinda) is worth mentioning.

For **Middle Banat District** (18% manifestations) typical manifestations are the competition of cooking dishes in cauldrons such as goulash, stew, beans (Nova Crnja, Žitište, Zrenjanin), as well as manifestations dedicated to cakes, strudels and dough of this
area (Novi Bečej, Nova Crnja). As far the beverages a manifestation dedicated to the promotion of wine (Zrenjanin).

**South Banat District** (45% manifestations) is characterized by manifestation dedicated to the promotion of goulash (Debeljača, Baranda, Omoljica), by competitions in preparing soups and dishes in cauldron (Pančevo, Ivanovo, Ković), South Banat bacon (Pančevo), ham (Omoljica) and dishes made of dough and cakes (Cepaja), Slavkos’ cake (Starčevo) and strudels (Dolovo).

Manifestations of wines are characteristic in the wine-growing area (Vršac), but also in other parts of the area (Pančevo). Manifestations dedicated to brandy (Bela Crkva) should also be mentioned.

5. **CONCLUSION**

Based on research, as well on national and international literature related to culinary tourism that was studied, following conclusions of this study can be deducted:

− Banat with 73 gastro-tourist manifestations represents a significant tourist potential of the Autonomous Province of Vojvodina with a large possibility for the expansion of this selective form of tourism. In fact, every village and town has some distinctive traditional products that may be a motive for organizing manifestations and bringing in tourists.

− The largest number of tourist events that might be interesting gastronomic tourists has South Banat district.

− The territory of Banat has the largest number of events which promote the gastronomic specialties, as well as those involved in promoting food and drinks along with other programs.

− In summer there is the highest number of tourist events that may be attractive to visitors of Banat District.

− The number of visitors, organization holders and the connection between professional organizations and state bodies are different, which requires the classification and development of standards that would be the basis for inclusion of these manifestations into the tourism calendars and for awarding grants and incentives for the development of this form of tourism.

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