



ISCTBL 2020

INTERNATIONAL SCIENTIFIC CONFERENCE

Универзитет „Гоце Делчев“ –
Штип

Goce Delchev University
Shtip

Факултет за туризам и бизнис
логистика

Faculty of Tourism and
Business Logistics

**Трета Меѓународна Научна Конференција
Third International Scientific Conference**

**ПРЕДИЗВИЦИТЕ ВО ТУРИЗМОТ И БИЗНИС
ЛОГИСТИКАТА ВО 21 ВЕК**

**CHALLENGES OF TOURISM AND BUSINESS
LOGISTICS IN THE 21ST CENTURY**

**ЗБОРНИК НА ТРУДОВИ
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За издавачот:

д-р Татјана Бошков, декан

Организатор на конференцијата:

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Cvetanka Ristova Maglovska, M.Sc., University Teaching Assistant, Goce Delcev University of Stip, Faculty of Tourism and Business logistics, Stip, North Macedonia

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Модератори

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Prof. Gligor Bishev, University Professor and Chairman of the Board, Sparkasse Bank-Skopje – “*The impact of the pandemic on economic developments*”

Peter Tabak, Executive Director, Leading Regional Economist for Economics, Policy and Governance in the Western Balkans Vice-President for Policy and Partnerships, European Bank for Reconstruction and Development - “*Economic outlook for the Western Balkans during and after the epidemic*”

Milan Zdravkovic, Executive Director of the Distribution System Operator in J.P Srbijagas, Belgrade, Serbia – “*Supply of natural gas in COVID-19 conditions - experience and expectations*”

Prof. Misko Dzidrov, University Professor and Vice-rector for Teaching and Students, Goce Delcev University of Stip – “*UGD in a time of pandemic*”

Prof. Tatjana Boskov, University Professor and Dean of the Faculty of Tourism and Business Logistics, Goce Delcev University of Stip – “*The impact of coronavirus on global growth and global supply chain shifts*”

Moderators

Panel Moderator

Tatjana Boshkov, Goce Delcev University of Stip, Faculty of tourism and business logistics, Stip, North Macedonia

I and II session

Natasha Miteva, Goce Delcev University of Stip, Faculty of tourism and business logistics, Stip, North Macedonia



УНИВЕРЗИТЕТ „ГОЦЕ ДЕЛЧЕВ“ - ШТИП
GOCE DELCEV UNIVERSITY OF STIP

ФАКУЛТЕТ ЗА ТУРИЗАМ И БИЗНИС ЛОГИСТИКА
FACULTY OF TOURISM AND BUSINESS LOGISTICS

ТРЕТА МЕЃУНАРОДНА НАУЧНА
КОНФЕРЕНЦИЈА

THIRD INTERNATIONAL
SCIENTIFIC CONFERENCE

ПРЕДИЗВИЦИТЕ ВО ТУРИЗМОТ И БИЗНИС
ЛОГИСТИКАТА ВО 21 ВЕК

CHALLENGES OF TOURISM AND BUSINESS LOGISTICS
IN THE 21ST CENTURY

ЗБОРНИК НА ТРУДОВИ
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13 ноември, 2020, Штип / Shtip, November 13th, 2020

ПРЕДГОВОР

Факултетот за туризам и бизнис логистика при Универзитетот „Гоце Делчев“ во Штип, беше организатор на Третата меѓународна научна конференција „Предизвици на туризмот и бизнис логистика во 21 век“. Конференцијата се одржа на 13 ноември 2020 година на платформата Microsoft Teams, со повеќе од 90 учесници од матичната земја и странство. Оваа година Меѓународниот научен комитет брои еминентни професори од нашата земја и над 15 странски земји како Израел, Шпанија, Франција, Молдавија, Италија, Грција, Египет, Полска, Турција, Романија, Бугарија, Србија, Хрватска, Босна и Херцеговина и Словенија.

Целта на оваа конференција е да промовира поголемо разбирање на бизнис администрација, логистиката, туризмот и угостителство во однос на управувањето, економијата, образованието и претприемништвото. Ова подразбира дека фокусот на учесниците го насочивме кон најновите трендови и предизвици во врска со развојот на туризмот, менаџирањето со компаниите, пазарот на труд, можностите за придобивки и профит, изгледите за подобра конкурентност на меѓународниот пазар, што пак е императив за финансиската стабилност на нашата земја во целина.

Имено, со пристигнатите трудови и авторските истражувања се оствари целта на конференцијата - а тоа е оценувањето на тековната состојба и идните изгледи за развој на микро план што се однесува на домашниот пазар, како и движењата на глобалната економија, подготвувајќи ја бизнис заедницата за предизвиците со кои ќе се соочуваат при остварувањето на нивните цели, што де факто влијае врз одржувањето на финансиите особено во времето кое го живееме под притисокот на пандемијата.

Препораките кои се пренесоа се однесуваат како да се зајакнува капацитетот на компаниите како и промените во регулативите кои го диктираат нашиот пат кон ЕУ. Дискусиите во текот на конференцијата беа одговор на тоа како реагираа и се позиционираа менаџерите на финансиски средства во услови на голем пазарен ризик, пазарни шокови и турбуленции и како треба да се подготвуваат инвеститорите во поедини сектори. Трудовите прикажаа изгледи и кон идната интеграција на земјите од Западен Балкан, со осврт на досегашните постигнувања и идните предизвици пред овие економии како и размена на искуства на сите учесници кои сме денес присутни од повеќе земји.

Токму овие препораки треба да бидат двигател на процесите на реформата во насока на подигање на квалитетот на образованието заради поголема продуктивност на трудот, конкурентност на економијата и намалување на неусогласеноста на понудата на вештини и компетенции како и побарувачката на пазарот на труд.

Постигнувањето на овие цели е заедничка задача на сите оние што се во позиција да го дадат својот придонес за имплементација на реформите во општеството. Токму тие реформи, тие промени во начинот на пристап, методологија на работа и организација, не треба да ги правиме само за да станеме дел од економскиот блок, туку да бидат во насока да постигнеме нешто друго, многу позначајно, односно сите напори што ги правиме да бидат за остварување на повисок степен на благосостојбата на нашите граѓани, за создавање на достоинствени услови за живот и работа.

Во регионот, меѓутоа и пошироко, во Европа, искуствата се најразлични. Наидуваме на успешни, и на не толку успешни модели. Токму ваквите научните конференции, дебатите што се развиваат тука, се најдобриот начин за размена на искуства, за идентификација на предизвиците и перспективите, за споредување на моделите и третирањето на нивните недостатоци или предности, меѓутоа и презентирање

на можните нови комбинирани модели. Едукацијата на новите генерации кои ќе бидат подготвени да се соочат со предизвиците што ги носи глобализацијата, е заеднички предизвик на Универзитетите, на бизнис заедницата, но и на централната и локалната власт.

Штип,
13 Ноември 2020

Главен уредник
Проф. д-р Татјана Бошков, *Декан*

PREFACE

The Faculty of Tourism and Business Logistics in Gevgelia, part of the University Goce Delchev from Shtip, hosted the Third International Scientific Conference, "Challenges of Tourism and Business Logistics in the 21st Century". The conference was held on 13th of November 2020 on the platform Microsoft Teams, with more than 90 participants from the country and abroad. This year the International scientific committee included eminent professors from our country and more than 15 from foreign countries, such as Israel, Spain, France, Moldova, Italy, Greece, Egypt, Poland, Turkey, Romania, Bulgaria, Serbia, Croatia, Bosnia and Herzegovina and Slovenia.

The aim of this conference is promoting a greater understanding of the business administration, logistics, tourism and hospitality in terms of management, economics, education and entrepreneurship. In that context, the focus of our participants was on the latest trends and challenges related to tourism development, company management, labour market, opportunities for gain and profit, opportunities for better competitiveness in the international market, which is imperative for the financial stability of our country entirely.

Furthermore, the conference papers and authors' researches fulfilled the aim of the conference, the assessment of the current situation and future prospects for the development of the micro plan in terms of the domestic market, as well as the global economy changes, prepared the business community for the challenges that will they face during their goal achievement, which de facto affects the maintenance of finances especially in the time we live under the pandemic pressure.

The detection of the conditions that have been presented is a real mirror of where we are, where we have been, and what is even more difficult, to answer the question what next? Achieving these goals is a common task of all those who are in a position to contribute to the implementation of reforms in society. Exactly those reforms, those changes in the way of approach, methodology of work and organization, we should not make only to become part of the economic block, but to be in the direction of achieving something else, something much more significant - efforts for achieving a higher degree of well-being of our citizens, for creating dignified living and working conditions.

In the region, but also beyond, in Europe, the experiences are diverse. We come across successful and not so successful models. Exactly such scientific conferences, debates that develop here, are the best way to exchange experiences, to identify challenges and perspectives, to compare models and how to treat their disadvantages or advantages, but also to present possible new combined models. The education of the new generations that will be ready to face the challenges posed by globalization is a common challenge of the Universities, the business community, but also of the central and local government.

Shtip,
November, 13th, 2020

Editor
Tatjana Boshkov, Ph.D. *Dean*

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GASTRO EVENTS, AN IMPORTANT FACTOR FOR PRESERVATION OF CULTURE, TRADITION AND REGIONAL DEVELOPMENT - CASE STUDY OF ŠUMADIJA DISTRICT

Dragan Tezanovik¹; Sanja Filipovik²; Maja Banjak³

Abstract

Food in one country, region and even the local environment is the fruit of the tradition of its inhabitants, but also their culture, history, religion, geography (climate, terrain, land, etc.) and a number of other factors. The listed factors give food authenticity, which can be the basis for the production of desirable food products, meals in catering and tourism development. The subject of this paper is food in gastro-turistic events in the region covered by the Šumadija district. With the application of research methods appropriate to the subject of research, the paper aimed to analyze the representation of touristic gastronomic events, as important factors in preserving culture, tradition and regional development. The results indicate that these events are numerous and that tourists are happy to visit them to enjoy local food and drink, culture, tradition and natural beauty of visited destination. This confirms that local food plays an important role in the way of tourist experience of the destination, but also that tourists are willing to experience local food, as the main reason for coming to the visited environment. This successfully maintains the tradition and supports the local development of the environment. The following methods were used in the research - theoretical (definition, classification, induction, deduction, analysis and synthesis); - field research (interview of the management of tourist organizations of the researched area, using a questionnaire adopted by Condrasky et al., 2007, modified for this research) - statistical (statistical observation).

Key words: *food, gastro-tourism, culture, tradition and local development.*

JEL classification: *Z1, Z32, Z39.*

Introduction

Gastronomic culture and tradition represent an irresistible part of the cultural heritage of every nation. Regions, in which the technological wave and globalization have not significantly affected changes in the way of food and beverage production, but also the culture of their preparation and consumption, are favorable for the development of a selective form of tourism known in the world under different names: food and beverage tourism, culinary tourism, gastronomic tourism, but also gourmet tourism. Every village, town, region or country has authentic potentials for the development of food tourism, through the production and serving of local, national and regional dishes and drinks in an authentic, environmentally friendly environment, prepared from local foods of plant and animal origin. Local, authentic, unique

¹ Dragan Tezanovik, PhD, University of Novi Sad, Plostad Dositje Obradovik 3, tesanovic.dragan@gmail.com, 063/541436

² Sanja Filipovik, MSs, University of Business Studies, Banja Luka, Jovana Dusica 23a, filipoovicsanja@gmail.com, 064/5775188

³ Maja Banjak, MSs, The University of Novi Sad, Plostad Dositje Obradovik 3, banjacmaja89@gmail.com, 064/4360542

food and gastronomy have the potential to attract visitors (Tešanović, Koprivica.2007). The basic functions of tourism, as an economic branch, can be divided into two groups (Stanišić, 2016):

- Economic functions of tourism (primary functions) and
- Non-economic functions of tourism (secondary or consequential functions).

Event tourism

Event tourism is an important motive for travel and one of the fastest growing segments of the tourism industry (Backman et al. 1995). Events can not only attract visitors to the venue, but can also contribute to creating a positive image of the destination, enrich the tourist experience, and contribute to the extension of their stay. They foster a sense of shared pride in a particular community and represent an important potential for tourism development. The transfer of the characteristics of the event to the destination is so important, because these characteristics "begin to dominate the natural or physical characteristics of the space and the identification of the touristic place" (Avramovski, 1996; Bjeljac, Ćurčić. 2007).

Event tourism is a type of tourist offer, in which the content of events is in itself a tourist value (such as large sports, gastro, economic or artistic events, which themselves attract potential visitors and where a whole range of accompanying tourist programs related to natural and other anthropogenic tourist values of the place or region of maintenance).

Food in tourism

Food and tourism have very close relations. Food is one of the key elements of the tourist experience, because, among other things, it is an integral and obligatory part of every trip. Numerous studies show that food has a very significant, sometimes even decisive influence on the choice of tourist destination (*Kilibarda et al., 2018*). In terms of convenience, food provides pleasure, entertainment and serves the social consciousness. Eating habits can also be an introduction to a way of life, helping tourists to spot the differences between their own culture and the cultures they come in contact with (Williams, 1997). This has attracted the attention of academic researchers from a number of disciplines, but is also important for professionals involved in food production, tourism planning and marketing (Long 2004). The phenomenon of tourism development in cities is dealt with by researchers of a large number of scientific disciplines, which are related to tourism such as economics, geography, management, marketing, culture, history, spatial planning, ecology, etc. (Popovac, 2019).

Food and culture

Food is an integral part of a nation's culture. It is a condition of survival, so food preparation was and remains an important part of life. Eating habits have changed with the use of different foods, spices, but also ways of heat treatment. The modern way of life has changed the ways of consuming and the time of eating. Religions have greatly influenced diet (Caplan, 1997).

Some forbade the use of pork, others beef, or other religiously undesirable foods. The fast-paced way of life, industrialization, and globalization have supplanted the traditional way of life in the pursuit of making big profits. They imposed a fast way of life but also a fast way of preparing food. Agricultural and food production has been industrialized. The pursuit of high profits has introduced a large number of chemicals into production with the aim of achieving high yields and thus profits. Local traditional products have been suppressed. All this provides

a chance that environments in which these processes have not fully stepped develops selective forms of tourism, offering tourists traditional food as part of the culture of the local environment (Kocevski, Risteski, 2010). It is prepared from local health-safe foods, in a safe way. Tradition is a way of transmitting culture to the next generations. It is a positive characteristic of social and cultural life, such as norms, beliefs, and other characteristics of the people. It consists of tangible and intangible values, objects, creations and the like. There is traditional food, but also traditional ways of consuming, traditional spices, traditional preparation, heat treatment and serving food. Traditional food is considered an important part of the culture of the people and is a more general term than national food. National food is the food of a nation or country, regardless of its historical origin (Tešanović, 2012), through which foreigners can get to know that country or region. Tourism is an imposition as an unavoidable complex with untapped growing potential (Ilić et al., 2016).

Gastronomic tourism

Gastronomic tourism implies a visit to a destination whose primary goal is to satisfy a personal interest in indigenous (ethnic) national or regional gastronomy (Long, 2004). These include consuming food and drinks, learning how to prepare meals, buying food-related products, and attending cooking classes. Gastronomic tourism is defined as an activity of research and discovery of culture and history through food, which influences the formation of unforgettable experiences. The gastronomic experience largely depends on whether the food consumed is authentic in relation to the place visited (Kalenjuk, 2014).

Wine, food and tourism have long been closely linked. However, only recently has the role played by wine and food in attracting tourists to certain regions been explicitly recognized by the government, researchers and the wine, food and tourism industry (Plaumer, 2005). Food has become recognized in the tourism market as: part of the local culture that tourists consume; part of tourist promotion; potential component of local agricultural and economic development; regional factor influenced by consumption patterns and observed tourist preferences. Impacts and benefits of gastronomic tourism for the region include: increased demand for agri-food products and gastronomic specialties; brand building; marketing information for manufacturers and suppliers (direct insight into consumer taste); educational opportunities for visitors and residents; regional and local distribution of consumption and protection of intellectual property (Jackson, 2006). The idea of developing rural tourism in the Republic of Serbia appeared quite by accident in 1972. Namely, the inhabitants of the Golija village of Devići, near Ivanjica, wanted to make an oasis that tourists will come to every year from the village that is slowly dying out, following the example of some Scandinavian countries (Glišić et al., 2015).

Food and drink events

These events represent a rich culinary tradition, which dates back to earlier generations and together with local differences makes a wealth of local, traditional or national cuisine. Their content is most often complemented by exhibitions (art, old machinery, new agricultural machines and tools), sports competitions, entertainment and cultural programs, folklore evenings, agricultural and professional gatherings, conferences and the like (Bjeljac, 2006).

The location of the event is the village squares and streets, fields, vineyards, but also tourist attractive localities: picnic areas, spas, tourist places, etc. The organizers are most often non-governmental organizations, local communities and other institutions of local self-government, tourist organizations and societies, cultural and artistic societies and others. Gastronomic events

are held throughout the year, mostly during the autumn and summer months and last on average from 3 to 4 days. The number of visitors is from a few thousand to a few tens of thousands, and the number of participants in the programs of events is from a few tens to a few hundred (Bjeljac, 2010).

The number of gastronomic events in the world is constantly increasing along with the growing interest in gastronomic tourism and is a very interesting form of recreation and tourist attraction (Wargenau, Che. 2006). Gastronomic events can be used to promote the destination as a destination of gastronomic tourism. Gastronomic events will not only benefit food producers and local businesses, as they will attract large numbers of locals and tourists and bring economic impact to the region, but also increase awareness of the area as a destination for gastronomic tourism and display local gastronomic specialties.

Food events are therefore not only important for external promotion, to visitors and consumers outside the domestic area, they are also important for local consumption and food production, thus helping the development and maintenance of the community. Food manifestations are therefore strongly associated with the spirit of pride of place and community in the products they produce. Moreover, the food and emotions and needs they satisfy are important not only for producers but also for consumers in the consumption of special products that can affect identity and lifestyle (Hjalager, Corigliano. 2000).

Dealing with events in the Northern Serbian province of Vojvodina (Kalenjuk, 2014), he points out that in that region 58% of events have a different character, i.e. food and drink are not in the foreground, 28% of events have a competitive character, mainly in the preparation of Vojvodina national dishes such as fish soup, goulash, stew, beans and the like, and 14% of events have an exhibition character, with the most represented exhibitions of wine.

Some authors state that events with regional or local specialties significantly promote local food and drink (Everett, Aitchison. 2007) and thus play an important role in the economic development of the region (Quan, Wang. 2004). Gastronomic manifestations of food in some regions are often concentrated on a certain group of authentic dishes, such as meat dishes. For example, in the Južnobački district, there are popular kulen festivals (Bački Petrovac, Novi Sad), sausage festivals (Srbobran, Bačka Palanka), days of čvarci (Kać, Bečej), aspic (Rumenka), škembić (Žabalj). Or they prepare some dishes that characterize the authentic way of their preparation. Thus, popular events are based on competitions in the preparation of dishes in the cauldron such as: beans (Temerin, Bačka Palanka), fish soup (Bečej, Žabalj, Novi Sad, Bačko Gradište, Pivnice, Beočin), paprikash (Zabalj, Bac, Titel), mutton with cabbage (Bečej), white kidney paprikash (Šajkaš), etc. Mention should be made of events dedicated to dough dishes and cakes such as pies (Bačka Palanka, Bački Jarak), pancakes (Bačko Gradište), strudels (Bačka Palanka), national cakes (Sremski Karlovci), etc., then an event dedicated to cucumbers (Bačko Petrovo Selo), watermelons (Silbaš), cabbage (Futog) and field pumpkins (Temerin), which indicates that each region has its own characteristics, authenticity, but also the development of this form of tourism (Kalenjuk, 2014).

Gastronomy of Sumadija district

The gastronomy of the Sumadija district represents a rich gastronomic offer with a look at the ways of wine and rakia. In the past, Sumadija was often a shelter for many of our compatriots who lived far from the geographical center of Serbia and was less susceptible to outside influences, so its cuisine can be said to be the most authentic Serbian. There are not many foreign influences in Sumadija, or the ethnic diversity that so determines the cuisine in other parts of Serbia. In Stari Vlah, which geographically and culturally spreads along a good part of western Serbia, the population came mostly from Herzegovina, Bosnia and Montenegro, i.e. from the mountainous regions, a few hundred years ago, so there are much more "livestock" than "vegetable" eating habits. Hence, milk and dairy products have an almost cult status and are eaten with all dishes except, of course, with cakes. Kraljevo cheese and kaymak are well-known, followed by Sjenica, Zlatar and Zlatibor, and prosciutto and bratwurst are characteristic of the Užice and Zlatibor region. Turbulent historical events in our area have also affected the diet, so each region has its own specifics and differences in terms of gastronomy. Šumadija was the least susceptible to external influences, so we can say that its kitchen is the most authentic. In this area, milk and dairy products have a special status and are mainly consumed as a side dish to various dishes (Zagorac, Marjanović. 2013).

Place and methods of research

Empirical and theoretical research was conducted on the basis of the established concept and research plan on the territory of Šumadija district, as a case study, which includes settlements: Kragujevac, Aranđelovac, Topola, Rača, Batočina, Knić, Lapovo, and the obtained data are tabulated and graphically presented. The following methods were used:

- Theoretical (definition, classification, induction, deduction, analysis and synthesis);
- Field research (interview of the management of tourism organizations of the research area, using a questionnaire adopted by Condrasky et al., 2007, modified for this research);
- Statistical (statistical observation).

The obtained results are classified into tables, after which they are subjected to observation and analysis, and in an adequate way graphically, tabulated and discussed. An especially important methodological aspect is the empirical character of this research, which is reflected in the intention that the researched facts and conclusions can be empirically verified and confirmed.

Results of the paper and discussion

Analysis of food and beverage events in the Šumadija district

The results shown in Table 1 show in which municipality and place the event is held, the name of the event, the time of the event, the kind and type of event.

Table 1. Analysis of food and beverage events in Šumadija district

Municipality	Place	Name of the event	Maintenance period of the event	Kind of event in relation to food and drink	Type of the event
Kragujevac	Kragujevac	Šumadija Agriculture Fair	September	Food and drink are accompanying elements	Various
	Kragujevac	International Fair of Tourism and Rural Tourism	November	Manifestation of drinks	Exhibition
	Kragujevac	Wine Salon	April	Manifestation of drinks	Exhibition
Arandelovac	Arandelovac	Wine Night	September	Manifestation of drinks	Competitive
	Bukuja	May Day dawn on Bukuja	May	Gastronomic-tourist event	Various
	Arandelovac	Vredne ruke	July	Manifestation of food	Exhibition
Topola	Oplenac	Oplenac Harvest	October	Gastronomic-tourist	Competitive
	Topola	Ethno Fair	May	Gastronomic as an accompanying element	Exhibition
	Topola	Đurđevdan wine and rakia	May	Manifestation of food and drink	Competitive
	Topola	Dough Festival	July	Manifestation of food	Competitive
Rača	Rača	Karađorđe Days	July	Manifestation of food	Competitive
	Rača	Wine and Rakia Fair	February	Manifestation of drinks	Exhibition
Batočina	Batočina	Manifestation of ritual breads	October	Manifestation of food	Exhibition
	Batočina	Young rakia festival	October	Manifestation of food accompanying element	Competitive
Knić	Knić	Gruža Autumn	September	Manifestation of food	Various
	Knić	Topoličko country party	July	Manifestation of food accompanying element	Various
	Knić	Bean festival	April	Manifestation of food	Competitive
Lapovo	Lapovo	Wine days	February	Gastronomic-tourist	Competitive
	Lapovo	Ethno days of Moravian irises	June	Gastronomic-tourist	Exhibition
	Lapovo	Lapovo fish pot	July	Gastronomic-tourist	Competitive
	Lapovo	Levačka bean festival	September	Manifestation of food	Competitive

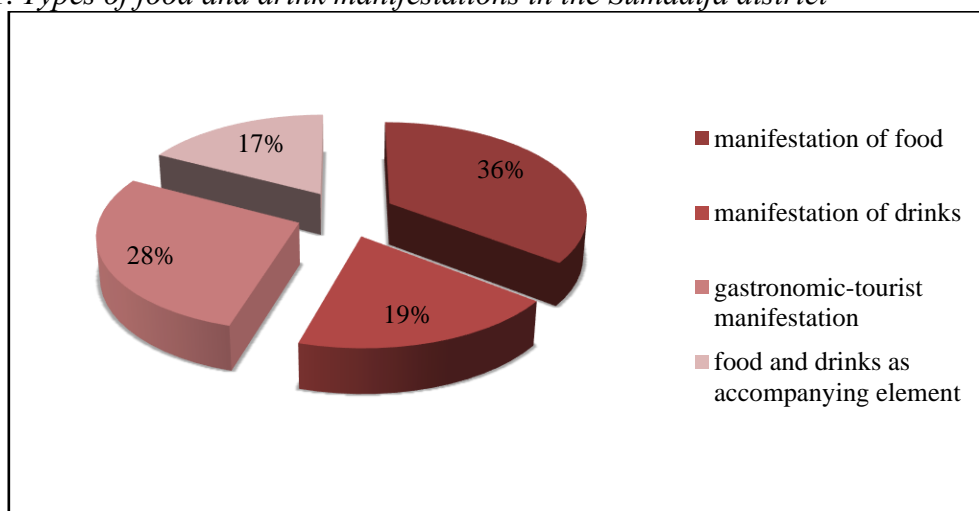
Source: Author's research

It is stated that there are 21 of them, of which 3 in the territory of the City of Kragujevac, 3 in Arandjelovac, 4 in Topola, 2 in Batočina, 3 in Knić, 4 in Lapovo. The number of gastronomic events changes and grows from year to year, which is in line with the statements of some authors (Lee, Arcodia .2011), who indicate that in the world this number is growing rapidly along with the growing interest in gastronomic tourism. Some of our authors point out (Richards, 2002) that this number is growing in the districts in Vojvodina, but also state that their number is still insufficient compared to the total potentials that exist, which can be pointed out for the Šumadija district as well. If we compare these results with the events in Vojvodina, cited in the literature of this paper (Kalenjuk, 2014), it can be seen that the number of gastronomic events and their structure is more numerous, but does not dominate in relation to events where food is not the main motive for tourists. This can be justified by the larger territory, history, population density, geography, tradition and other factors important for the development of tourism in relation to the Šumadija district.

Types of food and drink events

Figure 1 shows the percentage manifestations of food, beverages, mixed food and beverages and manifestations where food is only an accompanying element.

Figure 1. *Types of food and drink manifestations in the Šumadija district*



Source: *Author's research*

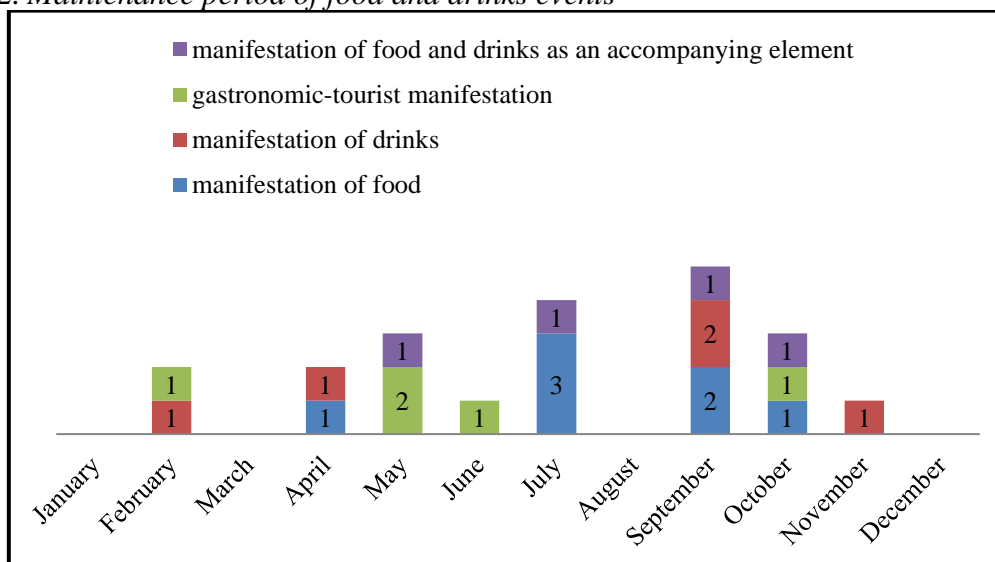
Based on the obtained results shown in Graph 1 it can be concluded that the most common food manifestations with a share of 36% (bean festival, Levačka bean festival, dough festival), 19% of beverage manifestations (young rakia festival, St. George's Day of wine and rakia), 28% gastronomic -tourist events (Oplenac harvest, wine days, ethno days of Moravica irises), 17% of food and drink events as an accompanying element (Topoličko country festival, young rakia festival, Šumadija agricultural fair). The obtained results from the Šumadija district indicate that the most common manifestations are of a competitive nature where mostly national dishes are prepared (such as beans, stew, dough dishes), which characterizes other regions in the world and in our country. Wine and rakia are the most represented at the manifestations of drinks, which is in accordance with the tradition of Šumadija.

Analysis of the maintenance period of food and drinks events

Figure 2 shows how the researched gastronomic events are distributed by months during the year and by types. It can be seen that the manifestations are held almost throughout the year,

while the largest number of manifestations is in September. In February there is manifestation of drinks (wine and rakia fair) and a gastronomic-tourist event (wine days), in April there is a food event (bean festival) and a gastronomic-tourist event (wine salon), in May there are gastronomic-tourist events (May Day dawn on Bukuja), manifestation of food and drink as an accompanying element (wine salon), in June there is a gastronomic tourist event (ethno days of Moravian irises), in July there is a food manifestation (Lapovo fish pot, dough festival), food and drink manifestation as an accompanying element (Topoličko country party).

Figure 2. *Maintenance period of food and drinks events*



Source: *Author's research*

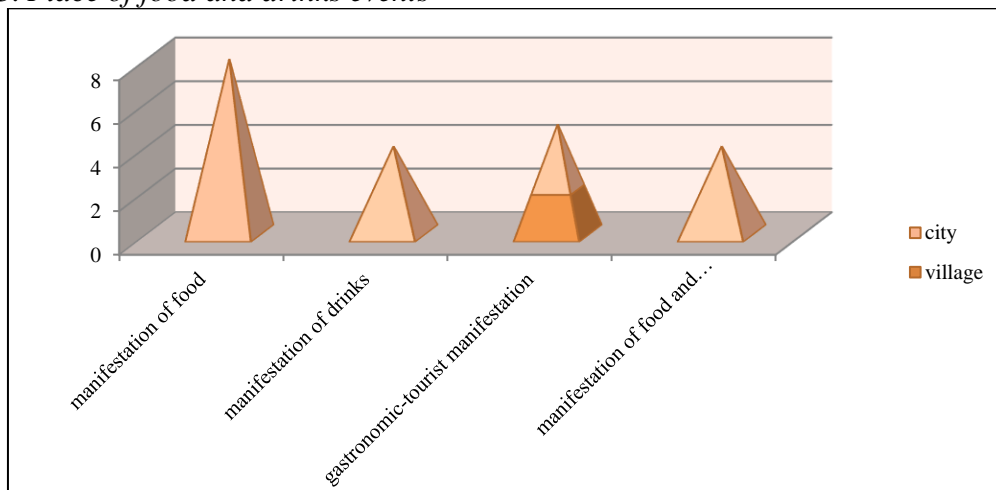
September is the month with the largest number of manifestations. It is a gastronomic-tourist event (wine evening), food and drink event as an accompanying element (Šumadija Agricultural Fair), food event (Gruža autumn, Levačka bean festival), food event (ritual breads) in October, food and drink event as an accompanying element (young rakia festival), a manifestation of drinks (Oplenac harvest), in November a manifestation of drinks (international fair of tourism and rural tourism). The importance of holding events is reflected in the fact that gastronomic tourism does not have a seasonal character and that its activities can be realized throughout the year and at any time of day, as stated by Richards and in all weather conditions (Richards, 2002). In contrast, in accordance with the climatic conditions, the next assumption was that the largest number of manifestations takes place in the summer period, which was confirmed. In relation to the Šumadija district, in Vojvodina, the largest number of food events are held in August, as well as events that include food and drink. The largest number of events dedicated to drinks is held in February and they deal with the promotion of local wines (Winery in Dolovo, Pančevo municipality, Vineyard Ball in Žabalj, Čurug municipality, Days of winemakers and winegrowers in Ada, etc.) (Wargenau, Che. 2006).

Analysis of the place of food and drinks events in the Šumadija district

Based on the research, it can be concluded that most of the events are held in the city, 19 events, while 2 events are held in the village (May Day dawn on Bukuja, Oplenac harvest). On the other hand, the absence of food and beverage events in other urban and rural settlements of the Šumadija district is a serious shortcoming in their tourist offer. At events in which food and drink are an accompanying element, all events are held in the city (wine salon, Šumadija Agricultural Fair). As for food manifestations, all manifestations are held in city 8 (Lapovo fish pot, dough festival, bean festival). All analyzed events are traditionally held every year in the

same place. In the Šumadija district, local specialties are divided as follows: Kragujevac is known for roast, Aranđelovac (gratinated brain), Topola (wine), Rača (stew), Lapovo (bun with kaymak), Batočina (bread, dough dishes), Knić (beans), Svilajnac (plum rakia) (Zagorac, Marjanović. 2013). In relation to the Šumadija district, the following types of dishes are represented in Vojvodina, such as fish, paprikash, soups, strudels, watermelons, gomboca, etc. All of them can be the basis for making tourist smaller or larger events. Based on the conducted research, it can be concluded that food manifestations are very common in Šumadija and Vojvodina with different culture and tradition.

Figure 3. *Place of food and drinks events*



Source: *Author's research*

Conclusion

Tourist gastronomic events are an important factor in the development of tourism, both in our country and in the world. Šumadija district represents the central part of Serbia, which has the potential for the development of tourist gastronomic events. In Šumadija, the culture of cultivation, production and tradition of food and nutrition is well preserved, which was not destroyed by the globalization process. This is a good basis for the development of this form of selective tourism. In Stari Vlah, which geographically and culturally spreads along a good part of western Serbia, the population came mostly from Herzegovina, Bosnia and Montenegro, i.e. from the mountainous regions, a few hundred years ago, so there are much more "livestock" than "vegetable" eating habits. Hence, milk and dairy products have an almost cult status and are eaten with all dishes except, of course, with cakes. Kraljevo cheese and kaymak are well-known, followed by Sjenica, Zlatar and Zlatibor, and prosciutto and bratwurst are characteristic of the Užice and Zlatibor region. These products represent a good basis for faster growth of events based on traditional food and drink.

The results showed that this district has the most represented food events with a share of 36% (bean festival, Lapovo fish pot, dough festival), 19% of drink events (young rakia festival, St. George's Day wine and rakia days), 28% gastronomic and tourist events, wine days, ethno-days of Moravian irises), 17% of food and drink manifestations as an accompanying element (Topoličko country party, young rakia festival, Šumadija agricultural fair).

The largest number of events is held in July, September and October. Gastronomic-tourist events do not have a seasonal character, so they should be organized throughout the year in order to promote authentic food and drink, preserve tradition and culture and contribute to the

economic sustainability of the region. The Šumadija region represents a good potential for the development of gastronomic tourism. Tourist organizations, as well as local self-government bodies and the state, should recognize this form of tourism as promising and envisage a package of incentive measures for its development. This research can indicate that the Šumadija district has a good potential for the development of gastronomic tourism, but that there are not enough events. The recommendation of this research is to point out the development of food and drink manifestations in the Šumadija district.

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