

## EXPERIENCING DESTINATION THROUGH LOCAL FOOD AND BEVERAGES – THE CASE OF REPUBLIC OF SERBIA

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### Abstract

Nowadays, urban centres are being faced with the problem of an increasing number of competitive destinations offering similar tourist experience. Accordingly, this paper aims to determine the extent to which consumption of local food, local beverage and experience of food culture contributes to the explanation of assessment of destination in urban centres. The paper is based on empirical research carried out amongst 804 foreign tourists who visited city centres of Belgrade and Novi Sad (Serbia) in 2017. The obtained results were examined via hierarchical regressive analysis. The findings demonstrate that the consumption of local food, local beverage and the experience of food culture in each of these assumptions represent a significant contribution. Analysis of the findings revealed that the development of tourism product has multiple contributions in a tourist destination and possibilities for the development of local economy. It is concluded in the paper that local food, local beverage, and food culture are important elements of the tourism product.

**Key words:** local food and beverage consumption, food culture, destination, urban centres, Belgrade and Novi Sad (Serbia).

## КОНЗУМАЦИЈА ЛОКАЛНЕ ХРАНЕ И ПИЋА КАО ДЕО ДОЖИВЉАЈА ДЕСТИНАЦИЈЕ – СТУДИЈА СЛУЧАЈА РЕПУБЛИКЕ СРБИЈЕ

### Апстракт

Данас се урбани центри суочавају са проблемом све већег броја конкурентских дестинација које нуде слично туристичко искуство. На основу те констатације, рад има за циљ да утврди у којој мери потрошња локалне хране и локалног пића, као и култура хране, доприноси објашњењу процене атрактивности дестинације у урбаним центрима. Истраживање је спроведено на узорку од 804 туриста из иностранства који су посетили градске центре Београд и Нови Сад (Србија) у 2017. години. Добијени резултати испитани су хијерархијском регресивном анализом. У истраживању конзумација локалне хране и локалног пића, као и култура хране у сваком овом предвиђању – остварују значајан допринос. Анализа резултата открива да развој туристичког производа има вишеструке доприносе у туристичкој дестинацији и могућностима развоја локалне економије. Закључак истраживања је да су локална храна, локална пића и култура хране важни елементи туристичког производа.

**Кључне речи:** потрошња локалне хране и пића, култура исхране, дестинације, градски центри, Београд и Нови Сад (Србија).

### INTRODUCTION

When the subject of research papers is the significance of food, beverages and food culture for a tourist destination, it is crucial that we bear in mind the development of gastronomic tourism in a particular place, where specificities of food and food culture often include exoticism and a traditional approach in food preparation.

Food, beverages and food culture undoubtedly represent one of the attractions and a reason which draws tourists to a particular destination. In accordance to that, the new research stream in tourism, known as “food tourism”, “culinary tourism”, “cuisine tourism”, “gastronomy tourism” or “gourmet tourism”, came from the segment of individuals who are travelling for the sake of food experiences (known as foodie, food or culinary tourists) (López-Guzmán, & Sánchez-Cañizares, 2012). The term gastronomic or culinary tourists refers to those who travel to consume food and beverage, i.e. local cuisine characteristic of a country or region (Herrera, Herranz, & Arilla, 2012).

Medina (2015) indicated that gastronomic tourism is mainly an experience. A direct experience at the production territory and the sensory and cultural experiences that gastronomy offers are new elements that can be added to the discovery of new and unknown landscapes and territories by tourists. Gastronomic tourism has become a key factor for stimulating the economy not only in rural areas but also in the urban areas which host many gastronomic routes (Millán Vázquez de la Torre, Hernández Rojas, & Navajas Romero, 2016).

As for the literature dealing with this subject, it is important to stress that the significance of food consumption in a tourist destination was dealt with by a greater number of researchers (Cohen & Avieli, 2004; Stewart, Bramble & Ziraldo, 2008; Chang, Kivela, & Mak, 2010), who also pointed out the contribution of food and beverage for the development of tourism industry especially for gastronomic tourism. Other studies showed that the amount of money spent on food can take up to one-third of the total expenditure of tourists (Meler & Cerovic, 2003).

According to that, the study aims to determine and describe to what extent and in what way the consumption of local food, local beverage, and experience of food culture contributes to the tourist destination in the cities of Serbia, i.e. in Belgrade and Novi Sad.

*Literature review - the contribution of food, beverage and food culture to the destination attractiveness*

In order to attract more tourists, many destinations integrate local food (cuisine) into the tourism offer in order to respond to changes on competitive global tourism market (Robinson & Getz, 2014). The available literature suggests food and tourism can be connected in several ways (Henderson, 2009). First, food can add a value to a tourism product increasing its attractiveness (Hegarty & O'Mahoney, 2001). Second, food is considered to be a strategic management tool that can create a positive destination image (Fox, 2007; Renko, Renko, & Polonijo, 2010) and attract and retain tourists on a destination (Nield, Kozak, & LeGrys, 2000; Cohen & Avieli, 2004; Kivela & Crotts, 2006). Third, food can be the main motive of traveling for tourists who seek out food activities and experiences while they are at the destination (Jones & Jenkins, 2002).

Millán Vázquez de la Torre et al. (2016) pointed out that certain local food and beverage products through recognizable identities at the national and regional levels can make them more attractive, but not only because of their nutritional characteristics, but also can become a tourist product that can stimulate the gastronomic tourism sector.

Choe and Kim (2018) highlighted that tourists' local food consumption value effectively explains tourists' attitudes toward local food, food destination image, and behavioral intentions.

Food or the experience of dining is one of the important factors influencing the perception of a destination by tourists in some models of the destination attractiveness. Hu and Ritchie (1993) emphasized that food is the fourth factor contributing to the perception of the destination attractiveness, right after weather, accommodation, and scenery. According to Kivela and Crotts' findings (2006) in Hong Kong, gastronomy is becoming increasingly important for a variety of tourism products and services offered in Hong Kong and it stands out as a significant element in the abundance of tourist experiences.

The cultural significance of food supports local food in being an important identity of a destination. Since local food of each destination has its own cultural expression, the use of gastronomy can create a unique identity of a destination. Apart from natural or historical attractions, gastronomy is an available alternative that a destination could use to develop its identity. Identity created in gastronomy can easily be advertised and is attractive for a destination (Kivela & Crofts, 2006; Okumus, Okumus, & McKercher, 2007).

Based on the research purposes, this study had the following research hypotheses:

H1: *Consumption of local food significantly contributes to the assessment of destination attractiveness.*

H2: *Consumption of local beverage significantly contributes to the assessment of destination attractiveness.*

H3: *The experience of food culture significantly contributes to the assessment of destination attractiveness.*

## METHODS

### *Sample*

The survey was conducted in Belgrade and Novi Sad in the Republic of Serbia. Both cities are the administrative, economic, political and cultural centres. Belgrade is located at the confluence of the Sava and Danube rivers, where the Pannonian Plain meets the Balkan Peninsula, while Novi Sad is located in the south of the Pannonian Plain.

The sampling method is stratified sample and “simple random sample”. Each city was analysed by means of “simple random sample” procedure and each foreign tourist who visited cities was considered random sample. Since the survey was carried out by means of “paper and pen” procedure, it was of utmost importance to have skilful surveyors that would be able to provide good explanations of questions if respondents would ask for them. A team of ten researchers – previously trained undertook the survey during different days of the week (usually during afternoon and in the evening).

The study included 804 respondents of which 420 were in Novi Sad and 384 in Belgrade. Other socio-demographic characteristics of the respondents are shown in Table 1.

*Table 1. Socio - demographic characteristics of respondents*

	Novi Sad	Belgrade	Total
Gender			
Male	223	197	420
Female	197	187	384
Age categories			
18 – 30	198	168	366
31 – 40	86	96	182
41 – 50	48	60	108
51 – 60	40	52	92
Over 60	30	26	56
Education level			
High school	80	85	165
College	145	113	258
University – BSc	90	75	165
University – MSc	67	75	142
University – PhD	18	56	74
Monthly income by household			
Below average	76	85	161
Average	185	223	408
Above average	114	106	220
Region			
Former Yugoslavian republics	184	156	340
Western Europe countries	147	165	312
Southern Europe countries	49	46	95
Eastern Europe countries	21	36	57

Source: authors, based on research

#### *Instrument*

The following scales were used for the purpose of this study: local food consumption, local beverage consumption and the experience of food culture (Jalis, Zahari, Zulkifly, & Othman, 2009) as well as destination attractiveness (Stone Romero, Stone, & Grewal, 1997; Götz, Liehr-Gobbers, & Krafft, 2010). The questionnaire (Jalis et al., 2009) was modified in the way that it was directed towards examining specific features of the local cuisine of the tested region. Furthermore, the scale (variable) examining the destination attractiveness was added to the modified questionnaire (Stone Romero et al., 1997; Götz et al., 2010).

The questionnaire was composed of three parts. Section one refers to an agreement of respondents to fill in the questionnaire. Section two refers to demographic and socio-economic characteristics of respondents: gender, age, education level, monthly income and country that foreign tourists come from. The third part of the questionnaire deals with examining the consumption of local food (Table 2), local beverage (Table 3) and experience of food culture (Table 4). The part of the questionnaire that examines the destination attractiveness is the last part of the questionnaire (Table 5). The term “local food” was used by authors. Earlier studies (Baloglu & McCleary, 1999) have

indicated that the term “local food” contributes to popularity of destination and tourist consumption of food. The answers were measured using the Likert scale, as follows: 1-Strongly disagree, 2-Disagree, 3-Neutral, 4- Agree, 5- Strongly agree. The questionnaire was anonymous.

Table 2 shows the mean value and standard deviation of the scale for testing local food consumption.

*Table 2. Descriptive analysis of the scale items for local food consumption*

Items	Novi Sad		Belgrade	
	Mean	St. Deviation	Mean	St. Deviation
1. I consumed a lot of local food during my vacation	4.51	.756	4.39	1.08
2. I tried many local delicacies	4.23	1.02	4.17	1.11
3. I like local food but I prefer eating something else	3.23	1.29	3.17	1.25
4. I had more fast food than traditional local food during my vacation	3.03	1.38	2.97	1.37
5. I could not stand the smell of some local food	2.92	1.42	2.57	1.53
6. I only had mild local food during my vacation	3.32	1.23	3.24	1.27
7. I had too much spicy local food during my vacation	3.26	1.41	2.76	1.41

Source: authors, based on research

The scale *local beverage consumption* was changed. Items 1 and 2 were reworded: "I did not mind trying some local beverages although they had 40% of alcohol" and "I drank flavored alcoholic local beverages (herbal spirits, absinthe, etc.)". In addition, the authors have agreed to add the following two items: "I had a lot of wine during my vacation" and "I had more local wines than the international ones." The reason for the amendment of subscales is the long tradition of viticulture in Serbia (Vlahović, Tomić, & Puškarić, 2008; Vlahović, Potrebić, & Jeločnik, 2012).

Table 3 shows the mean value and standard deviation of the scale for testing the local beverage consumption.

The scale *experience of food culture* was changed in accordance with the specifics of food culture in Malaysia, i.e. Serbia. The changes were made from the third to seventh questions. Traditional types of food culture in Malaysia are influenced by Chinese cuisine (Zahari, Jalis, Zulfily, Radzi, & Othman, 2009). Nevertheless, there is no similar influence in Serbian cuisine, so the questions were replaced in accordance with the tradition of food culture in Serbia (Vuksanović, 2017). Table 4 shows the mean value and standard deviation of the scale for testing the experience of food culture.

*Table 3. Descriptive analysis of the scale items for local beverage consumption*

Items	Novi Sad		Belgrade	
	Mean	St. Deviation	Mean	St. Deviation
1. I did not mind trying some local beverages although they had 40% of alcohol	4.23	1.18	3.70	1.39
2. I drank flavoured alcoholic local beverages (herbal spirits, pelin, etc.)	4.03	1.30	3.88	1.44
3. I drank more local beer than international ones	4.07	1.31	4.03	1.39
4. I had fresh fruit juices only during my vacation	3.21	1.40	3.11	1.51
5. I had a lot of wine during my vacation	3.62	1.38	3.50	1.32
6. I had more local wines than the international ones	3.52	1.39	3.62	1.37

Source: authors, based on research

*Table 4. Descriptive analysis of the scale items for experience of food culture*

Items	Novi Sad		Belgrade	
	Mean	St. Deviation	Mean	St. Deviation
1. I am fascinated by Serbian food culture	4.18	.98	4.23	.93
2. I did not care about local food culture during my vacation	2.46	1.29	2.56	1.32
3. I enjoyed eating local food in big amounts	4.11	1.01	3.97	1.23
4. I enjoyed eating local food in a traditional way	4.31	.80	4.35	.88
5. I ate local food at streets and without cutlery	3.51	1.45	3.57	1.38
6. I attended food festivals during my vacation	2.78	1.43	2.56	1.48
7. On several occasions I visited places for food preparation and sale in supermarkets and at street markets	3.54	1.42	3.47	1.33
8. I experienced a few traditional ways of preparing local food	3.87	1.24	3.65	1.36
9. During my vacation, I experienced traditional ways of consuming local food	3.89	1.13	3.72	1.14
10. I learnt about local tradition and foods mostly at cultural events	3.25	1.31	3.17	1.36
11. I learnt a lot about Serbian food culture during my vacation	3.97	1.12	3.84	1.06

Source: authors, based on research

According to the suggestions of researchers in the subject area (Stone Romero et al., 1997; Götz et al., 2010) the destination attractiveness is operationalized. The mean value and standard deviation of the scale for testing the destination attractiveness is shown in Table 5.

*Table 5. Descriptive analysis of the scale items for destination attractiveness*

Items	Novi Sad		Belgrade	
	Mean	St. Deviation	Mean	St. Deviation
1. The destination is very attractive in general	4.51	.71	4.61	.63
2. My expectations of the destination attractiveness have been met	4.61	.64	4.56	.76
3. Destination attractiveness exceeded my expectations	4.36	.91	4.33	.93
4. Attractiveness of the local gastronomy met my expectations	4.57	.73	4.44	.76

Source: authors, based on research

#### *Variables*

Independent variables in this study are the following: local food, local beverage, and experience of food culture. There is also one criterion variable: destination attractiveness.

After the data was prepared, a regressive hierarchical analysis was conducted. The hierarchical regressive analysis was chosen in order to determine the individual influence of local food and local beverage, and then the influence of the experience of food culture. Since the culture of food has rarely been the subject of research as a predictor of tourist behaviour, authors believe that it is necessary to examine its individual contribution in relation to food and beverage consumption and the destination attractiveness (Tabachnick & Fidell, 2007).

## *RESULTS AND DISCUSSION*

### *Descriptive analysis*

Table 6 presents a descriptive analysis of applied scales. Based on the values of multivariate skewness and kurtosis, it can be concluded that the answers of respondents about the local food consumption, local beverage consumption, the experience of food culture and destination attractiveness scale do not deviate significantly in comparison to abnormal distribution. In this research, reliability coefficients are expressed in Cronbach terms.



Table 6. Descriptive scale indicators

Items	Min	Max	M	SD	Skew.	Kurt.	K-S	$\alpha$
Local food consumption	12.00	40.00	26.70	5.70	.139	-.458	0.266*	0.76
Local beverage consumption	6.00	30.00	22.16	5.04	-.546	.112	0.286*	0.78
Experience of food culture	18.00	55.00	39.23	7.28	-.251	-.325	0.278*	0.81
Destination attractiveness	10.00	22.26	17.98	2.27	-1.35	1.132	0.253*	0.77

Note. \* $p < 0.1$ : Min. – minimal score; Max. – maximal score; M – arithmetic mean; SD – standard deviation; Skew. – Skewness; Kurt. – Kurtosis; K-S – Kolmogorov–Smirnov statistics;  $\alpha$  – scale reliability measured by internal consistency

*Predictive contribution of local food, local beverage and experience of food culture in the explanation of assessing the destination attractiveness*

The results indicate that both regressive models are statistically significant (Table 7) in both samples of respondents respectively, and taking into consideration the overall sample. It can be noticed that in the first model, in the sample of respondents that stayed in Novi Sad, the predictor set accounts for approximately 9% criteria variance, whereas in the second model, including an additional predictor, it accounts for approximately 15% variance criteria. The change made by the inclusion of an additional predictor is statistically significant ( $F(1,328) = 21,18$ ,  $p < 0.001$ ). In the sample of respondents who stayed in Belgrade, in the first model, the predictor set accounts for about 4% of the variance criteria, whereas in the second model, in which an additional predictor was included, accounts for about 12% of the variance criteria. The change that occurs with the inclusion of food culture in the explanation of criteria variable is statistically significant ( $F(1,338) = 29,41$ ,  $p < 0.001$ ). If we observe the significance of regression models regardless of sub-samples of respondents, it is noticed that in the first model the predictor set accounts for about 6% of criteria variance, whereas in the second model, with an additional predictor, about 12% criteria variance was accounted for. This also means that a statistically significant change was made ( $F(1, 670) = 50,18$ ,  $p < 0.001$ ).

Table 7. The significance of regression models of destination attractiveness

	Novi Sad			Belgrade			Total		
	R	R <sup>2</sup>	F (df)	R	R <sup>2</sup>	F (df)	R	R <sup>2</sup>	F (df)
Model 1	0.30	0.090	16.21* (2, 329)	0.195	0.038	6.69* (2, 339)	0.24	0.059	20.88* (2, 671)
Model 2	0.38	0.145	18.53* (3, 328)	0.339	0.115	14.63* (3, 338)	0.35	0.124	31.67* (3, 670)

\* $p < 0.01$ ; criterion: destination attractiveness

The findings demonstrate that in the first set of predictors (in the first model), only local beverage consumption significantly contributes to

the explanation of destination attractiveness, in a positive direction ( $\beta = 0.289$ ,  $p < 0.01$ ), whereas local food consumption does not achieve a significant predictive contribution in the sub-sample of respondents from Novi Sad. In the second model, local beverages consumption retains its predictive contribution ( $\beta = 0.164$ ,  $p < 0.01$ ), while local food consumption again does not achieve a significant contribution in the explanation of destination attractiveness. It can also be noticed that in the second model, the predictor experience related to the food culture achieves a significant predictive contribution in the explanation of destination attractiveness, in a positive direction ( $\beta = 0.275$ ,  $p < 0.01$ ). In the second model, it is actually the experience of food culture that achieves the strongest connection to destination attractiveness. Also, the inclusion of the variable experience of food culture reduces the predictor influence of local beverages consumption, which indicates the moderate influence of experience of food culture on destination attractiveness (Table 8).

*Table 8. Predictors contribution on destination attractiveness (subsample: Novi Sad)*

	Predictors	B	SE B	Beta
Model 1	Local food consumption	0.024	0.025	0.051
	<b>Beverage food consumption</b>	0.140	0.026	<b>0.289*</b>
Model 2	Local food consumption	-0.003	0.025	-0.007
	<b>Beverage food consumption</b>	0.080	0.028	<b>0.164*</b>
	<b>Experience of food culture</b>	0.085	0.019	<b>0.275*</b>

\* $p < 0.01$ ; criterion: destination attractiveness; SE B standard error of beta coefficient

When it comes to the significance of predictors in explaining the destination attractiveness, in the sub-sample of respondents from Belgrade (Table 9), one notices that just like in the first model, as in the case of Novi Sad sub-sample, only local beverages consumption achieves a significant predictive contribution ( $\beta = 0.200$ ,  $p < 0.01$ ) in a positive direction. Local food consumption, on the other hand, in the first model does not achieve a significant predictive contribution when it comes to destination attractiveness. In the second model, the inclusion of the predictor experience of food culture, local food consumption gains significance in the predictive contribution of destination attractiveness ( $\beta = -0.142$ ,  $p < 0.01$ ), but in a negative direction (reduced local food consumption contributes to the explanation of the higher estimate of destination attractiveness). Local beverages consumption again appears to be a significant predictor ( $\beta = 0.110$ ,  $p < 0.01$ ) in a positive direction, and the predictor experience of food culture also realizes a significant contribution in explaining destination attractiveness ( $\beta = 0.323$ ,  $p < 0.01$ ). The addition of the variable experience of food culture affects the power

of predictor influence of local food and beverage consumption. The experience of food culture realizes a mediating effect.

*Table 9. Predictors contribution on destination attractiveness (subsample: Belgrade)*

	<b>Predictors</b>	<b>B</b>	<b>SE B</b>	<b>Beta</b>
Model 1	Local food consumption	-0.012	0.027	-0.024
	<b>Beverage food consumption</b>	0.100	0.028	<b>0.200*</b>
Model 2	<b>Local food consumption</b>	-0.070	0.028	<b>-0.142*</b>
	<b>Beverage food consumption</b>	0.055	0.028	<b>0.110*</b>
	<b>Experience of food culture</b>	0.102	0.019	<b>0.323*</b>

\*p<0.01; criterion: destination attractiveness; SE B standard error of beta coefficient

The authors started from the assumption that all three predictors (food, beverage and food culture) are to take part in explaining destination attractiveness in a positive direction, whereas the research clearly demonstrates that local food consumption accounts for destination attractiveness in a negative direction in sub-sample Belgrade (increased consumption of local food accounts for low destination attractiveness), and the link between this predictor and criterion is the weakest in the model.

Based on obtained results in both samples, it can be concluded that H1 (*Consumption of local food significantly contributes to the assessment of destination attractiveness*) has not been confirmed. The negative influence of food consumption can be explained as unacceptable local food for tourists (lack of diversity of food and beverages, unlabeled and unknown local product, unfamiliar taste and texture of food). Additionally, it is assumed that tourists experience food as supporting service or daily physiological need. This influence is on a sample of tourists from Belgrade. Therefore, it is necessary to make an effort in order to achieve quality local food consumption for the purpose of contributing to destination attractiveness. On the other hand, the negative effect of food has not been noticed on the sample of tourists from Novi Sad. For the purpose of further improving the tourist offer and increasing destination attractiveness it is necessary to determine in what ways food consumption is different in Belgrade and Novi Sad.

The findings about local food consumption clearly demonstrate that there are differences in local food of the two cities that can be accounted for with an assumption that the differences stem from the influences of two different local cuisines. More precisely, in Novi Sad, local cuisine has developed mostly under the influence of Germany, Austria, Slovakia and Hungary, whereas in Belgrade it has developed under the influence of Turkey, i.e. oriental cuisine (Vuksanović, 2017). Possible differences can be explained by the fact that there are dishes offered in Novi Sad or Belgrade which were created under the influence of aforementioned countries and are accepted in hospitality industry today.

The findings show that it is local beverage consumption that primarily contributes to destination attractiveness. As a result of this, H2 is confirmed (*Consumption of local beverage significantly contribute to the assessment of destination attractiveness*). Accordingly, it can be noticed that local beverage consumption is a significant factor which influences the tourists' experience of Belgrade and Novi Sad. With inclusion of food culture, the culture itself becomes a significant factor, and it affects tourists' experience in both cities, as well. Equally important, H3 is confirmed (*Experience related to food culture significantly contributes to the assessment of destination attractiveness*). It is vital to point out the fact that beverage has a significant influence in the second model, as well. Thus, assumptions on the attractiveness of a destination can be made based on the fact whether tourists consume local beverages and their food related experience. The findings clearly stress that there is no difference between the two cities in the consumption of local beverages and food culture, and that a similar influence is present related to local food. However, the development of local food is accompanied by beverages and food culture, as well.

Finally, examples of good practice from Novi Sad which have an influence on tourists' food consumption can be included and integrated in the tourist offer in Belgrade, and vice versa. Given the fact that local beverage and food culture is developed in both cities and it contributes to the destination attractiveness, the examples of good practice can be included and integrated as a starting point for entering the partnership between different market subjects for the purpose of destination development and other forms of tourism.

### CONSLUSION

The present study advances the literature on the use of local food and beverage, and food culture in destination attractiveness, by assessing food and beverage consumption and experience of food culture in the context of a newly emerging tourism destination in the Western Balkan.

On the basis of obtained results, it can be concluded that local food and local beverage are an important element in predicting the destination attractiveness. The study proves that local beverage consumption and experience of food culture in each of the predictions realize an important contribution, whereas local food consumption does not make a contribution. However, an interesting fact is that results show differences between cities: local food consumption in Novi Sad makes a contribution, whereas in Belgrade it does not. Furthermore, one should bear in mind other indicators affecting a destination and tourist offer of a city. This means that besides food, beverage, and food culture, there can be other factors in predicting the destination attractiveness.

The study proves information for reveal stakeholders' perceptions of the promotional high-end food experiences. Stakeholders have a favourable perception of the country's diverse food culture.

One of research's limitations is that tourists were not educated enough to recognize the local food and beverage. Other, the restaurants in Belgrade and Novi Sad mostly have international cuisine as well as local. Also, limitation of this study is related to the geographical area (tourist site) where the research process was carried out. Thus, future research with greater geographical scope is required.

Based on the literature analysis and research results, it can be concluded that local food, local beverage, and food culture are an important element of the tourism product. In addition to this, the development of tourism product has multiple contributions in a tourist destination and possibilities for the development of local economy, which is directly linked to marketing experts, local management for surveillance and food and beverage delivery and the tourist organization.

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## КОНЗУМАЦИЈА ЛОКАЛНЕ ХРАНЕ И ПИЋА КАО ДЕО ДОЖИВЉАЈА ДЕСТИНАЦИЈЕ – СТУДИЈА СЛУЧАЈА РЕПУБЛИКЕ СРБИЈЕ

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### Резиме

На основу констатације да се урбани центри суочавају са проблемом све већег броја конкурентских дестинација које нуде слично туристичко искуство, а нарочито када је у питању локална храна и пиће, као и култура исхране, постављене су три хипотеза рада, а то је да конзумација локалне хране и локалног пића, као и култура исхране, значајно доприносе у процени атрактивности дестинације. Истраживање је спроведено на узорку од 804 туриста из иностранства који су посетили градске центре Београда и Новог Сада (Србија) током 2017. године. Теренски рад за ову студију изведен је у граду Београду, главном граду Републике Србије, и Новом Саду, главном граду Аутономне Покрајине Војводине (покрајина у Републици Србији). Оба града су административни, економски, политички и културни центри земље. Сврха рада била је да се утврди у којој мери потрошња локалне хране и локалног пића, као и култура исхране, доприноси објашњењу процене атрактивности дестинације у урбаним центрима.

Истраживање је засновано на упитнику који испитује конзумацију локалне хране, локалног пића и културе исхране (Jalis, Zahari, Zulkifly, & Othman, 2009), као и атрактивност дестинације (Stone Romero, Stone, & Grewal, 1997; Götz, Liehr-Gobbers, & Krafft, 2010). Аутори су пошли од претпоставке да ће сва три предиктора (локална храна, локално пиће и култура исхране) учествовати у процени атрактивности дестинације. Добијени резултати су испитани хијерархијском регресивном анализом.

Истраживање јасно показује да конзумација локалне хране доводи до атрактивности дестинације у негативном правцу у подзорку Београда, али не у подзорку Нови Сад (H1). Такође, резултати указују на то да је конзумација локалних пића значајан фактор који утиче на искуство туриста у Београду и Новом Саду (H2). Истовремено, уз укључивање културе исхране, сама култура постаје значајан фактор, и утиче на искуство туриста у оба града (H3).

На крају, примери добре праксе из Новог Сада који утичу на конзумацију локалне хране туриста могу се укључити у туристичку понуду у Београду и обрнуто. С обзиром на то да се локална пића и култура исхране развијају у оба града и доприносе атрактивности дестинације, примери добре праксе могу постати полазна тачка за улазак у партнерство различитих тржишних субјеката у сврху развоја дестинације и за друге облике туризма. Дакле, закључак истраживања је да локална храна, локална пића и култура исхране у сваком овом предвиђању остварују значајан допринос и важан су елемент туристичког производа.