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THE USAGE OF SOCIAL MEDIA MARKETING IN TOURISM

PRIMENA MARKETINGA DRUŠTVENIH MREŽA U TURIZMU

Apstrakt: Korišćenje društvenih mreža je postao sastavni deo života mnogih generacija sadašnjice. Ovi alati bazirani na korišćenju web-a omogućili su turističkim kompanijama da utvrde potrebe turista i ostanu kompetentni na tržištu koje se kontinuirano menja. Stoga, ovaj istraživački rad predstavlja načine korišćenja društvenih mreža u turističkom marketingu, proširivanjem granica turizma na inovativan način. U vezi s tim, predmet ovog rada ogleda se u određivanju da li društvene mreže imaju pozitivan uticaj na poslovne performanse u turističkom sektoru, kao i kako uključiti ove alate u brend strategije turističkih kompanija. U izradi rada dominiraju sekundarni podaci iz akademskih publikacija u oblasti turizma, marketinga i informacionih tehnologija. Rezultati istraživanja potvrdili su početne hipoteze, pri čemu je ustanovljeno da društvene mreže imaju pozitivan uticaj na nameru kupovine od strane turista i na njihovu lojalnost brendu, čime su poboljšane performanse turističkih kompanija. Značaj rezultata istraživanja ogleda se u optimizaciji korišćenja društvenih mreža u turističkom marketingu kako bi se unapredio kvalitet turističkih usluga i povećao nivo zadovoljstva turista.

Ključne reči: turizam, marketing, društvene mreže, brend, namere u kupovini.

Abstract: Nowadays, the usage of social media has become integral part of life for many generations. These web-based tools have allowed tourism companies to identify tourists' needs and keep up with ever-changing market. Thus, this research paper presents the application of social media in tourism marketing, which extend tourism boundaries in innovative way. In this regard, the subject of the paper is to determine if social media have positive impact on business performances in tourism sector and how to incorporate these tools in tourism brand strategies. The paper is based on secondary data, gathered from academic publications from different scientific fields: tourism, marketing and IT. Research results confirmed the primary hypotheses, which indicated that social media have positive impact on tourists' purchase intentions and brand loyalty, through which business performances of tourism companies have been improved. The significance of the research results is reflected as the optimization of social media usage in tourism marketing in order to improve the quality of tourism services and tourists' satisfaction.

Key words: tourism, marketing, social media, brand, purchase intention.



Introduction

Information technologies (IT) have drastically changed tourism and hospitality sector, which could be observed when analysing both tourism supply and tourism demand (Yuan et al., 2019; Chen et al., 2020; Li et al., 2021). These rapid advances in IT have changed the way consumers value, use and discuss hospitality and tourism products (Bowen & Whalen, 2017). In addition, ICTs have been able to support the industry's globalization process by providing effective tools for vendors to develop and distribute their products worldwide (Sani & Nomleni, 2018). Thus, "ITs have transformed tourism management and marketing from a static and utilitarian sense to a transformative conceptualization whereby tourism markets and actors both shape and are shaped by technology" (Sigala, 2018, pp. 151).

Nowadays, the Internet has become a dominant part of daily activities, with 4.88 billion users around the world (Kemp, 2021). The development of blogs and other social media has made it easier for all users to interact and communicate with other users in Web 2.0 era (Buhalis, 2019). Web 2.0 allowed users to transition from monologue to dialogue (Basyazicioglu & Karamustafa, 2018) and communicate and develop online content easier (Jaman & Anshari, 2021), transitioning from passive observers of online content to its generators (Gossling, 2021). This was the first postulate for developing electronic word-of-mouth (eWOM). eWOM has been described as "any favourable or unfavourable communication made by prospective, existing or previous customers about a brand or organisation, which is capable of reaching to millions of individuals and organisations through the Internet" (Kala & Chaubey, 2018, pp. 144). The eWOM communication process has been accelerated by its recognition of reliability and credibility (Matute et al., 2016; Gvili & Levy, 2018). In this regard, Moran & Muzellec (2014)

defined 4C's of eWOM credibility: community, competence, content and consensus. Additionally, they pointed out that message credibility and source credibility are crucial in the Web 2.0 based marketing.

Attention of numerous researchers throughout years (Daugherty & Hoffman, 2014; Teng et al., 2014; Erkan & Evans, 2016; Gvili & Levi, 2018; Fatma et al., 2020; Zhou et al., 2020; Pang, 2021) has been drawn by consumers' involvement on social media websites as a form of eWOM communication and a possibility to reinforce Social Media Marketing (SMM). Weinberg (2009) has explained SMM as the process of advertising an individuals' website, products or services through online social channels, while making it available for a much larger community.

Having this in mind, this research paper is based on three hypotheses:

Hypothesis 1: Social Media Marketing has positive impact on business performance of tourism companies.

Hypothesis 2: Social Media Marketing has positive impact on tourists' purchase intention.

Hypothesis 3: Social Media Marketing has positive impact on tourists' brand loyalty.

In spite of the expansion of SMM, numerous problems remain unresolved. Marketers have not been certain of appropriate ways to measure the impact of their social media strategy. This uncertainty is additionally related to the process of structuring and boosting value-added relationships with customers through social media. Furthermore, Heggde & Shainesh (2018) pointed out the importance of evolving SMM as a separate marketing sub-discipline.

Methods

According to the subject and the defined research goals, the paper is based on secondary data, collected from academic

publications in different scientific fields: tourism, marketing and IT.

Based on the data collected, the results of the survey were compared in detail in two steps:

1. Application of Social Media Marketing in Tourism: Literature Review
2. Social Media Marketing Effects on Tourists' Purchase Intention and Brand Loyalty

Application of social media marketing in tourism: Literature review

Social media generated significant impact on the use of the Internet, considering the large amount of information being disseminated by the Web 2.0. Individuals around the world can use social media tools to share and distribute information about any product or service industry (Pietro et al., 2012). In this vein, SMM has provided individual buyers and companies with the opportunities to participate in discussions about products or services and to enable their new market role – as influencers of specific marketing products and services around the world (Vinerean, 2017).

SMM has been a useful and nowadays – necessary - medium for all types of businesses and the term “social media marketing” has been argued in different ways (Dahnil et al., 2014; Alves et al., 2016; Stephen, 2016; Whiting & Deshpande, 2016; Yadav & Rahman, 2017; Icoz et al., 2018). Social media usage for marketing purposes has unleashed the abundance of data that tourism companies use for strategic insights (Jacobson et al., 2020). These companies have given a remarkable attention to product promotion and building/maintaining a favourable perception through social media. They have perceived the social media space as the fundamental hub they now consider when generating initial consciousness about the existence of a product and the motivation to use it (Kayumovich & Kamalovna, 2019).

Mkono and Tribe (2017) stated that existing research on tourism social media users has hardly ever outstretched beyond their role as an advocate of tourism products. These research papers (Milano et al., 2011; Hudson & Thal, 2013; Leung et al., 2013; Munar & Jacobsen, 2014; Sahin & Sengun, 2015) focused on the Internet as a promotional tool of tourism services or on decision-making process when buying or collecting information about tourism products online. Thus, they have failed to identify different tourists' experiences in the pre-travel phase, as well as the change in their buying behavior when engaging with social media posts or using search engines.

Since social media appeared, tourism and hospitality have been ground breaking industries for the adoption of online reviews as a tool for collecting customer feedback (Lehto et al., 2007). Radical change in the ways tourism companies communicate and promote their products could be noticed since the adoption of SMM. On the other hand, social media have been used by tourists as well, when choosing a destination, hotel, restaurant or any other leisure activities. In this regard, it became increasingly important for tourism companies to establish a successful social media presence to engage with tourists. Traditional one-way communication strategies have lost credibility, which resulted in a growing importance of interactivity in online communication (Dwivedi et al., 2021). Review sites, such as Tripadvisor and Yelp, enabled consumers to express online eWOM influencing reputation, branding and business performance of tourism organisations (Buhalis, 2019).

Social media marketing effects on tourists' purchase intention and brand loyalty

As a form of electronic word of mouth (e-WOM), shared travel experiences on social media have been playing an important



role in shaping tourists' awareness, expectations, perceptions, attitudes, and behaviors (Liu et al., 2019). The effects of social media sites on tourists include the following: (a) providing tourists with the necessary information about tourist attractions, (b) benefitting from guiding the client as a positive consumer to the service, (c) providing the tourist with safe distribution channels to purchase various tourism packages and (d) disseminating specific information about the travel packages and the variations that might occur during the trip (Alghizzawi et al., 2018). Forrester research (2007) has suggested that social media users' engagements differ by their primary life motivation. In this vein, Belarmino and Koh's (2018) study showed that differences in eWOM motivation lead to different ratings of the same hotel on different tourism websites.

The use of social media at different stages of their vacation has become increasingly important for tourists, including phases from planning and realising the trip to the final phase of sharing travel experiences. These travel experiences have been shared nowadays through social media in the form of photos, comments and reviews, easily accessible to others (Ho & Lee, 2015). Asongu and Odhiambo (2019) pointed out that the manner in which tourists search for potential destinations depends on how tourism companies use social media to influence tourists' choice of destinations. According to Destination Analyst Research (2019) 52% of recreational tourists used social media recommendations when travel planning. Hence, social media is an important component for online tourism domain in the context of planning trips through a search engine. (Rathore et al., 2017).

As mentioned previously, tourists found credibility of social media resources as one of the main criteria when buying tourism products. Tuclea et al. (2020) pointed out that the quality of generated content can widely vary, from high value content to ma-

nipulation, which has resulted in contamination of social networks with unwanted and unsecure content. Thus, this issue of assessing the credibility of information has exposed tourists to risks. Considering that the satisfaction of social media users with tourism companies has directly and positively influenced their trust in these companies (Martínez-Navalón et al., 2020), tourism supply should give thoughtful attention to the credibility of information posted online. In addition, these companies should have in mind that the increasing number of travelers have ability and possibility to gather information through social media. Thus, it is worthwhile to accept the advances made possible by social media and inevitable to avoid their acceptance by tourism marketers (Blackshaw & Nazzaro, 2006; Hua et al., 2017).

Furthermore, social media has enabled the tourism corporations to take full advantage of customer engagement strategies for developing customer-brand relationships (Aluri et al., 2019). Brand communication in social media is defined as any piece of brand-related communication "distributed via social media that enables internet users to access, share, engage with, add to, and co-create" (Alhabash et al., 2017, p. 286). Brand fan pages on social media (such as Facebook, Twitter and Instagram) have been created by tourism companies, which has allowed them to publish brand posts, containing videos, messages, quizzes, information and other material (Soegoto & Utomo, 2019), enabling that communications between brand and tourists have no restrictions in terms of time, location and media (Chen & Lin, 2019). On the other hand, these tourists have become key authors of brand stories by sharing brand experiences via social media, connecting consumers and brands (de Vries and Carlson, 2014).

Several pieces of research confirmed that social media marketing activities have had positive direct impact on brand loyalty.

Particularly, Bilgin (2018) pointed out that social media had positive effect on brand awareness, which has expanded the social media significance as awareness reminding tools. Other research revealed that positive destination image enhanced the revisit intention (Assaker et al., 2011). The positive impact of social media on brand loyalty was also discussed by Chahal et al. (2020) who proved that customers' prior social media experience (i.e., convenience when purchasing on SM, exchanging questions about products and services and buying experience on SM) has influenced their social media brand engagement.

Conclusion

Social media has become an essential tool for tourism marketing companies in their marketing efforts to attract a larger number of tourists. These web-based instruments have also provided a large platform for tourists' feedback and have become one of the most significant sources for improvement and innovation ideas. Hence, the research paper explored the positive effects of social media on tourism, having in mind the importance of changes in tourists' purchase intentions and brand loyalty under the influence of the previously mentioned effects.

The study presented a literature analyses for optimizing social media usage in tourism marketing activities. The implication of the results could be beneficial for tourism marketing managers in their efforts to improve tourists' satisfaction and loyalty, thus enlarging profits. In addition, sales were found to increase when a travel agency promoted tourism products through social media that are highly structured, medium-priced, or medium-length, or that require more tourist participation (Chang et al., 2018), which social media made possible. Hence, integrating social media services in tourism marketing activities has been vital in order to attract and retain tourists.

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WINERY WEBSITE ANALYSIS FRAMEWORK: THE CASE STUDY OF SREM WINERIES

OKVIR ZA ANALIZU INTERNET PREZENTACIJA VINARIJA: STUDIJA SLUČAJA VINARIJA SREMA

Abstract: *The purpose of this paper is to develop a framework that would enable analysis of wineries' websites from several aspects: Website Functionality, Interactivity, Visual Appearance, Contact Information, Winery Specific Information, Wine Tourism Related Services, and Online Shopping. The framework is then applied to analyse the Srem wineries' websites. The author has specifically chosen the Srem region because Srem's viticulture has a long tradition, and the wines produced there are of high quality. To be recognized as such in the world and to make Srem region interesting to wine consumers and wine tourists from various countries, the Srem wineries need to have a strong online presence, particularly in the form of websites. Unfortunately, the research presented in this paper reveals that a large number of Srem wineries do not have a website. The existing websites were studied in detail in accordance with the proposed framework. The project has its practical implications, since the framework presented can be of great help to wine business practitioners in understanding which features characterize a high-quality winery website.*

Key Words: *Winery websites, websites analysis, wineries, wine tourism, Srem.*

Apstrakt: *Svrha ovog rada je razvoj okvira koji će omogućiti analizu internet prezentacija vinarija sa nekoliko aspekata: funkcionalnosti internet prezentacije, interaktivnosti, vizuelnog izgleda, raspoloživosti kontakt informacija, informacija o samoj vinariji, usluga vezanih za vinski turizam, kao i mogućnosti onlajn kupovine. Taj okvir je zatim primenjen na analizu vinarija Srema. Autor je odabrao baš Sremski rejon zato što vinogradarstvo u Sremu ima dugu tradiciju, a proizvedena vina su visokog kvaliteta. Da bi kao takve bile prepoznate u svetu, i da bi Sremski rejon mogao zainteresovati ljubitelje vina i vinske turiste iz najrazličitijih zemalja, vinarije Srema moraju imati snažnu prisutnost na internetu, posebno u vidu internet prezentacija. Istraživanje prezentovano u ovom radu je, nažalost, pokazalo da veliki broj njih i nema internet prezentaciju, a postojeće prezentacije su detaljno analizirane u skladu sa predloženim okvirom. Projekat poseduje i praktične implikacije, jer predstavljeni okvir može biti od velike pomoći svima koji se bave vinskim biznisom da razumeju koje su to karakteristike koje visokokvalitetna internet prezentacija vinarije mora posedovati.*

Ključne reči: *Internet prezentacije vinarija, analiza internet prezentacija, vinarije, vinski turizam, Srbija.*



Introduction

Serbia's geographical location and climate are favourable to grapes and wine production, and its viticulture has a long tradition (Petrović et al., 2015). Serbia has three winegrowing regions: Vojvodina, Central Serbia, and Kosovo and Metohija, with 22 wine sub-regions within them (Simonovic et al., 2019; Ivanišević et al., 2015).

One of the wine regions within Vojvodina is Srem. It is located on the slopes of Fruška Gora mountain facing the rivers Danube and Sava (to the north and south, respectively), excluding the area of "Fruška Gora" national park (Ivanišević et al., 2015). Viticulture in Srem is one of the oldest ones in Europe (op. cit.) and there are numerous wineries in this area. Many of them are small to medium sized, so they cannot afford to spend too much on marketing. In order to be recognized by wine consumers and potential wine tourists, they need to have good websites and preferably well-managed social networks profiles. The aim of this paper is to develop a winery website analysis framework that would be applied on the selected Srem wineries' websites. Before explaining the framework and commenting on the research results, we will first briefly review the existing literature in the field of wineries' websites analysis and evaluation.

Literature review

A number of authors have investigated wineries' websites by applying different criteria and emphasizing different website features (i.e., attributes). Reviewing their work was valuable in defining the framework for website analysis used in this paper.

Begalli et al. (2009) investigated a sample of 272 Italian speciality wineries in order to examine the adoption of the Internet as a wine marketing tool. A two-stage analysis had been conducted. The existing

websites were analysed in the first stage, and an adapted 7Cs model was used for this purpose. In the second stage, in order to analyse entrepreneurs' perception of the Internet marketing, the authors conducted a direct survey of both the wineries with and without websites. The adapted 7Cs model included 26 parameters grouped into 7 categories: Content – 3 parameters (website update, graphic quality, counter presence); Choice – 4 parameters (product presentation, range of products, presence of accessory products, presence of agrotourism activities); Context – 2 parameters (website typology, transaction typology); Comfort – 5 parameters (ranking, number of languages, navigability, site map presence, presence of an internal search engine); Convenience – 3 parameters (direct sale availability, delivery time, delivery costs); Customer Service – 5 parameters (delivery traceability, payment procedures, delivery procedures, security of transactions, FAQ); and Community – 4 parameters (forum presence, visit book presence, link availability, toll-free telephone number availability).

Zhu et al. (2009) extended a four-stage model (which included the following stages: presence, portals, transactions integrations, and enterprises integration) that characterized the level of the Internet usage by the enterprises, and introduced market integration into it. The authors defined several functional features for their revised website stage model. They also specified 19 distinct features that characterized web content and grouped them into 4 categories: Marketing Function – 9 features (newsletters, press releases, awards won by the wines, toll-free contact capability, business hours, customized wine labels, tasting notes & recipes, map & location, and events held by winery); Technological Functions – 5 features (photo album & gallery, virtual tour, background music, online visitor counter, and dynamic pictures & flash effects & moving pictures

or words); Legal and Social Awareness – 3 features (website copyright statement, legal notice, and privacy statement); and Winery Characteristics – 2 features (family-owned business or not, languages which have been used on the website).

Velikova et al. (2011) evaluated 56 wineries' websites based on 95 attributes grouped into 14 categories: Ease of Navigation, Ease of Contact, About Us, Operational Information, Facilities, Product Information, E-commerce, Strategic Marketing, Branding/Positioning/Image, Public Relations, Partnership, Interactive Functions, Marketing Research, and Educational Opportunities. The study involved 21 evaluators.

Kolb and Thach (2016) analysed the adoption of Web 2.0 and social media use by the German wineries on a sample of 208 wineries from 13 different winegrowing regions. They performed a content analysis in order to determine the websites' existence, e-commerce engine presence on the websites, as well as the presence of Web 2.0 components. The authors also investigated the relationship between the size of the winery and the features studied (op. cit.).

Grahovac et al. (2017) chose five wineries from Serbian region of Banat and four from Romanian region of Banat, and they analysed their websites for certain Internet offers: Contact and Location Information, Photo Gallery, Wine Tasting, Online Shopping, Additional Tourist Offers, as well as Websites' Multilingualism.

Ćamilović (2020) compared the websites of five Serbian local tourist organizations based on 29 features grouped into 7 main categories: Search Engine Optimization (SEO) – 1 feature (SEO overall score); Website Functionality – 4 features (main navigation menu availability, mobile friendly website, search box/button, multiple language versions); Interactivity – 4 features (contact information, contact

us form, FAQ, newsletter sign-up); Visual Appearance – 5 features (readability, tourist organization logo, photographs, videos, virtual tour); Tourist Organizations' Website Specifics – 7 features (accommodation; attractions, historical & cultural sites; sightseeing tours & excursions; restaurants, cafés & bars; shopping; sport; major events); Visitor Information – 4 features (how to get to the destination, tourist info centres, local weather, time zone & currency); and Social Media Links – 4 features (Facebook, Twitter, YouTube, Instagram). Although the paper did not deploy the website analysis in the wine sector, it was useful in defining the wineries' websites analysis framework.

Materials and methods

The research presented in this paper was conducted in September of 2021. The first step was to identify the wineries of the Srem wine region that would be further analysed. The list of wineries was taken from the website vino.rs. Subsequently, Google search engine was used in order to obtain further information about each winery: its municipality, its website address (if there was one), and some additional contact information. If no information was found on Google, the winery was excluded from the study. The narrowed list included 74 Srem wineries. Not all of them had a website. Some website addresses provided (in some documents, or on their Facebook pages) did not work because the domain was not even registered (Who.is online tool was used in domain information search). Several websites were under construction or not accessible, and those were also eliminated from the study. This means that 41 of 74 wineries (55.41%) had a functional website. Three websites were not typical winery websites, so they were also excluded from the research. The Serbian versions of the websites were analysed in detail, and their list is presented in Table 1.

**Table 1:** *The analysed sample of the Srem wineries and their websites*

Winery	Website address
Acumincum	https://www.vinarija-acumincum.com/
Ačanski	https://podrum-acanski.com/
Aven	https://www.vinarijaaven.rs/
Bajilo	https://vinarijabajilo.rs/
Belo Brdo	https://www.belobrdo.com/
Benišek-Veselinović	http://www.podrumbenisek.com/
Bikicki	https://www.bikicki.rs/
Bjelica	http://www.vinarijabjelica.rs/
Brestovački	https://vinarija-brestovacki.business.site/
Danguba	https://vinarijapodrumdanguba.rs/
Deurić	https://vinarijadeuric.com/
Dulka	http://vinarijadulka.rs/
Đurđić	http://www.djurdjic.rs/
Erdevik	http://www.erdevikwinery.com/
Fruškogorski vinogradi / Quet	http://fruvin.com/sr/
Hopovo	https://vinogradhopovo.com/
Imperator	https://www.imperator.rs/
IN Ilić-Nijemčević	http://vinarija-in.rs/
Kiš	http://vinarijakis.com/
Komuna	http://www.vinarijakomuna.com/
Kovačević	https://vinarijakovacevic.com/
Mačkov podrum	http://www.mackovpodrum.co.rs/st/
Manufaktura Spasić	https://manufakturaspasic.com/
McC	https://www.mccorganskovino.com/
Miljević	http://www.podrum-miljevic.co.rs/
MK Kosović	http://www.vinarijakosovic.com/
Mrđanin	http://www.vinarija-mrdjanin.rs/
Patkov vinograd	https://patkovvinograd.business.site/
Sokolov zamak	https://sokolovzamak.rs/
Stojković	https://dvasunca.com/
Šapat	http://www.sapat.rs/sapat/
Šukac	https://podrumsukac.rs/
Tri međe i oblak	http://trimedjeioblak.com/
Trivanović	https://vinarijatrivanovic.rs/
Urošević	http://www.vinogradiurosevic.rs/
Vinat	https://vinovinat.webs.com/
Vinum	https://www.vinum.rs/
Živanović	https://www.museumzivanovic.com/

Source: Author

The framework of this study is mostly based on the website features adapted from the existing studies (Begalli et al., 2009; Zhu et al., 2009; Velikova et al., 2011; Kolb and Thach, 2016; Grahovac et al., 2017; Čamilović, 2020). The author suggested a

list of 26 different website attributes that needed to be analysed, and grouped them into 7 main categories: Website Functionality, Interactivity, Visual Appearance, Contact

Information, Winery Specific Information, Wine Tourism Related Services, and Online Shopping. This is illustrated in Table 2.

Table 2: Wineries' websites analysis framework

Category	Website attribute
1. Website functionality	a) Main navigation menu availability from all pages b) Mobile friendly website c) Functional search box/button d) Multiple language versions
2. Interactivity	a) Contact us form b) Functional newsletter sign-up c) Online sign-up for wine club d) Social media links on a homepage
3. Visual appearance	a) Logo on every page b) Images of the winery or its facilities c) Vineyard images d) Images of individual products
4. Contact information	a) Address b) Telephone c) Email d) Functional Google Map
5. Winery specific information	a) Winery information b) Working hours c) Wine descriptions d) Wine prices
6. Wine tourism related services	a) Wine tasting b) Offering food with wines c) Guided tour of the winery and/or vineyard d) Onsite accommodation
7. Online shopping	a) Online shopping availability b) iOS and Android shopping application download options

Source: Author

Both the content analysis of the wineries' websites, and the automated online tool were used for the purpose of the analysis. In order to test if the websites were mobile-friendly, the author used Mobile-Friendly Test Tool. Analysing other features usually required the content analysis of the selected websites. However, some features needed to be tested by the author, because only the functional ones were considered. For example, if there was a search box/button or a newsletter sign-up box, but it didn't work properly, it was not taken into consideration. The same applies for Google Maps that could not

load correctly. Only the search box/buttons that allowed users to find particular topics or pages on a website were examined (this feature is quite different from the product search function in a web shop, which was not an attribute covered by this study). Some websites had several social media buttons, but not all of them were linked to their existing social media profiles. For example, some were linked to the website's homepage, the Google website, or Google+ social network that was shut down for business and personal use in April 2019. Those were not considered valid. Only the



social media links that actually worked on the homepage were taken into account. In cases when the English version button did not work (i.e., did not redirect to the English version of the website), the website was not considered to be bilingual. Online shopping of any kind was taken into account (both web shop, and making an online order).

Results and discussion

Good website functionality is important for achieving a positive user experience, and thus the success of a website. The author investigated several important functionality features. The results are presented in Table 3.

Table 3: The Srem wineries' websites' functionality analysis

Website functionality			
Website attribute		No. of websites	%
Main navigation menu availability from all pages	Present	33	86.84
	Not present	5	13.16
Mobile friendly website	Yes	29	76.32
	No	9	23.68
Functional search box/button	Present	4	10.53
	Not present	34	89.47
Multiple language versions	Serbian language only	20	52.63
	1 or 2 foreign languages	16	42.11
	3 or more foreign languages	2	5.26

Source: Author

Most websites (86.84%) have main navigation menu available on all the pages, which is good. However, almost one quarter of the websites (23.68%) are not mobile friendly, and this is not good enough. Many people use their mobile devices when they search the information on the Internet and visit websites. Search box/button enables the users to easily find exactly what they are looking for on a website, and thus it is an important element of the website functionality. The study shows that only 10.53% of the analysed websites have a

functional search box/button. To make the website useful for foreign visitors, it should be multilingual. Unfortunately, 52.63% of the analysed wineries have only a Serbian version of the website, which is of no use to foreign visitors. Furthermore, 42.11% of them are available in one or two foreign languages, while only 5.26% are available in three or more foreign languages.

Interactivity determines how a visitor can engage with the winery, and this analysis is presented in Table 4.

Table 4: *The Srem wineries' websites' interactivity analysis*

Interactivity			
Website Attribute		No. of web-sites	%
Contact us form	Present	21	55.26
	Not present	17	44.74
Functional newsletter sign-up	Present	3	7.89
	Not present	35	92.11
Online sign-up for wine club	Present	1	2.63
	Not present	37	97.37
Social media links on a homepage	None	13	34.21
	1 or 2	18	47.37
	3 or more	7	18.42

Source: Author

Sometimes, providing contact information is not enough, and 55.26% of the analysed wineries offer a contact us form on their websites as well. According to Kotler et al. (2014), newsletters can support building a company's image and bringing important news to target markets. Nevertheless, only 7.89% of the Srem wineries' websites have a functional newsletter sign-up. Wine clubs help wineries develop long-term relationships with their customers (Velikova et al., 2011). It is a powerful means to increase repeated purchases. A wine club membership should offer special benefits to its members, such as membership pricing, complementary tasting, or exclusive access to special events. Unfortunately, only one of the 38 analysed websites offers an online sign-up for a wine club. Social media links can be a good way of finding new customers and increasing awareness of the winery. Many people use social media to find additional details about wines and wineries. For this reason, the fact that 34.21% of the analysed

websites do not have any social media links on their homepages is a high percentage. However, 47.37% of the websites have one or two social media links, while 18.42% have three or more.

A website should be aesthetically pleasing, and this is why the author investigated visual appearance: presence of logo on every page, images of winery or its facilities, vineyard images, and images of individual products. The results are illustrated in Table 5. Logo serves as an identifier for a winery. Its presence on the website ensures credibility and promotes brand loyalty. As many as 73.68% of the analysed wineries display their logos on every page of their websites. Also, 78.95% of them contain images of the winery or its facilities, 86.84% display vineyard images, and 86.84% of them display images of individual products. Those are important in order to create a good impression, and they can inspire people not only to desire to taste wine, but to visit the winery as well.



Table 5: *The Srem wineries' websites' visual appearance analysis*

Visual appearance			
Website Attribute		No. of websites	%
Logo on every page	Present	28	73.68
	Not present	10	26.32
Images of the winery or its facilities	Present	30	78.95
	Not present	8	21.05
Vineyard images	Present	33	86.84
	Not present	5	13.16
Images of individual products	Present	33	86.84
	Not present	5	13.16

Source: Author

There are several reasons why a website needs to contain contact information. One of them is to ensure that a website is legitimate, that is, to confirm that a particular winery is indeed the real owner of that specific

website. Contact details are also necessary for making an inquiry about the products or paying a visit, or simply to seek some additional information. The websites' contact information analysis is presented in Table 6.

Table 6: *The Srem wineries' websites' contact information analysis*

Contact information			
Website Attribute		No. of websites	%
Address	Present	37	97.37
	Not present	1	2.63
Telephone	Present	38	100
	Not present	0	0
Email	Present	32	84.21
	Not present	6	15.79
Functional Google Map	Present	26	68.42
	Not present	12	31.58

Source: Author

The results show that 97.37% of the websites display an address, all the websites provide a telephone number, 84.21% provide an email address (or several ones), and 68.42% have added a functional Google Map. The last-mentioned option is important because one click to Google Map can

route visitors to the winery, and many people use it for the purpose of navigation.

A very important analysis is the one concerning the websites' winery specific information presented in Table 7. The main reason why someone visits a winery's website in the first place is to

find some information about the winery and its products, and to check the working hours. As expected, most Srem wineries' websites offer winery information and wine descriptions. However, 52.63% of them do

not display wine prices, and 71.05% do not include the information about the working hours. This is unfortunate, because a website visitor can be puzzled about the appropriate time to contact the winery or visit it.

Table 7: *The Srem wineries' websites' winery specific information analysis*

Winery specific information			
Website Attribute		No. of websites	%
Winery information	Present	36	94.74
	Not present	2	5.26
Working hours	Present	11	28.95
	Not present	27	71.05
Wine descriptions	Present	34	89.47
	Not present	4	10.53
Wine prices	Present	20	52.63
	Not present	18	47.37

Source: Author

Wine tourism can be described as “visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors” (Hall et al., 2000: 298). This very description

tells us that wineries play important part in attracting wine tourists. Although winery specific information, analysed earlier in this paper, are interesting to wine tourists, they are also seeking some tourism related services. The analysis results are presented in Table 8.

Table 8: *The Srem wineries' websites' wine tourism related services analysis*

Wine tourism related services			
Website Attribute		No. of websites	%
Wine tasting	Present	25	65.79
	Not present	13	34.21
Offering food with wines	Present	19	50.00
	Not present	19	50.00
Guided tour of the winery and/or vineyard	Present	8	21.05
	Not present	30	78.95
Onsite accommodation	Present	3	7.89
	Not present	35	92.11

Source: Author



Surprisingly, more than one third of Srem wineries' websites (34.21%) do not offer wine tasting. Half of them offer some food with wines. Only 21.05% of the analysed websites give visitors the option of a guided tour of the winery and/or vineyard, and only 3 of 38 the analysed websites provide onsite accommodation. These results show that Srem wineries are not sufficiently aware of the importance of wine tourism and their role in it.

Consumer fondness of online shopping is driving wineries worldwide to embrace e-commerce (Parboteeah et al., 2016).

In 2020, the pandemic drove even more wine consumers online, and in 2021 wine retailers predicted that online wine sales would continue to grow (Melton, 2021). With pandemic restrictions for bars and restaurants, the e-commerce has grown fast for wineries that sell their products directly to consumers (op. cit.). The Srem wineries did not seize this opportunity to the right extent. Nearly half of the analysed websites (47.37%) do not offer online shopping options, and only one website has iOS and Android shopping applications download option.

Table 9: The Srem wineries' websites' online shopping analysis

Online shopping			
Website Attribute		No. of websites	%
Online shopping availability	Present	20	52.63
	Not present	18	47.37
iOS and Android shopping application download options	Present	1	2.63
	Not present	37	97.37

Source: Author

Conclusion

Viticulture and wine production in Serbia have a long tradition. Nevertheless, Serbian wines are not sufficiently promoted on the global market. The main prerequisite for a winery to be competitive on the market and to be recognized among wine lovers and wine tourist is to have a high-quality website. This paper provides a framework for winery websites analysis that can be put in good use by wine business practitioners, because it also gives guidelines about the features that a website should have. The framework has been used to analyse and evaluate 38 Srem wineries' websites, and the results presented are quite interesting.

However, there are some limitations to this study that should be mentioned. The first, and most obvious one, is that only Srem wineries' websites were analysed. Srem is just one of 22 wine sub-regions within three winegrowing regions in Serbia. It would be useful to extend the research to all the other regions and sub-regions, and to compare the main differences between them.

Another limitation of this study is that it is mostly based on the content analysis of the wineries' websites, while no surveys were conducted. It would be interesting to perform a qualitative research study in the future.

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KONCEPT PROSTORA U KNJIŽEVNOM TURIZMU

THE CONCEPT OF PLACE IN LITERARY TOURISM

Apstrakt: Cilj rada je da prikaže na koji način su predstavljeni i interpretirani prostori u književnom turizmu. Uzimajući u obzir savremena poststrukturalistička i postmoderna tumačenja kulture i turizma istražićemo u kakvom su odnosu književni prostori i posetioci. Drugim rečima, interesuje nas na koje načine književni prostori utiču na doživljaj posetilaca istih, odnosno na koji način posetioci dodeljuju značenje fiktivnim prostorima koja postoje u stvarnom svetu i obrnuto (stvarnim prostorima koja postoje i u fiktivnom svetu). Poći ćemo od pretpostavke da je priroda književnog turizma takva da neizbežno briše granice između fiktivnog i nefiktivnog u doživljaju turiste, koji postaje aktivan učesnik kako u kreiranju potencijalne ponude, tako i prihvatanju autentičnog iskustva, odnosno doživljaja, koje je lično i subjektivno. Kako bi se kreirala kvalitetna turistička ponuda ljubiteljima književnosti potrebno je dobro razumeti način na koji posetioci doživljavaju ovakve prostore, jer je za popularizovanje određene lokacije i uspešne turističke ponude neophodno uzeti u obzir više faktora, uključujući i sam kreativni čin posetilaca.

Ključne reči: prostori, književni turizam, književnost, autentičnost, iskustvo.

Abstract: The aim of this paper is to depict how the concept of place is presented and interpreted in literary tourism. Drawing upon the poststructuralist and postmodern theories of culture and tourism the paper will explore the relation between the literary places and tourists. In other words, the paper examines how the literary places influence visitors' experiences of certain places and how the visitors assign meanings to the fictional places which exist in the real world and vice-versa (the real places which also exist in the world of fiction). In the context of literary tourism the boundaries between the fictional and non-fictional worlds are inevitably blurred in the tourist's experience. The tourist becomes the active creator of both, the potential tourist offer and the authentic experience which is personal and subjective. In order to create the appropriate tourist offer to the bibliophiles it is of the utmost importance to understand the way visitors experience such places. In order for the literary place to become popular it is necessary to include several factors including the creative act of the visitor.

Key words: places, literary tourism, literature, authenticity, experience.



Uvod

Do osamdesetih godina prošlog veka i pojave savremenih mislilaca poput Mišela Fukoa, Anrija Lefebvrea, Edvarda Sodže i drugih, interesovanje za prostor u humanističkim naukama je dugo bilo zanemareno, a sam koncept je bio skrajnut u odnosu na značaj diskusija o vremenu. Sa pojavom savremenih teorija poput poststrukturalizma i postmodernizma prostor polako dobija konstruktivističku dimenziju i biva smatran društvenim fenomenom koji se transformiše kompleksnim interakcijama, značenjima, razumevanjima, iskustvima ljudi odnosno zajednice. Upravo kovanicom „prostorni zaokret“ označavamo eru u kojoj prostor zauzima gotovo središnje mesto u humanističkim naukama jer, kako je smatrao Fuko, živimo u epohi prostora, „...u epohi naporednog, epohi bliskog i dalekog, susjednog, raštrkanog (Fuko, 2005, 29). Pojam prostora postaje fluidan i heterogen, a naš odnos prema njemu promenljiv, te zavisi od istorijskih i kulturoloških prilika, naroda, kolektivnog i ličnog iskustva, kao i odnosa moći. Prostor, kao socijalni fenomen, iznova se reprodukuje i menja. Ovde treba zasitati i napomenuti razliku između pojmova mesto i prostor. Najkraće rečeno prostor je mesto kom je dodeljeno značenje. Dok mesto predstavlja fizički definisanu kategoriju koja se može odrediti određenim parametrima poput dužine, širine ili nadmorske visine (Lefebvre, 1991), prostor se pak odnosi na višestruka i kompleksna značenja koja su stvorili ljudi putem različitih oblika interakcija sa datim mestom (Tuan, 2001). Lefebvreov (1991) koncept trećeg prostora koji podrazumeva prostorne prakse, predstave prostora i reprezentovane (proživljene) prostore, od kojih poslednji pomenut pojam obuhvata prostore između konkretnog i apstraktnog, stvarnog i zamišljenog, uticao je na teoriju poznatog postmodernog političkog geografa Edvarda Sodže. Ističući važnost kompleksnosti samih prostora Sodža

zaključuje: „Prostor je više nego značajan da bi bio prepušten specijalizovanim prostornim disciplinama kao što su geografija, arhitektura, urbanizam [...]“ (Soja, 1996, 47). Sodža osmišljava trijalektiku prostora, koju čine prvi, drugi i treći, najznačajni, prostor koji definiše kao „[...] prostor u kome su sadržana sva mesta, koja se mogu sagledati iz svakog ugla, gde svako stoji odvojeno; ali isto tako kao i tajanstvena i nejasna stvar, ispunjena iluzijama i aluzijama, prostor koji nam je svima poznat, ali se ipak ne može do kraja shvatiti i spoznati, ‘nezamislivi univerzum’ [...]“ (Soja, 1996, 56).

Objašnjenje trećeg prostora Edvarda Sodže najviše odgovara tumačenju prostora u domenu književnog turizma, inspirisanog narativima književnih tekstova. Postmodernizam donosi sa sobom kompleksno tumačenje prostora, koje postaje fluidno, nestatično, heterogeno, u kom se stvarno i fiktivno prepliću. Iz ugla geokritike, prostor se takođe tumači kao fluidan i heterogen, a odnosi se na subjektivno poimanje određenog mesta svakog pojedinca. Doživljaj o određenom prostoru oslanja se na naše iskustvo i pređašnje znanje o njemu. Robert Tali u predgovoru Vestfalove *Geokritike* koju je preveo na engleski jezik, beleži: „Naše razumevanje nekog mesta određeno je našim ličnim iskustvima koja stvaramo sa njim, ali i našim čitanjem o iskustvima drugih, našim gledištem, uključujući naše pristrasnosti i maštarije“ (Tally, 2011, X). Tali (2011) zatim ovu ideju ilustruje ličnim primerom. Njegov prvi susret sa Londonom izazvao je čuđenje, jer je na osnovu pređašnjeg znanja prikupljenog iz različitih tekstova, a inspirisan Dikensovim stvaralaštvom o Londonu, autor očekivao kišu i izmaglicu, a ne sunčano vreme. Stoga nije začuđujuće što se u turističkoj literaturi (Muresan and Smith, 1998; Robb, 1998; Watson, 2006) pominje potencijalno razočaranje posetilaca onih lokacija koje su inspirisane narativima književnih tekstova, a razlog tome nalazi se u očekivanjima posetilaca koja se ne

moraju podudarati sa turističkim ponudama (Seaman, 2016). Dakle književni tekstovi izazivaju određeno osećanje kod pojedinaca ali i grupa ljudi ili zajednica, koje se onda na osnovu njih projektuju na prostore stvarajući novi doživljaj, a koji zapravo ne mora biti loš. U nastavku rada usredsređićemo se na tumačenje prostora, turističke ponude i značaj čitalaca/turista.

Čitaoci i turisti kao stvaraoci značenja

Baveći se analizom diskursa u svojim radovima Skvajrova (1988; 1996) istražuje na koji način poezija i proza, odnosno dečja književnost utiču na percepciju prostora čitalaca opisanih u pesmama i književnim delima, odnosno na koji način čitalac poima realne prostore o kojima saznaje iz književnih tekstova. Autorka dolazi do zaključka da su jezerski pesnici transformisali značenje predela Lejk distrikta stvorivši „literarni pejzaž“ čime su popularizovali značaj prirode i njene neukrotivosti, što je dovelo do povećanog broja turista i stvaranja „turističkog pejzaža“ koji se javio kao odgovor „na mitologizovani i emotivni portret mesta“ jer „[r]omantičarska ideologija stvorila je utisak idiličnog, neukrotivog raja“, koji su želeli da iskuse i oni koji o jezerskim pesnicima nisu znali mnogo (Squire 1988, 237). Do sličnih zaključaka je došla ista autorka u istraživanju na temu uticaja prostora iz dela Beatriks Poter. Naime, ova dečija književnica u svom stvaralaštvu ilustrovala bi seosku idilu. Njena dela izazivaju nostalgiju, osećanje bezbrižnosti i nekog boljeg vremena koji se vezuje za ruralne predele (Squire, 1996). Dakle, prema ovakvom viđenju, način na koji su prostori opisani u književnom delu umnogome oblikuju shvatanje takvog prostora u realnosti, pa samim tim i u okviru turističke ponude. Drugim rečima projekovanjem sopstvenog (ili kolektivnog) doživljaja prostora u realne predele koji je oblikovan sadržajem određenog teksta stvaraju se

prostori. Tetlii Bramvel (2002) smatraju da zapravo pisac stvara mit o prostoru čija simbolička značenja dele sa čitaocima (cit. u Hoppen et al., 2014). Međutim, suprotno tome, Votsoni Sonders (2004) veruju da zapravo čitaoci tumače tekstove pisaca „u svojoj viziji realnosti“ (cit. u Hoppen et al.2014,43). Iako se možemo složiti sa Hopenovimi saradnicima (2014) da obe tvrdnje mogu biti tačne, istaknimo u nastavku važnost uloge čitaoca/turiste koja ne sme biti zanemarena ni skrajnuta u kontekstu književnog turizma. Simboličnom smrću autora, Bart (1999) naglašava značaj čitalaca, koji nezavisno od namere autora stvaraju sopstvena značenja teksta, u čemu zapravo leži zadovoljstvo. Džon Fisk baveći se popularnom kulturom u želji da prikaže koliko su granice između masovne i visoke kulture poljuljane, te da pruži glas narodu smatrajući ga za aktivnog učesnika u proizvodnji značenja, poziva se na Bartov pojam *jouissance* koji izbegava svakom obliku kontrole jer predstavlja subjektivan i telesni osećaj svakog pojedinca: „Jouissance nije svojstvo teksta, i ne može se identifikovati analizom; ono se javlja u telu čitaoca u trenutku čitanja kada tekst i čitalac na erotski način izgube svoj identitet i postanu novo, trenutno stvoreno telo koje pripada njima i samo njima, koje prkosi značenju ili disciplini“ (Fisk, 2001,62). Dakle u poststrukturalističkoj misli čitalac postaje aktivan učesnik u kreiranju značenja teksta koje više nije ni konačno ni apsolutno. Upisivanje značenja u predeo, koji iako predstavlja društveni konstrukt, neodvojivo je od interpretacije čitaoca teksta. Lejk distrikt, primera radi možda predstavlja oličenje nacionalnog identiteta, a narcisi koji rastu na poljima, opisani u Vortsvortovoj pesmi iako sinonim za imperijalnu Englesku i kolonijalnu hegemoniju, danas, u savremenom svetu informacija, mogu istovremeno predstavljati i mesto otpora (post)kolonijalnom diskursu. Dakle, jedno mesto, iako društveno konstruisa-



no, proizvodi više značenja u zavisnosti od društvene pozicije onog ko dati tekst „čita“. Mnoga mesta mogu istovremeno predstavljati i poprište borbe i mesta otpora.¹ U kontekstu književnog turizma, Herbert navodi kako su prostori u ponudi iako društveni konstrukt, konstruisani od strane kreatora ponude, zapravo neodvojivi od tumačenja posetilaca. Naime, iako prilikom određivanja lokacije kreatori iste „uspisuju“ poruke u književne prostore „ne postoji garancija da će poruka biti pročitana i interpretirana kako je planirano“ (Herbert, 2001,316). Drugim rečima, turisti nisu pasivni konzumenti, te treba voditi računa o njihovim „percepcijama i potrebama“ (Herbert, 2001,317). Dovedeći u vezu autentičnost književnog mesta i literarnu destinaciju, a pozivajući se na Vangovo (1999) tumačenje autentičnosti (objektivna, konstruktivistička i egzistencijalna autentičnost), Šafova (2011) zaključuje da se ovi vidovi autentičnosti često preklapaju zbog kompleksnosti književnog turizma, a zatim navodi da postoje tri tipa prostora koja ljudi posećuju: mesto povezano sa životom autora, poput rodnog grada, doma, grobnice, zatim lokacija iz fiktivnog dela koja takođe postoji u realnom svetu i mesto koje je potpuno izmišljeno i odgovara simulakrumu.

U nastavku rada obratićemo pažnju na one odlike književnog turizma, koje se odnose na narative književnih dela jer takav aspekt odgovara pomenutom konceptu trećeg prostora koji se bazira na fiktivnom

i nefiktivnom, konkretnom i apstraktnom. Zbog specifične prirode književnog turizma nameću se dva značajna pitanja – šta podrazumeva autentičnost takvog književnog prostora u turističkoj ponudi i kako odrediti, odnosno predvideti popularnost istog? Jasno je da neće svako književno mesto steći popularnost, niti će dobiti svoj prostorni ekvivalent u realnom svetu koji će se nužno doveka održati aktuelnim. Način na koji mesto stiće popularnost teško se može sa sigurnošću odrediti. Kada pridodamo i klasifikaciju turista onda biva još nezgodnije olako utvrditi parametre koji određuju popularnost date lokacije. Takođe, ne posećuju svi turisti atrakciju inspirisanu književnim tekstom baš zbog toga što je dati tekst ostavio utisak na njih.² Možemo smatrati da književna mesta bivaju popularizovana kombinacijom različitih faktora, počev od diskurzivnih praksi, popularnošću pisca ili pesnika, odnosno ideja koje se prožimaju u delu, a prihvatljive su u datom periodu i datoj zajednici, te izražavaju određenu kolektivnu emociju, npr. nostalgiju (Squire, 1996). Međutim ne treba zanemariti subjektivne interpretacije i iskustava čitalaca/turista nezavisno od intencija pisca/kreatora turističke ponude (ali i zajedničko delovanje pisca/kreatora ponude i čitaoca/posetioca), kao ni pređašnja znanja o datom mestu (geokritika). Pored toga, popularnost nekog mesta povezana je i sa aktivnostima uključenim u ponudu i performativnom ulogom posetilaca (Seaman, 2016) itd.

1 Navedena tvrdnja o mestima otpora relevantna je za ovaj rad u onoj meri u kojoj želimo da pokažemo da turisti učestvuju aktivno u kreiranju značenja prostora povezanih sa narativima književnih tekstova, turističkih ponuda i konzumiranju istih, baš kao što narod pripisuje sopstvena značenja kapitalističkim proizvodima, kako smatra Fisk (2001). Oslanjajući se na aspekte popularne kulture, Džona Fiska, možemo smatrati da se ne može nasilno nametnuti ponuda književnog turizma posetiocima jer ih ne smatramo pasivnim konzumentima.

2 Simanova (2019) ističe da performativne uloge posetilaca lokacija posvećenih književnim delima popularizuje samu lokaciju. Međutim, autorka takođe navodi da su razlozi posete pojedinih lokacija zapravo aktivnosti koje su u ponudi, a u kojima turisti aktivno učestvuju ističući da određeni deo turista ne posećuje predele zato što su inspirisani književnim delom. Autorka navodi da pojedini posetioci i ne znaju na koji su način turističke atrakcije odnosno manifestacije ili organizovana takmičenja povezana sa piscem ili tekstom.

Fiktivni prostori u realnom svetu i njihova autentičnost

Izmeštanje prostora iz fiktivnih svetova u realne nikad ne može biti identično. Između ostalog zbog toga što je originalno mesto zapravo plod piščeve mašte, kao i zbog činjenice da prostori koje zamisli pisac ne moraju nužno imati istu mentalnu predstavu u čitačevom umu, čak i kada postoje u realnom geografskom okruženju. Virdžinija Vulf je prostore smatrala intimnim i znanim samo piscu: „Piščeva zemlja je teritorija u njegovom umu; i rizikujemo da se razočaramo ako pokušamo da te fantomske gradove prebacimo u opipljive građevine [...] insistirati da [piščev grad] ima svoj odgovarajući pandanu ovozemaljskim gradovima znači ukrasti mu deo šarma [...]” (Woolf, 1986,35). Međutim, i pored svesti o tome da mesto koje je u sprezi sa književnim delom ne može biti doslovno preslikano u realno okruženje, turisti su spremni da posete prostore posvećene omiljenom junaku, piscu ili pesniku koji su deo turističke ponude. Stoga se nameće razmišljanje o autentičnosti prostora, ponude i doživljaja posetilaca. Melani Smit pominje značaj „lične autentičnosti“ za koju tvrdi da je najkompleksnija i najmanje zastupljena u istraživanjima. Ona se „odnosi na emocionalno i psihološko iskustvo putovanja, subjektivne odgovore i tumačenje doživljenih mesta i događaja [...]“ (Smith, 2009, 20). Tumačenje autentičnosti kao subjektivnog osećaja, a koji se odnosi na treći prostor doprinosi boljem razumevanju suštine samog pojma autentičnosti destinacije književnog turizma i osećanja koje literarno mesto izaziva kod posetioca, ali i ukazuje na neuhvatljivost i kompleksnost pojma. Autentičnost nije objektivna. Istovetna replika nefiktivnog prostora u realnom ne mora biti smatrana autentičnom. Turisti se katkad i ne zapitaju da li je ono što posećuju autentično, stvarno, odnosno da li reprezentacija fiktivnog sveta apsolutno odgovara nefiktivnom svetu, ali ne zato što pa-

sivno prihvataju ponudu, već naprotiv, zato što tragaju za ličnim doživljajem i novom stvarnosti upisujući u mesta svoje želje, očekivanja, emocije koje su iskusili čitajući o datom mestu, a istovremeno prihvatajući i interpretirajući ponudu. Ovdje se možemo složiti sa Herbertovom (2001) tvrdnjom da autentičnost predstavlja subjektivni osećaj koji nastaje kombinacijom namera onih koji sačinjavaju ponudu s jedne strane i interpretacijom onih koji je konzumiraju s druge strane. Štaviše, turisti, ili kako ih Smitova (2009) naziva post-turisti, u savremenom društvu zapravo i ne mare za autentičnošću ponude u tradicionalnom smislu i žele da iskuse hiperrealne lokacije. Dobrim delom na ovakvom zaključku možemo zahvaliti Bodrijarovoju (1994) pesimističnoj tvrdnji da ništa nije autentično u postmodernom dobu. U nastavku ćemo pokušati da predstavimo primere turističke ponude koji odgovaraju konceptima trećeg prostora, kao i hiperrealnosti, a odnose se na potrebuturista da tragaju za ličnim doživljajem i novom stvarnosti. Takođe ćemo istražiti i kakvu ponudu pružaju date atrakcije kako bi turistima dozvolili da kreiraju lične emocije ali i na koji način čitaoci/posetioci dodeljuju svoja značenja turističkim ponudama koja turističke organizacije treba da prepoznaju.

Lokacija, lični doživljaj i treći prostor

Pozivajući se na Umberta Eka (1986) Hopenova i sar. (2014) navode da turisti posećuju hiperrealne destinacije, odnosno one destinacije koje se odnose na kombinaciju fiktivnih odnosno mitskih junaka i lokacija koje postoje u realnosti, poput Šervudske šume i Robina Huda. Isti autori pozivajući se na Herberta (2001) navode da baš zbog kombinacije realnog i fiktivnog ovakva mesta imaju posebno značenje za turiste (Hoppen et al.,2014). Neretko, čitajući književno delo čitalac oseti snažne emocije. S tim u vezi Pokok navodi da je jedan deo turista osetio uzbuđenje „ne toliko zbog



činjenice da korača stopama Džejn Ostin već zbog osećaja da Hitklif svakog trenutka može da se pojavi“ (Pocock, 1987,138). Simanovaova smatra da turisti žele da posete i istraže „tačnu lokaciju na kojoj su se odigrale literarne scene oponašajući omiljene književne junake“³ (Seaman, 2019, 143), u želji da „aktivno posmatraju iskustva prikazana u knjizi“ (Seaman, 2019, 143). Posmatranjem predela autorovim očima „posetioci vide književna mesta kao pejzaže koji čekaju maštovit ponovni povratak u prostor“ i kao „začarane tačke ulaska u svet fantazije“ (Watson, 2006, 5), a to odgovara konceptu trećeg prostora koji je osmislio Edvard Sodža (1996), što primećuje i Simanova (2016). Uzimajući u obzir savremenog turista koji želi da čulima aktivno doživi prostor Đang i Ju (2019) navode da u tumačenju turističkog doživljaja ne treba zanemariti emocije posetilaca jer one stimulišu čula i um. Fantastično i imaginarno okrženje i simulacija priča za decu deo jeturističke ponude Kambrije. Reč je o poznatoj britanskoj književnici Beatriks Poter i njenom popularnom stvaralaštvu. Turistička ponuda neretko podrazumeva simulaciju okruženja iz romana, priče ili pesme. Međutim, kada životinjama Beatriks Poter damo glas, razum, svest a zatim i kuhinju, odeću i druge predmete i objekte svojstvene čoveku, te ih izmestimo u realno okruženje u kom su i nastali onda stvaramo potpuno fiktivnu dimenziju u nefiktivnom svetu. Kreatori ponude nude doživljaj trećeg prostora u Centru nazvanom *The World of Beatrix Potter (Svet Beatriks Poter)*, nude upoznavanje sa omiljenim junacima, životinjama, u magičnom okruženju uz obećanje posetiocima da će imati utisak da se nalaze u pričama dok se susreću sa svojim omijenim likovima u magičnom ambijentu. Doživljaj otpočinje kraćim video klipom koji se kasnije nastavlja putovanjem kroz fiktivne predele: „Osećaćete se kao da šetate stranicama knjiga“ (The World

of Beatrix Potter n.d.). Svet Beatriks Poter podstiče osećanja nostalgije i sreće, seća na detinjstvo (Squire, 1996). Nakon odgledanog video snimka koji odgovara savremenom obliku putovanja, virtuelnom, autori ponude posetioce zatim pozivaju da aktivno učestvuju u kreiranju doživljaja te da uključuje čula: „Pogledajte vevericu Natkina na njegovom splavu i pomirišite svež veš gospođe Tigi-vinkl u njenoj uredno sređenoj kuhinji“ (The World of Beatrix Potter n.d.). Svet Beatriks Poter dakle kombinuje vizuelne sadržaje i nove tehnologije sa čulnim kako bi omogućile posetiocu da stvori lični doživljaj dok krećući se trećim prostorom kombinuje emocijepobuđene tekstom sa opažanjima, doživljajima i tumačenjima koja stvara posetom ovog Centra, te kreira nova subjektivna autentična iskustva koja odgovaraju sintagmi lične autentičnosti Melani Smit (2009).

Fiktivne lokacije i nova stvarnost

Značaj turista i njihovog iskustva i znanja u kreiranju značenja je dakle od velike važnosti za razumevanje prostora u književnom turizmu jer faktički doprinose stvaranju novih, trećih prostora. Filmska ekranizacija književnih dela umnogome određuje doživljaj prostora i dodeljuje mu popularnost. Tali navodi značaj ekranizacije fikcije u našem tumačenju određenog prostora kada u razgovoru sa Darici (2015) pominje Dubrovačku tvrđavu Lovrijenac kojoj su posetioci dali novo značenje jer je u savremenom dobu vezuju za serijal *Igre prestola*, a koju turistička organizacija treba da prepozna. Tuan (2001) pominje primer zamka Kronberg u Danskoj u kom je živeo Hamlet, smatrajući da zamak u očima posetilaca zapravo ne predstavlja građevinu od fizički opipljivog materijala, već dobija potpuno drugačije značenje kada ga turisti prepoznaju kao Hamletov dom. Istražujući književni London, Vestover (2012) tvrdi da posetioci književnih prostora ne mogu

3 Kurziv dodat.

a da ne dožive treći prostor prilikom pose- te lokacija inspirisanih književnim delima, jer se zapravo aktivno prisećaju književnih tekstova koji se na te prostore odnose. Da su ljudi, iako bez namere, aktivni učesnici u stvaranju ponude navodi Simanova (2019). Ova autorka ističe značaj uloge koju pose- tioci imaju pri kreiranju književnih prostora. Naime, autorka navodi da su na osnovu ogromne popularnosti serijala *Sumrak (Twilight)*, fanovi bili ti koji su uticali na kreiran- je književnim tekstom inspirisane atrak- cije, tako što su svakodnevno ometali rad vašingtonske bolnice iz želje da je istraže iz ugla glavnog junaka koji je u njoj zaposlen. Bolnica je prihvatila svoju literarnu ulogu, koju su joj dodelili fanovi, te je, kako bi om- ogučila rad osoblju, prostor za fotografisan- je izmestila na parking, dodelivši parking mesto fiktivnom doktoru (Seaman, 2019), a koje je postalo deo trećeg prostora.

Iako se geografska odnosno realna lo- kacija u nekim slučajevima ne podudara sa fiktivnom, replika-simulacija može biti po- nekad i do tančina izvedena, tako da fiktivni svet bude u potpunosti preslikan u nefiktivni. To se lakše može uočiti poređenjem filmskog ili televizijskog sadržaja i atrakcije u domenu književnog turizma. Čuveni kafić iz serije *Prijatelji* ima mnoštvo replika širom sveta, uključujući i onu u Zrenjaninu. Zanimljivo je to da kada su ovi izmišljeni fiktivni svetovi stvoreni, transformisali su značenje prostora u Londonu, Njujorku, Parizu ili Zrenjaninu. Ovakav fenomen, reprezentacije kojoj je pripisano značenje „stvarnog“, pozivajući se na Bodrijara, autokre Kinteiro i Baleiro tumače na sl. način: „Korišćenjem znakova i reprezentacija se sve češće ponavlja, što zauzvrat, kao posledicu ima to da predstavl- janje postaje 'stvarnije' od referentnog, od- nosno, posetioci su spremni da percipiraju simbol kao realističniji od stvarnosti na koji se odnosi“ (Quinteiro and Baleiro, 2018,57). U slučaju autentičnosti doma fiktivnog pro- tagoniste Šerloka Holmsa u Bejker Stritu, koji ne odgovara realnoj lokaciji, Morisova

objašnjava da je uočljiva “simulacija ‘auten- tičnih’ biografskih [objekata] koji predsta- vljaju potpuno fiktivni subjekat.[...] Dakle, u ovom slučaju, nararativ koji je u osnovi prikaza važniji je od autentičnosti objekta. Ali oni nisu u suprotnosti [...] već su neraski- divo isprepletani. Granice između autentič- nog i fiktivnog mogla bi biti zamagljena u ovom obliku prikazivanja objekata” (Morris, 2017,21). Stvarno i fiktivno je toliko isprel- petano, a fiktivni diskurs toliko realističan da „postmoderno doba više ne može reći da je svet od cementa, betona ili čelika stvar- niji od sveta od papira i mastila“ (Westphal, 2011,3). Šetajući ulicama Londona ili Dabli- na, istovremeno koračamo kroz treći prostor. U navedenim gradovima, naime, možemo opaziti čuvene plave ploče posvećene fikti- nim likovima – Bovijevom alter egu Zigiju Stardastu ili Šerloku Holmsu, odnosno Leo- poldu Blumu u Dublinu. Turisti katkad nisu sigurni da li obilaze znamenitosti posvećene Džojso ili njegovom fiktivnom junaku. Za ovakva mesta, Ivon Smit navodi da predsta- vljaju „lieux d’imagination“, odnosno treći prostor (Lipovšek i Kesić, 2014), a zapravo su „taktalna simbolička sidra za zamišljeni univerzum. U skladu sa tim, takva mesta i strukture funkcionišu i kao mnemotehnički uređaji, koji pomažu pri sećanju na događaje koji su se desili u mašti čitaoca – turiste“ (Smith, 2012, 56), dokdogađaji poput Blum- sdeja zapravo „produbljuju njihove emocio- nalne veze sa pričom“ (Smith, 2012,56). Li- terarna kartografija takođe može naći svoju primenu u turizmu. Dublin je Džojso opisao do tančina da kada bi grad nestao, mogao bi se iznova izgraditi na osnovu literarnih slika ovog velikog pisca. Džojso nije krio ovu ideju, te je u intervjuu sa Budgenom naveo svoju čuvenu rečenicu: „Želim,[...] da dam sliku Dablina toliko potpunu da bi se, uko- liko grad jednog dana nestane sa lica zemlje, mogao rekonstruisati po mojoj knjizi“ (Bud- gen, 1972, 69). Pisci ponekad ispisuju mapu svojim rečima, baš kako smatra Robert Tali mlađi (2013), a kada se to desi, takva mapa



biva transformisana u fizičku mapu, koja dalje može poslužiti za izradu itinerera kojima treba pridodati i određene oblike aktivnosti kako bi zainteresovala savremenog turistu (Quinteiro i Baleiro, 2018). Postoji nekoliko oblika itinerera, a najčešće i najrađe je upotrebljavan onaj koji se zapravo odnosi na jednodnevnu pešačku turu posvećenu jednom gradu, kvartu ili piscu (Quinteiro i Baleiro, 2018). Analizirajući nekoliko sajtova koji se usredsređuju na pešačke ture po Londonu, autorke Lipovšek i Kesić (2014) zaključuju da se u ovakvom obliku ponude turistima nudi doživljaj trećeg prostora.

Virtuelni turista i turista iz fotelje

Virtuelni turizam pomerio je korak dalje razumevanje prostora. Kao rezultat naučnih diskusija o virtuelnom turizmu mesta više nisu geografski konstituisana. Na isti način i narativi književnih ostvarenja brišu granice. Zahvaljujući novim medijima i platformama, ali i filmovima, video igrama, sajtovima poput Google Earth-a, Youtube-a i sl, putovanje kroz postmoderne prostore nikad nije bilo lakše. Kao rezultat medijskih i tehnoloških inovacija, savremenom turistu omogućeno je da putuje na različite načine – počev od tradicionalnog oblika putovanja koji podrazumeva fizičko premeštanje, preko putovanja koja se odnose na imaginaciju do virtuelnih oblika putovanja (Urry, 2002). Prema Urijevom mišljenju, „ljudi su većinu vremena turisti, bilo da su bukvalno mobilni ili doživljavaju samo simuliranu mobilnost kroz neverovatnu fluidnost višestrukih znakova i elektronskih slika“ (Urry, 1995, 148). Nove tehnologije i nove platforme i sajtovi (Google Maps recimo) omogućavaju ljubiteljima književnosti da iz udobnosti svog doma istraže geografske predele u kojima se odvija radnja njihovog omiljenog romana.

Aplikacija Lovereading u saradnji sa Googleom omogućava pronalaženje mesta radnje opisane u književnom delu, a

koje je obeleženo na mapi sveta. Pored označene lokacije na mapi, postoji i kraći opis književnog dela, te ovakav vid „putovanja“ pruža i edukativni sadržaj. Iako nije dovoljno samo označiti mesto inspirisano književnim narativom na karti da bi postalo popularno, ono može inspirisati na novo putovanje ili istraživanje geografskih predela, života pisca itd. S druge strane, može pomoći turističkim organizacijama da prepoznaju potencijal književnog turizma datog mesta, a teoretičarima književnosti koji se usredsređuju na izradu književnih kartografija pomoći u mapiranju narativa, što opet svoju primenu može naći u turizmu.

Zaključak

Fiktivna mesta svoju autentičnost pronalaze u čitačevom doživljaju i reakciji na dato književno delo. U turističkoj ponudi aktivno učestvuju i opština, turistički savezi ali i sami posetioci, koji umeju da dodele literarno značenje određenom prostoru i pre nego što lokalne samouprave prepoznaju njegov potencijal. Turista je aktivan učesnik jer je njegova svest široka, a poimanje putovanja i prostora izmešteno u fiktivne svetove. Stoga je neophodno uzeti u obzir potrebe savremenog turista da učestvuje u stvaranju ličnog doživljaja prilikom posete određenom mestu. Pojam prostora iako društveni konstrukt, oslanja se na treći prostor, a treći prostor je neuhvatljiv i dozvoljava svakom pojedincu da putuje fizički ili „iz fotelje“, te da stvara svoja značenja prostora. Kako je priroda književnog turizma u suštini poprilično kompleksna, postavlja se pitanje o autentičnosti ponude. Književna dela imaju uticaj na percepciju prostora putem svojih narativa, ali zahvaljujući ličnom iskustvu, znanjima i osećanjima koje turisti dožive u relaciji književni tekst – ponuda književnog turizma, i pored neautentičnih postavki, posetioci su u stanju da iskuse autentičnost u vidu ličnog doživljaja, aktivnim učešćem i ličnim percepcijama.

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PREDEO IZUZETNIH ODLIKA „VRŠAČKE PLANINE“ U FUNKCIJI RAZVOJA TURIZMA

THE OUTSTANDING NATURAL LANDSCAPES „VRŠAČKE PLANINE“ IN THE FUNCTION OF TOURISM DEVELOPMENT

Apstrakt: Zaštićena područja mogu biti značajne destinacije turističkog razvoja jer doprinose ekonomskom, ekološkom i kulturnom razvoju. To je značajno prilikom turističkog planiranja i razvoja turističke destinacije. U fazi planiranja razvoja zaštićenog područja kao turističke destinacije važno je sagledati sve mogućnosti, šanse, snage, slabosti i opasnosti turističke implementacije, što bi trebalo da bude osnovni zadatak upravljačkih procesa. Predeo izuzetnih odlika „Vršačke planine“ poseduje značajne potencijale za razvoj turizma. U okviru ovog područja postoje brojni prirodni i antropogeni motivi, značajni za razvoj turizma. Povoljan geografski položaj, blizina velikih gradova Srbije i granica sa Rumunijom, značajni su potencijali za razvoj turizma u ovom zaštićenom području. U istraživanju u ovom radu korišćena je kvantitativna metoda. Tehnikom anketiranja uz pomoć upitnika kao instrumenta istraživanja, metodom slučajnog izbora, anketirano je 250 posetilaca ove turističke destinacije. Posetioci su se izjašnjavali o potencijalima za razvoj turizma ovog zaštićenog područja. Analizom odgovora ispitanika, zaključuje se da ovo područje u značajnoj meri raspolaže sa prirodnim faktorima koji doprinose razvoju turizma baziranom na prirodi, kakvi su razgledanje ptica i životinja, slikanje prirode, zdravstveni, rekreativni, edukativni i izletnički turizam. Pored toga, pose-

Abstract: Protected areas can be important destinations for tourism development because they contribute to economic, environmental and cultural development. In the phase of planning the development of a protected area as a tourism destination, it is important to consider all the possibilities, opportunities, strengths, weaknesses and dangers of tourism implementation, which should be the basic task of management processes. The Outstanding Natural Landscapes „Vršačke Planine“ has significant potential for tourism development. Within this area, there are numerous natural and anthropogenic motives, important for the development of tourism. Favorable geographical location, proximity to major cities in Serbia and the border with Romania, are significant potentials for tourism development in this protected area. In the research in this paper, a quantitative method was used. A total of 250 visitors to this tourism destination was interviewed using the questionnaire survey technique with the help of a questionnaire as a research instrument, the method of random selection. Visitors answered questions about the potential for tourism development of this protected area. The analysis of the respondents' answers concludes that this area has a significant extent of natural factors that contribute to the development of nature-based tourism, such as bird and animal sightseeing, nature



tioci su prepoznali i značaj socio-kulturnih faktora koji imaju značaj za razvoj kulturnih oblika turizma.

Ključne reči: *zaštićeno područje; turistički razvoj; Vojvodina; turizam baziran na prirodi.*

Uvod

Teritorija Autonomne Pokrajine Vojvodine poseduje 136 zaštićenih dobara (Puzović et al., 2015). U većini zaštićenih područja turizam je nedovoljno razvijen (Puzović & Radovanović-Jovin, 2011). Kao značajni faktori turističkog razvoja u zaštićenim područjima Vojvodine izdvajaju se: endemična flora i fauna, raznovrstan ekosistem, postojanje ramsarskih staništa (Stojanović et al., 2018), statusi zaštite, bogata socio-kulturna baština lokalnog stanovništva i drugi faktori (Stojnić et al., 2015). Prirodni i društveni faktori unutar zaštićenih područja predstavljaju značajan turistički potencijal jer se turizam 21. veka sve više oslanja na prirodu i na unapređenje svih njenih elemenata (Ward et al., 2018; Williams & Lew, 2015; Sanchez et al., 2020).

Zaštićena područja mogu biti značajne turističke destinacije jer doprinose sveukupnim ekonomskim, ekološkim i kulturnim benefitima (Borges de Lima & Green, 2017), što je ujedno važno prilikom turističkog planiranja i razvoja (Seba, 2012; Borges de Lima & Green, 2017). Takav održivi proces je neophodan u okviru planiranja turističkog razvoja u okviru zaštićenih područja (Chávez-Cortés & Maya, 2010; Williams & Lew, 2015; Agyeiwaah et al., 2017).

Uključivanje vinskog, edukativnog, ekoturizma bi uz ekoturizam značajno uticalo na promociju ovih prirodnih destinacija i jačanje ukupne turističke ponude, a samim tim i na turistički razvoj (Higham & Miller, 2018).

photography, health tourism, recreation, science tourism and trips. In addition, the visitors recognized the importance of socio-cultural factors that are important for the development of cultural forms of tourism.

Keywords: *protected area; tourism development; Vojvodina; nature-based tourism.*

Pored ekoturizma, kao značajni katalizatori održivosti u okviru zaštićenih područja navode se posebni oblici turizma poput avanturističkog, edukativnog, sportsko-rekreativnog i manifestacionog turizma (Trišić, 2018). Ovi oblici mogu doprineti direktnom jačanju prirodnih i antropogenih faktora u okviru zaštićenih područja (Chávez-Cortés & Maya, 2010; Torres-Delgado & Saarinen, 2014; Borges de Lima & Green, 2017; Sanchez, Cabrera & Gomez del Pulgar, 2020).

Predeo izuzetnih odlika „Vršačke planine“ može biti značajna turistička destinacija za istraživanje jer u okviru nje postoje brojni faktori koji utiču na razvoj turizma, a samim tim mogu odrediti nivo turističkog razvoja (Srednjoročni program zaštite prirodnih dobara za period 2011–2020, 2011; Puzović et al., 2015; Stojnić et al., 2015; Program zaštite životne sredine Autonomne Pokrajine Vojvodine za period 2016–2025. godine („Sl. list AP Vojvodine“, 10/2016); Amidžić et al., 2017). U ovom zaštićenom području prisutni su različiti i veoma specifični ekosistemi koje naseljavaju karakteristične vrste. Upravo, planiranje i razvoj turizma u ovom području treba biti uslovljen zaštitom prostora i vrsta (Puzović et al., 2015; Program zaštite životne sredine Autonomne Pokrajine Vojvodine za period 2016–2025. godine („Sl. list AP Vojvodine“, 10/2016), Amidžić et al., 2017).

Cilj istraživanja u ovom radu je ispitati potencijale za razvoj turizma u zaštićenom području – Predelu izuzetnih odlika „Vršačke planine“. Tehnikom istraživanja

uz pomoć upitnika kao instrumenta istraživanja, metodom slučajnog uzorka, anketirano je 250 posetilaca ove turističke destinacije. Ispitanici su svoje percipirane stavove iznosili na petostepenoj Likertovoj skali. Prikupljeni odgovori su analizirani uz pomoć deskriptivne statistike (spss v.21) i prikazani tabelarno.

Rezultati istraživanja mogu poslužiti izradi strategije razvoja turizma i upravljanju ovim zaštićenim područjem.

Područje istraživanja

Područje Predela izuzetnih odlika „Vršačke planine“ se nalazi u jugoistočnom delu AP Vojvodine, u Južnobanatskom okrugu (Slika 1) i predstavlja deo Vršačkih planina, sa najvišim vrhom Gudurički vrh (641 m), (Bjeljac & Romelić, 2015). Ovo zaštićeno područje se nalazi na teritoriji

osam katastarskih opština: Sočica, Jablan-ka, Mesić, Vršac, Veliko Središte, Malo Središte, Gudurica, Markovac. Područje Predela izuzetnih odlika „Vršačke planine“ zahvata površinu od 5.328,86 ha (Zakon o zaštiti prirode („Službeni glasnik RS“, br. 36/09, 88/10, 91/10 – ispravka, 14/16 i 95/18 – dr. zakon)). U okviru zaštićenog područja uspostavljeni su režimi zaštite I, II i III stepena.

Predeo izuzetnih odlika „Vršačke planine“ može biti značajna turistička destinacija jer poseduje retke prirodne i društvene faktore koji mogu uticati na razvoj različitih specifičnih oblika turizma. Pored reljefa, geografskog položaja i hidrografskih potencijala, za razvoj turizma značajni su i raznolikost i bogatstvo autohtone flore i faune. Ovi faktori omogućavaju da se kao primarni oblici turizma razvijaju edukativni, rekreativni, izletnički i ekoturizam.

Slika 1. Položaj Predela izuzetnih odlika „Vršačke planine“



Izvor: autor

Na prostoru Vršачkih planina registrovano je 130 vrsta ptica: orao kliktavac (*Aquila pomarina*), osičar (*Pernis opivarius*), kratkoprsti kobac (*Accipiter brevipes*), orao zmijar (*Circaetus gallicus*), planinski šareni detlić (*Dendrocopos leucotos*) i druge. Navedene vrste predstavljaju prirodno retke ptičije vrste u Srbiji, što omogućava i organizovanje foto-safarija ili ornitoloških turističkih tura (edukativni oblici turizma). Od 1989. godine, Vršачke planine (sa površinom ornitološke zone od 10.500 ha) se nalaze u svetskom registru međunarodno značajnih staništa ptica (IBA područje) (Brankov, 2010). Na ovom području posebno se ističe gnežđenje patke njorke (*Aythya nyroca*). Pored ptica ovo područje naseljava veliki broj gmizavača, insekata i sisara. Zbog retkih prirodnih i društvenih faktora, ovo područje predstavlja značajnu destinaciju za istraživanje turističkog razvoja (Bjeljac & Romelić, 2015; Amidžić et al., 2017).

Metodološki pristup

U radu je korišćena kvantitativna metodologija. Tehnikom anketiranja planirano je prikupljanje odgovora od 300 posetilaca Predela izuzetnih odlika „Vršачke planine“. Anketiranje je obavljeno na terenu, u kontaktu sa posetiocima, i uz pomoć online upitnika i društvenih mreža koje se bave turizmom ovog zaštićenog područja. Instrument anketiranja je upitnik. Prvi deo upitnika odnosi se na socio-demografske karakteris-

tike ispitanika: pol, starosnu strukturu, nivo obrazovanja, gradovi iz kojih dolaze posetioci i iskustvo posete. Drugi deo upitnika odnosi se na pitanja u vezi sa percipiranim stavovima ispitanika u vezi sa tvdnjama koje se odnose na prisutne faktore značajne za razvoj turizma u ovom zaštićenom području. Upitnik sadrži ukupno 33 tvrdnje, od kojih se tvrdnje od 28 do 33 odnose na negativnu konotaciju u vezi sa faktorima koji mogu predstavljati pretnju za ovo područje. Ispitanici su svoje odgovore na postavljene tvrdnje rangirali na petostepenoj Likertovoj skali, pri čemu je 1 – u potpunosti se ne slažem; 3 – niti se ne slažem, niti se slažem; 5 – u potpunosti se slažem.

Prikupljeni podaci su analizirani uz pomoć deskriptivne statistike (SPSS v.21). Primena ove statističke metode može pružiti značajne rezultate o trenutnom stanju turizma u ovom zaštićenom području, što može pomoći planiranju razvoja turizma.

Rezultati sa diskusijom

Metodom slučajnog uzorka anketirano je ukupno 250 ispitanika (posetilaca). Anketiranje je vršeno u toku 2021/2022. godine. Ukupno 200 ispitanika je anketirano uz pomoć online upitnika, dok je 50 anketirano lično. Svi upitnici su validni za analizu. Gradovi iz kojih dolaze posetioci su: Vršac, Kovin, Bela Crkva, Pančevo, Beograd i Novi Sad. Struktura ispitanika je prikazana u Tabeli 1.

Tabela 1. Struktura ispitanika

pol	frekvencija	procenat
muškarci	116	46,4
žene	134	53,6
ukupno	250	100,0
nivo obrazovanja	frekvencija	procenat
osnovno	14	5,6
srednje	189	75,6

više	29	11,6	
visoko	18	7,2	
ukupno	250	100,0	
starosna struktura	Σ	min	maks
	250	18	65
	prosek	std. dev.	
	34,71	14.331	

Izvor: autor

Analizoma podataka u Tabeli 1, može se zaključiti da su među ispitanim posetiocima žene u većini (53,6%). Najviše ispitanika ima srednje obrazovanje (75,6%), dok je najmanje ispitanika sa osnovnim obrazovanjem (5,6%). Ovakva obrazovna struktura predstavlja značajan osnov za ispitivanje

turističkih aktivnosti u okviru ove planinske turističke destinacije. Prosek godina ispitanika je 34,71, što takođe predstavlja značajan potencijal u istraživanju turizma.

U Tabeli 2, prikazane su prosečne vrednosti merenih faktora za razvoj turizma ovog zaštićenog područja.

Tabela 2. Prosečne vrednosti merenih faktora

	ispitivani faktori	prosek	SD
1.	povoljan položaj	4,33	1,244
2.	izgrađena saobraćajna infrastruktura	3,56	1,374
3.	adekvatan status zaštite	3,22	1,211
4.	međunarodni status zaštite	3,56	1,209
5.	dovoljan broj izgrađenih pratećih objekata	3,55	1,411
6.	objekti za pružanje usluga smeštaja	3,52	1,355
7.	značaj zaštite za održivost vrsta	4,44	1,255
8.	vidljiva uloga lokalne zajednice	4,12	1,111
9.	razvijen ekoturizam	3,03	1,317
10.	mogući pozitivni socio-kulturni uticaji turizma	4,22	1,305
11.	postojanost manifestacija	3,15	1,224
12.	mogući pozitivni ekonomski uticaji turizma	3,11	3,317
13.	mogući pozitivni ekološki uticaji turizma	4,55	1,556
14.	prisutan vizitorski centar	3,01	1,452
15.	u crtane pešačke i edukativne staze	4,12	1,785
16.	ekološke staze	3,11	1,562
17.	primena nosećeg kapaciteta prostora	3,55	1,789
18.	postojanje endemičnih vrsta	4,12	1,785
19.	mogućnost izletničkog turizma	4,16	1,693
20.	mogućnost razvoja edukativnog turizma	4,88	1,505
21.	fotografisanje retkih ptica i životinja	4,68	1,142
22.	posmatranje ptica „birdwatching“	4,64	1,366
23.	eliminisan problem otpadnih voda iz naselja	4,00	1,544



24.	vidljive ekološke dobiti od zaštite	3,04	1,003
25.	prisutni hidrografski potencijali	3,12	1,205
26.	postojanje etno sela ili naselja	3,44	1,317
27.	povoljna klima	4,15	1,521
28.	blizina potencijanog ekološkog zagađivača	3,15	1,355
29.	korišćenje prirodnih resursa	4,32	1,678
30.	prisutnost domaćih životinja	4,11	1,551
31.	mogući negativni socio-kulturni uticaji	2,71	1,402
32.	ugrožene vrste po IUCN	4,55	1,306
33.	blizina poljoprivrednog zemljišta	4,54	3,749

Izvor: autor

Prema odgovorima ispitanika svi faktori imaju vrednost iznad proseka. Faktori sa kojima ovo zaštićeno područje raspolaže u značajnoj meri jesu prirodni faktori i to: mogućnost razvoja naučno-istraživačkog turizma (4,88), mogućnost fotografisanja retkih ptica i životinja (4,68), posmatranje ptica „birdwatching“ (4,64), mogući pozitivni ekološki uticaji turizma (4,55), značaj zaštite za održivost vrsta (4,44), povoljan položaj zaštićenog područja (4,33), mogućnost izletničkog turizma (4,16), uloga lokalne zajednice u sistemu zaštite (4,12) i postojanje endemičnih vrsta (4,12). Ovako visoko ocenjeni prirodni faktori predstavljaju značajan potencijal za razvoj specifičnih oblika turizma. Značajne vrednosti imaju one tvrdnje koje se odnose na aspekt zaštite prostora i vrsta. To ukazuje da u Predelu izuzetnih odlika „Vršačke planine“, postoje značajni faktori za razvoj turizma baziranog na prirodi i unapređenju njenih elemenata.

Socio-kulturni faktori razvoja turizma imaju nešto niže vrednosti. Postojanje manifestacija sa vrednosti 3,15, ukazuje da manifestacioni turizam u ovom zaštićenom području može biti unapređen. To je moguće promocijom etno-socijalnih motiva kroz različite oblike kolektivnih proslava ili svetkovina. Manifestacioni turizam može biti značajan katalizator jačanja turističke destinacije (Trišić et al., 2020). Postojanost etno sela ili naselja (3,44) takođe je značajan turistički potencijal. Folklor stanovništva ovog dela Srbije može u značajnoj meri

uticati na turistički razvoj. Uloga lokalne zajednice (4,12) i mogući pozitivni socio-kulturni uticaji turizma (4,22), potvrđuju da ovo zaštićeno područje može koristiti svoje antropogene potencijale za razvoj turizma gde je uloga lokalnog stanovništva od presudnog značaja. Lokalno stanovništvo može pružiti značajan doprinos u planiranju i kontroli razvoja turizma. Promocijom lokalnih proizvoda može se značajno uticati na kvalitet turističkog proizvoda (Trišić et al., 2021). Aktivnim učešćem lokalnog stanovništva u razvoju turizma, kroz planiranje i zaposlenost, mogu se ostvariti značajni benefiti, kako za turističku destinaciju, tako i za turiste.

Ako analiziramo tvrdnje sa negativnim konotacijama, može se izvesti zaključak da su sa najvišim vrednostima tvrdnje: postojanost ugroženih vrsta (4,55) i blizina poljoprivrednog zemljišta (4,54). Ovo može predstavljati značajnu pretnju za zaštićeno područje. Na poljoprivrednom zemljištu se vrlo često koriste različita hemijska sredstva za suzbijanje invazivnog korova, insekata i bolesti biljaka. Određena sredstva su smrtonosna po živi svet. Kontakt sa životinjama je vrlo čest. Prisutnost domaćih životinja (4,11) takođe ima negativnu konotaciju. Poljoprivrednici često koriste prirodne resurse za ishranu domaćih životinja. Ukoliko se ovaj način uzgoja domaćih životinja realizuje kao ekstenzivno stočarstvo u blizini zaštićenih područja, onda to predstavlja značajnu pretnju za flor i faunu.

Zaključak

Predeo izuzetnih odlika „Vršačke planine“ poseduje retke prirodne i društvene faktore koji mogu uticati na razvoj različitih oblika turizma. Pored reljefa, geografskog položaja i hidrografskih potencijala, za razvoj turizma značajni su i raznolikost i bogatstvo autohtone flore i faune. Anketirani posetioци ovog zaštićenog područja identifikovali su prirodne faktore kao važne za razvoj turizma. Ovi faktori omogućavaju da se kao vid turizma razviju edukativni, rekreativni, izletnički i ekoturizam. Kao najznačajnije pretnje za ovo zaštićeno područje, ispitanici su istakli ugroženost vrsta prema IUCN kategoriji, blizinu poljoprivrednih zemljišta sa tretiranim usevima, blizinu značajnih zagađivača i prisutnost domaćih životinja. Implementacijom planova upravljanja ovim zaštićenim područjem, pravilnim monitoringom i unapređivanjem zaštite (West et al., 2009), negativni faktori mogu biti svedeni na minimalne vrednosti ili eliminisani u potpunosti. Pozitivni rezultati razvoja turizma u ovom zaštićenom području su unapređenje prirodnih vrednosti, eliminacija negativnih uticaja turizma na prostor i živi svet, korišćenje prirodnih resursa za razvoj određenih oblika turizma, kakvi su zdravstveni, ekoturizam, vinski turizam, sportsko-rekreativni, izletnički i naučno-istraživački turizam. Upravo turizam posebnih interesovanja može biti katalizator svih benefita u ovoj turističkoj destinaciji. Pored eliminisanja negativnih uticaja od starne korisnika ovih prostora, kroz turizam se mogu unaprediti ekološke, ekonomske i socio-kulturne vrednosti ove destinacije. Direktnim povećanjem vrednosti faktora turističkog razvoja, smanjenjem razlika u postojećim vrednostima, smanjenjem ili eliminacijom faktora koji predstavljaju pretnju za zaštićene prostore, povećava se značaj turističke destinacije kao ukupne prostorne celine (Hall,

2010). Koliko su svaki od faktora imali značajnu ulogu u motivima posete ovog zaštićenog područja, biće predmet budućih istraživanja.

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CHALLENGES AND USAGE OF CRYPTOCURRENCIES IN TOURISM

IZAZOVI I PRIMENA KRIPTOVALUTA U TURIZMU

Apstrakt: Predmet ovog istraživanja su izazovi i primena kriptovaluta u turizmu, sa fokusom na Republiku Srbiju. U radu će biti prikazano ispitivanje stavova i mišljenja ispitanika na turističkom tržištu Republike Srbije o kriptovalutama i njihovoj spremnosti da ih prihvate u svom radu, biznisu i putovanju. Metode koje su korišćene u radu: hipotetičko-deduktivna, strukturirana (zatvorenog tipa) pitanja, dihotomna pitanja sa jednim izborom; nominalne i intervalne merne skale. Istraživanje bi trebalo da doprinese boljem razumevanju funkcionisanja digitalnih valuta u turističkom sektoru i bližem razumevanju izazova i izgleda za njihovu primenu.

Ključne reči: kriptovalute, bitcoin, turizam, blokčejn, Srbija.

Abstract: The subject of this research are challenges in the application of cryptocurrencies in tourism, with focus on the Republic of Serbia. The paper will present examination of the attitudes and opinions of the respondents in the tourist market of the Republic of Serbia about cryptocurrencies and their willingness to accept them in their work, business and travel. The methods used in the research are: hypothetical-deductive, structured (closed type) questions, dichotomic single choice questions; both nominal and interval measurement scales. Research should contribute to a better understanding of the functioning of digital currencies in the tourism sector and a closer understanding of the challenges and prospects for their application.

Keywords: cryptocurrencies, bitcoin, tourism, blockchain, Serbia.

Introduction

The precursor to today's cryptocurrencies was the electronic money of DigiCash Corporation, designed by Chaum, which

enabled anonymous online transactions, thanks to cryptographic protocols (Chaum, 1982; Tapscott & Tapscott, 2016). The first and most famous cryptocurrency is bitcoin, which for many is synonymous with the



cryptocurrency. The fact is, however, that it is the most famous but certainly not the only digital currency – there are more than 1,000 of them. So, bitcoin is accompanied by ripple, etherium, cardano, lightcoin, monero, and many more. Their value changes from time to time. According to Bonneau et al. (2015) first bitcoin transaction is thought to have been realized in May 2010, when one user ordered pizza delivery for another in exchange for 10,000 bitcoins. Developer (or group of developers) named Satoshi Nakamoto, created the world's first bitcoin and designed the world's first blockchain database (Hileman & Rauchs, 2017). Today, there are 17 million bitcoins worldwide, and the offer is limited to 21 million, although according to many cryptocurrency traders, that number is arbitrary. „Mining“ is a term that is very widespread when it comes to the most popular cryptocurrency. So-called „miners“ use special software to solve mathematical problems, and for that they get a certain number of bitcoins in-exchange. According to Chen and Kuo (2015) if there are no new bitcoins as rewards for miners, the system is unlikely to continue working.

Literature review

Blockchain technology is a financial book that shows us realized cryptocurrency transactions. It's a series of blocks that contain data on all transactions. Transactions with digital currencies in tourism emerged in 2013 when agencies began accepting the same as the means of booking and paying for air flights, hotel rooms and other services (Chuen et al., 2017). During 2017, tourism and hotel industry became a leader in terms of investments in blockchain technology, and the forecast speaks of the growth of the mentioned phenomenon in the future (Nuryyev et al., 2020). Transactions with cryptocurrencies in tourism are played daily and tracked through a blockchain, in the general ledger. As sharing their private experience

while traveling (photos, videos, etc.) tourist also share their experience with money transactions/payments (Marić et al., 2021). Blockchain technology and crypto currencies can greatly facilitate travel market and make the entire tourist experience more enjoyable (Önder & Treiblmaier, 2018). Excessive costs are an undesirable item for any travel company but also tourists, and could be cut if modern blockchain technology is implemented and used, resulting in more efficient and efficient work by employees.

Globally, tourism and hotel operators have many intermediaries who take a certain monetary percentage for their services, and the question is how long this situation will last, given that all participants in the tourist market are looking for ways to reduce costs, avoid mistakes and increase productivity (Lielacher, 2018). Tourism industry may have more intermediaries than any other service sector and blockchain technology is likely to significantly disrupt the way suppliers and intermediaries do business (Rose, 2016; Živković i Brdar, 2018). Blockchain technology can have a very positive impact on tourism and hotel management in overcoming challenging situations for both tourists and catering facilities, such as overbooking, thefts, food security, etc.

According to Dogra et al. (2018) blockchain could enable better quality control, food safety and ensure that certain products are found simply and quickly at any time, which would help reduce food waste. This way, contaminated products can be easily and quickly detected, while safe food is kept on shelves and not sent to landfills. According to Matanović (2016) Serbia has no history of a strong banking sector, and as a result of hyperinflation and non-payment of banks during the 1990s, our population feels much more comfortable using cash than residents of other countries. Furthermore, Yussof et al. (2018) claims that the main challenges for cryptocurrencies in most countries around

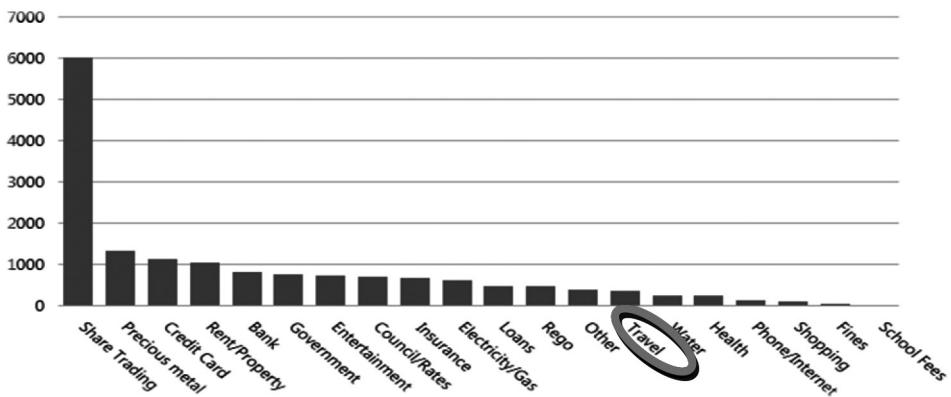
in the world are (Zhang, 2020; Tasatanattakool & Techapanupreeda, 2018):

1. Legal regulations
2. Lack of financial education
3. Instability
4. Fraud
5. Consumer protection

The legislation that should define and regulate the area of cryptocurrencies and their place in payment systems is different in countries around the world (Kyrmizoglou & Daoulzoglou, 2019). This is not the only

challenge in their use – countries do not even have a unique position on whether cryptocurrencies are legal means of payment (Liu & Tsyvinski, 2021). While on the one hand, in countries such as Morocco, Bolivia, Ecuador and Bangladesh, digital currency use is prohibited by law in Japan and Australia, legal means of payment are treated as property. Additionally, in June 2021, stock trading dominated, while on a smaller scale cryptocurrency were also used to make payments in the context of travel (Chart 1.)

Chart 1: Accounts paid for by cryptocurrencies globally, on average, in June 2021.



Source: <https://www.livingroomofsatoshi.com/graphs>

The lack of financial and digital education is another challenge to the application of cryptocurrencies in all sectors, including tourism and hotel management, globally. When it comes to the Republic of Serbia, this need has been recognized by the Association of Banks of Serbia, which pays special attention to financial education as part of efforts to modernize the entire banking sector.

According to Zuraba Pololikashvili, UN-WTO (World Tourism Organization) Secretary General, the organization is increasingly focusing its events on digital skills, jobs of the future and the role of innovation in the preservation of natural and cultural heritage (Matheus, 2019).

Instability is another feature of cryptocurrencies. Since they emerged, their value has fluctuating – it grows dizzyingly, then declines and it is very difficult to predict further movements, i.e., possible value. This is supported by the fact that bitcoin reached a record value of over 19,000 dollars in December 2017, and in 2018 its value dropped dramatically and at the beginning of 2019 it was at the level of 3,000 dollars.

When it comes to cryptocurrency scams, among the most famous is a scam carried out by Rose Ignatova, a „crypto-queen“ who claimed to have invented the new cryptocurrency OneCoin and managed to persuade people around the world to invest millions of dollars in it. In addition to scams aimed

primarily at populations with insufficient knowledge of cryptocurrencies, hacking attacks have been reported in the past few years, whose victims were cryptocurrency owners.

According to Zou and Rezaeighaleh (2019) as blockchain and cryptocurrencies become increasingly popular and practical for use in a variety of areas, from coffee purchases to the transfer of vehicle ownership, they are also becoming an increasingly attractive target for hackers.

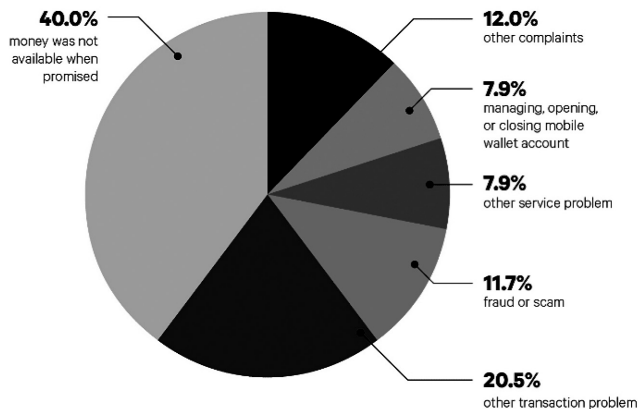
Authors Corbett et al. (2019) states that hacking events increase the volatility of the price of the targeted cryptocurrency and affect correlations with other cryptocurrencies. Data from the previous years show that in the first three months of 2019 alone, thefts of cryptocurrencies reached the amount of

1.2 billion dollars, while for the whole of 2018 they amounted to a total of 1.7 billion dollars (Su, 2019).

According to Klein (2019) confidence in the tourism industry is built on the expression „I don't believe until I see“. Consumers/service users expect more from good products and a positive experience – they want to feel that the company is making a positive difference in the world, taking care of the environment, contributing to the community and treating employees well. Survey conducted by Value Penguin, the number of complaints received by the U.S. Consumer Financial Protection Bureau (CFPB) regarding the leading digital exchange, Coinbase, has risen significantly in early 2018. Complaints and their percentage representation are shown in Chart 2.

Chart 2. Cryptocurrency users' complaints about Coinbase – 2018

Top 5 Coinbase Complaints



Source: <https://bravenewcoin.com>

While the issue of consumer protection in the US deals with the aforementioned Consumer Protection Bureau, the Australian Competition and Consumer Commission (ACCC) is responsible for regulating fair trade in the UK, there is a Financial Services Compensation Scheme (FSCS), which aims to protect consumers from losses of up to

£50,000 in the event of an authorized financial company being liquidation.

Materials and methods

The research method used in research is a hypothetical-deductive method, while data collection was conducted by analyzing

primary and secondary sources, as well as by surveying the sequence of questions displayed through the questionnaire. The questions are structured (closed type), dichotomic and single choice questions; both nominal and interval measurement scales were used. Research within the challenges and perspectives of the application of cryptocurrencies in tourism and hotel industry focuses on the views and opinions of respondents towards usage of cryptocurrencies for traveling purpose. In our research, an online survey method was used. Data collection was realized in the period 15.06–11.07.2021. The sample study consists of 132 adult respondents, aged 18 to 60, with residence on the territory of the Republic of Serbia. Basic research hypothesis:

H1: The majority of citizens of the Republic of Serbia in the light of 132 adult respondents, between 18–60 years old have a positive attitude towards catering facilities that accept cryptocurrencies.

Auxiliary research hypothesis:

H2: The younger population of 18–30 years is more willing to accept cryptocurrencies

as a regular means of payment than other age groups.

H3: Respondents have a more positive attitude towards cryptocurrency use than other categories surveyed.

H4: Respondents in survey (132), engaged in tourism show more positive attitude towards the use of cryptocurrencies compared to other groups.

H5: Man have more interest in leadership, knowledge of blockchain technology in cryptocurrencies than women.

The percentage of respondents in the survey shows the male population's numerical dominance (62%) compared to the female population (38%). The age structure of respondents indicates that the percentage of respondents (42%) belong to the 18–30 age group versus the rest of respondents between 31–60. In our study, we observe the numerical dominance of the working population 57% within the other categories of respondents, students 27%, unemployed 5%, entrepreneur 11%. Demographic data are shown in Table 1.

Table 1. Demographic data of the respondents

Gender	Frequency	Percentage
Man	82	62%
Female	50	38%
Age		
18–30	56	42%
31–60	77	58%
Employment status		
Students	36	27%
Employed	75	57%
Unemployed	7	5%
Entrepreneur	14	11%

Source: Author's calculation

In addition to demographic data (Table 1), a set of questions was used during the research, questioning the views and opinions of

citizens of the Republic of Serbia about acceptance of cryptocurrencies in the tourism (Table 2).

Table 2. A set of questions during the research of the views and opinions of citizens in the Republic of Serbia

1.Frequency of travel at home and abroad?
2.Do you work in a catering facility-hotel, hostel, café, restaurant?
3.How familiar are you with blockchain technology?
4.Have you ever used cryptocurrencies?
5.Do you think hotel businesses should accept cryptocurrencies as a means of payment?
6.Do you think fast food chains should accept cryptocurrencies as a means of payment?
7.Do you think restaurants should accept cryptocurrencies as a means of payment?
8.If you own cryptocurrencies, would you use them for travel purposes?
9.If you own cryptocurrencies, would you use them to pay in hotels?
10.What is your position regarding catering facilities that accept cryptocurrencies?
11.If there is a better tourist offer by paying digital currencies, would you accept that offer?
12.Do you think cryptocurrencies will become a major means of payment in tourism and hotel industry over the next 10 years?
13.Should more hotel facilities in the Republic of Serbia support cryptocurrencies as a means of payment?
14.What is your position on travel agencies that accept payments to cryptocurrencies?
15.Should travel agencies in the Republic of Serbia accept and use cryptocurrencies?
16.What is your position on the use of digital currencies to travel on cruise ships?

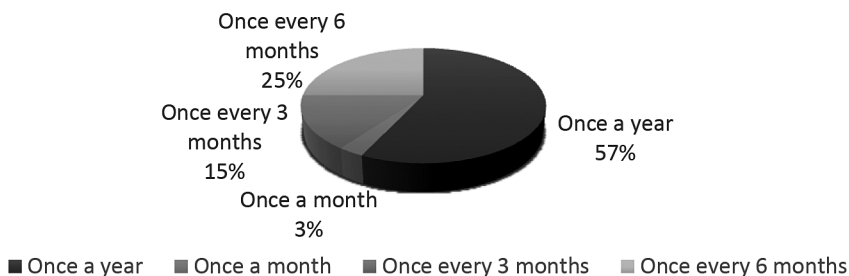
Source: Author's research

Results and discussion

In our research, we see that the frequency of travel „once a year“ 57%, or less prev-

alent than other options offered, „Once a month“ is 3%, „Once every 3 months“ 15%, „Once every 6 months“ 25%. Results of our research are shown in Figure 1.

Figure 1.Graphic percentage of respondents' frequency of travel

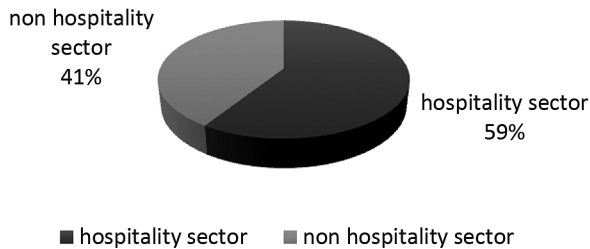


Source: Author's research

The next question tells us that 59% of respondents do not work in the hospitality sector, while the rest 41% work in hospitality

sector. Results of our research are shown in Figure 2.

Figure 2. Graphic percentage of respondents' working in hospitality or other industry

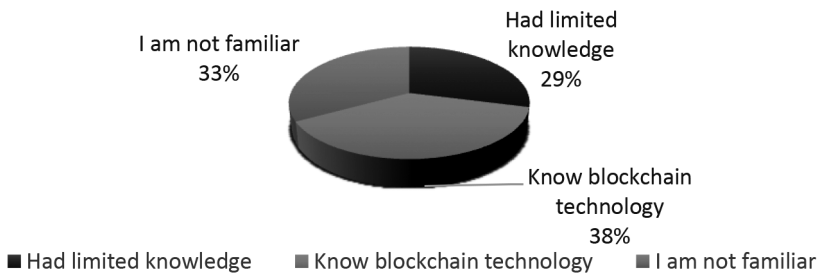


Source: Author's research

In a further sequence of questions, we can see that the majority of respondents surveyed are familiar with blockchain technology. Among them, the male population (70%), stated that they „Had limited knowledge“ (29%), or „Know blockchain tech-

nology“ (38%), „I am not familiar“ (33%). These results are similar in Croatia as well, where majority of people are still learning about blockchain features (Erceg et al., 2020). Results of our research are shown in Figure 3.

Figure 3. Graphic percentage of respondents' who are familiar with blockchain technology

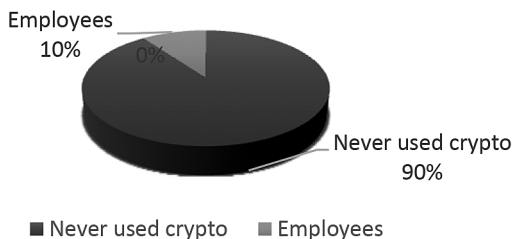


Source: Author's research

Below, we note that the majority of respondents, as many as 90%, have never used cryptocurrencies. Our study indicates that all users of cryptocurrencies are men. Additionally, in study by Leung and Dickinger (2017) highlights that respondent's between 15–30 years old, majority of male (69%) adopted digital currencies as a payment method. Also, Treiblmaier (2020) reported that most Bitcoin users are male, between 18–36 (52.2%). In other study

Bohr and Bashir (2014) stated that 46.7% of the digital currency users are between 22–30 years old male respondents as well. In Malaysia, Alaeddin and Altounjy (2018) in their research highlights that 76% of the respondents never used digital currencies, 21% know a little bit about cryptocurrencies and only 3% of the respondents do have experience related to usage of digital currencies. Results of our research are shown in Figure 4.

Figure 4. Graphic percentage of respondents' on the use of cryptocurrencies

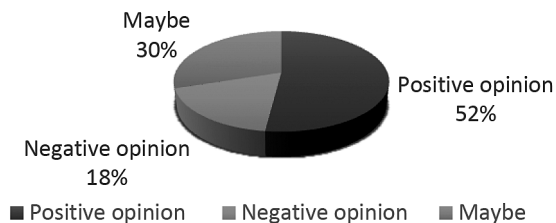


Source: Author's research

When asked about the acceptance of cryptocurrencies as a means of payment, there is a positive opinion of the majority of the respondents 52%, the rest of the participants answered „No, I should not“ 18% and the rest of the respondents stated „Maybe“

30%. Above-mentioned study in Malaysia, reports positive attitude towards acceptance of new digital currencies among respondents Z generation, people born between 1996–2015 (Alaeddin & Altounjy, 2018). Results of our research are shown in Figure 5.

Figure 5. Graphic percentage of respondents' opinions on the use of cryptocurrencies as a payment method

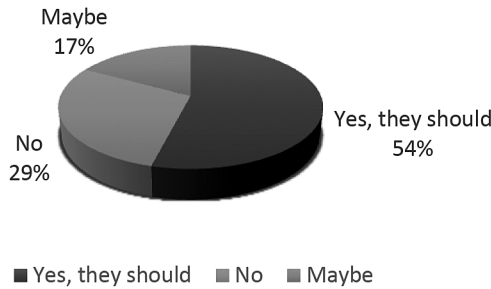


Source: Author's research

Next question „Do you think fast food chains should accept cryptocurrencies as a means of payment“, the majority of respondents 54% think that „Yes, they should“, 29% „Not“, and only 17% answer „Maybe“. The next question „Do you think restaurants should accept cryptocurrencies as a means of payment“, 57% of respondents answered

„Yes, they should“, 26% of respondents stated „No, they should not“, and again 17% of respondents answered „I don't know“. Previous-mentioned research in Asia reports that 22% of travelers are using cryptocurrencies as a payment method in restaurants and cafes (Treiblmaier, 2020). Results of our research are shown in Figure 6.

Figure 6. Graphic percentage of respondents' opinions on fast food chains accepting cryptocurrencies

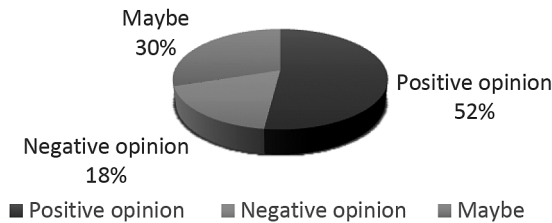


Source: Author's research

Further question used in our research „If you have cryptocurrencies, would you use them for tourism purposes“, 58% of respondents answered „Yes, I would use“, 18% of respondents answered „No, I would not use“, while 24% of respondents answered

with „Maybe“. Pantelis and Aikaterini (2019) in their study in Greece found that only 4% of the respondents use digital currencies for traveling matters. Results of our research are shown in Figure 7.

Figure 7. Graphic percentage of respondents' opinions on the use of cryptocurrencies for tourism purposes

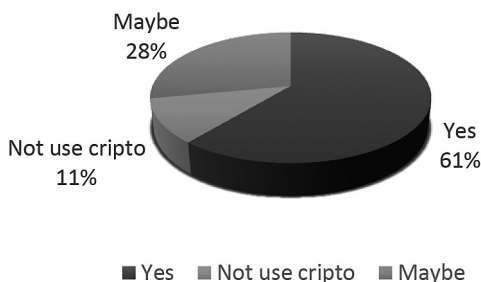


Source: Author's research

Further research on the question „If you own cryptocurrencies, would you use them to pay in hotels“, we received an interesting answer that 61% of respondents would like to use cryptocurrencies in hotels, if they owned them, 11% answered „No, I would

not use it“, and only 28% of the respondents answered „Maybe“. Author Treiblmaier (2020) highlights that 50% of the respondents use digital currencies to pay their accommodation while traveling. Results of our research are shown in Figure 8.

Figure 8. Graphic percentage of respondents' opinions on the use of cryptocurrencies for paying hotel

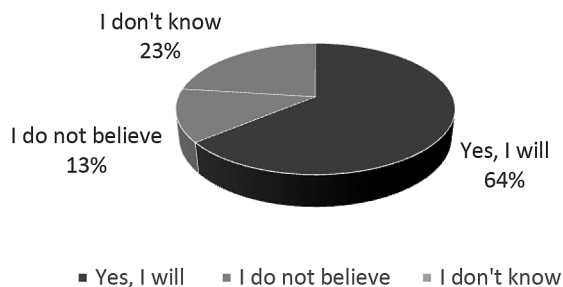


When asked „What is your attitude towards restaurants that accept cryptocurrencies“, 58% of respondents have positive attitude, while 42% has negative attitude towards business that accept cryptocurrencies. With next question „If there is a better tourist offer by paying with digital currencies, would you accept that offer“, 61% of respondents are willing to accept a better tourist offer by paying with cryptocurrencies, 29% of respondents answered „No, I would not accept“, while 10% of respondents answered „Maybe“.

Looking to the future, the question „Do you think cryptocurrencies will become the main means of payment in tourism and hos-

pitality in the next 10 years“, answers show a positive attitude where 64% answered „Yes, I will“, and 13% of respondents stated „I do not believe“; 23% of respondents answered „I don't know“. In Turkey, research by Şimşek (2019) report bright future for cryptocurrencies among respondents, as they believe that cryptocurrencies will become the main tool of online payment in the near future. Another study in India also supports positive opinion among respondents, believing that digital currency payment is very promising in the future business transactions (Jani, 2018). Results are shown in Figure 9.

Figure 9. Graphic percentage of respondents' opinion towards restaurants that accept cryptocurrencies

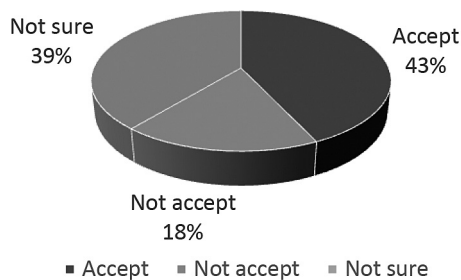


Source: Author's research

Next question „Should more hotel facilities in the Republic of Serbia support cryptocurrencies as a means of payment“, answers indicate that 51% of respondents think „Yes, it should“, 24% „No, it should not“, and 25 are „Not sure“. The question regarding the attitude of the respondents towards travel agencies that accept payments in cryptocurrencies is mostly positive 72% versus negative ones 28%.

When asked „Should travel agencies in the Republic of Serbia accept and use cryptocurrencies“, most respondents think that travel agencies in the Republic of Serbia should accept cryptocurrencies in business 43%, also 18% of respondents believe that „Should not“, 39% answered „I’m not sure“. Treiblmaier (2020) stated in his survey that 36% of the respondents use digital currencies to purchase tour packages. As shown in Figure 10.

Figure 10. Graphic percentage of respondents' opinions towards travel agencies accepting cryptocurrencies



Source: Author's research

When asked about the attitude of using digital currencies for cruise travel, 61% of respondents has a positive attitude and 39% negative reply.

Based on the research, it has been proven that the majority of citizens of the Republic of Serbia between the ages of 18 and 60 have a positive attitude towards catering facilities that accept cryptocurrencies. Confirmation of the basic hypothesis H1 instills optimism in the openness of the tourist market of the Republic of Serbia towards the application of cryptocurrencies in the future. Also, the tested sample confirmed the auxiliary hypothesis H2, that the younger population aged 18 to 30 is more willing to accept cryptocurrencies as a regular means of payment compared to other age groups. In addition, the research confirmed the auxiliary hypothesis H3, which is that the employed population in the surveyed sample

has a more positive opinion towards digital currencies compared to other categories of respondents. Further insight into the structure of employed respondents shows that respondents engaged in tourism show more positive attitude towards the use of cryptocurrencies compared to other groups, which confirmed the auxiliary hypothesis H4. When we talk about gender structure based on research, it is noticeable that male respondents currently show more interest and leadership in knowledge and use of blockchain technology and cryptocurrencies than women, which confirmed the last in a series of auxiliary hypotheses, H5. The fact is that on a global level, male representatives are currently more present in professional discussions, conferences and gatherings on the topic of cryptocurrencies, and we can see the mentioned situation on the domestic market as well.



Conclusion

The tourist market has been growing over the years, which contributes to the constant adaptation to new trends in the field of digital technologies, acceptance of innovations, as well as meeting the changing needs and desires of users of tourist services. In order to survive and remain competitive in a dynamic tourism market, hotels, restaurants and other participants in it are continuously improving their products and services to increase the satisfaction and loyalty of users of their services. Cryptocurrencies, as decentralized, can greatly help tourism sector. At the same time, all transactions are transparent, which is an additional benefit for all participants. On the other hand, the use of cryptocurrencies also involves certain risks, which pose the greatest challenges for hotels, restaurants, airlines and travel agencies when deciding whether to accept cryptocurrencies. Countries around the world generally have different legal regulations regarding cryptocurrencies, which makes it difficult for crypto enthusiasts to travel. In addition, users of cryptocurrencies are often not protected by consumer protection laws when fraud and cyber attacks occur, because the cryptocurrency market is not regulated by the central bank – in fact, many countries do not consider them a means of payment. Additionally, cryptocurrencies are very volatile and their value often varies, and in order to be used, significantly developed financial and digital literacy is required. Currently, cryptocurrencies are not widely represented and used in the Republic of Serbia.

Survey conducted showed that respondents are familiar with blockchain technology and cryptocurrencies, but mostly did not use them and that they generally have a positive attitude towards hotels and restaurants that accept them. In addition, most respondents are willing to make payments with cryptocurrencies if the

travel/service offer was more accessible. It is recommended that further research focus on blockchain technology and its application in tourism and hospitality in the Republic of Serbia, due to its ubiquitous appearance on the global tourism market.

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САМОСТАЛНА ПРОИЗВОДЊА ХРАНЕ КАО ОДРАЗ ГАСТРОНОМСКЕ АУТЕНТИЧНОСТИ РЕГИОНА ОД ЗНАЧАЈА ЗА РАЗВОЈ ТУРИЗМА ВОЈВОДИНЕ

INDEPENDENT FOOD PRODUCTION AS IMMEDIATE GASTRONOMICAL AUTHENTICITY OF THE REGION OF IMPORTANCE FOR THE DEVELOPMENT OF TOURISM IN VOVODINA

Анстракт: Најбољи одраз очуваности културе и традиције народа који насељава одређене крајеве може се видети из њихове гастрономије и начина производње и припреме хране. Војводину карактерише разноврсност кухиња народа који су вековима живели и и даље живе на овим просторима. Овај рад ће покушати да прикаже разлике у начинима производње пољопривредних и прехранбених производа у домаћинствима региона Војводине, као основе за очување аутентичности и традиционалности гастрономије. Задатак рада је да испита колико је заступљена по окрузима Војводине производња пољопривредних и прехранбених производа и који округ има највише потенцијала за привлачење туриста орјентисаних на храну. Истраживање је спроведено применом анкетног упитника међу становницима који насељавају Војводину. Истраживање је спроведено од октобра 2020. године до

Abstract: Gastronomy and food production and preparation in certain areas reflect the cultural and traditional characteristics of people who live there. Vojvodina is characterized by a variety of cuisines of the people who lived and still live in this area. This study will attempt to depict the differences in the production of agricultural and food products in Vojvodina's households, as well as the basics for the preservation of authenticity and traditional values of gastronomy. The aim of this work is to examine the representation of agricultural and food production in counties of Vojvodina and which county has the most potential to attract food-oriented tourists. The research is conducted through a survey questionnaire among the residents of Vojvodina. The research is conducted from October 2020 to May 2021. 619 respondents took part in the research. The data collected were processed by applying descriptive statistics, which are then presented tabularly and graphically.



маја 2021. У истраживању је учествовало 619 испитаника. Добијени подаци су обрађени применом дескриптивне статистике и табеларно и графички приказани у раду. На основу спроведеног истраживања може се закључити да највише потенцијала за развој туризма на основу очуваности гастрономског наслеђа има Јужнобачки регион, док по заступљености самосталног добијања пољопривредних и прехранбених производа Средњобанатски, Западнбачки и Сремски регион.

Кључне речи: исхрана, гастрономија, становништво, гастрономски идентитет, региони.

Увод

Како би туристичке дестинације биле конкуретније све више пажње је усмерено на локалну културу и аутентичну гастрономију као извор јединствених производа и активности за привлачење туриста (Grubor et al., 2021). Традиционална и аутентична храна као део гастрономског наслеђа један је од најзначајнијих фактора за развој туризма (Romagnoli, 2019; Lin et al., 2021). Она обухвата употребу гастрономских производа који се узгајају на истом поднебљу где се и услужују (Rinaldi, 2017). Сходно томе национална кухиња која је специфична за неко место, карактерише локалну културу која привлачи пажњу бројних туриста (Alonso, 2013; Ellis et al., 2018).

Захваљујући плодној равници у комбинацији са историјским дешавањима Војводина представља област са најочуванијом гастрономском традицијом (Вањјас et al., 2016) од изузетне важности за привлачење туриста. Али поставља се питање колика је заиста очуваност и заступљеност аутентичних елемената унутар њених округа, односно домаћинстава

This research concludes that traditional values in Vojvodina are preserved through production of agricultural and food products inside this area. The south part of Bačka has the most potential for the development of tourism, while the production of agricultural and food products is widely represented in central Banat, west parts of Bačka and Srem.

Key words: diet, gastronomy, population, gastronomic identity, regions.

која индиректно утичу на формирање гастрономске понуде у угоститељству.

Војводина је мултикултурални регион у коме је измешан велики број кухиња етничких група које је насељавају и које утичу на формирање гастрономског идентитета (Kalenjuk et al., 2017; Kalenjuk et al., 2018c). Специфична етничка структура Војводине са својим гастрономским карактеристикама потпомогла је да она постане повољна дестинација за развој туризма усмереног на храну (Калењук, 2017а).

Војвођанска кухиња захваљујући средњеевропском утицају се поприлично разликује од кухиња осталих делова Србије (Grubor et al., 2022), она представља мешавину различитих утицаја народа који вековима живе на овом простору (Blešić et al., 2021). На исхрану и припремање јела у Војводини, много је утицао долазак Немаца, који су утицали да српско становништво поприми доста њихових јела и начина припремања хране (јела, обичаје, припремање зимнице, вина, гајење воћа и винове лозе). Поред Немаца у Војводини је присутно богатство кулинарских знања и међусобног

утицаја мађарске, румунске и словачке кухиње (Banjac et al., 2016; Калењук и сар, 2017 б; Kalenjuk et al., 2018а; Kalenjuk et al., 2018b), а многобројна јела су изведена из других кухиња из околности. Велики број запослених у угоститељству има проблем са тумачењем порекла појединих јела, углавном због малих разлика у начину припремања јела (Калењук, 2017а). У угоститељској понуди Војводине поред српских, мађарских и турских јела могу се наћи и специјалитети Словака, Румуна, Русина, Украјинаца, Хрвата, Македонаца и других етничких група (Калењук, 2017а).

Задатак рада је да одговоре на следећа истраживачка питања :

- Колика је учесталост самосталног добијања прехранбених производа у домаћинствима становништва унутра региона Војводине? И да ли постоје разлике у производњи?
- Који округ има највише потенцијала да се допадне туристима на основу разноврсности гастрономских карактеристика?

Циљ рада је да се испита тренутно стање добијања традиционалних гастрономских производа у домаћинствима становништва Војводине, односно постојаност разлика између области, као и потенцијали за развој туризма.

Преглед литературе

По врстама и карактеристикама тла, Војводина је једна од најплоднијих области Србије, која захвата 60% обрадивог земљишта, а највише се користи за гајење житарица и другог индустријског и повртарског биља. Виноградарство је развијено у појединим областима Срема и Баната, које спада међу најстарије у Европи, а на слатинастом земљишту се простиру пашњаци који су погодвали развоју сточарства. На Дунаву, Сави, Тиси и њиховим притокама је развијено

рибарство (Падејски, 2011), док су шуме омогућиле присуство јела од дивљачи. Управо сви ови услови погодвали су производњи разноврсних животињских мирница, узгајају се разноврсне ратарске и повртарске биљке средњоевропског поднебља и условима умерено континенталне климе, гаје се све врсте домаћих животиња, ситна и крупна стока (Тешановић и сар., 2009; Теџановић et al., 2010; Теџановић et al., 2015).

По доласку Немаца у Банат у исхрану су уведени зачини (Калењук, 2017б). Од јела од житарица у Војводини, заступљена су сва јела на бази теста, нарочито квасног теста за припрему сланих и слатких јела. Војвођанску кухињу одликује велики број разноврсних јела од поврћа у виду разних чорби, варива, каша и пиреа, пасираног, печеног, динстаног појединачног или мешаног поврћа, у облику салате припремљене од свежег или конзервираниог поврћа и слично (Grubor et al., 2022).

У Срему на формирање културе исхране становништва утицало је више историјских дешавања, међу којима су доношење кромпира и кукуруза (Kalenjuk et al., 2018c). На Фрушкој гори успева воће и винова лоза, а у равничарском поднебљу Срема све врсте житарица и поврћа. На трпези се може наћи риба из река и дивљач из шума. Приметне су разлике у исхрани становника фрушкогорских насеља у односу на исхрану равничарског становништва, које се огледају у већој употреби грождја, воћа и воћних прерађевина, док се у равном Срему више употребљава у исхрани сланина, свињско месо и месне прерађевине. У западном делу Срема становништво највише конзумира јела од теста, што је остало од утицаја Немаца и Словака (Калењук, 2017а).

У Банату је мелиорацијама некада мочварног подручја омогућено да данас он има једно од плоднијих земљишта региона. Погодан је за воћарство и узгој жита-



рица, које су заслужне за развој млинарске и пиварске индустрије. У источном делу развијено је виноградарство, а на пешчари, бројни пашњаци су омогућили узгој стоке и пчеларства. Од утицаја других кухиња приметан је јак утицај немачке и мађарске кухиње, који се може видети путем комбинације слано-слатког (кувано месо и слатак сос), затим свим врстама киселог теста, као и називима многих јела сачуваних до данас. Некада се, за време сиромаштва, суша, глади и ратова, кувала мамаљуга, попара од сувог хлеба, кромпир на разне начине и пасуљ (Калењук, 2017б).

Бачка је једна од најплоднијих области, у којој се првенствено становништво бави пољопривредом. До краја 19. века овај регион је био сточарски центар, познат по узгоју коња, оваца и свиња. Плодна равница је заслужна за бројне повртарске и воћарске врсте. Око Дунава, јужни део Бачке је богат шумама, где се налази дивљач, а северни део је познат по виноградарству. Од утицаја других кухиња у Бачкој се јавља мешавина више кухиња, осети се утицај аустро-угарске, мађарске, хрватске, словачке, русинске, украјинске, као и утицај кухиња других етничких група које је насељавају (Калењук, 2017).

Методологија рада

Истраживање је спроведено применом анкетног упитника међу становницима који насељавају области Војводине: Западнобачку, Јужнобанатску, Јужно-

бачку, Севернобанатску, Севернобачку, Средњобанатску и Сремску област. Сви испитаници су упознати са врстом истраживања и анонимности упитника. Истраживање је спроведено од октобра 2020. године до маја 2021. Дистрибуирано је 650 анкета, од којих је 619 комплетно попуњено и статистички обрађено.

У циљу добијања одговора на постављена истраживачка питања прикупљени подаци су обрађени применом одговарајућег софтвера за друштвене науке СПСС в23.00. Обрађени су применом дескриптивне статистике: фреквенција, стандардна девијација (СД), аритметичка средина (М), и хи квадрат (χ^2). Сви добијени подаци коришћени за потребе овог рада су табеларно и графички приказани у наставку у овом раду.

Резултати рада и дискусија

Анализа социодемографске структуре испитаника

У истраживању су у већем броју биле испитанице женског пола 63,8% (табела 1). Најзаступљенији су испитаници старији од 40 година са учешћем од 39,6%. Што се тиче образовне структуре, већина испитаника (63,5%) завршило је високо образовање или факултет, у радном односу је 76,4% и у браку 48,1%. Највећи проценат испитаника има просечна месечна примања од 350 до 500 Евра са уделом од 40,8%.

Табела 1. Социодемографска структура испитаника

	н	Релативни удео (у%)
Пол		
Мушко	224	36,2
Женско	395	63,8
Укупно	619	100

Старост		
До 30	159	25,7
Од 31 до 40	215	34,7
Преко 40	245	39,6
Укупно	619	100
Образовање		
Основна школа	18	2,9
Средња школа	208	33,6
Висока школа, факултет	393	63,5
Укупно	619	100
Статус		
У радном односу	473	76,4
Незапослен	125	20,2
Пензионер	21	3,4
Укупно	619	100
Брачно стање		
Самац	139	22,5
Ожењен/удата	298	48,1
Партнерска веза	122	19,7
Не желим да се изјасним	60	9,7
Укупно	619	100
Просечна примања у домаћинству		
Еура 350	91	29,3
Еура 350 до 500	127	40,8
Преко 500	93	29,9
Укупно	311	100
Регион становања		
Јужна Бачка	222	35,9
Северна Бачка	101	16,3
Западна Бачка	66	10,7
Јужни Банат	78	12,6
Средњи Банат	41	6,6
Северни Банат	28	4,5
Срем	83	13,4
Укупно	619	100

Извор: истраживање аутора

Највећи проценат истраживања је обухватио испитанике који станују на територији Јужнобачке области са 35,9%, следе са 16,3% из Севернобачке области, 13,4% из Сремске области, 12,6% из Јужнобанатске области, 10,7% из Западнобачке области, 6,6% из Средњобанатске области и 4,5% из Севернобанатске области.

Анализа разлике добијања пољопривредних производа за потребе исхране између округа

Истражујући самосталну производњу пољопривредних производа у Војводини дошло се до значајних података који су приказани у табели 2. На основу резултата



приказаних у табели 2 уочава се да се поврће највише узгаја у Средњобанатском региону (48,8%), воће у Западнобачком региону (56,1%), стока ради добијања меса (свиње, овце, говеда) у Западнобачком региону (28,8%), перад ради добијања меса (кокошке, гуске, патке, ћурке) у Западнобачком региону (33,3%), животиње

за добијање млека у Средњобанатском региону (17,1%), животиње за добијање јаја у Западнобачком региону (37,9%), житарице у Средњобанатском региону (41,5%), зачинско биље (першун, мирођија, целер, паприка) у Западнобачком региону (37,9%) и лековито биље (нана, кантарион) у Западнобачком региону (27,3%).

Табела 2. Узгајање пољопривредних производа према области становања

		Јужнобачка област %	Севернобачка област %	Средњобанатска област %	Јужнобанатска област %	Западнобачка област %	Севернобанатска област %	Сремска област %	χ^2
Поврће	Да	31,5	28,7	48,8	41,0	47,0	10,7	48,2	28.256**
	Не	51,8	53,5	34,1	41,0	37,9	75,0	42,2	
	Повремено	16,7	17,8	17,1	17,9	15,2	14,3	9,6	
Воће	Да	39,2	25,7	51,2	51,3	56,1	32,1	51,8	32.468**
	Не	47,3	56,4	34,1	30,8	25,8	53,6	38,6	
	Повремено	13,5	17,8	14,6	17,9	18,2	14,3	9,6	
Стока ради добијања меса	Да	12,6	11,9	24,4	15,4	28,8	0,0	18,1	35.074**
	Не	84,2	79,2	73,2	79,5	66,7	85,7	68,7	
	Повремено	3,2	8,9	2,4	5,1	4,5	14,3	13,3	
Перад ради добијања меса	Да	14,9	18,8	31,7	20,5	33,3	0,0	27,7	32.698**
	Не	80,2	73,3	56,1	70,5	57,6	85,7	61,4	
	Повремено	5,0	7,9	12,2	9,0	9,1	14,3	10,8	
Животиње за добијање млека	Да	3,2	8,9	17,1	5,1	15,2	0,0	4,8	32.927**
	Не	93,7	87,1	80,5	93,6	84,8	89,3	94,0	
	Повремено	3,2	4,0	2,4	1,3	0,0	10,7	1,2	
Животиње за добијање јаја	Да	17,1	21,8	36,6	26,9	37,9	7,1	26,5	24.562*
	Не	78,4	74,3	61,0	67,9	59,1	82,1	67,5	
	Повремено	4,5	4,0	2,4	5,1	3,0	10,7	6,0	
Житарице	Да	8,6	9,9	41,5	17,9	34,8	3,6	13,3	61.493**
	Не	87,8	83,2	58,5	74,4	62,1	85,7	83,1	
	Повремено	3,6	6,9	0,0	7,7	3,0	10,7	3,6	
Зачинско биље	Да	29,3	20,8	36,6	24,4	37,9	21,4	24,1	13.547
	Не	51,8	55,4	43,9	47,4	39,4	60,7	56,6	
	Повремено	18,9	23,8	19,5	28,2	22,7	17,9	19,3	
Лековито биље	Да	17,1	12,9	19,5	17,9	27,3	14,3	15,7	10.039
	Не	67,6	69,3	63,4	59,0	54,5	71,4	68,7	
	Повремено	15,3	17,8	17,1	23,1	18,2	14,3	15,7	

Напомена: χ^2 – хи квадрат; * значајно на ниво 0,05; ** значајно на ниво 0,01

Извор: истраживање аутора

Код узгајања поврћа постоје статистички значајне разлике између округа ($\chi^2=28.256$; $p<0,01$). Резултати показују да испитаници из Средњобанатске (48,8%), Западнoбачке (47%) и Сремске (48,2%) области значајно више производе поврће у односу на испитанике из Севернoбанатске (10,7%) области.

Постоје такође статистички значајне разлике између области код узгајања воћа ($\chi^2=32.468$; $p<0,01$). Резултати показују да испитаници из Јужнoбанатске (51,3%), Западнoбачке (56,1%) и Сремске (51,8%) области значајно више производе воће у односу на испитанике из Севернoбачке (25,7%) области.

Резултати показују да се од испитаника из Севернoбанатске области нико није изјаснио да узгаја стоку ради добијања меса, перад ради добијања меса и животиње за добијање млека. Такође код повременог узгајања се нико од испитаника из Западнoбачке области није изјаснио да повремено узгаја животиње ради добијања млека, и нико од испитаника из Средњобанатске области да повремено узгаја житарице.

Статистички значајна разлика је уочена између области и код узгоја животиња за добијање јаја ($\chi^2=24.562$; $p<0,05$). Резултати показују да испитаници из Западнoбачке области (37,9%) значајно више узгајају животиње за до-

бијање јаја у односу на испитанике из Јужнoбачке области (17,1%).

Анализа разлике добијања прехранбених производа за потребе исхране између области

У табели 3 је приказана разлика између области становања испитаника у производњи: производа од поврћа, воћа, димљених производа од меса, сирева, ферментисаних млечних напитака, хлеба, алкохолних пића и послатица. На основу резултата констатовано је да се производи од поврћа (зимница) највише производе у Средњобанатском региону (65,9%), производи од воћа (џем, пекмез, мармелада, слатко, сокови) у Средњобанатском региону (75,6%), димљени производи од меса у Сремском региону (54,2%), сиреви у Средњобанатском региону (24,4%), ферментисани млечни напаци (јогурт, кисело млеко) у Средњобанатском региону (22%), хлеб у Западнoбачком региону (30,3%), алкохолна пића у Сремском региону (42,2%) и послатице у Западнoбачком региону (66,7%). Сва домаћинства која узгајају животиње за добијање млека се углавном баве и производњом сирева и ферментисаних напитака, као и узгајањем воћа и поврћа производњом производа од воћа и поврћа.

Табела 3. Самостална производња хране према области становања

		Јужнoбачка област %	Севернoбачка област %	Средњобанатска област %	Јужнoбанатска област %	Западнoбачка област %	Севернoбанатска област %	Сремска област %	χ^2
Производи од поврћа	Да	40,5	36,6	65,9	43,6	60,6	28,6	53,0	56.362**
	Не	46,4	52,5	14,6	24,4	22,7	53,6	38,6	
	Повремено	13,1	10,9	19,5	32,1	16,7	17,9	8,4	
Производи од воћа	Да	47,7	38,6	75,6	46,2	63,6	46,4	57,8	59.900**
	Не	38,7	49,5	9,8	20,5	19,7	28,6	36,1	
	Повремено	13,5	11,9	14,6	33,3	16,7	25,0	6,0	



Димљени производи од меса	Да	28,4	31,7	48,8	24,4	45,5	17,9	54,2	40.338**
	Не	62,6	55,4	46,3	56,4	48,5	71,4	38,6	
	Повре-мено	9,0	12,9	4,9	19,2	6,1	10,7	7,2	
Сиреви	Да	5,4	11,9	24,4	10,3	13,6	14,3	7,2	28.644**
	Не	87,8	77,2	73,2	85,9	71,2	82,1	85,5	
	Повре-мено	6,8	10,9	2,4	3,8	15,2	3,6	7,2	
Ферменти-сани млеч-ни напаци	Да	7,2	10,9	22,0	9,0	4,5	10,7	4,8	14.452
	Не	85,6	81,2	73,2	84,6	86,4	82,1	89,2	
	Повре-мено	7,2	7,9	4,9	6,4	9,1	7,1	6,0	
Хлеб	Да	22,5	22,8	19,5	25,6	30,3	17,9	20,5	10.179
	Не	54,5	46,5	56,1	43,6	45,5	57,1	60,2	
	Повре-мено	23,0	30,7	24,4	30,8	24,2	25,0	19,3	
Алкохолна пића	Да	18,9	21,8	36,6	26,9	27,3	7,1	42,2	34.453**
	Не	68,0	56,4	51,2	52,6	51,5	75,0	45,8	
	Повре-мено	13,1	21,8	12,2	20,5	21,2	17,9	12,0	
Посласти-це	Да	50,9	42,6	58,5	47,4	66,7	42,9	51,8	25.340*
	Не	30,6	35,6	17,1	21,8	19,7	35,7	37,3	
	Повре-мено	18,5	21,8	24,4	30,8	13,6	21,4	10,8	

Напомена: χ^2 – хи квадрат; * значајно на ниво 0,05; ** значајно на ниво 0,01

Извор: истраживање аутора

Постоје статистички значајне разлике код производње производа од поврћа између одговора испитаника различитих области ($\chi^2=56.362$; $p<0,01$). Резултати показују да процентуално значајно већи број испитаника из Средњобанатске (65,9%) области производе ове производе у односу на испитанике из Севернобачке (36,6%) и Севернобанатске (28,6%) области, као и испитаници из Западнобачке (60,6%) области у односу на Севернобачку (36,6%) област.

Статистички значајне разлике постоје и између одговора испитаника различитих области да производе производе од воћа ($\chi^2=59.900$; $p<0,01$). Резултати показују да испитаници из Средњобанатске области (75,6%) значајно више производе производе од воћа у односу на испи-

танике из Јужнобачке (47,7%), Севернобачке (38,6%) и Јужнобанатске области (46,2%), као и испитаници из Западнобачког (63,6%) округа у односу на испитанике из Севернобачке (38,6%) области.

Код производње димљених производа од меса постоје статистички значајне разлике између одговора испитаника различитих области ($\chi^2=40.338$; $p<0,01$). Резултати показују да процентуално значајно већи број испитаника из Сремске (54,2%) области производе димљене производе од меса у односу на испитанике из Јужнобачке (28,4%), Севернобачке (31,7%), Јужнобанатске (24,4%) и Севернобанатске (17,9%) области.

Констатоване су статистички значајне разлике код производње сирева између испитаника различитих области

($\chi^2=28.644$; $p<0,01$). Резултати показују да процентуално значајно већи број испитаника из Средњобанатске (24,4%) области производи сир у односу на испитанике из Јужнобачке (5,4%) области.

Уочене су статистички значајне разлике и код производње алкохолних пића између области ($\chi^2=34.453$; $p<0,01$). Резултати показују да процентуално значајно већи број испитаника из Сремске (42,2%) области производи алкохолна пића у односу на испитанике из Јужнобачке (18,9%) и Севернобанатске (7,1%) области.

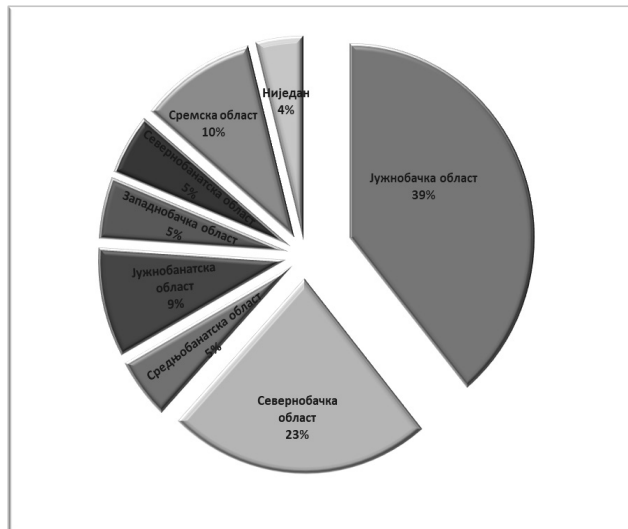
Статистички значајне разлике постоје и у производњи послastiца између испитаника различитих области ($\chi^2=25.340$; $p<0,05$). Резултати показују да процентуално значајно већи број испитаника из Западнобачке (66,7%) области производе

посластице у односу на испитанике из Севернобачке (42,6%) области.

Анализа потенцијала за развој туризма оријентисаног на гастрономско наслеђе

Сагледавајући гастрономске карактеристике очуване унутар региона желело се доћи до података о укупним гастрономским потенцијалима сваког од округа. У графикону 1 дат је приказ резултата истраживања који регион (или област) у Војводини има највише потенцијала да се допадне туристима захваљујући очуваности гастрономског наслеђа видљивог из карактеристика очуваних у домаћинствима. На основу одговора испитаника утврђено је да највише потенцијала са својим карактеристикама има Јужнобачка област (39,6%).

Графикон 1. Гастрономски потенцијали за привлачење туриста на основу разноврсне гастрономске понуде



Извор: истраживање аутора

Закључак

На основу спроведеног истраживања може се закључити да је у Војводини различито очувана традиционалност кроз узгајање и производњу пољопривредних и прехрамбених производа унутар области. Највише потенцијала за развој туризма на основу очуваности гастрономског наслеђа има Јужнобачки регион, док по заступљености самосталног добијања пољопривредних и прехрамбених производа Средњобанатски, Западнобачки и Сремски регион.

У областима Војводине заступљено је узгајање свих производа што би се могло искористити за побољшање понуде региона, изузев слабије заступљености како узгајања животиња за добијање млека, тако и производа од млека. Узгајање намирница је повезано са производњом производа, тако да региони где се више узгаја воће и поврће производе више производа од поменутих сировина.

Употреба локалних производа за производњу хране и пића допринела би и локалној економији. То би било могуће путем развоја различитих облика туризма стварањем аутентичније понуде за сваку област посебно базирану на намирницама које су заступљене по областима. Овакав приступ би се позитивно одразило на произвођаче и добављаче, али и на туристе (свежи, нутритивно и сензорно квалитетни производи), а самим тим допринели би гастрономском и економском развоју сваке од области. Развој региона може стимулирати гастрономски туризам пружањем могућности за стварање нове аутентичније, регионалне понуде хране.

Захвалница

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