

# ZBORNİK RADOVA VELEUČILIŠTA U ŠIBENIKU

Zbornik radova | Proceedings

3. međunarodna znanstveno-stručna konferencija

3<sup>rd</sup> International Scientific and Professional Conference



## Izazovi današnjice The Challenges of today

ODRŽIVI OBALNI I POMORSKI TURIZAM SUSTAINABLE COASTAL AND MARITIME TOURISM

ŠIBENIK

12. – 14. listopada 2017. | 12<sup>th</sup> – 14<sup>th</sup> October 2017

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# Izazovi današnjice The Challenges of today

**ODRŽIVI OBALNI I POMORSKI TURIZAM**

**SUSTAINABLE COASTAL AND MARITIME TOURISM**

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ŠIBENIK, 2017.

ZBORNİK RADOVA 3. MEĐUNARODNE ZNANSTVENO-STRUČNE KONFERENCIJE  
„IZAZOVI DANAŠNJICE: ODRŽIVI OBALNI I POMORSKI TURIZAM“ / Proceedings of  
the 3rd International Scientific and Professional Conference The Challenges of Today:  
„Sustainable coastal and maritime tourism“

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GRAFIČKO OBLIKOVANJE / Graphic design

2FG studio

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Veleučilište u Šibeniku / Polytechnic of Šibenik

PARTNER KONFERENCIJE / The Conference Partner  
Institut za turizam / Institute for Tourism

NAKLADNIK / Publisher  
Veleučilište u Šibeniku  
Trg Andrije Hebranga 11, HR - 22000 Šibenik, Hrvatska  
Tel: +385 (0)22 311060; Fax: +385 (0)22 216716  
e-mail: dekanat@vus.hr  
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#### MJESTO I VRIJEME ODRŽAVANJA KONFERENCIJE / The Conference Time and Venue

Šibenik, 12.-14. listopada 2017. / Šibenik, October 12-14 2017.

Autori radova odgovaraju za lekturu i točnost podataka

The paper authors are liable for proofreading and data accuracy

Dio radova je predan na objavljivanje drugdje

A part of paper has been submitted for publishing elsewhere

# PREDGOVOR

3. međunarodna znanstveno-stručna konferencija „Izazovi današnjice: održivi obalni i pomorski turizam“ održana je u Šibeniku od 12. do 14. listopada 2017. Konferenciju je organiziralo Veleučilište u Šibeniku, kao svojevrsan nastavak 1. znanstveno-stručne konferencije „Izazovi današnjice: Turizam danas-za sutra“, koja je održana 2013. godine, te 2. međunarodne znanstveno-stručne konferencije „Izazovi današnjice: turizam i lokalni razvoj“, koja je održana 2015. godine.

Konferencija je organizirana u partnerstvu s Institutom za Turizam, te pod pokroviteljstvom Ministarstva turizma Republike Hrvatske i Predsjednice Republike Hrvatske Kolinde Grabar Kitarović. Organizaciju konferencije podržali su i slijedeći pokrovitelji: JU Nacionalni park „Kornati“, JU Nacionalni park „Krka“, OTP Banka d.d., Hotelsko naselje Solaris, Šibensko-kninska županija, TZ općine Vrsar, Turistička zajednica Šibensko-kninske županije, Gradski parking d.o.o. Šibenik, Tvrdava kulture Šibenik, Studentski centar Šibenik.

Veleučilište u Šibeniku osnovano je 2006. godine s temeljnim ciljem da kroz kvalitetne studentske programe i znanstveno stručni rad na najvišoj razini kvalitete i izvrsnosti obrazuje samostalne, pouzdane i društveno odgovorne nositelje budućeg razvoja lokalne, nacionalne i međunarodne zajednice. Naše studentske programe želimo dodatno obogatiti organiziranjem konferencije „Izazovi današnjice“ kojom smo nastojali okupiti stručnjake i profesionalce koji se na različite načine i kroz različita područja profesionalnog i javnog djelovanja bave pitanjima održivog obalnog i pomorskog turizma.

Ovogodišnjom konferencijom poseban naglasak stavili smo na obalni i pomorski turizam, prvenstveno zbog njegovog velikog potencijala i važne uloge u promociji održivog ekonomskog rasta i zapošljavanja, unaprjeđenju kvalitete turističke ponude, razvoju prepoznatljivih turističkih destinacija i oblikovanju novih turističkih proizvoda, jačanju konkurentnosti pomorskog gospodarstva, poticanju bolje prometne povezanosti uz poboljšanje energetske infrastrukture, osiguranju održivog i dugoročnog razvoja obalnih regija.

Ovom konferencijom željeli smo povezati znanstvenike/istraživače i gospodarske zajednice kako bi zajedničkim snagama inaugurirali nove modele i spoznaje, te promovirali rješavanje problema obalnog i pomorskog turizma kroz interdisciplinarni pristup.

Prvi dan održana su plenarna izlaganja pozvanih inozemnih i domaćih predavača, dok su drugog dana održana izlaganja radova u četiri sekcije: Inovacije u turizmu, Održivi turizam, Pravno i poslovno okruženje u turizmu, Promet i logistika u turizmu.

U radu konferencije sudjelovalo je preko 100 sudionika iz 10 zemalja svijeta i 50 različitih organizacija. Predstavljeno je 50-ak znanstvenih i stručnih radova. Autori su u njima obradili različite teme iz različitih kutova gledanja pojedinih društvenih pojava, procesa, načina upravljanja i drugih teoretskih ili praktičnih situacija u danim sredinama i okolnostima. Zato s pravom možemo očekivati da su svojim stručnim analizama približili pojedine probleme i načine njihova rješavanja široj javnosti, te doprinijeli obogaćivanju fundusa literature iz ovog

područja. Nadamo se da će ovaj zbornik korisnicima omogućiti, pa i potaknuti želju, da mnogi pojedinačno nastave s istraživanjima tamo gdje su neki od ovih autora stali. To je garancija da će se za našu narednu konferenciju javiti i neki novi autori.

Na kraju bismo se željeli ponajprije zahvaliti svim autorima radova na njihovom doprinosu našoj konferenciji. Također zahvaljujemo i svim ostalim sudionicima skupa na dolasku, članovima Programskog i Organizacijskog odbora, recenzentima, voditeljima tematskih cjelina, djelatnicima Veleučilišta u Šibeniku i svima ostalima koji su na bilo koji način pridonijeli uspjehu konferencije. Posebnu zahvalnost dugujemo našim pokroviteljima i partnerima, te se radujemo uspješnoj suradnji i na slijedećim zajedničkim projektima.

Do ponovnog susreta srdačno Vas pozdravljamo!

Šibenik, listopad 2017.

Organizacijski odbor konferencije



## PREFACE

The 3rd international scientific and professional conference „Challenges of today: sustainable coastal and maritime tourism“ was held in Šibenik 12th October to 14th October 2017. The conference was organized by the Polytechnic of Šibenik as a natural sequence to the first scientific and professional conference „Challenges of today: Tourism of today – for tomorrow“ which was organized in 2013., and the second international scientific and professional conference „Challenges of today: tourism and local development which was organized in 2015.

The conference was organized in partnership with Institute for tourism and under patronage of Croatian Ministry of Tourism and Croatian President Kolinda Grabar Kitarović. The organization of the conference was sponsored by National park Kornati, National park Krka, OTP bank d.d., Solaris Beach Resort, Šibenik-knin county, Tourist board of the county of Vrsar, Šibenik Knin County Tourist Board, Gradski parking d.o.o. Šibenik, Tvrdava kulture Šibenik, Šibenik Student centre.

The Polytechnic of Šibenik was founded in 2006. From its very beginning, its primal goal and mission has been the education of reliable and socially responsible stakeholders of the future development on local, national and international level. The aim of the Conference “The challenges of today”, is to gather the experts who through different levels of professional and public life are engaged in questions of sustainable coastal and maritime tourism.

This conference emphasizes coastal and maritime tourism due to its enormous potential and significant role in: promoting sustainable economic growth and employment, improving quality of tourist offer, developing recognizable tourist destinations and shaping new tourist products, strengthening competitiveness of maritime economy, encouraging better traffic connections with improved energy infrastructure, providing sustainable and long term development of coastal regions.

With this conference we wanted to bring together scientists/researchers and the economic community in order to inaugurate jointly new models and insights promoting in this manner solutions to coastal and maritime tourism problems through an interdisciplinary approach.

On the first day we had plenary lectures of invited national and international lecturers whereas on the second day we had paper presentation in four sessions: Innovations in tourism, Sustainable tourism, Legal and business environment in tourism, Traffic and logistic in tourism.

More than 100 participants from 10 countries and 50 different institutions participated in the conference. Around 50 scientific and professional papers were presented. The authors addressed different themes from different perspectives of certain social occurrences, processes, ways of management and other theoretical and practical situations under given circumstances. We, therefore, justly assume that their expert analysis have managed to bring closer certain issues and their solutions to the public and have enriched literature in that specific area. We hope that this collection of papers will enable and induce users to continue their own research. This

is the guarantee for our future conference and some new authors

Finally, we would like to thank all the authors for their contribution to our conference. We also thank all the other participants for coming, members of the Programme and Organizational Board, reviewers, moderators of sessions, employees of the Polytechnic and all those who contributed to the success of the conference. Special thanks to our sponsors and partners and we truly look forward to our next successful cooperation and future common programmes.

Best regards till our next meeting!

Šibenik, October 2017.

Organizational board

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# Gastronomic tourism is much more than gastronomy: the case of the Republic of Macedonia

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UDK 338.48:613.2(497.7)

*Gastronomy can be defined as a compound of art, science and good food. In order to meet, experience this "art" and make it available to the general public, we need people, who will recognize it and feel it. From that aspect, gastronomic tourism "spices" the needs of visitors, gourmets, food and drink lovers, in other words, tourists - the consumers of tasty food, to consume food that is prepared with love, knowledge, tradition and art. The food tradition of the Balkan Peninsula dragged deep roots in the history. Many visitors or random people noticed the tasty food in the Republic of Macedonia. When asked if gastronomic tourism has the potential and whether gastronomic tourism maps Macedonia onto the world map of well-prepared food, seasoned with rich tradition and tastes and scents of untouched nature, only those who visited the country can respond. This paper is based on comparative conclusions on several researches on the tourist's needs, traditional dishes in certain regions and recognizable products, objects, traditions and events in the Republic of Macedonia. The richness of tradition, nature, favorable conditions and various gourmet products and habits are the treasure of the whole Balkan. The emphasis on food prepared in individual regions, the way of cooking, the way of consumption is a true undiscovered treasure of touch, hearing, sight, gut instinct, smell and taste. The Republic of Macedonia, as a continental country that does not have a sea, has a "sea" of opportunities for development of gastronomy tourism, which is a compound of tradition, tasty food, employment opportunity, sustainable development and continuous satisfaction of the visitors.*

Key words: *cooking, tradition, sustainability and tastes.*

## 1. INTRODUCTION

Etymologically, the word "gastronomy" is derived from Ancient Greek γαστήρ, gastér (stomach), and νόμος, nómos (knowledge, law), which means (knowledge, law of regulating the stomach). Gastronomy is a science of the relationship between food and culture, art of preparing and serving rich or delicate and tasty food, a style of cooking of particular region and the science of good eating (Home page: gastronomy: en. Oxford Dictionaries, 2017).

Nowadays tourists have a lot of experience, higher incomes and more time to travel. It allows them to get away from their everyday routine and to engage in a world that offers some sort of freedom and enjoyment. Tourists are people traveling to and staying in places outside their permanent place of dwelling for more than 24 hours and not more than one consecutive year for leisure, business and other purposes not related to some paid activities in those place (Metodijeski, Ackovska, Angelovska, & Filiposki, 2017). Their trips or their stay for leisure or

business would not be possible if they ignore the “law of regulating the stomach”. Therefore, the paper considers the relationship between gastronomy and tourism from two aspects. Firstly, satisfying people’s basic need for food during their stay at specific tourist destination. Secondly, local cuisine is a truly undiscovered treasure of tradition, knowledge, skills and art. Both are represented by the World Tourism Organization (UNWTO) that, in 2012 defines the first one as Food Tourism (or Culinary Tourism) (UNWTO, 2012) and the second one, presented in the 2017 report, is defined as gastronomic tourism (UNWTO, 2017). As the tourism itself, which is a multidisciplinary phenomenon that connects large number of social factors, gastronomic tourism as well is a phenomenon that connects a lot of activities directly or indirectly related to this type of tourism. Because of the fact that gastronomic tourism is related to food, many scientists has recognized it as part of some other types of tourism. Gastronomic tourism is equalized to culinary tourism and food tourism (Long, 2004) or gourmet tourism (Gheorghe, Tudorache, & Nistoreanu, 2014), but they all underline that gastronomic tourism refers to trips made to tourist destinations where the local food and beverages are the main motivating factors for travel.

## **2. NOTION AND IMPORTANCE OF GASTRONOMIC TOURISM**

Gastronomic tourism is an emerging phenomenon that is developing like a new tourist product due to the fact that one third of the trip budget is spent on food consumption (Quan & Wang, 2004). Because of this, local cuisine is an important factor in terms of holiday quality. One of the most used definitions of Gastronomic tourism is one proposed by Hall & Sharples (Hall & Sharples, 2003): gastronomic tourism is a journey, in regions rich in gastronomic resources, to generate recreational experiences or have entertainment purposes, which include: visits to primary or secondary producers of gastronomic products, gastronomical festivals, fairs, events, cooking demonstrations, food tastings or any activity related to food. This journey of experiences is on a close connection with a lifestyle that includes experimenting, learning from different cultures, accumulation of knowledge and understanding the qualities or attributes related to products and culinary specialties produced in the regions visited.

Thus, gastronomic tourism experience is considered as such, if everything mentioned above is the main reason or motivation to travel, for visitors, to a specific destination. Even if the cuisine is not the main motivation for choosing a destination, it still has a significant role as a secondary or partial motivation for tourists worldwide (according to a recent study foreign tourists who visited USA ranked gastronomy as second favourite activity while American tourists who visit countries other than their home country have placed it first) (Herrera, Herranz, & Arilla, 2012).

And these tourists should not be classified outside the scope of the product “gastronomic tourism”, which thus acquires a definition that is more flexible and adaptable to the tourism-motivation dynamics that are more complex. Thus, we can extend the term gastronomic tourism to refer to tourists and visitors who partly or fully plan their trips in order to taste the cuisine from that place or to perform activities related to gastronomy.

Gastronomic tourism comprises many different subtypes if we look through the prism of the food or dish in question. Thus we have, for example, offerings related to food products that such as oil, ham, cheese, meat, fish, fruit, truffles or chocolate, or beverages like wine, beer, whiskey, brandy, cognac, sake or tea.

Gastronomic tourism offers enormous potential in stimulating local, regional and national economies and improving sustainability and inclusion. It contributes positively to many direct

and indirect links to catering, agriculture, ecology, culture, etc. It has a major contribution to the levels of the tourism value chain, such as agriculture and local food production (UNWTO, 2017), which lists gastronomic tourism as one of the key elements of sustainable tourism for development 2017.

Linking gastronomy and tourism also provides a platform for the promotion of cultures through their cuisine. This not only assists in destination branding, but also helps to promote sustainable tourism through preserving valuable cultural heritage, empowering and nurturing pride amongst communities, and enhancing intercultural understanding. Through a visit to a food festivals, cooking classes or farm-to-table dining experience, tourists will get a better sense of local values and traditions (UNWTO, 2017).

As for the gastronomic tourism experience, it can be defined as the evaluation carried out by the tourist on a number of attributes (attractiveness of the food and environment, quality of service), after a stay in a tourist destination where the tourist engaged in an activity related to gastronomy. The tourist perceives the value of a particular destination or establishment as multidimensional.

Post-experience satisfaction is a critical indicator for assessing the effectiveness or efficiency of the products and services of the destination. The tourist's satisfaction with the purchase depends on the product's effectiveness and tourist's expectations. It should be kept in mind that different cultures have different perceptions of satisfaction and evaluation of gastronomy and that high quality of service can result in dissatisfaction among consumers if their expectations had been too high, for example, due to exaggerated advertising.

Satisfaction with the tourist destination leads to customer loyalty with possibility of repeat visits to the same places. Quality gastronomy is a decisive factor in satisfaction, as it produces a lasting memory about the experience lived by the tourist. Thus, depending on consumer expectations as to the gastronomy of the destination, such expectations predict their levels of loyalty or fidelity, leading to repeat purchase behaviour. Such an approach of expectation-experience-expectation again gives a picture of the tourist's satisfaction with a given destination. Festival events, tourist's entertainment experiences and social interaction with people with same or similar interests help tourists to get the idea of well-spent time (OECD, 2009).

Food provides a basis for tourism experiences by:

- Linking culture and tourism
- Developing the meal experience
- Producing distinctive foods
- Developing basic infrastructure for food production and consumption
- Supporting local culture.

Food experiences can also stimulate local development, because food contributes to tourism in general, it can extend the tourist season and diversify rural economies. Food experiences are labour intensive and create jobs while creating backward linkages that stimulate agriculture, and they generally do not require major new investment. Food can contribute to regional attractiveness, sustain the local environment and cultural heritage and strengthen local identities and sense of community (UNWTO, 2012).

The most important elements of gastronomic tourism are (UNWTO, 2012):

- Strategic elements – tourists nowadays are well informed about the purpose of each tourist destinations (eg. mass tourism, rural tourism, urban tourism, etc.) which contributes to further branding and world recognition.
- Gastronomic culture - by recognizing the Italian, French or Chinese cuisine we actually recognize the culture of the country in general, the gastronomic culture and the importance

of the process of preparation, cooking and consumption of a particular dish.

- Gastronomic products - in some regions of the world are offered more common products (pizza, croissant, sangria, etc.) or less known (pastrmalija<sup>1</sup>, gomleze<sup>2</sup>, etc.). Gastronomic products are not only a recipe or a products in a supermarket, but they are also a products that have their own tradition and that are consumed by the locals for centuries. Gastronomic tourism would bring local satisfaction to others and thus be recognizable at national and international level.
- Gastronomic activities - a large number of tourists from that third generation do not want to be only passive observers of the events, sights or the consumption of a traditional food but they also want to actively engage in the process of preparation, cooking and serving of the specialty as a "ritual" that would be remembered forever.
- Marketing and promotion – marketing and promotion would present on the global market all the aforementioned elements with all their innovative and recognizable characteristics that emphasize the cultural, traditional and healthy gastronomic habits.
- Gastronomic markets - the development components of this type of tourism, contribute to the development of competitive relations in certain markets. They develop locally, regionally, nationally or internationally. The sale of a new product, arrangement or concept of gastronomic tourism requires a good market analysis, consumer behavior analysis including openness to new experiences.
- Cooperation - it can take place at expert, economic and developmental level. Expert level refers to educating the local population on the benefits of this kind of tourism, on the connectivity and the kindness. It includes also information centers about this kind of tourism. Economic level refers to cooperation between the sectors closely related to this type of tourism, agriculture, trade, catering and transport.
- Economic impact - gastronomic tourism contributes to the biodiversity and nature conservation; promotes the continuity of the rural population; maintains customs and functions that enable the preservation of the material and immaterial wealth of the territory and the typical gastronomic experiences.

### **3. GASTRONOMIC TOURISM IN THE REPUBLIC OF MACEDONIA**

Gastronomic tourism in the Republic of Macedonia as well as worldwide has a long history. It is not important whether it is applied or has been applied without knowing whether it existed or it's only an additional experience of the tourist during his stay in a given tourist destination. This research and the data used in it present the gastronomic tourism in the Republic of Macedonia and its potential. The presented views are sublimation, comparative study of several researches in the Republic of Macedonia directly or indirectly related to gastronomic tourism. Our points of view would be presented methodologically according to the most important gastronomic tourism elements given by the First Report on Food Tourism (UNWTO) of 2012. The tradition of food preparation on the Balkan Peninsula date back many centuries. Republic of Macedonia as a crossroad of the Balkans and most of the world historical events, is a center place that combines western and eastern cultures. That mixture of history, tradition, culture is not only reflected in the cultural heritage of the country, but also in the gastronomy. A number of potential gastronomic products can be recognized as already are by neighboring countries

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1 Traditional dish, coming from the region of Eastern Macedonia

2 Turkish traditional dish

as their specialties. It should not be an obstacle for cooperation, but rather an opportunity to emphasize the rich gastronomic wealth on the Balkan Peninsula.

According to the World Tourism Organization, the most important elements highlighted by its members will be a good basis for establishing a healthy, competitive and recognizable framework for gastronomic tourism, which in Macedonia spontaneously finds the place of a world-recognized gastronomic experience. For this reason, it is necessary to redefine gastronomy and gastronomic tourism in Macedonia. The gastronomy in Macedonia is a way of thinking, way of experiencing and way of consuming. Also, it is a way of mourning (religious rituals, working away from native place, etc.), a way of celebration (religious customs of celebrating the Saints and holy days - house celebrations, local celebrations, national religious holidays (Christmas, Easter, Ramadan, etc.), special occasions (birthday, wedding, prom, etc.) or everyday lifestyle (preparing pie on Sunday morning, eating beans on Friday, drinking coffee in the morning, etc.). All these activities are part of the Macedonian everyday life for centuries. Food preparation was a daily ritual, to go to the market and to choose the best, the freshest and the most delicious products for the upcoming events. To choose the best meat cut for the most delicious recipes of Grandma's and Mom's too. We should not forget to mention the tradition of preparing food for winter for example making at least twenty jars of Ajvar (made of 50 kg of red pepper). In the Republic of Macedonia there are favorable climatic conditions for growing winegrapes, which is a centuries old tradition. Brandy production is a real attraction for rural families. Today, many Macedonian families are reviving their hidden wealth i.e their traditions, events and meals recipes. Macedonians recognize well-prepared Macedonian food and good drinks, but can we measure the universal cultural values by their own perceptions? The answer is absolutely NO. This variety of flavors, smell, rituals and traditions can be recognized and valued only by gastronomic tourism and tourists who would feel the centuries-old tradition in one piece of oven baked bread, one tablespoon of beans in clay pot and one sip of wine "Stanusna"<sup>3</sup>. Gastronomic tourism always goes together with other forms of tourism (lake, mountain, eco, cultural, summer, adventure, etc. (Quant & Partner, 2016))

The overall literature reviews and all available data on gastronomic tourism from relevant institutions, show the following:

- Strategic elements – Tourism Development Strategies in the Republic of Macedonia (2009 – 2013) indicates the necessity of food tourism development and wine tourism (Flannery, 2009), while the new Tourism Development Strategy (2016-2020), does not see an opportunity for gastronomic tourism development in the Republic of Macedonia, including the wine tourism. The Strategy recommends only development of ecological food within Ecotourism. We can only guess whether gastronomic tourism is left out because could not be distinguished from other forms of tourism or because there is no institution that provides relevant data on the capacities, potentials and activities related to gastronomic tourism. If we strategically consider the traditions and events sub-strategy of the Republic of Macedonia (Korunovski, Marinoski, Nestoroska, Efremova, & Markovic, 2014), we can see that out of 401 events, even  $\frac{3}{4}$  of the events are directly or indirectly related to the gastronomy.
- Gastronomic culture – refers to the traditional rituals of serving food, traditional food preparation methods (they are very compatible with modern healthy food trends e.g. Slow food), characteristic way of serving food (rakia and salad, various pastries served with milk, fresh mixed salads, soups with garlic for breakfast, etc.). It refers also to the everyday habits (simit bread or burek consumed with yogurt for breakfast, morning coffee, tripe stew,

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3 Macedonian autochthonous grape variety

vegetable dish on Wednesdays or Fridays, various pies and puff pastry on weekends).

- Gastronomic products - a large number of domestic traditional specialties can surely become a recognizable product for a given region or a place, that would promote this place and make it a gastronomic-tourist destination (food: pastrmajlija, pie, fig jam etc. or beverage: wine, beer, rakia, etc.). Each of the regions in the Republic of Macedonia offers distinctive specialties that can be used in mapping the potentials for gastronomic tourism development.
- Gastronomic activities - these activities are closely related to the gastronomic products, that give closer look at the process of their traditional preparation. It gives us a very unique sense of how it was hundred years ago. These activities are transformed into events that represent not only the local population experience but also the experience of all people in general. Such events are: Pastrmajliada-pastrmajlija event, Pitiyada-pie event, Smokvijada-fig event, etc. or Vinoscope-wine event, Pivofest-beer event, Rakiyada- rakia event etc.)
- Marketing and promotion - if we want to promote this gastronomic wealth, we must follow the logic of market comprehensiveness or segmentation, in order that the real gastronomic concept find its way to tourists, gourmands or willing people. The Republic of Macedonia continuously promotes the tourism potentials, with an emphasis on gastronomy. This type of model that includes all of the six senses: touch, hearing, sight, gut instinct, smell and taste (Home page: Macedonia Timeless, 2017) describes the overall tourist experience when visiting the Republic of Macedonia. Taste is an especially important sense used in tasting the whole tradition, culture, lifestyle in these areas. The complete picture of full experience and post-tourist activity is the right moment to capture the overall ambience, 7/8 tact, the scents of nature, the untouched nature and the awakening of the senses, eating slices of homemade bread covered with ajvar and the best sheep milk cheese.
- Gastronomic markets - are places where competition exists between friends and neighbors, where local markets actually determine the success of the catering facilities, individual farmers, households or craftsmen. Fake working always has short-term survival. The state institutions play the role of regulators and controllers that have the function of maintaining the balance of unfair competition. These institutions are also instigators of development policies which is very important in emphasizing national gastronomy as an important segment in tourism development. One of the most important institutions is the Department of Tourism under the Ministry of Economy that creates tourism policies, such as subvening national restaurants that have the idea to remodel the place where traditional Macedonian dishes are served and traditional Macedonian music is played (Departments of ME: Ministry of Economy of RM, 2017).
- Cooperation - must be on several levels, horizontally and vertically. Gastronomic tourism is not only a individual, separate, isolated activity of individuals, but also it is a mix of individual food producers, catering facilities (restaurants, hotels, etc.) and tourist workers (guides). All of them, as a part of the local, regional and national institutions or departments (local government, ministries, agencies, educational institutions, citizens' associations, chambers, etc.) should follow the concept of: touch, hearing, sight, gut instinct, smell and taste as a recognizable brand in this region. Educational institutions have the capacity to train, control, give their own opinions based on the research that is a competent indicator of gastronomic tourism. The research emphasizes not only the importance of the food as an important segment of the tourism potential in the Republic of Macedonia (Taskov, Dimitrov, Metodijeski, & Mitreva, 2014), but also the hospitality of the Macedonian people towards foreigners as a main reason to build an appropriate strategy that develops this



type of tourism. Unfortunately, this concept is limited to isolated cooperations, initiatives and strategies with expired deadlines.

- Economic impact is of great importance for the local, regional and national economic development. The small investments in gastronomic tourism contribute to create jobs, to revive the local economy through cooperation with the local community, to support individual farmers and local crafts, to involve professional staff (professional cooks, tourist guides, etc.) that have very positive impact in today's fragile Macedonian economy. We can not provide relevant data for this contemporary phenomenon due to two aspects. First, the irrelevant data given by the Statistical Office, that does not take into account individual households that produce food for satisfying an ad hoc need, but they are important for this type of tourism; the lack of information about institutions and accredited certification bodies responsible for conducting inspection of traditionally prepared food or the lack of trained professionals for preparing national gastronomic specialties. Second, we have large number of unregistered persons who work as seasonal or part-time employees without a proper education or basic knowledge of gastronomy and catering.

#### **4. CONCLUSION**

The perception of the term gastronomic tourism is directly related to whether we will respond positively to the given problematics. If we are selfish and we keep the pleasures of our ancestors, given by Mother Nature for ourselves, then the gastronomic tourism can be marginalized and it would become a subgroup of ecotourism, under the group healthy food, etc. But if we see the potential, that the tourists' second pleasure (after their stay), is eating traditional food in the tourist destination where they spend over 25% of their money (65% for accommodation) for food and beverages and all this together with the gifts of nature, rich history and climatic conditions, we'll realize that it is not only a sufficient basis but also a brand of gastronomic tourism that spontaneously, with few exceptions, is struggling with the global tourist offer of this kind of tourism. If we take into account the "fruits" of the science (gastronomy), education (professional chefs, guides, waiters and animators), policies (strategies and sub-strategies), tradition (full of rituals, customs and events) and nature (moderate continental climate, fertile soil, pastures, etc.) we would conclude that gastronomic tourism is not only more than tourism, but also a way of living in certain local environments.

#### **5. ACKNOWLEDGEMENT**

This study is a part of the research project funded by the Goce Delcev University - Stip, Macedonia (Ref. №1402-542/1).

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