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The impact that the national cuisine has in Ohrid's tourist offer

Abstract

In terms of the relationship between the gastronomy and the tourism, it can be concluded that the gastronomy is the material basis and one of the essential factors for tourism development, and on the other the tourism itself is as well an essential factor for promoting the gastronomy.

The relation between gastronomy and tourism is strong and they are firmly connected in order to achieve sustainable need for innovation and distinction of products and services in terms of getting a bigger value for the customers.

Key words: gastronomy, tourism, research, marketing.

Introduction

In tourism there are many symbolic ways for consuming food that go even further from just satisfying the simple need of the human body. Eating is not an exception. The supply with food is divided in two categories: food for the body and food for the soul. The food for the body comes from the fast-food restaurants, which fulfil the need for food with great efficiency in standardized surroundings, which are not a challenge for the intellectual capacities in any ways. The food for the soul has a very different effect. The food is being prepared very slowly, in some cases according to the wishes of the clients, and sometimes exotic and very different.

The role of the gastronomy can be very significant when creating national or international sustainable gastronomic rules for managing all the participants which are part of the gastronomic tourism, which are the industry, volunteer organizations, media and tourist.

The food marketing has also changed in this new era. Just before the end of the last century, most of the citizens bought their supplies in the supermarkets. Nowadays these have gone way to further.

The ethic and social concerns surround the political economy and progressive domination of the world's food system with handful oligopolistic companies. These international companies and their public subventions produce higher food supplies and introduce the scientific agriculture around the world. But they also bring the farmers to go bankrupt, destroy the traditional food habits and degrade the character of the rural life.

1. Empirical research in order to achieve the pre-set goal

In order to achieve our pre-set goal, in spite of the knowledge and consulting the numerous literature, I have conducted some empirical research in order to overview directly the current

conditions for the prevalence of the Macedonian national cuisine in our restaurants and hotels and the satisfaction (non-satisfaction) from the food consumed by the guests.

Also I noticed the attitude of the guests – consumers of the food from our national cuisine.

Through this approach, first of all I would like to expose the hypotheses which are the basis of this research:

- Visitors are satisfied from the menus and menu-components offered, prepared with appliance of Macedonian national cuisine,
- Visitors think that corrections should be made in some of the menus offered prepared according to the recipes of the Macedonian national cuisine.

For accepting or denying the hypothesis, we use certain methodological techniques: questionnaire, interviews with managers from restaurants, hotels and so on and as well surveillance in certain touristic places in R. Macedonia in two weeks time.

The answer from the interviewed is a sublimate from all that they see, feel and eat in the restaurants, hotels and so on.

The attitude and thinking of the interviewed expressed by the answers given in the questionnaires is the basis for processing and proving or denying the hypotheses.

The research was executed thru interview of 34 people (9 managers and 25 foreign guests).

The sex of the interviewed was as follows: 44% were women and 56% men, with variety of the level of education and different surroundings.

From all the interviewed around 5% did not return the questionnaires or have answered or several questions. Still, 95% from the interviewed fulfilled the questionnaires and returned them.

Table 1

Interviewed

Interviewed	Number of interviewed	Percentage
Total	34	100 %
Empty and unreturned	9	5 %
Positive answer	25	95 %

Graph 1

Interviewed

Unanswered
5%

Answers given
95%
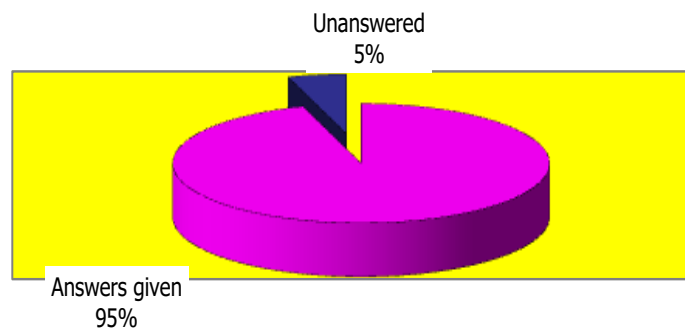
Table 2

Inteviewed by position

Interviewed	Number of interviewed people	Percentage of interviewed
Managers	9	16 %
Guests	25	84 %
Total	34	100 %

Table 3

Sex of the interviewed

Interviewed	Percentage
Women	44 %
Men	56 %

Graph 2

Sex of the interviewed

Interviwed women 44%
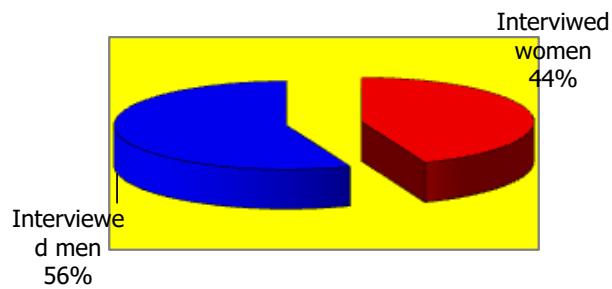
Interviewed men 56%

If we take a closer look at the sex of the managers and guests, we can see the following structure.

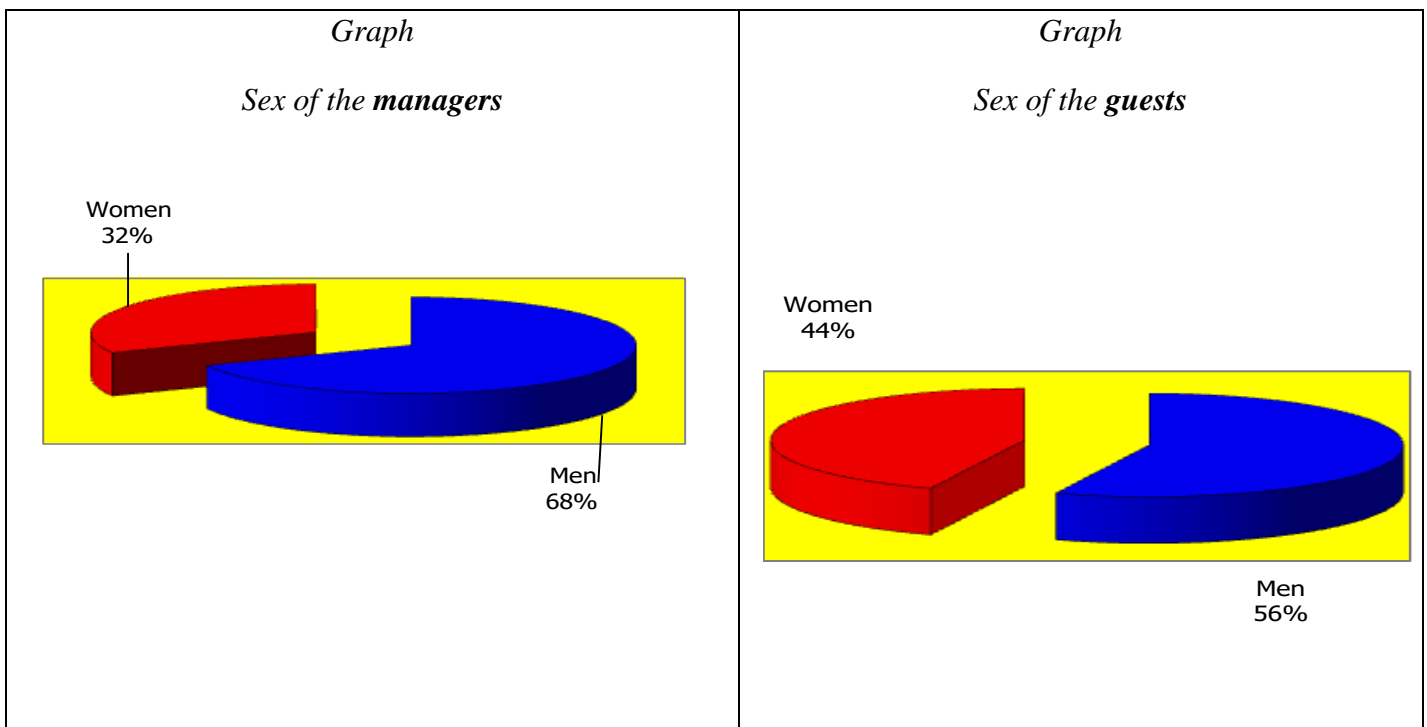| *Graph*	*Graph*
*Sex of the **managers***	*Sex of the **guests***

Women 32%

Men 68%

Women 44%

Men 56%

Table 4

Age of the interviewed

Interviewed	18-35	36-60	above 60
Managers	48 %	49 %	3 %
Employed	45 %	47 %	6 %

Separately, the managers and guests had the following age structure:

Graph	*Graph*
*Oldness of the **managers***	*Oldness of the **guests***
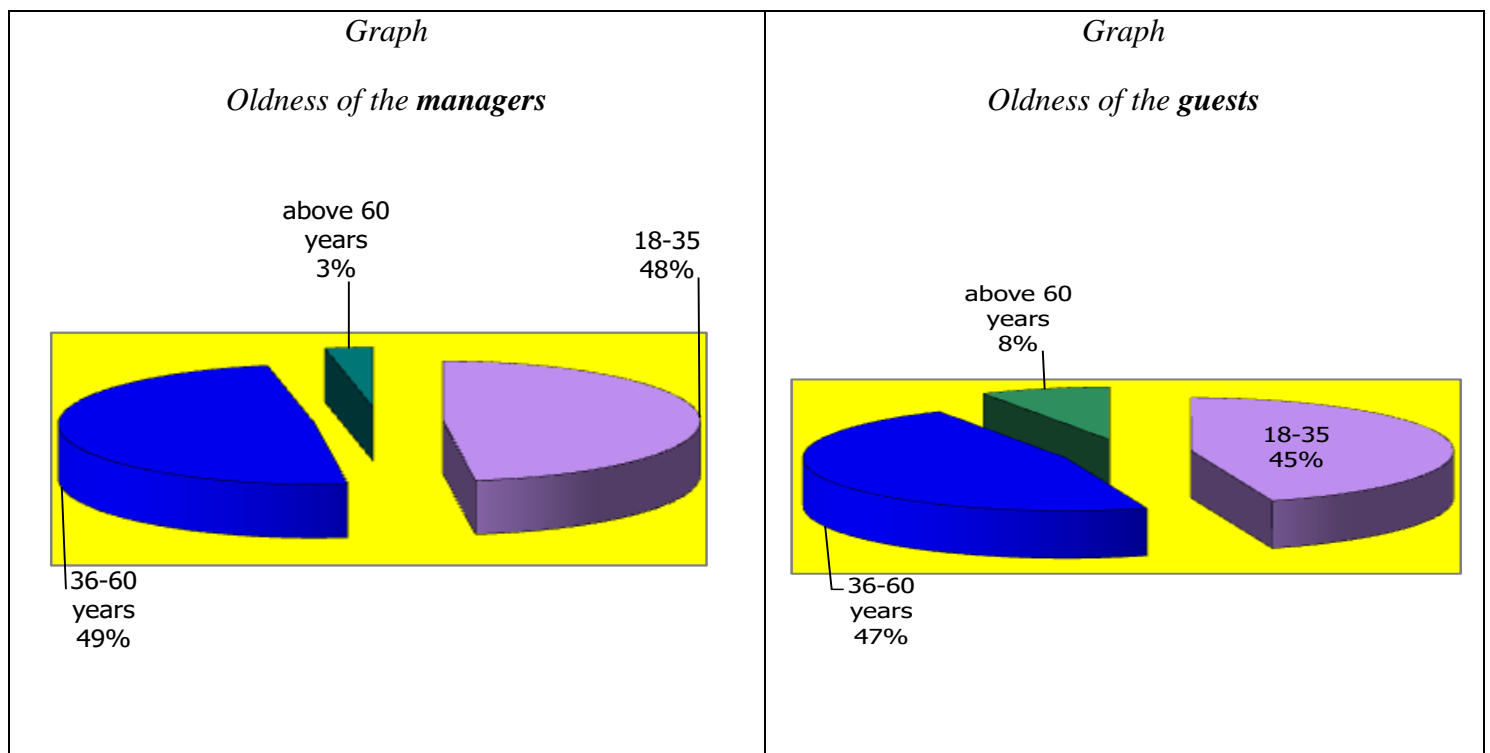
Table 5

Level of education

Interviewed	High	College and university	MBA's and Ph.D's
Managers	38 %	59 %	3 %
Employed	37 %	58 %	5 %

Separately, the interviewed managers and guests had the following level of education:

Graph	*Graph*
*Level of education of the **managers***	*Level of education of the **guests***

High
school
38%

MBA's
and
Ph.D's
3%

College
and
university
59%

MBA's
and
Ph.D's
5%

High
School
26%

College
and
university
69%
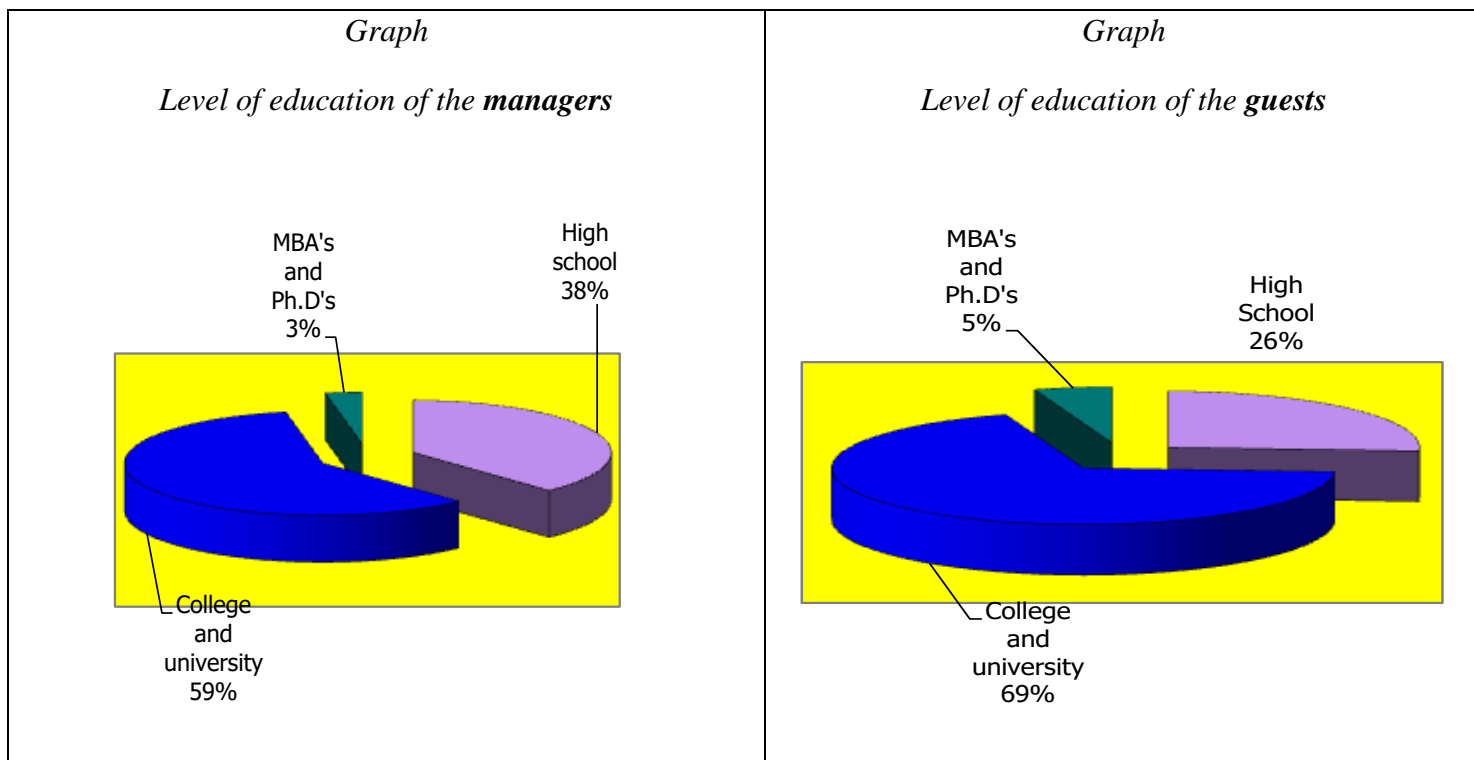
The basis of the interview was in Ohrid. The interview was executed in 2 weeks period of time in this 2016. It was used one basic questionnaire which was adapted and divided in 2 different questionnaires for the interviewed managers and foreign quests. But, the main target were the foreign guests and therefore, the research was more keen for the guests.

3. **Results and comment from the made research**

Firstly, a questionnaire was made with basic questions. Then, from the basic one with special adjustments the same questions were processed in two special questionnaires for managers and guests.

I pleaded for the questions to be understandable for everybody, and by that the questionnaire itself was accepted and understood by everybody involved in it.

The interviewed responded to the questions and encircled the questions real, freely and without any suggestions.

After gathering the data, I processed, analyzed and summarized the data and made a conclusion.

Here I am going to continue with the results from the research and present the data here.

4 .Preferences and expressed satisfaction from the national dishes

In the questionnaire, the following question was given:

- Are the guests satisfied from the presence (offer) from the national cuisine in R. Macedonia?

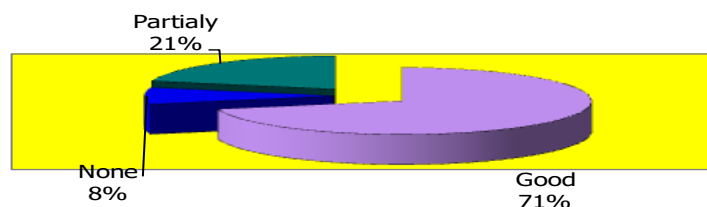Separately, the interviewed gave the following answers:

Table: Satisfaction from the presence of national dishes in R.Macedonia

Answers	*Percentage*
	Guests
Yes	71 %
No	8 %
Partially	21 %

Graphically it looks like this:

Graph

*Degree of satisfaction of the presence of national dishes from the **guests***

Coefficient of correlation 0.98 or in percents 98%

5. *Satisfaction from the demand i.e. offer from the Macedonian national dishes*

On the following question that was given:

- Are the guests satisfied from the national dishes offered?
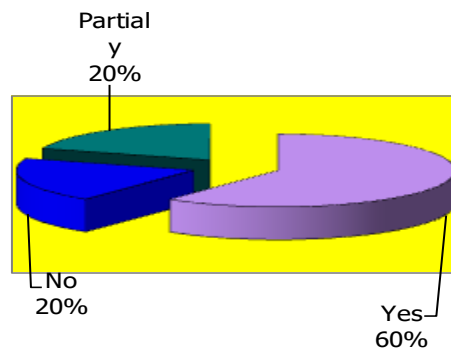
They gave the following answers:

Table: Satisfaction from the national dishes that are already offered

Answers	Percentage
	Guests
Yes	61 %
No	20 %
Partially	20 %

And graphically,

Graph

Degree of satisfaction of the national dishes from the guests

Coefficient of correlation 0.18 or in percents 18%

I can say that here there is almost no correlation between the answers given by the domestic (this data is from already made researches and is more for a comparison) and foreign guests, maybe that comes from the mentality or the approach from the hospitality workers when offering dishes to the domestic and foreign customers.

From the interview made with the guests, a lot of them were not satisfied from the way in which the national dishes are offered, and also from the service and personnel.

In most common view, I can say that with the answers given for the first and second question, (which were positive from 80%) the hypothesis which stated "Visitors are satisfied from the menus and menu-components offered, prepared with appliance of Macedonian national cuisine" is fully confirmed.

That was clear and can be seen from the tables and graphs given.

6. The way in which guests have found out about the national cuisine

On the following question that was asked, I will give table and graph applications.

- *The way in which guests have found out about the national cuisine?*

Table: The way in which guests have found out about the national cuisine

Answers	Percentage
	Guests
- through advertising movie	16 %
- through the media	10 %
- through exhibitions and fairs	11 %
- through photographs	5 %
- through other people	29 %
- already consumed	29 %

Graph

Way of knowledge about the national dishes from the **guests**
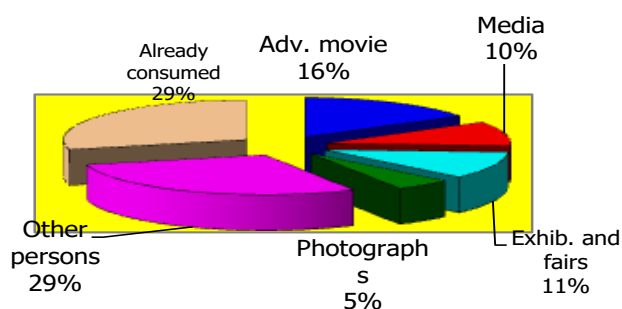
Coefficient of correlation 0.55 or in percentage 55%

This question was asked with some goal, and that was not only to ask cross question and to drag the attention in other direction, but also to gather some more information for the way in which the information is being placed about the Macedonian national cuisine.

Here a special hypothesis was based, and that is "the way in which information about Macedonian national cuisine are being placed, has a great impact in attracting guests in the hotels, restaurants and so on".

Apparently, this hypothesis initiated the fact that professionals should pay more attention on the way in which the information about the Macedonian national cuisine is being placed.

Also, this question and the answers given initiated to give an advice to the professionals in this branch to make more efforts in promoting the national cuisine. The way in which this could be done is during visits from foreign guests to organize preparing national dishes in front of the guests (for example in big hall where in the middle will be placed a table on which can be shown preparing of one national dish and in the meantime a folklore ensemble plays some national dances) which will leave some great and unforgettable impressions.

7. National entrees (warm or cold) that are being offered on the menu in the restaurant (hotel)

According to the questionnaire given, guests free and by their own will encircled those entrees which they knew the best and which they consume most often. From the answers given, the following was created.

Table: *Circled answers about which dishes have been offered on the menu-card in the restaurant-hotel*

	Guests
	Percentage
1. Pie with spinach, onion, leek	19 %
2. Quick pie with mineral water	5 %
3. Maze porridge of maize flour on Kumanovo style	5 %
4. Pie with maize flour	11 %
5. *Homing grits*	12 %
6. Leak pie with maize flour	7 %
7. Egg pie	4 %
8. Stuffed tomatoes	15 %
9. Salt pie with maize flour	8 %
10. Pizza with meat on Stip style	10 %
11. Leak pie of maize flour	3 %
Total	100%

The data given in the table speaks that from the most used (consumed) entrees in the restaurants (hotels) from the guests are the pie with spinach, onion, leek, stuffed tomatoes, homing grits and so on. This shows that the guests are familiar with the national entrees, whether they are warm or hold, and the managers should adapt on the needs of the guests (to improve the marketing in their restaurant or hotel).

8. National soups and broths that are being offered on the menu-card in the hotel-restaurant

Table: *National soups and broths that are being offered on the menu-card in the hotel-restaurant*

	Guests
	Percentage
1. Soup of leek 2. Soup of carrots 3. Meatball broth 4. Lamb broth 5. Fish broth 6. Beef broth 7. Carp broth 8. Chicken broth 9. Roe broth 10. Tripe broth	10 % 10 % 7 % 4 % 15 % 15 % 5 % 14 % 10 % 10 %
Total	100%

9. National main dishes, lean garnish that are being offered on the menu-card in the hotel-restaurant

Table: *National main dishes, lean garnish that are being offered on the menu-card in the*

hotel-restaurant

	Guests
	Percentage
1. **Stew of young onion** 2. Pan of onions and potatoes 3. Dish of aubergine and tomatoes 4. Red dry peppers stuffed with bean 5. Pickeld peppers stuffed with bean 6. Mousaka of aubergine without meat 7. Mousaka of bean without meat 8. Spinach with boiled eggs 9. Baked beans on Tetovo style 10. Crushed peppers 11. Nettles with rice	8 % 7 % 4 % 8 % 4 % 5 %

|	
12. Cabbage rolls of sauerkraut with rice	9 %
	5 %
	12 %
	2 %
	7 %
	5 %
Total	100%

10. Verifying the first main hypothesis that states "visitors are satisfied from the menus and menu-components offered, prepared with appliance of Macedonian national cuisine"

The first main hypothesis stated "Visitors are satisfied from the menus and menu-components offered, prepared with appliance of Macedonian national cuisine".

To confirm or reject this hypothesis I made graphs and tables for each question asked in the questionnaire. Now I shall make a summary for the questions asked previously.

Table: Overview of the satisfaction of offered menus and menu-components prepared using the Macedonian national cuisine, according to the guests

Answers	*Percentage*
Preference and satisfaction	*Guests*
Satisfied	65 %
Unsatisfied	10 %
Partialy satisfied	24 %
Satisfaction from the offer and demand of national cuisine	
Good demand	47 %
Bad demand	18 %
Partial demand	36 %
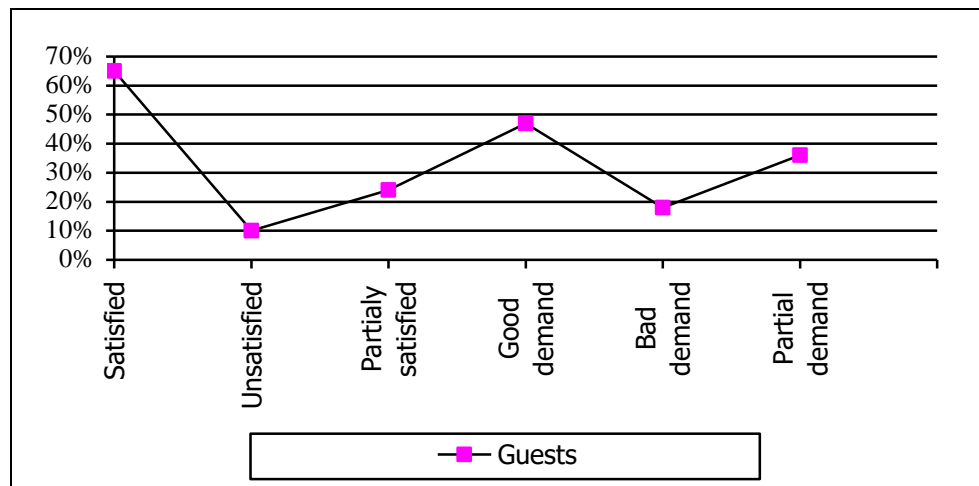
Coefficient of correlation 0.98 or in percentage 98%

The graph is based on the answers on the questions asked to the interviewed. The questions were these:

- Are the guests satisfied from the presence (offer) from the national cuisine in R. Macedonia?

- Are the guests satisfied from the national dishes offered?

From the graph we can see that the results from the survey are approximately the same as they are in some other analysis previously made, and that is 98%.

With greater percentage of positive answers (around 75%) from the guests the first hypothesis **is confirmed** or yes, visitors are satisfied from the menus and menu-components offered, prepared with appliance of Macedonian national cuisine. I must say that no matter what is the result here, we must work continuously in improving the offer, making some adjustments according to the statements from the guests, but at the same time keeping the originality in the national cuisine of R. Macedonia.

11. Verifying the second main hypothesis that states "visitors think that corrections should be made in some of the menus offered prepared according to the recipes of the Macedonian national cuisine"

To confirm the coefficient of correlation between that statements from the guests, for that if the visitors think that corrections should be made in some of the menus offered prepared according to the recipes of the Macedonian national cuisine I can make a table and a graph and by that confirm or reject the hypothesis.

Table: The need of correction for the national cuisine according to the guests

Answers Need for correcting the national cuisine	*Percentage* *Guests*
Yes	37 %
No	30 %
Partialy	33 %
Need of change and adaptation for the cuisine	
Yes, adaptations	35 %
No adaptations	37 %
Partial adaptations	28 %

It graphically looks like this
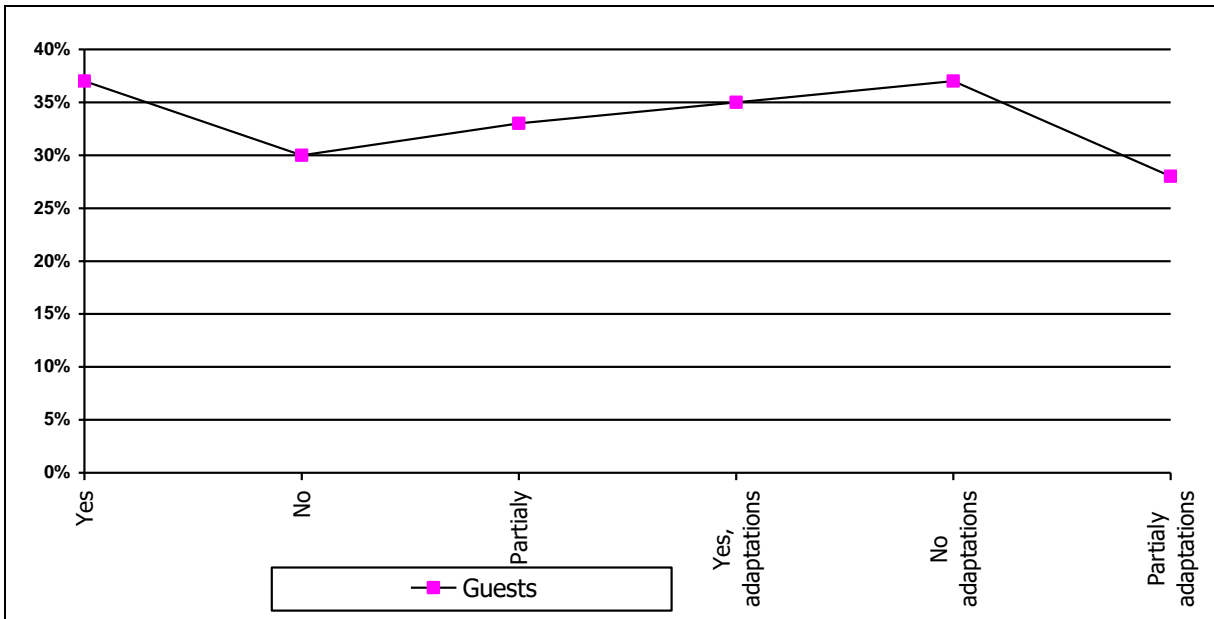
Coefficient of correlation 0.90 or in percentage 90%

In the same direction, for a check-up and confirmation of the results an additional table will be given.

Table: The need of correcting the national cuisine according to the foreign and domestic guests

The need of correcting the national cuisine according to the foreign and domestic guests	*Domestic*	*Foreign*
Yes	37 %	35 %
No	30 %	31 %
Partialy	33 %	34 %

Need of change and adaptation for the cuisine		
Yes, adaptations	36 %	37 %
No adaptations	31 %	29 %
Partial adaptations	33 %	34 %
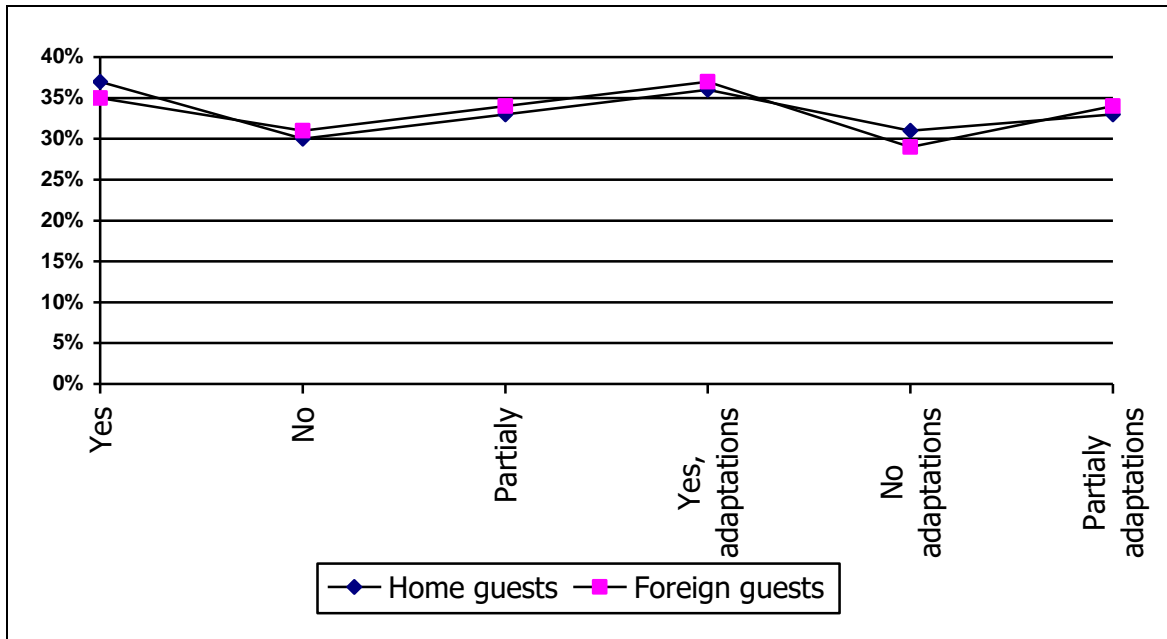
Coefficient of correlation 0.79 or in percentage 79%

From the explicit graph and table can be seen that there is very big similarity in the answers given either by domestic or foreign guests and that there is very big coefficient of correlation addressed to the hypothesis that there is a need of correction of the offer of Macedonian national cuisine, adaptation and keeping the traditionalism of the cuisine.

From the explicit showing of all questions presented, we can say that this hypothesis is also **confirmed**, or yes, visitors think that corrections should be made in some of the menus offered prepared according to the recipes of the Macedonian national cuisine.

Conclusion

The whole material in this paper is systemized in a synthesis from the researched problem for the meaning that the marketing strategy has in the gastronomy as an offer for tourism development.

The food can be used as a guide for tourists in certain regions and countries as a tradition and consuming.

The regional tourist organizations that are responsible for marketing most probably would not be satisfied if the regions want to create gastronomic brands. Those regions which want to create such concepts maybe will have a need to develop special relations with the media.

The approach as a whole is towards the methodology of the research, the methods of research and the results gained by the research.

The research was executed thru questioning 34 people out of whom 9 were managers and 25 guests.

The marketing in the hotel business, restaurants and the gastronomy are the basis for the adjustment and improving the quality of the products and services offered.

The research was conducted empirically by questioning around 34 people (9 managers and 25 guests).

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