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SERVICE AND TOURISM**

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THE ROLE OF GASTRONOMIC MANIFESTATIONS IN IMPROVING TOURISM DESTINATION OFFER⁶

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Abstract: manifestations are the part of tourism destination offer that can have a primary role in attracting tourists, but also can be created as an additional attraction in the destination. Among the main elements of tourism offer of destination is food. Many tourism destinations develop gastronomic tourism, usually due to the unique value of their cuisine and promotion of their traditional dishes, gastronomic skills, and food products. The aim of this paper is to present the role of gastronomic manifestations for improving tourism offer of destination. In order to reach

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competitiveness tourism destinations should constantly adapt to changes on market and improve their offer. Gastronomic manifestations can be the way for tourism destinations to promote better the unique values of one of their primary element of offer that food and beverage.

Keywords: gastronomic manifestations, tourism destination, manifestations, tourism offer.

Introduction

One of the key concepts in tourism is a tourism destination, although on how tourism destination should be defined, researchers and practitioners still disagree (Saraniemi, Kylänen, 2011). Buhalis (2000) states that: "destinations are amalgams of tourist products that offer an integrated experience for the consumers". According to Bakić (2005) "tourism destination is a large or small geographical unit that has attractive, accessibility and receptive elements, ie. all those natural, social, anthropogenic, cultural-historical, traffic elements and preconditions for accommodation, food, rest, recreation and entertainment of tourists". Destinations should develop the ability to form resources and to manage a large number of stakeholders, products, and services on the level of the destination (Jegdić, et al., 2016).

The changes in the tourism market are rapid and constant. Tourism destination should monitor these changes and adapt the offer to market needs (Milićević, Đorđević, 2020). The market changes, such as tourist behavior, and other changes in the environment, emphasize the importance of innovative services and products, according to specific tourist profiles and their motives (Mihajlović, Koncul, 2016). In tourism, there are many examples of innovations such as ethnic tourism, including new manifestations in tourism destination offer, sustainable tourism development, new tourism destinations, new services of health tourism, modern wellness centers, loyalty programs for tourists, electronic booking services, a new technology that helps to manage quality, demand, capacities, resources, etc. (Milićević, 2016).

Manifestations can increase the number of tourist arrivals and considering their content and size can supplement tourism offers. Through manifestations, part of tourism offer can be presented and promoted, such as gastronomic products. Gastronomy involves many aspects (Burešova, et al., 2020). It is an important element for knowing the culture and lifestyle of a destination and so embodies all the traditional values associated with the new trends in tourism: sustainability, a healthy lifestyle, respect for culture and tradition, authenticity, experience, etc. (Gheorghe, et al., 2014). The aim of this paper is to point out the role of gastronomic manifestations for improving tourism offer by analyzing the theoretical characteristics of it and presenting some examples of gastronomic manifestations.

The role of manifestations in tourism

Manifestations are an important motivator for tourists to travel and one of the fastest-growing segments of the tourist market. This is because manifestation can increase the level of tourist destination attractiveness, media attention, and therefore the promotion of the destination in the tourism market (Backman, et al., 1995). The aim of the manifestation is to promote different potentials: natural, cultural, and human values. Manifestations or organized events are related to culture (music festivals, concerts, exhibitions, competitions, etc.), sports (regattas, water skiing, etc.), tradition (carnivals, gastronomy, folklore, etc.), are becoming important in creating modern tourism offer (Jovanović, 2013).

As a temporary phenomenon, manifestations by definition have a beginning and an end. They are planned, i.e. the program and schedule are planned down to the smallest detail, most often related to a specific location, and they are well promoted in advance (Getz, 2007). Its organization includes the local population, media, tourism organizations and institutions. The authenticity and well organization of manifestations may bring economic benefits for the local community. Besides the economic benefits and increasing number of tourist arrivals, manifestations are organized because they can increase employment, improve the image of the destination and tourism development, reduce seasonal oscillations, and extend the peak season, and revive some destination attractions (Jago, 1997). The rank of the manifestation can be international, national, regional, and local (Ćurčić et al., 2017). The criteria for determining the rank are (Bjeljac, 2010): geographical origin and number of visitors, significance of the event, the amount of finance allocated for organizing manifestation according to the rank of the organization, effects arising from manifestation determined by norms and rules set by the organizers, geographical origin of the participants and, content of the manifestation program.

Promotion of the gastronomic offer through manifestations

Besides all that concerns cooking and culinary skills, in a wider sense gastronomy includes gourmets and gastrologists, and even the link between culture and food, the art of eating, culinary art (Batinić, 2017). Tourists are motivated by food and beverages to visit tourism destinations, and there are different terms related to such movement like gastronomic tourism, culinary tourism, gustatory tourism, food tourism (Kalenjuk et al., 2015) which are often used as synonyms. According to Carral et al. (2020) "gastronomic tourism establishes a closer relationship with the concept of sustainability since it represents the role of food in the host culture; therefore, it allows us to establish, or at least investigate, the holistic relationship between tourism and the socio-community system of the host society: culinary (expression of cultural heritage and cultural consumption), forms of production, forms of social relationship, and local trade (economic, social, and environmental benefits)".

The gastronomic offer should be authentic, in order to satisfy the sophisticated needs of gastronomic tourists. Kivela and Crotts (2005) state that gastronomic offer has an important role for tourists in creating an experience in the tourism destination, even some tourists would return to the same destination because of its unique gastronomy. According to the results of the research by UNWTO (2018) on the importance of gastronomy tourism, even 87 % of the respondents believe that gastronomy is a strategic element in defining the brand and image of the destination, and most of them agree that the promotion of gastronomic offer is important. Although there are some reasons why the gastronomic offer is not promoted, such as it is not considered as a motive for visiting tourism destination, the limited budget, not realized the potential of this segment, it is not treated as an isolated product but as part of the cultural tourism.

As a subtype of cultural events, gastronomic manifestations have appeared around the world, in order to enrich the tourism offer, extend the tourist season, protect and promote cultural values of destinations. Gastronomic manifestations can create awareness about tourism destination brands, promote the tourism destination, and even the region to which a certain type of gastro-product is related (Stanišić et al., 2020). The gastronomic manifestations permit the local community to present their food and beverage products and are a good place to reinforce the regional/local identity (López-Guzmán et al., 2017), and have social and economic benefits for the local community. For tourists, gastronomic manifestations have become one of the main motivations for traveling, as they have a chance to taste specific kinds of meals, wines, or other food and beverage regional products in a unique way (Hall, Mitchell, 2005). The results of the Krajíčková and Šauer (2018) study about the Czech Republic – Pivni Fest in Pilsen and Valtice Wine Markets showed that such gastronomic manifestations are mostly seen as a place for entertainment and gaining new experiences, new knowledge, tasting food and beverage products with friends and family.

Gastronomic manifestations are the best way to experience the local culture of a tourism destination. Some countries, like Italy and England, use this type of manifestations to brand local food experiences (Hailie, 2013). One of the world's most popular gastronomic manifestations is Pizzafest, organized every September in Naples, Italy, to celebrate its most popular food - Pizza. It is a one-week-long manifestation where visitors can taste different kinds of pizzas, sign up for pizza-making workshops (Forbes, 2018). In England twice a year is organized Taste of London which represents a large-scale fair sets up shop in Regent's Park, London to showcase creations from the world's best chefs, sommeliers, and mixologists. The Taste festivals have spread to Cape Town, Hong Kong, and all over the globe (Booking.com, 2021).

Conclusion

The aim of manifestations is to be organized in a unique way promoting valuable elements of destinations, to be well-planned, in the attractive location and at a time when it is possible to expect a large number of visitors. The gastronomic offer is a primary element of tourism destination, as it is expected that tourists consume food and beverage produced and served in the destination. Food and beverage are usually part of the culture and can have unique values depending on the region of origin. The attractiveness of the gastronomic offer in tourism destinations is recognized in a tourism market, and there is new niche tourism called – gastronomic tourism. To promote this very important element of tourism offer, destinations can organize gastronomic manifestation. Through such manifestations, tourism destinations can emphasize the values of their gastronomic offer, promote culture, improve brand and image, and attract visitors from all over the world. Such manifestations link food and beverage with entertainment, culture, different culinary activities, and other attractions of the tourism destination and give a unique experience for their visitors. Therefore it can be concluded that gastronomic manifestations are a good way to improve tourism offer and present values of food and beverage, even to promote other attractive elements of destination.

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TOURIST GEO VISUALIZATION DATA OF SOCIAL MEDIA – CASE STUDY: CITY OF BELGRADE (SERBIA)

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Abstract: the data of social media are increasingly used as the source of research in a variety of domains. Big data, which is collected in a huge amount, are useful for the researchers of tourism. Geovisualization of tourist data can be used in the policy of tourism management. These data can provide insights of tourist visit of major events in real-time, thus contributing to tourism studies development. This paper seeks to understand the relationship between social media: rating on TripAdvisor and hashtags on Instagram and Twitter and creating tourism destination on the example of Belgrade City. With the comparative study, we demonstrate how social media characterizes tourist locations differently or confirm it.

Keywords: Data, Spatial Analysis, Belgrade, Instagram, Twitter, Tripadvisor, Comparative Study.

Introduction

The data of social media are effective for following social (Mathioudakis, Koudas, 2010) and cultural trends (Park, Ciampaglia, Ferrara, 2016). Today, in

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