

# FARMS (SALAS) AS AN IMPORTANT ASPECT OF DEVELOPMENT OF RURAL TOURISM IN VOJVODINA

*Kristina Košić<sup>1</sup>, Tatjana Pivac<sup>1</sup>, Jovan Romelić<sup>1</sup>, Snežana Besermenji<sup>1</sup>, Mirjana Penić<sup>1</sup>*

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**ABSTRACT:** *Basic characteristics of past development of rural tourism makes of Vojvodina an area with significant resources. However, tourist product in rural tourism of Vojvodina can be more important subject of tourist demand as compared to the present state. The elements of rural tourist product of Vojvodina are the following: farms, tourist villages, village architecture, ethno houses and village tourist manifestations. Farms, on which one can get acquainted with authentic way of living from the past, have the special place in rural tourism of Vojvodina. They represent agricultural holding, i.e. house with the private plot in the field, surrounded by vast fields and by that pretty away from the town. Most of the farms are located in the northern part of Backa. Although after The Second World War thousands of farms were destroyed, today there are still enough farms to remind of the past times. Some of them still have the old function and a few of them have been redecorated into tourist sites, for example Cvetni and Majkin Salas (Farm) near Palic, Rokin salas on the shore of Ludosko lake, Cenejski Salas 137, Dida Hronjak's salas near Sombor, Katic's salas in Deronje, etc. In this paper relevant tourist characteristics of Vojvodinian farms have been presented and the analysis of the tourist offer of 12 farms, that are included in rural tourism, has been performed base on field study.*

**Keywords:** *Vojvodina, farms, rural tourism.*

## DEFINING, DEVELOPMENT AND GEOGRAPHIC DISTRIBUTION OF FARMS (SALAS) IN VOJVODINA

“Under the term Salas (farm) is considered at first, individual agricultural property well isolated from the context of grouped settlements, villages and towns where besides the building with usually long, rectangular basis (Pannonian house) there are also farm facilities used for storing agricultural products (granary for corn, warehouses for grain, fruit and vegetables, wine cellars), cattle (barns and folds) and agricultural machinery

<sup>1</sup> University of Novi Sad, Faculty of Sciences, Department of Geography, Tourism and Hotel Management, 3 Dositej Obradovic Square, 21000 Novi Sad; e-mail: kristina.kosic@dgt.uns.ac.rs

(sheds, haylofts, hangars, etc.) and secondly, residential building, a house on that individual property (farm).” (Cupurdija, 1993). Quoting the definition of B. Cupurdija, a sociologist Stojanov (1994) highlights its most important moments. First of all, there is the insistence on “the agricultural property” as an important element of any farm. This refers to the peasant land property which was called by peasants both property and land (grunt). However, it has also been pointed out that farm consists of: a house, farm buildings and enclosed area in which these buildings have been raised. The farm (salas) is a unit that includes the farmer’s land property, house and farm facilities.

According to Gavric (1994) the word salas (farm) is of Hungarian origin, and it means agricultural economy with arranged farm courtyard, built housing and manufacturing facilities, surrounded by wire or hedge. Salas (farm) is quite far from the town and well connected by road network. Majur (farmstead) is an agricultural economy similar to farm, but it is much larger and richer. Farm yard is larger and communally regulated- park, lawn, ornamental trees and other perennial corps, particularly enclosed, economic electrified yard, and the road of network is of solid material. The word “salas” which is of Hungarian origin, and is used as a label for the type of settlement primarily in Serbia and Hungary by Slavic people, the Hungarians mainly use the word “tanja”. Hungarians started to use the word “tanja” which has synonymous meaning with the word “salas” before the mid-18<sup>th</sup> century. For that reason, it can be considered that the word “salas” (farm), in the sense that it indicates the type of settlement and architecture, is more original. (Cupurdija, 1985)

According to information that can be obtained, it seems that raising of farms (salas) has begun in mid-18<sup>th</sup> century, and that most of farms (salas) were built in the second half of the 19<sup>th</sup> century and in the first decades of the 20<sup>th</sup> century. B. Cupurdija lists sources according to which in the area of Subotica before the First World War there were about 11000 farms (salas) (Stojanov, 1994). With the Second World War begins the dusk period for farms (salas) and the farm economy.

In Vojvodina, most farms (salas) were in Backa and in northern and central Banat. In the southern Banat there were fewer farms and they mostly served for livestock (sheep). They were smaller and more modest than in Backa and were built of weaker material. In the vicinity of Vrsac and Bela Crkva, as well as in parts of Srem, vineyard houses, which were also small and poor, were spread, and they had the similar function as farms (salas) (Stojanov, 1994).

The main natural factor of settlement of farms was connected to physical and geographical conditions. At the time of settlement of Vojvodina in the late 17<sup>th</sup> and the early 18<sup>th</sup> century, the territory of Vojvodina was uncultivated area. In it large area was unfavourable for settlement, either because of its natural characteristics (marshes), either because of the technical capabilities of the population (loess terrace). Therefore, the occupation of the terrain was very uneven. On uncultivated land the villages were rare or they were small, and common district land was huge. Some of these terrains were peripheral parts of the common district land or common posture for several villages. The most Vojvodinian farms (salas) are located on these terrains (Curcic, 1994).

Social factors for the origin of farms (salas) were primarily small population of Vojvodina, a rare network of settlements, economic conditions, traffic conditions, etc. An ex-

tremely small number of people in the region in the early 18<sup>th</sup> century caused the formation of a small number of villages, often built on large distances. Where there were long distances between villages, huge common district land and many moors were formed. The vehicles of the time, wagons and horses were too inefficient. Villagers needed a few hours of drive to come to the end of a huge common district land. This made agrarian activation of large areas difficult. As a rule, areas within a reach of an hour or two of driving around the village were cultivated, and more distant parts were left as meadows and pastures.

The first forms of farms (*salas*) were farms of herders. Soon after the settlement of these territories, extensive measures for its cultivation were undertaken. By applying reclamation works agricultural areas were expanded, and improving traffic made Vojvodina closer for major markets of agricultural products. Incentive for expanding arable land was a constant increase of population. These were the basic conditions under which farms change their function. Extensive livestock production was replaced by intensive farming. Big common district lands and remote agricultural areas have imposed the need for establishment of new farms (*salas*). It is likely that this transformation of farms occurred in the late 18<sup>th</sup> and the early 19<sup>th</sup> century. At that time farms became summer habitat for farmers. Household members capable for working moved to farms (*salas*) in spring, and they returned to villages after the completion of all work in the fields. Economic benefits have made farms eventually convert from seasonal to permanent habitats, where when it is not the season of agricultural work live older members of household, and on larger estates also servants with their families (Curcic, 1994).

The next stage in the development of farms represents the grouping of farms. It was possible when digging of deep wells was no longer a problem, and the relocation was a compromise between proximity to farmland and some form of collective living. Grouping was done along the roads or some central buildings built outside the village (church, school, and store). From these groups of farms (*salas*) many contemporary settlements have been created.

The latest social and economic changes have made the semi habitat (house in the village and farm) no longer necessary for intensive cultivation of all parts of the common district land. There was a rapid leaving of the habitat, or new forms of their transformation (Curcic, 1994). The disappearance of farms was prompted by some demographic and economic changes that occurred after the Second World War, and especially the shift of the German population by colonists, agrarian reform and consolidation of land in peasant cooperatives. Agrarian reforms implemented after the Second World War reduced the private land property to 10 ha of arable land. Along with that individual farmers were introduced with the compulsory purchase of agricultural products at bargain prices, all with the goal of forced collectivization for the entry of peasants into peasant cooperatives. At the same time, productivity and operation of these cooperatives were well below the level that the farmer in Vojvodina achieved on his land estate (Subic, 1994).

In addition to these demographic and economic causes, to the disappearance of farms (*salas*) greatly contributed also their physical destruction, which was intensely performed after the Second World War. Up to now, a small number of farms (*salas*) have survived, especially in its original function. One way of reviving farms (*salas*) in Vojvodina is certainly their tourist activation, which has started a few years ago.

## *Classification of farms (salas)*

According to the first classification, several types of farms (salas) can be distinguished:

- The first type is lonely farms which are distant from each other and have a large farm yard and in the extension of it there is the owner's field. These used to be the most typical farms (salas).
- The second group of farms (salas) occurred in the second half of the 19<sup>th</sup> century, by the distribution of family land into smaller parcels. The owner of each parcel built a farm on his land. These farms have been densely distributed, considering the fact that the parcels are smaller and placed out of order.
- The third group of farms (salas) was built next to the old roads, and they were placed close to each other;
- The fourth group consists of straight farms (salas). The construction of farms on small parcels lead to thickening of farms and to their straight position;
- The fifth group of farms may be represented by estate of landowners, but they are much richer equipped.
- The sixth group includes modern farms (salas), which have contemporary construction and are very well equipped (Pavlovic, 2002).

The second classification can be performed according to the appearance of the house:

- The first group includes farms (salas) that consist of the building – residential house, with three rooms so-called tripartite house with two rooms (front and back), kitchen between them and a bar where they stored food required to feed people. To these premises under the same roof continues stable for horses, and in front of them stretches the porch to the entire length of the premises.
- The second groups includes farms (salas) that have a three-part residential building, and the barn is often in conjunction with the house or with the summer kitchen or some other farm building. The roof was lowered and under it there was a porch called “gonk”. The front and the back end of the “gonk” was built so two rooms were obtained. In rooms there was the ploughmen stove, which besides being used for heating, also was used for baking potatoes, pies, meat, bread...

## *Facilities on farms (salas) and the location of farms*

Residential buildings and other facilities on the farms were built with firmly packed earth, mud and straw and covered with reeds (the older ones) or with adobe and brick and covered with tiles (newer ones). The residential building consisted of one or two rooms, kitchen, utility room from which “simple” stove was lodged with bundles of scrap, straw, corncob of the peeled corn, etc. In front of the room and the entrance to the kitchen there is an open hall decorated with a wooden fence. In front of the hall on some farms there a fenced little garden of flowers: marigold, hyacinth, lily of the valley, violet and carnation. The furniture in the rooms has always been modest and very

simple. In the room there are beds to sleep on, a table and chairs, around the “simple” stove, so called “bench” for relaxing while heating, a cabinet or a wardrobe with three large drawers for clothing, and behind the door a hanger. On the east wall there is an icon of the host’s patron saint. In the room there could also be: the cradle for the child, distaff for spinning wool, loom for weaving of Serbian cloth and “patchwork” (floor covering). In the kitchen there is a table with chairs and “sliders” (shelves) for dishes, then “footstool” (low stool) or a tripod seat to sit on while husking corn and other (Subic, 1994).

In front of the residential house is the farm yard with other facilities, to which “lea” connects – farm pasture for cattle. More ambitious farmers have in front or behind the farm fenced vegetable garden, orchard and vineyard. Rarely some farmers have apiary in the orchard. Such versatility in the production of farms allows them to fully meet their own needs and to sell the surplus of fruit and vegetables at markets in town, as they do with surplus of poultry, eggs, milk and milk products (The group of authors, 1984).

Generally it is characteristic of the farms (salas) as well as the farmer’s houses in villages of Vojvodina to have small windows. The main reason is that in that way less heat is lost during winter, and in summer heat is less penetrating inside. On the northern side of the room rooms which according to their need should be cooler are put, like pantry, storage and similar.

Location of the farm (salas) was determined by the owner of the farm, according to following criteria:

1. ***Size of land area*** – was very important in determining the location of farms, because people usually built farms in places where they had the largest share of land area. In that way they were on the spot while performing agricultural work and at the same time they could monitor the movement of livestock.
2. ***Distance from the nearby village*** – was generally lower, up to 4-5 km, because the farmers had to go to town or the nearby village for purchase of necessary goods, on market days for the sale of their own products, because of the children who went to school.
3. ***Closeness to the road with hard surface*** – was important, as it secured the safety and speed of transport of crops and better communication for agricultural machinery.
4. ***Altitude of the field*** – has influenced the choice of location for construction of farm (salas), because it must have been taken into account for the farm to be on higher ground in order to secure flood control and groundwater.
5. ***Diversity in natural systems*** – was important because of the variety of jobs that farmers have performed. The area which had arable land was suitable, but also areas for pasture of livestock were suitable.
6. ***Closeness to the river and the depth of groundwater*** – show us that water as a natural element is very important for selecting the location of farms (salas). Most residents of farms used mostly phreatic groundwater for maintaining hygiene, watering of livestock. Closeness to the river is essential for irrigation of agricultural land, in some cases, for drainage works, and on the other hand closeness to the river can be a problem in agricultural areas that are not at the correct altitude and that are too close, because floods can cause major damage (Djukicin, 2006).

## *Location of major farm (salas) groups in Vojvodina*

Farms in Vojvodina up to the recent past have been one of the important features of lifestyles and work of their residents. It is a particular way of living and economic earning that has become characteristic of the agriculture of Vojvodina. Observing through history the number of farms (salas) and their residents, we can conclude that the production of livestock and agricultural products that they accomplished were very important for supplying towns in whose vicinity they were. The most famous farms (salas) in Vojvodina are located in Backa, near Sombor, Subotica, Srbobran, Becej and Cenej. Farms (salas) in Vojvodina are monuments of tradition and culture of people who lived in these regions. (Todorovic, Bjeljic, 2007).

**Sombor farms (salas).** Sombor farms are smaller or larger settlements of farmers who regularly or occasionally live and work on their lands. The distance between them and the village or town is two or three, and some even more kilometres. The first written records about the farms in the area of Sombor date back to the thirties of the 16<sup>th</sup> century. Most of the farms in the area of Sombor were created during the 18<sup>th</sup> century. In the vicinity of Sombor the following farm villages are located: Bezdanski salasi, Gradina, Djurdjin, Zarkova, Lugumirci, Materici, Milcici, Nenadic, Obzir, Radojevici, Rancevo and Saponje.

The most famous farm village is Gradina located from Sombor 3-12 km. At the end of the 20<sup>th</sup> century on the area of 30km<sup>2</sup> there were 62 households on their farms. It is interesting that farms around Sombor are maintained, they do not decay, the opposite phenomenon occurs, that they successfully cope with time, get modernized, they have significant economic role in this area.

Sombor farms as a tourism resource have a number of potential attributes, which make this region specific, unique and distinctive. They, therefore, have nowadays tourist valued properties and hence can be expected that with their tourist appreciation and inclusion in the tourist offer the tourist demand of high intensity and long duration will be formed.

**Subotica farms (salas).** In the year 1862 on farms in the vicinity of Subotica lived  $\frac{2}{3}$  of population of Subotica, and  $\frac{1}{3}$  were residents of the city. Some twenty years later  $\frac{1}{2}$  population of Subotica lived on the farms. According to some authors farms have appeared in the area of Subotica as temporary livestock habitats which consisted of tents and a corral for livestock. Farms in the area of Subotica were connected by district land roads among themselves. Using one of these roads farmers from any part of the district would firstly arrive to Subotica. When the railway and larger roads were built along them farms were appearing. When we talk about the farm, it refers to the entire household with the residential house, outbuildings, and the corresponding plot of arable land, which typically represent a single unit in the space-urban terms. Historical analysis showed that there were three types of farms which occurred in different periods of construction of this area.

1. The first and the oldest, belongs to 18<sup>th</sup> and the beginning of the 19<sup>th</sup> century. These are called “salasarski sorovi” (farm streets), which acquired the conditional term “sor” (street) because of the continuous process of forming the area, starting from the family cooperative to distribution of plots in continuous time, until the mid-20<sup>th</sup> century. So that is how the specific place names were created – Prcicevi, Dulicevi and Stipicevi sorovi (streets). It must be noted that from these sors, present only in place names, on topographic maps, remained barely visible traces in real physical space. This type of farm was created typically by local roads with spatial planning point of view, of secondary character Subotica-Bikovo (Malagurski farms).
2. The second type was created by the formation of so-called “leni” and belongs to the second part of the 19<sup>th</sup> century. In the area of Subotica common district that is Rudic farm.
3. The third type, tentatively called “scattered farms” (salas), according to its spatial structure in the study area was created in the first half of the 20<sup>th</sup> century, by further subdividing of the remaining land.

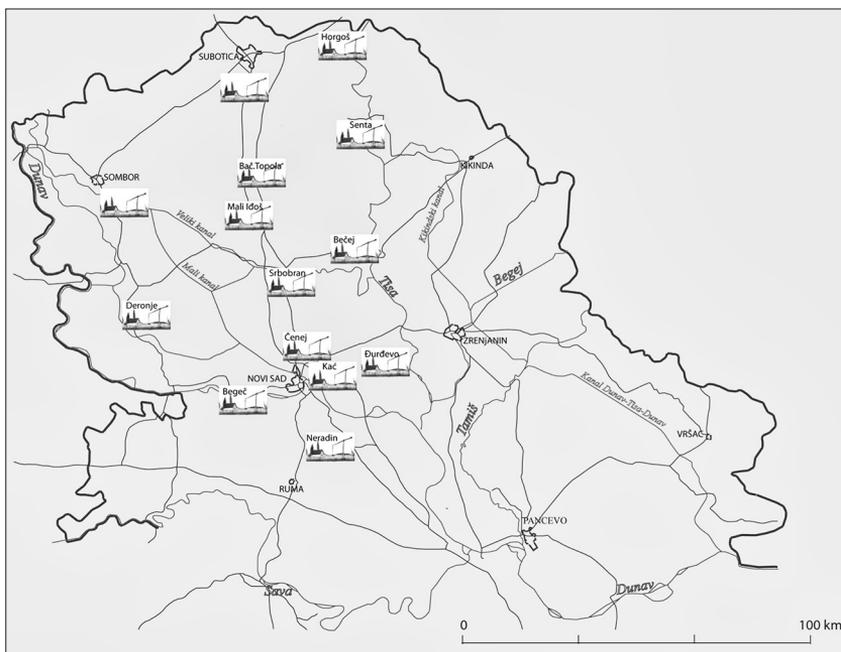
Farms (salas) of the northern Backa were created on the site of the medieval villages. Villages were only briefly left without inhabitants or they were not left without population at all. This is evidenced by the fact that they kept the old names with slight modifications, as the national structure of the population changed (Devavari, 1994).

**Cenej farms (salas).** In the vicinity of Novi Sad there were since the ancient times about four hundred farms. Cenej is the farm settlement of specific type, in many ways unique, with marked difference from the classic rural living. In the case of Cenej farms those are isolated residential buildings, erected in the field that has been cultivated, surrounded by all the necessary economic facilities, built on a large area of land.

The rich and developed agriculture of the area had through history great importance, both for Cenej farms, and for the citizens of Novi Sad. Cenej is an old village created certainly before the 13<sup>th</sup> century, when it was first mentioned. The oldest Cenej families date from the late 17<sup>th</sup> century and each of them tied their lives to agriculture and the soil “chernozem”. Cenej is a village settlement of special type and it survives in almost the same form – freely constructed and deployed buildings for housing, livestock, agricultural inventory and economy. It is one of the largest, if not unique groups of farms in Vojvodina.

The exact number of inhabited farms is difficult to say, because the situation is rapidly changing, between the two wars there were 440 farms with more than 2000 inhabitants. According to some sources, there are 237 populated farms these days, and there are 27 uninhabited farms. According to the census of population from 1961, and 1971, there were 1828 inhabitants in Cenej. There are about 2600 inhabitants in Cenej today, and out of that number 400 live on farms. The number of farms declines, i.e. the life on farms is dying.

**Becej farms (salas).** In the area of Becej municipality farms were created around 1795. The oldest farm was built by Captain Georgije Jankovic from Potisje on his land,



**Map 1.** Geographic position of Vojvodinian farms

*Author: T. Lukic*

15 km from Becej, and it was demolished in 1955. The golden age of Becej farms was period from 1890 to 1910, there were 638 registered farms in the district. However, during the nineties of the 20<sup>th</sup> century in the area of the municipality there were registered only 10% of the former farms (Gavric, 1994).

At some point in the development of agriculture, with the appearance of mechanization as increasingly important factor in agricultural production and the introduction of industrial methods of production, farms began to lose their importance. Today, however, the agricultural production is faced with growing consumer demand for its control they are starting to appreciate much more the agricultural products received by good agricultural practice or organic farming. In agriculture people are increasingly taking care of the environment, so farms are observed as places where the entire production can be based on good agricultural practice with alternative technologies. Farms become places where agriculture lives in harmony with nature where rural tourism can be developed as a new form of farmers' activity. Farms, although they represent a trademark of Vojvodina and cultural and environmental characteristics of the Pannonian Plain, unfortunately, have never been used enough in tourist presentation. In the mid eighties of the 20<sup>th</sup> century they were the subject of general tourist propaganda in Vojvodina, but were not in the capacity of the tourist offer, i.e. travel arrangements (Dragicevic, 2007). Today, farms are increasingly included in the tourism in Vojvodina with their tourist offer.

## COMPARATIVE ANALYSIS OF THE MOST IMPORTANT ELEMENTS OF THE TOURIST OFFER OF VOJVODINA FARMS (SALAS)

Although in Vojvodina there are a number of farms, according to the field research 12 farms (salas), which have activated for tourists, have been selected for the analysis in this paper. The following farms have been analysed: Dida Hornjakov salas, located near Sombor, Salas 137 and Salas Volic in Cenej, near Novi Sad, Rokin salas near Subotica, Majkin and Cvetni salas in Palic, Katai salas from Mali Idjos, Salas 84 near Kac, Cvejin and Mladjin salas in Begec, Babin salas near Zabalj and Perkov salas near Neradin.

Based on the analysis of elements in the table, it can be concluded that each of the farms has some characteristics that determine its orientation towards specific market segments.

As for **accommodation capacity**, two farms (Volic and Perko salas) do not have any accommodation facilities, i.e. they are focused on one-day visit. Among the other researched farms, the largest accommodation facilities have Majkin and Cvetni salas, Salas 137 and Katai salas. Accommodation capacity of Salas 137 is 14 rooms, which are furnished with antique furniture that has been restored, TV and Mini CD player. Bathrooms are modern with all the amenities and are adapted to the needs of modern people. Heating in rooms is through the old tile stoves that guests themselves lodge and that are located between the bathroom and the room to heat both rooms. Cvetni salas has been created in the distinctive Palic style and offers accommodation according to European standards. Accommodation is offered in 15 rooms with romantic names (Iris, Gerber, Rose, Orchid, etc.), which are equipped with modern furniture that offers every comfort. Cvetni salas is a blend of modern and traditional, with the aim to fulfil the expectations of the guest, who at the same time wants some comfort and authenticity. Katai salas is focused on school excursions, so in it multiple rooms dominate.

On Rokin, Babin and Katicev salas, accommodation facilities are the two rooms in the ethno style, while Salas 84 and Mladjin salas have nothing authentic in terms of accommodation facilities.

**Meals** are available on all farms, and are mainly based on farm cuisine prepared in a traditional way. Each farm is recognizable according to some Vojvodinian speciality. Facilities where tourists eat on the researched farms differ primarily in terms of capacity and authenticity. So we can perform the division on the farms that have a large number of employees and that work as catering facilities every day (Salas 137, Majkin and Cvetni salas, Salas 84), farms that can optionally accommodate larger groups (Dida-Hornjakov salas, Volic salas, Rokin salas, Katai salas and Katic salas) and farms where only hosts work and which receive only small groups (Cvejin, Mladjin, Babin and Perkov salas).

**Additional facilities for the reception of one-day visits** are generally larger terraces and open gardens on farms. Smaller farms like Cvejin, Babin, Volic and Mladjin salas do not have such facilities, while other farms, which are oriented with their offer to receive a large number of visitors, have them. Salas 137 has a restaurant divided into 3 parts. The first part is the indoor part of the restaurant which has 70 seats arranged in 3 rooms, the second entity is a garden in front of the house, with 80 seats, and the third entity is "gazebo" (summer garden) with 150 to 200 seats, depending on the need. The entrance

Table 1. Elements of tourists offer Vojvodina farms

	Availability of accommodation facilities	Possible catering	The existence of additional rooms for the one-day visit	The existence of farm buildings	Engagement in agriculture	Possibility to purchase local domestic products from farms	Sale of souvenirs	The existence of sports recreational facilities	The existence of wellness facilities	Participation in the affairs of the host	Organizing of creative and educational workshops	Organizing permanent events	The existence of the museum and exhibition work	The existence of tourist signals to the farms	The existence of its own website
Didja Hornjakov salas	x	x		x							x		x	x	x
Salas "137"	x	x	x	x			x	x	x			x			x
Salas "Volic"		x		x			x				x				
"Rokin" salas	x	x	x					x		x			x	x	x
"Majkin and Cvetni" salas	x	x	x	x				x				x	x	x	x
"Katai" salas	x	x		x				x			x				x
Salas "84"	x	x						x					x	x	x
"Katic" salas	x	x	x	x				x			x				
"Cvejin" salas	x	x		x						x					
"Mladjin" salas	x	x													
"Babin" salas	x	x								x				x	x
"Perkov" salas		x													x

Source: field research

to the indoor part of the restaurant is the porch of the house. Front garden is located in the shadow of long-term walnut trees. It is equipped with old tables, benches and chairs, some of them were restored to their original splendour. Majkin and Cvetni salas have a restaurant for celebration and a summer garden with tables and chairs, Rokin salas has a dining room in the open, and Katic salas has a hall for 50 people.

**Farm facilities** have 7 of 12 researched farms. Dida- Hornjakov salas has a stable, summer kitchen (servant's) with additional rooms, granary, silos, barn, pigsties, sheds, chicken coop and a couple of additional facilities. On Rokin farm there were no economic facilities, because the owner of the farm was only engaged in transportation of surrounding farmers on the adjacent side of the lake where there was a school, a church, a cemetery and health service.

Regarding **the agricultural activities**, it can be concluded that most of the researched farms is focused primarily on tourism, while only on 3 farms hosts are engaged in agriculture as their primary activity. Therefore, only on three farms domestic products can be purchased. On Babin salas hosts are engaged in production of fruits for consumption, they produce healthy apples – Aidared, Golden Delicious, Granny Smith, Florine and other sorts which they sell either raw or processes in a fruit brandy. On Mladin salas, from the best specimens of fruit brandies are made from melons, apricots, apples, plums and pears of Viljamovka sort, which are later sold to tourists. On Cvejin salas various jams and homemade juices can be bought.

An important element of enriching the tourist offer of every farm (salas) is the existence of **souvenirs**, but they are offered only on three farms. Salas 137 is the richest in souvenirs, compared to other farms. The offer of souvenirs is great and in the spirit of old, pheasant Vojvodina, with the logo of Salas 137. Logo is protected and it is not allowed to use it, without permission of the owner of the farm. Not less important, but also very interesting are figurines made of dough in the form of houses and horses, as well as plaster figurines that are also magnets. There are also postcards, aprons, hats, horse-shoes and chef hat with the logo of the farm. An interesting detail is paper for wrapping of the souvenirs which is itself a souvenir. Paper was developed in sepia style in the form of old newspapers. Texts and pictures were taken from various magazines that dealt with the topic of Salas 137. Handmade painted pumpkins are sold on Volic salas, while Babin salas made a little bottle of brandy called “fraklic” with the label of Babin salas.

**Sports and recreational activities** are offered in half of the researched farms. With in Salas 137, visitors have a variety of sports and recreational activities. Particularly interesting are horseback riding, archery, golf, volleyball, football and badminton. Equipment for these sports, i.e. volleyball net, small goals for football, badminton rackets, balls and golf equipment are provided on the farm. On Rokin salas there is a volleyball court and a basketball court, and a spacious lawn for sport of your choice, mostly football. On Majkin and Cvetni salas there is a carp fish pond where sport fishing is allowed, a pool, sports courts, horse stables, riding lessons, mini gym, beach volleyball, football and beach volleyball field, and basketball court. On Katai salas there are many playgrounds, with various elements for playing, made of natural materials and adjusted for children. Salas 84 has a big and a small lake and courts for volleyball, tennis and badminton. On Katicev salas it is possible to fish in the pond.

**Wellness facilities** have only two farms, Salas 137 and Majkin salas and Cvetni salas. Majkin and Cvetni salas offer to their guests the latest wellness treatments. The program lasts from 4 to 14 days, depending on the wishes of the guest. During this time the following services are provided: medical examination by the doctor, who will also recommend diet and exercise, personal trainer, maser (several types of massage), and beautician (about 20 wellness and beauty treatments are offered). The farm is also equipped with a sauna and a mini gym that will meet the needs of the most demanding tourists. Within these services massage is also provided.

**Participation in the farm activities of the host** is allowed only on three farms, Rokin, cvejin and Babin salas. On Rokin salas, guests are allowed to be involved in everyday life of the farm and in the preparation of traditional dishes, for example they can participate or just attend the process of preparing food in a furnace. When preparing meals and serving food traditional dishes are used and that brings former farmhouse kitchen closer to guests, as a vital part of the culture of this region. On Babin salas tourists can, if they wish, participate in some farm activities (arranging of flower gardens, care for vegetable gardens, work in the nursery, picking apples, making brandy, etc.). Collecting of herbs, mowing grass and feeding chickens can also be arranged.

**Organizing creative and educative workshops** is a significant segment of the offer of some farms, especially Volic salas, Rokin and Katai salas, whose target group of visitors are schoolchildren.

On Volic salas hosts are engaged in educative farm tourism, which is intended primarily for children in lower grades of elementary school. In a special workshop they could even create toys from corn, knit baskets, draw on pumpkins, stretch dough, make embroidery and knit and learn old crafts. On Rokin salas, during one-week summer camps environmental education is organized, where children can gain knowledge about geographic aspects of nature protected areas, about the typical representatives of its flora and fauna, as well as the surrounding archaeological sites, and historical monuments. Historic camps, folklore, carving, painting on glass, making tapestries, jewellery and other items are also organized. On the workshop of carving the following things are made: a variety of figures, chairs, spoons, forks, plates, baskets for seeds and fluid holders. The farm (salas) also represents a kind of educational centre in the field of animal protection, particularly birds. Considering the fact that the farm is located in the Special Nature Reserve it has the opportunity to expand roles in the education of youth in the protection of nature. On Katai salas – students on the recreational classes and summer camps have organized various workshops such as weaving and felting (making variety objects of wool), make various object of cornstalks, straw and reeds. On Majkin and Cvetni salas, thw most interesting are the Easter workshops and exhibitions, where farm visitors can participate in painting the Easter eggs and making pastry hearts. Ethno-workshops are also organized, equally interesting for young and old, in which various objects are made of dough, straw and grain. These workshops can represent one of the ways for active leisure time, where visitors' creativity can be expressed. On Katic salas educative workshops are organized – learning about nature (forest and herbs) and about the local heritage. On Dida-Hornjakov salas the association of farm lovers was established called "Dida-Hornjakov salas", which organizes the work in sections. One of

the sections that were established by the Association is a section of the old art crafts for which the old barn was restored and converted into a studio. In this section work women who are professional or as a hobby engaged in the old and art crafts, in order to preserve from oblivion and to show how traditional crafts can nowadays be successfully used to fit the modern lifestyle.

**Regular events** are organized on only two farms, Salas 137 and Majkin and Cvetni salas. On Salas 137 sports association “Jastreb” (“Hawk”) annually organizes equestrian tournaments. On Majkin and Cvetni salas in every May traditional competition in sports fishing is held. During Vintage days on Palic, on Majkin salas Vintage ball is organized then. In autumn there is a particularly important traditional Backa activity called “svinjokolj” (“pig slaughter”) and the exhibition of local meat delicacies, which are a prelude to holidays that follow. In winter, picnics with rides in sleighs pulled by Lipizzan horses or a carriage ride are organized. On Cvetni and Majkin salas are also organized colonies of painters, beauty pageant, art, musical and culinary workshops, seminars and symposia (Cvetni salas has a fully equipped conference room), and well as many other meetings and events.

**The museum exhibition space** is part of the tourist offer of five farms. On Dida-Hornjakov salas except for the facilities and furniture inside, over a century old, the family Hornjak has preserved the traditional Bunjevac costume made of lion silk from that period, lots of clothing, embroidery, items for the house, tools and agricultural machines, from the end of the 19th and the beginning of the 20th century. Rokin salas is a farm with a century tradition and is today a protected monument. The farm is restored now and enriched with valuable ethnological collection of authentic original objects, which people used in peasant homes. Collecting of objects started at the same time as renovation of the house. Currently, white painted walls keep the ethnographic collection that is composed of approximately 800 objects. The goal is to display resources and tools of traditional occupations related to the area around Ludasko lake, such as agriculture, pomiculture, viticulture, fishing, processing of reed and sedge, as well as the cultivation of tobacco. The farm has a function of education of the youth and its programme is dedicated to the preservation of natural and cultural heritage and nourishing folk traditions around Ludasko lake. On Katai salas there is a museum of bread. The bakery was built more than 100 years ago and for many years it was the only supply of bread to the village Mali Idjos. In 2004, it was converted into a museum. In the bakery there are preserved remains of former bakery equipment and old brick oven where they baked bread. The cake baked in the old furnace represents a particular pleasure to children, who are there on a one-day excursion, while for the children who are in the recreational camps that satisfaction is greater because they bake it themselves. Next to the lake there is a typical northern-Backa house in which there is ethno museum. Rooms of the ethno museum can be rented for accommodation and enjoy in them with the furnace, straw bags and handmade fabrics. The furniture in these rooms is made of natural materials, handmade. On Babin salas, two rooms are exhibitions (museum) and them there is authentic furniture. On Perkov salas, in the museum room there are wooden beds with mattresses stuffed with corn peel, old cabinets, toilet mirror, wall mirror in wood carving, old bedding, towels, pots, old utensils, etc. In the yard you can see oxcart with yokes, wag-

on, old roller, wooden and iron plows, and all the exhibits are older than a century. Salas 137 and Katic salas do not have a special museum part, but both farms preserved the authentic look of the rooms.

**Tourist signalling** has five farms, and its own website has seven farms. Other farms advertise their offer through the website of the Tourist Organization of Vojvodina.

## CONCLUDING REMARKS

Based on the analysis performed on 12 farms (salas) in Vojvodina, it was observed that the most complete tourist offer have Salas 137, Majkin and Cvetni salas. Other farms, depending on the market segments to which they are directed, have also the formed offer.

In general, the benefits of the tourist offer of Vojvodina farms (salas) are: the existence of facilities for accommodation in 10 of 12 analysed farms, catering in all farms, based on the farm cuisine prepared in traditional way, as well as a large variety of activities that can be practised during one-day or multi-day visits.

Weaknesses of the tourist offer of the same farms (salas) are: modest offer of domestic products from farms, modest offer of souvenirs, tourist signalling has only 5 farms, and web presentation 7 farms.

What is crucial, and should be done as soon as possible in order to raise the quality of services in Vojvodina farms (salas):

- To raise the level of quality of accommodation facilities
- To educate the farm owners in order to provide better services, particularly in the field of marketing
- To perform intensive promotional appearance on the domestic and international market.

Vojvodina's farms (salas) as a tourist resource has a number of potential attractive attributes, which this region makes highly specific, unique and distinctive. They, therefore, have nowadays tourist valued properties and hence it can be expected that with their tourist valorization and overcoming of flaws in the tourist offer would increase not only domestic, but also foreign tourist demand.

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