

OFFER OF AUTHENTIC COLD APPETIZERS IN THE HOSPITALITY AND TURIST FACILITIES OF NOVI SAD

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ABSTRACT: *An authentic, regional dishes as part of the culture of a people is an important segment in the development of tourism. The paper analyzes the food groups, known as cold appetizers, served at the beginning of the meal, so often affect the establishing of the first impression about gastronomy of visited destination among tourists. Although they have label of hors d'oeuvres and they introduce in the meals, they often are eaten with a good drink and company, for fun. Their task is to open appetite by their appearance and structure, but not to satiate the guest, so they are characterized by small portions. This paper aims to analyze the current situation of offer of authentic Vojvodina cold appetizers in tourist restaurants in Novi Sad. The research was conducted on a sample of thirty facilities in order to determine the current state of offer structure with a focus on authentic hors d'oeuvres.*

Keywords: *cold appetizers, authenticity, hospitality, gastronomy, tourism, Novi Sad*

INTRODUCTION

Food is an important tool in the tourism industry (Hall and Mitchell, 2000), which in order to continue to develop and grow, had to offer something different, such as national, regional and local dishes as a reflection of the culture of the people (Kearns and Philo, 1993). In this paper we analyzed group of “appetizers” whose the title itself indicates that it is a food that is first served on the table and first is eaten in the meal, but also it is often consumed for fun. This group of meals with its versatility, color, appearance, smell and taste is aimed to promote appetite and therefore represents small meals or snacks, and either cold or hot they are considered as “instigators of appetite” (Tešanović, 2008).

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This paper deals with authentic cold appetizers in the tourist and hospitality restaurants in Novi Sad.

This paper aims to analyze the current situation of offer of authentic Vojvodina cold appetizers in tourist and hospitality restaurants in Novi Sad.

The goal is to determine the structure of the offer with a focus on authentic hors d'oeuvres.

LITERATURE REVIEW

In this section we will give a theoretical overview of elements that may be important for the recognition of the importance of authentic food offer in the hospitality industry, with a focus on cold appetizers, either it is about the type of foodstuff needed for preparing of or the way of preparing that is typical for the region.

Importance of authentic offer in hospitality industry for tourism development

Recognizing the importance of the connection between food and tourism, many tourism destinations are beginning to offer and promote their local specialties and cuisine (du Rand et al., 2003, Henderson, 2004, Kivela and Crofts, 2005, du Rand and Heath, 2006, Hashimoto and Telfer, 2006, Okumus et al., 2007, McKercher et al., 2008) through the formation of a unique offer within their restaurants.

Every city, region and country have historical, cultural and other specificities and traditions, whose restaurants unless they are subjected to modernization, may be the best reflection and the image of a nation and the region where they lived and still live (Gajić, 2008) .

The literature on restaurants with national motifs has already proved that service users who visit restaurants with national motifs often seek authentic national, cultural experience (Gaytan, 2008; Ghirardelli, 2004; Sukalakamala and Boyce, 2007; Roseman 2006; Villanen, 1999, Wood and Munoz, 2007). Sukalakamala and Boyce (2007) explain that service users are more interested in the authenticity of the food but the overall atmosphere. They want to learn about different cultures during a visit to the national restaurant (Tsai Lu, 2012).

The concept of authenticity is considered as an important factor in attracting guests (Boyle, 2003 Molz, 2004; Sims, 2009; Sims, 2010). Guests seek “authenticity “, hoping to experience not only the authentic dishes, but also expand their cultural knowledge (Lego et al., 2002; Lu and Fine, 1995; Molz, 2004).

Ebster and Guist (2004) point out that visitors to the national restaurants evaluate difficult an authentic cultural experience, but if they get a positive impression of the national restaurant, it is likely that they will return to such a restaurant.

Features of cold appetizers

Appetizers, which are the subject of this study, are small dishes, which are prepared from a variety of food. They are an introduction to lunch or dinner, and as such, the authors state that they need to meet the following criteria:

- to favorably affect the client (the first course as an introduction should not upstage or dominate the main course)
- to be in perfect harmony with the next meal (concept of refinement, value, quantity, quality, taste and consistency of nutrients)
- to appetize (a large variety of ingredients, color, settings of dishes)
- to contribute to patience of guests, while waiting for the main course,
- to permit to serve is profitably used (Tešanović, 2009).

In order to stimulate the appetite and the body properly uses nutritional values, the Portico (2011) reported that cold dishes must meet the most important senses, in the following manner:

- eyesight by beauty and proper color matching;
- sense of smell by refined pleasant smell and
- sense of taste.

Authors classify cold appetizers by the partaking of food into the following sections and subsections:

- delicious hors d'oeuvres (shrimp, slams, caviar, asparagus, artichokes);
- order and snacks - national appetizers (Serbian appetizer, Bosnian, Macedonian, Slovenian, Vojvodina, French);
- complex cold salads as appetizers (Russian salad, French, Italian, Waldorf, chicken);
- cold appetizers of cured meats (Njegusi ham, Dalmatian smoked ham, pork loin - ham, beef ham, smoked ham, variety of salami);
- cold appetizers from river and marine fish, seafood and crabs (salmon tartar, mashed cod, oysters on ice, octopus salad);
- cold appetizers of fruit and vegetables (celery salad, asparagus, prosciutto with melon, kiwi stuffed with red caviar, avocado stuffed with crab);
- Dairy products - cheese as hors d'oeuvres (Serbian cheese, cream, trappist, emmentaler, gorgonzola);
- cold appetizers of eggs (eggs stuffed with caviar, poached eggs in aspic, eggs stuffed with chicken salad, egg mayonnaise, eggs casino);
- Other cold dishes (steak tartare, beef salad, veal loaf brain, neat's tongue, cold veal frikando, veal tongue, carpaccio, etc.). (Tešanović, 2009, the Portić, 2011).

Authentic products with geographical indications in Vojvodina

For preparation of cold appetizers, different agricultural and food products are used. For the development of tourism and hospitality in offer of cold appetizers there may be attractive foods with designation of origin under the Law of Geographical Indications

(“Off. Gazette of RS”, no. 18/2010). In the Republic of Serbia geographical indications is right that protects: name of origin and geographical indications of products (Dragojević, 2005).

Name origin is the geographical name of a country, region or place that identifies the product that comes from it. The quality and specific properties of those products are completely or partially conditioned by the geographical environment, including natural and human factors. They are produced, finished or processed in a certain limited area. A geographical indication is a geographical name, the use of which means that a given product comes from a particular country, region or place. Geographic indications are used to mark the natural, agricultural, craft and industrial products and domestic products (Dragojević, 2005).

Indications as distinctive signs are used to mark goods and services originating from a particular geographical location. In our country, the area of intellectual property rights in recent years, in terms of legislation has gotten considerable attention, and the regulations in this area are fully complied with international and European legislation. Products with geographical indications are easier to sell, at higher prices, and to a greater extent, because such products in the minds of consumers induce the idea about top quality or special features which such products have in general (Marković, 2000; Tešanović & Koprivica, 2007; Manigodić, 2008; Kalenjuk et al., 2010; Kalenjuk et al., 2012a; Kalenjuk et al., 2012b).

Miladinović and Varga (2011) reported that the product bearing a protected designation of origin induces an idea of superior quality or special features which is in the interest of the national economy and regional development (Kalenjuk et al., 2012). Among the products that are ingredients for cold dishes, in Vojvodina protection origins have: Sremski kulen, Sremska domaća kobasica, Sremska salama, Petrovska klobasa (Kalenjuk et al., 2012a), Somborski cheese and Ečki šaran. In other regions the share of proprietary products is much better. Whether this small number of proprietary products is in offer of hospitality facilities will be shown by this paper.

Classification of dishes by origin recipe by which they are prepared

Generally all the food you can find in offer of catering facility based on its origin is classified into: local, national and international dishes, which was applied in the analysis of offer, too. Local meals are meals that are created in certain households or are the specialties of certain restaurants or are recognized in one city and are made of authentic local food. The dishes are sets of regional dishes that have taken root in the wider territory of a country, no matter where they came from once upon a time, as well as dishes created on the territory (Tešanović, 2011). While international dishes are already well-established and accepted dishes of various world cuisines and dishes that are well-known around the world (Tešanović, 2009). These dishes are classified into a great deal of gastronomic literature and offer international restaurants (Tešanović et al., 2009, Kalenjuk et al., 2012).

METHODOLOGY

The survey was conducted in Novi Sad during the 2012. In Novi Sad there are a total of 226 restaurants involved in the production and service of food and beverages, of which 57% (125 objects) are restaurants and the rest are fast food outlets, pizzerias, pastry shops and the like.

The survey was conducted in thirty objects on the sample of 323 different cold appetizers. Survey did not include the national cuisine restaurants, like Chinese restaurants. The research results were obtained by: the use of different local and foreign literature sources; fieldwork (observation and interviews), statistical and graphical analysis of data and method of criticism. Calculation and graphical illustrations used the application program for personal computers Microsoft Office Excel - version 14.0.4760.1000.

RESULTS AND DISCUSSION

Analysis of the cold side dishes by type of foodstuff

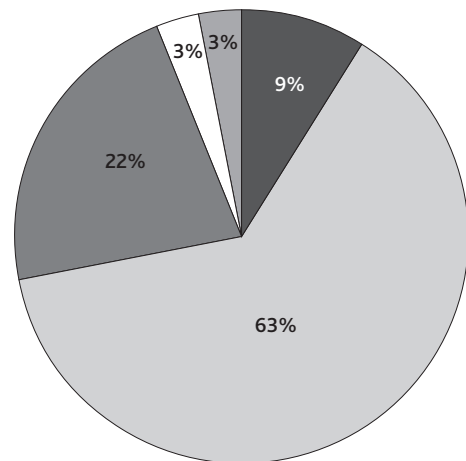
Analyzing hors d'oeuvres by the type of foodstuff for their preparation, it was found that the largest share of the offer have dishes made of meat with a share of 50%. Those are mainly appetizers of delicatessen of various types, followed by dairy products, with a share of 22% (cheeses, mostly foreign over domestic cheeses).

Cold appetizers from fish, crustaceans and mollusks, have a share of 9 % (salmon is dominant), and entrees of freshwater fish, which is typical for the climate of Vojvodina, almost are not offered.

Cold appetizers from vegetables are represented with a share of 3% (salads), and the combination of different types of food of vegetable and animal origin with a share of 3%. It was concluded that cold appetizers of eggs (i.e. eggs casino) is not an option.

Overall structure of cold appetizers by type of foodstuff for their preparation is shown in Figure 1.

During the research it was expected that the most common foods in offer of



- Cold appetizers from fish, crustaceans and mollusks
- Cold appetizers from meat and meat products
- Cold appetizers from dairy products
- Cold appetizers from combined food
- Cold appetizers from vegetables

Figure 1. Structure of cold appetizers by the type of food

cold appetizers, are of animal origin. As a reason for this, we can mention the culture of the local population, who largely consume foods of animal origin.

It is noticed that only one restaurant offered marked dishes of vegetarian origin, while a number of restaurants can offer no food intended for visitors with special dietary needs.

Analysis of cold food appetizers with protection of origin

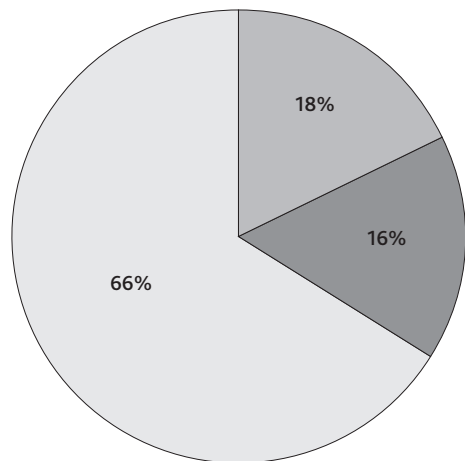
Analyzing the overall offer of restaurants, it has been observed that there are no cold appetizers from products with protection of geographical indications. The offer includes sausage, but no indication of its origin of production.

As stated Tešanović and Koprivica (2007) offering products with designation of origin to guests, we let them know that the product has a certain quality, then there is an option to buy it and take it with them and thus we affect another form of consumption. Of course, this requires an additional impact on all economic authorities to increase the number of proprietary products and thus influence the awareness of the quality of a number of authentic agricultural, food and gastronomic products.

Analysis of cold appetizers according to origin of recipes by which they are prepared

Analyzing the shares of appetizers according to origin of recipes, it was found that international dishes are dominant with a share of 65.63 % (n = 212, min = 0, max = 23, \bar{X} = 7, σ = 6,59, Cv = 94,14) (mousse of goat cheese with arugula, steak tartare, smoked salmon, Caesar salad), and authentic local dishes with only 18.26 % (n = 59, min = 0, max = 11, \bar{X} = 2, σ = 2,56, Cv = 128) (refection “Diližansa”, refection Sokače, refection “Paprika”, Vojvođanska dask, etc.), among which the largest variations are observed on offer within the analyzed objects.

National and regional dishes are represented with a share of 16.09 % (n = 52, min = 0, max = 6, \bar{X} = 2, σ = 2,16, Cv = 108) (aspic, greaves, cream). In Vojvodina, entrees are prepared with a variety of food products: cheese, cured meats (Vojvodina ham, sausage, bacon), eggs and dough. One of the most famous cheeses in Vojvodina is famous Mokrin cheese (Vujcic,



- Cold appetizers prepared by authentic recipes
- Cold appetizers prepared of national and regional origin
- Cold appetizers internationally known

Figure 2. Structure of the cold appetizers recipes by origin of recipes

2004), and unless it there are: cottage cheese, Sombor cheese, cheese in “slices”, samokiš, Pivnički sir and spreading cheese “sirdik”, Bečarski sir, etc. (Totović 1974, Hadži- Zarić, 2010), which should be found in the offer.

Overall structure of offer of cold appetizers according to type of recipes by which they are prepared is shown in Figure 2.

Such findings suggest that local, authentic, and national and regional cold starters are in the lack in offer of hospitality and tourism facilities of Novi Sad, and various authentic products which may be of interest to foreign tourists are not sufficiently exploited.

The structure of offer of authentic cold appetizers as well as of regional and national starters requires supplement up to the amount of share of at least 30% of the total bid, then the structure would be considered satisfactory.

CONCLUSION

Based on conducted research of the authenticity of cold appetizers in the hospitality and tourist facilities of Novi Sad and studied local and foreign literature in terms of their importance to the tourism industry, we came to the following conclusions:

- Analyzing the foodstuff needed to prepare hors d’oeuvres, it is found a high share of food products of animal origin that is associated with the habits of the population. Foods that are used to prepare cold appetizers are pretty uniform, they are used for preparation of relatively similar or same dishes in most restaurants (buffets and combined salaries).
- The offer does not show any food intended for people with special needs.
- Products with the origin indications represent a huge potential for the formation of the unique gastronomic offer, but their participation in the offer of hospitality and tourism facilities is unsatisfactory. Protecting a number of agricultural, food and gastronomic products and offering of it in hospitality industry can influence additional form of consumption through the purchase of these products which tourists can take with them.
- Most facilities try to be in step with the competition when it comes to variety of international delicacies without emphasizing creativity and uniqueness by offering authentic, homemade dishes, but neither national and regional dishes. In the increasingly competitive world of hospitality, each hotel should strive for the creation of unique, authentic bid to differentiate from each other, where the local, authentic and unique foods can have a huge impact on the tourism development and it should get more attention in the future.

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