

# GASTRONOMIC NEEDS OF MODERN TOURISTS AS A PROBLEM OF TOURISM MARKET

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**ABSTRACT:** *The importance of food as a physiological need is reflected in the observation that expenditures on food and beverage in tourism represent a third of the total tourism expenditure of global tourism turnover and that among all possible expenses during a travel, tourists are least prepared to cut down on the budget intended for food. Gastronomic needs of tourists are getting more and more diversiform and specific, and as their satisfaction arises only from our ability to meet their demands, it resulted in this paper. The paper has the task to research all possible alternative methods of nutrition which employees in tourism and hospitality can encounter with, such as the need for halal, kosher, Lenten, vegetarian, macrobiotic food, blood type diet, chrono diet, functional food, hypersensitivity to food, celiac disease and medical needs, and the aim is to provide clear guidelines and prepare hospitality and tourism employees for possible forms of demands.*

**Key words:** *nutrition, hospitality, tourism, gastronomy*

## INTRODUCTION

Regardless of the reason for visiting a specific tourism destination, during their stay tourists must satisfy their physiological needs for food. What makes satisfaction of those needs more difficult is the increase of specific daily nutritional requirements, because expenditures on food and beverages in tourism make a third of the total tourism expenditure of the global tourism turnover (Meler, Cerović, 2003), so the relation of food and tourism is one of the crucial issues for success. With the goal of tourism development authors often discuss the structure of gastronomic offer of dishes for tourists with special nutritional needs, which increase every day, either because of health or a fad.

The recommendation that a food offer deserves special attention when it comes to tourists is supported by the fact that during the journey, tourists are least prepared to

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cut down on their budget intended for food. This states that tourism food consumption represents a significant contribution to local restaurants, steak houses, bakeries, pastry shops, agricultural and food industry, and thereby the economics of the destination.

One of the basic differences in dietary habits during a tourist journey refers to ethnic groups with their specificities. Ethnicity is a social identity connected with common behavioural patterns, including dietary habits, dress code, language, family structure, and often religion which also has its dietary codes and standards (Andrews et al., 2010).

However, within nutrition of tourists, apart from specific dietary needs, there are tourists with individual eating habits, which need not be related to medical needs of the tourists. If we consider their medical needs, they increase on a daily basis, whether it is food hypersensitivity, allergies, celiac disease or other needs regarding their medical condition, such as different types of diabetes or other illnesses.

The object of the paper is gastronomic needs of tourists visiting a destination, which create problems for hospitality workers who often are not prepared and educated well enough to meet their demands.

The aim of this paper is to research all possible alternative methods of nutrition which can be encountered with by employees in tourism and hospitality.

The objective of the paper is to provide clear guidelines and prepare hospitality and tourism workers for possible forms of demand.

Modern trends in hospitality and gastronomy strive to highlight the natural flavor, ingredients, texture and structure of foodstuffs and by doing so to meet all demands of a modern tourist (Stojanović, Tešanović, 2005; Gagić et al., 2014), and the research will show to what degree this is truly the state in hospitality in the territory of the city of Belgrade.

## LITERATURE REVIEW

### Individual dietary needs of modern tourists

Cultural values, beliefs, and practices of people are usually so deeply rooted that they are invisible in everyday life and are expressed when changing the everyday environment. Every person lives within their culture, unaware of the influence of the culture on dietary habits. The choice of foodstuffs is usually made according to what is available, acceptable, and preferred: the dietary domain set by the availability and what every person regards edible. Within the boundaries of the dietary domain, personal preference is most often considered from more and more direct views, such as the flavor, price, suitability, self-expression, welfare and diversity (Goyan Kittler et al., 2012). These are the elements which cannot be predicted except to monitor dietary habits of individual nations who arrive in a specific tourist destination.

All these flavours are interesting to tourists with adventurous spirit who came with the goal of getting acquainted with scents and tastes of the destination; however, there is a certain group of visitors who are not prepared to taste new flavours of the receptive destination.

Hospitality objects certainly cannot be completely prepared to greet all guests, but through diversity of their offer they can please some of them.

### Religious rules significant for the nutrition of tourists

Tourists from different parts of the world have different nutritional habits and needs, the most frequent problem that hospitality workers meet is unfamiliarity with religious rules regarding nutrition, which makes them unable to provide services of production and serving food, as well as beverages.

The most common religions that hospitality objects encounter in the western world are Judaism, Christianity, and Islam, and in the east Hinduism and Buddhism. Religious dietary habits vary significantly, even among followers of the same religion. Many religious nutritional habits were determined several hundreds or thousands of years for a specific place and consequently, the interpretation changed in time in order to meet the needs of the growing population. As a consequence, most religions have doubts. Besides, religious nutritional practices are often adjusted to personal needs (Goyan Kittler et al., 2012). Common nutritional rules in some religions are best explained by the data shown in Table 1.

**Table 1.** Common religious nutritional practice

	Christian Orthodox	Christian Roman Catholics	Jews	Muslims	Buddhists	Hindus
Beef					A	A
Pork			X	X	A	A
All meat	R	R	R	R	A	A
Eggs/Dairy products	R		R		O	O
Fish	R		R	R	A	R
Oyster			X		A	R
Alcohol				X		A
Coffee/Tea				A		
Meat and dairy products in the same meal			X			
Food with yeast			R			
Ritually slaughtered meat			+	+		
Moderation				+	+	

Source: Goyan Kittler et al. (2012)

Note: X – forbidden or strongly unsupported; A – avoided by most believers; R – some restrictions regarding the type of food or when some believers approve eating the food; O – allowed but can be avoided out of respect; + - it is used.

### *Nutrition of Muslims in hospitality*

More and more attention should be paid to religious rules regarding nutrition of guests, because if a meal does not comply with a religious criterion, it will not be available, because it does not satisfy the basis of nutrition of a certain group of guests, therefore concerning the nutrition of Muslim guests it is important to be acquainted with halal standards.

In the Quran – the holy book of Muslims, there is a rule that requires them to always use only what is allowed by God and useful, and each Muslim has an obligation to be sure that what he practices and consumes is allowed, pure, hygienic and that it is not harmful to his health – that it is halal. Halal is a word that originates in Arabic and means allowed, permitted, suitable according to Islamic regulations. Its opposite is haram (forbidden, illegal or unlawful) (Department of Islamic Development Malaysia, 2005; Muhammad et al., 2009; Rosly, 2010; Kamali, 2010). Halal is based upon the belief that Muslims should eat the same food (halal products) and use cosmetic products which are allowed and are in compliance with religious regulations.

Halal in hospitality is a new form of tourist offer which is widely present in the world. In order to be labeled as halal, a product must not contain so called haram ingredients. There is a detailed list of ingredients which are haram (forbidden), and major groups are: pork and pork meat products, alcohol and all other intoxicants (opiates and similar) (Kamali, 2010; Al-Qaradawi, 2007), cigarettes, tobacco (there are differences in interpretation of this), blood, meat of dead/deceased animals (Regenstein et al., 2003), meat of animals which were not slaughtered in the name of Allah, meat of animals which were not slaughtered in a way to suffer less as possible, meat of animals slaughtered by a non-Muslim (different interpretations), meat of carnivorous animals (e.g. lions, tigers, hyenas, eagles, snakes), meat of the following animals: donkeys, monkeys, elephants, dogs etc. The label HALAL can be found on food, cosmetics, medicines, general purpose objects and hospitality objects (hotels and restaurants) if they are certified by the Center for halal quality certification, which is more and more sought after every day.

### *Nutrition of Jews in hospitality*

As it is important to be acquainted with “halal” in the nutrition of Muslims so that hospitality workers would meet these demands better, it is important to know the “kosher” standards in the nutrition of Jews. The kosher standard prescribes the production and preparation of food according to special Jewish regulations and customs. The kosher certificate (heb. Kashrus – appropriate, correct) guarantees that a specific food product meets the requirements prescribed by Torah (Regenstein et al., 2003; Blech, 2008). Torah prescribes which products are acceptable for nutrition, which are kosher and the method of their preparation in order to be allowed to consume. The foodstuffs which are allowed are called kosher. Meat only of some species of animals is considered kosher, and those are animals which have horns and which are ruminant animals, such as beef or mutton. According to Regenstein et al. (2003), animals which are not kosher are pigs, rabbits, badgers, camels, ostriches, emus, wild birds, sharks, small sharks, catfish, shellfish, and clams. As for poultry, only chicken, turkey, geese and duck are allowed. In order for the meat to be kosher, the animal should be slaughtered in the most painless, rit-

ual manner (Rosen, 2004; Silver, 2011). The rules for kosher slaughtering and inspection are documented in the Talmud (Grandin, Regenstein, 1994). All species of fish with fins and scales are allowed for consumption, whereas sea animals (prawns, clamshells, lobsters et al.) are not kosher (Regenstein et al., 2003). All kinds of fruit and vegetables are kosher by rule, however, insects and worms which are often present in fruit and vegetables are not allowed. The exceptions are some grape products, which are not kosher. Some kinds of cheese are kosher, and the condition is that they are made of milk of a kosher animal.

Fish, eggs, fruit and vegetables can be consumed together with milk or meat products, whereas the kosher standard prohibits meat and dairy products to be prepared and consumed together (Dresner, Siegel, 1966; Regenstein et al., 2003; Silver, 2011). Also, meat, eggs and organs of an animal which is not kosher are not permitted. Vegetable oil can be used in preparation of dairy and meat products. During the celebration of Passover, yeast and yeast products should be avoided (Dresner, Siegel, 1996). The certificate which guarantees that products comply with kosher requirements is issued by a certified Rabi, whereas the decision on the approval of the kosher certificate is made by ECT (*European Central Kashrut*).

### Alternative methods of nutrition

The need for the knowledge of alternative methods of nutrition is increasing, so that hospitality workers would be able to meet diverse guests' demands for such meals. Nutritional methods of people are influenced by numerous factors: philosophical, religious, moral, demographic and other. These factors have a great influence especially on the consumption of foodstuffs of animal origin, especially meat. Eating meat was in the past, and in some countries still is limited by certain religious factors, prejudices and moral principles. The nutrition which excludes some foodstuffs from a meal is called an alternative diet or an alternative nutritional method. These diets are not based on scientific facts, but on tradition.

Nowadays, among alternative nutritional methods, particularly popular are vegetarianism, macrobiotics, a single-food diet, a liquid protein diet, and natural (organic, biological or ecological) diet, i.e. healthy food diet. A diet in some of the stated manners does not have to be incomplete, a problem may occur if as a result of reducing the number of foodstuffs used in a meal, one reduces the intake of some ingredients and if products which will meet the needs of the organism in the nutritive sense are not provided.

#### *Vegetarian nutrition*

Hospitality workers are more and more frequently encounter tourists, both vegetarian and non-vegetarian who exclusively consume food of plant origin, which results in unexpected needs for Lenten food (Beardsworth, Bryman, 2004; Greenway, 2010; Lanou, 2007).

Vegetarianism is usually described as a "Dietary pattern of nutrition characterized by consuming food of plant origin and avoidance of some or all foodstuffs of animal origin" (Perry et al., 2001). In other words, vegetarianism includes the "belief and prac-

tice of consuming food which is exclusively or partially obtained in the animal kingdom” (Janda, Trocchia, 2001). Despite the usual perceptions of vegetarians as a homogenous group, they actually consist of a wide range of forms and types. The most common way to differentiate between vegetarians is based on foodstuffs they include in or exclude from their nutrition – for example, pescetarians, ovo-lacto vegetarians, vegans and fruitarians (Table 2).

Another classification of vegetarians can be defined regarding their motivation to become vegetarians, which ranges from their own interests (such as health; weight management; sensory refusal; religious commitment and economic reasons) to altruistic reasons (e.g. ethnic reasons, environmental and humanitarian reasons (Barr, Chapman, 2002; Fox, Ward, 2008; Jabs et al., 1998; Shani, DiPietro, 2007)). Regardless of the typology used in their classification, the vegetarian population has shown that it is far more complex and diverse than what was believed at the beginning.

### *Macrobiotic nutrition*

Macrobiotic type of nutrition is basically a vegetarian diet based on finding the balance between yin and yang (weak and strong) characteristics. This diet is dominated by cereals (wholegrain) and vegetables, although the meal may include special teas, herbs, sea algae and fermented soy products. A macrobiotic diet requires using cooked food, with the condition that the share of certain kinds of foodstuffs is the following: vegetables 20-25%, soup and salad 5%, legumes and sea algae 5-10% and fruit 5%. The only meat allowed in the macrobiotic diet is poultry and white fish. Fatty food and food with additives must be avoided. An important characteristic of this type of diet is the compulsory balance of all nutrients.

Foodstuffs which are too yang and which should not be a base of the diet are: meat, eggs, dairy products, refined salt. Also, foodstuffs which are too yin should not be a base of macrobiotic diet: alcohol, coffee, refined sugar, tropical fruit (<http://www.zdravahrana.com/ishrana/makrobioticka-ishrana/>).

The followers of this diet usually participate in different spiritual rituals, during which they consume at least one daily meal. The most extreme type of this diet is the Zen macrobiotic diet, which understands seven to ten different treatments during which the number and types of consumed foodstuffs are constantly reduced. At the end of the treatment in the Zen diet, the only foodstuff which remains is brown rice. The followers of the Zen macrobiotics believe that they can cure all diseases or prevent them by nutrition. Although this diet is deficient in the content of all vitamins, calcium and high quality proteins, the greatest health hazard is the lack of vitamin C. Macrobiotics consumers often get scurvy, especially children and pregnant women.

### *The blood type diet*

Hospitality and tourism workers less often meet tourists who eat according to their blood type, the diet which is based on the idea that each of the four blood types A, B, AB and 0 requires different nutrients and consequently special food for maintaining optimal health (D’Adamo, 2011). Blood types appeared as a direct response of the man to his environment and food it offered, and such causality is present even today (Vago, De-

**Table 2.** Classification of vegetarians based on dietary habits

TYPES OF VEGETARIANS	DEFINITION
Fexitarians	Although they mostly eat food of animal origin, they still choose to balance their diet through the increased consumption of vegetarian foodstuffs and/or they accept the vegetarian way of life for a certain period of time.
Semi-vegetarians	They consume foodstuffs of animal origin, except red meat (beef and lamb).
Pescetarians	They avoid consumption of fish and other foodstuffs of animal origin.
Lacto-ovo vegetarians	They do not consume meat, poultry and fish, but they consume other foodstuffs of animal origin, including dairy products and eggs.
Lactarians	Similar to lacto-ovo vegetarians, with the difference that they do not consume eggs.
Eggetarians	Similar to lacto-ovo vegetarians, with the difference that they do not consume dairy products.
Vegans	They avoid the consumption of all food and ingredients of animal origin, usually including honey as well as other insect products.
Raw vegans	Veganism which includes "raw food", that is, they only eat non-cooked and thermally non-processed foodstuffs of plant origin.
Fruitarianism	They only consume fruit, nuts and seeds, and avoid all foodstuffs of animal origin, vegetables and grains.

Source: Fox, Ward (2008), Ginsberg, Ostrowski (2003), Shani (2010).

gremont, 2005). According to D'Adamo (2011), to blood type 0 corresponds a diet consisting of meat, fish, poultry, leaves, roots, forest fruits, fruit, seeds, walnuts and hazelnuts. The blood type A is the closest to vegetarians and a vegetarian diet with as few as possible animal foodstuffs suits these people. For an organism with the blood type B, the most suitable foodstuffs are meat, fish, dairy products, legumes, walnut, hazelnut, seeds, grains, vegetables and fruit, mostly all foodstuffs can be consumed, but foodstuffs of animal origin are preferred. People with the AB blood type can consume foodstuffs which are suitable both to blood type A and to blood type B, with slight changes, it is allowed to consume somewhat more animal protein than blood type A, but their quantity should be kept in mind at every meal.

### *The green ("eco") diet – the natural nutrition*

The number of consumers practicing the green diet which understands the use of food products, which do not contain additives, i.e. products made without using high technology, without high temperature treatments, products which are packed in recyclable packages, that is, using only those foodstuff which can be classified under organic or biologically produced foodstuffs. This type of nutrition includes modern trends characteristic for the diet of certain strata of consumers, above all those with a high purchasing power and who are obsessed with the fear of using certain types of foodstuffs and appearance of some modern age diseases.

### *Chrono diet*

The growing trend in the world is the chrono diet. The basic idea for a diet by the hour was created by a French doctor Alain Delabos, who registered his program in 1986. The program has suffered numerous changes in the world so far. General rules of the chrono diet are three meals a day, always at a specific time and within equal periods of time, with regular combination of foodstuffs. The chrono diet avoids skipping meals, eating between the meals (snack consumption), beverages such as coffee and tea with added sugar, fruit juices, diet and other carbonated and energy drink. Fruit and dried fruit is desirable to eat moderately and at a specific time in the day, and it is, according to the law of the physiology of the human organism at about 5-6 p. m. The intake of high calorie foodstuffs is recommended in the morning (a meal rich in slow-digestible carbohydrates (cereals – bread, grains) and animal fats (cheese, butter etc.)). Between the meals, it should pass three, but it is optimal 4 hours. It is not recommended to combine proteins and carbohydrates for lunch and dinner, this is allowed only in the morning for breakfast (for example, toast, butter, ham or an egg). Pasta should not be eaten in the evening (pasta, pizza, bread, sandwiches). Bread, pasta and starchy vegetables (potato) is eaten no later than 3 p.m. Cow milk is completely forbidden in the chrono diet, one does not drink it or pour it in coffee. It is sometimes allowed to use milk in some cooked dishes, and sour cream and cheeses are allowed. Margarine, herb cheese (except tofu – soy cheese), vegetable cream, vegetable whipped cream, pastry, such as puff pastry, croissants etc. are so called trans-fats and the chrono diet does not allow the consumption of these foodstuffs. It is also advised not to exercise after a meal at least for two hours, because it can represent a burden for food digestion, the best time to exercise is in the morning, before breakfast (Gifing, 2015).

### *Demands for functional food*

Service staff is increasingly faced with questions about functional food in the restaurant's offer. Functional food has a major significance in improving living standards, balancing and maintaining the maximum of physiological functions, maintaining health and reducing a risk of disease (Milner, 2000; Roberfroid, 2002), which made it more sought after in the hospitality market. The term "functional food" was first used in Japan in 1980 and it referred to food products enriched with nutrients which have a useful physiological action (Hardy, 2000; Kwak, Jukes, 2001; Stanton et al., 2005). Food can be called "functional" if along with its basic nutritive value it influences one or more targeted functions of the body in a positive and satisfactory way thus reducing the risks of developing certain diseases (Roberfroid, 2000), it can even be used within the treatment of some disease conditions (Mark-Herbert, 2004; Menrad, 2003).

## **Nutrition of tourists with different medical needs**

### *Nutrition of tourists with food hypersensitivity – allergies*

From the standpoint of healthy and safe food for the guest it is very important that a hospitality worker knows the ingredients of a dish and allergens. Especially because of



an easy contamination of food in the kitchen, which can be hard to see and cannot be removed, and which provokes an impairment of the guests' medical condition.

Generally, the greatest difficulties arise during preparation and serving food to people who are allergic to certain nutrients. These are allergies which represent a changed, hypersensitive state of the immune system of some people when in touch with substances from the environment, most commonly proteins. Foodstuffs which most frequently cause allergies are cow milk (Mladenović et al., 2005; Nurković et al., 2013), eggs, fish, prawns and clamshells, grains, soy, peanuts, walnuts, almonds, hazelnuts and strawberries. Allergy reactions to food are often caused by food additives, preservatives and dyes. The number of cases of allergy to these foodstuffs is growing: meat (beef, veal, lamb, chicken and horsemeat), grains (rice which is otherwise used as food for allergic people), vegetables (chard, celery, carrot and parsley) and fruit (apricots, peaches, watermelons, grapes, plums, pears, apples). A special warning is an increase of positive reactions to river fish, cocoa and coffee. Hypersensitivity to these types of foodstuffs has conditioned hospitality workers to pay special attention to producing meals for this group of consumers, it is necessary to introduce special rooms for food preparation and similar.

#### *Nutrition of tourists with celiac disease*

Celiac disease is the congenital disease of the small intestine due to a reaction to certain protein chains to gluten and it causes severe damage to the lining of the small intestine and the intestinal villi. This is a form of permanent intolerance of gluten, i.e. gliadin and related prolamins that are found in the endosperm of wheat, rye and barley (Walker-Smit, 2000).

People with celiac disease need to follow the rules gluten-free diet, whose requirements must be met by hospitality workers. Corn and rice are main foodstuffs which replace those with gluten content, whereas millet and buckwheat are used less. There is much less information about buckwheat and millet and their usage and recipes for preparing dishes. People with celiac disease must pay special attention to the "hidden gluten" which can be found in non-gluten foodstuffs in the form of: binders for sprinkles, thickeners, binders for water, binders for breading, glue, anti-tacking agents, surrogates, additives, baking powder, pudding, medicines. Besides the fact that celiac disease is known for a long time, only in the last few decades it was found that it is one of the most common chronic diseases of man and that it is found, with variable frequency, in all races all over the world (Radlović, 2013).

#### *Medical needs in nutrition of tourists*

From the standpoint of healthy and safe food for a guest concerning allergens and celiac disease as well as other medical needs in nutrition, in order to avoid deteriorations of a guest's medical condition, it is of crucial importance that a hospitality worker knows the ingredients of a dish and is informed about these diseases.

There is a large number of diseases which require special types of nutrition, whether it is about:

- diabetics for whom special desserts and dishes need to be created;
- gout (avoiding foodstuffs with purine) (<http://www.vma.mod.gov.rs/giht-3.pdf>);

- nutrition of tourists with gastric disease;
- diet in case of intestine diseases;
- diet case of liver and gall disease;
- diet in case of kidney disease and similar (Vlahović, 2002).

The hospitality offer requires a new dimension, i.e. the offer should be expanded with dishes prepared with foodstuffs which guests see as useful to their organism (healthy) such as integral grains, organically grown, low calorie, low fat, and gluten free foodstuffs (Gagić et al., 2011).

## RESEARCH METHODOLOGY

Having consulted national and foreign literature, the research was conducted by interviewing restaurant managers in Belgrade. An interview is one of the most commonly used scientific methods for collecting data, but it seemed the most suitable one for this type of research because it includes interaction between the interviewer and the respondents and thus provides the most reliable data.

A direct interview was conducted in 12 restaurants. The interview consisted of asking managers what special needs their guests had and which they could meet, as well as whether they felt the need for information or training in order to meet their guests' needs. The obtained results were processed and with a discussion shown, presented by applying descriptive statistics.

## RESEARCH RESULTS AND DISCUSSION

By conducting the research among hospitality facilities by means of an interview with restaurant managers in the territory of the city of Belgrade we have learned that none of the facilities can meet all demands of tourists, but they have faced all demands, as can be seen in Table 3.

Most respondents (80%) stated that they encounter requests for halal dishes in their restaurants, of which 25% of guests' needs for these dishes can be met by the restaurants, whereas 80% of the restaurants would like to have knowledge and conditions to respond to the requests. As for kosher menus, 50% expressed demands for these dishes in their guests' nutrition, of which restaurants can meet 8% of the needs, and 80% would like to have conditions and knowledge to respond. Concerning the offer of halal and kosher food, most restaurants only exclude pork from the menu, whereas there are some restaurants which procure certified products, information about these types of nutrition is slightly lower, and the demand for these dishes is growing. Regarding Lenten and vegetarian food, 100% of the respondents expressed specific needs, as well as 100% of the need that restaurants can meet. During the lent, most restaurants offer a Lenten menu, and if they do not have one, they meet the guests' requests. They are not informed well enough about groups of vegetarians and their diet and when offering a vegetarian dish

**Table 3.** Needs of tourists for different types of nutrition

Types of nutrition	Requirements – specific needs in nutrition of guests		Guests' needs which restaurants can meet		Forms of nutrition for which they would like to have conditions and be able to respond to	
	Number of restaurants	%	Number of restaurants	%	Number of restaurants	%
Halal	10	80	3	25	8	80
Kosher	6	50	1	8	6	50
Lenten food	12	100	12	100	0	0
Vegetarian	12	100	12	100	0	0
Macrobiotics	4	33	1	8	6	50
Blood type diet	0	0	0	0	2	16
Green diet	0	0	0	0	4	33
Chrono	11	92	6	50	6	50
Functional food	0	0	0	0	5	42
Hypersensitivity to food - allergies	12	100	6	50	6	50
Celiac disease	12	100	2	16	10	80
Medical needs	12	100	2	16	10	80

Source: Authors' research

they mostly think of a vegan type of nutrition. There is less demand for macrobiotics (33%), and 8% of the requests can be met, and 50% of the respondents expressed a desire to have conditions and knowledge to meet the demands. The respondents said that there were no requests for the blood type diet, green diet and functional food, but all of them (16%, 33% and 42%) expressed a desire to have conditions and knowledge to meet the demands. Various types of nutrition such as macrobiotics, blood type diet, green diet, functional food are not so much in demand, probably because they are not offered in the restaurant, but there are different restaurants specialized in these types of nutrition, for these groups of guests, so it is assumed that these groups specifically go to these restaurants. As a weakness, restaurant managers stated insufficient information about various types of the mentioned diets, but also a desire to become informed by means of a training which would be organized with the aim of getting acquainted with these types of diets and that it might be an incentive to complement their restaurant offers with more diverse dishes.

As for chrono diet (92%), hypersensitivity to food, allergies (100%), celiac disease (100%), and medical needs (100%), the respondents expressed their demands for these types of nutrition, of which 50% of guests' needs can be met by the restaurants regarding chrono nutrition and hypersensitivity to food (allergies), and 16% regarding celiac disease and guests' medical needs, and they would all want (chrono 50%, allergies 50%, celiac disease 80%, and medical needs 80%) to have the conditions and knowledge to respond to these needs. When serving guests who are allergic to a foodstuff, the

guest stressed what they are allergic to and the staff is extremely careful when transferring the information. However, restaurants do not have special rooms for food preparation, so it is easy to contaminate it. Hospitality workers have most frequently encountered with allergies to walnuts, peanuts, and lately gluten as well. They are not educated enough about medical needs of a certain group of patients and celiac disease (the gluten free diet), but with the guests' clear guidelines they try to meet these demands. Chrono diet is getting more sought after, so most restaurants are informed and opportunely prepared and have included different chrono foodstuffs in their restaurant's offer within a chrono menu.

## CONCLUSION

By following modern trends in hospitality, through the consulted national and foreign literature from the aspect of meeting gastronomic needs of guests with the research conducted in the territory of the city of Belgrade, we have reached the following conclusions:

The tourism market has encountered a problem of inadequate gastronomic offer for tourists arriving from all parts of the world with different eating habits and needs.

Most of the researched Belgrade restaurants has demands for halal (80%) dishes, kosher (50%), vegetarian food (100%), of which restaurants can meet a smaller number of guests' demands, and a larger percentage of restaurants would like to have the knowledge and conditions to meet the demands.

A larger number of restaurant managers said that guests expressed specific requests for Lenten food (100%), vegetarian (100%), chrono diet (92%), hypersensitivity to food, allergies (100%), celiac disease (100%) and medical needs (100%), of which 50% of guests' demands restaurants can meet regarding the chrono diet and hypersensitivity to food (allergies), and 16% regarding celiac disease and medical needs of guests, and they would all want (chrono 50%, allergies 50%, celiac disease 80% and medical needs 80%) to have the conditions and knowledge to respond to these needs.

Restaurants in the territory of Belgrade do not have demands for the blood type diet, green diet and functional food, but all of them (16%, 33% and 42%) have expressed a desire for the conditions and the knowledge to meet these demands.

In order to decrease the dissatisfaction of tourists, and meet their physiological needs regarding food, hospitality workers need to be acquainted in detail with and prepared for giving answers through adequate dishes of different groups of consumers: the need for halal, kosher, Lenten food, vegetarian, macrobiotic, the blood type diet, the chrono diet, functional food, hypersensitivity to food, celiac disease and medical needs.

An offer of hospitality facilities should include a few dishes from all groups, which can, with their structure of foodstuffs, seasonings and methods of preparation, meet the demands of modern tourist, as well as educate the complete staff; working facilities should be capacitated for an adequate keeping and preparation of food, and equipped with appropriate work tools.

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