



Gastronomic and Wine Tourism as Regional Development Factor: Case Study – The Municipality of Šid, Serbia

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ABSTRACT

The first grapevine on the southern slopes of Fruška Gora was planted in the 276th year of a new era at the time of the Roman emperor Probus, in the place where today is located the settlement of Erdevik is. Since then, until today, on the territory of the municipality of Šid, viticulture is important. Viticulture in the municipality of Šid can be one of the most important industries. What helps the development of winemaking and viticulture in the municipality of Šid are the southern slopes of Fruška Gora, where various table and wine sorts of grapevine can be planted. The paper is aimed at the development of gastronomic and wine tourism in the municipality of Šid. The paper should emphasize the importance of gastronomic and wine tourism for this part of Srem. Gastronomic and wine tourism is primarily good for winegrowers who can offer their products and services to many tourists and not only to focus on the sale of wine to local people. In addition, wine tourism can become the driving force behind the development of many sectors of the economy that directly or indirectly provide services to tourists. The aim is to analyze the position of gastronomic and wine tourism in the Šid municipality through the analysis of the current state, and to propose on this basis a project for the improvement and development of these forms of tourism. Also, the aim is to point out through the proposals and plans the ways of improvement and better tourist presentation of the potentials offered by this vineyard area.

Keywords: Gastronomic tourism, Wine tourism, Regional development

1. INTRODUCTION

Hall and Mitchell define gastronomic tourism as visiting primary or secondary food producers, food festivals, hospitality facilities for the production and serving of food and certain destinations for tasting and/or experiencing the attributes of regional specialties, where food is the primary motive for the journey (Hall & Mitchell, 2000). Gastronomic tourism is also defined as the activity of researching and discovering culture and history through food, which influences the formation of unforgettable experiences (Long, 2004). Thus, other forms of tourism connect and intertwine through gastronomy (Stojanović & Čerović, 2008).

Different terms refer to different forms of moving of tourists motivated by food and drink, among which are: gastronomic tourism, culinary tourism (Wolf, 2006, Ignatov & Smith, 2006), tasting tourism (Boniface, 2003) and food tourism (Hall et al., 2003).

There is no unique definition of wine tourism. Typically, wine tourism is defined as visits to vineyards, wineries, wine festivals and wine presentation, for which the wine tasting and/or experience of the characteristics of the wine region is the primary motivation factor for visitors (Hall, 2003).

In our country, wine tourism could be defined as a visit to wineries and wine events with a main motive - wine tasting and enjoyment of home-made food and specialties (Pivac, 2012).

Wine tourists usually visit wineries as part of a one-day excursion or go on a visit to wine regions over the weekend. They choose to visit a specific wine region in order to get know about the wines, home-made food, the culture of the local population, get know about the rural architecture. Wine tourists usually visit wineries, vineyards, wine festivals and wine shops with a purpose of rest. Foreign visitors who travel to wineries have also a great interest in cultural activities (museums, galleries, wine festivals). They are most interested in cultural activities related to local culture and customs (Pivac, 2012).

The survey area covers the municipality of Šid, located in the southwestern part of the Autonomous Province of Vojvodina, and occupies the western part of Srem. If we look at the position of Šid municipality in relation to the Republic of Serbia then the Šid municipality is located in the northwestern part.

Its entire area spreads in the southern part of the Pannonian Plain. The territory of Šid municipality is located at the border between the Republic of Serbia, the Republic of Croatia and Bosnia and Herzegovina. The municipality of Šid is 70 km away from the capital of AP Vojvodina, Novi Sad and 115 km away from the capital of the Republic of Serbia, Belgrade (Đurčić, 1984). The Municipality of Šid is connected with the neighboring countries by automobile roads, but there are also several railway connections. One of the most important roads is the international motorway E70. One part of the E70 motorway running through Serbia is part of the pan-European Corridor 10 route.

The proximity and good connection of the Municipality of Šid with Novi Sad, Belgrade, as well as Surčin, where the Nikola Tesla International Airport is located, as well as a large number of international and regional roads and proximity to Croatia and Bosnia and Herzegovina, represent the ideal position of the municipality.



Figure 1. Geographical location of the municipality of Šid

2. GASTO-WINE TOURISM AS A REGIONAL DEVELOPMENT FACTOR

The degree of development of certain regions in Serbia come from a geographical position that in many cases is the cause of functional isolation in relation to economic centers and development axes, which often results in slow developmental flows. For this reason, balanced regional development is an extremely important topic in recent years, not only in Serbia but also in other parts of Europe (Lampič & Potočnik Slavič, 2007; Miljanović et al., 2010). The roles of the state and the region in the processes of regional planning are more and more described as key actors that develop the concepts of regional development establishing a framework for the operation of development actors at the local level (Balaguer-Coll et al., 2010). It emphasizes the need to establish a system and legal framework, institutions that will deal with regional development in the future, and the necessity of dealing with projects that are important for a better life in each municipality, in every city and in every district of Serbia (Đorđević & Todorović, 2006).

Gastronomic and wine tourism are forms of tourism whose development could affect the development of underdeveloped regions of Serbia. The Tourism Development Strategy of the Republic of Serbia (“Official Gazette of the Republic of Serbia” No. 91/06) emphasizes the importance of authentic dishes and drinks as well as manifestations, stating that food and drink are the only stable category of tourist consumption in Serbia, putting emphasis on “ethno food”, which is represented in purchases significantly more than all other products offered to tourists, and in that way it plays to a significant extent the role of souvenirs carried from Serbia.

Currently achieved level of competitiveness of Serbia in the field of rural tourism, whose integral part is gastronomic tourism, is not particularly good, regardless of the fact that for its development there are all natural, cultural and social preconditions, natural potentials, significant agricultural land, access to agriculture, soil contamination with chemical substances and the possibility of producing “healthy food”, a good potential for the development of complementary activities, including the consumption of traditional local gastronomic specialties (Vuković et al., 2007; Mitrović, 2009; Muhi, 2010).

Traditional agriculture and cultivation of certain products in certain areas have led to the emergence of possible national brands, but so far, only 42 domestic designations of origin have been registered in the Institute for the Protection of Intellectual Property (Prokopović & Prokopović, 2011).

In an increasingly competitive world of tourism, each region is in constant search for a unique product in order to differentiate itself from other regions. Local food and gastronomy that is unique to a particular region is one of the resources that can use all the features as a means to attract more visitors.

Each region has authentic agricultural products and food that can be of interest to foreign tourists. Precisely these products represent the product of producers who are engaged in the production of high quality branded products based on traditional technologies and their own raw material basis. The production of these products and their placement on the tourism market can influence the development of underdeveloped regions in the country.

Among all possible travel expenses, tourists are at least willing to reduce the budget for food. This suggests that tourist consumption of food makes a significant contribution to local restaurants, chefs, bakeries, pastry shops, agriculture and food industry, and thus the economy of the region.

Protected designations of origin are particularly important for less developed countries, as these products make the bulk of their exports, whereby Slovenia represents the best example of placement and exploitation of protected products (Kalenjuk et al., 2010). The geographical indication indicates the locality from which the indicated product originates and provides consumers with information from which country, region and place it originates, while the protected designation of origin shows from where the product originates, but also that because of originating from the location, the product possesses specific properties as a result of natural factors, skills of people from that geographical area, or both. Products with protected designation of origin have a developed market both in Europe and worldwide. Research within the European Community has shown that an increasing number of consumers in food purchases opt for products bearing a protected designation of origin, although such products are more expensive than traditional ones. Examples from EU countries show that the properly established system of protection of geographical designation of origin inevitably brings enormous economic benefits.

This approach to ensuring the quality and brand of food products ensures the development of the region, it is the driving force of the economy, and above all it is the driving force of tourism in a particular region, especially rural areas (Savić & Đurić, 2008).

From the aspect of healthy nutrition and healthy natural environment, it can be said that tourism depends essentially on agriculture, although, on the other hand, it directly or indirectly stimulates the prosperity of agriculture and economy of our country.

From the aspect of tourism, organic food production is particularly interesting, because a significant inclusion of organic food in the tourist offer can turn into a significant comparative advantage and form of differentiation of Serbia's tourist offer (Đenadić, 2010). Serbia has great potential for organic production because it has unpolluted land, climate advantages and numerous agricultural producers (Hrabovski-Tomić, 2010).

2. 1. Examples of good practice

In the European context, the image of France has always been related to food and wine. The reputation of food products, vineyards and restaurants traditionally dominates national and regional marketing strategies, whether it is a domestic or international market. Regional food and cuisine have become very important and very different and have become a tool used by French regions to stand out in the global marketplace (Bessiere, 1998). However, most of the French regions use the reputation of agricultural and food products to position themselves as a traditional, rural, authentic region (Frochot, 2003). In addition, the picture of restaurants and chefs with popular Michelin's stars is rarely represented.

In 2007, Italy had 130 wine roads, 420 wine production areas and 2 million people working in the gastronomic and wine tourism sector. These types of tourism attract over 4 million foreign tourists annually, giving a turnover of about 2,500 million Euros, which they did not consider to be satisfactory (Soressi, 2007).

Government departments in the UK have recognized the link between tourism and food and have begun to open agencies for the promotion of regional culinary sectors. In England and Wales, the Government-sponsored FFB (Food From Britain) organization includes as part of its mission the incentive for the development of the British food and beverage sector (Boyne et al., 2003).

In Canada, Canadian tourism has an image of "natural" attraction and activities in a natural environment and is known for agricultural products. More and more organizations that promote destinations are beginning to treat culinary tourism as part of the overall marketing strategy. The Canadian Tourism Commission (CTC) became aware that many tourists are experiencing food as part of the travel experience and in 2002 began to develop cuisine as part of a new tourist product by displaying Canadian diverse cultures and communities (Hashimoto & Telfer, 2006), although it is a great challenge to compete with affirmed gourmet destinations (CTC 2002).

In the United States, Donovan and Debres associate the beginnings of the development of gastronomic tourism with the Day of Liberation, which originated in Texas as an African-American celebration of the end of slavery, and where barbecue food is the main attraction (Donovan & Debres, 2006). The Day of Liberation acts as a culinary tourist event. Stewart et al. (Stewart et al., 2008) assist practitioners in the development of wine and culinary sectors in Niagara.

In Australia, the development of food and wine tourism is closely linked to the growth of small producers (Hall & Mitchell, 2001). Production includes special wines, cheeses,

chocolates, oils, fruits and vegetables. It is present in the life and work of a large part of the Australian immigrant population, which made Australia a culinary destination with an international profile (Crispin & Reiser, 2008).

3. VITICULTURE AND GASTRONOMY OF THE MUNICIPALITY OF ŠID

Viticulture of Fruška Gora is one of the oldest in Europe. Although there are no material records, archaeological research indicates that viticulture in the area of Fruška Gora dates back to the period of prehistory. In the area of Fruška Gora, from the period of the Bronze Age (about 2000 B.C.), and from the Iron Age (about 400 B.C), several vessels were found which are believed to be used for drinking wine. During archaeological excavations of ancient sites, a large number of amphorae were found which document the wine conveyance.

In the antique period, the Roman emperor Domitian introduced a legal monopoly banning the production of wine on the territory of Fruška Gora, because it endangered the production of wine on the Apennine peninsula. 184 years later, the Roman Emperor Marcus Aurelius Probus abolished the ban on cultivation of grapevine, and thus enabled the great development of wine production on the territory of Fruška Gora. The Emperor Probus planted the first grapevine in 232 A.D. on the slopes of Alma Mons - Fruška Gora. In Erdevik, the first grapevine was planted as early as 276 AD in the time of the emperor Probus. Since then, to this day, the pleasant and moderate climate of Fruška Gora has favored the development of wine production and the habit of enjoying wine (Pivac, 2012).

The wines of a beautiful and cultivated area of Fruška Gora for centuries were among the most famous wines in Central Europe. At the beginning of the 19th century there were significant vineyards in Erdevik, and in 1826, count Livio Odescalchi built the first large cellar that is still in function today. As the areas covered by grapevine grew for years, it was necessary to expand the cellar capacities and introduce new equipment (Pivac, 2012).

Among the white wines, Italian Riesling and Traminac are the most famous. In the group of white quality wines, Rhine Riesling, Sauvignon Blanc, Pinot Grigio stand out. Among red varieties on the territory of the municipality of Šid, Frankovka, Shiraz, Merlot, Cabernet Sauvignon are distinguished. Although red varieties are less produced than white ones, they are characterized by very good quality.

Vineyards of the Municipality of Šid are located in sunny southern slopes and spread towards the national park of Fruška Gora. The combination of climatic conditions, soil and position is so favorable for wine that it can provide wines with a quality that can be compared with the best world wines. Characteristic of this municipality, when it comes to wine production, is tradition. It is also indicated by the old diaries of the famous painter Saša Šumanović's father, in which he recorded the way of guiding wine production. Today in the Municipality of Šid, several wineries are successfully working.

3. 1. Winery "Vino Vinat", Erdevik

"Vino Vinat" family winery was founded in 2006. However, the production of wine in the Tot family goes a long way in history. In 1985, the owner of winery "Vino Vinat", Andrija Tot, planted about 2,000 grapevines. Today this winery has 6 hectares of land covered by vineyards. (<http://vinovinat.webs.com/>).

The vineyard is located at Lake Moharač. The geographical position of the vineyard with a special microclimate, Lake Moharač, is very positive for the vineyard. On the one hand, the lake acts as a mirror reflecting the sun's rays, whereby the vineyards get more sunlight energy, and on the other hand it mitigates hot summer and cold winter days. Currently, the winery produces about 25,000 liters of wine per year from grapes from its own plants. Of white varieties, the vineyard has Italian Riesling, Shardone, Sauvignon Blac, Traminac. Of red varieties, it can be found Frankovka, Cabernet Sauvignon Merlot. The wine that is the trademark of this winemaker is Italian Riesling, the wine that is most sold.

The winery already works with the tourism organization of the municipality of Šid. The tourism organization brings tourists, but also refers the winery to various events. The winery does not yet operate with travel agencies, but it is planed for the future.

3. 2. Winery Erdevik

Winery Erdevik was founded in 1826. However, modern viticulture and wine growing in Erdevik originated only after the Second World War. After the war, new equipment was introduced, which was used for processing grapes and wine production. The Erdevik winery was designed for the production of white wines, since this is the most suitable for the production of white wines. The former winery Erdevik had 500 hectares of land on which the vineyards were planted. Grapevines of Italian Riesling, Rhine Riesling, Traminca, Sauvignon Blanc and Pinot Grigio once used to be on that land. The former wine cellar capacity was 1,000 wagons or 10 million liters of wine annually. In addition to the vineyard, winery Erdevik owned 867 hectares of arable land and 102 hectares of hops (<http://www.podrumerdevik.rs/o-nama/>).

After several years under acquisition, in May 2012 winery Erdevik was bought by MK Group. Only a few months later, new and modern equipment came to the winery, which is used today for the production of wine and its aging. Great changes were seen already in September 2012, when the wine cellar processed 1,400 tons of grapes and produced 850,000 liters of white, rosé and red wine (<http://www.podrumerdevik.rs/o-nama/>).

Today, the winery owns 16 hectares of its own land on which vineyards are cultivated, but the winery owns another 30 hectares of land that is currently in preparation for planting. About 10 million liters are produced. About 80% of the grapes come from cooperatives, and these are the varieties Traminac, Shardone, Frankovka, Merlot and Pinot Noir.

3. 3. Wine cellar Trivanović, Erdevik

Wine cellar Trivanović was built in 1959 with a very modest half hectare of land. Today, the vineyards of the Trivanović family are spread over 55 hectares, and are located in Erdevički atar. Among white varieties, varieties of Italian Riesling are planted, which occupy the largest area, followed by Traminac and Shardone, are planted with white varieties. And among red varieties, Cabernet Sauvignons is dominant, which occupies 16 hectares, Pinot grigio, Merlot and Shiraz, which occupies 4 hectares (<http://www.vinarijatrivanovic.rs/onama>). Because of their excellent geographical position, the vineyards of the Trivanović family produce excellent grapes that give quality wine. 156 000 liters of wine are produced annually (<http://www.vinarijatrivanovic.rs/>).

3. 4. Winery “Brestovački”, Erdevik

One of the youngest wineries in Erdevik is the winery of the Brestovački family, which has existed since 2010. The vineyards of winery Brestovački are located on the slopes of Fruška Gora and spread over an area of 25 hectares. They are located on the very shore of Lake Moharač. The reflection of the sun's rays on the water surface of the lake, the great number of sunny days as well as wind roses, have a positive impact on the quality of the grapes, and therefore on the quality of the wine. In this region, the best varieties are white varieties, so the Brestovački family respects this.

Chardonnay, Sauvignon Blanc, Merlot, Shiraz and Cabernet Sauvignon are most common in these vineyards. The winery produces around 100,000 to 150,000 liters of wine per year. And wines have interesting names. The winery is proud of having the wine of the wines of gods: Bacchus, Dionysus, Osiris. Wines can be purchased directly in the wine cellar or can be enjoyed in restaurants located in Šid, Sremska Mitrovica and Novi Sad. For now, the sale of wines is 70% directly from the cellar, and 30% of the wine is sold through distributors. The wish of the owner of the winery is that his wines are also found on the shelves of large retail chains. The winery cooperates with the Tourism Organization of Šid. It cooperated with the travel agency “Magelan”, Novi Sad during the creation of a wine passport which included winery Breestovački (<http://www.vinarijabrestovacki.com/>).

3. 5. Winery “Molovin”

Winery Molovin was founded in 2010. Vineyards are located in a small village called Molovin, Srem. The vineyards spread on the southern slopes of Fruška gora, 220 meters above sea level. Excellent geographical conditions, climatic conditions and long tradition of growing grapevines are an ideal combination for quality wine. The vineyards spread over 55 hectares with over 25 years old plantations. New plantations are also planted, which extend to 5 hectares. Among white varieties, Italian Riesling, Rhine Riesling and Traminac can be found in the vineyard. Although white varieties are more suitable for this climate, there are red varieties in the vineyards of the winery, such as Pinot Noir, Frankovka, Merlot, Cabernet Sauvignon. The winery produces about 300,000 liters of wine annually. Wine sales are mostly done by distribution to restaurants in Belgrade, Novi Sad, Šid, with about 90% of the wine, while 10% of the wine is sold directly from the cellar (<http://molowinery.rs/index.php/en/>).

4. MANIFESTATIONS OF FOOD AND WINE

Manifestations are a special aspect of the tourist offer. They represent cultural-artistic, entertaining, economic-social events that contain various artistic contents. Manifestations are one of the additional contents of the tourist offer. They can be the reason why tourists went to some destination or why tourists prolonged their stay. Wine manifestations are organized in honor of winemakers and their wines. Since it is a manifestation organized in honor of wine, it is logical to have the highest quality wines there. In addition to wine that can be tasted and purchased, there are always some local specialties, as well as folk costume, folklore, or everything that can best represent one destination. Several manifestations dedicated to food and wine are held in the Municipality of Šid.

4. 1. Srem wine fest in Berkasovo

Among winter wine festivals, the most famous is Srem wine fest in Berkasovo. Srem wine fest is an economic-tourist event dedicated to wine. It is held in the village of Berkasovo in February, more precisely on the 14th of February in honor of Saint Triphon, the patron of winemakers. During three days of this event, Srem wine fest gathers a large number of local winemakers, as well as wineries from Croatia and Slovenia. Every year, a women's association "Izvor" Berkasovo, gladden the visitors of the event with cooked wine, and besides, visitors can try domestic products and cakes made by women from women's association "Izvor":

(http://www.topsrbija.com/index.php?option=com_content&view=article&id=4241:sremska-vinijada-u-berkasovu-obara-sve-rekorde-&catid=297:vino&Itemid=410). During this event, the expert commission assesses the wine and declares the best wine, or wine with the highest rating. The organizers of the event are the Local Community of Berkasovo and the Tourism Organization of Šid.

4. 2. Srem sausage festival in Erdevik

Srem sausage festival is a manifestation dedicated to the most attractive Srem product – kulen. It has been producing in every Srem home for almost three centuries. Although this manifestation is dedicated to kulen, residents of Erdevik have not forgotten their most appreciated product - wine.

The manifestation consists of a cultural and entertaining program, tasting of wine and home-made kulen, tourist promotion of Erdevik, expert meetings, as well as evaluation. The best kulen is evaluated, as well as the best wine. The organizers of the event are the local community of Erdevik, the Culture and Education Center "Šid", the Municipality of Šid, the Tourism Organization of Šid, the Chamber of Commerce of Srem, the Chamber of Commerce of Vojvodina (<http://www.sremska-kulenijada.rs/>).

4. 3. Srem pig slaughter and sausage festival

Sports-business-gastronomic event "Sremski svinjokolj i kobasicijada" is held every other weekend in February in Šid. The manifestation is regional in character because it gathers competitors from neighboring municipalities, and in recent years competitors from Croatia and Bosnia and Herzegovina. The organizer of the event is the Slovak Cultural and Artistic Society Jednota and the Tourism Organization of Šid (<http://www.tourismsid.rs/>).

4. 4. Maskenbal i kolačijada

An economic-cultural-gastronomic event "Maskenbal i kolačijada" is held in the first week of March in Šid. The organizer of the event is the Association of Disabled Workers and the Tourism Organization of Šid (<http://www.tourismsid.rs/>).

4. 5. Srem Shepherd's Lunch

An economic and gastronomic manifestation "Sremski ručak čobanski" is held every August in Bačinci. This event is held on a very interesting site, at the ranch "Časmin do". The basic idea is to promote Srem shepherd's tradition through fun, socializing, games and of course the competition in cooking the best lamb paprikash (<http://www.tourismsid.rs/>).

5. GUIDELINES FOR THE DEVELOPMENT OF GASTRONOMIC AND WINE TOURISM IN THE MUNICIPALITY OF ŠID

Tourism and hospitality in the municipality of Šid, according to its share in national income, belongs to Vojvodina municipalities with a relatively small share (1,82%) (<http://www.tourismsid.rs/>). However, tourism and hospitality industry in the official statistics are not adequately defined reflecting the lower share of these activities than the real ones.

In forming a gastro-wine tourist offer, it is necessary to include several factors: representatives of the local community, tourist operatives, political factors that are creators of national and provincial development. Their engagement can initiate, engage and improve gastronomic and wine offer.

When designing the programs of tourist visits, it is important to respect the rights, interests and traditions of the local population at the local and regional levels. In that sense, local community should also gain economic benefits of gastronomic and wine tourism. Part of the earned funds from tourists should be directed to the realization of programs for improving the position of winemakers and gastronomy workers. In this regard, it is necessary to use suitable ways to present it to visitors, but also that the local population is well informed about this. The promotion, distribution and sale of items belonging to folklore heritage should be one of the ways of earning for the local community. This way of earning must not degrade the cultural integrity of the local community.

The target group in development plans should be winemakers, owners of wine cellars, but also smaller wine producers who do not have registered wineries. In addition to winemakers, the target group is also all restaurateurs and hospitality workers. The goal is to bring them together into wine and gastronomic clusters, because only unified and with unique market presence they can be competitive. Placing on the market traditional, local wines and gastronomic products with protected designation of origin would have a multiplier effect on the producers themselves, but also on the development of the local community.

Plans for the development of gastro-wine tourism need to cover territory of the entire Šid municipality. The northern part of the municipality where the vines are cultivated successfully would be covered by programs supporting the development of wine tourism. The southern part of Šid municipality would be covered by support programs for the promotion of traditional agricultural products and local gastronomic specificities. Fishing on Bosut and the fishpond "Slezen", as well as the hunting game from Bosutske šume complement the gastronomic offer based on meat of domestic animals.

In Šid, as the city center of the municipality, with the most hospitality facilities, and in partnership with the tourism organization of Šid, marketing activities would be carried out. For the purpose of decentralization, it is envisaged that each local self-government unit devise activities related to the promotion of traditional food and wine.

Great attention should be paid to events that promote food and wine. The success of a well organized tourist event devoted to food and wine is determined by a series of procedures during the organization itself.

These procedures include researching the historical past of the local community and local cultural potentials, encouraging the research into the social, historical and cultural development of the community, the life of the famous individuals or groups of people who lived and worked in it, or historical events related to a particular ethnic group.

The municipality of Šid, as a multiethnic environment, has also this comparative advantage. The project also implies the promotion of traditional dishes related to members of ethnic groups inhabited in this area.

Another important activity is promotion. Promoting food and wine manifestations in neighboring cities and municipalities, distributing information material to travel agencies and organizing promotions and PRs in foreign and neighboring countries are also steps to be taken. Also, it is necessary to make an agreement with travel agencies on bringing tourist groups, organizing the transportation of visitors from other cities and regions, reaching agreements with local service providers (hotels and restaurants, transport, excursions, sports fields, museums, memorial collections), internet presentations, etc.

The possibilities of implanting the development plans were examined through SWOT analysis. SWOT analysis examined Strengths, Weaknesses, Opportunities and Threats in the development of gastronomic and wine tourism in the Municipality of Šid. The most important external and internal factors that are important for the future of this form of tourism were examined.

The external environment consists of opportunities and threats depending on which tourism is developing, while in the internal environment, for the development of tourism, strengths and weaknesses are identified. Once strategic factors based on SWOT analysis are recognized, strategies are developed that can be built on strengths capable to eliminate weaknesses, take advantage of opportunities or cope with threats.

Table 1. SWOT analysis of the development of gastronomic and wine tourism in the municipality of Šid

| Strengths | Weaknesses |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> - Favorable transit position - Fruška Gora vineyards - Spacious advantages and close proximity to the larger urban centers - Wealth of complementary natural values that have influenced the formation of gastronomy and eating habits - Wealth of cultural and historical sights which are closely related to food, nutrition and existing agricultural, food and gastronomic products - Good traffic connection - Events dedicated to food and drink - Cordiality, kindness and hospitality of the population - Healthy and varied food - Authentic food and drink and a wide assortment of the offer | <ul style="list-style-type: none"> - Lack of plan for the realization and organization of gastronomic tourism - Lack of marketing plan for gastronomic tourism and promotional materials on the gastronomy of the municipality - Lack of protected authentic products and certificates of food quality and drinks which would be interesting to the gastronomic tourists - Lack of information boards, road signs for authentic gastronomic destinations, wine roads, messages, restaurants and wineries - Lack of finances of individual producers - Lack of funding mechanisms to support projects and initiatives for the development of gastronomic tourism and affirmation of authentic food and beverages |

| Opportunities | Threats |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> - By modeling on other world destinations, this region can also be a brand, which is recognized as a destination of gastronomic tourism - Creating a regional software package in order to attract more tourists, prolong their stay and stimulate programs that affect the amount of funds spent, through the purchase of food and beverages - Creating development plans and feasibility studies - Increased interest in national and international circles in gastronomic tourism - Investing in the promotion of authentic products and their protected designation of origin - Joint appearance on the market, fairs - Improvement of production technologies from the aspect of quality, while keeping it completely authentic | <ul style="list-style-type: none"> - Slow infrastructure development - Insufficient openness of the country towards abroad - Increased level of competitiveness - Insufficient incentive measures by the governments - Lack of performance measurement and economic indicators that have to provide real information for investments and business development. |

By overcoming weaknesses and avoiding threats, this concept could be fully implemented. In order to be implemented the project has to be presented and ultimately adopted as one of the development strategies of the Municipality of Šid. If the positive effects of this project would be seen, in the next phase, it could be realized in other municipalities in Srem, which would differentiate this region as the first gastro-wine region in Serbia.

Tourism organizations and travel agencies play a major role in the development and implantation of this strategy. The Tourism Organization of Šid is in charge for the development of tourism on the territory of the Municipality of Šid. In one way it contributes to the development of tourism, but because of the small number of tourists, the current work of the tourist organization seems to be insufficient and that it is precisely because of this that big changes are required.

The Tourism Organization of Šid helps winemakers by informing them of events they can participate in to present themselves on a new market. In addition, the Tourism Organization of Šid is one of the organizers of events such as Srem wine fest or Srem sausage festival. However, these are the manifestations that mostly offer tasting and selling wines, they are local in character and visited by a small number of people. This is why it is necessary to do something new, something that will attract new visitors. It is strange that in a famous wine town, such as Erdevik, there is no event dedicated to wine. That is why one of the proposals would be the organization of the manifestation - Days of Wine in Erdevik. It should have lots of interesting things. Winemakers should be at the center of the event, and it would be good for the association of winemakers of Erdevik to be one of the organizers because they know best what they all have to offer from the natural beauty of Fruška Gora

through anthropogenic values to old cellars and hospitable winemakers. The event could be conceived so that the ticket is a wine glass, which would be purchased at the booth and used by visitors to taste wine. A good glass of wine would be followed well by good music or play of the cultural and artistic society “Branko Radičević” from Erdevik.

In order to get familiar with the Municipality of Šid, as well as the development of wine tourism, the association of winemakers Erdevik and the association of winemakers Despotovac from Berkasovo with the tourism organization of Šid would have to design interesting promotion materials in the form of flyers and brochures which would emphasize the beauty of this region, but also the wine basements. In addition, the tourism organization should take care of more aggressive propaganda.

In addition to the tourism organization for development of tourism, travel agencies are also important. However, travel agencies are not engaged enough. Local travel agencies, as well as travel agencies located in large urban centers such as Belgrade and Novi Sad, have not yet realized the potential of gastronomic and wine tourism and are still engaged in the sale of summer and winter arrangements. In this way they negatively affect the development of tourism within national borders.

Local travel agencies should first of all engage in this field. In cooperation with winemakers, they should organize one-off trips where, for example, tourists could visit some of the three nearby monasteries, enjoy the natural beauties of Fruška Gora, visit the wineries where they would enter the cellars and hear some interesting stories about its development, about the old cellar, about the harvest, taste wine, and finally buy some bottles.

In addition to the trips, agencies could also be involved in organizing a weekend arrangement. In this way, tourists would be able to get to know the destination better and enjoy gastronomic specialties and quality wines.

6. CONCLUSIONS

Although wine tourism in the municipality of Šid is not yet developed as it should be, hard-working winemakers have many plans for the future, in order to return the old glory to the famous wine region. The Municipality of Šid has five registered wineries, four rivers, three monasteries, two galleries and one memorial. The combination of all these natural and anthropogenic values together with wineries represents the true destination of gastronomic and wine tourism.

The Municipality of Šid possesses the necessary strengths for tourism development - an attractive and diverse natural environment, authentic gastronomy and cultural heritage. Legal regulations provide a framework for the modern and efficient organization and development of gastronomic and wine tourism and related industries.

Weaknesses and difficulties in the development of gastronomic and wine tourism come mainly from internal obstacles that need to be addressed as soon as possible. Threats are associated with further inactivity and incoordination, as well as the lack of a more active role of local authorities, which is important for strengthening the competitiveness of this municipality on the domestic and foreign markets.

Therefore, the Municipality of Šid has the chance to develop gastronomic and wine tourism to the level at which it becomes one of the key economic sectors if there would be a possibility for more efficient use of all resources for realization of new innovative projects

and free entrepreneurial action of existing and new small and medium enterprises (wineries) and large domestic and foreign investors. The proposals put forward in this paper should seek out this direction of development.

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