VOJVODINA BREAD, PASTRY AND CAKE OFFER AMONGS THE SPECIFIC TYPES OF RESTAURANTS, INNS AND FARMS

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SUMMARY

Bakery and pastry products represent an important part of the total tourism and gastronomic offer of the country, region, city and the individual facilities. Due to a high quality offer, the satisfied tourists have the long and nice memories of the flavour from the countries they have visited. Moreover, they share experiences amongst their friends, wishing to repeat the visit sometimes. Vojvodina regional kitchen could be described by an authentic bakery-pastry products such as strudel, pumpkin pastry, pastry rolls with fat and other specialties which have been preserved by many generations.

Vojvodina is one of the most interesting and hospitable places in Serbia, in regards to the agricultural diversity. Also, it is the multicultural area populated with many different nationalities. Any of them possess their own culture and tradition, contributing to the colourful picture of this place. This paper provides an analysis of the Vojvodina bread, pastry and cake offer in 10 specific restaurants, namely, fish restaurants and farm type objects. The main objective is to highlight the importance of Vojvodina bread, pastry and cake offer in inns and farms, throughout theoretical and practical analysis.

Keywords: bread, pastry, cake, Vojvodina, restaurants

INTRODUCTION

Vojvodina cuisine is different from the other parts of Serbia, due to medieval influence. It was formed as the result of complex circumstances of living, geographical characteristics: natural conditions and social interactions in this area. In the territory of Vojvodina there are multiple different cuisines, thus, the big variety of products could be found (Ivkov-Cigurski and Blešić, 2009). Food and dish preparation in Vojvodina, was massively influenced by the arrival of Germans, since they brought dishes, customs, winter food preparation, wines, fruit
and grape planting. Therefore, Vojvodina citizens adapted lots of dishes and methods of the food preparation. Likewise, in Vojvodina an abundance culinary skills and mutual influence of Hungarian, Romanian and Slovakian cuisine is present, and lots of dishes are derived from other cuisines from the neighbours (Ivkov-Cigurski and Blešić, 2009; Kalenjuk et al., 2011).

Vojvodina cuisine originates from the period of Turkish expatriation in Europe from medieval time, and the large migrations of various nations of different ethnical origin, i.e. during the liberation wars against Ottoman Empire, starting from the occupation of Wien, until the liberation of Belgrade.

Vojvodina is traditionally an important food manufacturing area in Serbia and the whole region (Tesanović et al., 2013), considering geographical position, ground, climate, and cultural heritage. Thus, the large number of well-known, authentic dishes, food and beverage products which are manufactured in the industry, are served in hospitality objects as well as citizen food and for export.

In many countries in the world food industry also plays an important role in tourism, since degustations are organized and the dishes are put in menus and food cards of hospitality objects. Moreover, domestic regional dishes are particularly marked, their origin is protected, and museums which affirm gastronomic, cultural heritage are created. Also, tourist cooking schools and gastronomic manifestations are organized which gather millions of people and take serious actions which affirm their food and beverage, by developing gastronomic tourism (Kalenjuk et al., 2012b).

Farms and river inns are an authentic gastronomy tourist objects which are placed in rural areas and households, and are now part of the growing trend in Vojvodina. The owners of farms invest their funds in order to evoke former appearance and ambient. Thus, farms are close to become the tourist attraction and place which should be visited if you are the tourist.

Certainly, it is not the case every time. There are lots of old authentic farms, whose owners, during the transition period because of the money deficiency, did not have the possibility to show their tourist potential (http://www.salas.org.rs/).

Inn (csarda) is the restaurant with the folklore ambiance. Previously, river inns were bars placed out of the village, intended to be visited by the passengers. During the 19th century, it was the place where the Hungarian haiduks (robbers) stopped by. Nowadays, some of them, jealously keep gastronomy secrets, by providing the guests not just with good food and beverages, but also the romance of the past days.

Word Csarda (River inn) originates from Persian language and literary refers to eaves placed at four pillars. River inns were placed, from medieval times, across the roads and by the rivers, and were the perfect shelters for vacation and rest. Inns across the roads have lost their earlier importance, because of the travelling speed. However, the inns at the river became even more attractive, like the onese at the Danube. It is also worth mentioning that the word csarda is used only in Hungarian and Serbian language (Gergely, 2010).
The subject of this paper is a representation and offer of Vojvodina types of bread, pastry and cakes in authentic restaurants such as inns and farms. The significance of these products in traditional offer of ethnic restaurants will be distinguished throughout this work.

The aim of this paper is to point out the significance of Vojvodina bread, pastry and cake offer in inns and farms through the theoretical and practical analysis. The goal of this work is to show the current offer of Vojvodina bread, pastry and cakes, and to think of the method for the improvement of offer in inns and farms, and also to determine the most frequent dish presented in ethnic food restaurants.

MATERIALS AND METHODS
This research included 10 river inns and farms, which belong to the territory of Vojvodina. Their menus were used for the purpose of this paper, so it could be seen which bread, pastry or sweets they offer to their visitors.

The content and modus of the research were determined by the application of appropriate methods. Results of research were obtained through the:

- application of professional domestic and foreign literature sources;
- market research and the data collecting;
- statistical analysis of the collected data and their visual presentation.

Methods of work were the cabinet and field research. Furthermore, the comparative method was used for the comparison of data of the restaurants’ offer, followed by the statistical and graphical method by the help of which certain facts throughout figures could be shown, which was also used as the method of criticism while making certain conclusions.

RESULTS AND DISCUSSION
The analysis of Vojvodina cakes, pastry and bread refers to the complete analysis of the inns’ and farms’ offer considering traditional products. The comparison was conducted between every single object in order to determine the most frequent dish, found in inns and farms.

Frequency of Vojvodina bread, pastry and cake presence in inns and farm menus are shown in Figure 1.
By analyzing this offer (Figure 1), it was concluded that strudel with poppy seed has been dominating in menus (23%), in comparison to other dishes. The second most frequent dish was fried pastry with plums (13%). Slightly lower percentage had strudel with walnuts (11%). The less frequent represented dishes were shell shaped pastry, Schnee-nokle, Schupfnudel, macaroni pastry, corn bread and artisan bread (6%).

Figure 1 Frequency of Vojvodina bread, pastry and cake presence in inns and farm menus

Figure 2 Distribution of some authentic Vojvodina food products in farms and inns
By observing the partial distribution of dishes in farms/inns (Figure 2), it could be seen that the strudel with poppy seed can be found in seven restaurants, out of which four of them belong to the type of farms, and three to the type of inn. The fried pastry with plums were spotted in four specific restaurants. They could be found in the offer of three farms and one inn. Strudel with walnuts can be found in three of the ten objects in which this survey was conducted. Considering the type of restaurant, strudel with walnuts is offered in two farms and one inn. Puff pastry with fat is placed inside the offer of three restaurants, and they all belong to the type of farm. Other Vojvodina cakes, pastries and breads are present in two of the ten examined objects. Rounded artisan bread and macaroni pastry are in the offer of two inns, while artisan bread, corn bread, Schupfnudel and Schnee-nokle are in the offer of two farms. Schell shaped pastries are also present in the offer of only two restaurants; one of them belonging to the inn and the other to the farm.

CONCLUSIONS

By observing results of the conducted research, considering Vojvodina cakes, pastries and bread offer in specific restaurants (farms and inns), it could be concluded that:

- The most common product is the strudel with poppy seed, since it presents 23% of the total supply of Vojvodina pastry products in the examined restaurants;
- Second in the presence frequency is fried pastry with plums. They contribute with 13% of the total products’ offer;
- Strudel with walnuts was present in ethnic restaurants with 11%;
- Shell shaped pastry, Schnee-nokle, Schupfnudel and macaroni pastry are rare to find in ethnic restaurants with a possibility of 6%.

It is obvious that traditional pastry and confectionery offer presented in Serbian ethnic restaurant did not meet author’s expectations. Geographical domestic food products are the base of the tourist gastronomic offer, therefore, should be in focus while planning the menu. The lack of some traditional pastry products in inns/farms should alarm the gastronomic society to provide the proper education and influence the restaurant owners in order to improve a total gastronomic offer of the country.

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