

**3rd
International
Scientific
Conference**

**31 May - 2 June, 2018
Vrnjačka Banja, Serbia**

2018

**TOURISM
IN FUNCTION OF DEVELOPMENT
OF THE REPUBLIC OF SERBIA**

Tourism in the Era of Digital Transformation



**THEMATIC
PROCEEDINGS**

I



**UNIVERSITY OF KRAGUJEVAC
FACULTY OF HOTEL MANAGEMENT
AND TOURISM IN VRNJAČKA BANJA**



CONTEMPORARY TECHNOLOGIES IN SERVICE OF GASTRONOMY

Smiljka Isaković¹; Darko Dragičević²;

Abstract

Mass media play an important role in human social life. The messages / advertisements make a strong impression on consumers interested in gastronomy, and television still represents the most powerful media. As an interdisciplinary science, gastronomy is connected with all spheres of life. In the last twenty years cooking has become an interesting topic to watch. Today we witness a large number of shows dedicated to cooking and gastronomy in general. Cable TV operators compete in offering cooking shows to gourmards, and special TV channels are created for broadcasting only gastronomy shows. In this paper we will deal with the connection between television and gastronomy – whether cooking recipes from famous cooking shows can be applied in practice, in which way TV shows about cooking influence the development of gastronomy and whether watching shows about cooking can develop love and desire for being a cook as a profession.

Key Words: *television, gastronomy, gastro brand, consumer*

JEL classification: *Z310, Z320, Z380*

Introduction

Mass media play a very important role in human social life. The influence of mass media on a modern man is enormous. On a daily basis, through different forms of communication, a person receives huge amounts of information from different spheres of social life. The role of media is to expand our knowledge, entertain us, inform us and bring various events closer to us (Stanković & Perišić, 2010). Everything that a person writes,

¹ Smiljka Isaković, PhD, Associate Professor, PhD, University of Kragujevac, Faculty of Hotel Management and Tourism in Vrnjačka Banja, smiljkais@gmail.com

² Darko Dragičević, M.Sc., Doctoral studies student of Tourism Management, University of Kragujevac, Faculty of Hotel Management and Tourism in Vrnjačka Banja, darinho007@hotmail.com

says and makes cannot be contained within a single place, but the information is spread further by media (Đorđević & Pešić, 2004). A modern person and the media in the age of digital technologies have become interdependent and necessary to each other.

Historically speaking, the division of media can be seen through several epochs, which are: oral, written, print, electronic and digital (Cambell et al., 2014). Before the first editions of printed media, the form of media presentation was a spoken word, which travelled from the speaker to the listener. Written media have been present since the beginning of the earliest civilizations. The first printed medium was the book, then there were newspapers and magazines. At the beginning of the 19th century, with the introduction of photography, printed media assumed a new dimension in business operations, when texts started to be accompanied by authentic photographs. With the introduction of radio at the beginning of the 20th century and with the invention of television, the era of electronic media of mass communication began and continued with the epoch of the Internet and social networks (Isaković,2016).

Everything we are surrounded with, even media, has positive and negative effects on life (Knežević, 2016). Text, sound and movement have been integrated into a unique intermedial virtual space, a "cloud" of a comprehensive and ever-present global Internet network. The media, as extensions of our senses, radically transform our environment and us, influencing everything we do (Isaković, 2014). Among the positive effects of media, we distinguish the expansion of knowledge and education, developing imagination and creativity, whereas negative effects include examples showing the decline of moral values and alienation from the society (Stanković & Perišić, 2010).

Media messages through advertisements make a strong impression on the gastronomy consumer, and television still represents the most powerful medium for transmission of messages. Thanks to media, many famous gastronomic brands have become popular worldwide, and consumers can enjoy their magical tastes anywhere. Innovation and creations of gastronomy masters can be seen in any part of the world with one click of a button. Chefs are becoming brand persons and recognizable faces of TV shows.

The emphasis in this work is placed on television and gastronomy. The subject of the research are gastronomic potentials of Serbia presented in

TV shows about cooking. The aim of the paper is to research the influence of television on the development of gastronomy and to see whether what is presented to a wide audience in culinary shows can be applied in everyday life. It is expected that the obtained results will be understood by local and national institutions, in order to improve the development of gastronomic brands and improve education of gastronomic staff.

Television as an important factor of the development of gastronomy

As an interdisciplinary science, gastronomy is connected with all spheres of life, therefore with television as well. Communicologists agree that television is a medium with the largest auditorium and thus plays an important role in forming the social life and habits of individuals (Mek Kvin, 2000). The Internet with its various contents is the main competitor against television in taking over the media space (Car, 2010). The research conducted by the Statistical Office of the Republic of Serbia for 2017 shows us the percentage of the home television presence in Serbia. The result of the research shows that 99.6% homes own a TV, which is a high percentage. Compared to the research of 2016, it is 1.8% more, and compared with 2015, the increase is somewhat smaller and amounts to 0.3%. The same research includes the presence of cable TV. The result of the research shows that cable TV was present in 58.4% households in 2017. In comparison with the research of 2016, it is 1.1% more, and compared to 2015, the percentage growth is somewhat higher and amounts to 4.8%. In 2017, the average television viewing time in Serbia was 313 minutes a day, which is slightly more than 5 hours a day per person. Compared to 2016, it is four minutes less (RTS, 2018). Viewers older than 60 spend the largest number of minutes in front of the TV, 462 minutes a day, while, on the other hand, the young between 15 and 29 years of age spend the least time in front of the TV. They spend 155 minutes a day watching television (RTS, 2018).

In the last twenty years, cooking shows have become interesting to watch (Janjetović, 2013). Cooking has become a popular conversation topic. Through cooking shows, we are getting acquainted with eating habits and customs of different nations. Today we witness an increasing number of TV shows dedicated to cooking and gastronomy in general. Cable operators compete in the best culinary show for passionate gourmards, thus we have TV channels that broadcast only gastronomy contents. Cooking shows are among the most viewed shows in entertainment and

information programmes of national and cable televisions. We will mention here only the most viewed shows such as 'Gastronomad' and 'Kitchen of My Region' on the RTS, then 'The First Chef of Serbia' on the Pink TV, and the shows called 'Hell's Kitchen', 'My Mom Cooks Better than Yours' and 'Come to Dinner' on the Prva TV. In addition to the above-quoted cooking shows which are shown on national televisions, cable television shows are also viewed a lot (RTS, 2018).

Mostly viewed cable culinary televisions are the 24 Kitchen and Kitchen TV. The 24 Kitchen television shows which are mostly viewed are 'Jamie at Home', 'Donna Hay – Simple and Perfect', 'Secret Meat Business', 'Rudolph's Bakery' and 'Market Flavours'. The Kitchen TV shows that have gained great popularity and rating are 'Neša Travka', 'Tito's Kitchen', 'Bread and Tulips', 'Handsome Brka', 'Stevo Karapandža' and 'Traditional Flavours' (RTS, 2018). When it comes to food and cooking, there is no one who is not interested. Everybody cooks. Participants of culinary shows are of different professions, so we meet famous actors, athletes, politicians, TV presenters and ordinary people who cook out of love. Some of them are talented for this kind of profession and they show their gastronomic creations publicly in TV shows, whereas others do it out of curiosity and desire to learn something new, and also to draw attention to themselves. Besides the mentioned participants of culinary shows, professional chefs are in charge and help guests to make a quality gastronomic product by providing advice and guidelines. The dishes which are made in studio kitchens have found a way to our homes and are prepared in everyday life. Television has enabled presentation of traditional dishes of both our and world gastronomies, then modern trends in gastronomy, but also a connection of the modern and the traditional. Thanks to everything that has been shown in TV shows related to gastronomy, being a chef is among the most wanted professions in this country, and professionals who leave the country spread fame and flavours of our gastronomy to other civilizations. The production of gastronomy shows is not cheap, because substantial funds are needed for a studio kitchen, inventory, cooking ingredients and high-quality work equipment. Therefore television and production companies are forced to enter into sponsorship agreements with different trade companies. Mostly, there is one big sponsor and a number of smaller ones who present their products and who acquaint a large number of viewers with their product range. In addition to large trade companies, producers and importers of kitchen equipment, producers of dishes, wine, food, detergents and many others that are related to gastronomy and have benefits from advertizing

are presented. Cooking ingredients that are used to prepare gastronomic delicacies are high-quality/famous national and international brands. Of course, when we put together high-quality ingredients, top masters of gastronomy and high-quality production, the result is an excellent gastronomy show which inspires us to discover gastronomic potentials of our beautiful country and thus participate in its promotion.

Gastronomy as an ambassador of tourism

The image of a nation can be acquired through its gastronomy as well. Every nation, class, caste, even a smaller social group, every epoch, culture and civilization had their own nutrition and gastronomy according to their liking, taste, and very often their need as well. Since its beginning up to now, gastronomy as an interdisciplinary science deals with production, safekeeping, serving, decoration and presentation of gastronomic products in a traditional or a modern way. As part of gastronomy in general, national gastronomy represents a mirror of the material culture of a nation which developed on a certain territory, and the term refers to a collection of all qualities related to nutrition, culture of nutrition, the way of preparing food, all conditioned by the ethnic identity of the nation (Vukić, 2015). The development of gastronomy was strongly influenced by migrations of plants, animals and people. When studying the Apicius's cookbook "De coquinaria", written in 27 BC, the first book about cooking, we can primarily see a large number of seasonings and vegetables brought from the East (Hiršfelder, 2006). Different mixings and foreign influences have not missed any cuisine, ours included. Through our nation's turbulent history, influences of Greek, Bulgarian, Turkish and Austro-Hungarian gastronomic cultures and tradition have remained (Aleksić & Conić, 2017). In this way, we have become richer with new tastes. The basic task of gastronomy is satisfying nutritional needs of the inhabitants and tourists. The development of modern kitchen equipment and the development of gastronomy have influenced the quality of our food. Global modernization of traffic and trade has contributed to a fast transport of goods. Foodstuff that used to travel for months, from one part of the globe to the other, nowadays arrives in a day. It is enough only to access the Internet and fill in the order form. By processing local and global foodstuff with proper technological and thermal processing, quality gastronomic products are made, which are assessed in the gastronomic market by *Mister Consumer* (Kovačević, 2003).

The consumer we mention is a potential tourist, willing to spend money in search of new and unfamiliar tastes. Until recently food was only a part of a tourist arrangement offered by a hotel facility, and now it is an inspiration for visiting tourist destinations. In his paper, Skeledžija (2015) confirms the view of Hu and Ritchie, and after that Rimmington and Yüskel as well "that food is the fourth factor which contributes to the overall pleasure of a tourist after weather, accommodation and ambience"(p.53). Tourism offers new possibilities for enjoying and consuming food. This form of tourism is defined as gastronomic tourism, based on the gastronomic offer and it should be observed as part of the cultural tourism. According to Rabotić (Rabotić, 2003), gastronomic tourism is a recent development, although travellers tasted local food in places they visited in the past. He states that the combination of travelling, food and wine gained popularity at the beginning of the 19th century when the first restaurants were opened. It is of great importance for gastronomic tourism that there is a diverse offer of local, as well as regional and national foodstuff, dishes and drinks, whose authenticity will attract tourists to visit the destination (Cvijanović & Ružić, 2017). Television, as an influential medium, should be used for presentations of gastronomic potentials of destinations.

Traditional destinations of gastronomic tourism in Europe are Italy and France, whose gastronomies have become globally popular. We shall specially highlight the Italian gastronomy specialties. Many dishes have been made in the same way for centuries, and Italy has a special tradition of producing cheese and prosciutto, which it is also famous for around the world. It is enough just to mention Parmigiano-Reggiano, Mozzarella, Gorgonzola, Prosciutto di Parma and numerous types of pasta. Tastes of these products are widely famous and popular. Familiar dishes such as Pizza, Spaghetti Bolognese, Tiramisu and many other dishes have been taken over by gastronomies of other countries. The center of gastronomy is the Emilia Romagna region and the town of Parma, which was declared as one of 47 creative cities in the world in the field of gastronomy, in November 2015 by the UNESCO (UNESCO, 2018). France is one of the most visited tourist destinations in the world, thanks to its natural wealth and cultural heritage. As a cradle of gastronomy, it greatly contributes to the development of gastronomic tourism. France is a leading country in wine and cheese production and regional production is emphasized. The main characteristic of French gastronomy is that its regions have created their own cooking styles. With an obligatory use of local ingredients, top specialties such as the French onion soup, Ratatouille, Quiche Lorraine,

Bouillabaisse, French baguette and many others that have found their way to gastronomies of other nations were created. Apart from the mentioned specialties, we must mention Champagne, French cognac, Bordeaux wines, cheese such as Roquefort, Camembert and many more. According to Gije (2002), the French dream about gastronomy as much as they live with it. As a recognition for the years' long work on preservation and improvement of gastronomy, the UNESCO protected French gastronomy in 2010 and enlisted it as part of the intangible cultural heritage, under the name 'The gastronomic meal of the French' (UNESCO, 2018). In addition to these two mentioned gastronomies, it is also important to mention exotic gastronomies of India, China, Japan, Thailand and Mexico whose cuisine was also listed as a UNESCO intangible cultural heritage in 2010. Serbia covers a small area, but it is rich in gastronomic flavours and tradition. The wealth of Serbian cuisine originates in its geographical, national and cultural diversity, a result of mixing of different nations throughout centuries (Aleksić & Conić, 2017:602). Gastronomic tourism in Serbia has been developing in recent years. There are more and more foreign tourists visiting this country. According to the data of the Statistical Office of the Republic of Serbia, there were 281,610 tourist arrivals in accommodation facilities in Serbia in October 2017, which is by 14.9% more in comparison with the same period in 2016. The number of arrivals of foreign tourists compared to October 2016 is larger by 19.7% (The Statistical Office of the Republic of Serbia, 2017). As Tanjug reports (2018) in the daily newspaper Blic, according to the published data of the Business Registers Agency, there are 1910 registered companies in Serbia and 18,934 entrepreneurs whose business activity includes restaurants and bars.

One of the priorities of a tourist offer should be the national cuisine as an integral part of Serbian culture (Zagorac, 2010). Tourists should not be offered what they have at home, but autochthonous Serbian products and recognizable hospitality. When we move from the north towards the south of Serbia we encounter gastronomic potentials which need to be presented. Vojvodina with its farms is a real tourist attraction where tastes of Hungarian, German, Serbian, Slovakian and Austrian gastronomies are combined. The Central and Western Serbia abound in high-quality meat, milk, fruit, vegetables and their products. Fruit brandies are recognizable products of these parts of Serbia. As an ecologically intact region, eastern Serbia offers high-quality wines that are best presented in traditional wine cellars – "pimnicas". Southern Serbia is famous for its temperament and rich flavours; it abounds in vegetable products such as ajvar and pickled

vegetables and it offers us all charms of the widely known barbecue, which is affectionately called 'skara' by the locals (Jovanov, 2014). Everything that a foreign gastronomic tourist does not have at home is an opportunity and a potential for the development of gastronomic tourism in Serbia.

Gastronomic brand as a recognizable segment of tourist offer

Based on the food, we can see a person's social life. The gastronomic heritage provides a complete image of the identity of a nation or a region. The creation of a national brand is an important factor in the presentation of a country. According to (Aleksić & Conić, 2017), "Food and drink are not only gastronomic products but also brands of a place and should be emphasized by means of marketing" (p.591). The gastronomic offer has an important role in promoting hospitality facilities, but it also has an indirect impact on the image of the tourist destination (Dragičević et al., 2014). The creation of an image of a place that tourists will remember and recognize in comparison with another is branding a destination. The local gastronomy is an important segment of branding a destination (Okumus et al., 2013).

What we can brand and present to potential gastronomic tourists, in order to gain their attention to visit our country is a question that needs to be answered. A good example of this can be seen in Italy, a country which has used all of its cultural, archeological, sports, and gastronomic potentials to attract tourists to visit it. In the territory of the town of Parma, there are a number of museums devoted to traditional products of the Italian gastronomy of the region, created to explain history, production methods, characteristics and flavours of these products, like "*Il Museo del Parmigiano-Reggiano*", "*Il Museo del Prosciutto e dei salumi parmigiani*", "*Il Museo del Salame*" or "*Il Museo del Pomodoro*". A good example of gastronomic tourism is also a visit to a beer festival called the October Fest, which has been held yearly in Munich since the 12th October 1810. During these 16 days of festivities, this greatest beer festival is visited by about 6 million people. When we compare this country with other countries, we can boast that we also have a rich offer of gastronomic manifestations that can be visited by gastronomic tourists who can taste masterpieces of both local and world-famous gastronomes. We primarily highlight a gastronomic manifestation called Leskovac Grill Festival, traditionally held towards the end of August and the beginning of September. In the seven days of the festival, 500,000 visitors from the

country and abroad gather here. The first Grill Festival was held in 1990 and since then it has grown into the largest gastronomic manifestation in the Balkans. It has become a brand of Southern Serbia. We can see how popular the manifestation is by the fact that it has found its place in many leading world media. (Turistička organizacija Leskovac, 2018). Apart from the aforementioned Leskovac Grill Festival, significant gastronomic manifestations in Serbia include Prosciutto Festival in Mackat village in Zlatibor, the Pirot Flattened Sausages Expo, the Bacon Festival in Kacarevo, the Cabbage Festival in Mrcajevci, the Belmuz Festival in Svrlijig and many others of about 150 (Stalna konferencija gradova i opština, 2018). All these gastronomic manifestations have the potential for the development of gastronomic tourism in Serbia with the aim of increasing the number of foreign and national tourist visits and presenting the country as a gastro destination of healthy food.

Consumer as a mobile advertisement

In the food supply chain in modern business conditions, a consumer represents the main factor in determining a gastronomic offer of a hospitality facility. The process of production of a gastronomic product primarily begins with wishes and needs of a consumer (guest). Each consumer has different desires, habits and demands. Therefore, we must carefully approach their needs. We may have dozens of dishes in the menu and advertize our facility in the media, however, in vain if the quality does not come first. A good TV commercial is not worth anything if a guest is not satisfied. Guests (consumer) must feel that they are important and they must feel that they have received attention and honour. The information they receive from the media or directly from the staff has to be honest and unambiguous in order that the consumer should be able to make the right choice when choosing a gastronomic product or a destination. According to Mandarić (2016) "Customers' satisfaction with products and services affects loyalty and contributes to better financial results of a company" (p.55). Profit that a culinary product brings is a key element upon which each manufacturer determines the value of their own products, and makes the final decision about its destiny (Vuksanović et al., 2014). Only a satisfied buyer is the best seller and the best advertisement for promoting a gastronomic destination and a gastronomic product. Today the future belongs to consumers and their needs and wishes that we must constantly be updated with, and our offer and quality must be improved and brought to a higher level.

Methodology

With the aim of researching the influence of television on the development of Serbian gastronomy, a survey, which was done in two directions, was conducted. The first group includes 100 respondents, who study to become cooks, culinary technicians and pastry cooks. Processing of the data received from the first group of respondents produced the following results. Out of 100 respondents, 71% were male, and 29% female. All respondents completed the primary school education and they are all secondary school students.

Table 1: *Sociodemographic characteristics of the first group of respondents*

Gender: Male: 71% Female: 29%	Occupation: Student 100%
Age: ≤20 100%	Place of residence: Belgrade 95% Kragujevac 1% Lazarevac 1% Mladenovac 1% Stara Pazova 1% Nova Pazova 1%
Education level: Primary school 100%	
Secondary school 0%	
Higher education 0%	
Master / Magister 0%	

Source: *Authors*

The second group includes 50 respondents, most of whom live in Belgrade. They are all employed. The largest number of respondents were women 31 to 40 years of age. Also, the largest number of respondents graduated from higher education institutions.

Table 2: *Sociodemographic characteristics of the second group of respondents*

Gender: Male: 24% Female:76%		Occupation: Employed 100%
Age:	Place of residence: Beograd 96% Obrenovac 2% Novi Sad 2%	Education level:
≤20 0%		No education 0%
21-30 2%		Primary school 0%
31-40 42%		Secondary school 22%
41-50 34%		Higher education 42%
51-60 20%		Master / Magister 36%
≥61 2%		PhD 0%

Source: *Authors*

The questionnaires for both groups of respondents contained questions which referred to watching TV programmes. The questions for the first group of respondents referred to the motive for enrolling school, whereas questions for the second group were related to watching TV and practical application of the contents of culinary shows. The result of the research of the former group of respondents, which consisted of students, will be presented first, and the results of the latter group, which consisted of employed adults, will follow.

Paper results and discussion

One of the aims of the research was to determine the motive for enrolling a school for cooks / pastry cooks.

Table 3: *Motive for enrolling a school for cooks / pastry cooks*

I like cooking	40%
I wanted to become a cook	21%
An interesting, creative and well paid job	18%
Love for food	13%
Family tradition	7%
I liked the school	1%

Source: *Authors*

The attitude of the majority of respondents is that they watch TV and most of them stated that they watch television for two hours every day. 11% respondents stated that they do not watch TV. When we look at the results of TV ratings, we come to a conclusion that population up to 20 years of age spends little time watching TV.

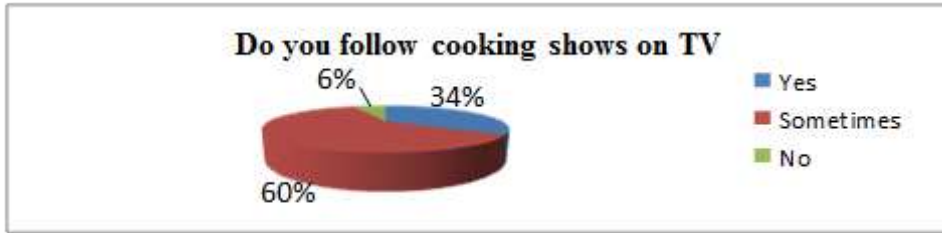
Table 4: *Number of hours of watching television every day*

Up to 1 hour	22%	Up to 6 hours	3%
Up to 2 hours	29%	Up to 10 hours	1%
Up to 3 hours	21%	Up to 12 hours	1%
Up to 4 hours	7%	Almost all day long	2%
Up to 5 hours	3%	I do not watch TV	11%

Source: *Authors*

The prevailing response of 60% of respondents is that they sometimes watch cooking shows on TV, whereas only 6% stated that they do not watch this type of shows.

Graph 1: *Watching TV shows about cooking by students*



Source: *Authors*

Gastronomic shows on the 24 Kitchen TV channel made the greatest impression on viewers with 18.49%, whereas shows “Lonci i poklopci”, then “No Reservations” and the series “Kitchen” made the smallest impression on viewers, with 0.84%.

Table 5: *Gastronomic TV shows with the greatest impression on viewers-students*

Show on 24 Kitchen	18,49%	Moja mama kuva bolje od tvoje	2,52%
Rudolph's Bakery	13,44%	Dođi na večeru	1,68%
Paklena kuhinja	12,60%	Cake Boss	1,68%
Gastromonad	10,08%	Lonci i poklopci	0,84%
Jamie Oliver shows	10,01%	No Reservations	0,84%
Prvi kuvar Srbije	5,88%	series 'Kitchen'	0,84%
Gordon Ramsay shows	5,04%	All of them make an impression	4,2%
None of the shows	11,77%		

Source: *Authors*

The research revealed that the favourite TV chef is Gordon Ramsay, whereas 30.70% respondents answered that they do not have a favourite TV chef. Saša Mišić is their favourite Serbian chef.

Table 6: *Favourite TV chefs*

Gordon Ramsay	27.19%	Andrew Zimmern	0.88%
Jamie Oliver	16.66%	Marco Pierre White	0.88%
Rudolf Van Veen	10.53%	Heston Blumenthal	0.88%
Saša Mišić	7.02%	I do not have a favourite TV chef	30.70%
Nenad Gladić "Lepi Brka"	5.26%		

Source: *Authors*

A high percentage of respondents said that they did not have negative comments about culinary shows, whereas too many commercials were said to be the negative aspect.

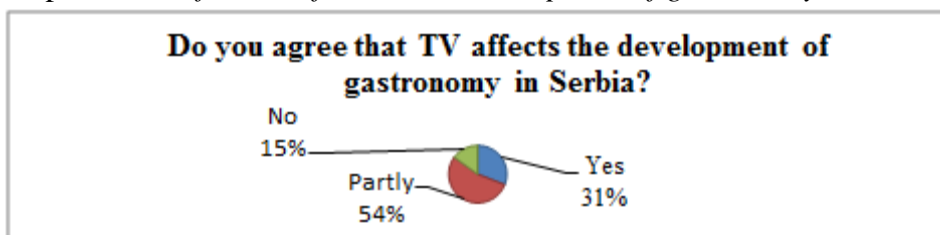
Table 7: *Negative aspects in culinary shows according to the opinion of students*

Too many commercials and a lot of talking in the show	12%
Some ingredients are not available in the Serbian market	9%
The shows create an unreal image about the work and life of chefs	9%
The chefs do not wear uniforms, they are not shaved, they wear jewellery	8%
Irrelevant topics that make the show boring	5%
Expensive dishes (prepared with expensive ingredients)	4%
Some shows do not have normatives or they are incorrect	2%
There are not any negative aspects	51%

Source: *Authors*

Most respondents in the survey think that TV has a partial influence on the development of gastronomy in Serbia, whereas 31% of respondents think that TV influences the development of gastronomy in Serbia.

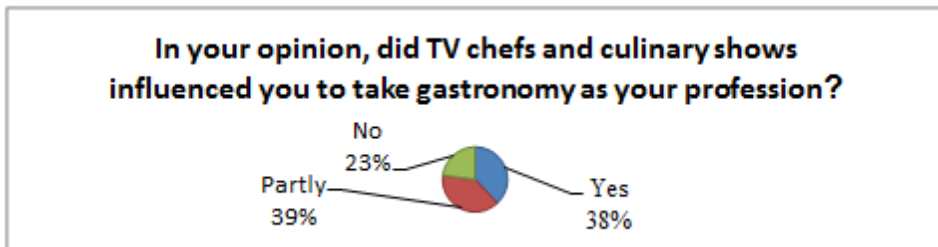
Graph 2: *The influence of TV on the development of gastronomy in Serbia*



Source: *Authors*

Also, most respondents in the survey think that TV chefs and culinary shows have partly influenced them to start practicing gastronomy, and only one percent less said that they have been influenced by the shows.

Graph 3: *The influence of TV chefs and culinary shows on practicing gastronomy*



Source: *Authors*

Processing of the data received from the other group of respondents revealed the following results. The attitude of 90% of respondents was that they watched television and most of the respondents said that they watched TV three hours a day.

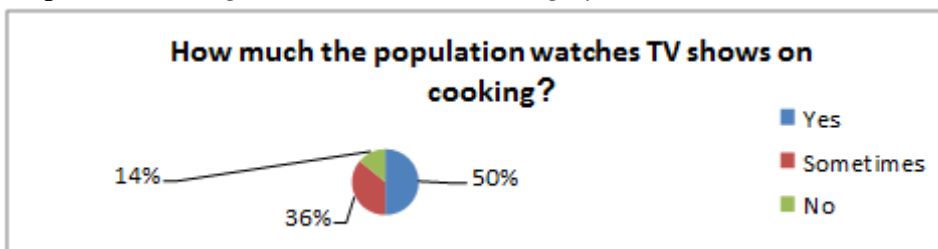
Table 8: *Number of hours of watching television a day by adults*

Up to 1 hour	22%	Up to 5 hours	2%
Up to 2 hours	26%	Up to 6 hours	6%
Up to 3 hours	30%	I do not watch TV	10%
Up to 4 hours	4%		

Source: *Authors*

The prevailing opinion of 50% of respondents is that they sometimes watch culinary shows on television, whereas only 14% of respondents say that they do not watch this type of shows.

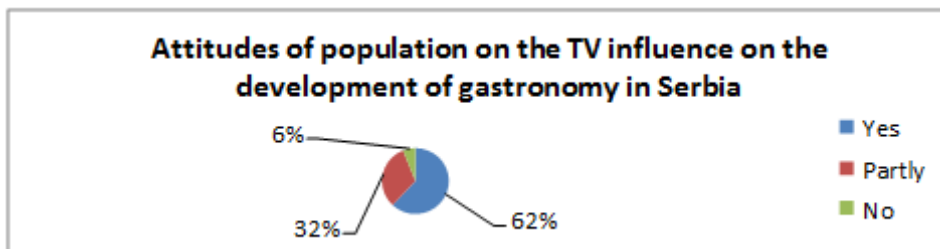
Graph 4: *Watching TV shows about cooking by adults*



Source: *Authors*

The majority of respondents in the survey think that TV affects the development of gastronomy in Serbia, whereas only 6% think that TV does not affect the development of gastronomy in Serbia.

Graph 5: Attitudes of adults about the TV influence on the development of gastronomy in Serbia



Source: Authors

Gastronomic shows on the 24 Kitchen TV channel made the greatest impression on viewers with 18.49%, whereas the shows such as “Lonci i poklopci”, “No Reservations” and the series “Kitchen” made the smallest impression on viewers with 0.84%.

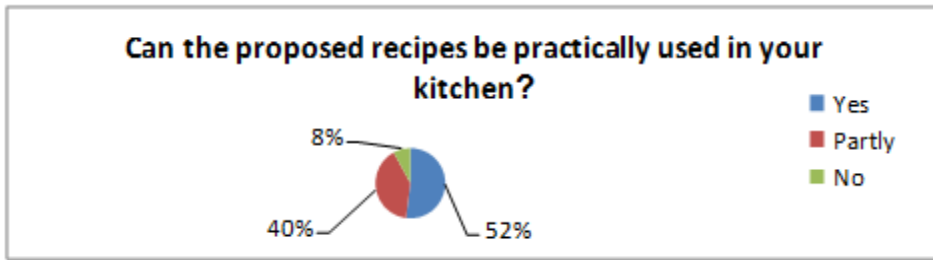
Table 9: Gastronomic TV shows with the greatest impression on adult population

Gastronomad-Lepi Brka	21,12%	Cake Boss show	1,41%
24 Kitchen TV show	14,08%	Šefice	1,41%
Jamie Oliver shows	7,04%	Kuhinjica	1,41%
Rudolph's Bakery	5,63%	Lonci i poklopci	1,41%
Paklena kuhinja	5,63%	Kitchen TV shows	1,41%
Gordon Ramsay shows	5,63%	Prvi kuvar Srbije	1,41%
Anthony Bourdain shows	4,23%	Prvi poslastičar Srbije	1,41%
Kuvati srcem	2,82%	Male tajne velikih majstora kuhinje	1,41%
Series 'Kitchen'	2,82%	I do not have a favourite show	19,72%

Source: Authors

Most respondents agree that recipes and dishes from TV cooking shows can be prepared in practice, whereas only 8% of respondents claim otherwise.

Graph 6: *Practical preparation of recipes from TV cooking shows*



Source: *Authors*

The prevailing opinion of 66% of respondents is that there are no negative aspects of TV cooking shows, and 13% of respondents said that the biggest negative aspect is that the dishes prepared in TV shows are expensive.

Table 10: *Negative aspects of TV cooking shows according to the opinion of adult population*

There are no negative aspects	66%
Expensive dishes (prepared with expensive ingredients)	13%
Hiring amateurs who do not cook well	6%
Recipes which are too demanding for preparation	5%
Too many commercials in the shows	4%
Some ingredients are not available in the Serbian market	4%
The list of ingredients is displayed for too short a time	2%

Source: *Authors*

Conclusion

Recent research shows that mass media play a very important role in human social life - they inform us, entertain us, expand our knowledge and bring different events closer to us. Television still represents the most powerful medium in data transmission, while the Internet takes more and more of it away from the TV. By using media presentations many a gastronomic brand has become popular worldwide. In the last twenty years, cooking shows have attracted more and more viewers. Innovations and creations of masters of gastronomy have been presented in national and international gastronomic shows. Recipes presented in the shows have found their way to kitchens of national and international gourmants. Chefs are becoming brand celebrities and recognizable faces of TV shows. Many favourite TV chefs, in addition to their love for food and

their occupation, as well as family tradition, have become role models and inspiration for young generations to practice cooking and gastronomy. Through cooking shows, television has affected the development of gastronomy in Serbia, thus enabling a presentation of gastronomic potentials of Serbia. The best example for this is the town of Leskovac, as a leading gastronomic destination in Serbia with its recognizable gastronomic manifestation, the 'Leskovac Grill Festival'. Gastronomic tourists receive information through the media about interesting events in gastronomic destinations. Food is the fourth factor that contributes to the overall pleasure of tourists, following the weather, accommodation and the environment. We only have to be good hosts, because a satisfied guest is the best advertisement in promoting gastronomic potentials of Serbia.

References

1. Aleksić, M., Conić, M. (2017). Gastronomy tourism as a competitiveness factor of tourist destinations – model of Leskovac. *The Second International Scientific Conference " Tourism in function of development of the Republic of Serbia*, Vrnjačka Banja, 589-604.
2. Cambell, R., Martin, C. R., Fabos, B. (2014). *Media and Culture: Mass Communication in a Digital age* (9th ed.), Bedford/St. Martin's, Boston•New York.
3. Car, V. (2010). Televizija u novomedijskom okruženju. *Medijske studije*, Vol.1, No. 1-2, 91-103.
4. *Creative Cities Network Parma*, <https://en.unesco.org/creative-cities/parma>, (23 Februar 2018).
5. Cvijanović, D., Ružić, P. (2017). *Ruralni turizam*, Fakultet za hotelijerstvo i turizam u Vrnjačkoj Banji, Vrnjačka Banja.
6. Dragičević, D., Tešanović, D., Portić, M., Vuksanović, N. (2014). The gastronomic structure offer of pork dishes in the restaurant in Belgrade, *Researches review of the Department og Geography, Tourism and Hotel Management*, Vol. 43, No. 2, 200-209.
7. Đorđević, A., Pešić, V. (2004). Uticaj medija na proces donošenja odluke pri kupovini. *Godišnjak za psihologiju*, Vol. 3, No. 3, 127-151.

8. Gije, F., *Francuska gastronomija i lokalni specijaliteti*, <https://rs.ambafrance.org/Francuska-gastronomija-i-lokalni>, (15 Februar 2018).
9. Hiršfelder, G., (2006), *Evropska kultura hrane*, Stylos, Novi Sad.
10. Hu, Y., Ritchie, J. (1993), Measuring destination attractiveness: A contextual approach. *Journal of Travel Research*, Vol. 32, No. 2, 25-34.
11. Isaković, S.(2014). Medijamorfozis muzike – globalni medijski fenomen. *Međunarodni naučni skup "Nauka i globalizacija"*, Istočno Sarajevo-Pale, Vol.8 No.2/1, 615-627.
12. Isaković, S. (2016). *Umetničke prakse u kontekstu kulturnog turizma*, Fakultet za hotelijerstvo i turizam u V.Banji, Vrnjačka Banja.
13. Janjetović, Lj. (2013). Hrana kao medijski spektakl (Ili gde je nestalo Džejmijevo brašno?), *komunikacija i kultura online*, Vol. 4, No. 4, 124-151.
14. Jovanov, M., *Gastronomski vodič kroz gradove i opštine Srbije*, <http://www.skgo.org/publications/details/481>, (15 Februar 2018).
15. Knežević, A., *Uticaoj medija na društvo*, <https://prezi.com/slj5vivw7-t7/uticaoj-medija-na-drustvo/>, (4 Februar 2018).
16. Kovačević, A. (2003). Uloga i značaj gastronomije za razvoj ugostiteljsko-turističke delatnosti. *Turizam*, Vol. 7, 12-13.
17. Mandarić, M. (2016). *Strategijski brend menadžment-Orijentacija na brend kao faktor konkurentskog poslovanja kompanija*, Fakultet za hotelijerstvo i turizam u Vrnjačkoj Banji, Vrnjačka Banja.
18. Mek Kvin, D. (2000). *Televizija*, Clio, Beograd.
19. Okumus, F., Kock, G., Scantlebury, M. M., Okumus, B. (2013). Using local cuisines when promoting small Caribbean island destinations. *Journal of Travel & Tourism Marketing*, Vol. 30, No. 4, 410-429.
20. Rabotić, B. (2003). Gastronomija kao turistička atrakcija. *Međunarodni zbornik naučnih i stručnih radova Hotelska kuća, Zlatibor*, 473-483.
21. Radio-televizija Srbije RTS, (2018). *Gledanost televizijskih programa s nacionalnom pokrivenošću u 2017. godini*, Centar za istraživanje javnog mnjenja, programa i auditorijuma, Beograd.

22. Republički zavod za statistiku. (2017), *Mesečni statistički bilten 10/2017*. Republika Srbija-Republički zavod za statistiku, Beograd.
23. Republički zavod za statistiku. (2017), *Upotreba informaciono-komunikacionih tehnologija u Republici Srbiji, 2017*. Republika Srbija-Republički zavod za statistiku, Beograd.
24. Rimmingtin, M., Yüskel, A. (1998). Tourist Satisfaction and food service experience: Results and implications of an empirical investigation. *Anatolia An International Journal of Tourism and Hospitality Research*, Vol.9, 37-57.
25. Stalna konferencija gradova i opština., *Gastronomске manifestacije u Srbiji*, <http://www.skgo.org/reports/1274/Gastronomске-manifestacije-u-Srbiji>, (15 Februar 2018).
26. Skeledžija, N. (2015). *Gastronomija kao faktor pozicioniranja turističke destinacije Beograda*, Master rad, Univerzitet Singidunum, Departman za posle diplomske studije, Beograd.
27. Stanković, N., Perišić, M., *Uticao medija na djecu*, <http://www.ombudsman.co.me/blog/?p=63&lang=hr>, (12 Februar 2018).
28. Turistička organizacija Leskovac., *Uspešno održana 28. Roštiljijada*, <https://rostitlijada.rs/uspesno-odrzana-28-rostitlijada/>, (15 februar 2018).
29. UNESCO, Intangible cultural heritage., *Gastronomic meal of the French*, <https://ich.unesco.org/en/rl/gastronomic-meal-of-the-french-00437>, (15 Februar 2018).
30. *U Srbiji oko 20.000 restorana i barova*, <https://www.blic.rs/ vesti/ drustvo/u-srbiji-ok-20000-restorana-i-barova/mk605x1>, (15 Februar 2018).
31. Vukić, M. (2015). *Nacionalne gastronomije*, Visoka hotelijerska škola strukovnih studija, Beograd.
32. Vuksanović, N., Dragičević, D., Tešanović, D., Portić, M., Kalenjuk, B. (2014). Profitability of Gastronomic products and the menu in the Hospitality, *3rd international professional conference, Trends & Challenges in Food Technology, Nutrition, Hospitality and Tourism*, Ljubljana, 372-381.
33. Zagorac, D. (2010). *Gastronomska mapa Srbije*, Zavod za proučavanje kulturnog razvitka Republike Srbije, Beograd.