

FOLKLORE MANIFESTATIONS WITHIN THE FRAMEWORK OF CULTURAL TOURISM IN VOJVODINA

Dušica Cvijanović^{1}, Miloš Bajagić¹, Drago Cvijanović¹*

¹Faculty of Hotel Management and Tourism in Vrnjačka Banja, Serbia, e-mail: dusicacvijanovic14@gmail.com,
milosbajagic@dunav.com, dvcmmv@gmail.com



Abstract: Tourist offers play an important role in the society of the modern consumer. Tourism represents the act of traveling for the purpose of recreation, as well as obtaining services to achieve that goal. Tourism is a service industry, which is made up of a number of tangible and intangible elements. A tourist is a person who travels at least eighty kilometers from the place of permanent residence for the purpose of recreation, as defined by the World Tourism Organization (part of the United Nations). Tangible elements include transportation systems - air, rail, road, water and more recently, space; catering services - accommodation, food and drinks, tours, souvenirs, etc. The intangible elements are: rest and relaxation, culture, adventure, new and different experiences. In addition to a greater number of different tourist offers and consumer interests, the development of cultural tourism is increasingly significant. This is due to the fact that today tourists are not satisfied only with a vacation in nature, in the sun, but also with other contents and activities. An increasing number of tourists are interested in tourist manifestations, which show the achievements, beliefs, traditions, and way of life of the ethnically heterogeneous population of the selected destinations. In addition to museums and monuments, there is a growing interest in gastronomic specialties of traditional dishes, music, dance, song. The expansion of cultural exchange at the national and international level through the participation of folklore ensembles at festivals in the country and abroad become the bearers of the tourist offer. The aim of the paper is to show the socio-demographic characteristics of respondents for interest in folklore events that are part of cultural identity and the potential of tradition as a driver of tourist offers. Empirical research was conducted on a sample of 42 respondents in the territory of Vojvodina. The questionnaire consisted of 100 different questions classified into 4 groups. The questionnaire used in this research was based on Delamere's scale (Delamere et al., 2001), which was modified and shortened for the purpose of more efficient interviewing. The presented research results are presented in tabular and graphical form and obtained on the basis of processed data using descriptive, comparative methods. At the end of the research, the conclusion was drawn that the interest of the younger population in visiting folklore festivals and recognizing folk dances is increasing. The interviewees stated that the most important elements for recognizing the elements of folk tradition are songs, dances and costumes. The motive that attracts cultural visitors is the rich - historical heritage of Vojvodina as a destination for folklore festivals. The destination of the folklore festival is important to potential visitors, as is its character. Based on everything, a general conclusion can be drawn that the development of folklore events can significantly improve cultural tourism and support the development of especially rural areas.

Keywords: cultural tourism, folklore festival, Vojvodina.

Field: Social science.

1. INTRODUCTION

Cultural tourism is a part of tourist offers that contributes to the growing development of sustainable tourism because it contributes to the preservation, revitalization and promotion of cultural heritage, and through all this it also provides financial support to the local community (Krivosejev, 2014).

According to Lordache et al. (2008), folklore does not mean art for art's sake, but art for the public, for tourists, for money, and we should not give up. Cultural and folklore manifestations promote and develop cultural tourism in regions rich in traditions and customs, but poor in other natural historical features. In addition to the folklore show, the accompanying program is diverse and rich in artistic, sports, entertainment, and occasionally religious content (Bjeljac, 2006).

The European Association for Tourism, Leisure and Education defines cultural tourism as a need for cultural attractions with a desire for new information and experiences that should satisfy cultural needs (Richards, 1996). A widely accepted definition of cultural tourism is that cultural tourism is tourism directed towards art, cultural heritage (Meethan, 2001).

Promotion through various events and festivals has a great impact on the development of cultural tourism (Raj et al., 2010). The touristic and cultural offer is not only based on tourists coming from another place, but also on the local population, which is often the main visitor and consumer of this offer (Đukić-Dojčinović, 2005). Cultural tourism belongs to the intangible cultural heritage that is a part of a nation, its culture and that originated in the past (Gajić et al., 2021).

*Corresponding author: dusicacvijanovic14@gmail.com



For promotion as a tourist product, various manifestations of folklore are increasingly included, as places where the culture of multi-ethnic destinations is promoted, which again contributes to a greater number of visitors. The promotion of ethnic and ethnological elements of the colorful multi-ethnic environment that exists in Serbia through folk dances - kolo and costumes have become clear identifications of the destination, which are very significant from the aspect of tourism development (Mladenović, 1973). More precisely, there is a growing awareness that regions can build their competitiveness by using their cultural heritage (Boix et al., 2012).

Vojvodina is a specific geographical, historical, social and cultural area which, according to all the above, mostly belongs to the Central European region (Lonić, 2013). Vojvodina is an area of the southwestern Carpathian basin and includes the central part of the Danube river basin, as well as the lower basins of the Tisa, Sava, Begeja and Tamiš rivers. This area has been inhabited by many peoples and various cultures since prehistoric times, and the oldest material evidence of human presence comes from the Paleolithic. During the Neolithic period, several cultures had already differentiated, and in the Bronze Age (especially in the 4th and 3rd millennium BC), the area of Vojvodina became the center of migration of different peoples, and this will remain one of its main characteristics until today. As the northern province of the Republic of Serbia, it covers 21,500 km² and has slightly more than two million inhabitants.

2. MATERIALS AND METHODS

For the work method, a self-filled questionnaire consisting of 15 questions was used. Each question in the questionnaire is offered to be rated on a scale from 1 to 5, with rating 1 representing "unimportant item", rating 2 "little important item", rating 3 "important item", rating 4 "very important item", and grade 5 "the most important item". Completing the questionnaire was voluntary. Questionnaires were distributed via the Internet. A total of 100 questionnaires were distributed, of which 42 questionnaires were filled in correctly. The questionnaire used in this research is based on Delamere's scale, which has been modified and shortened for the purpose of more efficient interviewing.

The questionnaire is divided into 4 parts. The first part collects general information about the respondents. The second part presents the meaning of the respondents on the division of national customs and traditions. The third section refers to the factors that influence the decision of tourists to travel to Serbia and the motivation for travel. The last, fourth part, analyzes the interest of tourists in the folklore festival. The methods that will be used in processing data and presenting the results obtained from the survey are: descriptive, historical, comparative, statistical and graphical.

3. RESULTS AND DISCUSSIONS

The basic method of collecting data for analysis in this work is the survey method. A total of 42 respondents filled out the questionnaire. Data collection was carried out through a questionnaire containing 16 questions within 4 thematic areas.

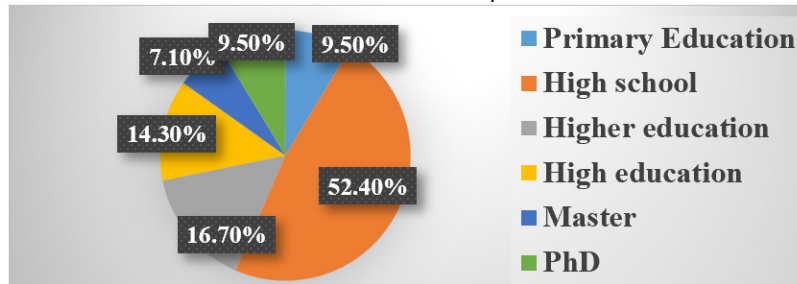
Out of the total number of respondents (42), 18 respondents are male (42.9%), and 24 are female (57.1%). The age structure of the respondents was analyzed through five clearly defined groups, namely:

The first group (less than 20 years old) of respondents participates with 33.3%, i.e. 14 respondents belong to this group. Thus, this group occupies the first position in relation to the percentage participation of other groups. The second, which consists of respondents aged 21 to 30, participates with 31.7% (13) of respondents. The third age group, aged 31 to 40, is made up of 21.4% (3) of respondents. The fourth group of respondents between the ages of 41 and 50 makes up 4.8% (2) of respondents. The fifth group of respondents aged 51 to 60 participates with 9.5% (4) of respondents.

The reason for the relatively weak participation of the population belonging to the fourth and fifth groups should perhaps be sought in the very topic covered by this questionnaire. The conclusion is that the younger population is still more interested in it.

In the continuation of the survey, an overview of the respondents' status, as well as their education, was given. On this occasion, the level of education of the respondents is shown in the following graph in relative values.

Chart 1. Structure of the respondents' education



22 respondents had a secondary education (52.4%). 7 respondents (16.7%) had a higher education. 6 respondents (14.3%) had a higher education, 3 respondents had a master's education (7.1%) and 4 respondents had a doctorate level of education, that is 9.5%.

There were 24 working respondents (57.1%), 11 students (26.2%) and 7 respondents were students. (16.7%).

36 respondents (85.7%) are engaged in folklore dance, music or song, and 6 respondents (14.3%) are not.

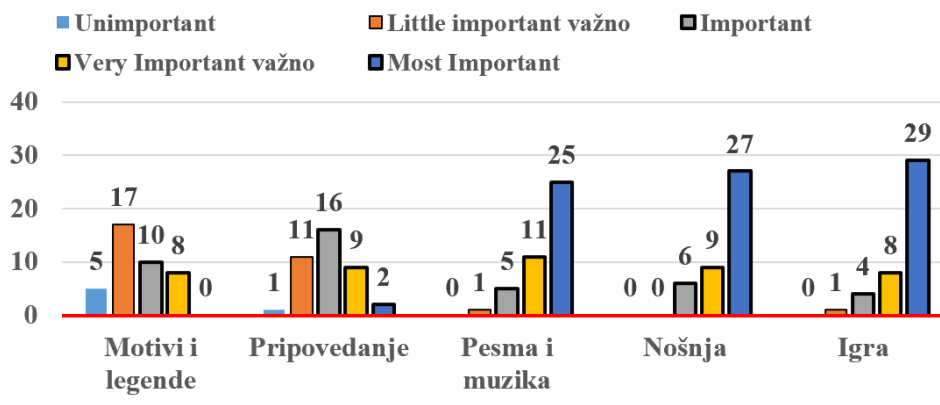
All respondents gave an affirmative answer that folklore is a reflection of national features and traditions and that folklore is a type of art."

24 (57.1%) occasionally visit folklore festivals, then 15 (35.7%) responded that they do, and 2 respondents (4.8%) that they do not. Only 1 (2.4%) respondent regularly visits folklore festivals.

Out of the total number of respondents, 39 (32.9%) recognize folk cars, and 3 respondents (7.1%) do not.

The following graph number 2 shows the ratings of the respondents on the importance of recognizing the characteristics of folklore.

Chart 2. Structure of recognition of folklore features



The absolute amounts represent the number of respondents who marked certain grades, and the relative values of all votes are given in the following table 1.

Table 1. Structure of the respondents according to their personal commitment to the feature of folklore (%)

	Unimportant	Little important	Important	Very Important	Most Important
Motives and legends	11,90	40,47	23,80	19,04	-
Storytelling	2,38	26,19	38,03	21,42	4,76
Song and music	-	2,38	11,90	26,19	59,52
Costume	-	-	14,28	21,42	64,28
Dance	-	2,38	9,52	19,04	69,00

Out of the total number of respondents, the three most important items that were rated as the most important for recognizing folklore features are "song and music", "costume" and "dance". The third section refers to the factors that influence the decision of tourists to travel to Serbia and the motivation for travel.

From the results of the survey shown in the following table 2, it can be seen that most of the respondents rated the following motives by category: tradition (45.23%), music (50.00%), costume (54.76%), reminding of the homeland (35.71%), food and drink (38.09%). Then, 50.00% of respondents

assessed that folk handicrafts are an important motive for visiting folklore festivals.

Table 2. Influence of motives that are dominant for visiting folklore festivals (Participation 42=100%)

Items (%)	Rating				
	Unimportant	Little important	Important	Very Important	Most Important
Tradicion %	-	-	16,66	38,09	45,23
Music	-	-	21,42	26,19	50,00
Costume	-	-	16,66	26,19	54,76
A reminder of the homeland	-	7,14	30,95	35,71	19,04
Food and drink	16,66	38,09	26,19	11,90	4,76
Folk handicrafts	4,76	7,14	50,00	19,04	14,28

During the survey, the respondents were asked to evaluate which of the listed items are the biggest shortcomings of Vojvodina as a destination for folklore festivals, and as contemporary trends in cultural tourism.

Based on the research, it was determined that there are shortcomings: 61.90% stated that there are insufficient financial resources in the cultural sector, while 40.47% of respondents stated that this is a consequence of the lack of educated people in positions in cultural institutions. 15 (35.71%) of the respondents stated that the population was not interested in these manifestations, while the item misunderstanding of the representatives of the authorities for culture was rated by 50% of the respondents as the most important shortcoming. 52.38% of the respondents declared for underdeveloped marketing, i.e. weak representation in the media.

Table 3. Presentation of the detailed structure of ratings of characteristics that represent the shortcomings of Vojvodina as a cultural tourism destination through folklore festivals (Participation 42=100%)

Items (%)	Rating				
	Unimportant	Little important	Important	Very Important	Most Important
Insufficient financial resources in the cultural sector	2,38		16,66	16,66	61,90
Unprofessional and insufficiently qualified people in positions in cultural institutions	-	4,76	16,66	33,33	40,47
Disinterest of the population in these cultural events	2,38	7,14	21,42	26,19	35,71
Misunderstanding of representatives of the authorities for culture)	2,38	4,76	19,04	16,66	50
Underdeveloped marketing, weak representation in the media	-	11,90	11,90	21,42	52,38

4.CONCLUSION

The area of investigation is Vojvodina because of the rich and varied culture and tradition, which were brought and passed on by the different nations that make up the population of this area. This survey found that the interest of the younger population is increasing and that they are interested in visiting folklore festivals and recognizing folk dances. As the most important for recognizing the elements of folk tradition, the interviewees said that these are the three characteristics of songs, dances and costumes. The motive that attracts visitors is the rich cultural and historical heritage of Vojvodina as a destination for folklore festivals. The destination of the folklore festival is important to potential visitors, as is its character. Although the area of Vojvodina is very diverse in its cultural and historical heritage, the characteristics that represent its shortcomings as a cultural tourism destination through folklore festivals, the respondents gave an assessment that the insufficient allocation of financial resources for culture is the most important drawback.

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