

# GASTRONOMY TOURISM IN OHRID RURAL REGION - LEGISLATIVE AND PERSPECTIVES

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## ABSTRACT

Gastronomy and eno - tourism are pointed as special kinds of rural tourism. Special legislative is needed for these types of tourism. Gastronomy tourism considers traditionally prepared specialties, conditioned by environment specifics. Food of organic, healthy groceries should be prepared, in traditional area, in ethno - place. Legislation for rural, as well as for gastro tourism, differs from a country to another. In this paper, gastronomy tourism specifics are presented, its development in the Republic of Macedonia, referring the Ohrid region analysis. It's recommended gastronomy tourism to be developed on high level in this region, according to the legislative.

**Key words:** rural tourism, gastronomy tourism, village tourism, organic food and beverages, legislative in gastronomy tourism.

## I INTRODUCTION

Rural tourism is common expression for all particular tourism forms in rural regions. Rural regions have special place as regions with special values, as ecological oasis, monuments of traditional culture. Tourism is one of the activities which can have important influence over the economy, social, functional and physiognomy structure of rural area. Village tourism is a wide concept that embraces, not only village vacation, but all other tourism activities in rural regions.

Rural tourism is a complex type of tourism and it contains various types of tourism, special one is village property tourism. In this area more types of rural tourism: village property tourism, ecotourism, health tourism, hunt tourism, fishing tourism, sports tourism, residential tourism, educative tourism, nostalgic tourism, adventure tourism, transitive tourism, camping, born place tourism, continental tourism, nautical tourism, gastronomy tourism, eno-gastronomy tourism, tourism of nature protected areas, cultural tourism, religious tourism.

## II GENERAL PART

### 2.1 Rural tourism

Rural tourism obtains all the activities in the rural region, among which the most important are calm area, protected environment, noiseless areas, communication with hosts, homemade food and getting know with village activities.

The term rural tourism is accepted in EU, and it concerns all tourist activities in rural regions. Key elements of rural tourism are:

- localization in rural areas
- functional rural, open area, contact with nature, heritage, traditional societies and practice
- participation in activities, tradition and way of living of local inhabitants

- ensures personalized contact
- to be rural in sense of architecture
- to be of traditional character and related to local families
- to be of various types, and to picture the rural environment, economy, location and history
- high percentage of tourism income to be used by rural association

All types of rural tourism, according to stay duration can be picnic and residential.

A picnic form is when tourist reside the place for party, but without overnight. The residential form is with longer stay and with overnight.

Rural tourism obtains three types of tourists (depending on their motivation and participation in rural tourism):

**Table 1**  
**Characteristics of types of tourists in rural tourism**

No	Type of tourist	Tourists characteristics
1.	Primary motivated tourist	A Tourist who visits the destination with basic intention to participate the rural life of the destination
2.	Transit motivated tourist	A Tourist with basic motivation is not participation in some rural event, but during its stay with joy will visit some tourist values of rural tourism, will enjoy home cuisine and homemade specialties at some hospitality facilities.
3.	Occasionally motivated tourist	A Tourist whose visit does not include participation in rural activities and adventures, but the contact with rural region and with no intention, means getting know with it.

## 2.2. Special forms of rural tourism

Rural tourism appears in many special forms, presented in table 2, as follows.

**Table 2**  
**Special forms of rural tourism**

No	Special forms of rural tourism
1	Vacation in village houses with the host (agro-tourism, <i>farm tourism</i> , )
2	Gastronomy tourism (gastro-tourism, <i>food and drink tourism</i> )
3	Adventure tourism (adrenalin) tourism
4	Vacation with vintner (wine tourism, <i>eno-tourism</i> )
5	Sports - recreate tourism
6	Eco-tourism
7	Residential tourism
8	Hunt and fishing tourism
9	Cultural and religion tourism
10	Camping tourism

Each of these special types of rural tourism has its selective characteristics.

### **2.3. Gastronomy tourism**

Considering mentioned forms of rural tourism particular importance is given to gastro - tourism, because the tourist is a person whose need for food and beverages belongs to primary needs. The basis of gastro - tourism is producing the specialties in traditional way and is conditioned by environment specifics. Rich and various gastronomy offer can be found at numerous catering objects in rural regions. Traditional meals source - gastronomy specialties are served in traditional village way and it's all homemade. Here are also the mushrooms, forest products, various high quality brandy - *rakija*, and wine, which can be found by tourist at the rural ambient and enjoy them abundantly. Enjoying the specialties of local food and handmade work enables particular experience for the rural areas visitors. Visitors can demonstrate their special qualities and characteristics through local destination. Research shows that visitors are interested in total food, beverages and catering services quality, also in tasting local specialties. Food should be prepared from biologically healthy groceries and in traditional space and ethnoplates, so the gastronomy tourism could be special one.

To incite restaurants to reflect traditional gastronomy gives particular results, which includes following elements:

- business groups of catering employees which are agreed about the criteria and practical recopies
- program for training of cooks and waiters, for preparing meals, as well as for way of describing it to the guests
- gastronomy events and competitions
- marketing the restaurants in press and in other media
- special identification with etiquettes, lists, menu cards and table plates at the restaurants.

Maintaining of local agriculture through advertising the local food and gastronomy is very important issue in tourism development.

Exclusiveness of tourist offer is seen through various gastro - tours (wine roads, cheese roads, cherry brandy roads, mushrooms roads, degustation of homemade meat, homemade pasta, etc.).

These tours can be thematically connected to the specific of manifestations or they can have local/regional prefix.

Referring the importance of gastronomy tourism, it's very important gastronomy map for the area, region and all country to be made, on which special things will be presented clearly, and varieties of local, regional and national plates. On this map, specific offer (vegetarian, macrobiotic, fish, deer) should be marked.

### **2.4. Wine tourism (eno-tourism)**

Wine tourism should be observed in close relationship with gastronomy tourism, because the wine in many countries is considered as food. Wine yards are resources that give identity of some area, which is particularly important approach to tourism, because it enables the tourists with authentic experience and visit of that kind of area, region, and household. Besides that, wine tourism is always under a strong influence of regional, space belongings, so it is a product that has very strict - defined geography origin, that is special tourist value. Vintners are advised to use a type of tourist product with a main program that shows the guests the culture of wine and grapes, as well as homemade grape products. Synergy between gastronomy, place and tourist experience is strengthened in this way, and the wine becomes important dimension, in a tourist destination promotion, as well as in regional image.

### **2.5. Legislative for rural tourism**

Legislation for rural tourism significantly differs from one country to another, creating important and strong effects referring the competitiveness. When the propositions enable acting of complementary and micro-providers of services, the greatest number of qualitative initiatives in rural tourism is noticed, less problems with unregistered offer and most competitive marks. If these propositions do not exist, the responsible persons must be convinced, according to empirical proves and competitive proposals, in long-time sustainability.

### III SPECIAL PART

#### 3.1. Rural tourism in the Republic of Macedonia

Over the last few decades, Europe is world leader in the rural tourism offer. Nowadays, Europe has percentage of growth from the rural demand (52 %), South Eastern Asia and Pacific 10,9 %; South Asia 9,4 %; Africa 8,2 % and North America 5,4%.

Rural tourism development beginnings in the Republic of Macedonia are from latest period of time, if the services in village households are not considered in the Ohrid - Prespa region, because the region had more characteristics of lake tourism.

**Table 3**  
**Typical traditional food and beverages in the villages in Ohrid region**

Village	Food and beverages						
	Pasta	Meat	Fruit	Vegetable	Wine	Brandy	Homemade liqueurs
Velgosti	White and black bread, gjomleze, pitulici with cheese, pitulici with leek, komad, kori, tarana sweet pasta: alva, baklava, tulumbi	pork, beef, chicken, goat (fresh and dried)	white, pink and red cherries, oskorusi, apples, strawberries, pears, plums, nuts, chesnuts	tomato - jabuchar, peeper, cucumber, onion, garlic, parsley	White and red wines (rkaciteli, dreveni lisicinopa mitvranec)	brandy - rakija, made from cherries, grapes, plums	Liqueurs made from season fruits, liqueur from sour cherry, liqueur from walnut
Leskoec	pretzel, komad	pork, beef	strawberry, red berries	tomato - jabuchar, peeper, cucumber, onion, garlic, parsley	kominjak, white wine rkaciteli	brandy - rakija, made from cherries, grapes, plums	strawberry liqueur
Openica	kori, tarana, kiflici	river eco - fish from individual fishpond	apples	onion, garlic, pepper, tomato	Red wine prokupec, pamitlisicino	brandy - rakija, made from cherries, grapes, plums	nut liqueur
Kuratica	pitulici, gjomleze	pork, beef, goat	apples, pears	onion, garlic, pepper, tomato	homemade red wine	grape rakija	homemade liqueur
Svinjista	pitulici, gjomleze	pork, beef, goat	oskorusi	onion, garlic	homemade red wine	homemade grape rakija	homemade liqueur
Kosel	komad, pitulici, pretzel	pork, beef, goat	apples, plums, pears	onion, garlic, cucumber	homemade red wine	homemade grape rakija	homemade liqueur
Velestovo	komad, pitulici, gjomleze	pork, beef, goat	apples, plums, pears	onion, garlic, cucumber, parsley	Red wine prokupec, pamitlisicino	homemade grape rakija	homemade liqueur
Elsani	pitulici, komad, gjomleze	pork, chicken, goat	all types of home fruits, walnut,	tomato, peeper, cucumber,	Red wine prokupec, pamitlisicino	brandy - rakija, made from	homemade liqueurs

			oskorusa, pear, apple	onion, garlic, parsley	no	cherries, grapes, plums	
Pestani	komad, pitulici, gjomleze	Ohrid trout fish and belvica fish (fresh and dried)	oskorusi, apples, strawberries, pears, plums	tomato, peeper, cucumber, onion, garlic, parsley	Red wine prokupec, pamitlisici no	homemade grape rakija	homemade liqueurs
Orovnik	pitulici, komad	beef, pork, chicken	apples, pears	tomato, peeper, cucumber, onion	red and white wine	homemade grape rakija	season fruit homemade liqueurs

The beginnings of village tourism development are related to the beginning from this century by providing the PHARE program for revitalization for rural areas. Through activities of mountain club "GjorgjiNaumov" from Bitola, 25 households are trained for accepting the tourists and to give them services.

### 3. 2. Legislative for rural tourism in the Republic of Macedonia

In the Law for catering activity, Official Gazette of the Republic of Macedonia, no. 62/2004, catering services are regulated in the village household in Article 53.

In the village households, services are provided for renting rooms, apartments whose owner or holder of right of usage is member of village household, the most up to ten rooms, twenty beds. In the village households, besides services in the village households, warm and cold food is served, beverages and drinks, mainly, from self-production, the most up to 50 persons, for one day tour.

In the village households, degustation of brandy and wine can be offered, as well as serving the homemade food in the settled, living or working place, indoor or outdoor, for 50 persons.

Considering the quality of improvement of hospitality offer in the village households, persons who stay there as tourists can prepare food, beverages and drinks for their own needs.

For giving services in the village households Article 46-52 from the Law for catering activity, Official Gazette of the Republic of Macedonia, no. 62/2004 is implemented (amendments are expected for this Law in the Republic of Macedonia).

### 3.3. Gastro tourism in Ohrid region

Ohrid and Ohrid region is the most attractive and very well known tourist center in the Republic of Macedonia, and it is under UNESCO protection. Ohrid Lake, with its characteristics, is particularly interesting for tourists all over the world.

In Ohrid region there are lot of villages, where gastro tourism is developed through preparation of traditional food and beverages, specific for this region. In coastal villages the most known offered traditional food are endemic and relict fish Ohrid trout, belvica, plasica and carp. In the villages far from the Lake, eco food is offered, typical and traditional, for which groceries are homemade in the village households.

In this paper the case study data is collected step by step, over the period of last three years. The authors of the paper were visiting the villages and by personal contact and discussion with larger group of villagers (mostly mature women) notified data, analyzed later.

Analysis is done for the food and beverages in ten villages in Ohrid region, which are at the core of the gastronomy tourism and are shown in table 3 as follows:

**Table 4**

#### **Village household review in Ohrid region**

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Village households in Ohrid Region

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Village	Object	Capacity	Categorization	Food preparation
Openica	Eco resort "Momir"	8 three beds rooms, 1 two bed room, 1 room king size bed	Hotel	professional team
Velgoshti	Houses adapted for mass tourism	5 houses for four tourists, 20 tourists in total	/	house owners
Peshtani	Houses adapted for mass tourism	20 houses for four tourists	/	house owners or guests can prepare the food by themselves
Elshani	Houses adapted for mass tourism	10 houses for two tourists	/	house owners
Leskoec	Houses adapted for mass tourism	15 houses for four tourists	/	house owners
Kosel	Houses adapted for mass tourism	2 houses	/	house owners
Kuratica	Houses adapted for mass tourism	2 villas	/	house owners
Orovnik	Houses and villas	2 villas, 13 apartments for two persons	/	house owners
Velestovo	Houses adapted for mass tourism	10 houses	/	house owners or guests can prepare the food by themselves
Svinjishta	Houses adapted for mass tourism	2 houses	/	house owners

#### 4. Discussion of results obtained and analysis

Referring Table 2, it can be concluded that this region a lot of work has to be done referring adopting the standards for village tourism, and by that, for gastro tourism as well. Only, there is an object Eco Resort "Momir" in the Openica village, for which we are going to talk a little bit more, and which is going to be improved as well.

In table 1, the most characteristic food and beverages are presented, offered in villages in this region, some of them are often prepared by housewives in village households, and in the Eco Resort "Momir" professional team is preparing the food and beverages.

Eco Resort "Momir" is an oasis of peace and silence in this region, is placed 10 km before the center of the city of Ohrid, on the main road Ohrid - Bitola City.

In the resort there is a restaurant, fishery, Wi Fi internet, art gallery, air conditioning, TV-s, bathrooms, veranda with a look to the river, traditional ambient with a river, Church "Sv. Atanasije".

The hotel in this Resort has eight three beds rooms, one two beds room and one king size bed room, apartment which has a jacquize, cable TV, mini bar, working table, Wi Fi internet.

Also, owner Momir has seven apartments in the old part of Ohrid, six apartments in "Sv. Stefan" area on the Ohrid Lake coast.

In this fancy ambient gastronomy food of high quality is offered, selected organic food, national Macedonian specialties, fresh fish from its own fishery. The restaurant has sixty seats and a terrace for hundred guests and a wonderful view can be enjoyed, fishery which is placed at the very same river, village ambient and all other issues referring of this object.

## CONCLUSIONS

Considering all the facts realized through the aim of this work it can be concluded:

1. Rural tourism is in a stage of development and it is more attractive in the dynamic of this present time.
2. There a lot of types of rural tourism presented in Table 1, as special one it can be mentioned gastro tourism, food and drink tourism.
3. Enjoying the local food specialties and handmade work enables special feeling for the visitors of rural areas so they can demonstrate their special qualities and characteristics.
4. Gastro tourism is special form of tourism so the food should be prepared by biologically healthy groceries, in traditional room, in ethno - plates.
5. In the Republic of Macedonia there's a Law for Catering activity, Official Gazette of the Republic of Macedonia, no. 62/2004, which should be adjusted according to the EU.
6. In the Republic of Macedonia rural tourism development is not at high level yet.
7. In Ohrid region, lake tourism is most developed, and at the last decade rural tourism is developed as well.
8. Ohrid region includes very interesting villages, only ten of them are considered in this work.
9. A lot of work still has to be done so the standards for village and gastro tourism could be implemented, first in Legislative of the Republic of Macedonia, and then in everyday's life.
10. In the observed villages, there are not typical eco resorts, except the Openica village, where only one ecoMOMIR resort is functioning, very interesting in every way.
11. It is recommended for people to be educated as much as they can for rural tourism development, especially gastro tourism, and the local inhabitants to accept this as a battle, basic for this rural environment development, because the lake is not only for swimming, or having sun is not interesting any more for tourists who are coming in Ohrid as a pearl of Macedonia.

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