

**THE DETERMINATION OF THE DEMAND FOR THE
INTERNATIONAL RURAL DESTINATION - THE PLS MODEL**
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Abstract

One of the biggest challenges facing agritourism destination managers is a clear understanding of the factors that motivate consumers to choose a particular agritourism destination, and be loyal to it, when they have countless other options. The research on the international agritourism destination, from a broader perspective, aims to analyze the market behavior of tourists and implies the necessary prior knowledge of tourists' decision-making. Therefore the subject of research is the analysis of the influence of the agritourism gastronomic experience, thorough the analysis of the influence of the factors of the agritourism gastronomic experience on the development of loyalty towards an agritourism destination. The survey analyzes international tourists' reactions to the atmosphere of catering establishments, gastronomy, services, quality and prices which affects the satisfaction and the loyalty to the agritourism destination, in our case the agritourism destinations in the Province of Vojvodina, close to the city of Novi Sad. The findings have shown that there is a statistically significant and positive association between atmosphere of agritourism catering establishments and gastronomy and satisfaction with the agritourism destination. The satisfaction with the agritourism destination has a positive relationship with the loyalty to the

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agritourism destination. The findings can help the stakeholders to improve the agritourism gastronomic experience as it covers an important role in the development of the gastronomic experience. The contribution of this paper is that it directly focuses on an aspect of the relationship between the elements of the agritourism gastronomic experience, satisfaction and loyalty that have not been previously directly addressed.

Keywords: *agritourism, international tourism, gastronomy, satisfaction, loyalty*

JEL: *F62; R15; C4*

Introduction

In the conditions of growing competition, the factors of tourist perception of a agritourism destination is an important issue. In practice, it is possible to see that some cities live and attract visitors, while some rural destinations simply die. Numerous authors indicate the connection between food and the tourist experience Forleo & Benedetto (2020), that is, they emphasize the role gastronomy in making a decision about a tourist destination Nicolett et al. (2019); Berbel-Pineda et al. (2019). Food is a factor in the development of a destination, complements the tourist offer and represents an important tourism resource Piramanayagam et al. (2020). So far, research on rural tourism in the Republic of Serbia have not paid enough attention to researching the relationship between the elements of the gastronomic experience and satisfaction with the agritourism destination, therefore this research shall fill the gap in the literature and enable the understanding of socio-economic, political, marketing and managerial factors involved in the process. The essential question that arises is to what extent the agritourism gastronomic experience and its factors (gastronomy and services, atmosphere, food quality and prices) influence international tourists to be loyal to the agritourism destinations in the Province of Vojvodina, close to the city of Novi Sad, how willing will they be to visit the agritourism destinations again.

In recent years, and especially in the period after the COVID 19 pandemic, there have been significant changes in the behavior of domestic and international tourists, which have not been sufficiently investigated. In fact, changes in the motives, preferences, and expectations of the tourists, which are important when creating an agritourism destination brand or rebranding an agritourism destination and developing loyalty, have not been sufficiently researched(Škrbić et al., 2023). The studies of the gastronomic experience in the Republic of Serbia have so far aimed to determine the potential of traditional culinary events for improving the overall tourist offer of

destinations, examine the role of social networks in predicting the choice of restaurants and the gastronomic offer in Serbia, analyze the role of events and tourism in economic development (Kostić et al., 2018; Ćirić et al., 2020).

The accelerated development of the agritourism tourism has started since the nineties of the twentieth century, when realizing the importance of the agritourism tourism in the rural Europe and North America. Therefore also the countries of the Eastern Europe as well have started to develop their agritourism offer. Shapes and forms differ from country to country, depending on the type of agritourism accommodation capacities and natural-geographic features of the rural areas. The development of agritourism tourism in Serbia has been conducted spontaneously and has assumed different forms. Rural areas occupy more than 80% of the Republic and on these areas, according to the last Census, live 44% of total population. The development of agritourism tourism in the Republic of Serbia has so far gone through two phases in development - the phase of independent i.e. "spontaneous development" and the phase of "dedicated development" that began in 2008, when the Ministry of Agriculture, Forestry and Water Management decided in 2008 to invest additional funds for the development. Each region in Serbia strives to promote and develop its rural areas, i.e. it strives to promote its tourist attractions in order to initiate, among other things, the development of rural tourism.

Therefore, starting from the research of Folgado-Fernández et al. (2017), Berbel-Pineda et al. (2019) and other available knowledge, it is necessary to create a model for examining the connection between agritourism gastronomic experience and loyalty. Due to the fact that the agritourism destinations do not have a recognizable gastronomic offer that would generate a positive gastronomic experience, as well as the fact that there are no recognizable and differentiated parameters of the agritourism destinations tourist offer, we believe that there is a complete justification for the research. The rural destinations of Province of Vojvodina have not fully utilized its potential, as the studies of the gastronomic aspects of the agritourism are lacking, the gastronomic offer is undifferentiated and there are no recognizable factors that attract tourists to the agritourism destinations of Vojvodina.

The main goal of the research in the paper is to investigate the influence of the elements of the gastronomic experience in the development of loyalty towards the agritourism destinations of Vojvodina. By understanding the strength of the direct action of individual factors of the gastronomic experience, it is easier to create, on the one hand, the gastronomic offer, and on the other hand, development strategies, which should operate synergistically. The indirect effects of the research are reflected in the identification of agritourism areas

that need to be developed, all with the aim of improving the socio-economic situation in the rural destinations of Vojvodina, the satisfaction of residents, tourists, etc. Because of the above, the subject of research in the paper is the analysis of the influence of the agritourism gastronomic experience, that is, the analysis of the influence of the factors of the gastronomic experience (atmosphere, gastronomy and service and quality and price) in the development of loyalty towards a certain agritourism tourism destination. After the introductory section, the authors present the theoretical and the methodological framework, which is followed by the research results, discussion and conclusions, stemming from the research.

Literature review

The gastronomic offer represents a specific segment of the culture of the tourist destination, it affects satisfaction and the intentions of tourists towards a certain destination (Berbel-Pineda et al., 2019). A positive or negative gastronomic experience in a certain tourist destination affects the development of loyalty Folgado-Fernández et al. (2017); Đurović et al. (2022) and repeated visits. Knowing the factors of the gastronomic experience, in the context of the overall picture of the agritourism destination, enables the perception of the tourist's satisfaction and the manner of the behavior. The satisfaction of the users is the starting point for improving the offer and creating strategies for the development and promotion of a certain destination (Josphine, 2021). The gastronomic experience affects the satisfaction, loyalty and future intentions of tourists towards a tourism destination (Berbel-Pineda et al., 2019; Stankov & Roganović, 2022; Kostić, 2023).

The gastronomic agritourism is becoming an area of intensive development and intensive study. Regardless of the aspect of study, gastronomic tourism is associated with food the offer of local (for example olives - Folgado-Fernández et al. 2019), traditional authentic food products, entertainment and gastronomic events (Vuković & Ružičić Mosurović, 2020; Paspalj et al., 2024; Gojković et al., 2023), tourist routes (Berbel-Pineda et al., 2019), gastronomic facilities, local culture, customs and traditions, heritage and natural resources. The green growth is related to economic policy and sustainable development policy, and can enhance also agritourism (Ignjatijević, et al. 2020).

The gastronomic experience affects the overall tourist experience, by presenting and consuming the specific food of a certain destination (Berbel-Pineda et al., 2019). Some authors point out that gastronomy is becoming a means of differentiating destinations (Santos et al., 2022), they indicate that food and wine (Vesci & Botti, 2019) can be means of self-expression and enjoyment, improving the general image of the destination or the entire region.

The gastronomy and gastronomic experience complete the image of a place, attract tourists (Ullah et al., 2022) and influence the attitude towards the destination (Berbel-Pineda et al., 2019; Piramanayagam et al., 2020). The authors explain the gastronomic experience as a positive feeling, a feeling of attraction (Babolian-Hendijani, 2016), which is influenced by several different parameters. The food is only one of the components of the gastronomic experience, and the atmosphere (Berbel-Pineda et al., 2019), communication and friendliness of the staff, events are important in the building (Japutra et al., 2022) and the like. The gastronomic experience depends on external factors and internal, that is, individual factors. The internal factors are the emotions, memory of past visits (Badu-Baiden et al., 2022), expectations and all together influence differences in tourist behavior (Şahin & Kılıçlar, 2023).

A positive gastronomic experience is directly related to the satisfaction with the tourist destination and loyalty (Folgado-Fernández et al., 2017). If the satisfaction with the tourist destination is achieved, tourists can promote those destinations, that is, satisfaction can influence various activities of tourists and prolong their stay (Ullah et al., 2022; Vladislavljević et al., 2023), increasing consumption (Đurkin Badurina et al., 2023), strengthening the emotional connection with the destination, revisits (Berbel-Pineda et al., 2019; Piramanayagam et al. et al., 2020), evoking memories (Badu-Baiden et al., 2022; Milanović, 2023) and recommendations (Ramón, 2020).

In such a situation, tourists' perceptions influence the sustainable development of the chosen tourist destination. The previous analysis of the gastronomic offer of the agritourism destinations of Vojvodina, close to the city of Novi Sad are insufficient, especially if it is known that the Province of Vojvodina is extremely multicultural in all respects. In fact, we are of the opinion that the biggest lack in the literature is empirical and econometric studies of the combined influence of parameters on satisfaction with the agritourism destinations of Vojvodina - as a chosen agritourism destination. Based on the above, the following hypotheses were set:

H1. Gastronomy and services have a positive effect on satisfaction with the agritourism destination;

H2. The atmosphere has a positive effect on satisfaction with the agritourism destination;

H3. Quality and price have a positive effect on satisfaction with the agritourism destination.

The loyalty can be understood as a repeat visit or the existence of the intention to visit and recommend the tourist destination again, and the measurement of

loyalty is of particular importance when creating development strategies of a certain destination (Pavlidis & Markantonatou, 2020). The loyalty in tourism is desirable and is an indicator of the success of a destination (Santos et al., 2022; Dašić et al., 2023), it is important to attract future tourists, ensure frequent visits and increase income. Folgado-Fernández et al. (2017) point to the relationship between destination image and gastronomy, and point out that the number of tourists looking for specific and pleasant experiences at destinations is increasing. The distinctiveness of the local cuisine and local manifestations, combined with other characteristics of the agritourism destination, can become a decisive factor in the success of the destination and as such enhance the experience and memory of a certain destination. Thus, experiences influence the level of tourist loyalty and determine subsequent actions (Stavrianea & Kamenidou, 2022). In order to promote the destination, it is necessary to know the factors of the gastronomic experience (Kovalenko et al., 2023) and the level of tourist satisfaction. The trust that a customer develops towards a product or service, which is greater in relation to a competing product or service, turns into loyalty and leads to the willingness to pay a higher price. In measuring loyalty, several approaches and methodologies have been developed, but there is no single definition of loyalty to a destination. The authors noted that loyalty is seen as a consequence of multidimensional cognitive attitudes. The results of earlier research are limited due to the fact that the choice of parameters that were investigated was modest or the multiple influence of variables was not examined, as well as due to the applied analysis methods. Authors in Serbia investigated the role of tourism in economic development (Janković et al., 2020; Kostić et al., 2018; Ćirić et al., 2020), manifestations and especially culinary manifestations in the context of improving the tourist offer (Zrnić et al., 2021; Milenković et al., 2023). The authors further investigated the role of social networks in gastronomic tourism, while there is a lack of improved studies of loyalty towards specific rural destinations, such as research by Miljanović (2016). Because of the above, the hypothesis was put forward:

H4: Satisfaction with the agritourism destination has a positive effect on the development of loyalty towards the agritourism destination.

Material and methods

The research analyzes tourists' reactions to the atmosphere of agritourism catering establishments, gastronomy, services, quality and prices, that is, the gastronomic experience, which further affects satisfaction and the creation of loyalty to the agritourism destination. In the research, there is a need to first define the terms gastronomic experience, and then carry out a quantitative

assessment of the perception of tourists and establish the strength of the influence of variables on the development of loyalty to the agritourism destination (Milenković, 2023). In order to confirm the positive influence of the gastronomic experience, as pointed out by Folgado-Fernández et al. (2017), Berbel-Pineda et al. (2019), the research in the paper represents a comprehensive and improved approach in the analysis of loyalty towards the agritourism destination. The research has been conducted by surveying international tourists at agritourism locations in the period of May-October 2022. The surveys that have been collected in full have included 1591 international tourists based on convenience sampling at the various locations, restaurant and bar locations in the agritourism destination close to the City of Novi Sad. The survey has been created in such a way as to enable the presentation of the profile of the respondents, so it contains questions about the socio-demographic characteristics of the respondents. In addition, the survey has 45 statements (ATM (atmosphere) - 12, GAS (gastronomy and services) - 10 and QAP (quality and price) - 8 statements, LOY (loyalty) - 8 statements and SAT (satisfaction with the tourist destination) - 7 statements, which the respondents were to rate these claims from 1 to 5 (Likert scale).

Descriptive statistical analysis (mean value, standard deviation, variance, measures of asymmetry and flatness) have been employed in the analysis of the received answers. Then, the normality of the data distribution (Kolmogorov - Smirnov test) and the reliability of the variables (Cronbach's alpha) in representing the latent constructs of the model were examined. Data analysis has been conducted by SPSS software, ver. 26 and PLS Smart4. The PLS model (partial least squares method) is a linear regression method used to calculate the regression effect of independent variables, i.e. constructs (each construct is represented by a large number of elements), on the dependent variable (the dependent variable is also represented by several elements).

Results

The results of the descriptive statistics (Table 1) show that 58% of the sample were female and 42% male respondents. The majority of the respondents have over 41 years of age (70.08%) and have a high school diploma (37.96%).

Table 1. Gender, age and education of respondents

Gender		%	Age		%	Education		%
Male	668	41.99	Over 60	110	6.91	High school diploma	604	37.96

Female	923	58.01	51-60	637	40.04	Professional school diploma	413	25.96
			41-50	264	23.13	Higher educational diploma (BA)	429	26.96
			31-40	368	16.59	Other (master's degree, PhD)	145	9.11
			21-30	140	8.80			
			20	72	4.53			

Source: Author's calculation

The results show that the variables have a mean score of QAP - 4.718 (std.dev. 0.6); GAS – 4.036 (std.dev. 0.970) and ATM – 2.868 (std.dev. 1.519). The Skewness coefficient ranges from -2.119 to 0.039. The Skewness values show a negatively asymmetric distribution in QAP and GAS. The kurtosis coefficients range from -1.354 to 3.491 (Table 2).

Table 2. Descriptive values for the variables of gastronomic experience

	Operability Definition	Mean	Standard Deviation	Kurtosis	Skewness
Gastronomic experience	Position and appearance of the place	4.352	0.898	1.466	-1.366
	Lighting and decoration of the place	4.160	0.881	0.499	-0.896
	Visibility of the food preparation area	4.099	0.818	2.769	-1.555
	Availability of non-smoking areas	4.001	0.947	0.124	-0.719
	Type and volume of music, fun music	3.916	1.025	-0.222	-0.671
	Guest safety	3.972	1.113	0.202	-0.952
	Attractions and fun activities in the place	3.546	1.083	-0.416	-0.386
	Convenient location	4.095	0.935	0.202	-0.861
	A comfortable, relaxing place	4.100	0.938	0.732	-0.964
	Glamor and extravagance	3.780	0.934	0.346	-0.888
	Clarity of information in and around the place	4.119	1.019	0.522	-1.054
	Telecommunications, Wi-fi internet are good	3.972	1.019	0.275	-0.855
	Offer and tastings of food and drinks	3.991	0.977	0.023	-0.756
Gastronomy and service	The quality of the dishes	4.029	1.015	0.212	-0.890
	Professionalism and competence of the staff	3.644	1.089	-0.567	-0.377
	Hospitality and knowledge of foreign languages	3.616	1.107	-0.603	-0.378

	Helpful and attentive staff	3.525	1.168	-0.610	-0.397
	Efficient, fast service	3.531	1.181	-0.414	-0.527
	Good visual aspect of food	3.426	1.145	-0.507	-0.387
	Cleanliness in the facility and staff	4.026	1.014	0.334	-0.919
	Translated menu, interesting menu	3.938	0.991	0.028	-0.713
	A place frequented by local guests	3.100	1.319	-1.015	-0.194
	Abundance of servings	3.072	1.313	-1.031	-0.187
	Good value of food for money	3.071	1.281	-0.937	-0.149
	Availability of traditional and domestic/local food	3.745	0.993	-0.006	-0.525
	Hygienic preparation of food	3.602	1.025	-0.286	-0.420
Quality and price	Innovative, interesting and new dishes and tastes	3.708	0.970	-0.182	-0.408
	Variety of food and drinks	3.495	1.057	-0.396	-0.360
	Freshness, taste, smell and quality and healthy ingredients and dishes	3.743	0.935	0.078	-0.495
	Price of food and drinks	3.511	1.045	-0.158	-0.438
	This is an unforgettable gastronomic experience and tourist destination	3.530	1.054	-0.509	-0.305
	Expectations related to the destination have been met	3.593	1.033	-0.272	-0.446
	The gastronomic experience has enhanced the travel experience	3.593	1.059	-0.086	-0.555
Satisfaction	Traveling to a destination is worth the time and effort	3.622	1.042	-0.310	-0.442

	The gastronomic experience was very stimulating	3.288	1.585	-1.424	-0.350
	The local food products and the way they were prepared were exciting and interesting	3.160	1.511	-1.372	-0.255
	My level of satisfaction with the destination is high	2.467	1.506	-1.317	0.426
Loyalty	Operability Definition	2.557	1.474	-1.304	0.336
Loyalty	I tend to repeat a visit to a tourist destination if I fall in love with it	4.278	1.069	1.264	-1.443
	I will recommend this destination for its gastronomy and local products	4.082	1.170	1.280	-1.416
	After my experience, I think I will return to the destination to enjoy its gastronomy again	3.646	1.197	-0.397	-0.627
	I will recommend the destination because it enriched my culinary life	3.553	1.412	-1.048	-0.495
	I will recommend the destination because it enriched my lifestyle	2.730	1.258	-0.937	0.065
	I will recommend the destination because it enriched my social and intellectual life	4.421	0.895	3.982	-1.899
	I will share the experience with family and friends	4.765	0.520	3.736	-2.158
	I will recommend the destination because it took me away from my daily routine	4.780	0.565	4.573	-2.450

Source: Author's calculation

The assessment of the reflective measurement model began with the assessment of the reliability of the loading of variables - Construct reliability and validity. The variables whose factor loading is greater than 0.7 have been kept in the model (Table 3).

Table 3. Values of standardized factor loadings and the results of the analysis of the reflective measurement model

Variable	<i>path coeffici ents</i>	Construct reliability and validity	Variable	<i>path coeffici ents</i>	Construct reliability and validity
QAP1	0.799	Cronbach's alpha =0.821 CR (rho_a) = 0.871 CR (rho_c) = 0.891 AVE = 0.733	SAT1	0.911	Cronbach's alpha = 0.894 CR (rho_a) = 0.900 CR (rho_c) = 0.927 AVE = 0.760
			SAT2	0.899	
QAP 2	0.891		SAT3	0.801	
QAP 3	0.875		SAT4	0.872	
ATM1	0.898	Cronbach's alpha = 0.883 CR (rho_a) = 0.947 CR (rho_c) = 0.914 AVE = 0.726	LOY1	0.820	Cronbach's alpha = 0.834 CR (rho_a) = 0.836 CR (rho_c) = 0.889 AVE = 0.668
ATM2	0.821		LOY2	0.770	
ATM 3	0.807		LOY3	0.851	
ATM4	0.879		LOY4	0.827	
GAS1	0.821	Cronbach's alpha = 0.849 CR (rho_a) = 0.852 CR (rho_c) = 0.893 AVE = 0.625			
GAS2	0.709				
GAS3	0.765				
GAS4	0.813				
GAS5	0.844				

Source: Author's calculation

The result of the analysis of the reflective measurement model, which was carried out by the analysis of standardized factor loadings, shows that the model consists of variables with a loading greater than 0.7. The values of the Cronbach alpha coefficients range from 0.821 to 0.894 and indicate high reliability. The composite reliability score — CR has values from 0.836 to 0.947, and from 0.889 to 0.927 and indicate good reliability and existence of internal connection. The convergent validity score – AVE is in the range of 0.625 - 0.760, i.e. $AVE > 0.5$.

Discriminant validity analysis has been performed using HTMT values and Fornell Larcker criteria. The values of the cross-standardized factor loadings of the reflective measurement model are presented below in the Table 4.

Table 4. HTMT and Fornell Larcker criteria of the measurement model

<i>HTMT</i>					<i>Fornell-Larcker criterion</i>					
	ATM	GAS	LOY	QAP		ATM	GAS	LOY	QAP	SAT
ATM					ATM	.852				
GAS	.182				GAS	.157	.791			
LOY	.257	.439			LOY	.240	.370	.817		
QAP	.065	.068	.024		QAP	.057	.059	.019	.856	
SAT	.237	.579	.720	.058	SAT	.235	.511	.623	.053	.872

Source: Author's calculation

Analysis of the results of the structural ie internal model

As part of the analysis of the structural model, the relationship between the variables ATM, GAS and QAP and SAT) and SAT and LOY has been examined. In the analyzed model, the independent variables ATM and the dependent/independent variable SAT are endogenous, while the dependent variable business performance - LOY is exogenous.

Table 5. Inner VIF Values, R-square Values and f2

Inner VIF Values			R-square Values			f2		
	SAT	ATM	0.034		R2 adjusted		SAT	LOY
ATM	1.028	GAS	0.321		0.285	ATM	0.034	
GAS	1.028	QAP	0.000		0.388	GAS	0.321	

QAP	1.006	SAT		0.634		QAP	0.000	
SAT			SAT	LOY		SAT		0.634

Source: Author's calculation

The results in the Table 5 of the collinearity between latent constructs (VIF) ranges from 1.000-1.028, that is, the obtained values are less than 3, which means that there is no problem of collinearity in the model. The results of the correlation, i.e. the regression influence, indicate a correlation between the variables of gastronomic experience and satisfaction (0.286). The correlation between SAT and LOY is stronger (0.388). In the model, the value of the corrected coefficient of determination (eng. R² adjusted) indicates the percentage in which the independent variables explain the dependent variable - SAT and LOY (there is a weak and moderate influence). Finally, the significance testing of the structural model and the confirmation of the hypotheses has been carried out (Table 6).

Table 6. Results of structural model analysis and path coefficients in the model

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	2.5%	97.5%
Total indirect effects							
ATM -> LOY	.098	.099	.013	7.646	.000	.075	.125
GAS -> LOY	.302	.303	.016	18.677	.000	.271	.335
QAP -> LOY	.009	.012	.012	.766	.444	-.012	.035
Total effects							
ATM -> SAT	.158	.159	.020	8.080	.000	.121	.197
GAS -> SAT	.486	.486	.021	23.606	.000	.444	.525
QAP -> SAT	.015	.019	.020	.766	.444	-.019	.057
SAT -> LOY	.623	.623	.019	33.676	.000	.586	.659
Specific indirect effects							
ATM -> SAT -> LOY	.098	.099	.013	7.646	.000	.075	.125
QAP -> SAT -> LOY	.009	.012	.012	.766	.444	-.012	.035
GAS -> SAT -> LOY	.302	.303	.016	18.677	.000	.271	.335

Source: Author's calculation

H1: There is a statistically significant and positive association between ATM and SAT, has been confirmed due to the empirical relationship ($\beta = 0.158$; $t = 8.080$) which is statistically significant at the $p < 0.000$ level. The population is with 97.5% probability in the confidence interval from 0.121 to 0.197.

H2: There is a statistically significant and positive association between GAS and SAT, has been confirmed. The empirical relationship is statistically significant and persistent ($\beta = 0.486$; $t = 23.606$). The population is with 97.5% probability in the confidence interval from 0.444 to 0.525.

H3: There is a statistically significant and positive association between QAP and SAT, has been rejected due to a existing empirical relationship ($\beta = 0.015$; $t = .766$; $p=0.444$) and statistical significance at the 97.55% probability in the confidence interval from -0.019 – 0.057.

H4: There is a statistically significant and positive relationship between SAT and LOY has been confirmed due to the consistent empirical relationship ($\beta = 0.623$; $t = 33.676$; $p=0.000$) and statistical significance at the 97.55% probability in the confidence interval from 0.586 – 0.659.

Discussion

Earlier studies of the gastronomic experience in the Republic of Serbia have pointed to the potential of traditional culinary events for improving the overall tourist offer of destinations (Zrnić et al., 2021), the choice of restaurants, etc. the overall economic development (Janković et al., 2020; Kostić et al., 2018; Ćirić et al., 2020B N). Therefore, the models developed by Berbel-Pineda et al. (2019) examined the partial dependence of gastronomic experience and loyalty (Berbel-Pineda et al., 2019). On the other hand, the research of Folgado-Fernández et al. (2019) states the structural element, as a variable that affects loyalty, which contains gastronomic offer and gastronomic experience as constituent elements. Dinis et al (2019) have developed an empirical model showing that intentions are important but insufficient to explain behaviour, and other factors such as lodgement location, business success, manager's residence, level of education, and past professional experience, are crucial to explain the adoption of local development practices by local hosts. The developed model represents the improvement of the mentioned models, by introducing the gastronomic experience as new variables in the research. The results of earlier research confirmed the positive influence of gastronomic experience on satisfaction with a particular destination, which results in the development of loyalty and the repeated visits (Danylyshyn et al., 2020).

The gastronomic experience, made up of determinants (gastronomy and food, atmosphere and quality and price), affects the tourist experience, which is in line with the previously conducted research (Forleo & Benedetto, 2020). The research findings have shown that the respondents have rated the Atmosphere of the

hospitality facility with the highest rating (4.009; stand.dev 0.968), and the best rated were: Position and appearance of the facility; Visibility of food preparation areas, Availability of non-smoking areas and Clarity of information in and around the facility, which is consistent with the findings (Moral-Cuadra et al., 2020). The respondents in the agritourism destinations prefer the traditional, ie. home made/local food, which is in line with the research of Henderson (2009). The food should preferably indicate history (Baldacchino, 2015), tradition, local culture, history and customs (Pavlidis & Markantonatou, 2020; Babolian-Hendijani et al., 2013); that it is innovative and interesting, i.e. or as the authors call it the specific food of a certain destination (Berbel-Pineda et al., 2019; Ji et al., 2016; Yılmaz & Özdemir, 2015). The above mentioned statements were evaluated by the respondents with 3.745 (stand.dev 0.993) and 3.708 (stand.dev. 0.970) respectively. It is especially important that the food is freshly prepared, tasty, high-quality and healthy in the agritourism destinations (3.743, stand.dev. 0.935), which is in accordance with the findings of Figueroa et al (2021).

The variable Gastronomy and service has been rated by respondents with 3,683 (stand.dev.1.101) and the best rated statements were: Hospitality and knowledge of foreign languages, Cleanliness of the facility and staff, and Offer and tasting of food and beverages (Hall et al., 2003; Josphine, 2021). The total gastronomic experience was rated 3,728 (stand.dev 1,048) and indicates the attitude of tourists that the mentioned factors are important for achieving a positive experience, as well as that it affects satisfaction and loyalty to the agritourism destinations. The gastronomic experience is created and developed, sought after (Pavlidis & Markantonatou, 2020) and becomes a factor of tourists' satisfaction with a agritourism destination.

In terms of agritourism destination satisfaction, the most significant variables for the model are: Expectations related to the destination are fulfilled and, as respondents state, it is worth the time and effort, which is in line with the conclusions of Yasami et al (2021). The attitude that the Gastronomic Experience has improved the travel experience has been rated with 3.593 (stand.dev.1.059), which is in line with the findings of Piramanayagam et al. (2020); Pavlidis & Markantonatou (2020).

Therefore, the gastronomic experience affects the overall agritourism experience, differentiates and improves the image of the destination (Manola & Koufadakis, 2020) and influences satisfaction towards the destination (Berbel-Pineda et al., 2019; Piramanayagam et al., 2020). The research confirms the influence of the gastronomic experience on satisfaction and loyalty towards the agritourism destination, for the variables atmosphere and gastronomy and service, which is in line with the conclusions of Vázquez-Martínez et al. (2019). The strongest total indirect effects and total effects on satisfaction and loyalty are present in Gastronomy and service, which is in accordance with the findings (Berbel-Pineda

et al., 2019). The role of atmosphere on satisfaction and loyalty is significant, which is in accordance with the findings (Babolian-Hendijani, 2016).

Finally, it can be emphasized that hypothesis H4 was confirmed, i.e. total effects and specific indirect effects between satisfaction and loyalty were established, which is in line with the conclusions (Marinković et al., 2014). The satisfaction with the gastronomic service, affects the later behavior of tourists, and as research has shown, the satisfaction depends on the expectations, overall experiential contribution, stimulating and interesting travel, memories, which is in line with the findings.

The research findings have confirmed the high impact of satisfaction on loyalty, so tourists will be ready to repeat the visit to the agritourism destinations, which is in line with the findings (Berbel-Pineda et al., 2019; Folgado-Fernández et al., 2019). The loyal tourists will recommend the agritourism destination, share the experience or extend their stay, which is in line with the findings.

Conclusion

The tourism product represents a wide range of tangible and intangible benefits that the customer acquires by purchasing the product and services. Good agritourism destination implies the establishment of a product at the level of a specific rural tourism destination and stems from the needs, demands and wishes of consumers. The agritourism destination that satisfies the consumer directly depends on the availability of all elements of the rural tourism offer, and implies a combination of the elements, such as its natural, cultural and social attractiveness of the rural destination; conditions for the stay and services in the agritourism destination and accessibility of the agritourism destination in terms of costs, speed and comfort of reaching the rural destination. In conditions of rapid and turbulent changes in the environment, it is very important to monitor changes in the strategic position of the agritourism destination in the tourist market over time.

The tourist traffic in the agritourism destination, income from agritourism destination and additional research should serve as the primary basis for any attempt to improve the position of the chosen agritourism destination. Bearing in mind the constant changes in the wishes and demands of consumers/tourists, the agritourism destination that continuously offers the same products and promotion in perspective may worsen its current position in the market. Better positioning can be achieved by changes in the value of the offer, but also by changes in image. The agritourism destination positioning is closely related to its' branding, since it represents the differentiation of the product in the consumer's mind compared to the competition based on the superior characteristics that the tourist product possesses. The specificity of the agritourism destination also stems from the peculiarity of including the gastronomic attractiveness of the rural destination in the tourist offer.

When taking into account the entire heritage of Vojvodina, cultural - historical and natural, it can be concluded without exaggeration that this part has a huge agritourism tourism potential. In order that a agritourism destination operates successfully and makes a profit, it is necessary to efficiently and rationally manage its business processes and existing resources. This means making a series of economic choices on the activation of available resources in the gastronomic experience, made up of determinants (gastronomy and food, atmosphere and quality and price), that affects the agritourism experience. The research findings have confirmed the high impact of satisfaction on loyalty, so international tourists will be ready to repeat the visit. The natural position of the agritourism destination can also be seen as the reason why the target segment of tourists is interested in choosing a specific destination. As the gastronomic experience influences the satisfaction and loyalty towards the agritourism destination the ultimate goal of the successful destination positioning is to achieve a sustainable competitive advantage, which can be maintained for a long period of time.

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