



Piotr **DOMINIK** • Anna **FABISIAK** • Józef **GROCHOWICZ**

VARIETY OF RAW MATERIALS IN THE FORMATION OF TRADITIONAL CULINARY PRODUCTS AS A TOURIST ATTRACTION

Piotr **Dominik**, PhD • Anna **Fabisiak**, PhD • Józef **Grochowicz**, Prof. – *Warsaw School of Tourism and Hospitality Management*

Correspondence address:

Stokłosy street 3, Warsaw, 02-787, Poland

e-mail: p.dominik@vistula.edu.pl

ABSTRACT: The article presents the influence of natural conditions not modified by man on the authenticity of traditional culinary products. Tourists can travel along tourist routes and visit agritourism farms. The analysis presents the presence in the rural tourist area of products and raw materials certified as traditional. Increasing interest in local and traditional products is most often considered in the context of a region as a phenomenon of globalization or as a tendency to change consumer preferences stemming from the desire to preserve and show the wealth of culinary heritage.

KEY WORDS: traditional culinary products, agritourism

Introduction

The natural conditions of an unmodified human environment have a significant impact on the authenticity of traditional culinary products. The relationship between natural values and their origin is an element that affects the characteristics of a traditional product of a given region. Regional products should be characterized by a high quality of unified environmental protection. The combination of manufacturing features, consumption of regional products and respecting the principles of sustainable development was a factor in the protection of this food and the emergence of slow food (Jakubiak, Lupa, 2013, p. 163).

Sustainable development

Sustainable development, environmental protection and the willingness to preserve and continue the tradition of producing products may be the result of growing demand for products based on principles and technologies that meet ecological criteria and constitute an element of promotion of a given region. Among the most important causes are the negative effects of environmental pollution and the process of globalization, the increase of ecological awareness of the society and the desire to return society to what is traditional and specific to the region. There are many high-processed products in the food market, so the growing recognition in the food market is generated by products known as regional and traditional (Minta, Tansa-Hus, Nowak 2013, p. 2887-2898).

The definition of sustainable development was formally adopted in 1987 in the World Commission on Environment and Development. It is "a process aimed at satisfying the development aspirations of the present generation in a way that enables the same pursuit of the next generations" (www.unesco.org; Plebańczyk, 2013, p. 24, 32).

The trend of returning to nature means that more and more tourists are choosing to rest in green, unpolluted areas. The creation of region and local products very often takes place according to old recipes, often without preservatives. Another positive aspect is often the ecological character of traditional or regional products (Minta, Tańska-Hus, Nowak 2013, p. 2887-2898).

The traditional way of growing or breeding raw materials, especially without additives, is not only a feature of a given region, but often decides and is responsible for the taste qualities of a given product. This method of cultivation is undoubtedly a great asset of these products, sought in Polish

and foreign markets (Gąsiorowski, 2005, p. 279). Such production is conducive to the development of organic farming, develops a system of farming with sustainable production of plants and animals. Organic production is a way of obtaining a product that uses as natural as possible methods of production without compromising the natural balance (Rzytki, 2015, p. 32).

Definition of traditional food

According to the European Commission's definition, the term "traditional" refers to foods that are marketed in the Community market at least for a period that indicates transmission from generation to generation, which is defined as at least 25 years (Żakowska-Biemas, 2012, p. 5-18; Rozporządzenie Rady WE Nr 509/2006). Food is characterized by specific characteristics that distinguish it from other products in terms of "traditional ingredients" from which it was made, "traditional composition" and "traditional methods of production and/or processing" (Żakowska-Biemas, 2012, p. 5-18). Traditional raw materials or semi-finished products are raw materials (species and/or variants) or semi-finished products that are either individually or as a component of a specific geographic area, in accordance with specifications and national regulations. The traditional composition should be characteristic of the product group. Traditional methods of production and/or processing are methods that were passed down from generation to generation. According to the degradation, "local product" is a product, an agricultural product or a product that is closely related to the area in which it is produced (FOOD-CT-2005-513944, 2008). The purchase of such a product by a tourist may constitute the first stage of linking the region. Purchase of the product will mean contact with cultivated traditions, customs, unique culture, but also with the natural environment (Chojka, 2012, p. 105-120). Regional products will be products strictly dependent on the conditions prevailing in a specific area. These articles are related to the area, traditions, culture. Their specialty is that they are made in a place and based on traditional recipes.

These products have their own traditional name and composition, as well as distinguishing them from other products, products, regional cuisine (Ziółkowski, Jalinik, 2009, p. 40).

An important element of tourism is also tourism education, concerning the provision of information on raw materials from crops, plant and animal breeding. The aims of education are mainly focused on:

- cultivation ecological awareness,
- acquaintance with natural, historical and cultural values,
- creating new behavioral patterns for children and adolescents,

- shaping eco-friendly tourist attitudes,
- creating eco-friendly tourist products (Wartecka-Ważyńska, 2010, p. 268).

The role of the Slow Food movement in preserving traditional food

The Slow Food movement as initiated by Carlo Petrini as a spontaneous reaction to the rise of the first fast food restaurant in Italy in 1985. The basic principles of the movement are goodness, purity and justice. This movement refers to the consumption of high quality products when produced under environmental conditions (Chabzda, 2014, p. 14-17).

The Slow Food organization is the founder of the Biodiversity Observatory in agriculture, which informs and presents problems, indicates solutions and draws attention to the positive results and experiences of other actions that can be replicated and adapted to local conditions. Intensive food production is the main cause of the loss of biodiversity, while the multifunctional, versatile and small-scale farming model is able to ensure the quality and repeatability of natural resources and preserve biodiversity and guarantee the integrity of ecosystems (www.slowfood.com).

This food and the phenomenon that accompanies it are conducive to:

- developing a culture of life and enriching it with new experiences,
- maintain, cultivate the traditions of the region, the country, maintain the culinary traditions, develop local, regional agriculture, and thus improve the economic situation of farmers, breeders and local food producers,
- development of local identity, building of “small homeland”,
- development of culinary tourism,
- improvement of the natural environment,
- education and public health, by promoting good and valuable nutrition and raising awareness within these values.

Slow Food promotes a lifestyle that is based on the values of local communities and the consumption of locally produced products. This group includes both producers and consumers of food (Jakubiak, Lupa, 2013, p. 163).

The most important factors of slow tourism are:

- quality and safety of products and tourist services, including its attractiveness,
- production, service provision and sale of products respecting the principles of sustainable development,
- the availability of products, through convenient distribution, sales, the ability to observe production,

- accessibility of culinary tourism services, and thus targeting the needs of the consumer (tourist consumer),
- authenticity, that is, credibility of origin, traditional, local way of production and product delivery.

The role of agritourism in preserving culinary traditions

The feature of rural tourism is the ability to show not only the village but also elements of traditional local culture. This is achieved by:

- cooking of regional cuisine, preparation of dishes and products based on natural ingredients with characteristics often different from nationwide,
- cooking and culinary arts related to local traditions,
- encouraging farm work,
- education in the sphere of breeding and cultivation of species with an old regional tradition, unique in the national scale,
- education in the area of healthy eating, traditional and organic food production,
- education in the field of herbalism and the use in the kitchen of savory varieties of plants,
- advertising among guests participating in local holidays (Musiał, Kania, Leśniak, 2005, p. 197).

In the case of particular voivodships of Poland, natural qualities are taken into account for the development of agri-tourism. The share of protected areas and the possibility of using the area for organic farming affect the attractiveness of agri-tourism (Mucha-Szajek, 2006, p. 125). Most agro-tourism farms in Poland produce food according to the conventional agri-food-stuffs applicable throughout the agricultural and food sector. The second group of agrotourism farms are ecotourism farms that produce food by organic methods (Dominik, 2011, p. 131-135).

Traditional culinary products are designed for both leisure and leisure travelers as well as for those who are interested in nature and are open to local culture and traditions (Witkowski, 2010, p. 285).

The main factors related to the production of fresh produce in Poland include:

- a specific microflora, which makes cucumbers, cabbage, mushrooms, produces curdled milk and white cheese and sour cream,
- ecological way of agricultural production,
- soil not contaminated with chemicals,
- natural way of feeding and raising animals (meat during picking takes a specific taste),
- lakes and rivers (Woźniczko, Jędrysiak, Orłowski, 2015, p. 160-161).

Dietary habits are often referred to as the way in which individuals or groups select and consume food in accordance with social and cultural constraints. They are an important part of the culture of the societies and their cultivation is important for preserving the cultural heritage of the nations (Warmińska, 2006, p. 437-438).

Traditional products on a regional basis

The research carried out by Nestorowicz et al. (2016) shows that respondents are aware that the purchase of regional products contributes to supporting the local economy (26%). An important element was also the information about the local origin of the product from the supplier and the certificate of organic food (45%). A significant part of the survey was that regional products are made from natural ingredients (67%) and are environmentally friendly (65%). Of the surveyed 56% declared willingness to buy domestic products.

The most frequent reasons for purchasing regional products according to the respondents were their taste (20%) and tourist reasons (66%) (Grębowiec, 2017, p. 65-80).

Traditional methods of producing regional products are related to the area of origin. The European Union has introduced a system of protection for these products, which are characterized by regional or culinary heritage. The system of protection and promotion of regional products is an important element of tourism and gastronomic development (Gulbicka, 2016, p. 22-23).

The legal basis for the functioning of the system of protected designations of origin, protected geographical indications and guaranteed traditional specialties in the European Union is Regulation (EU) No 1151/2012 of the European Parliament and of the Council of November 21, 2012 on the quality systems of agricultural products and foodstuffs (Rozporządzenie Parlamentu Europejskiego i Rady (UE) nr 1151/2012 z dnia 21 listopada 2012 r. w sprawie systemów jakości produktów...).

In Poland, the Ministry of Agriculture and Rural Development is responsible for maintaining the product registration system with a specific geographical origin and specific traditional quality (According to the Act on Registration and Protection of Names and Marks of Agricultural Products and Foodstuffs and on Traditional Products).

Very often the emergence of a traditional culinary product is associated with a characteristic region of the region such as Małopolska Miodowa, or a tourist attraction (Woźniczko, Orłowski, 2010, p. 250-251).

Culinary routes are a kind of designated routes where tourists can meet traditional culinary products. One of them is the Fruit Route, which runs through seven communes of the Małopolska province – Zawoja, Raciechowice, Laskowa, Trzciana, Łącko, Stary Sącz. There are over 150 products and raw materials marked with a special logo. You can sample local produce and learn how to grow apples, plums, blueberries, cherries, and other fruits. In addition, in Łącko there is a folk festival “Jubilee of Apple Blossom”, where the regional music of the band can taste local specialties, such as the famous slivovitz or pear. Another example of a culinary tourist route can be located along the Dunajec “Fasolowa Dolina”. Polish tourists also visit the vineyards on the land of Lubuskie, the oscickie trail Podhale and the famous Suwalszczyzna croaking, where in many agritourism farms can learn to prepare these regional delicacies.

The name of traditional or regional food products is often abused, so the characteristics of the products registered as protected geographical indications (Gulbicka, 2016) are presented.

According to Woźniczko and Piekut (2015), the highest number of products registered in the list of traditional products, depending on the region is located in the Podkarpackie voivodship (dairy products) and Pomerania (fisheries, drinks).

For the purposes of the article, an analysis of the presence in rural tourism space of products and raw materials classified as traditional, whose values and status depend on the natural environment unaffected by anthropogenic modifications. Examples have been selected that have been qualified for traditional culinary products and are on the List of Traditional Products of the Ministry of Agriculture and Rural Development. The example of these products shows the relationship between natural values and the origin and characteristics of traditional culinary products in tourism.

The below presented examples clearly notice the impact of the natural context of the creation of traditional culinary products and their authenticity, which can be an element of increasing the tourist attractiveness.

1. Lamb Podhalans. For the production of lamb in Podhale, lambs of the “Polish sheep of the mountain” and “lambs” are used, kept at the mothers kept in the traditional way and unchanged for centuries. The production of lamb is mainly in the Cieszyn, Żywiec and Małopolskie districts. Meat is characterized by brittleness and during cooking the fat remains inside the muscle resulting in high juicy (www.minrol.pl).
2. Carp zatorski. Zator carp production is conducted in three neighboring communes located in the western part of the Małopolskie voivodship. The municipality of Zator, Gmina Przeciszów is located in the district of Oswiecim and the municipality Spytkowice, located in the district of

Wadowice. Since 2003 they have jointly implemented the project “Carpathian Valley” (www.minrol.pl).

3. Bean of the Dunajec Valley. Contemporary sources state that the best conditions for growing dried beans are as follows: 1) southern Lublin region with Rzeszów, Przemyśl and Jarosław; 2) the Poznań-Pomerania-Lodz region, covering the south-western part of the Poznań-southern Pomeranian Province, and the Radom region, and 3) the Cracow region – primarily the Tarnów area, where the bean plantation is usually rich in calcium and phosphorus. sodium. Beans contain easily digestible starch and soluble fiber that helps to remove bad cholesterol deposits (www.minrol.pl).
4. Apples Leckie. The expressive taste and smell of apples are due to the microclimate of the Łącka Basin. Most of the fruits obtained in the Łącka region are characterized by exceptional succulence and aroma. The shape of the fruit depends on the particular variety. The blush is clearly stronger than apples from another region. Due to the specific microclimate and terrain, the fruit rust is relatively small (www.minrol.pl).
5. Narvian cheese. The cheese is characterized by a touch of fresh milk, mild, delicate, aromatic, with a slight saltiness. The addition of herbs causes the cheese to get the right taste and aroma (garlic, marjoram, cumin, blackcurrant and other herbs). Nutritious cheeses have a creamy aroma with a possible blend of herbs. The milk used to produce these cheeses must come from the vicinity of the Narew National Park, preferably from Poland Red Cows (www.minrol.pl).
6. Crispy coffee. Boiled coffee is a healthy, nutritious and strengthening drink, giving a feeling of satiety, strengthening the stomach, liver and spleen, eliminating stomach disorders (www.minrol.pl).
7. Juniper sausage from Masurian meat factory. Sausage made from pork meat with a high content of carbohydrates. Cured meats by the method of flooding or dry, in wooden barrels and stoneware pools. Wood from deciduous trees – alder, oak, ash (www.minrol.pl).
8. Stewed cabbage Kraśnicka. The production of sauerkraut is concentrated in the area of Rzeszyca Ziemiańska. Raw materials produced on their own farms are used. Cabbage is grown on the basis of organic fertilizers. No artificial preservatives are used in the production of this cabbage (www.minrol.pl).
9. Cowshed. Krzeszów is located in the south-eastern part of Poland (in the county of Nińsko). The cows were known to have been bred without sugar, and their persistence kept for a dozen or so years. The tradition of making sauces has passed from generation to generation and has survived to this day. For several years the fry is accompanied by a celebration called “Spidlaki” (www.minrol.pl).

10. Rye oil. The name comes from the seedlings plant from which the oil is pressed. The rusty color of the seed, reminiscent of the color of rice, has become the basis for the name of the oil. The abundance of fatty acids, mainly omega-3, is 54%, an additional advantage is its high durability (www.minrol.pl).

Conclusions

Food production that combines best practices for the environment, high biodiversity is of interest to tourists for whom it is important to know and experience authenticity, cultural and natural education, and a healthy lifestyle. It is important, therefore, to use traditional methods of production that meet their requirements during production.

Regional and traditional products are increasingly popular in Poland and in the world. The sense of responsibility for your own health leads to the search for products that are organic, natural, without artificial additives, rich in new flavor and unique aroma, which is often characterized by a regional product.

Traditional culinary products become an element of the tourism offer of a given area or region, which increases the attractiveness of a given place. In addition, regional products, due to the nature of origin and production, are conducive to economic development and can provide real benefits for local communities.

The contribution of the authors

Piotr Dominik – 33%

Anna Fabisiak – 33%

Józef Grochowicz – 33%

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