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## **TRADITIONAL AND REGIONAL PRODUCTS AS TOURIST ATTRACTIONS OF THE ŚWIĘTOKRZYSKIE REGION**

### **PRODUKTY TRADYCYJNE I REGIONALNE JAKO ATRAKCJE TURYSTYCZNE REGIONU ŚWIĘTOKRZYSKIEGO**

#### **Introduction**

In the last decades of the 20th century and the first decades of the 21st century, a dynamic development of the phenomenon of tourism is observed. It is an extremely important market product purchased by millions of tourists and is becoming more and more important in many countries of the world. Natural and cultural attractions, including culinary ones, cause many of the world's inhabitants to travel outside their place of residence.

Culinary travel is treated as a form of recreation, as well as an opportunity to experience new flavors, new dishes and drinks. When travelling, culinary tourists collect the recipes of various, often exotic, dishes, and acquire various local and traditional food products as well as spices and drinks. The Świętokrzyska cuisine draws from the tradition of peasant and noble cuisine. The Świętokrzyski region, due to its central location in Europe and its unique cultural heritage, including culinary heritage, has many premises to become an important destination for domestic and foreign tourists.

The main goal of this study is to analyze regional and traditional products and their importance in creating a tourist product of the Świętokrzyskie Region. Traditional products combined with natural and anthropogenic tourist attractions become a magnet attracting tourists to this region. The study also presents the statistics concerning traditional products from the Świętokrzyski province entered on the List of Traditional Products (LTP), and its comparison with other provinces and Poland as a whole. The study includes the characteristics and the essence of culinary heritage and culinary tourism. One of the goals is also an in-depth analysis of the legal protection of traditional agri-food products. Attention was also paid to the need to promote traditional products and regional cuisine.

The research methodology used in this study is determined by its objectives. The preparation of the article began with gathering reliable up-to-date information, which was subsequently evaluated and selected. Thus, descriptive, comparative and tabular analysis

methods were used. The method of participatory scientific observation has also been applied to a large extent, especially in relation to the Świętokrzyskie Region. The authors also imparted their knowledge, especially the co-author who comes from the Bieliny district in the Świętokrzyski province and regularly visits his place of birth. During his visits he makes important observations and talks on topics related to culinary traditions of the province. The article was also enriched with illustrations of selected problems.

The source of information was scientific literature devoted to the subject of the study, studies of the Ministry of Agriculture and Rural Development and the information available on thematic websites.

## The essence of the region and its characteristics

In Poland, a region is defined as a geographical area separated on the basis of a specific feature or set of characteristics. However, the concept of a region is difficult to identify clearly. According to the PWN Encyclopedia, a region is a contractually isolated, relatively homogenous area that differs from adjacent areas, in certain natural or acquired features. The division of a larger territory, e.g. a country, into regions is made with the aim of proper allocation of scientific material (regionalization).<sup>1</sup> Depending on the accepted delimitation criteria, geographical, tourist, economic, ethnic, linguistic, cultural and historical as well as administrative and political regions are distinguished.

In this publication the terms *Świętokrzyski region* and *Świętokrzyski province* are used interchangeably. Moreover, in Poland a region is commonly identified with a province<sup>2</sup>. In turn, the tourist region is defined as a certain area fulfilling tourist functions, characterized by homogeneity of the physical and geographical environment and internal service links. Therefore, the tourist region includes a certain territory with features important for the development of tourism and the increase in the supply of tourist products. The tourist region must, therefore, possess significant touristic, natural and anthropogenic values, which are important for potential tourists<sup>3</sup>. The explanation of the concept of a tourist region is crucial for this article, as agri-regional food products are one of the main determinants of making travel decisions, and also an important product in the tourist offer of a specific region. The Świętokrzyski has all the basic advantages (qualities) to recognize them as a tourist region with numerous and unique tourist values.

The Świętokrzyski region is one of the least urbanized areas in the country. This fact should be considered an asset, especially on account of the possibility of the further development of agritourism, ecotourism and culinary tourism<sup>4</sup>. Soils of the province are

<sup>1</sup> *Encyklopedia popularna PWN*, Wyd. Naukowe PWN, Warszawa 1996, p. 716.

<sup>2</sup> B. Iwan, *Region Świętokrzyski i jego tradycje kulinarne*, [in:] *Gastronomia w ofercie turystycznej regionu*, ed. Z.J. Dolatowski, D. Kołożyn-Krajewska, Wyd. WSHiT w Częstochowie oraz Polskie Towarzystwo Technologii Żywności, Częstochowa 2010, p. 180–181.

<sup>3</sup> *Ibidem*, p. 180–182.

<sup>4</sup> B. Iwan, *Potencjał turystyczny Regionu Świętokrzyskiego*, [in:] *Region turystyczny a tradycyjna żywność*, Wyd. WSHiT w Częstochowie, Częstochowa 2009, p. 70–71.

uncontaminated by heavy metals. It seems right to say that the development of organic production should become one of the most important directions of change in the agricultural production in the Świętokrzyski Province.

## The essence of a regional and traditional product

In the scientific literature there are many different terms related to traditional and regional agricultural and food products. Traditional foods are, for instance, products with a relatively high price, whose unique taste is obtained through the use of traditional and natural technologies characteristic of the area, and unique ingredients. According to Z.J. Dolatowski, traditional food is related to the history and beliefs of a given tribe. Therefore, regional products should be understood as agricultural and food products, works of specific quality related to a clearly defined place of origin. One should also mention the traditional ingredients and composition of traditional and regional food. The traditional composition of a food item, in turn, is a unique combination of ingredients that was shaped before World War II and was handed down from generation to generation. An indispensable aspect of traditional food is its production in traditional ways<sup>5</sup>. Traditional and regional agri-food products, ready-made dishes and drinks as well as other components of the culinary heritage are important elements of the tourist product of each individual region. On the modern tourist market, cultural and culinary heritage offers are becoming increasingly competitive. The production of traditional articles and the cultivation of traditional technology of preparing dishes and drinks inherited by successive generations in individual towns, subregions and tourist regions is also an object of promotion of tourist destinations.

Unfortunately, on the markets of economically developed countries dominate food products produced in large corporations of the agro-food industry and on a large scale using industrial methods. These products do not actually differ from each other in terms of their functionality and sensory value. Therefore, more aware and educated consumers are looking for a non-unified food as well as untypical and unique products with specific and unique taste qualities. For today's tourists, the specific characteristics of food and drink are important, i.e. particular origin, originality and uniqueness. Traditional and local food is perceived by consumers, including culinary tourists, as healthy, natural and low-processed, without chemical additives and food coloring, etc.<sup>6</sup>

Summing up, it should be emphasized that traditional products are defined as products whose quality or unique features and properties result from the use of traditional and local production methods. Poland, including the Świętokrzyski Region, has appropriate conditions for the development of high-quality traditional and ecological products.

<sup>5</sup> M. Grębowiec, *Produkty regionalne i tradycyjne oraz ich rola w kreowaniu dziedzictwa narodowego*, „Zeszyty Naukowe WSTiJO” 2012, 9(1), p. 130–131.

<sup>6</sup> B. Iwan, *Promocja produktów tradycyjnych i regionalnych*, „Zeszyty Naukowe WSTiJO” 2015, 15(1), p. 142–143; See also G. Russak, M. Hutnikiewicz, *Rynek żywności naturalnej i tradycyjnej w aspekcie turystyki wiejskiej*, [in:] *Perspektywy rozwoju oraz promocji turystyki wiejskiej i agroturystyki w Polsce*, ed. C. Jastrzębski, Wyd. WSEiP, Kielce 2010, p. 76.

## Traditional and regional food products according to EU law

Traditional and regional products are recognized in the European Union (EU) as an exceptional good and Europe's cultural heritage. Regional products and dishes as well as regional drinks are also an important element of the promotion of tourism in Europe. The system of protection of regional and traditional products operating in the EU includes the procedure of certification and labeling of agri-food products with specific features resulting from the specificity of the region, where the product is produced or from the traditional way of its production, compatible with the local culinary heritage<sup>7</sup>. Producers of protected products have the right to mark them with special labels that confirm the qualities and uniqueness of products labeled under the Common Agricultural Policy (CAP). The system operating in the EU since 1992 includes:

- Protected Designations of Origin (in Polish – ChNP),
- Protected Geographical Names (in Polish – ChNG),
- Traditional Specialties Guaranteed (in Polish – GTS).



Figure 1. Labels of Protected Designations of Origin (ChNP), Protected Geographical Names (ChOG) and Traditional Specialties Guaranteed (GTS)

Source: <http://www.ogrodinfo.pl> [18.03.2018].

The current system of protection and promotion of regional and traditional products in the EU is regulated by the Regulation of the European Parliament and the Council of the European Union No. 1151/2012 of 21/11/2012 – On the Quality Systems of Agricultural Products and Foodstuffs. The granting of an appropriate designation to specific agri-food products is also a guarantee of their quality. Owing to this designation, consumers can more easily find and choose labelled items. Farmers and other producers of regional and traditional products can also expect support in promoting them. Labelled products can boast greater popularity among conscious and affluent consumers, both locals and tourists. Currently, the register of Guaranteed Traditional Specialties, in accordance with

<sup>7</sup> B. Gulbicka, *Żywność tradycyjna i regionalna w Polsce*, Wyd. Instytut Ekonomiki Rolnictwa i Gospodarki Żywnościowej – Państwowy Instytut Badawczy, Warszawa 2014, p. 9.

EU Regulation No. 1151/2012, contains only products with registered names. Regional products are associated with their place of origin and local production methods. The product name refers to: the region, a specific place of production, in exceptional cases, the country where the product is manufactured.

Products registered as ChNP or ChOG are protected: similar goods produced outside the area specified as the manufacturing area for these products cannot use the registered product name. Also, names that have become „generic names” cannot be registered, i.e. they have become the common name of an agri-food product.

Traditional Specialty Guaranteed (GTS) means, in turn, an agricultural product or foodstuff recognized by the EU due to its specific character, which means a characteristic or set of features that clearly distinguishes a given product from similar products or foodstuffs belonging to the same category. The GTS symbol may be applied for agricultural products intended for consumption by consumers or food products, including bread, beer, cake, biscuits and other confectionery, pastas, as well as ready meals. The name of the product applying for the GTS certificate must be specific or express its specific character. These specific features may be – the taste, smell or specific ingredients used for production, and not, for example, the presentation or packaging of the product. The production of a product bearing the GTS label can take place in any EU country or even in other countries<sup>8</sup>.

## Registration of regional and traditional products

An application for registration of a product of regional origin in the EU can only be submitted by a group of producers. These products are a common good of the region and cannot be appropriated by a single producer. Regulation of the European Parliament and EU Council No. 1151/2012 set new rules for the registration of products as GTS. They can only be recognized by the EU when having a registered name.

The first stage of registration takes place in a country whose producers want to register a given product as ChNP, ChOG and GTS. Applications that will be evaluated positively in the country are forwarded to the European Commission (EC) and are subject to further evaluation at EU level. After successfully passing the evaluation at the EU level - the product name is placed in the Register of Protected Designations of Origin and Protected Geographical Indications or in the Register of Traditional Specialties Guaranteed. Products whose names have been registered in the EU have the right to use symbols – ChNP, ChOG or GTS. These signs (symbols) protect manufacturers from unfair competition, and increase consumer confidence in relation to producers<sup>9</sup>.

<sup>8</sup> Ibidem, p. 9, 11, 15–18.

<sup>9</sup> Ibidem, p. 20–21.

## **The process of controlling compliance with the specification of regional and traditional products**

Registered regional and traditional products are subject to control and legal protection against counterfeiting. The purpose of this inspection is to confirm that the products are of high quality and have specific nutritional and taste qualities resulting from their unique character. In Poland, the supervision of the quality control of regional and traditional products is carried out by the Main Inspectorate of Trade Quality of Agricultural and Food Products. Controlling the conformity with the specification of the production process of a regional or traditional article involves checking whether the controlled product is manufactured as described in the specification. The inspection is carried out in the place of production of a given article and on the basis of the interview conducted with the producer. At the same time, organoleptic assessment is also carried out, and samples of the product are taken for further laboratory tests. The control of the regional products marked with the ChNP or ChOG labels concerns in particular the relationship between a specific product and the region. On the other hand, in the case of the products with the GTS label, the stages which are controlled are those from which the specific character of the product and its specific properties derive. Only subjecting the conformity of the production process to the specification and obtaining a quality certificate authorizes the manufacturer to use the name of a regional or traditional article registered in the EU. The inspection is carried out on request and at the manufacturer's expense<sup>10</sup>.

## **National List of Traditional Products**

The Polish Ministry of Agriculture and Rural Development (MRiRW) has held a List of Traditional Products (LTP) at the national level since 2005. The main objectives of this list include:

- identification of traditional products,
- increasing consumer awareness of the essence and specificity of traditional products,
- promoting Polish cultural heritage, including culinary heritage, etc.

Agricultural products as well as groceries and spirits can be entered on LTP. The National LTP includes products characterized by being produced using traditional and well-established production methods. Methods of production which have been used for at least 25 years are considered traditional.

An application for entry of an agricultural product and a food or spirit drink into LTP may be submitted to the competent Voivodship Marshal by natural and legal persons as well as organizational units without legal personality producing a given agricultural product, foodstuff or spirit drink. Applications positively evaluated by provincial marshals are then sent to the Minister of Agriculture and Rural Development. He or she is responsible for re-

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<sup>10</sup> Ibidem, p. 23.

ceiving applications from voivodeship marshals and for keeping and updating the LTP. The Minister annually announces a list of traditional products placed on the LTP in the Official Journal. There were 1308 products on the national LTP as of 20/10/2014<sup>11</sup>. The number of registered products on the LTP is constantly changing. On 24/03/2018, the number of registered entries was as high as 1788. As far as Świętokrzyski province is concerned, its 70 products were on the LTP in October 2014 and 92 products in March 2018<sup>12</sup>. The production of agricultural and food products using traditional methods usually concerns regions with a predominance of family and traditional farming. There are 4 basic categories of traditional and regional products.

1. Traditional foods are products whose added value is the culinary heritage. Their unique taste is obtained thanks to the use of traditional and natural technologies of their production and processing specific for a given region and using local unique ingredients.
2. The traditional product is a food product protected by the Polish or EU law and produced from traditional ingredients and having a traditional recipe or production method<sup>13</sup>. The traditional product emphasizes and marks a specific region. In addition to the place of origin, the traditional product also represents the communities that have invented and used this product over the years and want to keep it for future generations<sup>14</sup>.
3. A regional product is a product produced in a specific region. Regional products are alternatively called products of known origin. Their high quality and reputation are associated with the specific region where they are produced<sup>15</sup>.
4. Local product – it is a product with which inhabitants of a given area identify themselves, produced in an environmentally friendly way and from ingredients available locally.

## Food quality policy in the European Union

European quality policy guarantees tourists and consumers in general that they buy high quality food that is characterized by a unique and traditional production method. Consumers expect clear and comprehensive information on the quality and origin of an agricultural product or foodstuff. The identification and selection of appropriate products are facilitated by geographical indications, designations of origin and guaranteed traditional specialties<sup>16</sup>. Consequently, in the EU, the natural and traditional high quality food sector is distinguished and protected by legal community and national systems. These products are signed with the appropriate markings and symbols protected by law. Markings are reliable information for buyers, as well as important elements of their promotion on the domestic and international market. The relevant regulations of the EU Council were introduced into

<sup>11</sup> Ibidem, p. 38–40.

<sup>12</sup> <http://www.minrol.gov.pl> [24.03.2018].

<sup>13</sup> <https://wyszukiwarka.efs.men.gov.pl> [24.03.2018].

<sup>14</sup> M. Duczkowska-Piasecka, *Tradycyjna żywność na obszarach wiejskich. Specyfika budowy rynku*, [in:] *O produktach tradycyjnych i regionalnych. Możliwości a polskie realia*, ed. M. Gąsiorowski, Wyd. Fundacja Funduszu Współpracy, Warszawa 2005, p. 53.

<sup>15</sup> <http://www.minrol.gov.pl> [25.03.2018].

<sup>16</sup> <http://www.minrol.gov.pl> [25.03.2018].

the Polish legal order by the Act – On Registration and Protection of Names and Markings of Agricultural Products and Foodstuffs and on Traditional Products (Journal of Laws 2004. No. 10, item 68) This Act was subsequently amended on October 24, 2008 and regulates the national stage of application evaluation (Journal of Laws 2008 No. 216, item 1368). The names of agricultural and food products in Poland may also be protected in three ways – Protected Designation of Origin (ChNP), Protected Geographical Indication (ChOG) and Guaranteed Traditional Specialty (GTS)<sup>17</sup>.

EU policy in the field of quality does not prohibit the application and accession of farmers and processors to national certification systems for traditional and regional products of special quality. In this context, there is an important organization in Poland – the Polish Chamber of Regional and Local Product - established in 2004. Its task is to build a policy of supporting the development of regional and local products. Thus, Polish local and regional products of special quality are not only protected by EU certificates. These products may receive, among others, the *Jakość Tradycja* (Quality Tradition) label, as well as other regional labels. Producers of agricultural products and foodstuffs or spirit drinks can apply for these labels providing that they meet the conditions included in the regulations of a given label<sup>18</sup>.



Figure 2. The Quality Tradition label

Source: <http://www.smakizycia.pl/kuchnia/inspiracje/znak-jakosc-tradycja> [26.03.2018].

The Polish Chamber of Regional and Local Product in cooperation with the Association of Polish Voivodeships has also developed the First National System of High Quality Traditional Food High Quality and Control. It was approved by the European Commission in 2009. The symbol of “Quality Tradition” is marked with products with a traditional composition and method of production, and at the same time having a traditional character. They must also have at least a 50-year-old pedigree. The “Quality Tradition” logo is awarded by the Council of the sign<sup>19</sup>. Products labeled with the “Tradition Quality” label must have several features.

<sup>17</sup> B. Iwan, *Promocja produktów...*, op. cit., p. 147.

<sup>18</sup> B. Gulbicka, *Żywność...*, op. cit., p. 41.

<sup>19</sup> Ibidem, p. 43.

1. Ingredients must come from organic farms or from farms applying Good Agricultural Practice and Good Breeding Practice, excluding GMOs. The ingredients used for production must be fully identifiable.
2. The products must have: traditional composition, traditional production method, a special quality or recipe of production.

Producers producing an agricultural product, a foodstuff or a spirit drink who have obtained the right to use the "Tradition Quality" label can use it and place it on the packaging of products and / or in promotional messages<sup>20</sup>. An important goal of LTP is also dissemination and deepening knowledge among the public, including tourists about the culinary heritage and healthy food from a given region or subregion. As a result, it is to contribute to the increase of interest among the public and tourists in traditional (often unique) food and to the increase in its sales on the market. Entering a product for LTP also authorizes the manufacturers to grant specific derogations to strict production requirements, i.e. veterinary, or sanitary, which are applied to large industrial processors. These derogations must not affect the deterioration of the quality of traditional foodstuffs.

*Categories of traditional products placed on LTP:* 1) Cheese and other dairy products; 2) Fresh meat and meat products; 3) Fishery products, including fish; 4) Nuts, seeds, cereals, vegetables and fruits (processed and unprocessed); 5) Bakery and confectionery; 6) Oils and fats (butter, margarine, etc.); 7) Honey; 8) Ready meals and dishes; 9) Alcoholic and non-alcoholic beverages; 10) Other products – in this category all products that are not qualified to any of the 9 groups can be entered<sup>21</sup>.

Table 1 contains the number of traditional products from individual provinces inscribed on the List of Traditional Products (LTP) of Polish Ministry of Agriculture and Rural Development (In Polish – MRiRW).

Table 1. The number of products by provinces included in the LTP

No.	Provinces (voivodships)	Number of products*		Indicators of growth dynamics	Growth in numbers
		As of 22/08/2014	As of 24/3/2018		
1	Dolnośląskie	44	49	111	5
2	Kujawsko-pomorskie	54	81	150	27
3	Lubelskie	127	189	149	62
4	Lubuskie	32	68	213	36
5	Łódzkie	75	133	177	58
6	Małopolskie	116	208	179	92
7	Mazowieckie	73	122	167	49
8	Opolskie	60	62	103	2

<sup>20</sup> Postanowienia ogólne Znak Jakościowy „Jakość Tradycja”, [www.produktyregionalne.pl/download/regulamin\\_znaku.pdf](http://www.produktyregionalne.pl/download/regulamin_znaku.pdf) [26.03.2018].

<sup>21</sup> B. Iwan, *Promocja produktów tradycyjnych...*, op. cit., p. 144.

No.	Provinces (voivodships)	Number of products*		Indicators of growth dynamics	Growth in numbers
		As of 22/08/2014	As of 24/3/2018		
9	Podkarpackie	165	224	136	59
10	Podlaskie	50	66	132	16
11	Pomorskie	151	178	118	27
12	Śląskie	137	144	105	7
13	Świętokrzyskie	70	92	131	22
14	Warmińsko-mazurskie	25	31	124	6
15	Wielkopolskie	90	93	103	3
16	Zachodniopomorskie	28	48	171	20
17	Total	1297	1788	138	491

\* The number of products included in LTP as of 22.8.2014 on the basis of B. Iwan, *Promocja produktów...*, op. cit., p. 145, Data as of 24/03/2013 based on Internet, <http://www.minrol.gov.pl>. [24.03.2018] and own calculations.

Figure 3 presents the number of traditional products listed on the LTP by voivodeships (as of 24/03/2018).



Figure 3. The number of traditional products entered into LTP by voivodeships  
Source: [www.minrol.gov.pl](http://www.minrol.gov.pl) [24.03.2018].

Even a cursory analysis of the data presented in Table 1, indicates a large diversity of the number of products from individual provinces inscribed on LTP. In August 2014, the most products entered into LTP came from, among others from the province the Podkarpackie, Pomorskie, Śląskie and Małopolskie Voivodeships, that is, above 110 items. The lowest number, however, i.e. slightly over 20 items, came from the Warmińsko-mazurskie and Zachodniopomorskie provinces. As of 24/03/2018, the largest number of products were registered on LTP by the following voivodeships: podkarpackie (224), małopolskie (208), lubelskie (189). Traditionally, the smallest number of products, i.e. less than 50 products, listed on LTP came from the following provinces: warmińsko-mazurskie (31), zachodniopomorskie (48) and dolnośląskie (49). The figures in Table 1 and Figure 2 also prove that in the period of about 3.5 years, the largest number of products were introduced into LTP by the following voivodeships: małopolskie (92), lubelskie (62), podkarpackie (59). The lowest number of products listed on the LTP come from opolskie (2), wielkopolskie (3), dolnośląskie (5) and warmińsko-mazurskie voivodeships (6).

According to the brief analysis, reflection is aroused – why regions with the smallest number of products on the LTP list, also show its smallest dynamics. Without making a big mistake one can conclude that food producers show no interest in submitting applications for entry of their products into LTP to the voivodship marshals. The Marshal's Offices, Voivodship Offices and Agricultural Advisory Centers should also show greater information activity on LTP. These institutions have contacts with farmers and processors of agri-food products. Entering the products on the List should also be interested in governmental and non-governmental organizations related to agriculture and the countryside.

## **Regional and traditional products from the Świętokrzyski Province protected in the EU**

### **Protected Designation of Origin (ChNP)**

1. wiśnia nadwiślańska (Vistula cherry) labeled with the ChNP – grows in the Vistula strip – from Ożarów to Lipsk. Its fruits are small and intensely colored. They also have a slightly tart and a distinctly sour taste. They are suitable for the production of juice;
2. Śliwka Szydłowska labeled with the ChOG label – it is a plum subjected to drying and smoking with smoke and hot air. This plum is produced in the commune of Szydłów, Province Świętokrzyskie;
3. fasola korczyńska (Korczyńska bean) distinguished by the ChOG label. This bean has large grains with a thin skin and is grown in the microclimate of Ponidzie (municipalities in the district of Busko and Kazimierza);
4. Fasola wrzawska (wrzawska bean) labeled with the ChOG – is grown on the Sandomierz Land in the fork of the Vistula and San rivers. It owes its size and delicacy to fertile soils.

Table 2 contains a list of traditional products from the Świętokrzyski province included in the LTP of MRiRW.

Table 2. Traditional products of Świętokrzyski Region included in the LTP MRiRW

### The names of traditional products by category

#### A. Dairy products

1. Jędrzejowski twarożek śmietankowy
2. Ser kozi z Machor
3. Twaróg półtłusty z Pierzchnicy
4. Zagainicki Koziarz

#### B. Meat products

1. Salceson kurozwęcki
2. Dzione Rakowskie
3. Kielbasa swojska wąchocka hysowana
4. Salceson ozorkowy wiejski
5. Chmielnicka Gęś pieczona
6. Kielbasa biała parzona z Wąchocka
7. Polędwica tradycyjna z Wąchocka
8. Szynka sznurowana wąchocka
9. Kielbasa łosieńska
10. Polędwiczki świąteczne Prokopa
11. Salceson cwaniak z Łosienia
12. Kielbasa radoszycka
13. Kielbasa swojska z Kunowa
14. Udziec dworski z Kunowa
15. Pasztetowa radoszycka
16. Kaszanka szarbianka
17. Kielbasa z Pacanowa
18. Szynka z Broniny
19. Salceson bęczkowski
20. Daleszycka szynka z beczi
21. Wiejska szynka z Okoła
22. Kielbaśnica kazimierska
23. Małszyńska kielbasa z dzika
24. Salceson z Okoła
25. Kielbasa swojska opatowska

#### C. Fishery products

1. Karp z Oksy
2. Karp małszyński

#### E. Bakery and confectionery

1. Wiejski chleb konecki
2. Piernik z żytniej mąki
3. Chleb bodzentyński
4. Placek spod kamienia
5. Wólecka chałka pleciana
6. Gryska z Bliżyna
7. Krówka opatowska
8. Chleb Iwański
9. Szczodroki
10. Burocorz bogoryjski
11. Pączek opatowski
12. Chleb wąchocki
13. Chleb żytni kielecki
14. Chleb mieszany koprzywnicki
15. Chleb skarbczak
16. Tort czekoladowo-orzechowy z Rzuchowa
17. Chleb na maśle z Lipnika

#### F. Oils and fats

1. Pińczowski olej z Inicy
2. Sandomierski olej rzepakowy
3. Masło jędrzejowskie
4. Masło chmielnicki

#### G. Honey

1. Świętokrzyski miód spadziowy
2. Fałkowski miód wielokwiatowy
3. Miód królewski z Osiecka
4. Miód nektarowo-spadziowy napękowski
5. Miód spadziowy z Puszczy Jodłowej
6. Miód akacjowy z Łążka

#### H. Ready meals and dishes

1. Prazoki
2. Kugiel z Czermna
3. Zalewajka świętokrzyska

3. Karp z Rudy Malenieckiej

4. Rytwiński karp

5. Karp z Wójczy

6. Rytwiański karp w galarecie

#### D. Vegetables and fruits

1. Truskawka bielańska

2. Czerkieska mąka orkiszowa

3. Truskawka buska faworytka

4. Fasola korczyńska

5. Kasza jaglana Gierczycka

6. Konfitury z jarzębiny

7. Ser jabłeczny

8. Wiśnia sokowa nadwiślańska

9. Susz owocowy dębniacki

10. Jabłka sandomierskie

11. Suszona damacha z Ponidzia

12. Skalbmierskie ogórki kiszone

13. Czosnek wólczański

14. Chrzan świętokrzyski

15. Kasza gryczana palona z Antoniowa

16. Morela sandomierska zaleszczycka

17. Konfitura z zielonych orzechów

4. Fitka kazimierska

5. Słupiański siekaniec dworski

6. Rakowski ziemniak pieczony

7. Żabiekie gały

8. Jacentowski barszcz z kapustą

#### I. Beverages

1. Kwas burakowy po wzdolsku

2. Sok z czarnej jagody z lipowskich lasów

3. Kamcia – moskorzewska nalewka miętowa

4. Opatowskie wino chlebowe

#### J. Other products

1. Farsz z kapusty gryczanej

Source: <http://www.minrol.gov.pl/Jakosc-zywnosci/Produkty-regionalne-i-tradycyjne/Lista-produktow-tradycyjnych/woj.-swietokrzyskie> [28.03.2018].

Table 3 contains information on the structure of traditional products included in LTP of Świętokrzyski voivodeship.

Table 3. The structure of traditional products from the Świętokrzyski Region (N = 92 = 100%)

Product category	Number	%	Product category	Number	%
Dairy products	4	4,3	Oils and fats	4	4,3
Meat products	25	27,3	Honey	6	6,5
Fishery products	6	6,5	Ready meals and dishes	8	8,7
Vegetables and fruits	17	18,5	Beverages	4	4,3
Bakery and confectionary products	17	18,5	Other products	1	1,1
Total	xx	x	xxx	92	100,0

Source: Calculated on the basis of the data in Table 2.

## Elements of Świętokrzyski Culinary Heritage

The Culinary Heritage Świętokrzyskie network is part of the European Regional Culinary Heritage Network (ESRDK), whose task is to promote the production and consumption of regional food. It also helps in the development of small enterprises and tourism in a given region / area.



Figure 4: Świętokrzyski Culinary Heritage logo

Source: <http://www.echodnia.eu> [02.04.2018].

Foods labeled with the name “Świętokrzyski Culinary Heritage” is not only tasty, but also safe and healthy. It is produced with care for the natural environment, and its producers are agricultural and fishing farms and agritourism farms. Entrepreneurs dealing with agriculture, horticulture and fishery, food processing as well as wholesalers and retail stores as well as hotels, restaurants and other catering facilities can apply for membership in the «Network». Such companies must operate in the Świętokrzyski Region, be registered in the competent office in the Świętokrzyski Voivodeship, comply with applicable legal provisions and, as far as possible, continuously cooperate with other members of the «Network». After being admitted to the «Network», enterprises must demonstrate a link with the region and work on its promotion, using as many products from the Świętokrzyski province as possible and forming part of its culinary heritage and be good ambassadors of the Region and European Regional Culinary Heritage Network in Europe.

## The essence of culinary tourism: an outline

Culinary tourism is understood as travel undertaken by people in order to search for and identify and taste traditional dishes and drinks in individual regions of the country and the world. Cultivating and maintaining customs and culinary traditions, as well as the possibility of consuming food prepared according to old recipes handed down from generation to generation, are in themselves a sought-after tourist attraction of a given region. The importance of the culinary heritage is appreciated by many local catering establishments and agritourism farms serving traditional dishes and beverages prepared according to

ancient recipes. It should be emphasized that many tourists are eager to learn new flavors as well as food and drinks in particular towns or regions. This resulted in the emergence of new and specific types of tourism, such as culinary tourism and enotourism.

Culinary tourism is also a cultural experience, as food preparation using traditional methods is part of the cultural heritage of generations. An extremely valuable source of culinary heritage is the Polish countryside, Rural Housewives' Circles and agritourism farms. Meals, desserts and drinks served by restaurants and agritourism farms are also elements that increase the attractiveness of specific destinations and tourist regions. Original regional restaurants have already been included in tourist travel programs. These considerations are fully confirmed by the observations and experiences of the authors with regard to the Świętokrzyski Region<sup>22</sup>. In the Świętokrzyski Region, culinary tourism is constantly developing, although the development pace is not yet adequate to its potential in terms of tourist reception. The Świętokrzyski region is undoubtedly a paradise for conscious tourists looking for original dishes and flavors.

In the Świętokrzyski Region, dishes made of cabbage, beans, potatoes, meat, milk, mushrooms and forest fruits are still very popular. This is confirmed by the observations of the Świętokrzyski country made by the authors of this study. Traditional local dishes are still served at rural tables and in regional restaurants. These include many ready meals and beverages listed on the LTP. In the Świętokrzyski Region, homemade fruit wines, mulled wine, fruit vodkas are still prepared. An example is the «Sośniak» fruit vodka produced on the basis of pine syrup. Pine twigs are placed in the bottles for decoration<sup>23</sup>.

As a country with over a thousand years of history and a rich cultural heritage, Poland has maintained a variety of culinary traditions. The Polish countryside, including the Świętokrzyska village, are still cultivating their culinary customs and rituals. The culinary heritage, next to the natural and anthropogenic tourist attractions, is a factor demonstrating the distinctness of the Świętokrzyskie Region compared to other regions, as well as highlighting its unique characteristics<sup>24</sup>.

Summing up, traditional dishes and drinks and other products related to the regional cuisine of the Świętokrzyski Region, being in the spectrum of tourists' interests, constitute a unique tourist product. It is important to preserve what is traditional and original in the Świętokrzyski cuisine. To this end, professional promotion of the Świętokrzyski cuisine should be strengthened to underline its diversity and specificity.

## Conclusions

Traditional agricultural products and foodstuffs as well as beverages, in particular listed on the LTP and registered in the EU, are important components of cultural and culinary

<sup>22</sup> B. Iwan, *Kulturowe uwarunkowania regionalnej kuchni świętokrzyskiej*, [in:] *Kulturowe uwarunkowania żywienia w turystyce*, ed. H. Makala, Wyd. WSTiJO, Warszawa 2013, p. 221–224.

<sup>23</sup> Idem, *Kulturowe uwarunkowania...*, op. cit., p. 232–233, 238; G. Russak, M. Hutnikiewicz, op. cit., p. 76.

<sup>24</sup> G. Russak, M. Hutnikiewicz, op. cit., p. 76; B. Iwan, *Promocja produktów...*, op. cit., p. 149.

heritage. They are also important element of tourist attractions of specific towns and the entire Świętokrzyski Region. Traditional products and the offer of regional cuisine are often one of the main reasons for making decisions regarding the choice of the destination of tourist trips. The quality and exceptional values of traditional products result from the use of traditional production and processing methods.

The EU has a system of legal protection for traditional and regional products. Producers in individual countries can apply for registering specific products on LTP. These lists are an effective form of promotion of traditional and regional products.

In the quality system for regional and traditional products, 1247 agri-food products were registered in the EU. Only 37 products from Poland are listed in the EU register. In comparison, from Italy comes 266 products. Traditional products, especially officially recognized ones and regional cuisine offer, are also used in promotion and in building the identity and brand of the Świętokrzyski Region. The promotion of traditional products and regional cuisine also plays an important role in popularizing and nurturing the culinary heritage of the Świętokrzyski Region. Tourism development strategy in the Świętokrzyski Province involves the use of the regional culinary heritage, that is, traditional recipes for the preparation of dishes and beverages using traditional recipes and local ingredients, with a view to enriching and diversifying the tourist offer.

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### Streszczenie

Regionalne i tradycyjne produkty rolne i artykuły spożywcze oraz napoje są ważnymi komponentami dziedzictwa kulinarnego. Są one także istotnym elementem atrakcji turystycznych określonych miejscowości oraz całego Regionu Świętokrzyskiego. Produkty tradycyjne to te, których jakość lub wyjątkowe walory i właściwości wynikają ze stosowania tradycyjnych metod produkcji oraz przetwórstwa. W UE funkcjonuje system prawnej ochrony produktów tradycyjnych i regionalnych. Promocja produktów tradycyjnych oraz kuchni regionalnej odgrywa też ważną rolę w popularyzacji i pielęgnowaniu dziedzictwa kulinarnego, które jest integralną częścią dziedzictwa kulturowego regionów. Umożliwia to utrwalenie w pamięci społeczeństwa tradycji i dziedzictwa kulinarnego Regionu Świętokrzyskiego.

**Słowa kluczowe:** produkty tradycyjne, produkty regionalne, dziedzictwo kulinarne, Region Świętokrzyski, turystyka

### Abstract

Regional and traditional agricultural and food products are important components of the culinary heritage. They are also an important element of tourist attractions of specific towns and the entire Świętokrzyski Region. The exceptional properties of traditional products are the result of the use of traditional production and processing methods. The EU has a system of legal protection for traditional and regional products. The promotion of traditional products and regional cuisine also plays an important role in popularizing and nurturing the culinary heritage, which is an integral part of the cultural heritage of the regions. This enables the society to cherish the tradition and culinary heritage of the Świętokrzyski Region.

**Keywords:** traditional products, regional products, culinary heritage, Świętokrzyski Region, tourism

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