
The Traditional Culinary Products for the Development of Tourism in the Lublin Region

Submitted 18/06/24, 1st revision 06/07/24, 2nd revision 24/07/24, accepted 02/08/24

Anna Katarzyna Mazurek-Kusiak¹, Joanna Hawlena¹, Agata Kobyłka¹,
Grażyna Kowalska¹, Rafał Rowiński¹

Abstract:

Purpose: The aim of this article is to examine the impact of traditional culinary products on the development of tourism in the Lublin Region.

Design/Methodology/Approach: The research used a diagnostic survey method with a survey technique. An original survey questionnaire was developed. The research was conducted from May to October 2023. The survey was conducted among 925 tourists visiting the Lublin Region. A logistic regression model was used to analyse the statistical data.

Findings: The study reveals that the primary reasons for visiting the Lublin Region include cultural events (27.14%), historical monuments (25.84%), and regional cuisine (22.16%). Natural attractions (14.49%) and recreational activities (6.59%) follow, with the least common reasons being other less typical motivations (3.78%). Statistical analysis shows that the development of culinary tourism in the region is significantly influenced by factors such as product advertising, culinary museums, and the organization of culinary festivals and fairs. The quality of traditional culinary products also plays a role, albeit to a lesser extent. Major barriers to the growth of culinary tourism include limited product accessibility, high prices, and insufficient information about the products.

Practical Implications: For stakeholders aiming to boost tourism in the Lublin Region, focusing on enhancing and promoting cultural events and historical sites is essential. To develop culinary tourism specifically, efforts should be made to improve product advertising, establish more culinary museums, and organize frequent culinary festivals and fairs. Additionally, addressing barriers such as improving product accessibility, making pricing more competitive, and increasing product awareness can further enhance the region's appeal as a culinary destination.

Originality/Value: This study provides a comprehensive analysis of the motivations behind tourism in the Lublin Region and identifies key factors influencing the development of culinary tourism. By highlighting both the drivers and barriers to culinary tourism, the research offers valuable insights for regional planners and tourism developers to formulate strategies that can effectively leverage the region's cultural and culinary assets to attract more visitors.

¹Department of Tourism and Recreation, Faculty of Agrobioengineering, University of Life Sciences in Lublin, anna.mazurek@up.lublin.pl;

Keywords: *Regional cuisine, culinary tourism, cultural events, historical monuments, product advertising, tourism barriers.*

JEL codes: *Z32, Z30, Z31.*

Paper type: *Research article.*

1. Introduction

Traditional culinary products play a key role in the development of regional tourism, attracting tourists interested in an authentic cultural experience. In the Lublin region, known for its rich culinary heritage, local specialities are an important element of tourism promotion. Traditional Lublin cuisine features dishes derived from the cuisine of the region's former inhabitants. These are simple peasant dishes combined with dishes from the tables of the nobility and influences from the culinary customs of the neighbouring countries of Lithuania, Ukraine and Belarus. The best-known traditional culinary products include: onion cake, buckwheat cake, “forszmał”, mead.

The aim of this article is to examine the impact of traditional culinary products on the development of tourism in the Lublin Region.

2. Literature Review

The last decade has seen a growing interest in culinary travel, which focuses on discovering unique local foods, regional flavours and traditional dishes prepared according to recipes handed down from generation to generation (Kwil, 2018; Adamopoulos and Thalassinou, 2020). Europeans are increasingly looking for highly flavoured products made according to traditional recipes.

However, it should be remembered that taste should go hand in hand with quality and higher health standards. The ingredients used in the preparation of dishes should also be of high quality (Wei *et al.*, 2013), which ensures safety and a correspondingly high demand for these products (Soroka *et al.*, 2023b).

Culinary heritage can be defined as food products and dishes characterised by unique quality characteristics, traditional preparation and production methods, often dating back to the distant past. These products are mainly produced on a small scale, using specific skills and technologies, and are linked to a specific geographical region (Gulbicka, 2014).

The production of high-quality traditional regional products is also one of the main priorities of the European Union's agricultural policy (Sengel *et al.*, 2015). The

European Commission defines traditional food products as those that have been present on the Community market for at least 25 years (Guerrero *et al.*, 2009). These products represent local cultural heritage that should be protected from oblivion (Smith and Costello, 2009). They are both a development opportunity for local entrepreneurs and small communities and a great attraction for consumers and tourists (Gutkowska *et al.*, 2015), provided they are properly promoted (Mazurek-Kusiak, 2010).

Traditional products and culinary dishes are a key element in the development of tourism (Mazurek-Kusiak *et al.*, 2022) and are an integral part of the tourist offer of both urban and rural areas. The sale of traditional dishes increases the competitiveness of the region and tourism entrepreneurs and diversifies income sources (Strenik, 2019).

3. Research Methods

The research used a diagnostic survey method with a survey technique. An original survey questionnaire was developed. The research was conducted from May to October 2023. The survey was conducted among 925 tourists visiting the Lublin Region, including 51.5% women and 48.5% men.

Characterising the respondents in terms of age, 27.1% were 18-35 years; 36.7% were 36-55 years; and 36.2% were 56 years and over. A logistic regression model was used to analyse the statistical data. The purpose of the logistic regression model was to describe the impact of qualitative variables x_1, x_2, \dots, x_k on the dichotomous variable Y defined by two values: 1 - success or 0 - failure, according to the formula:

$$P(Y = 1 | x_1, x_2, \dots, x_k) = \frac{e^{(\alpha_0 + \sum_{i=1}^k a_i x_i)}}{1 + e^{(\alpha_0 + \sum_{i=1}^k a_i x_i)}}$$

where:

Y – dichotomous variable,

$\alpha_i, i = 0, \dots, k$ - logistic regression coefficients,

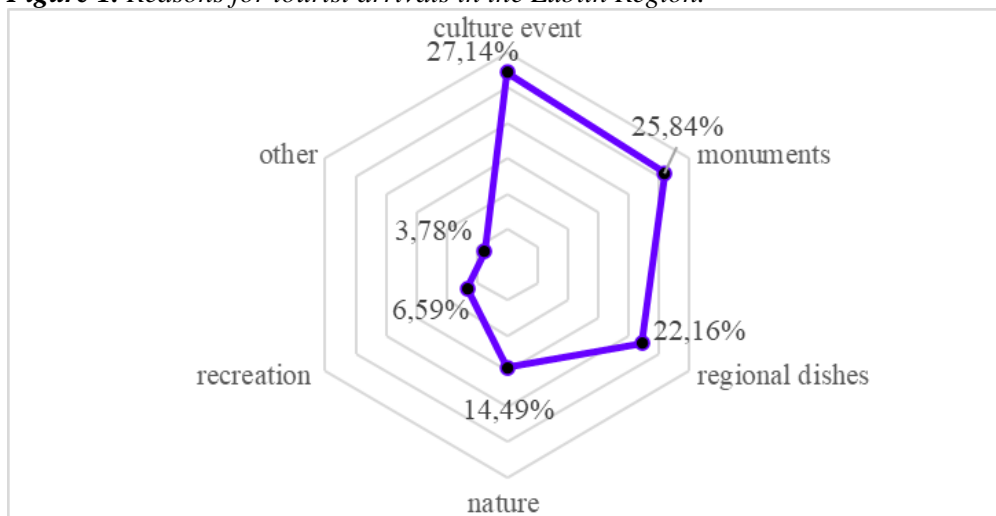
x_1, x_2, \dots, x_k - independent variables.

4. Research Results and Discussion

The first stage of the research asked about the purpose of the visit to the researched region.

Most people, 27.14% of respondents, come to the Lublin Region because of cultural events. This includes festivals, concerts, exhibitions and other artistic events that attract both residents and tourists. The second most common reason for visits is historical monuments, which attract 25.84% of visitors.

Figure 1. Reasons for tourist arrivals in the Lublin Region.



Source: Own study.

The Lublin region has a rich historical heritage, making it an attractive destination for history and architecture enthusiasts. Regional cuisine attracts 22.16% of respondents. Lublin's cuisine, with its traditional flavours, is an important element that encourages tourists to visit the surveyed region. Only 14.49% of visitors come to the Lublin Region for its natural attractions.

These may include parks, gardens, nature monuments and other places where one can enjoy the beauty of nature and relax in nature. A much smaller group, 6.59% of respondents, come to the Lublin Region for recreational purposes. This can include various forms of active recreation such as sports, walks, games and other outdoor activities. The smallest group, 3.78% of respondents, mention other, less typical reasons for visits. These could be visits to family, business trips, or other individual reasons (Figure 1).

The results of the research on the purpose of visits to the Lublin Region are confirmed by international and national literature. According to a study by Mak *et al.* (2012), tourists are increasingly interested in authentic culinary experiences that allow them to better experience local culture and traditions.

In the Lublin Region, products such as onion cake, buckwheat cake or meads are very popular among tourists, as confirmed in a study by Czarnicka-Skubina and Głuchowski (2018). Research by Giampiccoli and Kalis (2012) shows that increased tourist interest in local culinary products translates into increased income for small and medium-sized enterprises operating in the catering and agricultural sectors. In the Lublin Region, the development of culinary tourism has created many new jobs and increased revenues for local food producers. Thus, the development of culinary tourism is important for the local economy.

The second stage of the research asked about the factors influencing the development of culinary tourism in Lublin Region.

Table 1. Factors influencing the development of culinary tourism in Lublin Region - logistic regression model.

Determinants*	Number 1: 538; Number 0: 387; Total loss:449.37; $\chi^2(6)=361.79$; $p<0.001$					
	Assessment	Standard error	T(918)	p	Wald chi-square	UQO
Constant B0	-3.581	0.335	-10.797	0.001	114.430	0.029
x_1 – quality of traditional culinary products	0.146	0.069	1.980	0.047	3.917	1.146
x_2 - culinary product advertising	0.491	0.077	6.355	0.001	40.399	1.618
x_3 - organization of culinary festivals and fairs	0.305	0.081	3.719	0.001	13.835	1.356
x_4 - culinary museums	0.439	0.062	7.010	0.001	49.1290	1.551

Note: * $N=925$, independent variables at $p < 0.05$

Assessment – multiple regression model coefficient; $t(918)$ – value of t statistics assessing the significance of estimated coefficients; p – probability level value for the t test; Wald chi-square – value of Wald chi-square statistics used to assess the significance of the estimated parameters, p – value of level p for Wald chi-square test; UQO – unit quotient of odds.

Source: Own study.

The model is statistically significant ($p=0.001$), which means that the independent variables x_1 , to x_4 have a significant impact on the variable culinary tourism development. Positive coefficients corresponding to the variables indicate that an increase in these quantities will increase the probability of increased tourism in the Lublin Region due to the region's culinary heritage.

In contrast, the constant B0 is significantly statistically significant ($p=0.001$) and suggests that without taking other factors into account, the probability of developing culinary tourism is low (Table 1). Product advertising is one of the strongest factors influencing the development of culinary tourism, with a high UQO coefficient (1.618) and highly statistically significant ($p=0.001$).

Hall and Sharples (2003) and Wolf (2006) emphasise the importance of promotion and marketing in attracting tourists to regions with a rich culinary offer. Similar findings were obtained by Son and Arcodia (2011) and Czarnicka-Skubina and Głuchowski (2018).

Culinary museums are also a highly significant factor ($p=0.001$) with a high UQO coefficient (1.551), indicating a significant impact on the development of culinary tourism. The study by Soroka *et al.* (2023a) also confirms that culinary museums

can play an important educational and promotional role, attracting tourists interested in culinary history and traditions. This is also confirmed by the findings of Son and Arcodia (2011).

The third important factor is the organisation of culinary festivals and fairs ($p=0.001$), although it is slightly less important than product advertising, with a UQO of 1.356. Similar findings were obtained by Czarnicka-Skubina and Głuchowski, (2018), who argue that culinary festivals can significantly increase interest in a region by promoting local products and traditions.

As noted by Son and Arcodia (2011), culinary festivals attract not only local residents but also tourists from other regions and countries, which contributes to increased tourism and financial revenues for the region. In the Lublin region, events such as the Jagiellonian Fair or the Onion Festival attract thousands of tourists every year, as confirmed by a study conducted by the Municipal Office of the Lublin Region (2019).

The quality of traditional culinary products has a significant impact on the development of culinary tourism ($p=0.047$), although the impact is relatively weak (UQO = 1.146). Boniface (2018) also emphasises that product quality is a key factor that can attract tourists seeking authentic culinary experiences. Similar results were obtained by Soroka *et al.* (2023b) and Smith and Costello (2009).

Table 2. Factors influencing the development of culinary tourism in Lublin Region - case classification.

Observation	Odds ratio: 13,96%, correct: 79,15%		
	Predict "No"	Predict "Yes"	% correct
No	273	116	70.54
Yes	77	459	85.32

Source: Own study.

The standard errors of the logit regression coefficients are quite low indicating that when inferring from this model the estimation error made will not be very large, this is also confirmed by the odds ratio of the case classifications (Table 2).

Based on the data presented in Table 2, it can be concluded that the model correctly classifies 85.32% of respondents who participated in culinary tourism in the Lublin Region and 70.54% of those who did not participate in this type of tourism.

In the third stage of the study, tourists were asked about the barriers that discourage participation in culinary tourism in the Lublin Region. The p-value for the chi-square statistic is highly significant ($p<0.001$). Therefore, it can be concluded that the variables x_1 , x_2 , x_2 constitute a significant barrier to participation in culinary tourism in the Lublin Region (Table 3).

Table 3. Barriers to participation in culinary tourism in the Lublin Region - logistic regression model.

Barriers*	Number 1: 538; Number 0: 387; Total loss:542.22; χ^2 (6)=173.22; p<0.001					
	Assessment	Standard error	T(918)	p	Wald chi-square	UQO
Constant B0	1.897	0.235	8.066	0.002	65.059	0.000
x_1 – lack of information	-0.172	0.076	-2.262	0.024	5.116	0.024
x_2 – too high price	-0.268	0.079	-3.406	0.001	11.600	0.001
x_3 – no availability	-0.297	0.063	-4.702	0.001	22.112	0.000

Note: *N=925, independent variables at $p < 0.05$

Assessment – multiple regression model coefficient; t(918) – value of t statistics assessing the significance of estimated coefficients; p – probability level value for the t test; Wald chi-square – value of Wald chi-square statistics used to assess the significance of the estimated parameters, p – value of level p for Wald chi-square test; UQO – unit quotient of odds.

Source: Own study.

The biggest barrier is the difficulty in accessing the product (-0.297). Products are often only available for purchase at tourist fairs, markets or festivals, and there is no opportunity to purchase them in shops, restaurants or daily street sales. Hall and Sharples (2003) point to similar problems, noting that the limited availability of culinary products can discourage tourists from participating in culinary tourism.

A second barrier is that the price is too high (-0.268), which is a disincentive to purchase and participate in this type of tourism. Research by Smith and Costello (2009) confirms that price is an important factor influencing consumer decisions in the context of culinary tourism. The third barrier is the lack of information that the product exists on the market (-0.172). Too little or inadequate promotion of products results in tourists being unaware of regional culinary products Mak *et al.* (2012) also highlight that a lack of effective promotion can limit interest in culinary tourism (Table 3).

The percentage of cases correctly classified was used to assess the quality of the model built (Table 4).

Table 4. Barriers to participation in culinary tourism in the Lublin Region - case classification.

Observation	Odds ratio: 5.11%, correct: 70.05%		
	Predict "No"	Predict "Yes"	% correct
No	226	161	58.40
Yes	116	422	78.44

Source: Own study.

Based on the results presented in Table 4, it can be concluded that the model correctly classifies 78.44% of respondents who participated in culinary tourism in the Lublin Region and 58.40% of those who did not participate in this type of tourism.

5. Conclusions

In conclusion, cultural events, monuments and regional cuisine are the most important factors attracting tourists to Lublin, while recreation and other reasons are of lesser importance. These results can be helpful for further planning of the city's tourist promotion and for the development of an offer tailored to visitors' preferences, in order for this to happen it is necessary to first of all:

- Effective promotion of regional culinary products, which can significantly contribute to the development of culinary tourism.
- Investment in and development of culinary museums, which can attract tourists interested in culinary history and tradition.
- Organising regular culinary events to increase the tourist and gastronomic attractiveness of the study region .
- Maintaining the high quality of traditional culinary products, as only such products are of interest to tourists.

Further research could focus on other factors that may influence the development of culinary tourism, such as product availability, tourism infrastructure or cooperation with local producers.

References:

- Adamopoulos, A., Thalassinou, E.I. 2020. Tourism Development and Economic Growth: A Comparative Study for the G-6 Leaders. *European Research Studies Journal*, 23(1), 368-380.
- Boniface, P. 2016. *Tasting Tourism: Travelling for Food and Drink*. London, Routledge.
- Czarnicka-Skubina, E., Głuchowski, A. 2018. Gastronomic Tourism – Facts and Myths. *Engineering Sciences and Technologies*, 1(28), 23-31.
- Giampiccoli, A., Kalis, J.H. 2012. Tourism, Food, and Culture: Community-Based Tourism, Local Food, and Community Development in Mpondoland. *CAFÉ*, 34, 101-123.
- Guerrero, L., Guardia, M.D., Xicola, J., Verbeke, W., Vanhonacker, F., Zakowska-Biemans, S., Sajdakowska, M., Sulmont-Rosse', C., Issanchou, S., Contel, M., Scalvedi, M. L., Signe Granli, B., Hersleth, M. 2009. Consumer-driven Definition of Traditional Food Products and Innovation in Traditional Foods. A Qualitative Cross-Cultural Study. *Appetite*, 52(1), 345-354.
- Gulbicka, B. 2014. *Żywność tradycyjna i regionalna w Polsce*. Warszawa: Instytut Ekonomiki Rolnictwa i Gospodarki Żywnościowej.
- Gutkowska, K., Gajowa, K., Piekut, M. 2015. Possibilities of Culinary Tourism Development in Poland. *Postępy Techniki Przetwórstwa Spożywczego*, 2(1), 126-132.

- Hall, C.M., Sharples, L. 2003. The Consumption of Experiences or the Experience of Consumption? An Introduction to the Tourism of Taste. In: *Food Tourism Around the World Development*. Hall, C.M. Sharples, L., Mitchell, R., Macionis, N., Cambourne, B. (eds.) Butterworth-Heinemann: Management and Markets, 1-24.
- Kwil, I. 2018. Szlak Kulinaryny Smaki Dolnego Śląska. *Journal of Tourism and Regional Development*, 10(1), 53-63.
- Mak, A.H.N., Lumbers, M., Eves, A., Chang, R.C.Y. 2012. Factors Influencing Tourist Food Consumption. *International Journal of Hospitality Management*, 31(3), 928-936.
- Mazurek-Kusiak, A.K. 2010. Zagospodarowanie niszy rynkowej w agroturystyce poprzez uwzględnienie w żywieniu posiłków wolnych od alergenów. *Oeconomia - Acta Scientiarum Polonorum, Seria, Oeconomia*, 9(4), 305-312.
- Mazurek-Kusiak, A.K. Kobyłka, A., Korcz, N., Soroka, A. 2022. Holidays Abroad and the Eating Behavior of the Inhabitants of Poland. *International Journal of Environmental Research and Public Health*, 19(23), 15439.
- Municipal Office of the Lublin Region. 2019. Raport z działalności turystycznej w regionie lubelskim. Available at: <https://www.lubelskie.pl/zarzad-wojewodztwa/raport-o-stanie-wojewodztwa-lubelskiego>.
- Sengel, T., Karagoz, A., Cetin, G., Dincer, F.I., Ertugral, S.M., Balık, M. 2015. Tourists' Approach to Local Food. *Procedia-Social and Behavioral Sciences*, 195, 429-437.
- Smith, S., Costello, C. 2009. Culinary tourism: Satisfaction with a Culinary Event Utilizing Importance-Performance Grid analysis. *Journal of Vacation Marketing*, 15(2), 99-110.
- Son, I., Arcodia, C. 2011. The Role of Regional Food Festivals for Destination Branding. *International Journal of Tourism Research*, 13(1), 355-367.
- Soroka, A., Mazurek-Kusiak, A. K., Trafiałek, J., Godlewska, A., Hawlena, J., Sasikumar, N.S, Kachniarz, K., Kolanowski, W. 2023b, Impact of Food safety and Nutrition Knowledge on the Lifestyle of Young Poles – the Case of the Lublin Region. *Sustainability*, 15(16), 12190.
- Soroka, A., Mazurek-Kusiak, A.K., Chmielewski, Sz., Godlewska, A. 2023a. Polish-Lithuanian Border Cuisine as an Idea for the Promotion and Expansion of the Region's Tourist Attractiveness. *Foods*, 12(13), 2606.
- Strenik, A. 2019. Produkty tradycyjne i regionalne szansą na rozwój twojej gminy. Warszawa: Departament Rolnictwa i Modernizacji Terenów Wiejskich.
- Wei, W., Miao, L., Huang, Z.J. 2013. Customer Engagement Behaviors and Hotel Responses. *International Journal of Hospitality Management*, 33(1), 316-330.
- Wolf, E. 2006. *Culinary Tourism: The Hidden Harvest*. Kendall: Hunt Publishing Company.