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## CATERING AND GASTRONOMY SERVICES IN THE RURAL TOURISM: THE CASE OF LUBUSKIE VOIVODESHIP

### USŁUGI GASTRONOMICZNE W TURYSTYCE WIEJSKIEJ NA PRZYKŁADZIE WOJEWÓDZTWA LUBUSKIEGO

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*W pracy przedstawiono opinie respondentów na temat wyników świadczenia usług gastronomicznych w turystyce wiejskiej oraz zakresu korzystania z tych usług przez turystów. Badania przeprowadzono wśród osób prowadzących działalność turystyczną na wsi oraz wśród turystów wypoczywających w ich gospodarstwach na terenie województwa lubuskiego.*

**Key words:** the rural tourism, gastronomy services, tourists' opinion of these services

**Słowa kluczowe:** turystyka wiejska, usługi gastronomiczne, opinia o usługach gastronomicznych

#### INTRODUCTION

The basic service of rural tourism, except accommodation, is feeding or possibility for individual meals preparation, which is often used with fresh products come from the homestead. The range of offered gastronomy service runs on economical and facilities chances of homestead and it changes when the tourists talk about their need.

In the rural tourism all forms of feeding, which are offered to the tourists can be shared into three groups:

- full feeding - all day range meals (breakfast, dinner and supper),
- incomplete feeding - the range of one or two meals daily (dinner or breakfast and dinner),
- individual feeding - it provides tourists suitable equipped kitchen to prepare individual meals, often with the possibility of buying products, which come from the homestead and can be used in daily feeding [6, 7].

Preparing and serving the dishes to tourists give the possibility of enlargement the services, which are given from the homestead, and give the chance of making the bigger profits [4]. The advantage of meals which are prepared in the homesteads is that they are prepared

from the natural ingredients which are only little contaminated chemicals. These are often dishes from the national kitchen, which comes to get the better knowledge about the local culture and traditions.

When we testify the tourism services, especially the feeding ones, it's important to promote the regional cuisine with the local traditions. The regional meals are extra attraction for the tourists. They can try their taste, get know the history and funny stories which are connected with their origin, take with them the ingredients and recipes or the finished product as a souvenir from the vacations.

## MATERIALS AND METHODS

The aim of this paper is to define the range of the gastronomy offer in the homesteads situated in the rural areas in the lubuskie voivodeship and the marks of these services in the tourists' opinion. The studies contain also the influence the gastronomy offer on the rural resting choice.

To achieve this aim we used the studies from the Organization and Economical Consumption Cathedral, Agricultural University in 2003-2004, which were held among the people who work in the tourism on the rural areas and among the tourists who rest in their homesteads.

The first study included 64 homesteads which testify the tourist services, especially gastronomy services on the rural areas, in the selected voivodeship. The choice of the voivodeship was caused by the rural areas attractions in this country region and the small number of the homesteads which make the gastronomy services with the allowance of using the regional dishes cuisine.

The second study included 72 tourists who used from the homesteads rest in the lubuskie voivodeship. This study showed us, if the gastronomy offer of the homesteads, including the regional meals in the menu, has the influence for the choice of the rest in the country.

Both of the studies the questionnaires were sent by the post to the homesteads which make the tourist services and to the tourists who spend their holidays in these homesteads.

## RESULTS AND DISCUSSION

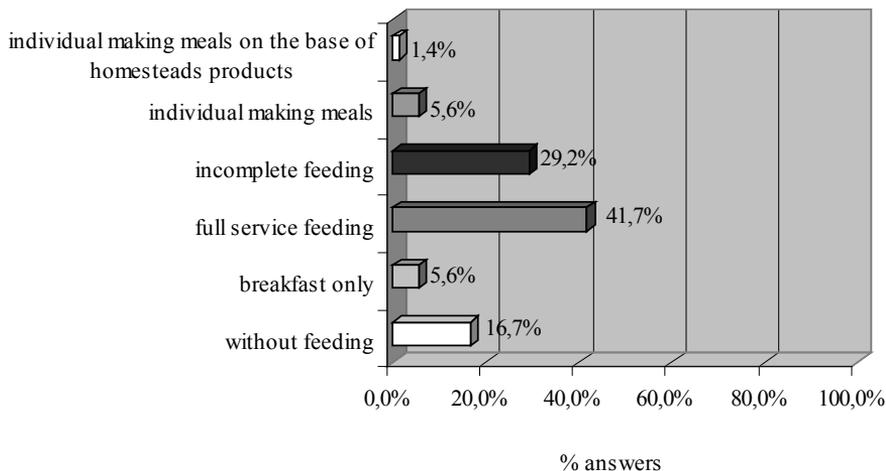
In most homesteads which took part in these studies, except beds the gastronomy services were offered (78,1%). In rural tourism the gastronomy services is held in different range. Size and forms of feeding for tourists who spend their time in the homesteads depend on technical and financial possibilities, and most of all, on accommodation, especially number and size of rooms for the tourist disposition, especially kitchen, chances of its adaptation, and competing the facilities [3].

The effects of the inquiry studies showed following forms of gastronomy services in the homesteads in lubuskie voivodeship (the respondents could point more then one answer):

- individual making chosen dishes by the tourist (87,5%),
- using full service feeding (65,3%),
- using only few meals daily: breakfast (61,2%), dinner (55,1%), late dinner (51,0%), supper (40,8%).

The results of analysis point out that most of tourists (74,4%) who have a rest in lubuskie voivodeship used the gastronomy services (both full and incomplete feeding). Similar, but not the same result had *Strzembicki* [5] in the polish inquiry studies in 2001 in which he showed that almost half of respondents (47,8 %) choose gastronomy services when they were in the country in lubuskie voivodeship (n=69; 1% -average for 7 studied voivodeship, n=744).

From these studies come off that the level of using the gastronomy services by the tourists was differential. During the country vacations over 40% of the respondents used the full feeding service (Figure 1). Tourists choose also incomplete feeding (29,2%), consist of one



Origin: own studies

Fig. 1. The range of using the gastronomy services by the tourists during the time they spend in the homesteads in lubuskie voivodeship (n=72)

meal - dinner, or two meals - breakfast and dinner. It's very convenient form of feeding for tourists who spend their leisure time actively, and who spent few time in the place of accommodation. A few respondents used only breakfast (5,6%). Almost 17% were not interested in feeding service, probably because of the possibility of preparing meals by themselves (5,6%). The respondents had also the chance of preparing meals by themselves in the base of fresh products coming from the homesteads (1,4%). From the *Strzembicki* studies [5] come off that 34,8% of respondents in the lubuskie voivodeship declared using the full feeding service in the homesteads during the rest time (the average for 7 studied voivodeships, n = 744 - 41,7%). *Strzembicki* [5] noted also smaller (11,6%) group of tourists who choose incomplete feeding (average 15,0%). Only small percent (10,1%) people who were in the homesteads didn't use any of the feeding service form (average 9,0%). The lowest index (1,4%) had this kind of feeding which was connected with only breakfast choice (middling 5,4%). The most believers in lubuskie voivodeship (42,0%) had the possibility of preparing dishes by themselves (middling 28,9%) [5].

One of the elements which has the great influence for having the rest in lubuskie voivodeship was the rural feeding and ecological food (Figure 1). The meals which were prepared from products come from the homesteads were marked as "very important" by the 52,8% tourists. The group, who marked the marked which were studied "not important" was only 18,1% among the whole number of respondents.

The results of studies point out that most of people who give also the accommodation (62,5%) give the tourists also the possibility of choosing what they would eat (diet - 60,4%,

vegetarian - 54,2%). Almost half of the homesteads owners who offered the gastronomy services, offered also the regional cuisine (45,8%).

There dominated flour and cereal dishes as: *kluchy na lachu* or *parowce* (dumplings made of yeast dough, steamed and served with meat), *pierogi ruskie* (pies with potatoes, onions and cottage), *potatoes dumplings* (served together with meat or as a separate dish), ex. *kulanki* (made of grated raw potatoes and without flour, served together with meat or as an ingredient of a soup made of water left once dumplings are cooked, and milk), *szkaplarki* (with rye- or wheat-flour and eggs, served with cabbage and seasoned with butter, pork fat or oil) or *szagówki* (made of boiled potatoes, flour and curd cheese, and sliced crosswise).

The most popular soups in the homesteads in lubuskie voivodeship are: cabbage soup called *parzybroda*, the potato soup called *ślepe ryby*, *czernina* (bloody soup). They served a starter by the name of galart (*trzęsionka*). It is made of pig's knuckles cooked with vegetables. Cooked meat and vegetables are finely cut, immersed in a solution and left to solidify; then this jelly is served with vinegar or lemon juice.

Lubuska cuisine is closely connected from Wielkopolska's cuisine, from here difficulty to distinguish her specific. According to *Kollajtis-Dolowy* [2] this region is characterized by dishes like: *polewki* (soup), *bryje* (mush) from millet, oat, from leguminous, cereals and potatoes prepared in many ways (in soups, in skin left on, boiled, or grated, buttered with speck or added milk or cream, sometimes with smoked sausages, meat, potatoes with cabbage, potato bread, many kinds of potato noodles with rye or wheat flour, sweet potato pats with cream or a little bit salty), flour dishes - especially rye, wheat, and flour soup (*nawarka*).

In these regions which were studied often offered dishes become the homesteads card, which make them different from the others. *Gąsiorowski* [1] said that regional products have a lot of respect and wide range of people who buy them, because they are high quality and natural. The original regional dish can caused that especially for it more and more tourists will come because their friends have told them about it.

Table I. The mark of the elements which had an influence for choosing the tourist offer in the country in the tourists' opinion (%)

Lubuskie voivodeship (n=72)		Elements	
		country dishes and ecological feeding	preparing dishes with the regional recipes
mark:*	5	52,8	40,3
	4	6,9	11,1
	3	11,1	18,1
	2	11,1	4,2
	1	18,1	26,4
	average value	3,6	3,3

Origin: own studies

\*The 5 points scale where: 1-„not important element at all”, 2-„not important element”, 3-„neutral element”, 4-„important element”, 5-„very important element”.

But, these studies which were held lastly pointed out that chosen country vacations because of having regional dishes in feeding offer in lubuskie voivodeship was a neutral element

in tourists opinion, in case of its average mark (table I). This group for which this element was very important was 40,3% of the respondents. But in the same region there were a lot of respondents who said that this element wasn't important at all (26,4%) or neutral (18,1%).

Generally low opinion of the second element which had influence for the choice of the country tourist offer can come off the other, more important elements, like: non polluted environment, lower then in other kinds of tourism prices of accommodation, chance for resting with whole family. Probably tourists who, during the stay in the countryside, would taste the regional dishes, in different way will mark this element in repeated studies. Low mark of this element can be caused by too less spread of history and traditions of preparing regional dishes and giving the tourist recipes this cuisine and of course serving traditional dishes too often.

Furthermore in this studied region the homesteads owners in a small level had additional services as learning how to cook local dishes and getting knowledge about regional cuisine recipes (10,3%).

Gastronomy services which were held in the resthouses in the countryside were high marked (70,2%) by the tourist in the studied voivodeship. Well marks gave 22,8% of the respondents. A few respondents valued the feeding on the middling level (7,0%). None of tourists said the feeding was bad or very bad.

## CONCLUSIONS

The studies pointed out:

1. Meals prepared with fresh products and these one which comes from the homesteads (rural and ecological food) are one of the elements caused much interests in feeding offer as a important element in general rural tourist offer, that is why the own products should be used to prepare regional meals, the same as diet and vegetarian ones.
2. The important ruff of the studied homesteads which offered tourist service was allowance of the regional meals in the proposal menu what made the feeding offer more attractive.
3. The regional meals which were made in the traditional ways were very important aspect of the regional culture, but they are too less propagated among tourists as learning how to prepare meals with the regional recipes and local traditions.
4. Gastronomy services in homesteads were high marked by the tourists in the lubuskie voivodeship. It comes off the fact, that food from the homesteads which is used to prepare meals is higher quality, low level of transformation and natural taste and smell. In the feeding offer the original regional dishes and special meals are available.

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#### Summary

In this paper we showed the results of studies about gastronomy services in the rural tourism and the range of this services using about which the respondents talked. The studies also took the feeding

offer (rural dishes and regional feeding) influence for the choosing the rest offer in the countryside. In the studies took part people who live in the countryside and have homesteads and of course tourist rest in their homesteads.

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##### Streszczenie

W pracy przedstawiono wyniki badań ankietowych dotyczących świadczenia usług gastronomicznych w turystyce wiejskiej, zakresu korzystania z tych usług przez turystów oraz ich oceny w opinii respondentów. Badania obejmowały także wpływ oferty żywieniowej (wiejskie wyżywienie i żywność regionalna oraz potrawy regionalne) na wybór wypoczynku na wsi. Badania przeprowadzono wśród osób prowadzących działalność turystyczną na wsi oraz wśród turystów wypoczywających w ich gospodarstwach na terenie województwa lubuskiego.

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