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## Local Food and Beverage Products As Important Tourist Souvenirs

**Keywords:** tourism, culinary tourism, cultural tourism, tourist products

### **Abstract of the article:**

Tourist souvenirs are an indispensable element of traveling for most people, especially cultural tourists. The objectives of the study are to discuss the role and meaning of those souvenirs and to classify them, with a special consideration of culinary souvenirs into the following categories: local food and beverage products, kitchen utensils (gadgets), recipes, culinary guidebooks and menus, as well as photographs of the dishes, food markets, restaurants etc. Moreover, the paper also includes the results of the research showing tourist preferences in terms of souvenir purchased for oneself and others, as well as received ones. The final conclusion of the paper is that creating and promoting the right tourist souvenirs – also based on local food and beverage – is therefore essential and it is of great importance for the development of tourist activity in particular destinations as well as for the incoming tourists.

### **Introduction**

B. McKercher, F. Okumus and B. Okumus state that experiencing food and beverages of the country, region or area is now considered a vital component of the tourism experience: “Dining out is common among tourists and food is believed to rank alongside climate, accommodation, and scenery in importance to tourists [McKercher, Okumus, Okumus 2008, pp. 137-148]. What is more, organizers of the 1<sup>st</sup> Oenogastronomic Tourism Conference 2012 in Bilbao assumed that “Tourists and visitors increasingly see in gastronomy the possibility of learning more about the culture of a place” [*I Oenogastronomic Tourism Conference 2012*, p. 2]. And it does not matter what kind of tourism they do – all tourists love eating and all of them must do it while travelling. “Food has an undeniable importance for holiday makers. As such, food tourism has gained an enormous potential in recent years. A high percentage of travellers, consider dining and food as relevant activities during their travels” [About Tourism International Destination Consultancy]. For some tourists getting knowledge and experience about other culture’s food becomes one of the trip motives and it is much more than just eating. For them the above-mentioned learning represents itself in tasting local and regional dishes, visiting various gastronomic facilities, meeting chefs and sightseeing places where food and beverages are produced. Moreover, an important element of the trip for them is also bringing home the local food and beverage products, kitchen utensils, photos or recipes as tourist souvenirs. Those tourists visiting different places usually want to buy or get something ‘characteristic’ or ‘typical’, and it is pretty obvious that culinary souvenirs are their frequent choices.

As M. Banaszkiwicz [2011, p. 4] claims “a souvenir, no less than a photo, completes the trip, it is a kind of a trophy, a justification of being ‘there’. It encompasses the whole trip which begins with planning and packing of bags. Unpacking and placing the brought souvenirs on ‘the mantelpiece’ closes up the experience, proving in a tangible way that the trip has taken place, and even though the memories of the trip may fade away, the dust-covered souvenirs will keep the memory of the past.”

The thing – in this case: a food or beverage product – which is to become a souvenir (either for the travelers themselves or for the person presented with it) can be bought or acquired (received or taken – with or without its owner’s permission) in two different ways. The first one is through buying/acquiring the object being influenced by the moment or enchantment of the particular taste or place where the food/beverage was tasted, by its

packaging, or by the place or the way of selling/serving it. The other one is buying/acquiring the souvenir according to a pre-meditated plan resulting from the knowledge of the food or beverage product acquired by previous journeys or by previous reading about it in a guidebook, or from a request to bring it for a person not participating in the trip.

The issue of tourist souvenirs does not frequently become the subject of academic discussions, despite being a particularly important aspect of the third phase of the trip, the so-called prolonged trip. Only a small percentage of tourists does not need – apart from memories – souvenirs from the journey.

Considering the above-written, the objectives of the study are to discuss the role of tourist culinary souvenirs and to classify them, with a special consideration of: local food and beverage products, kitchen utensils (gadgets), photographs or recipes. Moreover, it will include the results of the research showing tourist preferences in terms of souvenir purchase for oneself and others.

## Food and Souvenirs as Key Elements of Cultural Tourism

As it has been mentioned in the introduction, for some tourists learning about food and experiencing it while travelling may be one of the most important trip motives. Those tourists may be called then cultural tourists and from that perspective I am going to discuss the meaning of culinary souvenirs in this paper.

Cultural tourism is nowadays a very important and popular tourism market branch. Its shortest definition was formulated by a French geographer and researcher of cultural tourism, B. Barbier [2005, p. 96] who stated that *cultural tourism is the kind of tourism in which the (...) dominating motive is culture*. If we look into some more detailed definitions of it we will notice that local food and beverages as culture elements are put in the centre of tourists' interests. As an example we can present the definition formulated by International Council on Monuments and Sites (ICOMOS): *Cultural tourism is any form of tourism to another place that involves the visitor experiencing all of the 'cultural' aspects about that place, its contemporary lifestyles, food, topography, environment, towns and villages, just as much its historic sites and cultural performances* [City Tourism... 2005, p. 123], or the one by K. Dewar (in *Encyclopedia of Tourism*) [2000, p. 125-126]: *Commercialized manifestation of the human desiring to see how others live; a demand of a curious tourist to see other peoples in their 'authentic' environment and to view the physical manifestations of their lives as expressed in arts and crafts, music, literature, dance, food and drink, play, handicrafts, language and ritual* or the one by B. Barbier [2005, p. 96]: *a journey essentially preoccupied with culture in other words focused on cultural heritage. (...) a wider sense of the term has come into use with culture relating to human life, knowledge and technology, and how they have shown themselves through time (factories and machines), aspects of geography (including landscapes and their interpretation, land use patterns today and in the past), literature devoted to different regions, food considered as one of the arts of living and so on.*

Cultural tourism is based<sup>1</sup> on the motto of '3xE': *Education, Entertainment, and Emotions/Excitement*. The additional fulfillment of E. Delgado can be added here: "the new cultural tourism has to base itself, above all, on the offering experiences with three basic elements: *diversity, interactivity, and context*" [Richards 2007, p. 330]. We may say that tourists who are interested in food and beverages can definitely learn about it (*education*), have fun during the meals (esp. during nicely organized dinners) (*entertainment*), feel excited while tasting new dishes or watching preparation processes (*excitement, emotions*). What is more: the more different the cuisine is, the more diverse experience it gives to the tourist and that experience is even fuller if the tourist can co-create the dish (be interactive).

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<sup>1</sup> Bases, ideas and rules of cultural tourism (in general) based on: Buczkowska 2011, pp. 24-30.

Another important factor of cultural tourism is that it is recognized, among others, by the fact that it involves all five senses: sight, hearing, smell, touch and taste. If a tourist is interested in local food and beverages his/her travelling and sightseeing can be based on the following rule: “I see/notice (e.g. ready dishes, food and drinks preparation processes, food ingredients on the markets and shops, restaurants rooms etc.) – I hear/listen to (sounds from the kitchens and restaurants, from food markets: people selling and buying etc.) – I smell (scents of dishes, spices, restaurants etc.) – I feel/touch (food ingredients etc.) – I taste/savor (dishes and their ingredients, spices, drinks)”.

Cultural tourism is also very creative and it gives the tourists the possibility to participate in cooking workshops or activities, to take an active part in trips on culinary trails, to do the voluntary work on farms or in vineyards.

If we have a look into the list of the rules how to prepare a professional cultural route we will read there among others: “Meals in restaurants with unique decor, attractive views or location, offering artistic program. Local cuisine using fresh ingredients, dishes prepared on-site”. It is in opposition to: “Meals at hotels or by-the-road restaurants. Universal cuisine having homogenous European taste, occasional local dishes; predominantly continental breakfasts” which is still popular on massive sightseeing tours.

Cultural tourism cannot stand ‘the rush’ because it is only the possibility of ‘savoring’ the visited place that brings the measurable effects – cognitive effects. A cultural tourist will then spend as much time while dining as possible and will never resign from slow eating in a nice atmosphere among the locals. In this case cultural tourism is close to slow tourism (coming from Slow Food Movement) which N. Gardner [2009, p. 11] explains as follows: “Slow travel is about making conscious choices. It is about deceleration rather than speed. The journey becomes a moment to relax, rather than a stressful interlude imposed between home and destination. Slow travel re-engineers time, transforming it into a commodity of abundance rather than scarcity. And slow travel also reshapes our relationship with places, encouraging and allowing us to engage more intimately with the communities through which we travel”. Three of the principles of slow travel documented in the *Manifesto for Slow Travel*, connected with food and drinks aspects, are as follows: Check out local markets and shops; Savour café culture. Sitting in a café, you become part of the cityscape and not merely a passing observer; Engage with communities at the right level. Choose accommodation and eating options that are appropriate to the area where you are travelling [Gardner 2009, p. 14]<sup>2</sup>.

Cultural tourists are interesting people with many cultural interests. There are numerous virtues that can be attributed to them or that should characterize them, and which enable us to distinguish them from other tourists – especially from the pseudo-cultural (usually mass) tourists. The most crucial of these features (compiled on the basis of features described by different authors) are:

- having a good level of general knowledge (also concerning food and drink worldwide traditions);
- preparing for the trips thoroughly (they also learn and read about local cuisine);

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<sup>2</sup> The other principles of slow travel are:

1. Start at home. The key to slow travel is a state of mind. That can be developed at home.
2. Travel slow. Avoid planes if at all possible, and instead enjoy ferries, local buses and slow trains. Speed destroys the connection with landscape. Slow travel restores it.
3. You may eagerly look forward to the arrival at your chosen destination, but don't let that anticipation eclipse the pleasure of the journey.
4. Take time to get a feel for the languages and dialects of the areas you visit. Learn a few phrases, use a dictionary and buy a local newspaper.
5. Do what the locals do, not only what the guidebooks say.
6. Savour the unexpected. Delayed trains or missed bus connections create new opportunities.
7. Think what you can give back to the communities you visit.

- choosing the places and forms of trips following one's interests, passions and internal natural needs (cuisine is one of such interests or passions);
- having desire to learn, experience and enrich oneself internally (also thanks to eating and drinking local products);
- having the awareness of the necessity to care about the existing heritage (also the culinary heritage) and environment;
- bringing intellectual and friendly energy into the contacts with the visited society (while dining or drinking with them);
- searching for authenticity (also concerning recipes and dish tastes).

Tourism does not exist without souvenirs, and nor does cultural tourism. Cultural tourists resign from buying cheap souvenirs at stalls located along the tourist tracks or at tourist markets, or at the big hotels and in shopping centers because they prefer purchasing handicraft created especially for tourist watching the production process in local workshops; buying books, maps, postcards and other souvenirs in bookstores and shops of the visited sites; buying local products, e.g. culinary, at local markets and small shops.

If culinary motives are the only ones and tourists prepare whole tours according to it we may talk about **food and beverage (wine, beer, whiskey, champagne) tourism** (called also: **tasting tourism / culinary tourism / gastronomic tourism**) which is a form of cultural tourism. According to the International Culinary Tourism Association, it is defined as "the pursuit of unique and memorable eating and drinking experiences" [About Tourism International Destination Consultancy]. This form of tourism involves visiting factories, food and drink processing and production plants, breweries, wineries and distilleries, and also plantations, fields and orchards, as well as restaurants, local eateries and private homes. Tourist participating in it have a chance to watch the food and drink production processes, sometimes they participate in them; they can also talk to producers, taste the specialties ('brand products' and traditional holiday dishes are particularly important). The significance and popularity of culinary and wine tourism is so big that there have been created food-theme tourist routes. Theme events are also plentiful all over the world: festivals, holidays, or contests connected with locally-produced specialties. Thanks to cultural tourism, many forgotten regional or national recipes have been revived and appreciated again [Buczowska 2011, p. 53].

### Conceptual approach of culinary travel souvenirs

A souvenir will be understood in this paper – according to the dictionary definition [*Słownik języka polskiego* 2007] – as "a present, gift reminding of a person, place, or event and connected with the memory of someone or something." As M. Banaszekiewicz claims [2011, p. 5] presenting family members or friends with a small item after returning from a trip "can be treated as a wish to include the non-participants in our travel experiences and to emphasize our relationship with a particular person". It is often only a fulfillment a certain social obligation according to the logic of "gift exchange". At the same, "buying souvenirs for ourselves, we try to maintain the relationship with our trip, and to bring back the past events kept as pleasant memories".

Souvenirs from trips are bought for different purposes and have different meanings. They were described accurately by J. Wasilewska [2012] who stated that a souvenir from a trip can be:

- a materialized memory,
- a piece of the world kept for oneself,
- a way of improving your self-esteem in your own and other people's eyes,
- a nice decoration to look at,
- sometimes it may be something important.

On the basis of different existing divisions of tourist souvenirs and my own travel experience, I have made a classification of all possible souvenirs. I have divided them into eight categories, each of which includes e.g. chosen types of culinary souvenirs – those types were presented in Table 1<sup>3</sup>. The above mentioned categories are the following:

- \* Objects/elements playing a specific role in a certain society, now precisely recreated for the tourist market demand,
- \* Cosmopolitan gadgets with the name of the destination/place,
- \* Food products,
- \* Objects/things personally collected at the destination,
- \* Objects/things taken (“stolen”) at the destination,
- \* Objects not used by the local community, yet produced for tourists,
- \* Objects purchased because of some travel needs which unintentionally become souvenirs,
- \* “Other”.

**Table 1.** Classification of culinary travel souvenirs

<b>FOOD PRODUCTS</b>		
Alcohols (Beer, wine)	Herbs	Rice
Bread	Honey	Sausages
Cheeses	Jams	Seafood
Coffee	Nuts, peanuts	Spices Tea
Delicacies	Oil	Sweets (e.g. candies, pastries, cookies, chocolates)
Dried vegetables (e.g. peppers)	Pasta	Water
Fish	Pickles: vegetables in jars (e.g. olives, mushrooms)	(...)
Fruit – fresh, dried, in cans/jars		
<b>OBJECTS/ELEMENTS PLAYING A SPECIFIC ROLE IN A PARTICULAR SOCIETY – NOW PRECISELY RECREATED FOR THE NEED OF TOURIST MARKET</b>		
Ceramics	Kitchen wall mats	Wall tiles
Cutlery	Kitchen wall mosaics	(...)
Dishes (bowls, plates)	Knives	
Food baskets	Tea/coffee brewers	
<b>COSMOPOLITAN GADGETS WITH THE NAME OF THE DESTINATION/PLACE (OFTEN WITH THE LABEL: MADE IN CHINA)</b>		
Bottle openers, cork screws	Kitchen mittens	Table mats
Bread/fruit baskets	Kitchen towels	Table napkins
Canvas shopping bags	Mugs, cups, glasses	Tea/coffee tins
Coasters	Napkin holders	Trays
Fridge magnets	Salt & pepper castors	Visit certificates
Kitchen aprons	Spoons	(...)
Kitchen calendars	Table clothes, doilies	
<b>LOCAL PRODUCTS (MEANT FOR THE LOCAL SOCIETY)</b>		
Kitchen utensils	(...)	

<sup>3</sup> The detailed table presenting all types of souvenirs was a part of the following publication: Buczkowska, K., 2012, *Jakosc podrozy zatrzymana w pamiatkach (The quality of travel preserved in souvenirs)*, in: M. Kazmierczak (ed.), *Jakosc zycia w kulturowych przestrzeniach podrozowania (The quality of life in cultural spaces of traveling)*, AWF, Poznan, yet the most popular types are discussed in the following part of the present article.

<b>OBJECTS/THINGS PERSONALLY COLLECTED AT THE DESTINATION</b>		
Beverage bottles and cans Bottle caps Folders, leaflets	Impressions of commemorative seals Labels from alcohol bottles	Paper tea labels (...)
<b>OBJECTS/THINGS TAKEN ("STOLEN") AT THE DESTINATION</b>		
Beer coasters Cutlery engraved with the name of the restaurant Glasses, beer glassware	Menus Single-serving sugar bags with the name of a restaurants/cafe	Tea bags with the name of the café (...)
<b>OBJECTS NOT USED BY THE LOCAL COMMUNITY, YET PRODUCED FOR TOURISTS</b>		
Cutlery with ornamented handles	Decorated plates	(...)
<b>OBJECTS PURCHASED BECAUSE OF SOME TRAVEL NEEDS OR ACQUIRED DURING THE TRIP WHICH UNINTENTIONALLY BECOME SOUVENIRS</b>		
Guidebooks (e.g. culinary)	(...)	
<b>OTHER</b>		
Albums, books about the visited places Autographs of famous people Destination peculiarities (e.g. culinary)	Objects created by a tourist Photos (general or thematic, e.g. of dishes) Souvenirs from hosts (e.g. culinary)	Recipes and/or cookery books (...)

*Source: author's own description*

If we were to classify only the culinary souvenirs, they could be divided into the following categories:

- 1) Food and beverage products – understood as perishable food and beverage – consumed shortly after returning home, food and beverage durably packed, with a further expiry date – consumed after a longer time, food and beverage durably packed, with the furthest expiry date – basically, they are never opened or consumed, and finally packaging after the already-consumed products.
- 2) Kitchen utensils (gadgets) – both used every day and those never used (treated only as a non-functional souvenir). Gadgets are both a handicraft and a part of mass production (especially, those cosmopolitan gadgets with the destination name on them).
- 3) Recipes (written down on napkins or gathered in cookery books), culinary guidebooks and menu cards.
- 4) Photographs of dishes, fruit and spices sold in street markets, as well as restaurants and places of production (wineries, oil mills, etc.).

It is worth to ask ourselves what unique is in food and beverage products that tourists bring them home as souvenirs. The answer may be found e.g. on the web side of Online Store of Worldwide Souvenirs “world wide gifts” [*Popular Souvenirs to Give as Gifts*]: “Food is closely tied to culture, so any region or country will have a lot of specialties that are difficult or impossible to find elsewhere. The further you get from home, the more extreme these differences tend to get. Of course, not all types of food are suitable to be brought back as souvenirs. Canned or dry goods will last, but are often not very exciting, and native dishes may show off the local flavors but often can't be transported well. Snack food and candy tend to be the most popular types of food brought back as souvenirs. They tend to travel well and to be varied enough to demonstrate the differences between cultures. For example, there are many candies and snacks available in the U.K. that are not available in the U.S. and vice versa, even though those two countries speak the same language and have relatively similar cultures. The differences in foods between more disparate countries are even more intriguing”.

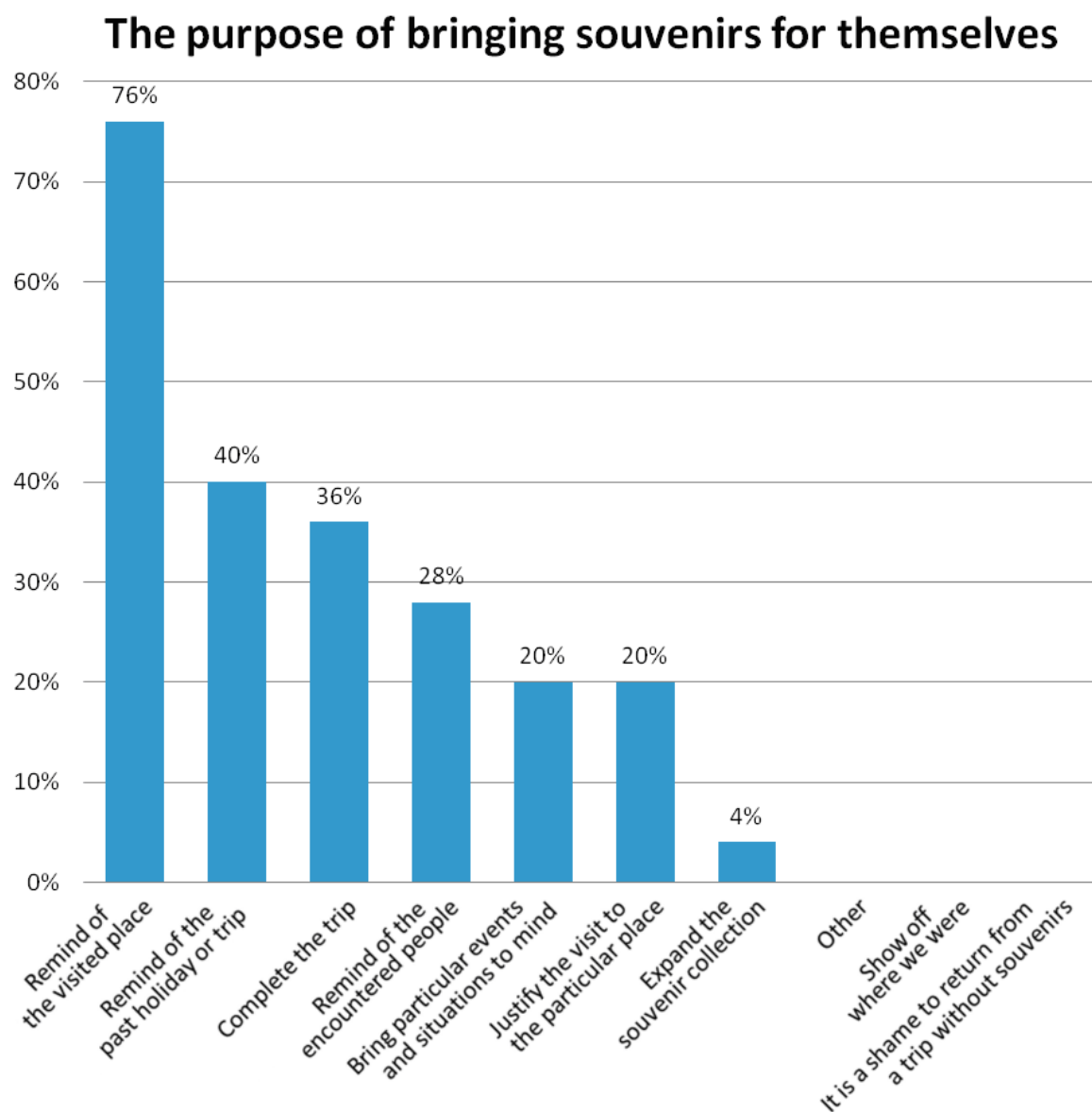
## Research Methodology and Results

To check and illustrate in detail what kinds of souvenirs Polish tourists bring from their trips, where they buy them, what they pay attention to, what their attitude towards the souvenirs is, what the fate of the souvenirs is, and what position culinary souvenirs have among all othersouvenirs, I have interviewed – using of a very detailed questionnaire (closed and open questions) – 35 research, didactic and administrative employees of Department of Tourism and Recreation at the University School of Physical Education (AWF) in Poznań, Poland. I assumed that those people possess a high level of travel experience and that they would be proper respondents. I have decided to treat the results as a pilot study and expand them with different groups of respondents in the future.

Among people who completed the questionnaire, the dominant sex were women (84%). Nearly half (48%) of the surveyed were people aged between 36-55, one-third (32%) was aged 25-33, and every fifth person (20%) was aged 55-70. 80% of the respondents had M.A. degree, while 20% had higher and secondary vocational education. An important variable was the number of visited countries: 20% of the respondents visited more than 20 countries, 8% – 13-20 countries, 20% – 9-12 countries, 24% – 4-8 countries, 24% – 1-3 countries, and 4% of the respondents have never visited a foreign country.

As the research results indicate, almost half of tourists always bring souvenirs for themselves, a quarter bring them often, and the other quarter bring them only sometimes. Eight percent of the surveyed almost never or never come back with souvenirs for themselves. As for the souvenirs for the close ones: family, friends, acquaintances, almost half of the respondents always bring them, while 28% bring them often (altogether, this is three quarters of all the surveyed). Every fourth person brings souvenirs only sometimes. As it was with the souvenirs for themselves, 8% of the people almost never or never bring souvenirs for their close ones. One-third of the respondents (32%) remarked that they always bring souvenirs both for themselves and their close ones.

As far as the purpose of bringing souvenirs for themselves is concerned, the surveyed indicated two out of ten possible options on average (the maximum possible choice was 3; the results are presented in Graph 1). Three quarters (76%) of the people bring souvenirs because they remind them of the visited places. For 40% of them, they remind them of the whole past holiday or trip. More than one-third of the people (36%) think that souvenirs complete the trip, while to another 28% they remind of the encountered people. For every fifth person (20%), the souvenirs bring particular events and situations to mind; for an equally large group (20%), they justify their visit to the particular place. Even though half of the people have a collection of chosen souvenirs (which will be discussed later on), only 4% of them indicated the need to expand their souvenir collection as the primary aim of bringing souvenirs. None of the surveyed buys souvenirs for themselves only to show off where they were, or because it is a shame to return from a trip without them.



**Graph 1.** The purpose of bringing souvenirs for themselves

Source: author's own description

As for bringing souvenirs for the close ones, the surveyed pointed to one of the possible options on average (the maximum possible choice was 2 of them). A vast majority of the people (88%) treat souvenirs for the close ones as an expression of love, friendship or liking of them. Every fifth person (20%) repays the kindness of being presented with souvenirs by their close ones. For 8% of the surveyed, souvenirs for the close ones are an expression of missing them during the trip. In the option "other" (chosen by 4%) the respondents indicated, for example, the practical purpose (the souvenir may simply come in handy to a friend).

In the following part of the text I will analyze the types of souvenirs (including food and beverage ones) brought by the travelers for oneself, for the close ones and received ones.

#### 1. Souvenirs for oneself

Among the categories of souvenirs brought for oneself, none of them dominates – souvenirs in a form of cosmopolitan gadgets with the name of the destination comprise approximately the same percentage (20%) as food products (18%), objects/things collected personally at the destination (17%), or objects/elements playing particular roles in the local community which are now precisely reproduced for the tourist market demand (15%). The



smallest percentage of souvenirs brought for oneself belong to the category: objects which are not used by the local community but made especially for tourists (only 1%). Objects/things collected ("stolen") at the destination comprise 4% of all souvenirs brought for oneself.

Food products were quite immensely popular – tourists mainly indicated sweets (64%), alcohols (52%), spices (44%), tea (44%), fruit in different forms (40%), coffee, cheeses and oil (each 32%), honey (28%), delicacies and nuts (24%), dried vegetables (20%). Several percent brought for themselves also jams (16%) and pasta (12%).

The largest number of different types of souvenirs ever brought by tourists for themselves come from the group of cosmopolitan gadgets with the name of the destination on them (often with the label: Made in China) – the winner indicated 22 types. The top purchases were: mugs, cups and other glass vessels – every third person (32%) brought them, as well as pictures to be placed on walls or shelves and postcards – approx. 30%. Every fifth person (20%) brought fridge magnets, while 12% brought coasters, table napkins or canvas shopping bags.

Objects/things collected personally at the destination are another important category of souvenirs brought for oneself. The most popular types of souvenirs from this group are: shells (72%), entrance tickets (68%), boarding cards from planes (52%), stones (48%), conference folders (44%), maps, brochures, transportation tickets or dried plants (brought by one-third of the respondents).

Other types of souvenirs brought for oneself come from a group of objects/elements playing particular roles in the local community – currently reproduced in detail for the tourist market demand – the most important were the following: jewelry (half of the people bring it for themselves), ceramics – including kitchen ceramics (44%), amulets (40%), scarves (32%) and CDs with local music (32%).

Approximately 60% of the surveyed also brought albums and books from the visited places and souvenirs received from their hosts, 52% chose photos (some of them take photos of dishes), 44% local currency, and 40% picked their expired passports with visas. 76% of the travelers stated that maps and guidebooks purchased during the trips also became souvenirs; just like sunglasses and hats (52% and 40%, respectively) bought for the need of the moment.

Among the "stolen" souvenirs, one-third of the surveyed (36%) named hotel soaps and shampoos, while every third person (20%) chose single-serving sugar bags with the name of the restaurant/café.

As the research shows, a quarter of the people found the following interesting: recipes and/or cookery books (24%), dishes (bowls, plates) (24%), and things made by themselves (e.g. baked) (20%).

## **2. Souvenirs for the close ones**

Among the categories of souvenirs brought for the close ones, the dominating one is the category of cosmopolitan gadgets with the name of the destination – it comprises 37% of all souvenir categories. The remaining popular categories are: food products and objects/elements playing specific roles in a particular society and currently precisely reproduced for the tourist market demand – they each comprise 20% of all souvenir categories.

Alcohol as a present for the close ones was chosen by 83% of the surveyed, while sweets by 71%. Other popular gifts from the category of food products are spices and tea. (42%). One-third of the people also brought for their close ones the following things: local fruit (33%), herbs (33%), while others brought: coffee (29%), nuts and delicacies (29%), honey (25%), cheeses (25%), oil (21%).

Among the chosen categories the objects from the category of cosmopolitan gadgets with the name of the destination (often with the label: Made in China) substantially prevailed among different types of souvenirs brought by the surveyed for their close ones. 42% brought

drinking vessels and T-shirts, and about one-third brought: key rings, miniatures of monuments, figurines made of wood and other materials, mascots, postcards, and pictures to be hung or placed on shelves.

Other gifts for the close ones were photos, albums and books from the visited places – they were brought by 29-33% of the travelers.

### 3. The received souvenirs

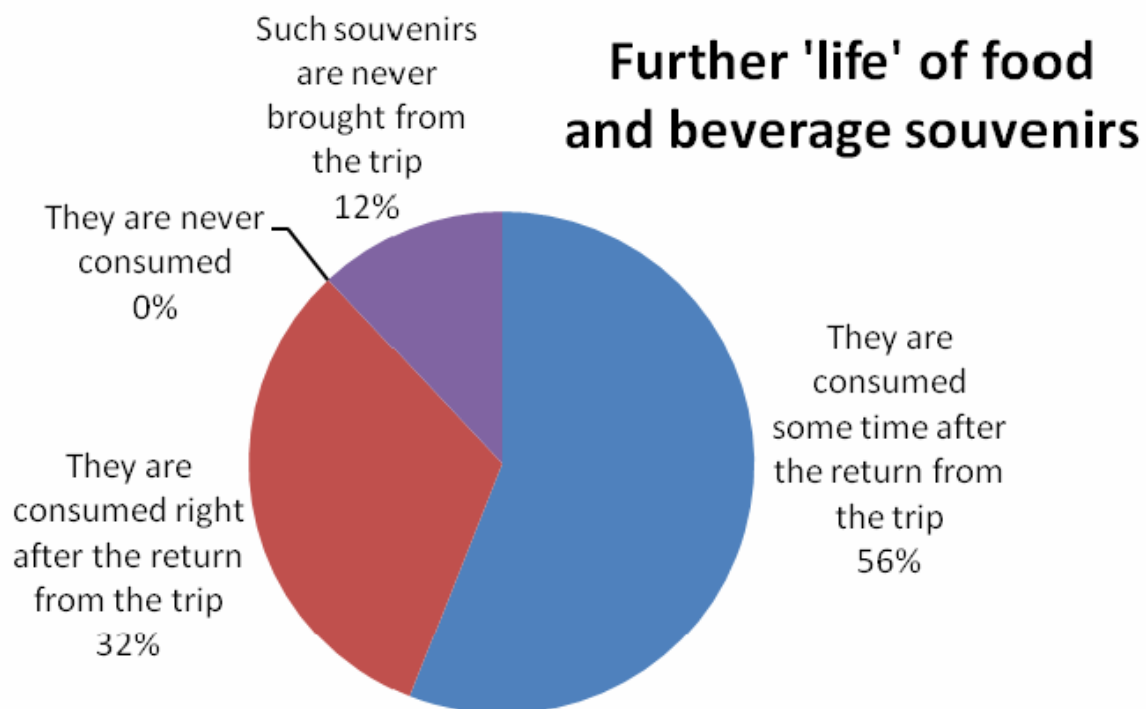
The most of the surveyed travelers were presented with alcohol (50% of people received it), sweets (42%), beverage vessels (42%), jewelry (33%), postcards (33%), T-shirts (29%), spices (29%), fruit (29%). Every fourth person received: tea (25%), oil (25%), while 17% received delicacies, coffee, honey, nuts and/or cheeses.

Among the received souvenirs the dominating ones were the cosmopolitan gadgets with the name of the destination – they comprise 45% of all souvenir categories. Next are food products with 21%, and objects/element playing a specific role in a particular community now precisely reproduced the tourist market demand with 16%.

The quality of trips of many tourists “closes” in collections of souvenirs sedulously created for years – half of the people admitted to it. Among the richest collections were: cups, maps, T-shirts with the name of the destination, fridge magnets, photos, folders, sugar bags with the name of the restaurant/café, shells, business cards, bells and boarding cards from planes.

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Bringing souvenirs is the first stage, the next stage is what happens to the them. More than half of the respondents (56%) stated that souvenirs in the form of food products are consumed some time after the return from the trip, while every third person (32%) consumes the food right after the return. None of them stated that they never consume the food souvenirs. Every tenth person (12%) admitted that never bring food souvenirs (Graph 2).



**Graph 2.** Further 'life' of food and beverage souvenirs

Source: author's own description

As the survey has also indicated, a large number of people (64%) who bring souvenirs for themselves in the form of everyday objects admitted that they begin using them right away, while 32% of the people do it after some time after the return. Only 4% never use them.

38% of the respondents never throw away the souvenirs brought by themselves or received from others, while almost half of them hardly ever do it (46%), very few people (4%) throw them away only sometimes, and 8% of the respondents do it often.

## Conclusions and practical implications

Tourist souvenirs are an indispensable element of traveling for most people, especially cultural tourists. Every souvenir means something different, and even the same things may be treated differently by various people – even food products or beverages. However, they play – as the research shows – quite important role in the process of traveling.

As M. Banaszekiewicz said [2011, p. 7]: a tourist souvenir is “a thing having particular meanings created by its producer, and numerous interpreted throughout its ‘biography’”. These meanings must be easily recognizable and easily associated with the destination. The item must ‘express’ a particular *genius loci* to be so unique that after years it will still be associated without a doubt with particular time (trip) and space (the visited place)” – undoubtedly culinary souvenirs do have such a meaning. As a proof of the rightness of the above-cited words I am presenting a part of a tourist’s story coming from “The Daily Meal” [2012]: “The only bottle of wine that ever lasted for longer than a few weeks in my house was a bottle I brought back with me from a friend’s wedding in South Africa – its contents, and of course the memories that went with it, just seemed too special to drink on any Wednesday night alongside takeout. But when I did finally open it, all of the fantastic flavors and feelings from my trip came rushing back. I almost felt like the bottle of wine satiated my need to go back and do the trip all over again. That’s what food souvenirs do so much better than, say, key chains and T-shirts – they bring back all the sights, sounds, and flavors from time spent in another land”.

As a conclusion it is worth to say that creating and promoting the right tourist souvenirs – also based on local food and beverage – is therefore essential. Moreover, it is of great importance for the development of tourist activity in particular destinations as well as for the incoming tourists.

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## Lokalne produkty spożywcze i napoje jako ważne pamiątki turystyczne.

**Słowa kluczowe:** turystyka, turystyka kulinarna, turystyka kulturalna, produktów turystycznych

### **Streszczenie artykułu :**

Pamiątki turystyczne to niezbędny element podróżowania dzisiejszych turystów, zwłaszcza turystów kulturowych. Celem analizy jest omówienie roli i znaczenia tych pamiątek i ich klasyfikacja, ze szczególnym uwzględnieniem tych o charakterze kulinarnym w następujących kategoriach: lokalnych produktów spożywczych i napojów, naczyń kuchennych (gadżetów), przepisów kulinarnych, przewodników i menu, jak również fotografii potraw, sklepów i rynków spożywczych, restauracji itp. Ponadto tekst obejmuje także wyniki badań ukazujące preferencje w zakresie zakupu pamiątek turystycznych dla samego turysty i dla innych, jak również w odniesieniu do pamiątek otrzymywanych. Kończącym wnioskiem analizy jest stwierdzenie, że tworzenie i promowanie właściwych pamiątek turystycznych - również w oparciu o lokalną żywność i napoje - ma kluczowe znaczenie dla rozwoju działalności turystycznej w poszczególnych miejscach, a także dla odwiedzających je turystów.