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THE WESTERN POMERANIA CONCEPT OF TRADITIONAL PRODUCT ROUTES

In recent years, interest in traditional products, which are an alternative to mass-produced ones, has increased. It is a chance to preserve the culinary diversity of individual regions. These products are characterized by high quality and distinctive taste. Each of them has its own story that makes it unique and distinguishes it from others. In Poland, traditional products are on the List of Traditional Products created by the Ministry of Agriculture and Rural Development. Currently there are 1788 products on the list. Increasing demand for this type of products stimulates market development, which increases their availability. Many of the products produced by traditional methods are produced on a small scale and in small quantities. These products are known in the narrow local market, while at the region or country level they are not known at all. It is important to promote these products on a national and international scale, because in the long run it can lead to increased interest of tourists in a given region [1; 4].

Western Pomeranian routes of traditional products – theoretical approach.

The proposed routes of traditional products, which can appear as one on the outside: the West Pomeranian trail of traditional products, consist of at least several elements referring to the subject of food: i.e. retail and gastronomic points where you can buy and try traditional products and from facilities related to food production technology. Additionally, in both types of these places you can meet people who deal with the production of traditional products. The trail does not include places where various types of events take place, such as culinary festivals, fairs or food markets, which results from an unstable calendar of such events and an annual update. However, it should be remembered that they are an integral part of the promotion of traditional food. An element necessary to create a trail in a specific area are its markings. They perform two cognitive functions, most often they are information boards that convey the substantive value about the history of a given traditional product, manufacturing techniques and a supporting function, these are color markings or symbols that allow visitors to navigate efficiently in space [3].

In the case of the "Western Pomerania Traditional Products Trail ", cognitive function should be fulfilled by tables located at all points along the route with a description of the product and the tradition of its creation, while the supporting function should be performed by a uniform logotype that will be placed on the packaging of products. The elements necessary and increasing the attractiveness

would be: information boards with descriptions of traditional products, creation of an individual trail logo and unification of visual communication and forms of advertising messages, gastronomic map of the voivodship, information folders, trail website, "gourmet's diary" – a paper booklet into which they will be stuck stamps from individual points on the trail. This is to motivate visitors to try new flavors, a calendar of culinary events in West Pomerania, create an application for mobile devices with a trail map, run a profile on a social network, invitation to cooperate with culinary bloggers who enjoy popularity and trust among their recipients. In this way, you can reach a specific group of people promoting the trail and its offer. An element accompanying the concept of the trail is the logo (Fig. 1), which will combine all traditional products by placing it on the packaging. A sign was designed, the basis of which is the shape representing the boundaries of the Western Pomeranian Voivodship, through which the line with points runs, marking the trail and the fact that it runs through the entire region. In addition, to emphasize the culinary importance of the route, the logotype of Western Pomeranian traditional products has a fork and knife. The color scheme is focused on blue shades, which refers to the coastal climate of the area. The round shape is practical in terms of placing it on various types of packaging and composing it into existing product labels.



Fig. 1. Logotype of "Western Pomerania Traditional Products Trail"

Source: [2]

Another element necessary from the marketing point of view is the creation of an advertising slogan characteristic of the region and the trail, which will be associated with the concept of the culinary trail. The slogan is: "Western Pomerania, traditionally tastes best!". It contains all the necessary elements that identify it with the trail. The name of the area, i.e. Western Pomerania, places it in space, therefore, every person who hears this slogan will know what place it is about. The word "traditionally" refers to the fact that only traditional products entered on the list of the Ministry of Agriculture and Rural Development are on the trail. The expression "tastes best" refers to what may happen to those interested on the culinary route, and these are new characteristic and often unique flavors.

West Pomeranian routes of traditional products – spatial approach. The concept of West Pomeranian routes of traditional products was created based on data available on the website of the Ministry of Agriculture and Rural Development (<https://www.gov.pl>). Each route has been prepared in such a way that the sections between the products are as short as possible. It should be remembered that the market of traditional products is still developing, that's why all the proposed routes are open, i.e. they do not form loops, thanks to which they can be modified, lengthened and added, each of them is presented in Fig 1. The route suggestions below are intended to encourage consumers to explore new flavors, these are not routes that must be traveled in full, it can be any section. They are intended to inform about traditional food at points that are worth visiting along the route of your journey through the Western Pomeranian Voivodship. It should be noted that the concept covers all 53 traditional products in the region, but not all of them can be bought at the moment. There are those that can be tasted only occasionally during a particular cultural event, while others cannot be sold due to the lack of excise duty on alcoholic beverages. This is one of the biggest problems that apply to products included in the list, although they are present on it, they cannot be purchased, and therefore their promotion is virtually impossible.



Fig. 2. Western Pomerania routes of traditional products, all sections on the map of the Western Pomerania Voivodship

Source: [2]

Key:

1 – „Szczecin Trail of Traditional Products”; 2 – Traditional Products Trail "Wolin – Rusinowo"; 3 – Traditional Products Trail „Czaplinek – Gwda Wielka”; 4 – Traditional Products Trail „Bełczna – Radziszewo”; 5 – Traditional Products Trail „Szwecja – Dolice”; 6 – Traditional Products Trail „Nieborowo – Klępicz”

Creating a "Western Pomerania Traditional Products Trail" would increase the interest of residents of the Western Pomerania Voivodship in traditional food and tourists visiting this region. Culinary tourism could become an important tourist product from the point of view of the region's economy, not only in the coastal zone. Currently, traditional products of the Voivodship are not very popular, although interest is constantly growing. This is probably due to the small involvement of producers in the distribution of their products. The scope and forms of promotion of traditional products can be assessed negatively. Therefore, a good solution would be to create at the voivodship level an institution that would deal with the promotion of traditional food on the regional market, and in the longer term, both domestic and foreign. Going beyond the borders of the province is important because West Pomeranian is located peripherally in relation to the center of the country, and at the same time neighbors Germany's Mecklenburg, whose citizens are historically and culturally connected with the region, and Szczecin itself is the nearest large city. Traditional products with the right use can act as a tourist product that will attract more tourists, while increasing their knowledge of the region. However, traditional food should be better visible in the development strategy of the Western Pomerania Voivodship, because you do not buy even the best things if you do not know about them.

Literature:

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**ПРОБЛЕМИ ТА ПЕРСПЕКТИВИ РОЗВИТКУ
ФЕСТИВАЛЬНОГО ТУРИЗМУ В УКРАЇНІ**

Сьогодні незаперечно те, що для розвитку культурного надбання в Україні необхідним є активізація мистецького життя в тому числі за умови розвитку туристичної діяльності і перш за все фестивального туризму. Організація і проведення в Україні як міжнародних так і національних