

THE CULINARY TOURISM IN SLOVAKIA. CASE STUDY OF THE TRADITIONAL LOCAL SHEEP'S MILK PRODUCTS IN THE REGIONS OF ORAVA AND LIPTOV

Kvetoslava MATLOVIČOVÁ *

University of Prešov, Faculty of Humanities and Natural Sciences,
Department of Geography and Regional Development,
Ul. 17 novembra č. 1, 081 16 Prešov, Slovakia, e-mail: kveta.matlovicova@unipo.sk

Michal POMPURA

University of Prešov, Faculty of Humanities and Natural Sciences,
Department of Geography and Regional Development,
Ul. 17 novembra č. 1, 081 16 Prešov, Slovakia, e-mail: michal.pompura@gmail.com

Abstract: The paper defines the culinary tourism and its types, it deals with its key motivators and fundamental attributes as a marketing product of tourism in Slovakia. It briefly describes the tradition of sheepherding in Slovakia and it discusses the possibilities of the tourism expansion on the basis of sheepherding with the special emphasis on two regions in the north of the country – Orava and Liptov.

Key words: culinary tourism, gourmet tourism, gastronomic tourism, cuisine tourism, bryndza, parenica, oštiepok.

* * * * *

INTRODUCTION

Gastronomy or food consumption in its most general sense is one of the integral constituents of the human's life and thus it is the essential and very important condition of all forms of tourism. According to some scholars, the expenses spend on food can exceed even one third of all the tourism expenses (e.g. according to Quan, Wang 2004; Hall & Sharples 2003) and that makes gastronomy and boarding the key factors influencing the quality of an offered product of a tourist destination and the final tourist experience.

If we consider tourism to be a demand-oriented concept, then, on the basis of the up-to-day data which were published by the World Tourism Organisation in Global Report on Food Tourism, the food tourism is "... *one of the most dynamic segments within the tourism market*" (UNWTO 2012, p. 10). It is also stated later on in this report, that gastronomy and its related forms of food tourism do not only represent a possibility of revitalisation and diversification of a tourist offer but gastronomy also represents a new possibility of supporting and restoration of the primary sector which binds together some other sectors of the economy, represented mostly by different producers, traders, cooks and the like. (UNWTO, 2012, p. 10; Smith & Xiao, 2008).

* Corresponding author

The attractiveness of the culinary tourism is also increasing because of the global phenomenon of cultural homogenisation whose image in gastronomy is apparent mostly in developed countries and is also considered as a cultural “*McDonaldization*“, (Page & Hall, 2003 in Hall & Sharples ,2003; Ritzer, 1996 in Hall & Sharples, 2003). Traditional local gastronomy and food production as a reflection of a specific complex of natural but also cultural-historical assumptions offer a possibility of differentiation of destination in the tourism market. Therefore, the existing uniqueness determined by the climate, ethnic group, religion, social status, cultural tradition, trends in fashion and likewise, is becoming rudiments of the marketing area plans and a significant differential attribute of some tourist destinations identity.

The paper defines the culinary tourism and its types, it deals with its key motivators and fundamental attributes as a marketing product of tourism in Slovakia. It briefly describes the tradition of shepherding in Slovakia and it discusses the possibilities of the tourism expansion on the basis of shepherding with the special emphasis on two regions in the north of the country - Orava and Liptov. The last aim of our paper is to show further potential of the culinary tourism development in the investigated regions.

THEORETICAL-METHODOLOGICAL FRAMEWORK

Culinary Tourism and its Types

"The discovery of a new dish confers more happiness on humanity than the discovery of a new star."

(Brillat-Savarin, 2012)

The simplified idea which identifies culinary tourism with a visit to a restaurant or food or meal consumption performed in a way which interferes with the stereotype of our customary everyday diet, mostly away from home, is very inaccurate. Apart from other reasons, it is because the stated simplification considers some activities to be tourist activities, even though they have no such character. In addition to that, it makes it impossible to distinct culinary tourism from other or all the other forms of tourism, where gastronomy is an inevitable part of a journey, but it is not its primary target.

From the point of view of the definition of culinary tourism it is therefore essential to differentiate tourists:

- who see the food consumption as an inevitable part of a traveller's experience and,
- who choose a destination and their traveller's activities, being influenced by food and with the objective to reach the expected culinary experience.

Therefore, when composing a tourist product and a marketing strategy of a tourist destination, it is possible to approach the food consumption and related activities:

- as a means or an inevitable part of a tourist journey,
- or as a target of a tourist journey.

The core and relevance of the distinction of culinary tourism from the other forms of tourism is therefore seen in a way of satisfying the demand for relax, rest, or entertainment by the means of activities which are connected primarily or secondarily to food or gastronomy (Hall & Sharples, 2003).

Reflecting the stated facts, it is possible to consider the culinary tourism to be a form of adventure or cognitive tourism, and the main or important motive of this form is a visit to places which offer an opportunity to taste gourmet or food products. It is not crucial whether there are primary or secondary producers, because the main aim, as stated by Hall and Sharples, is recreation, entertainment, and getting to know the culture of a visited place, which is somehow connected to food and its degustation. Culinary tourism can have a range of forms - from degustation, deliberate visits of some restaurants, demonstrations,

shows to farmers markets, fairs, or gastronomic festivals, but also some other events or tourist activities focused on food or gastronomy (Hall & Sharples, 2003).

Depending on the intensity and the extent of the influence of food as a motivator for undergoing a tourist journey we distinguish:

- a) forms of tourism where food is a primary motive of a tourist journey:
 - gourmet tourism;
 - gastronomic tourism;
 - cuisine tourism;
- b) forms of tourism where food is a secondary motive of a tourist journey:
 - culinary tourism;
- c) and the other forms of tourism where the interest in food and food degustation is subordinate to other traveller's interests (Hall, 2003, p.11) (Figure 1).

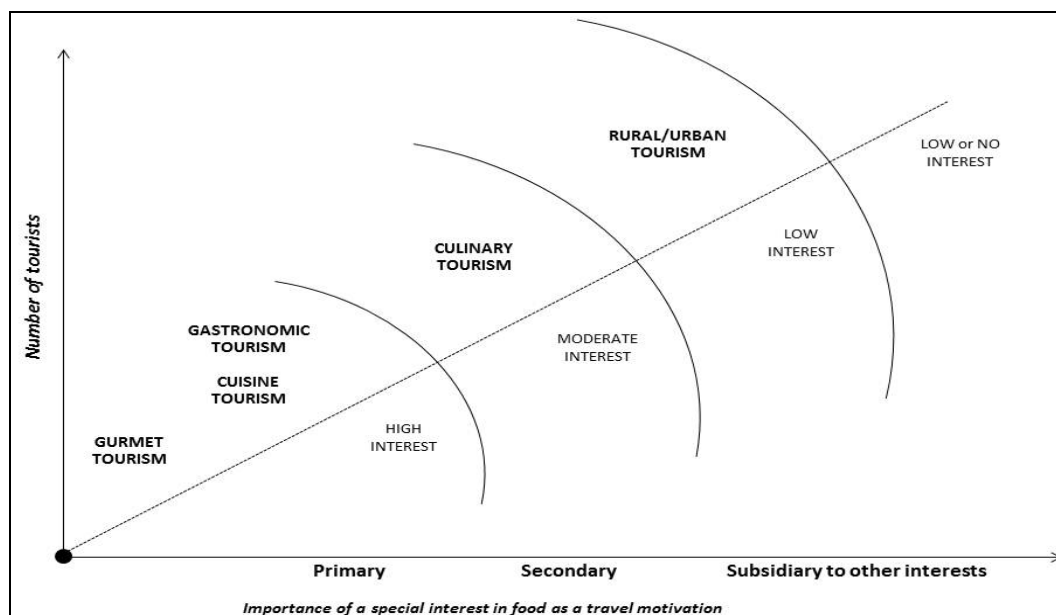


Figure 1. Forms of tourism depending on the extent of the interest in food degustation and in culinary products (Source: Hall, 2003)

Food or food products consumption and degustation as a motivation to travelling in the constraints of culinary tourism can have a primary or secondary aim. As it has been suggested in the introduction, current global homogenisation tendencies and spreading cosmopolitanism lead to a constant expand of an offer and it does so in the area of culinary tourism as well, in which three specific forms have been shaped: gourmet, gastronomic and cuisine (Figure 2).

The smallest share belongs to the gourmet tourism in which the extent of the interest in food and in gourmet products degustation is largest and represents the main motive for undergoing a tourist journey. The name gourmet itself comes from French where it named a specialist in wine quality assessing. Its later expand to all kinds of delicacies and culinary specialities, whose consumption was not primarily related to sustenance as an inevitable part of a man's needs to survive, is used until now. Products of gourmet tourism are therefore focused on gourmets, i.e. people with a sophisticated sense of assessing the food taste, who look for high-quality luxury food and food specialities and are willing to travel because of them.

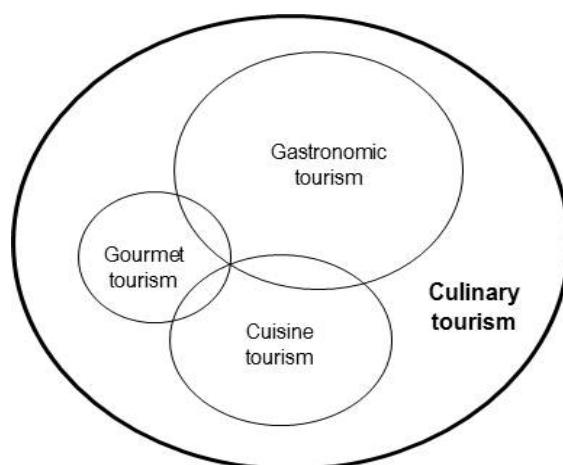


Figure 2. Forms of culinary tourism

Similarly, in the case of gastronomic tourism, the extent of the interest in culinary products degustation is primary, however, its participants are willing to accept a wider range of gastronomic products with the emphasis on quality, status and prestige. Gastronomic tourism is primarily determined by products focused on a visit of quality restaurants (e.g. restaurants on the list *Michelin Guide*). The number of tourists is in this case bigger than in the previous group (Figure 1).

Primary motive of the cuisine tourism is to know and taste traditional local culinary specialities. Formally, it can be farmer markets, fairs, or gastronomic festivals and other events focused on specific food products or gastronomy typical for the given area.

Culinary tourism can be, to this extent, called a main concept, which includes the mentioned forms of tourism and such tourist journeys in which activities connected to food and its degustation are a secondary motivator. Apart from the stated activities, they can be different festivals, demonstrations, or shows focused on food and gastronomy. Culinary specialities consumption and degustation on holiday are in many cases put on the same significance level as a visit of historical monuments or museums (Hjalager & Richards, 2002).

Culinary Tourism as a Marketing Product

The question of finding the added value in a scope of marketing product of culinary tourism and production of a catchy travelling experience brings us to the thinking about the motivators which can adequately stimulate the passion and subsequently lead to a choice of this kind of product. The initial idea leads understandably to the theory of hierarchy of needs which was formulated by A. H. Maslow in 1943 in his work: *A Theory of Human Motivation*. On the basis of this work a lot of tourist motivators theories have been subsequently formulated (Yoon & Uysal, 2005; Ryan, 1997, McIntosh et al., 1995; Pearce, 1993; Uysal & Hagan, 1993; Beard & Ragheb, 1983; Crompton, 1979). Each of already existing theories represents an attempt for the generalisation of a complicated and extensive complex of existing individual needs and passions. The scope and diversity of the possibilities are thus visible because it is more than probable that new attempts will be still created and intended to be categorized.

According to the general theories of tourism motivators by McIntosh et al., 1995, we can differentiate four main motivation categories of culinary tourism which end up with the realisation of a journey:

- *Physical motivators* – are characterised by the attempt of physical experience associated with food (one's act of eating has physical character including the other aspects of one's sight, smell and taste perception), merged with the needs which are not easy to fulfil in everyday life (e.g. total relaxation, possibility of trying new and unfamiliar meals, consumption of health and physical condition beneficial meals and the like).

- *Cultural motivators* – in this course the attempt to get to know a new culture through its cuisine is crucial, hence tasting the local meals in a typical way whilst added value is the uniqueness and authenticity of such experience.

- *Interpersonal motivators* – as it is mentioned in the introduction, this is a kind of a social motivator whose base lies in the passion of sharing the feelings from the consumed food and beverages with members of a similarly oriented group which makes this experience more valuable. Food and beverages are in this case considered to be a mean which makes the social interaction easier also among those members of the group who have not known each other before.

- *Social status and prestige motivators* – have always been connected to gastronomy, their foundation is an attempt to eat but mostly to be seen in the “proper” restaurant which should prove one's social status and prestige. In this case, it is necessary to note that with the increase of the limits between individual social classes, the meaning of the culinary tourism as a very important component of one's life, individual lifestyle, or the identity of an individual, is increasing (Fields K. in Hjalager & Richards, 2002).

From the point of view of the creation of the effective marketing strategy, it is important, apart from the identification of the motivators, to determine also other specifications of the product. One of the very important factors of the culinary tourism is the fixation of it in a scope of space (Hall & Sharples, 2003, p. 10). In this case, the main features of demand are local culinary resources whose “consumption” requires a travel to the place of their production. Of course, this does not mean that we can consume local products only *in situ* but their consumption at the place of their production offers some kind of an added value in the form of the experience enhancement by the *genius loci* which is lost by the export of these products. Here, the aspect of local uniqueness or specificity of products (food and gastronomy) are emphasised as important motivators and differential factors which raise competitiveness of a particular tourist destination from the potential consumers' points of view. The tourism itself and its development contribute significantly to the authenticity of tourist destinations and more often lead to radical changes in local gastronomic customs and to the spreading of so-called *culinary globalisation*. Culinary tourism, mostly its part called gourmet tourism, is motivated to some extent with an ambivalent attempt on experience of the uniqueness in the increasing complexity of the globalised gastronomy offer.

As it has already been mentioned several times, culinary tourism belongs to a very perspective sphere of the tourism industry. A very popular form of events connected to food and the food products degustation is to organise some special culinary events such as markets, festivals, exhibitions, cultural, consumers and industrial events (in many cases organised regularly). Except attracting the tourists, most of the local people, but mostly one day visitors to the place are very important from agricultural, political and social points of view, connected to agriculture, maintenance of a rural country, rural ways of life and communities, and interests in the quality of food (Hall & Sharples, 2008; p. 4). On the regional level, we can identify the whole range of the other contributions:

- increased traffic to the region;
- maintenance or rise of the employment;
- support of local enterprisers, mostly small farmers and producers;
- networking of local stakeholders;
- fetching the investments to the local economy;

- reduction of seasonal impacts by prolonging tourist season;
 - maintenance or restoration of cultural regional traditions which are the fundamentals of differentiation on the culinary market;
 - the improvement of reputation of the local food products;
 - contribution to a creation of the brand and the formation of the image of the particular destination through the local products as many others;
- (Smith & Xiao, 2008; Hall & Sharples, 2008; Hall & Mitchell, 2002; Gaceu et al., 2012; Ilieș et al., 2011, Dehoorne et al. 2010).

The analysis of Traditional Slovak Sheep's Milk Dairy Production in Slovakia

In Slovak context, culinary tourism is one of the possibilities to overcome recession and to restore for a long period neglected countryside on the basis of the traditional food products support or renewal of the production which have been considered to be a part of our national identity and culture or by spreading of the new products which may become the representative ones.

A very important argument for creating a culinary tourism related to the milk products making in Slovakia is truly a long tradition which extends to the prehistoric times. It is indirectly proven by the archaeological findings of sheep bones and ceramics for straining coagulated milk discovered in the Domica cave which date back to 2, 000 years BC. Sheep's milk processing until it became a sour curd cheese product similar to cheese, subsequently dried because of its better storage, has been forming in our area for many centuries (Herian, 2010). In the Middle Ages, the technology of cow's milk processing and production of cheese came to our territory from the European seaside and the alpine areas (Herian, 2010). In the 11th century, sheep's milk products were the most popular products. In that time, the sheep formed three quarters of the whole number of the cattle. In the 13th and 14th centuries Podunajska Lowland was the main production field (Žilinčík, 2013). From the sheepherding point of view the key period was in the 15th and 18th centuries when the Wallachian colonisation took place and brought a new mountain pastoral so-called alpine way of sheep breeding. During the reign of Maria Terezia and Jozef II, there was a significant modernisation which contributed to the increase of wool, meat and milk production. Historical-geographical regions of Orava, Turiec, Liptov, Zvolen, Spiš, Gemer and Šariš are considered to be traditional areas of the production of *bryndza* with healing powers (Jan Čaplovič in Stoličná, 2011). The main problem was the "shelf life" of sheep's milk products. At the beginning, *bryndza* was produced as a solid cheese made of sheep's milk which was tinned with an admixture of salt. So-called mild *bryndza* as it is known nowadays was a result of a protected technology of grinding and mixing sheep cheese with special brine. The authorship is assigned to Teodor Wald who modified Jan Vagač's method (Stoličná, 2011; Beer, 2003; Herian, 2010).

Nowadays, Slovak products made of sheep's milk represent products of high quality with special characteristics. They are connected to a particular territory or place and their name is connected to their historical trademark. On the basis of these and other attributes, the Slovak Republic has actually three protected geographical indications for sheep milk products registered in DOOR: EU database of agricultural products and foods - *Slovenská bryndza*, *Slovenská parenica*, *Slovenský oštiepok* and two agricultural products and foods registered in TSG – Traditional Speciality Guaranteed - *Ovčí salašnícky údený syr*, *Ovčí hrudkový syr – salašnícky*.

Slovenská bryndza known as "white gold" is defined as "a natural, white, mature, spreadable cheese in granular form, manufactured according to the traditional method,

by milling a lump of matured sheep's cheese or by milling a mixture of lump sheep's cheese and lump cow's cheese. The percentage of lump sheep's cheese is greater than 50 %. It has a delicate odour and taste and has a pleasantly sour sheep's cheese taste that is slightly spicy and salty.” (DOOR, 2013).

From the geographical point of view, the area of *bryndza* production is concentrated in a mountainous part of Slovakia, where there are suitable conditions for sheep breeding. The demarcated area of *Slovenská bryndza* production (Figure 3) represents more than 80% of the whole Slovak territory, where sheep breeds such as *Valaška*, *Cigája*, *Východofrízská ovca* and *Zošľachtená valaška* are pastured. *Bryndza* is produced in the same way in the whole demarcated area.

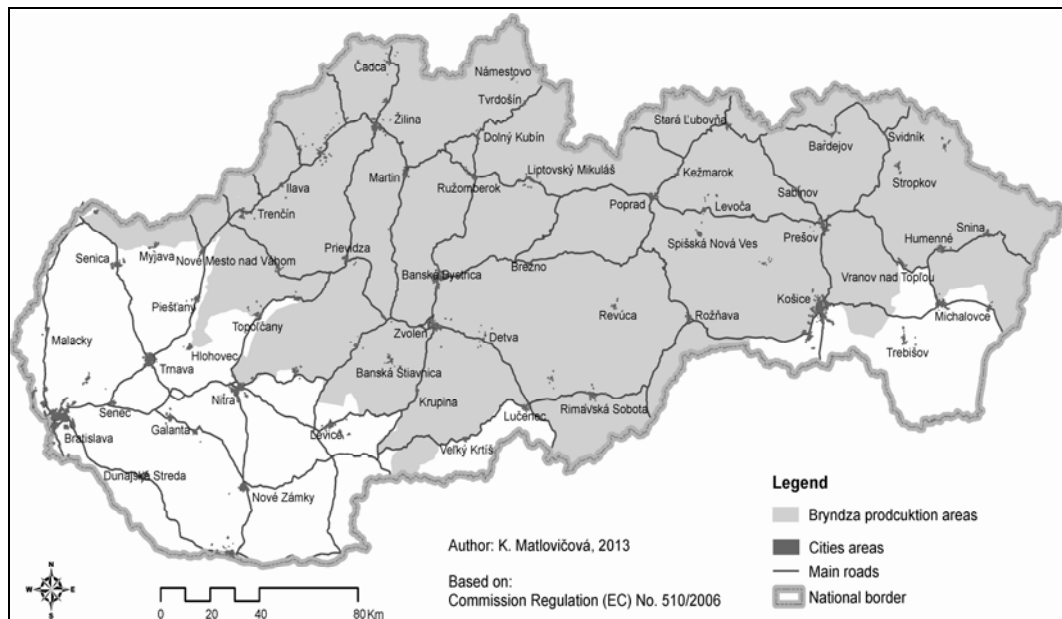


Figure 3. Territorial demarcation of the geographical *bryndza* production area
(Source: The map demarcates the area as it is stated in the application form and the decision on the registration of “*bryndza*” PGI – Protected Geographical Indications in DOOR 2013)

Thanks to the long tradition of its production as well as its constant popularity at present, *bryndza* has become a part of a tourist trademark of Slovakia. It is often a part of a diet of many Slovaks not only because of its unique taste but it has several positive health effects. It supports digestion as well as it helps with the colon cancer prevention. As it is stated in many sources (Euroinfo *bryndza*, 2010; Herian 2010), one milliard of micro-organisms are found in one gram of *bryndza*, which is incomparably more than in yoghurts. *Bryndza* consumption has a positive effect on the immunity system, reduction of the sugar level in blood, allergies, and reduction in blood pressure. In marketing campaigns, Slovakia is often connected to *bryndza* as a health beneficial product, from which many national dishes are prepared. And that is why foreign visitors deliberately search for traditional Slovak restaurants *salaš* and *koliba* (meaning shepherd's or herdsman's hut and it can describe either a special type of a restaurant as in this case, or a small-scale mountainside sheep farm) where they can try traditional Slovak specialties such as *bryndzové halušky* (dumplings made from flour, water and potato served with *bryndza*), *pirohy plnené bryndzou* (pastry stuffed with *bryndza*), *bryndzové placky a pagáčiky* (battercakes and cakes) and others (DOOR *bryndza*, 2010, p.2-3). A certain

form of a legal protection of the uniqueness of this product, which is provided by the registration in Protected Geographical Indications by the Regulation of the European Commission from the 18th July 2008, helped the promotion of Slovakia by the means of culinary specialities made of *bryndza* (Euroinfo bryndza, 2010).

Another traditional Slovak product on the basis of sheep's milk is *Slovenská parenica*. It is labelled as one of the masterpieces of cheese-making craftsmanship and is the second Slovak milk product protected by the geographical indication, which is produced in the mountain shepherd's huts. It is characterised as "*a steamed, lightly smoked cheese wound into two rolls 6-8 cm in diameter and 5-8 cm high, connected in an 'S'-shape. The rolls are bound with cheese string or chain. Prior to being rolled up, the cheese strip is 2-3 mm thick, 5-8 cm wide and 4-6 m long. 'Slovenská parenica' has a delicate taste, the odour of sheep's milk and a smoky smell. It is known for the characteristically pronounced fibrous structure of the curd. It contains a minimum 53 % dry matter and 50 % fat in dry matter.*" (DOOR parenica, 2010, p.2)

Fresh and raw sheep's milk or a mixture of fresh and raw sheep's and cow's milk is used for its production whilst it is ordained to contain a minimum of 50% of sheep's milk. The production of *slovenská parenica* has more than two hundred years of tradition. It is produced only in some of the Slovak shepherd's huts and it is almost impossible to buy it in a retail shop (only parenica-like cheeses are sold), (Euroinfo parenica 2010). The fact that it is really a unique Slovak food product is proven not only by the registration in the Protected designation of origin and in the Protected geographical indications from the 10th July 2008 but also the statement of a well-known dairyman Professor Otakar Laxa (in DOOR, 2010, p.2-3) who regarded this cheese as "*the Queen of cheeses*" in his book *Syrařství* (Cheese-making), first ed. in 1908, and describes it as follows: "*There are no other cheeses which are so typically Slovak as parenica cheeses and they should be regarded as unique in the cheese-making sector*" (in DOOR parenica, 2010, p.2-3).

Slovenský oštiepok is characterised by its special shape, that of a large egg, pine cone or ellipsoid with decoration. It is produced by adding an original culture comprising lactic acid bacteria of the genus *Lactococcus*, which gives *oštiepok* its characteristic taste and scent. As well as with the previous two typical Slovak specialities *Slovenská bryndza* and *Slovenská parenica* is geographical demarcation the same for *Slovenský oštiepok* and it represents almost 80% of the whole Slovak territory. (Figure 3; DOOR oštiepok, 2010). "*Slovenský oštiepok is a half-fat semi-hard cheese, which may be steamed or unsteamed and smoked or unsmoked. The basic raw material used to produce Slovenský oštiepok is sheep's milk, a mixture of sheep's and cow's milk or cow's milk. Slovenský oštiepok is produced either directly at a salaš (small-scale mountainside sheep farm), using the traditional on-farm method of production, or at dairies, using the industrial method*" (DOOR oštiepok, 2010, p.1-2).

Historically, the production of this speciality dates back to the early 18th century. In the early 20th century, they started to make the cheese industrially with a significant admixture of cow's milk. Unlike the traditional on-farm method is this procedure more complex. Apart from curdling, drying and smoking, they use pasteurisation, add cultures, heat up, press and sour, and finally they steam and form the cheese. The finished product cannot be cut or repacked. Quality of milk, attributes of the original culture and natural microflora of the Slovak regions determine characteristic features of *Slovenský oštiepok*. A similar product to *Slovenský oštiepok* is produced in Poland, however it is made in a different way, and is protected by the name *Oszczypek*. *Slovenský oštiepok* was registered in the Protected geographical indications on the 26th September 2008 and it is registered by the same name in the international registry of *The World Intellectual Property Organisation* in Geneva.

The Use of Traditional Sheep's Milk Products for Tourism in Orava and Liptov Regions

The uniqueness of the above described products is not the only possible available fundament on which the culinary tourism may be built in Slovakia. Apart from the already mentioned milk products, Slovakia can also offer several other milk products such as *korbáčiky* (a steamed string cheese interwoven into fine braids), *žinčica* (a drink made of sheep milk whey, a by-product in the process of making *bryndza*), and a whole range of quality cheeses but also some other products such as quality wines, beers, special liquors or high quality honey and many Slovak meat products, mostly smoked ones. Gastronomy and the cuisine tourism have the potential to be developed more. Traditional Slovak cuisine is understandably based on the local climate conditions, influenced by a considerable elevation of the terrain of the country, which are at the same time a limit from the point of view of the agricultural production. Mostly *bryndzové halušky* (dumplings made from flour, water and potato served with *bryndza*), *pirohy plnené bryndzou* (pastry stuffed with *bryndza*), are considered to be national dishes and are parts of the communication strategies of Slovak tourist trademark. There are also other products offered to the tourists, they are mostly regional specialities made of sauerkraut (e.g. *kapustnica* – sauerkraut soup, *kapustníky* – battercakes made of sauerkraut), made of potatoes (e.g. *lokše* - pancakes made of potato-dough baked directly on the stove, *fučka* – mashed potatoes with barley, *zemiakové placky* - potato pancakes fried in oil), made of dairy products (e.g. *demikát* – a type of soup made of *bryndza*, *halušky s tvarohom* – similar to *bryndzové halušky* but made of quark instead of *bryndza* and spreads made of *bryndza*), made of flour (e.g. *Bratislavské rožky* – a fine bakery or pastry ware with poppy-seed or walnut filling and a glossy and marbled surface, *trdelník* - a fine bakery product of hollow cylindrical shape, *šúľance* – potatoe dumplings with walnuts, poppy seeds, quark or breadcrumbs sprinkle, *pagáče* – special oil-cakes) and made of variety of meat (e.g. smoked sausages and brawn).

The traditional sheep's milk products making has been recently accompanied with a lot of problems. Commercialisation of the production and the attempt to eliminate the final price of the product has led into the creation of lower quality products which carry the original branding designated mostly for the retail market. *Bryndza* production can serve as a great example here. Since the price of sheep's milk is actually higher than the price of cow's milk, the producers began not only to add cow's milk into *bryndza* but gradually raised the amount of cow's milk in it with the aim to reduce its total price. Thus, "real sheep *bryndza*" made of 100% of sheep's milk started to have problems with its demand. In order to eliminate the subsequent declination of the small-scale mountainside sheep farms (*salaš*) and small producers of this product, in the beginning of 2013, the Guild of Sheep Cheese Producers came with the idea to register their product with the Industrial Property Office of the Slovak Republic in Banská Bystrica as an original trademark "Ovčia bryndza salašnícka" (logo in the shape of a white clover leaf on the green base, Figure 4) for the products which contain sheep's lump cheese only (SITA, 2013).



Figure 4. Logo of the 100% Sheep's Bryndza – "Ovčia bryndza salašnícka" (Source: SITA, 2013)

The core of the culinary tourism on the basis of the traditional sheep's milk products is, apart from the degustation of real and original sheep products straight in the places called *salaš*, the demonstration or, if possible, the involvement of the tourists into the production process. By composing the discussed tourist product, it is necessary to bear in mind also their significant seasonality caused by closing of the *salaš* businesses from October to May. For this kind of tourist products, summer months are the most optimal as it is possible to variegiate the programme of their stay with some additional relaxing activities associated with the stay in the nature.

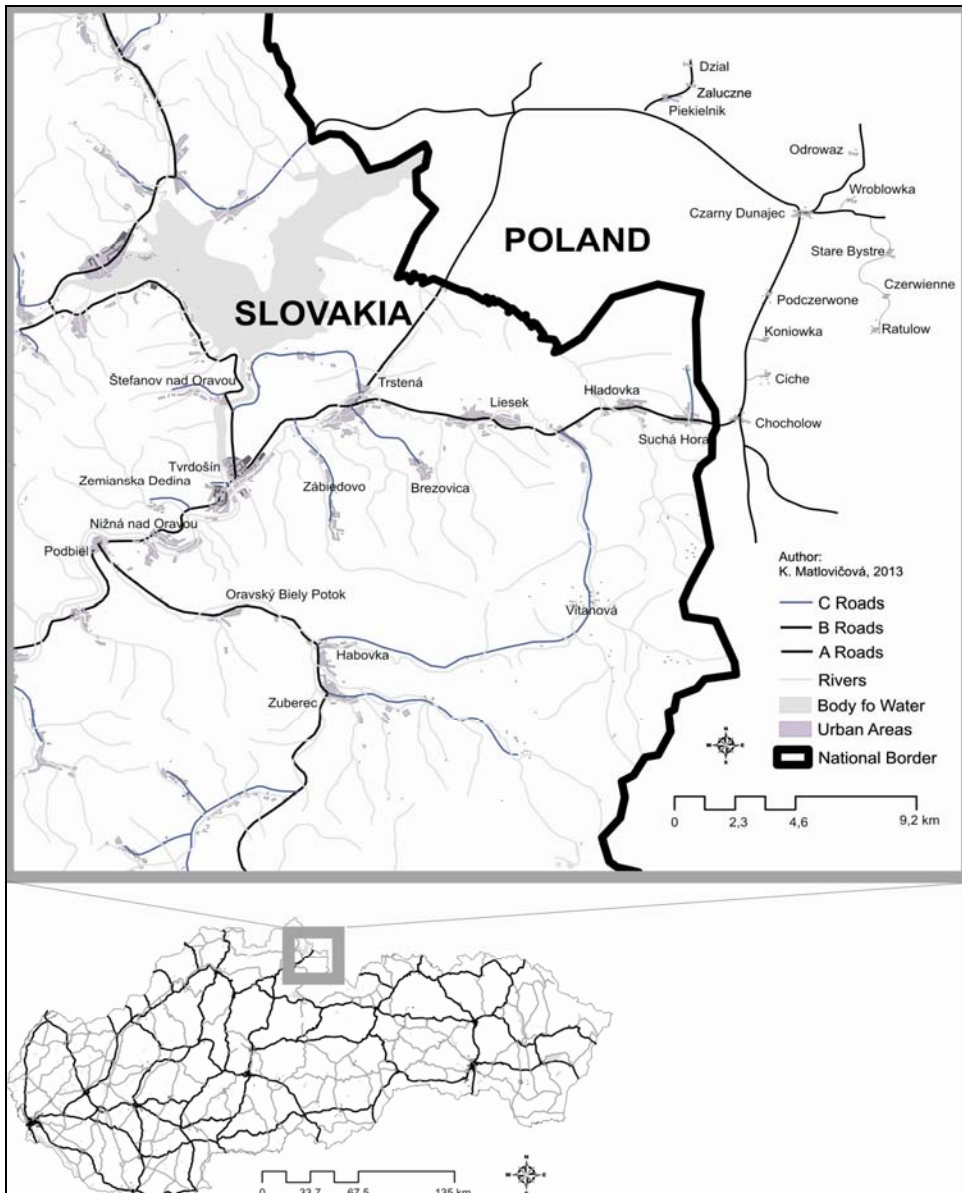


Figure 5. Slovak-Polish Cheese Route Horná Orava – Gmina Czarny Dunajec
(Source: adapted on the basis of the data from Syrová cesta, 2010)

From existing products of the culinary tourism, the Slovak-Polish cheese route *Horná Orava-gmina Czarny Dunajec* (Zuberec, Oravský Biely Potok, Podbiel, Tvrdošín, Vitanová, Liesek, Čimhová, Vasil'ov and in Poland Czorsztyń, Wróblówka, Czarny Dunajec, Czerwiennie (Figure 5) can be mentioned here. The region of upper Orava is a traditional shepherd area with a lot of shepherds' huts and agricultural collective farms where sheep cheese and products made in its traditional way are produced. During their stay, tourists can visit seven shepherds' huts and production factories (Tvrdošín dairy, Gazdovský dvor - farmyard Peter Jurky, Agricultural Collective Farm LČV, Salaš in Oravský Biely Potok, Salaš in Bachledówka, Salaš in Baligówka near the Czarny Dunajec, Salaš in Czorsztyń, Salaš in Wróblówka). A part of the programme is also a visit to the local cultural-historical sites and Slovak-Polish border attractions as well as the possibility of the recreation activities in the mountains or by the lakeside (Oravská Dam), (Syrová cesta, 2013).

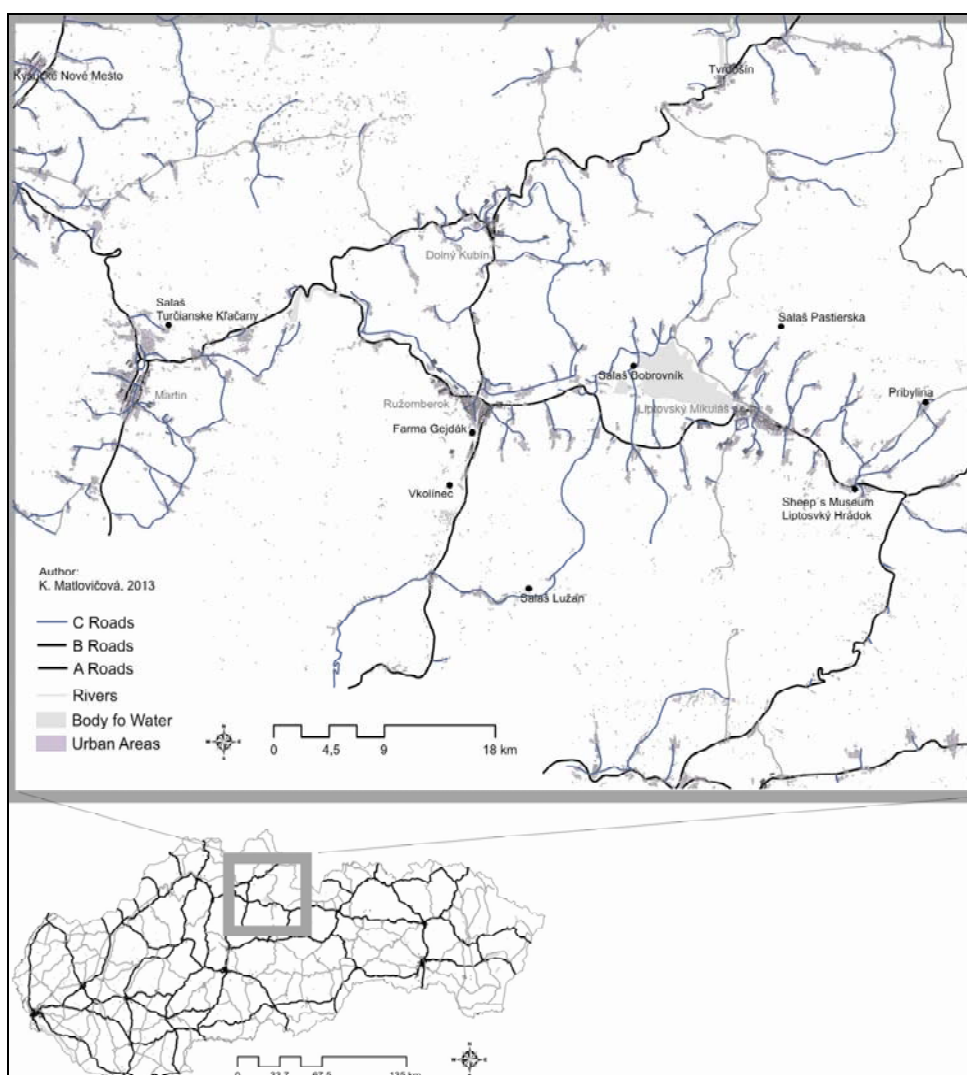


Figure 6. “A Chief Shepherd’s Route” (Bačova cesta)
(Source: adapted on the basis of a Chief Shepherd’s route, 2010)

The Culinary Tourism in Slovakia Case Study of the Traditional Local Sheep's Milk Products in the regions of Orava and Liptov

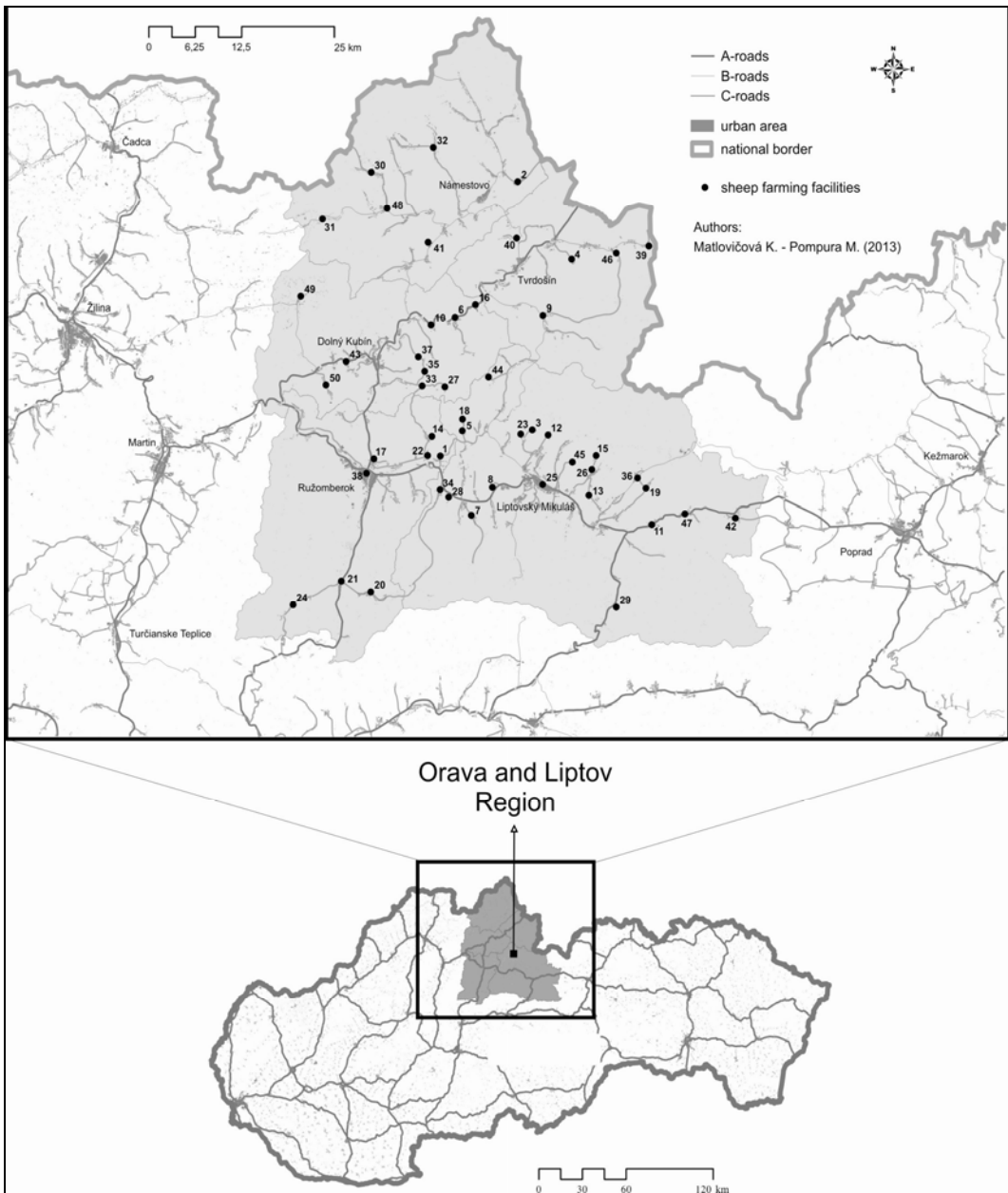


Figure 7. Location of the sheep breeding facilities in Liptov and Orava
 (Source: adapted on the basis of Plemenárske služby SR, 2010, Legend for Figure 7 - see Table 1 below)

Another example of a culinary tourism product in Slovakia is so-called *Bačova cesta* (A Chief Shepherd's Route). In the association with the *salaš* businesses and the accommodation facilities in the area of Liptov and Turiec, it offers a programme for the visitors to the place from May to October (Figure 6). Apart from the presentation of the production process and possibilities to taste traditional dairy products, it is also possible to get to know some traditional folk crafts, architecture and folklore of this region. Every

year, *Slovak Championship in Sheep Shearing* and *National Sheep Festivities* are organised and are accompanied with additional events and competitions. Another interesting event is *Slovak Championship in Cheese Thread Pulling* or competitions for the best cheese, competitions in cooking *bryndzové halušky*, or in cooking mutton goulash accompanied with a music and cultural programme (Bačova cesta, 2010).

Table 1. The list of the sheep breeding facilities in the regions of Liptov and Orava
(Data source: Plemenárske služby SR, 2010)

Serial number in the Figure 7	Village	Name	Chalet in the forest	Milk Production	Cheese distribution
• 1	Bešeňová	Eurocomp a co	no	yes	no
• 2	Bobrov	Polák Anton	yes	yes	no
• 3	Bobrovček	SHR Anna Ruseková	no	yes	no
• 4	Brezovica	PD Trsteník Trstená	no	yes	yes
• 5	Bukovina	Agronova Liptov s.r.o.	no	yes	no
• 6	Dlhá nad Oravou	Vraštiak Ján	no	yes	no
• 7	Dúbrava	Agro-Racio s.r.o.	no	yes	no
• 8	Galovany	SHR Vladimír Feketík	no	yes	no
• 9	Habovka	RPD Zuberec	no	yes	no
• 10	Horná Lehota	Zenit Racibor	yes	yes	no
• 11	Hybe	RD Hybe	no	yes	no
• 12	Jalovec	PPS Bobrovec	yes	yes	yes
• 13	Jamník	SHR Dušan Španko	no	yes	no
• 14	Kalameny	Jánoš s.r.o.	no	yes	no
• 15	Konská	SHR Igor Uličný	no	yes	no
• 16	Krivá	Agrodružstvo Krivá	no	no	yes
• 17	Likavka	LOD Likavka	no	yes	no
• 18	Lipt. Anna	SHR Brežňan Milan	no	yes	yes
• 19	Lipt. Kokava	SHR Dušan Harnam	no	yes	no
• 20	Lipt. Lúžna	SPDP Lúžňan	yes	no	yes
• 21	Lipt. Osada	SHR Silván Longauer	yes	yes	yes
• 22	Lipt. Teplá	SHR Moravčík Peter	no	yes	no
• 23	Lipt. Behárovce	Agrochov Liptov s.r.o.	no	yes	no
• 24	Lipt. Revúce	PD Liptovské Revúce	yes	no	no
• 24	Lipt. Revúce	PD Liptovské Revúce	no	yes	no
• 25	Lipt. Mikuláš	PD Liptovský Mikuláš	no	yes	no
• 25	Lipt. Mikuláš	SHR Brunčiak Stanislav	no	yes	no
• 26	Lipt. Ondrej	SHR Šuchtár Ján	yes	no	no
• 27	Malatiná	PD Malatiná	no	no	yes
• 27	Malatiná	Ing Kluka Michal	yes	yes	no
• 28	Malatíny	SHR Toholt Ivan	no	yes	no
• 29	Nižná Boca	Agria Liptovský Ondrej	no	yes	no
• 30	Novoť	Agrokovex Novoť	no	no	yes
• 31	Oravská Lesná	PD Oravská Lesná	yes	yes	no
• 32	Oravské Veselé	DAKNA Námestovo	yes	yes	no
• 33	Osádka	SHR Halička Milan	no	yes	no
• 34	Partizánska Lupča	SHR Mojš Ján	no	yes	no
• 35	Pokryvač	SHR Lupták Ján	no	yes	no
• 36	Pribylina	RD Pribylina	no	yes	no
• 37	Pucov	PPD Pucov	no	yes	no
• 38	Ružomberok	SHR Papúch Pavol	yes	yes	no
• 38	Ružomberok	Salaš Gejdák Ružomberok	yes	yes	yes
• 39	Suchá Hora	PD Suchá Hora	yes	yes	no
• 40	Štefanov nad Oravou	PD Žiarec Tvrdošín	no	yes	no
• 41	Vasíľov	Škombár František	yes	yes	no

The Culinary Tourism in Slovakia Case Study of the Traditional Local Sheep's Milk Products in the regions of Orava and Liptov

•	42	Vážec	PD Vážec	no	yes	yes
•	43	Veličná	Ing Páltik Milan	no	yes	no
•	43	Veličná	PD Veličná	no	yes	no
•	43	Veličná	Jozef Čaplovič	yes	yes	no
•	44	Velké Borové	PD Kvačany	yes	yes	yes
•	45	Veterná Poruba	PD Smrečany	no	yes	no
•	46	Vitanová	Jančo Anton	yes	yes	no
•	46	Vitanová	Ing. Lieskovský Jozef	yes	yes	no
•	47	Východná	PD Východná	no	yes	yes
•	48	Zákamenné	RD Zákamenné	no	no	no
•	49	Zázrivá	PD Párnica	yes	yes	no
•	50	Žaškov	PD Žaškov	yes	no	no

The Potential of the Further Development of the Culinary Tourism

The area of Orava and Liptov regions has big potentials for the further development of the culinary tourism on the basis of the sheep's milk products. Our field investigation has shown that there are in total 57 facilities which focus on the sheep breeding (Figure 7). Unfortunately, not all of the facilities are able to provide the services connected to tourism.

The reason for this is the insufficiently built tourist infrastructure, not favourable location, the lack of production technologies or existing outdated technologies, and last but not least, the lack of financial capital. By their characterisation, they are different facilities (see the list of them in Table 1). Some of them are focused on the production of sheep's milk only and its subsequent sale for the processing into dairies or others facilities. The other facilities own technologies for its processing and sell finished products (mostly cheese and *bryndza*). The facilities which are located "straight in the forest" have a great potential. Manufactured products are sold at the same spot.

CONCLUSION

As it has emerged from this study, there is some kind of unused potential for the tourism development in Slovakia on the basis of the culinary products made of sheep's milk. A strong argument is not only a long sheepherding tradition and production of the whole range of dairy products but mostly the possibility for the restoration of declining shepherding and the preservation or bringing new job opportunities in the areas which are considered to be peripheral within the national context.

Acknowledgments

This paper is a part of Slovak-Romanian grant project APVV č. SK-RO-0025-12: "Multicultural regions, national heritage and contemporary challenges in Romanian and Slovakian society" (2013-2014).

REFERENCES

- Bačova, Cesta, (2010), *Oficiálne stránky Občianskeho združenia Bačova cesta*, March 10, 2013, <http://www.bacovacesta.sk/index.htm>.
- Beard, J., G., Ragheb, M., G., (1983), *Measuring leisure motivation*, Journal of Leisure Research, 15(3): 219–228.
- Beer, G., A., KOL, (2003), *Budúcnosť ovčiarstva určí trh a pomoc štátu*, In: Trend, Týždenník o hospodárstve a podnikaní, č. 33/2003, s. 18-19, ISSN 1335-0684.
- Bell, D., Valentine, G., (1997), *Consuming Geographies: we are where we eat*, London: Routledge, ISBN 978-0-415-13768-3, 257 p.
- Brillant-Savarin, J., A., (2012) *Umenie vychutnať si život alebo Fyziológia chuti*, Úvahy o chuti, o pôžitku z jedla

- a iných blízkých pôžitkoch, SPN - Mladé letá, ISBN: 978-80-10-02017-1, 224 s.
- Crompton, J., L., (1979), *Motivations of pleasure vacation*, Annals of Tourism Research, 6, 408-424.
- Dehoorne, O., Iliș D., C, Iliș A., (2010), *Tourism Development in a Regional Context. Case study the Marina of le Marin (Martinique, France)*, GeoJournal of Tourism and Geosites Year III no.1, vol. 5, ISSN 2065-0817, E-ISSN 2065-1198, pp. 89-98.
- Iliș, A., Iliș, D., C, Josan, I., Grama, V., Herman, G., Gozner, M., Stupariu M., Gaceu, O., Stașac M., (2010), *Cosău Valley (Maramureș) – Evaluation of Anthropic Patrimony (I)*, GeoJournal of Tourism and Geosites, Year II, no. 2, 2009, ISSN 2065-0817, E-ISSN 2065-1198, pp. 203-2016.
- Iliș, A., Iliș, D., C, Josan, I., Grama, V., Gozner, M., (2008): *Romanian Rural Tourism between Authentic/ Traditional and Modern/Contemporary, The Case of Crișana and Maramureș Areas*, GeoJournal of Tourism and Geosites Year I, no. 2, 2008, ISSN 2065-0817, E-ISSN 2065-1198, pp. 140-148.
- Door, (2013), *Databáza poľnohospodárskych produktov a potravín EU*, Európska komisia, Poľnohospodárstvo a rozvoj vidieka, E-sluzba na serveri EUROPA, March 4, 2013, <http://ec.europa.eu/agriculture/quality/door/list.html;jsessionid=pLohLqLXhNmFQyFl1b24mY3t9dJQPflg3xbL2YphGT4k6zdWn34!-370879141>.
- Door, bryndza, (2010), *Uverejnenie žiadosti o zápis do registra podľa článku 6 ods, 2 nariadenia Rady (ES) č. 510/2006 o ochrane zemepisných označení a označení pôvodu poľnohospodárskych výrobkov a potravín (2007/C 232/10)* Úradný vestník Európskej únie, December 12, 2010, <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2007:232:0017:0022:SK:PDF>.
- Door, oštiepok, (2010), *Uverejnenie žiadosti o zápis do registra podľa článku 6 ods, 2 nariadenia Rady (ES) č. 510/2006 o ochrane zemepisných označení a označení pôvodu poľnohospodárskych výrobkov a potravín (2007/C 308/10)*, Úradný vestník Európskej únie, December 12, 2010, <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2007:308:0028:0032:SK:PDF>.
- Door, parenica, (2010), *Uverejnenie žiadosti o zápis do registra podľa článku 6 ods, 2 nariadenia Rady (ES) č. 510/2006 o ochrane zemepisných označení a označení pôvodu poľnohospodárskych výrobkov a potravín (2007/C 249/13)*, Úradný vestník Európskej únie, December 12, 2010, <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2007:249:0026:0030:SK:PDF>.
- Gaceu, O., Blaga L., Ungureanu M., Iliș D., C., Dehoorne, O. (2012), *The karst plateau of Padiș in Bihor mountains—one of the most spectacular tourist sites in Romania*, Description and development possibilities and promotion of the „Moțului Church” tourist circuit, GeoJournal of Tourism and Geosites Year V no.1, vol. 9, ISSN 2065-0817, E-ISSN 2065-1198, Article no. 09108-114, pp. 92-110
- 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. Elsevier Butterworth-Heinemann, Oxford, pp. 1-24.
- Hall, M., Mitchell, R., (2002), *Tourism as a force for gastronomic globalization and localization*, pp: 71-87, in Hjalager, A. M., Richards, G., (2002), (Eds.): *Tourism and Gastronomy*, Routledge, ISBN 0-415-27381-1, s. 256
- Herian, (2010), *História mliekarenského priemyslu*, December 15, 2013, <http://www.cechbryndziarov.eu/veda-a-vyskum.html>.
- Hjalager, A. M., Richards, G., (2002), (Eds.): *Tourism and Gastronomy*, Routledge. ISBN 0-415-27381-1, s. 256
- Iliș D., C., Iliș A., Herman G., V., Baias Ș., Morar C. (2011), *Geotourist map of the Băile Felix – Băile 1 Mai - Betfia area (Bihor county, Romania)*, GeoJournal of Tourism and Geosites Year IV, 2011/2, Volume 8, ISSN 2065-0817, E-ISSN 2065-1198, Article no. 08107-93, pp: 219-226
- Maslow, A., H., (1943), *A Theory of Human Motivation*, Psychological Review 50(4): 370-96.
- Matlovič, R., Matlovičová, K., (1997), *Valorizácia vybraných realizačných predpokladov cestovného ruchu na území Prešova Urbánne a krajinné štúdie*, Nr. 2, ITHM FF PU Prešov, pp. 204-222, <http://www.unipo.sk/fakulta-humanitnych-prirodnch-vied/geografia/pracovnici/matlovicova/pp>.
- Matlovičová, K., Malinovský, B., Sovičová, I., Klamár, R., (2012), *Stan obecny i perspektywy rozwoju turystyki na przykladzie parkow tematycznych - Aktualny stav a perspektywy rozwoju turizmu na báze tematických parkov in Obodynski K., Krol P., Bajorka W., Spoleczno-kulturowe studia z kultury fizycznej, Uniwersytet , Rzeszowski, Rzeszow, pp. 505 – 518, <http://www.unipo.sk/fakulta-humanitnych-prirodnch-vied/geografia/pracovnici/matlovicova/pp>.*
- Matlovičová, K., Kolesárová, J., (2011), *Vývoj cestovného ruchu v Thajsku, s dôrazom na stratégie prekonávania krízových situácií Acta Facultatis Studiorum Humanitatis et Naturae Universitatis Prešovensis*, Prírodné vedy, Folia Geographica, 17, Ročník LII, ISSN 1336-6149, ISSN 1336-6157, PU Prešov, pp. 241-254, <http://www.unipo.sk/fakulta-humanitnych-prirodnch-vied/geografia/pracovnici/matlovicova/pp>.
- Matlovičová, K., Sovičová, I., Malinovský, B., (2012), *Turizmus Holandska - analýza vybraných ukazovateľov Acta Facultatis Studiorum Humanitatis et Naturae Universitatis Prešovensis*, Prírodné vedy, Folia Geographica 19, Ročník LIV., ISSN 1336-6149, ISSN 1336-6157, PU Prešov, pp. 171-183, <http://www.unipo.sk/fakulta-humanitnych-prirodnch-vied/geografia/pracovnici/matlovicova/pp>.
- Matlovičová, K., Šimčík, D., (2010), *Kúpeľníctvo a wellness turizmus v Estónsku*, Geografia Cassoviensis, ročník IV., 1 / 2010, ISSN 1337 – 6748, pp. 108-113, <http://www.unipo.sk/fakulta-humanitnych-prirodnch-vied/geografia/pracovnici/matlovicova/pp>.
- Matlovičová, K., (2009), *What is the Colour of Prešov? An Analysis of Colour Associations in the Population*

The Culinary Tourism in Slovakia Case Study of the Traditional Local Sheep's Milk Products in the regions of Orava and Liptov

- Evoked by a Geographical Area as the Foundation for Creating an Acceptable City Brand Acta Facultatis Studiorum Humanitatis et Naturae Universitatis Prešovensis, Prírodné vedy, Folia Geographica*, 14, ISSN 1336-6149, ISSN 1336-6157, PU Prešov, pp. 167-179, <http://www.unipo.sk/fakulta-humanitnych-prirodných-vied/geografia/pracovníci/matlovicova/pp>.
- McIntosh, R., W., Goeldner, C., R., Ritchie, J., R., (1995), *Tourism: Principles, Practices, Philosophies*, (7th edn), Chichester: John Wiley.
- Pearce, P., L., (1993), *Fundamentals of tourist motivation*, In D. G. Pearce and R. W. Butler (Eds.) *Tourism Research: Critique and Challenges* (pp. 113-134), London: Routledge.
- Plemenárske, Služby, SR, (2010), Informácie získané na základe *interview*, uskutočneného dňa 4. 4. 2011 s Mariánom Kubínom, vedúcim konzultantom kontroly úžitkovosti oviec, Plemenárske služby SR, regionálne stredisko Liptovský Mikuláš.
- Quan, S., Wang, N., (2004), *Towards a structural model of the tourist experience: An illustration from food experiences in tourism*, *Tourism management*, vol. 25, no. 3, pp. 297-305.
- Richards, G., (2002), *Gastronomy: an essential ingredient in tourism production and consumption?*, in Hjalager, A. M., Richards, G. (2002)(Eds.): *Tourism and Gastronomy*, Routledge, ISBN 0-415-27381-1, s. 256 pp. 3-20
- Ryan, C., (1997), *The Tourist Experience*, London: Cassell.
- Sita, (2013), *Pravá ovčia bryndza bude pod ochrannou známkou trojlístka*, [online] informačný portal, March 10, 2013, <http://www.webnoviny.sk/slovensko/prava-ovcia-bryndza-bude-pod-ochranou/639866-clanok.html>.
- Smith, S., L., J., Xiao, H., (2008), *Culinary Tourism Supply Chains: A Preliminary Examination*, *Journal of Travel Research* 2008/46, pp.: 289-299.
- Stoličná, (2011), *Bryndza, Encyklopédia: Tradičná ľudová kultúra Slovenska slovom a obrazom*, Koordinačné centrum tradičnej ľudovej kultúry, SEUK a Ústav etnológie SAV, December 19, 2013, <http://www.cechbryndziarov.eu/veda-a-vyskum.html>.
- Syrová, cesta, (2013), March 10, 2013, <http://www.peknykraj.com/subjekty/-/4>.
- Unwto, (2012), *Global Report on Food Tourism*, Madrid, Spain, 64 p.
- Uysal, M., Hagan, L., (1993), *Motivations of pleasure travel and tourism*, In M. Khan, M. Olsen, & T. Var (Eds.), *Encyclopedia of Hospitality and Tourism* (pp. 798-810), New York: Van Nostrand Reinhold.
- Yoon, Y., Uysal, M., (2005), *An examination of the effects of motivation and satisfaction on destination loyalty: a structural model*, *Tourism Management* 26:45-56.
- Warde, A., Martens, L., (2000), *Eating Out: Social differentiation, consumption and pleasure*, New York, Cambridge: Cambridge University Press, ISBN: 0-521-59044-2, pp. 246.
- Žiliničik, I., (2013), *Tradicia/história ovčiarstva*, January 19, 2013, http://www.ovcisyr.sk/sk_Syry_k-3_Historia-ovciarstva_t-29.

Submitted:
25.07.2013

Revised:
21.10.2013

Accepted and published online
24.10.2013