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Direction



# CARPATHIAN PRODUCTS

THEIR PRODUCERS AND BUSINESS ENVIRONMENT INSTITUTIONS

PRO CARPATHIA

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# New Direction



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## Pro Carpathia

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# INTRODUCTION

The report presents the results of the research encompassed borderland Carpathian areas of the Czech Republic, Slovakia, Poland, and Ukraine. 41% of the Carpathians remains within the territory of four countries<sup>1</sup>, the social-cultural specificity of which is determined by pastoral tribes of Balkan origins, today referred to as Vlachs which „(...) significantly contributed to the formation of the cultural community of mountain groups (Russian, Polish, and Slovak) passing over to them a mountain system of grazing economy as well as the vocabulary and cultural patterns”<sup>2</sup>. From the historical point of view, these areas are peripheral with lower population density indicators and a relatively rural structure of towns, weaker-developed communication network, lower industrialization ratio, weaker labour market, lower-income per inhabitant, and higher than average country economic emigration indicators.

Since 1989, these areas have been divided by impassable country borders, and the beginnings of systematized transnational cooperation towards social-economic development of the Carpathian terrains date back to as late as the beginning of the XXI century. In 2003, the Framework Convention on the Protection and Sustainable Development of the Carpathians was initiated<sup>3</sup> – the second on the world scale multilateral agreement of this type (established according to the treaty principles of international law) concerning a single mountain area, which entered into force in 2006<sup>4</sup>. At the same time, the Czech Republic, Poland, and Slovakia joined the European Union in 2004, whilst on 21 December 2007, as part of the Schengen Agreement, border controls were

ceased between these states. Ukraine remains outside of these structures, while Ukrainian Carpathians are beyond the external border with the European Union. However, it does not signify a lack of any cooperation – the EU programmes of transnational cooperation cover Ukraine as part of its cooperation with Poland, Slovakia, Hungary, or Romania. It is thus still a substantial obstacle to a more intense further growth of contacts and cooperation.

Hence, the conducted research is unique in a way that, for the first time, the focus has been placed on local and regional products with a common historical-cultural denominator, directly rooted in the geographic-environmental conditions of the second most extensive mountain range in Europe, which nowadays operate in a different legal-institutional reality of four state organisms of which three are additionally associated in the framework of the European Union’s structure (which also translates into possibilities and scope of public support).

The key objective of the research was to identify the so-called critical Carpathian products, which are regional, local products, made using traditional techniques in individual countries of the Polish-Czech, Polish-Slovak, and Polish-Ukrainian borderland, their producers and areas as well as methods of distribution and support instruments. Carrying out classification, indicating the most crucial issues, and presenting recommendations in the scope of producer support systems. The research covered Polish Carpathians (Silesian, Lesser Poland, Subcarpathian voivodeships), Slovakian Carpathians (Žilina Region,

1 B. Zemanek, *Fitogeograficzne problemy Karpat*, „Roczniki Bieszczadzkie” 17 (2009), p. 46.

2 P. Kłapyta, *Włoskie osadnictwo w Karpatach w aspekcie historyczno-geograficznym*, [w:] *Pastoral culture of the Carpathian curve and its impact on the culture of Babiagóra inhabitants: post-conference materials from the scientific conference organized by the Babiagóra Cultural Centre in Zawoja at the 30th anniversary of „Babiagóra fall”*, U. Janicka-Krzywda (red.), Babiagóra Cultural Centre, Zawoja 2014.

3 [www.carpathianconvention.org/text-of-the-convention.html](http://www.carpathianconvention.org/text-of-the-convention.html).

4 [www.konwencjekarpacka.org.pl](http://www.konwencjekarpacka.org.pl).

Prešov Region, Košice Region), Ukraine (Lviv Oblast, Zakarpattia Oblast, Ivano-Frankivsk Oblast) and Czech (moravskoslezsky land, zlinsky land, jihomoravsky land).

**MAP 1.**  
**Research area**



Author: Karolina Kiwior

The research was conducted from July to December of 2021.

The report consists of nine parts. In the first order, an analysis of definitions of a regional and local product was performed concerning products available in the respective countries as well as of the binding legal regulations in this regard. In the subsequent part, the selected registers and support systems in the countries covered by this research were presented. This was followed by a presentation of research methodology conducted among the representatives of local and regional institutions that strive to support and develop local and regional products, local producers, recipients, and consumers of local and regional products in

their daily activities. Subsequent parts contain the presentation of results of a questionnaire conducted among the representatives of the institutional environment (self-governments, local action groups) and results of focus research (Focus Group Interviews) conducted among self-government officials, local action groups, NGOs, producer organizations. In the subsequent part, the results of analysis of the selected promotional actions undertaken by local Carpathian producers in each of the countries subjected to the research were displayed. The report also incorporates the results of questionnaire research conducted among the visitors to the Carpathians – consumers of regional and local products. The final part includes a summary and recommendations.

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# DEFINITION ANALYSIS

For the purposes of realizing the research, a comparison of definitions of regional and local product functioning in Poland, Slovakia, Czech Republic, and Ukraine as well as of legal regulations referring to these issues was conducted. The result of this comparison is a distinction of common features of the definitions, significant for further actions and research.

Several criteria have been applied to compare the definitions, such as:

- Applied term,
- place of generation,
- generators,
- functions,
- features,
- legal provisions.

**TABLE 1.**  
**Comparison of definitions of terms regional product, local product and other applied in Poland, Slovakia, Czech Republic, and Ukraine**

Criterion	Poland	Slovakia	Czech Republic	Ukraine
Applied term	<b>Regional product</b> <b>Local product</b> <b>Traditional product</b> <b>Mountain product</b>	<b>Regional product</b> <b>Brand 'regional product'</b> <b>Regional agricultural product</b> <b>Regional food</b> <b>Local product</b>	<b>Regional product</b> <b>Regional food</b> <b>Regional brands</b> <b>Local product</b>	<b>Local product</b> <b>Agricultural product</b> <b>Craft product</b>
Place of generation	<b>Regional</b> - produced in some regions, geographic, ethnographic, historical regions or voivodeships.  <b>Protected Designation of Origin (PDO)</b> - allocated to products with respect to which the entire manufacturing process takes place on a specific area,	<b>Regional</b> - related to the region, produced in the region with the use of regional components in accordance with traditions and practices.  <b>'Regional Product' Brand</b> - such products must originate from the local manufacturer or service-provider, be unique with respect to the region, be	<b>Regional</b> - produced in the region (sole or main part of the production occurs in the region).  <b>Regional brands</b> - region may be designated according to the self-government unit or geographic, historical, or ethnographic units. <b>Local</b> - 'local retail trade,' may	<b>Local</b> – produced in a specific location based on own resources.  <b>Agricultural</b> - grown and produced in agricultural farms; in many cases, these are family-run enterprises.  <b>Craft</b> - made in small batches without technology that is

	<p><b>Protected Geographic Indication (PGI)</b> - this might be one of the stages within this process (production, processing, or preparation).</p> <p><b>Local</b> - 'production area' is limited to a single city, commune, group of communes, poviats, landscape park or other, small geographic area; are produced in a natural manner, environmentally-friendly, out of raw materials originating from the closest environment according to the recipe passed on from generation to generation, however, possessing no recognized certificate</p> <p><b>Mountain</b> – of animal origin, generated by animals in mountain areas and processed in such areas; it may be applied towards beekeeping products if bees collected the nectar and the pollen solely in the mountain areas; it may be applied towards products of plant origin when the plant is cultivated in</p>	<p>of high quality, contribute to preserving a certain tradition, use traditional practices and local resources, contain a specified percentage level of products produced manually or be environmentally friendly.</p> <p><b>Regional Agricultural Product</b> - cultivated or collected in the region specified on the label or purposefully obtained in the given region.</p> <p><b>Regional food</b> - contains the basic ingredient originating from a given region, and methods and techniques characteristic and typical for the given region are applied in its production.</p> <p><b>Local</b> – locally produced by local producers, their quality is generally high in comparison to conventional products.</p>	<p>be located in any place within the territory of the country; that is, backyard sale, so-called sale of small volumes of basic agricultural products to end-consumers or by means of the local retail trade; food or agricultural products originating from a local entity are considered local production.</p>	<p>specific for industrial producers.</p> <p><b>Own production products</b> are products produced entirely or subjected to sufficient processing by an enterprise with the use of its own resources (assets) or leased resources.</p>
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	mountain areas.			
	Mountain areas are those delimited pursuant to Article 18(1) of Regulation (EC) No 1257/1999.			
Generators	Local producers, craftsmen, agricultural breeders.	Local producers, service providers, craftsmen, agricultural breeders, owners/managers of tourist objects.	Local entity, producer, forming a network of commercial links.	Local manufacturers, family-run enterprises.
Function	Expressing identity of the region, history, tradition, representing a local society. Preserving craftsmanship tradition, processes, recipes.	Preserving craftsmanship tradition, processes, recipes.	Maintaining specific natural conditions (i.e. varieties or races, type of landscape) and cultural conditions (i.e. production methods, artistic traditions) of the region, including strengthening regional awareness and positive image of the region.	Passes on the traditions and regional features.
Features	<b>Regional</b> - related to the region/area, expressing its identity, history, tradition, representing local community, natural production methods traditional ingredients, methods of production, produced out of natural raw materials, high quality. They are a hallmark of the village, commune, poviat. Its name may include the name of the city, town, or region from	<b>Regional</b> - material, service, combination of material and immaterial product, tradition, local raw materials, Unique quality, Hand-made, Own logo, Belonging to the region (historical connection), Emotional bond, uniqueness, draws reference to customs	<b>Regional</b> - above all foodstuffs, characterized by quality standard, may contribute to preservation of specific natural and cultural conditions of a region, including strengthening regional awareness and positive region image.  <b>'Regional food'</b> means a product (food product or agricultural product) designated for consumption by	Food, fresh, Produced "as for myself,' Traditional ingredients, Traditional technology/production Existing for at least 30 years.

	<p>which they originate.</p> <p>They have markings assigned by the European Commission, such as: <b>Protected Designation of Origin (PDO)</b> 'name of origin' is a name which specifies the product; a) originating from a specific location, region or, in exceptional cases, country, b) The quality or characteristic features of which are, mostly or exclusively, a result of a specific geographic environment formed by natural and human factors; and all its stages of production occur on a specific geographic area.</p> <p><b>Protected Geographical Indications (PGI),</b> 'geographic indication' is a name that specifies a product; originating from a specific location, region, or country; a) the specific quality, recognizability, or other characteristic feature which mainly results from</p>	<p>and traditions of a given region, uses local raw materials and craftsmanship, hand-made, unique, artistic, craft artistry of making (souvenirs) environmentally-friendly, original recipes and production procedures, historical relationship with the region; natural features of regions, uniqueness, name, originality, recipe, specific character, geographic area.</p> <p><b>'Regional product' brand</b> - linked to a specific region; System of regional markings - (in selected regions, a guarantee of high quality). Regional brands and labels in Slovakia are coordinated by the National Network of Local Action Groups of the Slovak Republic.</p> <p><b>Regional food</b> - regional agricultural product is a product that was cultivated or collected in the region indicated on the label or purposefully obtained in that</p>	<p>end consumers. This product is manufactured in the region and originates mainly from national ingredients, containing at least 70% of raw materials from a given region or potentially from the Czech Republic.</p> <p><b>Regional Brands</b> have a relatively broad portfolio which covers craft, food and natural products.</p> <p><b>Regional Brands</b> - regional labelling, targeted at enhancing the rank of high quality of regional products and in some regions also services and tourist experiences.</p> <p>Regional product is covered by a patent of the Association of Regional Brands for certification purposes- <a href="http://www.arz.cz">www.arz.cz</a> Regional brands are defined in the following manner:</p> <ul style="list-style-type: none"> <li>The product is manufactured in the region (exclusively or the main part of production</li> </ul>	
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	<p>its geographic origin; and b) in case of which at least one stage of production occurs in that geographic area.</p> <p><b>Traditional Speciality Guaranteed (TSG)</b> - where 'traditional' means documented as being in use on the national market for a period enabling the transfer from generation to generation; this period is supposed to amount to at least 30 years,</p> <p><b>Traditional</b> – in Poland, Act on registration and protection of names and symbols of agricultural products, foodstuffs, and traditional products (Journal of Laws of 2005 No. 10, item 68). Methods used for the period of at least 25 years.</p> <p>They can have also: <b>'Quality Tradition' Mark,</b> Polish Chamber of Regional and Local Products The products must be characterized by:</p> <ul style="list-style-type: none"> <li>traditional composition; or</li> </ul>	<p>region from animals through laying, from slaughtered farm animals or wild animals through hunting, or from farm game.</p> <p><b>Local product</b> - frequently existing independently, without being linked to a given regional brand, based on local raw materials, originates from economic activity of inhabitants.</p>	<p>occurs in the region)</p> <ul style="list-style-type: none"> <li>The product complies with all regulations and standards which have been established for it</li> <li>The product and its packaging does not harm the natural environment, its components, or human health at any stage of its lifecycle (production, use, disposal) above the limits specified in applicable regulations and, to the extent technically and economically feasible, it fulfils (or will fulfil in the future) the principles of environmental friendliness</li> <li>The product must be one of its kind.</li> </ul> <p>The certificate <b>Traditional Product Slovákca</b> - awarded <b>regional product</b> must be based on traditional craft production of the region and represent traditional craftsmanship values.</p> <p><b>Local</b> - 'backyard trade,' that is, sale of small volumes of basic agricultural products to end-</p>	
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	<p>traditional manner of production</p> <ul style="list-style-type: none"> <li>• exceptional quality stemming from their traditional character or expressing their traditional nature</li> <li>• exceptional quality or reputation that distinguishes it from products that belong to the same category.</li> <li>• Traditional composition, traditional manner of production (having at least 50-years-long origin - two generations)</li> <li>• traditional varieties and breeds are ones that were used before 1956</li> </ul> <p><a href="http://www.produktyregionalne.pl/">http://www.produktyregionalne.pl/</a></p> <p><b>Local:</b> Product or service with which inhabitants of a given area (city, commune, group of communes, powiat) identify themselves. This product is manufactured in a non-bulk manner, environment-friendly, and made of locally available raw materials.</p>		<p>consumers or by means of the local retail trade; food or agricultural products originating from a local entity are considered local production.</p>	
	<p><b>Mountain product</b> - animal origin, beekeeping origin, plant origin (COMMISSION DELEGATED REGULATION (EU) No 665/2014 of 11 March 2014 supplementing Regulation (EU) No 1151/2012 of the European Parliament and of the Council with regard to conditions of use of the optional quality term 'mountain product')</p>			

Legal provisions

**UE**

Council Regulation (EC) No 509/2006 of 20 March 2006 on agricultural products and foodstuffs as traditional specialties guaranteed,

Council Regulation (EC) No 510/2006 of 20 March 2006 on the protection of geographical indications and designations of origin for agricultural products and foodstuffs,

REGULATION (EU) No 1151/2012 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 21 November 2012 on quality schemes for agricultural products and foodstuffs,

COMMISSION DELEGATED REGULATION (EU) No 665/2014 of 11 March 2014 supplementing Regulation (EU) No 1151/2012 of the European Parliament and of

the Council with regard to conditions of use of the optional quality term 'mountain product'

**POLAND**

Act on registration and protection of names and symbols of agricultural products, foodstuffs, and traditional products (Journal of Laws of 2005 No. 10, item 68)

**SLOVAKIA**

The goal and the benefits of regional brands may stem from the interpretation of the regional development in the framework of the Act 503/2001 Journal of Laws on supporting regional development.

Labelling of regional food is legally regulated by the Regulation of the Ministry of Agriculture and Rural Development no. 163/2014 regarding conditions

for applying any labelling of agricultural products and food products for the purpose of informing consumers. Within this regulation, the Ministry of Agriculture and Rural Development specifies the conditions of labelling products marked as 'Slovak agricultural product,' 'Slovak food', 'Produced in Slovakia,' 'Regional Agricultural Product of...,' 'Regional food from...,' 'Farming agricultural product' and 'Farm food.'

**CZECH REPUBLIC**

Czech national legislation is not involved in defining such terms as regional or local product but merely applies the European law.

**UKRAINE**

The Verkhovna Rada of Ukraine, act on basic principles and requirements concerning safety and quality of food products from 23.12.1997 no. 771/97-BP

Since 1 January 2020, the Ukrainian act on legal protection of geographic indications has entered into force which specifies the principles of legal protection of geographic indications in Ukraine and regulates the relations stemming from their reservation, use and protection.

Pursuant to the above summary, it is possible to distinguish common features of individual definitions of the terms of local product and regional product, significant for further actions and research.

**COMMON ELEMENTS:**

**Applied terms:** the terms local product and regional product are used in all countries with the exception of Ukraine, where the term regional product is not applied.

**Place of generation:**

- Local product: in specific city, small geographic area, commune, group of communes
- Regional product: in the region (mainly with administrative meaning).

**Producers:** local producers, craftsmen, agricultural breeders.

**Function:** preservation of craft traditions, processes, recipes, regional features, representing a community.

**Features:**

- Local product: based on local raw materials, stemming from economic activity of inhabitants, produced in an environment-friendly manner,
- Regional product: mainly food product, traditional ingredients, raw materials, recipe, technology (existing for 25-30 years), high quality, drawing reference to customs and traditions of a given region.

**Legal provisions:** Poland, Slovakia, and Czech Republic implemented EU provisions in the scope of quality systems of agricultural products and food means, regarding the protection of geographic indications and names of origin for agricultural products and food products, in the scope of agricultural products and food products constituting guaranteed traditional specialties. The above-specified countries and Ukraine apply the provisions of their national law as well.

3

# METHODOLOGY

The complexity of the issue related to local and regional products made it necessary to apply several research methods and techniques in order to collect possibly cross-cutting data regarding understanding and perceiving this type of products, the meanings assigned to them, or the vision of their further growth and their importance from the local and regional economy. Before we take a closer look at the applied methodological solutions, it is worth indicating the basic social categories of acts covered by the research.

In the first place, these involve local producers represented in the study by hand-picked representatives with a remarkable degree of engagement in activities towards local products, possibly the most developed awareness of the necessity to promote their goods, who willingly participate in different types of fairs, events and other ventures devoted to promoting knowledge about the values of local and regional products. Unquestionably, this category contains both the developed enterprises with offers containing products that directly refer to the Carpathian traditional and communities and smaller, family-run firms (or even one-person operations) producing and distributing their products locally, solely as part of the local exchange networks. The degree of awareness of the values and benefits of local products and possibly the most advanced practices in this scope is crucial. Everything that has been identified in the project as practices constitutes a point of reference for other local Carpathian producers in these four countries.

The second category of social agents are representatives of local and regional institutions which strive to support and develop local and regional products as part of their daily activities—starting

with the communal self-government and higher-level units (up to the regional level) along with their institutions, through various types of associations and organizations of producers and craftsmen and ending with associations and foundations operating towards local development. It is here where institutional support frameworks are created and implemented or where works of strategic and design character are conducted. Funds are organized and directed towards the beneficiaries here, and extensive promotional work in the form of fairs, events, folders, leaflets, trainings, etc., is ongoing here as well.

Last but not least, the third entity covered by the study involves tourists. It is a natural recipient and consumer of the local and regional products, especially nowadays when tourism constitutes one of the critical development engines for the Carpathians. The fact that these historical areas have never been industrialized in a meaningful manner which, on the other hand, enabled preserving natural values in a better state, starts to constitute an essential resource in the growth of tourism among the inhabitants of Carpathian terrains. „(...) Uniqueness of touristic values constituting the basis for the development of the leisure-spa function of the region stems most of all from the diversity of natural environment, including the presence of broad and well-preserved forest complexes, water reservoirs, an extended period of snow cover presence, the occurrence of mineral water resources, therapeutic mud as well as rich historical-cultural heritage”<sup>5</sup>.

The below table constitutes a cumulative summary of problem questions posed as part of the study on local and regional products for the above-specified categories of agents covered by the study.

**TABLE 2.**  
**Problem questions**

Producers	Institutions	Tourists
- Which are the dominating forms of distribution of local and regional products? Are differences between individual countries noticeable?	-What do representatives of institutions supporting local and regional products consider them to be?	-Do tourists generally pay attention to local/regional products while travelling?
-Do local and regional producers distribute their products online as well? If so, in what manner?	-What is distinguished as the most characteristic feature of local/regional products for the Czech, Slovak, Polish and Ukrainian Carpathians among food products?	-Do tourists also notice Carpathian local/regional products?
- How do local and regional producers promote their products in individual countries?	-What is distinguished as the most characteristic feature of local/regional products for the Czech, Slovak, Polish and Ukrainian Carpathians among non-food products?	-What do tourists usually pay more attention to – local/regional food products or non-food products?
- Do traditional forms of promotion dominate, or perhaps the focus is more on an online promotion?	-Is any attribute of Carpathian origin assigned to these products?	-What do tourists understand as a local/regional product? What local/regional product definition do they use?
- Do local and regional producers display certificates to confirm the local/regional origin of products in their promotional materials? If so, which ones? Are there any differences that may be spotted between individual countries?	-How is the importance of local and regional products assessed concerning the social-economic development of the Carpathian areas?	-How, if at all, do tourists search for information regarding local/regional products?
- Do local and regional producers display awards to confirm the local/regional origin of products in their promotional materials? If so,	-Can local/regional products in these countries compete with the mass production of tourist souvenirs, i.e., Chinese ones?	-Do tourists pay attention to the information regarding the place of production of a given product offered as a local/regional brand?
	-Are local/regional products supported in any way	-Do tourists follow the price of local/regional products while purchasing them? If so, in what manner?
		-What local/regional products are associated (identified) with

<sup>5</sup> M. Hamkało, N. Kudła, *Karpaty ukraińskie jako region turystyczny – uwarunkowania i możliwości rozwoju*, „Prace Geograficzne” 125 (2011), p. 63

<p>which ones? Are there any differences that may be spotted between individual countries?</p> <p>-What features of local/regional products are particularly emphasized by the producers (what do they display)? Are these features associated more with tradition or culture? Are these features associated more with the location of production?</p> <p>-Are there any differences spotted between individual countries covered by the study? What do they consist of?</p>	<p>institutionally? How? Are there any differences between individual countries?</p> <p>-What are the key barriers, obstacles for effective support of the development of local and regional products? Are there any differences between individual countries?</p> <p>-What is the opinion regarding transnational cooperation in the scope of supporting the development of local/regional products? Are there any differences between individual countries?</p>	<p>the Carpathians?</p> <p>- Are there any social-demographic profiles of potential recipients of Carpathian local/regional products?</p> <p>If so, which elements, features, and benefits should be more frequently exposed to promote Carpathian local/regional products effectively based on? Are there any differences between individual countries?</p>
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## Analysis of promotional actions – categorization key

In case of promotional actions, and to be more precise, possibly best practices and most-advanced campaigns devoted to local/regional products, a perspective of what potential purchasers and receivers may find, see, read by themselves or what they may come across has been assumed. In other words, the producers were not so much asked about the intentions and ways of perceiving the issue but rather an attempt to read and repeat these intentions was made based on factual actions and promotional materials. The basis for such an assumption is the fact that ultimately each promotional action directed towards a recipient and as a form of a purposeful communication is ultimately designated to trigger an effect of paying attention to a given product or even increasing the likelihood of purchase of the promoted product. The subject of research is thus communication (content, channels, senders) but from the recipient’s perspective, thus, what is visible and how and what is readable.

Hence, the study encompassed promotional actions of selected local/regional producers (as previously described). The study is qualitative by nature, and individual promotional activities have been designed to significantly differ from one another due to formal-legal reasons, cultural, or frequently technical reasons. Moreover, this type of action may vary in their nature

depending on whether it concerns food or non-food products. It was thus necessary to elaborate a set of common features that would be identified and described clearly so that the comparison and drawing general conclusions were possible. In the case of investigating communication, this type of method is described as content analysis, and the categorization key is the applied technique here. A categorization key is a standardized tool that encompasses crucial dimensions and components of communication. The elaborated instructions also harmonize the manner of aggregating and saving individual data – which, what needs to be underlined – were gathered in four languages for the local/regional food and non-food products.

The tool was initially elaborated in Polish. Subsequently, the research team discussed all key components with special consideration of the basic components of a local/regional product definition and of other features that ought to be considered in the research. In the subsequent step, the key was assessed – a local producer was selected, and the key was supplemented by data regarding promotional actions realized by that producer. The research team again discussed potential doubts and challenges based on practical experiences with completing the key – in terms of logical, substantive, and technical

errors. The key was supplemented as a result of this action by further instructions and explanations that standardize aggregated information.

Only after these actions, the categorization key was ready to be translated into Czech, Slovak, and Ukrainian languages and then presented to persons responsible for its completion in these languages, whilst research intentions assumed qualitative

## Analysis of institutional perspective – a qualitative study

The study of institutional perspective (institutional environment for local/regional producers) was held in two stages. In the first place, using an electronic interview form (Computer Self Administrated Questionnaire), the representatives of self-government and institutions determining the shape and direction of actions supporting local/regional products and producers were addressed. The questionnaire contained two questions:

- Please specify at most three food products that you associate with your poviat or city with poviat rights (or commune, or region – depending on the country) to the largest degree. Please briefly explain the choice of such products.
- Please specify at most three this time non-food products that you associate with your poviat or city with poviat rights (or commune, or region – depending on the country) to the greatest degree. Please briefly explain the choice of such products.

The primary intention behind the survey was to capture the local/regional products, both food and non-food, which are considered the most characteristic products from the institutional perspective. Any sort of standardization in this respect might enforce the researcher’s perspective on the research respondents, thus, a fully open formula for both questions was applied which ultimately gave rise to some unique outcomes.

The tool was translated into Czech, Slovak, and Ukrainian and distributed among the Carpathian borderland self-governments. At this point, initial formal differences between individual countries participating in the study were revealed – and so, the key recipient constituted poviat self-governments, but in the case of Ukraine - these were mostly communal

and quantitative analyses were comprehensively discussed, and a pilot example was presented.

The English version of the categorization key for the analysis of promotional actions of selected local/regional producers in the Czech Republic, Slovakia, Poland, and Ukraine may be found in an annex to this report.

self-governments and for the Czech Republic and Slovakia - self-governments and regional level institutions were the relevant recipients. In each of the above countries, self-government is organized in a different manner, and diverse entitlements are delegated towards different organizational levels. The basic selection key was the fact that a given institution has a real impact on actions supporting local/regional producers while, at the same time, acting within a broader aggregating area (to prevent an excessive fragmentation and duplication of the same data – local products are often characteristic for a larger area than for instance a commune).

In the second stage, focused group discussions were organized (one for each country covered by research), realized in a given national language but according to a common scenario. The scenario in an English version may be found in an annex to the hereby report. The focus points have been realized – on account of pandemic restrictions – in an online format with recordings of discussions and subsequent precise transcriptions of statements. The transcriptions were subsequently translated into Polish and subjected to analysis.

In the course of discussions, the experts – carefully hand-picked representatives of institutional environments, not solely self-government representatives but also representatives of associations and foundations, producer organizations, or promotion and tourism supporting institutions – first elaborated a shared vision of the local/regional product as well as a set of such products which are the most characteristic for the Carpathian borderland terrains. Latterly they assessed the importance of these products for the local and regional economy (with special consideration of tourism), barriers in the development of these products, and competition

with which they had to cope. In the end, the quality and the possibility of gaining institutional support in the development of these products with a focus on the best possible practices and possibilities of transnational cooperation.

The scenario contains questions that were perceived

as guidelines for the moderator. However, substantial freedom of replies was ensured as this technique cherishes the extent to which and the way a given problem is associated with specific threads (thus, what matters for the experts invited to participate in the discussion).

### Analysis of consumer perspective – a quantitative study

When it comes to consumers’ perspective, thus, de facto, tourists, a method of standardized questionnaire interview in the technique of electronic form with closed-ended multiple-choice answers (Computerized Self-Administered Questionnaire) was applied. The English version of the questionnaire is available in the annex to the report.

The research team thoroughly discussed the operationalization of problem questions and the content of multiple-choice answers to individual questions. Mainly closed-ended and semi-closed-ended questions were used, and only in one case, an open-ended question occurred – concerning listing local/regional products associated with the Carpathians. It is worth pointing out, at this stage, that for a better comprehension of the term Carpathians (which may be less recognized by standard tourists) depending on the country, the following commonly known mountain ranges were indicated:

- Tatra mountains, Pieniny, Beskids, including Bieszczady and Gorce and the Foothills – in case of Poland;

- Eastern Bieszczady, Gorgany, Chornohora – in case of Ukraine;
- Tatra Mountains, Lower Tatra Mountains, Little Fatra, Great Fatra – in case of Slovakia;
- Moravian-Silesian Beskids, Maple Mountains, White Carpathians – in the case of the Czech Republic.

The questionnaire was translated into Czech, Slovak, and Ukrainian and subsequently coded as an electronic form with a link to it distributed among tourists (through tourist organizations, forums, and websites of tourism character, tourist groups on Facebook, thanks to the courtesy of befriended tourist guides, etc.).

The obtained results were aggregated in one matrix with an additional variable (country) and subjected to both a single-variable and multivariable statistical analysis (the results presented in the empirical part of this report).



## SUMMARY OF SELECTED SYSTEMS OF LOCAL AND REGIONAL PRODUCT REGISTRATION

Selected registers/systems of support for the regional and local products that function in Poland, the Czech Republic, Slovakia, and Ukraine have been presented below.

- Name of register/system,
- Type of products,
- Managing authority.

The below criteria have been applied as part of the summary:

**TABLE 3.** Summary of registers/systems of regional and local products in individual countries and the EU

Criterion	Poland	Slovakia	Czech Republic	Ukraine
Registers/systems	<b>National List of Traditional Products</b>	<b>Products protected across the EU</b>	<b>Regional Food</b>	<b>State register of Ukraine of names of place of origin and geographical indications of origin of goods</b>
Products	Agricultural products, Foodstuffs <a href="https://www.gov.pl/web/rolnictwo/lista-produktow-tradycyjnych12">https://www.gov.pl/web/rolnictwo/lista-produktow-tradycyjnych12</a>	Agricultural products, foodstuffs, wine <a href="https://www.indprop.gov.sk/">https://www.indprop.gov.sk/</a>	Foodstuffs <a href="https://www.regionalnipotravy.cz/ocenene-regionalni-potravy/">https://www.regionalnipotravy.cz/ocenene-regionalni-potravy/</a>	Foodstuffs, wine spirit drinks, crafts, <a href="https://ukrpatent.org/uk/articles/kzpt-uk">https://ukrpatent.org/uk/articles/kzpt-uk</a>
Administrator	Ministry of Agriculture and Rural Development	Office / Department of Industrial Property of the Slovak Republic	Ministry of Agriculture of the Czech Republic through 13 regional agencies	Державне підприємство "Український інститут інтелектуальної власності" (Укрпатент)  [State Enterprise "Ukrainian Intellectual Property Institute" (Ukrpatent)]

Registers/ systems	<b>'Quality Tradition' Mark</b> - national system distinguishes the high-quality food products with particular reference to traditional products	<b>System of regional labeling of products</b>	<b>System of regional labeling of products</b>	
Products	Foodstuffs <a href="http://www.produktregionaln.e.pl/jakosc.html">http://www.produktregionaln.e.pl/jakosc.html</a>	Foodstuffs, crafts, handicrafts, accommodation and catering services in tourism or services related to the processing of regional agricultural production <a href="https://www.sietmas.sk/regionalna-znacka-a-propagacia.html">https://www.sietmas.sk/regionalna-znacka-a-propagacia.html</a>	Foodstuffs, crafts, handicrafts, and in some regions also services and tourist experiences <a href="https://www.regionalni-znacky.cz/mapa-regionu">https://www.regionalni-znacky.cz/mapa-regionu</a>	
Administrator	Polska Izba Produktu Regionalnego i Lokalnego  [Polish Chamber of Regional and Local Products]	Národná Sieť Miestnych Akčných Skupín Slovenskej Republiky  [National Network of Local Action Groups of the Slovak Republic]  Regional products statistics have Local Action Groups	Asociace regionálních značek, z.s. (ARZ)  [Association of Regional Brands]	
Registers/ systems	<b>Mountain product</b>			
Products	Foodstuffs  (a) Both the raw materials and the feedstuffs for farm animals come essentially from mountain areas,			

	(b) In the case of processed products, the processing also occurs in mountain areas.  Mountain areas within the Union are those delimited pursuant to Article 18(1) of Regulation (EC) No 1257/1999  <a href="http://produktgorski.pl/produkty-i-producceni">http://produktgorski.pl/produkty-i-producceni</a>			
Administrator	Towarzystwo Produktu Górskiego  [Mountain Product Society]			
Registers/ systems	<b>Polish Intangible Cultural Heritage List</b>	<b>Representative List of the Intangible Cultural Heritage of Slovakia</b>	<b>List of Intangible Elements of Traditional Folk Culture of the Czech Republic</b>	<b>List of the intangible cultural heritage of Ukraine</b>
Products	Traditions, knowledge and skills related to traditional crafts  <a href="https://niematerialne.nid.pl/Dziedzictwo_niematerialne/Krajowa_inwentaryzacja/Krajowa_lista_NDK/">https://niematerialne.nid.pl/Dziedzictwo_niematerialne/Krajowa_inwentaryzacja/Krajowa_lista_NDK/</a>	Foodstuffs, crafts, handicrafts, traditions, knowledge and skills related to traditional crafts  <a href="https://www.ludovakultura.sk/en/ich-lists-slovakia/representative-list-of-the-intangible-cultural-heritage-of-slovakia/elements-included-in-the-representative-list-of-the-intangible-cultural-heritage-of-slovakia/">https://www.ludovakultura.sk/en/ich-lists-slovakia/representative-list-of-the-intangible-cultural-heritage-of-slovakia/elements-included-in-the-representative-list-of-the-intangible-cultural-heritage-of-slovakia/</a>	Foodstuffs, crafts, handicrafts, traditions, knowledge and skills related to traditional crafts  <a href="https://www.mkcr.cz/the-list-of-intangible-elements-of-traditional-folk-culture-of-the-czech-republic-1468.html?lang=en">https://www.mkcr.cz/the-list-of-intangible-elements-of-traditional-folk-culture-of-the-czech-republic-1468.html?lang=en</a>	Foodstuffs, crafts, handicrafts, traditions, knowledge and skills related to traditional crafts  <a href="https://uccs.org.ua/natsionalnyj-reiestr-objektiv/">https://uccs.org.ua/natsionalnyj-reiestr-objektiv/</a>
Administrator	Narodowy Instytut Dziedzictwa  [National Institute of Cultural Heritage of Poland]	Centrum pre Tradičnú Ľudovú Kultúru  [Centre for traditional folk culture]	Národní ústav lidové kultury  [National Institute of Folk Culture]	Ukrainian Center for Cultural Studies  [Ukraińskie Centrum Badań Kulturowych]

### UE Registers eAmbrosia the EU geographical indications register

Agricultural products,  
foodstuffs, wine, spirit drinks  
<https://ec.europa.eu/info/food-farming-fisheries/food-safety-and-quality/certification/quality-labels/geographical-indications-register/>

### eAmbrosia Traditional Specialities Guaranteed

Agricultural products,  
Foodstuffs  
<https://ec.europa.eu/info/food-farming-fisheries/food-safety-and-quality/certification/quality-labels/geographical-indications-register/tsg>

Conclusions:

- National registers of regional and/or local products are in place in all countries covered by the research.

- In Poland, the Czech Republic, and Slovakia, registers for the quality of agricultural products and food products have been implemented in the EU, that is, Register of Protected Names of Origin, Register of Guaranteed Traditional Specialities and Register of Protected Geographic Markings. In addition, the term quality mountain product is in place (pursuant to the COMMISSION DELEGATED REGULATION (EU) No 665/2014 of 11 March 2014 supplementing Regulation (EU) No 1151/2012 of the European Parliament and of the Council with regard to conditions of use of the optional quality term 'mountain product')
- Vast majority of registers mostly encompass food products.
- State institutions dominate the objects that manage the registers. Special attention should be paid to the system which operates in the Czech Republic, that is, the System of regional marking of goods and services.

5

# INSTITUTIONAL PERSPECTIVE

The first attempt was made to identify those food and non-food products, which are unambiguously associated with the Czech, Slovak, Polish, and Ukrainian Carpathian border areas by the representatives of the institutional environment. As mentioned in the chapter “Methodology”, this study was carried out in the form of a short questionnaire containing two questions. Both questions concerned products that are most typical for a given area (municipality, county) and were open-ended, without cafeteria questions. Thanks to that, the respondents did not have any vision of the local product imposed on them and were free to indicate what in their opinion was the most characteristic in the category of both food and non-food products. The essence was to obtain spontaneous, natural associations.

## Czech Republic

In the case of the Czech part of the Carpathians, the decision-making entities of institutional support for producers and local/regional products included first of all the local action groups, as those with real influence on the undertaken activities in the field of promotion of local and regional products. The second category of entities invited to the survey were microregions.

In the end, responses were obtained from 27 respondents, including representatives of local action groups: Jablunkovsko, Bojkovska, Stredni Vsetinsko, Horňácko a Ostrožsko, Luhačovské Zálesí, Pobeskydí, Vizovicko a Slušovicko; and microregions: Jablunkovsko, Střední Vsetínsko, Valašskomeziříčsko-Kelečsko, Valašsko.

### LOCAL FOOD PRODUCTS

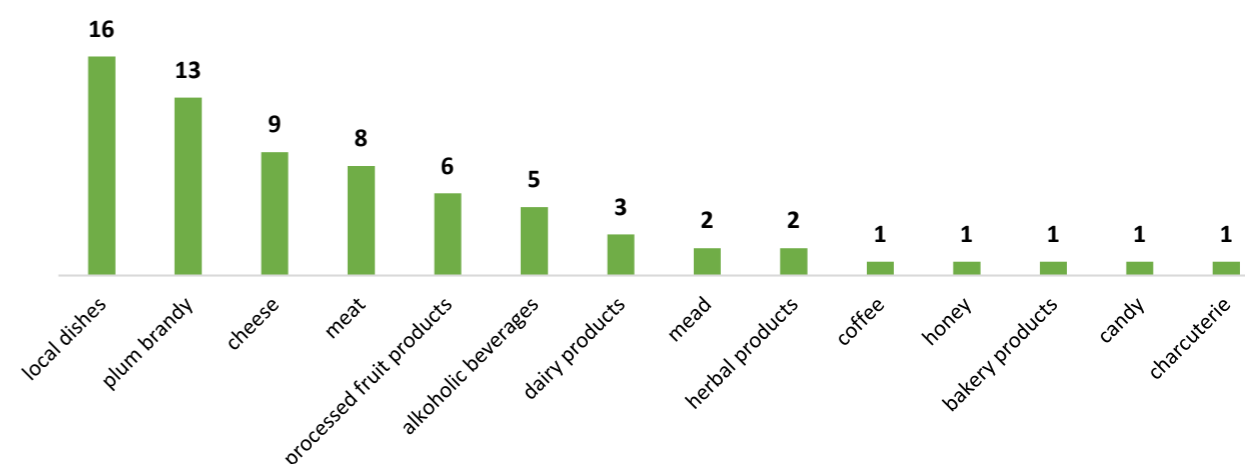
Various responses were obtained, including both very specific references to traditional and local names, as

The analysis is carried out by country, and the results obtained in this way form a ranking from the most common to the most unique local products within a given Carpathian border territory. In the second step of the analysis, the aggregated national lists provide a picture of Carpathian local products in general. It is worth emphasizing once again that both questions (both about local food and non-food products) were open-ended, and the survey participants - representatives of the listed counties - had full freedom in the way they answered, the nomenclature used, etc. They were only limited by the maximum number of three products. The only limitation was the maximum number of three products, which in turn was supposed to encourage them to choose those most associated with a given area.

well as more general references to the type of dish or semi-finished food product. Therefore, the obtained responses were aggregated:

- alcoholic beverages: liqueurs, wine, moonshine, vodka, mulled wine (indications appearing once)
- local dishes: Wallachian crumpets, cabbage soup, cabbage stew, potato dishes
- meat: beef, lamb, meat products
- herbal products: herbs and herbal tea
- processed fruit products: jam, dried fruit, fruit juice
- cheese: smoked ewe's milk cheese, string cheese, sheep cheese
- other: given by indication, appearing once

**FIGURE 1.** Local food products most associated with the areas of the Czech Carpathians



Source: own elaboration based on the collated data.

Among indications of specific dishes, Wallachian crumpets dominated - traditionally filled with dried fruit (and it is with this filling that they are classified as a protected regional product) but also with cheese, poppy seeds and nuts, pears or apples with cinnamon.

From the specific names of local dishes, the following appeared apart from pancakes, one time each:

Cabbage soup - referred to as Wallachian cabbage soup, prepared from sauerkraut and potatoes, covered with fried bacon and sausage, boiled in water and then whipped with cream.

‘Blackened’ hash browns - potato pancakes fried on a plate.

Plum brandy was the most popular local product associated with the Czech Carpathians. Meat products were also relatively often mentioned, both beef and lamb.

Among the cheeses mentioned were smoked ewe's milk cheese and Czech string cheese - a milder-tasting variety of cheese (now cows' milk cheese) in the form of long strands plaited into plaits or bundles.

Smoked ewe's milk cheese - traditional sheep cheese made by shepherds. This cheese is soaked in brine and then smoked with pine or spruce smoke while maturing. Historically this cheese also served as a form of payment in settlements between shepherds and farmers.

Interestingly, among the Czech answers, there were references to the Wallachian roots of culinary traditions, not only in the name itself but also by explicitly pointing out through phrases such as: “thanks to the Wallachian shepherd tradition...”. However, there were not many references to specific dishes. It was more common to generally indicate, for example, “cheese”, adding only occasionally “sheep's cheese”, or even more generally “dairy products”.

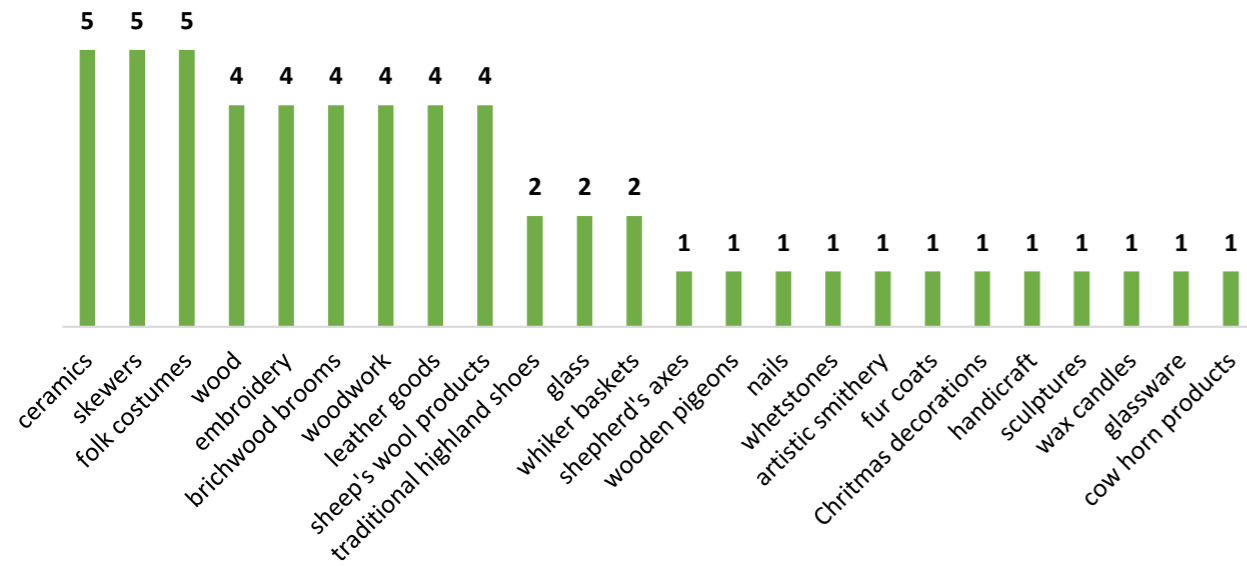
### LOCAL NON-FOOD PRODUCTS

Czech respondents identify the Carpathian region mainly with the wood industry. They mentioned separately “skewers”, “birch brooms” but also “wood” (including firewood) and more generally “woodwork”. Together, these categories account for 17 indications, so they clearly dominate the others.

In the second place, one might find “highlander attires”, which together with “embroidery”, “traditional highland shoes (kierpce)”, “fur coat” and “shepherd's axe” are indicated as 13.

These are followed by “ceramics,” “leather goods,” and “sheep's wool products. However, it is clear that in their associations of local non-food products, Czech respondents were looking for traditional products related to mountain farming and shepherding.

**FIGURE 2.**  
Local non-food products most associated with the areas of the Czech Carpathians



Source: own elaboration based on the collated data.

If some names of particular factories or companies appeared (occasionally), they are directly connected with the production of traditional local products: be it attires or e.g., handicrafts. Czech respondents took the question about the most characteristic non-food

local and regional products very literally, not so much suggesting the location of a given company as the type of production and a possible connection with raw material resources of the Czech Carpathians and pastoral traditions of the area.

## Slovakia

In Slovakia, the study covered municipal governments, which in the case of Slovakia, are the entities with the most significant decision-making power in promoting and supporting local and regional products and producers. Due to the fact that a significant part of Slovakia lies within the geographical boundaries of the Carpathian Mountains, special attention was paid to municipal governments located closer to the Slovak-Czech and Slovak-Polish borders.

In the end, answers were obtained from 24 respondents representing promotion and development or tourism departments of the following municipalities: Bardejov, Brezno, Dolný Kubín, Humenné, Kežmarok, Levoča, Liptovský Mikuláš, Poprad, Prešov, Rožňava, Ružomberok, Snina, Stará Lubovňa and Žilina.

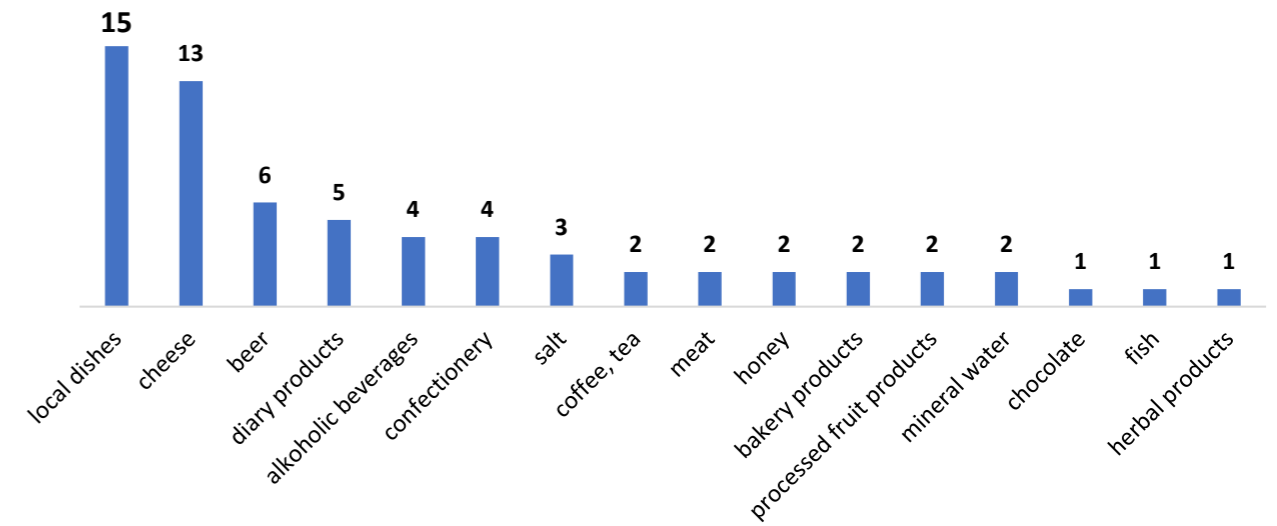
### LOCAL FOOD PRODUCTS

The responses received to the question about local food products were aggregated into summary

categories, where possible:

- alcoholic beverages – single indications of vodka and whisky (the first Slovak) but also a local specialty called *hriato*;
- local dishes: sauerkraut, cabbage soup, blood sausage, *gemer* dumplings, sop, potato pancakes with sour milk, tartar patties, strudel, sausage
- fish: cod
- cheese: sheep cheese, string cheese, generally sheep cheeses
- dairy products: milk, cream, yoghurts
- confectionery: candy and baked goods.

**FIGURE 3.**  
Local food products most associated with the areas of the Slovak Carpathians



Source: own elaboration based on the collated data.

First of all, these are local dishes, referring to the traditions, possibilities, and resources of the population working in the mountain areas, so in a sense - limited. These are simple, possibly filling dishes, based on raw materials and semi-finished products that are available, especially in the winter season (and therefore also those that are easy to store and do not spoil quickly).

Sauerkraut is the crucial ingredient of Slovak cuisine. Cabbage is shredded, salted, and left to ferment. As a result, it is well preserved and rich in nutrients and bacterial strains. It should be emphasized that it is a typical product of all Carpathian cuisines.

Cabbage soup (also called *kapustnica*) is a very peppery and sour-tasting dish based on sauerkraut cooked in meat broth with added sauerkraut juice and mushrooms. The whole dish is additionally covered with sausage and pieces of meat.

Blood sausage is a sausage product made of groats, blood, and offals such as lungs, liver, tongue, and fat.

Gemer dumplings – potato dough dumplings (based on grated raw potatoes mixed with boiled mashed potatoes with breadcrumbs and eggs) stuffed with meat or sausage. They are usually served with fried onions, pork fat, or a sauce called *kyseľ*.

Sop is a kind of soup usually served for breakfast, whose basic ingredient is sauerkraut juice.

Mushrooms, sausage, pork fat, and roux are added to the boiled sauerkraut stock. Bread can be dipped in such a broth - hence the name of the dish.

Potato pancakes with sour milk- pancakes made from potato dough based on boiled and mashed potatoes. The solid form of dough is rolled out into thin pancakes and fried in butter and the finished pancakes are served with sour milk.

Tartar patties – a variety of small cakes made of short pastry stuffed with buckwheat groats.

Strudel – a wrapped and baked pastry stuffed with fried sauerkraut with mushrooms.

Among the cheeses, sheep's milk cheeses were mentioned in general as well as specific ones, such as sheep cheese or string cheese. Sheep cheese is a soft, rennet cheese made from sheep's milk, with a very specific, rather intense flavour. On the other hand, string cheese is a milder variety of sheep cheese smoked in the form of long strands that are then braided into plaits or bundles. Three respondents also pointed to rock salt, the mining of which is a tradition of the Carpathian regions.

Both Slovakia and the Czech Republic are famous for beer, and this category was treated separately, especially since the respondents indicated local craft beer (not mass production of lager beers which are the most popular among consumers). Stronger spirits

(vodka or moonshine) were not forgotten either, and one of the unique curiosities is the only Slovak whisky produced in the Stará Ľubovňa region.

However, a worldwide unique Slovak-Carpathian drink called *hriato* is traditionally made from fried, finely chopped bacon to which lard, vodka, and honey are added during the cooking process. These surprising ingredients combine to create an exceptionally mildly sweet, nourishing and warming cocktail.

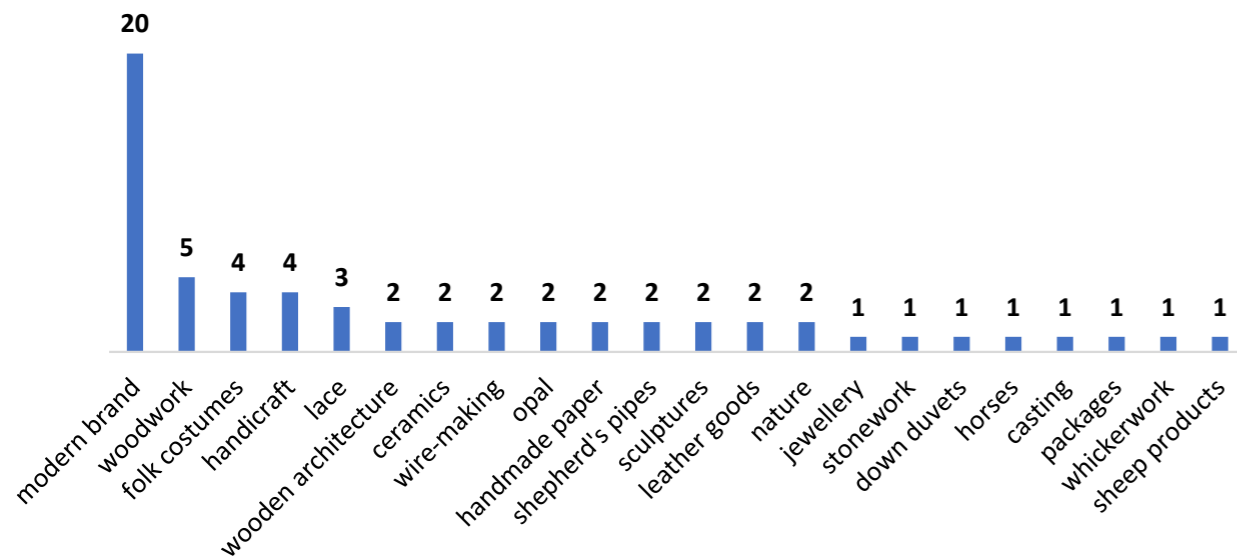
This abbreviated description of dishes mentioned directly by the respondents clearly shows that Carpathian local dishes are primarily simple and inexpensive to produce, based on commonly available raw materials and semi-finished products: mainly cabbage and grains (in the form of flour or groats). In Slovak cuisine, meat is quite common, and dishes are not the lightest (often fried or covered with fat). Nowadays, these dishes are becoming more and more popular because of the use of unprocessed and healthy ingredients and their caloric efficiency and health-promoting properties.

### LOCAL NON-FOOD PRODUCTS

As with food products, responses to the question about local non-food products were categorized according to the following key:

- modern brands – 3B, A4, AGROKARPATY, AJMY, ANDRITZ, ATAK, BAJUS, CREATIVE ART, EUROKOV, HALDY-PLUS, LEAR, POLYFORM, SKRUTKAREN, SPINEA, TATRALIFT, TATRAMAT, TYTEX, VAGONKA POPRAD, WHIRLPOOL were mentioned
- highland attire – some respondents indicated the attire in general, some mentioned *cucha*, others mentioned corsets or traditional highland shoes (*kierpce*) (shepherd’s axe was treated as a separate category)
- lace – types of lace were indicated
- handiwork – textiles (especially printed) and small handicraft products
- sculptures
- nature – including scenic values and an astronomical observatory
- woodwork – including wooden accessories and toys
- leather products – including leather goods
- other – mentioned once and without distinguishing and indicating proper nouns.

**FIGURE 4.** Local non-food products most associated with the areas of the Slovak Carpathians



Source: own elaboration based on the collated data.

Modern brands definitely dominated responses to the question about non-food local and regional products, ranging from local protected plants continuing decades-old traditions of producing (ex. paper and paper packaging - as well as notebooks), or larger plants producing and repairing (ex. rolling stock to completely global brands producing domestic appliances. Clearly, the respondents were trying to show the industrial capabilities of their areas.

Other categories refer to the tradition of mountain areas, agricultural pastoral economy, and raw material resources in the form of wood and stone. Sheep grazing is primarily access to raw material in the form of wool, and therefore the production of costumes and products made of wool and leather from livestock. In the case of the Slovak part of the Carpathians, the extraction of precious stones (mainly opal) and the related production of jewellery

### Poland

In the case of the Polish part of the Carpathians, the decision-making entities for institutional support of producers and local/regional products included county governments. Practical considerations dictated this decision - local products usually occur on the territory of at least several municipalities, and conducting the survey at this level of government would mean obtaining multiple repetitions. At the same time, there was a real risk that few municipal governments would take part in the survey. On the other hand, county governments are also responsible for promotional activities, and since they cover at least several municipalities, the perspective on local products is more universal.

In the end, answers were obtained from representatives of 21 counties (more precisely, from employees of the promotion or tourism departments): Bielsko County, Bieszczady County, Brzesko County, Cieszyn County, Dębica County, Gorlice County, Jasło County, Krosno County, Lesko County, Limanowa County, Nowy Sącz, Nowy Sącz County, Nowy Targ County, Przemyśl County, Przemyśl, Ropczyce-Sędziszów County, Rzeszów County, Sucha County, Tatra County and Zakopane.

### LOCAL FOOD PRODUCTS

The responses received to the question about local food products were aggregated into summary categories, where possible:

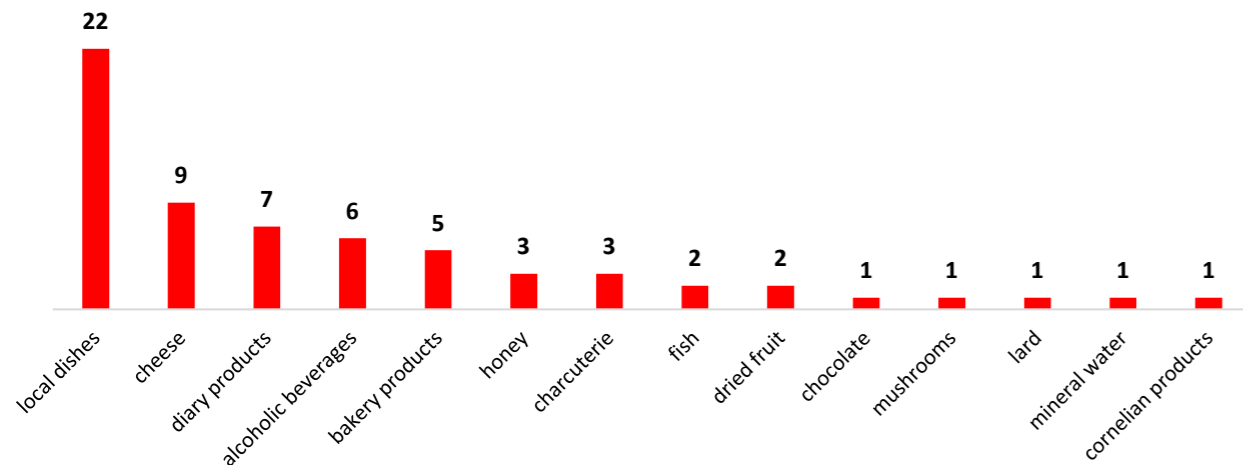
is also important. In one of the statements, it was also mentioned that the Slovak Carpathians were in the past famous for breeding horses, which were an important export product, e.g., to Hungary.

It is interesting to note that in the case of non-food local products, however, the location of production itself (i.e., local, in a given area) is of greater importance, rather than the traditions associated with that location, which counts in the answers on culinary. Perhaps, in the opinion of the surveyed representatives of local Slovak authorities, there is a certain dissonance in the slogan “non-food local product” - on the one hand, one looks for (analogically to the food product) references to locality and tradition, but on the other hand, one expects industrial scale and greater significance for the local economy, which exceed the possibilities of fragmented farm production which is rather focused on the needs the tourist industry.

- alcoholic beverages: eggnog, plum brandy from Łącko, wine, vodka
- mushrooms: red pine mushrooms
- local dishes: a kind of puree (*babraczki*), one-pot dish (*duszonki*), stuffed cabbage, halušky, hash browns (*fuczki*), Cieszyn sandwiches, pickled potatoes, knishes, Podhale hash browns *moskole*, pickled cucumbers, dumplings, soda bread (*proziaki*), flatbread, sour rye soup
- bakery products: bread, buns, cookies
- fish: carp, trout
- cheese: sheep cheese, smoked ewe’s milk cheese, *bundz* (kind of sheep cheese), string cheese
- dairy products: yoghurts, ice cream, butter

The individual indications such as “chocolate”, “lard”, “cornelian products” or “mineral water” were left in their original form because they did not fit into any of the above categories.

**FIGURE 5.**  
Local food products most associated with the areas of the Polish Carpathians



Source: own elaboration based on the collated data.

First of all, these are local dishes, referring to the traditions, possibilities, and resources of the population working in the mountain areas, so in a sense - limited. These are simple, possibly filling dishes, based on raw materials and semi-finished products that are available, especially in the winter season (and therefore also those that are easy to store and do not spoil quickly).

*Babraczka* is a dish based on sauerkraut, to which - after cooking (although the raw variant is also known) - cooked and mashed potatoes, smoked pork fat, smoked bacon, or fat from roasting meat dishes are added. It is a type of cabbage and potato puree that can serve as a main course or accompaniment to the main dish.

*Duszonka* or *bunclok* is a one-pot dish made of baked vegetables (mainly potatoes, carrots, and onions) and additionally covered with sliced bacon or pieces of lamb. All ingredients are put into one dish at the same time and baked together (e.g., over an open fire).

Stuffed cabbage is a dish common in Poland and here in a regional version - boiled cabbage leaves stuffed mainly with groats and some meat additives in different variants.

Halušky is a dish made of grated and drained potatoes, which are formed into small balls and then boiled in salted water. They are usually served in fried pork fat, onion paste, and milk or poppy seeds.

A kind of hash browns, in the Bieszczady version,

fried with sauerkraut filling is called *fuczki*. Just like *babraczka*, this dish can be served as a main course or as an accompaniment to meat or even fish dishes. *Fuczki* are prepared with both cooked and raw sauerkraut filling.

Cieszyn sandwiches are a relatively new dish from Cieszyn, produced since the 1940s, exceptionally well recognized, and available outside the Cieszyn itself (since the 1970s). Originally, these sandwiches were based on Icelandic herring (although they were also served with Russian salad or tartare), and these are the most common and most often bought. However, now there are also variants with ham or egg paste. To this day, they are produced by a consumers' co-operative "Społem" in Cieszyn and prepared before dawn on the day of their sale.

Pickled potatoes are actually a semi-raw material for preparing dishes such as soups or pancakes. These are potatoes that have been standing in salted water for at least a week and a half (also in a pre-cooked variant).

Knishes are round-baked dumplings made of wheat dough with various fillings (mainly with cottage cheese and potato). They have their origins in Russian, Belarusian and Ukrainian cuisine. They originally served during funeral ceremonies, nowadays associated primarily with Bieszczady Mountains.

Hash browns associated with the Podhale region are called *moskole*. This version is made of boiled potatoes mashed to a smooth paste, covered after

frying with cracklings, sheep cheese, mushroom sauce, stew, or cottage cheese.

Similarly to pickled potatoes or sauerkraut, pickled cucumbers are rather a semi-finished product that is an ingredient of numerous dishes. Pickling is one of the most effective ways of preserving food, additionally providing a lot of vitamins and minerals during the winter - basic and common in the realities of the economic shortage and self-sufficiency of small mountain communities.

Just like stuffed cabbage, dumplings are a common Polish dish with many local and regional variations, including the highland ones. Wheat dough is stuffed in various ways, boiled and covered with cracklings, fried onion, sauerkraut or melted butter. The dumplings are usually stuffed with local cheese and groats in the highland version.

*Proziaki* - a very simple and cheap type of soda bread; extremely popular in the Sub-Carpathian region. The breads are kneaded out of the flour-based batter, kefir (or buttermilk), and baking soda (in some local varieties, the batter is enhanced with eggs). *Proziaki* are baked on a baking sheet or a frying pan.

*Podpłomyki* - flat wheat or potato pies, served with *bryndza* or *bundz*. Similar to *proziaki*, it is a basic, daily dish, historically dedicated to poorer social classes which lacked the possibility of making bread properly (in an average shack, there was an open hearth).

Żurek - a sour soup made from rye flour sourdough added to meat stock, popularised among the Slavs. In a holiday variation, it was also served with boiled forest mushrooms.

The respondents' short description of dishes clearly indicates that Carpathian local food is mainly based on simplicity and low production cost, based on widely available raw materials and intermediates: especially potatoes, cabbage, and grain (in the form of flour or groats). In a traditional variation, meat is a rare and elite ingredient, more like an addition to gravy, enriching and ennobling a dish. It is a poor man's cuisine, which is nowadays regaining popularity due to the usage of unprocessed products and healthy intermediates and its untypical caloric efficiency and health-promoting properties.

In the second place, sheep, goat, and cow cheese were mentioned among indications regarding the most typical local food products. Thus, it was listed as follows:

*Oscypki* - traditional Podhale sheep cheese produced by shepherds (*bacowie*). This cheese is soaked in brine and then smoked using pine or spruce wood while curing. Historically the cheese served as a currency for transactions between *gazdowie*, *bacowie*, and *juhasi*.

*Bundz* - is also a cheese from sheep milk, parboiled at about 70 degrees Celsius, significantly milder in flavour.

*Bryndza* - it is a *bundz* variant in which cheese, crushed and cured in heat, is left to mature under enzymes secreted by mould. Salty in flavour, with the consistency of cream cheese. Nowadays, it is also produced with added cow milk.

*Korboce* - a cheese produced these days from cow milk, with a milder flavour than *oscypek*. Traditionally, it is made in the form of long threads matted in the shape of braid or bunches.

Cheese is a separate category - willingly mentioned by the respondents - among generally mentioned dairy products. Because of using proper names and a clear indication of typical Podhale products, it was decided that cheese would be described separately. In the third place, there are all remaining dairy products - especially milk, yoghurts, and butter. Also ice-cream was mentioned, which, just like Cieszyn sandwiches, was welcomed in this area as an industrial product along with the establishment of manufacturing plants in the period of the People's Republic of Poland.

The former categories clearly connect with each other within the context of historically poor highland communities whose basis for existence was mainly pastoralism. This is a definite core of associations with local food products. Sausage products were mentioned much less frequently (meat used to be a genuine delicacy and somewhat ultimate form of exploiting livestock whose basic role was providing milk and wool). Also, indications were made regarding alcohol - mainly wine, vodka (*slivovitz* of Łącko region), and wine; also bakery products - local bread varieties and Cieszyn cookies. The latter again relates to the historical period of attempts in

the industrialisation of the agricultural industry of mountain areas.

### LOCAL NON-FOOD PRODUCTS

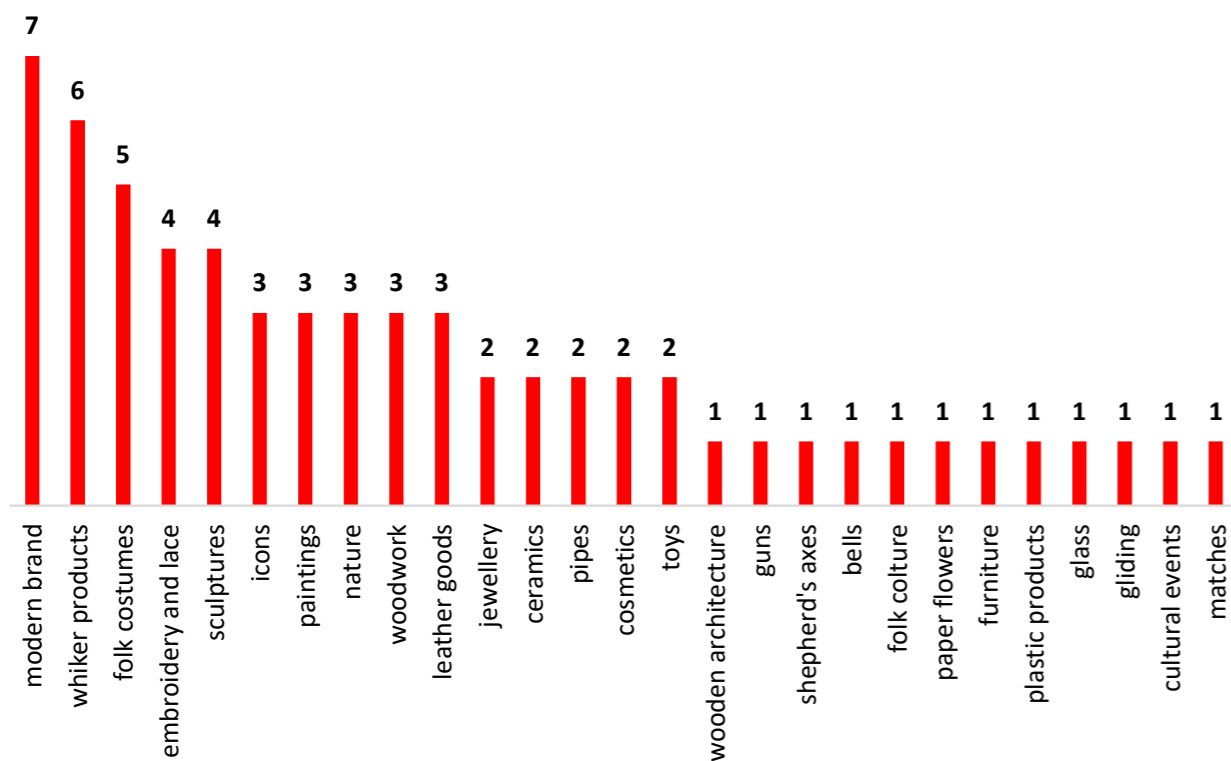
Along with food-products, also the statements about local non-food products have been categorised as follows:

- contemporary brands – mentioned NEWAG, GOODYEAR, KAZAR, INGLLOT, ŚNIEŻKA, FAKRO, WIŚNIEWSKI;
- wicker, bark, phloem, and straw products – regardless of whether the respondents voted for only one or a few of these raw materials;
- highland outfit – some respondents voted for an outfit in general, some mentioned *cucha*, others corsets or *kierpce* (leather shoes) (shepherd's axe was considered as a separate category);
- embroidery and lace – in the responses, reference

was drawn to embroidery in general but in the case of lace, there was Koniaków lace and bobbin lace mentioned;

- sculpture – including root carving;
- painting – including glass painting;
- nature – including scenic qualities;
- wood products – including wooden gallantry;
- leather products – including leather gallantry;
- jewellery – there was also *krywulka* (beaded necklace)classified;
- toiletries – including toiletries from spa towns with the use of local raw materials and intermediates;
- others mentioned once without distinction and indication of proper names.

**FIGURE 6.**  
Local non-food products most associated with the Carpathians



Source: own elaboration based on the collated data.

So, while local food products are relatively common and clearly associated by representatives of institutions with traditional planning in the mountain region and the resulting limitations and the reflection in rural cuisine, local non-food products are still not. In the area of supporting local brands and products, the representatives of local policy-makers often refer to industrial plants located in their area – willing to make their land to be associated through the lens of recognisable brands of at least national coverage (if not global, in some cases).

Almost equally frequently, the following were mentioned - wicker, bark, phloem, and straw products as those local products which are associated with the Polish Carpathians. Interestingly, they appeared in statements as often as wood and leather products altogether. The third position was evidently held by products referring to local highland culture (highland outfit, embroidery, lace, sculpture, icons, and paintings).

It is interesting to note that in terms of non-food

local products, location of production (that is local, in a given area) is of greater importance than the traditions linked to the location, which matters in the case of cuisine. Thus, the same position is held by GoodYear tires, Fakro windows, Wiśniowski gates, or “Śnieżka” coatings, together with production and modernisation rolling-stock plants Newag and Inglot toiletries. But more important is the role and importance of so well recognised brands in the local economy. Among rather traditional ones, wickerwork was mentioned more often than wood or leather products (which were so typical for the industry of highland areas).

Perhaps in the opinion of the surveyed representatives of Polish institutions, “local non-food products” mean a certain dissonance – on the one hand, reference to locality and tradition is sought (similarly to food product), while on the other industrial scale is expected, and greater importance for the local industry, which exceed the abilities of fragmented farm production to the exclusive needs of the tourist sector.

## Ukraine

In 2020 in Ukraine, a reform was carried out regarding the administrative division, which reduced the number of separate regions and municipalities (second level of administrative division) from 476 former separate regions and 174 municipalities to 140 separate regions and 11 municipalities, respectively. Partially this number is still related to the fact that the reform is postponed indefinitely in the territory of The Autonomous Republic of Crimea.

From a practical point of view, these changes translated into quite apparent difficulties in determining the range and degree of responsibility of particular administrative units. So it was assumed that, in the current situation, the actual decision-making bodies are rather municipalities and their institutions when it comes to supporting products and local and regional manufacturers. The assumption was also an attempt of securing an acceptable number of responses – the district level undergoing intense restructuring (also in the HR area) did not ensure it.

Eventually, 26 replies were obtained from representatives of the following cities: Lvov, Uzhhorod, Sambir, Tiachiv, Verkhovyna, Drohobych, Stryi, Kosiv,

Ivano-Frankivsk, Kolomyia, Tiachiv, Boryslav, Horodok. These were the people engaged in daily work towards promoting and developing local and regional products or within tourism departments.

### LOCAL FOOD PRODUCTS

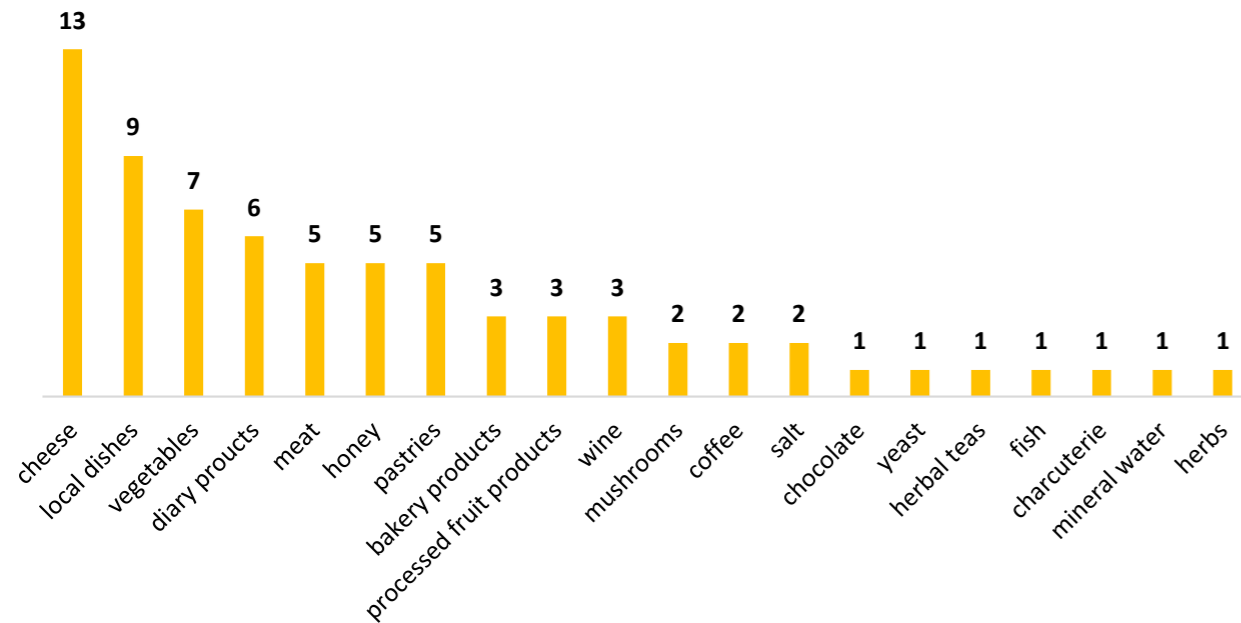
The responses obtained to the question about local food products were, as far as possible, aggregated into the following categories:

- local dishes: banosz, Czarne Złoto; *guslanka*, *kulesza*, *pierogi “Barabi”* or marinated champignons;
- cheese: among which *bryndza* was mentioned but also Samborski cheese or flavoured cheese;
- vegetables (cultivation): cabbage, corn, paprika, tomatoes, wheat, potatoes;
- Fruit preserves: fresh, dried, and processed fruit, mainly berries but also fruit from orchards;
- meat: mainly beef;

- dairy products: cream, milk, yoghurts;
- pastries: shortcakes, cheesecakes;
- salt: both from rock and from cooking brine;

Individual indications regarding categories such as “mineral water”, “herbs”, “chocolate” or “yeast” (*Drożdże Lwowskie*) were left in their original form.

**FIGURE 7.**  
**Local food products associated with the area of the Ukrainian Carpathians to the greatest extent**



Source: own elaboration based on the collated data.

Most often cheese was mentioned but rather in a general form. Only individual cases related to Samborski cheese or cheese with added fenugreek. Also, there appeared bryndz as soft rennet cheese, produced mainly from cow milk. However, it must be noted that while in other surveyed countries, sheep were mentioned as a primary source of milk, meat, leather, and wool, still in the case of Ukraine, cattle breeding dominates.

Among local dishes, the following were mentioned:

*Banosz* – it is a grits boiled with cream, served with added bryndz and greaves.

*Guslanka* – a soft drink produced from boiled, fermented milk. It is possible to add various jams and fruit syrups to enrich and enhance flavour. This drink enabled milk storage for several months during the wintertime due to the fermentation.

*Hutsul Kulesza* – very simple and nutritious dish, formerly replacing bread for shepherds during grazing

(easy to prepare in harsh, highland conditions). Finely ground grits is boiled on milk, then bryndz is added and greased with butter.

*Pierogi “Barabi”* – one of the remarkably local dishes, to the degree that it is served actually in one restaurant (hence famous) – in Boryslav in a restaurant called „Barabi Mist”.

*Czarne Złoto* (“Black Gold”) – a chocolate shake in a dark colour, marking the past of Boryslav related to kerosene.

Marinated champignons – similar to pickles, potatoes, or cabbage, a product preserved to maintain flavour and nutrients.

Though the Ukrainian respondents used rather generalisations, raising the advantages of cultivating specific vegetables and grains on the territory of Carpathians, however not indicating very numerous typical local dishes with their usage. Although definitely, which may be surprising at first sight, maize

cultivation has formed an essential component of the traditional Carpathian industry in this country. This is also reflected by the mentioned local dishes – more often, maize porridge is mentioned as a basis, rather than wheat porridge, potatoes, or cabbage, as is the case with the Czech Republic, Slovakia, and Poland (however, even these types of cultivation are mentioned).

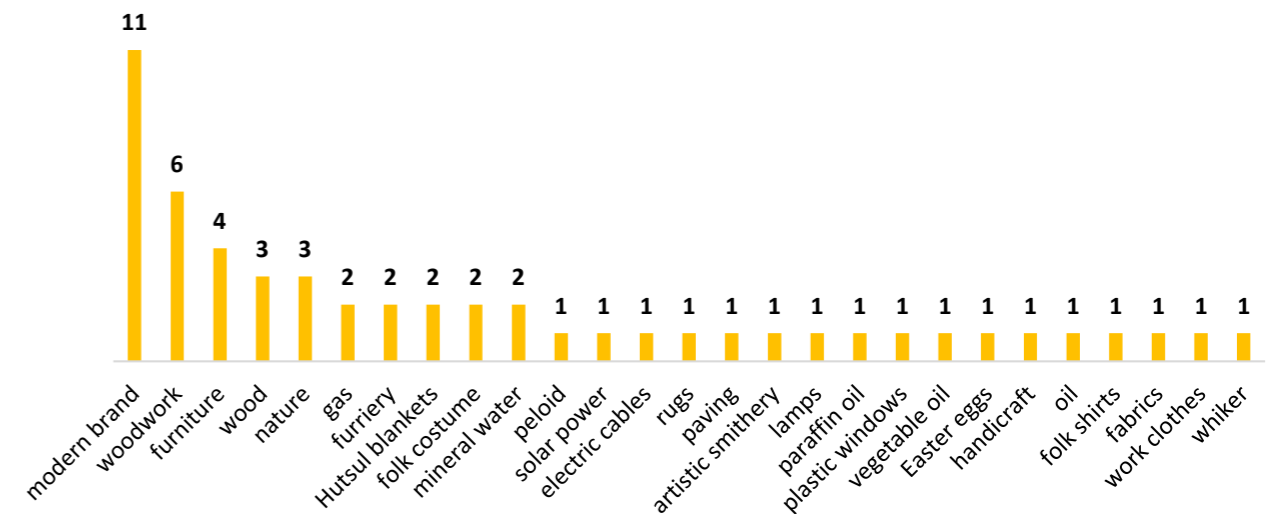
Honey was frequently mentioned, emphasising its particular flavour thanks to the variety of herbs available in Carpathian meadows. Ukrainian beekeeping is at a high level of development, especially the one located in the Ukrainian Carpathians. Moreover, herbs (also in the form of “Carpathian tea”), just like berries – a benefit to bees – are mentioned as other local products particularly associated with the Carpathians.

**LOCAL NON-FOOD PRODUCTS**

Similar to food products, also replies to non-food products questionnaire were categorised as follows:

- contemporary brands – JSC KOKAVINSKA PAPER FACTORY, MEBLE-STYL FURNITURE, UKRAINIAN RAILWAYS, EKTRAN-VIKNOSVIT, UKRPOL, ELEKTRON, POKUTTIA CERAMICS, MAGICAL CARRIAGE, UNIVERSAL DRILLING EQUIPMENT, DROHOBYCH TRUCK CRANES FACTORY, OIL REFINERY IN DROHOBYCH;
- wood products – ranging from minor everyday objects to major construction elements;
- furniture;
- wood – including construction timber as well as firewood;
- furriery – hats, caps;
- nature – scenic qualities but also healthy environment,
- other – mentioned singly.

**FIGURE 8.**  
**Local non-food products associated with the area of the Ukrainian Carpathians to the greatest extent**



Source: own elaboration based on the collated data.

The wood industry is a point of reference to surveyed representatives of institutions supporting local products and manufacturers. After totalising the responses regarding “wood products”, “furniture” and overall category “wood”, the importance of this branch of industry is highlighted. Like Slovakia and Poland, the clerks of local governments also attach importance to distinctive contemporary

brands. Local manufacturers considered important are enterprises specialising in production and maintenance of rolling stock, manufacturers of drilling equipment (purchased by a global corporation), or companies producing paper and stationery products, windows, furniture, electric cables, crane lorries. There was also an oil refinery as an enterprise of local importance.

This duality is also reflected beyond specific company names – at the same time (nearly just equally mentioned) are historical and natural resources of the Ukrainian Carpathians: traditional highland outfits or Ukrainian female folk costume, wicker working, Easter eggs, mud, as well as contemporary resources and sources of the welfare of the region – kerosene, gas, sett, electric cables, work clothes, lamps or joinery.

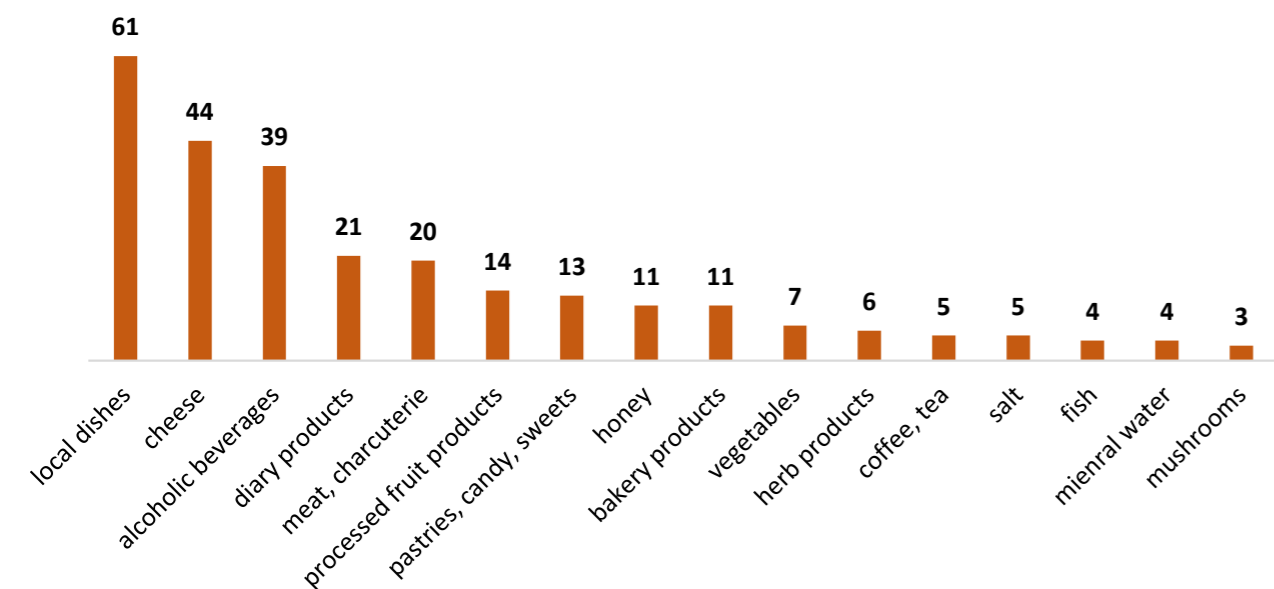
Evidently, also among the Ukrainian respondents, a “local non-food product” is more likely to be associated through the lens of the location itself rather than tradition and natural resources. More important is the significance of a given product for local industry and social welfare (as a source of employment and income) than establishing and preserving local traditions or reliance on local raw material resources. Not to mention the care of preserving the local natural environment.

## Carpathian local and regional product

The above analysis focuses on the perspective of a given country in which the research was conducted. The similarities resulting from the fact that the focal point of the entire research is Carpathian local products but also the differences related to individual countries are a step towards presenting an

institutional perspective. It should be noted that the following data present only a subjective perspective of representatives of institutional entities, which have a real impact on the development, support, and promotion of local products.

**FIGURE 9.**  
**Local food products most associated with the Carpathians**



Source: own elaboration based on the collated data.

Thus, in the first place, there are “local dishes” related to traditions of farming in mountain areas, simple and nutritious, mainly based on locally cultivated and easily accessible potatoes, grains, and groats but also silage. These dishes are quick and simple to prepare and can be stored for quite a long time. Many of these dishes are additionally enriched with milk products, especially cheese but also cream, kefir, milk.

In a traditional shepherd cuisine, meat played a unique role – dishes mentioned by the surveyed were of two kinds: daily, providing minimal energy are vegetarian but on the other hand, holiday food (nowadays served for instance as standard dishes in restaurants) are much richer in calories, mainly due to meat and fat added to them.

The review of recipes for local dishes (proper names) mentioned by the respondents shows that on the one hand, the cuisine is based on processed intermediates, and on the other, it is rich in silage and fermented vegetables and milk. Thus, in this area, it is especially healthy, providing in a condensed form not only nutrients but also bacterial strains and microelements crucial for the functioning of the body.

In the second place, separated from the milk products category and mentioned by their names defining different types of cheese, was ranked “cheese”. Obviously, the respondents primarily recalled sheep cheese, however, it is important to add that due to the decline of sheep farming, much of this cheese is currently based on cow milk, as well. Nevertheless, “*oscyпки*”, “*bryndza*”, “*bundz*” or “*korboce*” are types of cheese clearly related to mountain sheep farming in the Carpathians, and their names have similar etymology in all surveyed countries (also thanks to the common Slavic language core). Cheese is an important ingredient of local dishes, eventually giving them a typical taste of Carpathian dishes.

The third product, or rather an overview category, is “alcohol”. On the one hand, the respondents mentioned spirits: vodkas, including fruit (slivovitz) or *bimber*, also in the form of fruit and herb tincture. On the other hand, local beer and wine were mentioned. Particularly interesting is the only Slovak whisky produced precisely in the Carpathians, but also an extraordinary, traditional cocktail based on bacon, lard, honey, and spirit (*hirat*).

„Other milk products” include both milk in a basic form but also cream, kefirs, yoghurts, or butter. Breeding dairy cattle is still an important component of local industry in the Carpathians in all surveyed countries. Indeed, as emphasised by one of the respondents (Slovakia): “people gradually return to original breeds on our territory, specifically *wallachian sheep*”. Actually, sheep breeding is just being reborn – the most intense form was in the Carpathians until the 17th century, and after WW II virtually disappeared in farming, surviving only as a so-called cultural shepherding. However, it must be noted that particular breeding conditions translate into the unique taste and quality of dairy products, not only the ones produced based on sheep’s milk but also cow’s or goat’s.

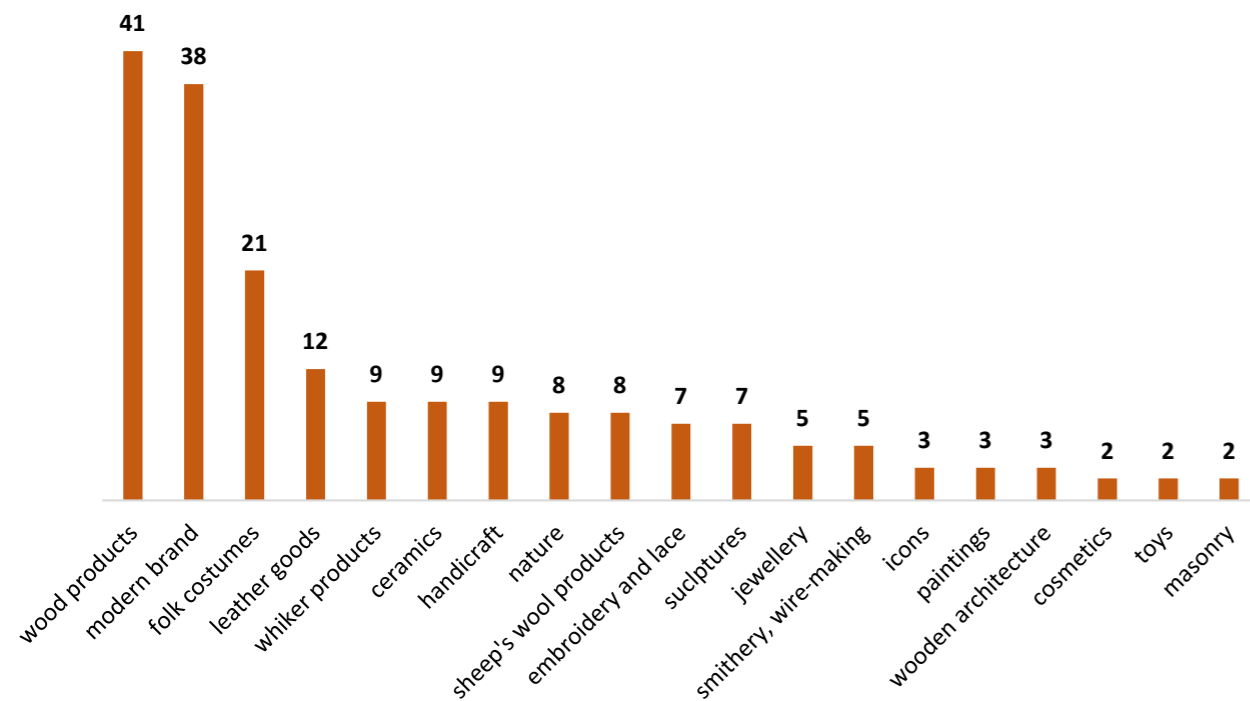
The fifth most frequently mentioned category, which is “meat and sausages”, seems general for the respondents. Actually, there were no proper names. In other words, a natural consequence of farming based on pastoral life is the access to meat of grazed animals. It is important to add that, in the first place, animals are bred for the sake of milk and wool – they are not intended for meat production. Such an attitude towards the relationship with farm animals in rural areas is well illustrated by a certain saying about a 19<sup>th</sup>-century village - “a peasant eats a hen when one of them is ill”. Simply, pastoral animals were traditionally too valuable livestock to be used exclusively or mainly as a one-time source of meat. Therefore, it may be concluded that for the respondents, particular natural conditions in which animals were bred were of greater importance, as a consequence translating into the unique flavour of meat and sausage products produced from it.

Among quite frequently mentioned local food products, there are also “fruit preserves,” which have been associated with raw fruit and berries but also jams and juice. There was no dominant fruit category, at least among those mentioned directly. Indirectly though, one can guess that plums (due to the fame of slivovitz) are most associated with these areas. Relatively rarely, wild berries were mentioned. They are a crucial resource in other highland cultures (like Scandinavian).

Rural holiday traditions are also rich in pastries – both sweet but also baked goods. Cakes and baked goods were mentioned, referred to by their local proper names. In traditionally poor pastoral communities, such pastries were a rarity appearing as a dish twice or thrice a year at most, as a part of religious holidays or other crucial celebrations for the community.

The last position in the ranking of Carpathian local food products mentioned at least ten times is occupied by honey. Similarly to the case with sheep and cows, the respondents emphasised that special natural conditions and a variety of wild herbs in mountain meadows translate into the character of Carpathian honey. However, the interesting thing is that herbs themselves are no longer a willingly mentioned local food product.

**FIGURE 10.**  
**Local non-food products most associated with the Carpathians**



Source: own elaboration based on the collated data.

Among local non-food products, “wood products” are ranked in the first place – an overview category for any products mentioned by the respondents, for which the basic raw material is wood – ranging from toys, cigarettes, and pipes to woodwork and furniture, and firewood. Still, the Carpathians in this field are mainly a crucial source of wood as raw material. This is the major common feature of all products mentioned in the category “wood products” – the most important is the reference to easily accessible locally raw material.

It was already mentioned in the analysis for different countries – respondents representing local governments tend to mention key enterprises for local industries, whose origin or production is not as crucial as the fact that they provide jobs for residents and pay taxes. In the category “contemporary brand,” references to Carpathian tradition and history are unimportant, just like local raw material resources. What is essential is exclusively location and importance for the local industry. Thus, local

branches of global companies were mentioned, which in the respondents’ opinion can and should be considered representative examples of local non-food products.

The third place is occupied by “highland outfit” as a local product which this time directly refers to the culture and tradition of the region. Whole outfits were mentioned, or *kapoty*, shirts, *kierpce* (leather shoes), or other accessories such as *ciupaga* (shepherd’s axe).

The last position in the ranking of non-food local products, which were mentioned more than ten times, is occupied by leather products. This summarises previous conclusions regarding the importance of sheep breeding in the Carpathians – the respondents more often mentioned leather products (gallantry, purses) than “products from sheep wool” (including *liźnik* or *kilimy*). The latter surpassed even handicrafts, proving that sheep breeding is just beginning to regenerate and still has a cultural rather than industrial dimension.

## Focused Group Interviews

As pointed out in the Methodology, the FGI scenario with representatives of the institutional environment (self-governments, local support groups, NGO-s, producer organisations) commenced with attempts to define local and regional products as such. Subsequently, the discussion participants were asked to indicate the most characteristic local and regional products for their respective areas. At this point, it ought to be reiterated that hand-picked participants were invited to join the discussion with careful selection of them based on such criteria as company location and areas of activity of institutions they represented. Only during the subsequent stage a discussion – if a need for this arose – was moderated towards answers to the question of whether these products may be considered characteristic for the Carpathians and what makes them ‘Carpathian’ in the respondents’ opinion.

After the part devoted to defining products, the scenario focused on producers and business-economic dimensions of the local and regional production. The participants of focuses jointly discussed whether such type of production has any economically-significant impact on local communities and what the scale of production is here and whether it can compete with global products. The issues related to distribution and general characteristics of recipients of the local and regional products were of importance (which in practice meant a question about the extent to which these products can exist outside the broadly-understood tourism domain).

Ultimately, focus participants were asked to analyse the institutional support for manufacturers and local and regional products. Questions within this section guided the participants from assessing the present state through potential indication of best practices to formulating potential postulates and expected solutions.

One should underline that the scenario was targeted solely at outlining the key problem frames and specifying the most crucial discussion directions. Moderators were relatively free to choose individual questions, and if the discussion was spontaneous – all opinions and side voices were presented to the public. In practice, it meant that the participants often introduced individual plots and answered the questions from further parts of the scenario. Some

issues were returned to, and they were analysed from various angles. Nevertheless, this part of the analysis of institutional perspective was performed in scenarios as part of three sections, divided into individual countries covered by the research. At the end, there is a summary of a generalisation from the point of individual issues covered by the FGI scenario.

### CZECH REPUBLIC

#### Understanding the Carpathian local and regional product

A general question about the most typical products for the represented region was replied to by the participants of the Czech group discussion all at once, indicating those linked to grazing – involving both food and non-food items. A common denominator was reached in the form of grazing culture and folk traditions. The following products were indicated – types of cheese, meat, leather and wool products, and wooden goods (related to cuisine as well as traditional household tools) or highlander’s outfits. Drawing reference to orchard traditions mainly in the scope of blue fruits and related processing thus, dried, cooked, or processed into alcohol plums was positively assessed by the participants.

The above-stated common denominator in the form of grazing culture is crucial to establish the Carpathian nature of these products:

*‘The products I listed are related to grazing and the pastoral lifestyle; thus, I believe it is a specificity of the Carpathian bow. It is related to the Vlach colonization with a jargon quite similar to the one in the south and the north; while drawing away from us towards various directions along the Carpathian bow, the outfits are quite similar even at larger distances. What amazed me was the likeliness between the local dialect of Zakopane and ours. The outfits are alike, so I would consider this to be an impact of the Carpathian bow even though, for instance, the sheep milk products appear elsewhere, but they will definitely have a sort of peculiarity here in our region.’*

From the discussion participants’ perspective, grazing traditions and culture are inseparably linked to geographic and environmental conditions in which they have evolved. Diverse survival and growth

strategies of the local communities that resulted in the appearance of products specific to these areas nowadays have been rooted in the everyday functioning of these areas:

*'I think that the orchard industry is also related to the whole Carpathian bow as it was also a way to maintain the local community that used it to survive until the next season. This is also the case in all countries belonging to the Carpathian Convention. Similarly, the loom industry used is needed in the production of work clothes. It is a cross-section in the framework of all these countries.'*

In the quoted answer, an entirely spontaneous reference (albeit the FGI scenario did not contain any questions about the Carpathian Convention) is drawn to the Carpathian Convention and, at the same time, an attempt to outline a certain community of living conditions of the inhabitants residing in the whole Carpathian area, regardless of the country they are from. This is a unique and probably the most honest perspective revealed in the course of this FGI.

It is difficult to discuss any controversies or significant differences in the presented institutional perspectives in this part of the Czech focus. The participants jointly indicated grazing traditions as common roots for the local and regional products. Even though they naturally drew reference in the first place to the local products known to them (since the question concerned this particular matter), they were aware of a broader context in which these products are culturally located – Carpathian grazing culture (despite certain differences in individual countries) most of all it draws reference to the Wallachian culture and traditions:

*„(...) it is not about just the local products but, in fairness, in the whole Carpathian area it is quite the same both in terms of the outfits and the grazing.”*

In other words, in the perception of the discussion participants, local products in the Czech part of the Carpathians have a local tone in the framework of the regional (more general) Carpathian pattern. Similarities stem from the already mentioned - common denominators of the grazing culture and, potentially, the differences in the country affiliation.

### **The economic significance of Carpathian local and regional products**

In the opinion of the focus participants, the production of local and regional products does not constitute the key source of maintenance for those engaged in their production. Potential exceptions only confirm this rule:

*'I think that active producers are a minority here, and it stems from the fact that some of these businesses are a challenging activity to survive on. I am one of few who manage to maintain themselves out of it since I produce mead liquors, and they are basically products based on our mead tradition, which has been with us since time immemorial, since the beginnings of mixing spirits with honey. Our activity is based on this, and this is how we maintain ourselves(...).'*

Yet another discussion participants added at this point:

*(...) Most producers, especially the smaller ones, treat this as a hobby.”*

Some of the identified issues concern both the means for launching this type of activity and the possibilities of the sale in a competitive environment. However, local products produced on a non-mass scale cannot compete price-wise with similar products produced on a mass scale. The necessity to apply traditional recipes or manners of making, using local and natural raw materials as well as labour and input of means make the local products more expensive by definition.

The above-indicated exceptions rather constitute adding the locality to products that fit into broader consumer trends such as demand for eco-friendly or natural products:

*'The remaining owners of whom I am aware in case of dried fruits or others are simply eco-friendly farmers who perform farming in an eco-friendly manner. The business based on which they apply for the regional sign fulfils the accompanying recommendations so that it is obvious for the client that they own a specific certificate and that they do fulfil a specific quality and standard. Thus, it is a greater ecological responsibility. However, they surely cannot maintain themselves solely out of it.'*

The locality is thus rather an additional criterion that is met anyhow in the process of key certification from the consumer's perspective. Therefore, some producers apply for this brand to stress the most

significant advantages of their products: eco-friendliness and naturalness.

The locality as the basis for building a product brand does not provide a sufficient source of maintenance and, in the opinion of the discussion participants, is instead a manifestation of a hobby of a given producer than an authentic vision of building a route to reach clients. It is thus no surprise that these types of products are primarily connected to the tourism industry:

*„(...) I perceive the regional brand as supplementation of tourist attractions. Sadly, supporting these regional brands continues to be an issue.”*

At this point, an anecdote story was told about promotional materials elaborated by the local self-government but produced outside of the region (implicitly in China) from artificial materials where only the label or board referring to the local name was authentic. In general, cooperation with self-governments is – in the opinion of discussion participants – hindered as the general awareness about the significance and value of local and regional brands is still scarce. And the decision-makers who hold crucial functions change so often that it becomes necessary to „educate” new authorities in this regard.

*„(...) I did try for individual regions to collect their promotional articles from regional producers as what else should represent a region if not a gift of cheese, wine, dried apples. A gift that is labelled as a brand originating from the region. But we do need to work continuously, and I am not trying to say that it's all about patting the officials on the shoulder, but yes, this is the only way for it to work.”*

It was not stated directly, but one may get an impression that for the participants of the Czech focus, the key issue in obtaining support from territorial self-governments of local and regional brands is lack of continuity of knowledge regarding the resources and procedures of cooperation with organizations and institutions that deal with this issue daily in their respective areas. One of the discussion participants illustrated relations with the territorial self-government by indicating that the commune sewerage system is still the priority (implicitly –it is hard to expect intense cooperation on the level of promoting local and regional products).

*„(...) elections occur cyclically, and when for instance, someone new is in power, they become responsible. Thus, education would be a good idea and perhaps it is a good idea for it to become a national thing. Yet again, it is an issue of partners to be found, but perhaps financial groups that cooperate with these communes might think of something. But it is difficult as people in managerial positions often change, and from my perspective, I have to say that communes have their priorities; for instance, the sewage system is still our priority.”*

Territorial self-government was treated here by the discussion participants as an equivalent of local communities; thus, the quoted answers and formulated conclusions constitute a reply to the question regarding the importance of local and regional products for the local community.

A natural barrier that prevents a more significant economic impact of a local or regional product is its non-mass nature. One of the participants of the discussion drew reference to the hypothetical example of a larger production plant:

*„(...) for instance, a producer of dairies such as cheese or threads, once I grew somewhat bigger, I will automatically move my sale points someplace else because I'll have more of these products. And I could not avoid the fact that I would be forced to move to food chains. At this point, I have entered a dangerous cycle of enormous pressure on the price and how I decrease it. Of course, the quality and raw materials. And we come to a point where we did not want to be. And if a product has a regional brand, it's really bad for this brand to start depreciating.”*

In the respondents' opinion, a permanent balance between quality and quantity occurs. As far as local and regional products are concerned, quality matters and constitutes justification of a high price. A strive towards increasing the economic importance of this product causes a shift of pressure towards quantity as solely through this decreasing the price and increasing product availability can be achieved. This, however, poses a threat to the quality and the brand itself. Importantly, it signifies a certain boundary in the quantity and availability of a given local or regional product, and once we have crossed it, the product loses its unique values, and only its name remains intact. It was not directly noted, but one could feel that in the opinion of the discussion participants, it

was only one step away from a mass mock-up made of plastic cited in the previous anecdote.

In the respondents' perception, a local and regional product is thus an elite product, non-mass, characterised by high quality, directly related to the benefits of a given region to which it draws reference and from the resources and traditions it derives. In this sense, it solely needs some institutional support as it does not guarantee a sufficient and stable source of maintenance for the local producers.

### Assessment of institutional support for local and regional products

Financial support granted from public resources as part of grants provided by Local Action Groups is indicated in the first place. The respondents are often conscious that the scale of assistance is not impressive and that the grants usually amount to half the potential budget. Nonetheless, even this type of support is crucial in the everyday functioning of the local producers and their growth.

*„(...) support of approx. 45% is not a lot, but I think that if a producer needs to buy something, every penny matters and that's how it works in the finance domain of our country (...)”.*

From the perspective of the representatives of Local Support Groups, however, a more significant engagement on the side of communal and regional self-governments would be needed. Some positive examples have been noted where budget means of self-governments are also designated for the support of regional brands:

*„I can draw reference yet again to a good example of the Ołomuniecki region that not only has a long-standing subsidy title that supports brands, but that also has this quality of being a territory which is covered in 100% by brands and so this has been the way of its functioning for the past ten years”.*

But it is not a systemic solution, and it depends to a firm degree on the awareness and the possibility of given self-government. The discussion attendees drew reference to an attempt to convince the representatives of self-government authorities for the communal and regional promotional materials to be construed based on or even solely of local and regional products.

One should, however, bear in mind that the respondents were conscious of the limitations on the side of potential consumers or even local and regional producers themselves:

*„I speak on behalf of LGD, not many people know about us, and it often happens when I work at LGD that people ask me what LGD is, even my family and friends who live in my town where LGD has its headquarters, and they are often even unaware of this fact, and if the inhabitants don't know then I think that even small producers won't know it either, so education is insufficient and that is why we are working on it now”.*

Hence, the primary issue regarding institutional support for local and regional products is the level of awareness and knowledge – not only about the possible sources and mechanisms of support but also about the meaning and the role of local and regional brands. Both on the side of the decision-makers, institutions, and the producers themselves or, ultimately, on the side of potential consumers. After all, a representative of local producers who is successful in distributing his products and who may maintain himself out of it (an exception that confirms the rule of which he spoke earlier) stated that within 18 years of conducting his business, he didn't reach for any grants even once.

However, there were no particularly original suggestions regarding improvements in the institutional support for local and regional producers among the participants of the Czech Focus Interview. On the one hand, the need to educate producers as to the possibilities of gaining grants and subsidies was indicated, while on the other hand, potential simplifications of the procedures and the guidelines in the existing programmes was noted in the effort to increase the number of producers who could successfully apply for financial support. The necessity to design individual support programmes in a more strategic and long-term manner was stressed out for them to become more logically coherent, ensuring continuity in time. This aspect also encompassed the knowledge about good practices and failures in unsuccessful actions. The respondents also referred to the current economic situation in relation to the pandemic restrictions and underlined the importance of communication and online sale. This would also require educating the producers and the distributors of local and regional products.

In the scope of transborder actions and supporting Carpathian products as such, experiences of Góralaska Swoboda and the Czech Switzerland were pointed out as long-term projects of transnational cooperation:

*‘I keep thinking that Góralaska Swoboda and Czech Switzerland that borders with us, we are in Poland, Slovakia and here all at the same time in our country and these are not some small areas, thus, we have the experience with a brand that can work pretty well even in three different countries at the same time, and then you start to perceive these borders as something else, something that more than less disturbs us so when we discuss a project that should be realized in the territory of several countries we have a model of Góralaska Swoboda, and it works successfully then it all comes down to the way in which to communicate and the need to translate things’.*

However, this plot was abandoned, and this general statement closed the discussion.

## SLOVAKIA

### Understanding the Carpathian local and regional product

The Slovak participants of the discussion focused on the meaning of local and regional products for the regions. They mainly considered the cultural context; thus, both the traditions and the history of functioning of regional communities for which specific products have become material manifestations of identity.

*‘And these regional products, regardless of whether these actions are food or non-food related, all these regional actions should have two functions: they should strengthen internal coherence – the internal region coherence and secondly, via tourism, the use of free time, these strengths should more intensively connect with the environment. And today, through this internal coherence, we not only perceive just impacting as Carpathian inhabitants but rather the impact of this region as part of Poland, Slovakia, Ukraine and with a greatly larger reference that exceeds these frameworks.’*

The reference was drawn here to buckwheat, which the consumers re-discovered as a grain with unique health properties. Buckwheat - tatarka or pohanka - constitutes the basis of many regional and local dishes in the Slovak parts of the Carpathians, thus naturally

growing interest of the consumers translated into increased agricultural production in the region:

*‘Once people started talking about buckwheat as a healthy food product which is traditional here and which our grandfathers generally used in the kitchen, people started to reprocess it, grow it which brings economic benefits for the local community. This food is linked to Zemplin and the Carpathians, and we should be encouraging people to get interested in this superfood increasingly.’*

However, even on the example of buckwheat production, an interesting dissonance was revealed – that is – farmers who traditionally grew grains make use of the growing interest of the consumers. However, they are not too eager to link their production with the local or regional brand, treating them with distrust and distance. The representatives of institutions (invited to the discussion) underlined the importance of protecting the region's tradition by using the renaissance of local and regional trends. Whilst, more and more local and regional producers, focus solely on their perspective – in the opinion of the discussion participants – and they are not necessarily willing to participate in actions leading to preserving the foundations of their productions.

*‘When it comes to the products, the problem with us is that if someone continues to carry out an agricultural activity, we are happy that they still do manage to do it. And quite often, such persons are careful when it comes to pairing up with some regional brands. (...) In the first region, we have several producers who are scarce, and if we fail to support them in any way, even in selling their products, it will become a large issue. And I will point out one parallel with the buckwheat, tatarka: of us and the Russian environment where we are linked by the Wallachian colonization that introduced its dialect and culture here. People often fail to understand its significance; the society is hungry for the food products and a certain return to the basics – to the tradition. But this cannot be done superficially. We need to use this social interest and try to save what can be saved as there are so many of these things when we look at what else needs to be researched, supported, saved.’*

All in all, the discussion attendees considered both food products (including production of alcohols) and craft products or handmade products like local and regional products. Wooden toys and spoons, salt

cellars made of antler, wicker baskets, ornamentation, or whips were listed.

### The economic significance of Carpathian local and regional products

In most cases, activities related to the production of local or regional products are treated by the local and regional producers as a hobby – respected due to the engaged financial and time input but not translating into possibilities of permanent employment and a sole source of maintenance. Exceptions – one of them described below – constitute confirmation of this rule rather than its denial:

*„(...) it is a newly formed production plant of cider that in my opinion can make it on the market and which has a strong potential of becoming competitive in our region as well as on a broader scale. It may be self-sufficient. But we have some small producers here who are running this business in parallel with their work. The producer of natural soap or a ceramic artist who makes things even during maternity leave. They also ask for assistance, especially when it comes to sales and promotion, perhaps as part of some shared e-store. These are the needs we keep hearing about but, sadly, we are not financially prepared, and we have no HR resources to build it.’*

Clearly, local and regional products are connected to the tourism industry. The respondents explained the importance of local and regional products for the economy of regions through links with tourism possibilities (and certain limitations).

*‘We have some acquaintances from Carpathian pastures who would love to maintain themselves from what they do for the whole year. But if they don’t have tourists during the winter season, which is even less impressive in the Carpathian pastures, the attempt to maintain themselves for the whole year is a significant challenge’.*

Furthermore, in the respondents’ opinion, local and regional products, especially those more usable, are defeated by (Chinese) global competition. The market is saturated with pseudo-craft products of low quality and low price. A consumer is more interested in the price and – perhaps even unknowingly – selects imported products instead of those directly available locally, and that impacts the condition of the local economy.

Putting aside, however, those fundamental issues, one of the most critical barriers to the greater importance of local and regional products in the economy (apart from tourism) is the distribution barrier. It is related to the possibilities of selling the products and the volume-related production limitations of individual craftsmen.

*„(...) We have been trying to work with this tinker, and we managed indeed to have an upside but also a downside since, in fairness, if we need something, we need it in large volumes, i.e., 500 pieces, and we need it to be delivered within a month, and usually the craftsman is unable to provide it, in this case, I think that yea, it could be done, but it will be an extremely exclusive limited edition, and in this particular case I am not sure how this would work’.*

The above quotation concerns an attempt to network a large production plant – a distillery producing Slovak whiskey – with local craftsmen. Interestingly, as per the opinion of the distillery representative, it was an initiative of this enterprise targeted at offering the final recipient a product with particular local values. The alcohol was supposed to be packed in packaging with locally-produced components based on the local raw materials and traditional manners of making. This type of networking may become a practical solution that breaks the distribution barriers experienced by local craftsmen – they are not interested in the issues related to sales as they provide their product as a component of an offer of a significantly larger and stronger entity. In practice, however, the disproportion in production possibilities between a distillery and a craftsman’s enterprise would lead to suspension of the industry or its modification towards limited editions, exclusive by definition.

### Assessment of institutional support for local and regional products

Presently functioning in Slovakia system of support for local and regional products was not assessed too positively by the discussion participants. Severe financial and personnel shortages were pointed out further to the ever-present chaos and diversification of initiatives at the local or regional level. It was stressed out that actions of NGOs or Local Support Groups do not meet with any significant interest on the side of the self-government authorities, especially the communal ones.

Certain realized actions that were listed included mapping of craft and traditions related to the region and attempts to network individual local and regional producers. However, networking encounters significant formal and organizational difficulties:

*„(...) we know many craftsmen or regional breeders, producers who make good and traditional products but the problem for them is frequently administration and red tape. They are unwilling to ‘officially’ do what they have been building for years, to which they have devoted their life, what they have been selling unofficially for many years. And the reason for it being it would be too difficult (...).’*

Because the production of local or regional products is more a hobby by nature and does not constitute a source of stable and exclusive income, it is based on the engagement of certain specific persons. Once they give up, retire or pass away, it is extremely difficult to find those who would take over the work. The problem is thus the passing over of the know-how, the skills, and the tradition, especially that, as already mentioned, the present producers are not too eager to cooperate as part of broader organizations. In practice, it also involves an unwillingness to carry out workshops or instruct potential successors.

*‘We should literally bring them a bag full of money and ask them ‘please keep doing what you’re doing, and we’d like to ask you to devote one day out of five that you spend in your workshop to come and teach us since we have the euro funds and we are building a knowledge centre.’*

From the institutional point of view, their activity, knowledge, and skills are priceless. No wonder the clear and brave statement about ‘bringing money in a bag’ was made. In the case of Slovakia, the problem with the institutional support of local producers is not solely related to the lack of means or system solutions. Finding producers willing to get support is a challenge as well.

*‘I have already said it; support is relatively weak. There are certain possibilities. I can say we have them; we have a tender procedure whereby craftsmen may apply for and succeed, but the conditions are harsh, i.e., generation of workplaces and own financing input at the level of 55% up to 45%’.*

The above statement contains a practical cause of a scarce interest in potential support, especially

when considering the previously-stated realities in which local producers function. They are frequently persons at a pre-retirement age who realize their passions in the framework of the conducted producer activity. They often don’t have any successors, and they function in depopulating regions where a large portion of the youth migrates to larger cities in Slovakia. On the one hand, they don’t have the means that would enable them to apply for funding. On the other hand, obtaining financial support is burdened with conditions that are extremely difficult to meet in the Carpathian regions – creating and maintaining workplaces when there are no willing, potential employees and the craftsman himself hardly makes any profit out of his economic activity.

The Slovak system of support for local products or at least its image formed due to the statements of experts invited to the discussion is only at the stage of being formed. Actions as part of the EU programmes, also the transborder ones, have been carried out in a somewhat chaotic manner, and many engaged institutions are only starting to use these funds. Obviously, certain good practices have also been noted, such as a new initiative of a regional brand Liptov or actions of ÚLUV, a Folk Art Production Centre (central organization appointed by the national authorities already in 1945). However, environments engaged in supporting local and regional products are only getting engaged at the stage of formulating more practical postulates.

*‘We have tried from the position of a national network of local action groups to the new period as a new development programme for rural areas is being elaborated. Various actions appeared that so far have not been in place and which should have been initiated. So we will see how it will all work out as we don’t know how much of it will be accepted and considered by the ministry. But we also submitted some concerns and suggestions, i.e. That the applicants from the craft industry could obtain financing at the level up to 95%. But also that they would not have to form any workplaces and fulfil any conditions that someone would have to fulfil on the national level or the Euro fund level and then subsequently pass onto the beneficiaries. So we wait. I am not excessively optimistic, but we cannot give up; we need to keep trying and be persistent.’*

For the Slovakian participants of the discussion, both actions in the Czech part of the Carpathians

and the activities of Polish partners in transborder projects have been significant points of reference and examples of good practices. A regret was even expressed that during the realization of the 'Wallachian Culture Trait' project, there were no strong partners on the Slovakian side and that the scale of actions and effects was smaller there than, for instance, in Poland.

## POLAND

### Understanding the Carpathian local and regional product

Understanding a local product presented during the Polish focus meeting was the broadest among all provided definitions. According to the discussion participants, this stems from the fact that the cultural continuity of inhabitants was historically interrupted, especially when it comes to the inhabitants of Bieszczady areas and the Low Beskids and Przemyskie Foothills. In the years 1947-1950, as a result of the *Vistula* action – thus, mass relocations of native inhabitants carried out by the Polish authorities – Ruthenian population (Ukrainians, Lemkos, Dolinians, and Boykos) was relocated to the areas of the so-called Regained Lands. The terrains of Polish Carpathians, so far over-populated and with a relatively fragmented structure of farm households, suddenly started to become abandoned and thus reverted to wilderness. Several dozen towns physically disappeared. Soon, new inhabitants began to arrive in these areas, mostly in search of adventures, 'free spirits,' activists, and sometimes persons running away from various types of legal problems (the so-called Bieszczady thugs) which, on the other hand, gave Bieszczady an aura of Polish Wild West.

Despite permission to return to the initial inhabitancy areas, the vast majority of relocated inhabitants did not avail of this possibility in the 60s of the XX century. In practice, it meant that Bieszczady continue to attract new inhabitants from the whole of Poland. Artists or recent businessmen from various urban cities started to move in shortly after in pursuit of the much-desired peace and quiet – the so-called downshifting. In the meantime, the touristic role of these areas kept gaining strength, especially when supported by the construction of an artificial water reservoir, Solińskie Lake, as well as marking out of new hiking trails as part of the Bieszczady National Park.

These people started to slowly discover the residuals after the first inhabitants and managed to restore some traditions or customs (in a selective manner) but they also created new elements and cultural patterns:

*"We are the newcomers, we have lived in Bieszczady for 30, 20, 10 years and it is hard for us to find such solutions in our creative activity that might be used in a way they are used in other Polish regions. But where exactly is that historical continuum (...)."*

That is why during the discussion, the representatives of institutions related to Bieszczady proposed a definition of a local product as a type of product or service with which the inhabitants of the region identify themselves and which are produced in a non-mass and environmentally friendly manner from the locally available raw materials.

*„(...) Bieszczady are home to people from various parts of Poland so in fact, this local product is not something that stems from the former region's history but also something they bring with them, their heritage, the present inhabitants of that region."*

Pressure on the tradition and history of local products was placed in their replies by the representatives of the Podhale institutions, where historical and cultural continuity was preserved to a greater degree. But – as it should be underlined – they did not negate a broader definition proposed by their equivalents from Bieszczady. It was however noted that the term 'traditional' should not be abused and this type of product should (to deserve to be called traditional) have been continuously manufactured for at least 30 years.

In the case of regional products, certain specific applicable EU regulations have been quoted:

*"Whilst, when it comes to regional products which are the most troublesome, we are nowadays the producers of regional products in the form of those that are registered in the EU as regional products i.e. Protected origin name, protected geographical marking: oscypek, Podhale bryndza, Podhale lamb, and this whole list of food producers who registered their business in the EU. And I'm not sure if we can add anything else to this term. I would prefer not to. For this unambiguity to remain intact."*

The final part of the quoted reply is of particular importance as the issue of the exclusiveness of the list of regional products is crucial for the representatives of these institutions who support local and regional producers. One may get an impression that a certain hierarchization of products and producers occurs and that those who obtained a regional product certificate are in fact the elite and their products constitute the core of the regional brand. Local products circle around those regional products or are perceived as a supplementation of the offered portfolio of products. In their case, the restrictiveness of criteria that must be met is significantly less rigorous.

*"Yes, it is a limited, exclusive list but it also concerns food here. But it seems to me that later on these traditional and local dimensions are addressed. The term regional complies with what is specified in the EU regulation - a food product with those three markings. (...) Whilst when it comes to traditional, local products then of course here these deliberations may be further progressed."*

The EU certificates do not however translate into practice – in the opinion of discussion participants – into any additional bonuses for the producers who hold them. This indeed reveals a unique perspective of perceiving the issue of promotion, where the tool or means for realizing the goal of an EU certificate starts to be treated by the producers obtaining it as the final goal. They however forget that thanks to such certificates they may display their brand before European recipients on an entirely different level – they fail to take up this effort and ultimately, usually tend to be disappointed that a certificate obtained with such an effort did not bring any calculable benefits in the longer perspective.

When asked a question about products which are associated with the south of Poland or the Polish part of Carpathians the most, the respondents indicated all food products, especially those related to milk production: sheep's cheeses and cow cheeses in various varieties, also simple folk dishes. Leather and sheep wool products as well as traditional mountain outfits dominated among the non-food products. A considerable emphasis was also placed on laces and embroideries, especially that they were successful on the world scale.

In this regard, Polish terrains of the Carpathians are quite homogenous – in general awareness, the products of the Tatra and Beskid mountains are

far more recognizable. Bieszczady products are more of tourist souvenir nature for those visiting the mountains. All in all, Carpathian products and sheep's cheeses from Podhale compete with one another internally and tend to be sold to tourists also in Bieszczady (not to mention the fact that they are available in all major urban centres in Poland, though not necessarily in their original form).

An attempt was also made to grasp the Carpathian nature as such, regardless of the regional diversification and as part of individual mountains in the Carpathians:

*"I wanted to add one more thing, from the perspective of the whole Carpathian range, as the previous speakers focused on their fragments. As I believe that a product that differentiates the Carpathians at the background of the whole Europe or world is surely the wooden architecture. And it is difficult to replicate it, even by the Chinese. (...) France is also famous for its wines and cheeses but each region of France has different wines and cheeses. The Carpathians also ought to be famous for their architecture which is everywhere but it is somehow different in each fragment of this mountain range."*

The speakers were though aware of common roots in various varieties of mountain traditions, drawing reference to the Wallachian settlements along the Carpathian bow.

### The economic significance of Carpathian local and regional products

The issue on which the participants of the Polish focus concentrated is the issue of authenticity of local products. The initial commercial success of a given producer starts to inevitably lead to increasing the scale of production which, on the other hand, enforces changes in the technological process and – as described by one of the discussion participants – taking shortcuts.

Many examples indicated by the participants concerning Podhale which managed to reach the largest tourist and commercial success attracting significantly more visitors per year than the Beskids or Bieszczady altogether. This, on the other hand, revealed certain phenomena and issues with which the local organizations that support local producers have to cope.

*“I know very large dairy plants in Slovakia that produce high-quality cheese, cow milk, and sheep milk though in case of the sheep milk – and I’ll discuss it in a while – we have a different situation. But cow milk from the Slovakian mountain areas is posted to France and Italy. And that’s where French matured cheeses are made but based on the mountain milk from Slovakia. Whereas Slovaks use sheep milk from the farms in Belgium for their cheeses i.e. for the sheep bryndza etc. Here, we are completely unaware of how this raw material circulates.”*

And in Poland:

*“But it does happen, also in Podhale, that milk arrives from Greater Poland. And here we have a lot more issues and clashes. Mass production sold on the local market as a local product and from local resources, no. And this is somewhat misleading later on. I understand that this tourist is willing to pay a bit more for this local, regional, traditional product but in exchange, he or she should be sure that this milk was produced here. Let me give you an example of sheep leather, not those the majority of which we buy along Zakopianka but there are many sales points of leather and this is leather from Ireland, Scotland, Wales, large sheep. Large, good-quality leather. These sheep that mountain inhabitants here hold are mountain breeds of sheep, smaller sheep and their leather is not so spectacular. Thus, we come across a substantial issue, whereby the local producer of those leather products, or (...) a breeder, farmer, chief shepherd, gazda has these leathers but he doesn’t know what to do with them.”*

As a result:

*“ We can imagine a situation where oscypki are on the market but the milk is from China for example, as China is a large producer of sheep milk, just as Mongolia is. Well, that’s really not exactly what we meant, right?”*

It’s not openly admitted but the described phenomenon bears traces of internal competitive cannibalism, whereas stronger entrepreneurs – in the effort to meet the expectations of tourists (also those unrealistic – thus, for instance, larger, more spectacular sheep leathers which do not occur in the given area at all) “forge” the local product bringing those smaller producers to a situation where they cannot sell their own, much more “original” products. In other words, they cannot sell their sheep leathers

from the local sheep which are smaller than those imported leathers or they cannot find buyers for the locally produced milk as the producers of cheese want to contract significantly larger volumes of this milk (thus, preferring to import a cheaper raw material externally).

However, some positive examples of specializing in a given local or regional product by the whole towns are a rarity – then, this type of community protects itself against internal competition and, at the same time, can deliver larger volumes of products which, on the other hand, translates to larger profits for them.

*„(...) villages start to specialize in certain domains. And here it’s all well and good, a wooden toy – Stryżawa, Koniaków lace – Koniaków, cross-stitch, regional outfits – Jaworzynka. And we could assign certain features related to the type of craftwork produced in certain individual towns. But perhaps it is, as they say, a chance, since if we start to associate certain towns with specific products then maybe it will reach the consumer’s awareness more easily.”*

Surely, the craftworks and handicrafts presented here are recognized in Poland but also in Europe. The hereby report does not allow for a more detailed analysis of cases of producers organizing themselves in those indicated towns but surely it is a direction which was mentioned not only in the case of the Polish discussion, though it did take a real shape of specific initiatives here.

One must however underline that the representatives of institutions indicated on several occasions that the only solution enabling the functioning of local producers on a broader market (also in the categories of quality protection) is getting organized in larger entities:

*“Networking, functioning of industry associations and foundations. Koniakowska Lace Foundation, Oscypkowy Trail, Mountain Product Associations, Transhumance Grazing Foundation, and others.”*

In this regard, the Podhale terrains are the most developed which is confirmed by the quoted by one of the respondents list of producer and social organizations. In the unit dimension, a local producer is too small and insignificant for his local community. They do not constitute any significant strength on their own which might have any impact i.e. on the

territorial self-government – usually self-employed or at least members of his family, conducting the sale on a small scale, thus, not being any sort of investor or employer, nor any significant payer of local taxes. However, if combined with other, similar local producers he may become a substantial force in the local decision-making structure.

And this local communal self-government greatly depends on the vision of persons who lose elections (thus, change decision-making positions):

*„(...) we are often at the mercy of a given vogt, as several years ago there was a vogt in Lutowiska who placed great emphasis on local products and he pretty much on every meeting with the voivodeship authorities or guests in the area of his commune organize meetings with the local producers as well. But, sadly, he is no longer a vogt and another vogt was elected who does not see this being an important need and does not grasp the potential in local products.’*

In the opinion of the invited experts, the issue should be organized in a systemic manner and in the framework of tri-sector cooperation – in cooperation with the entrepreneurs, self-government officials, and representatives of NGOs. This, on the other hand, has a potential for success especially there, where there already is a solid foundation for building local and supra-local cooperation. Such platforms are provided by large cultural projects realized as part of the public resources (most often supported by the EU funds): Wallachian Culture Trail or Szczawnica Redyk.

*‘Well, my answer to this is as follows, it is not the production itself, the volume of production related to the local products that impact the economic growth but the producers. It all comes to the fact that all Carpathian regions live above all off tourism or off persons who buy local products on a small scale. And there are the two main magnets that attract people to visit our regions – the nature and its goods, both the people and their work.’*

From this perspective, local and regional products refer to broader contexts of larger projects with the content, the physical, material outcomes of human work. Without the local products and local producers (including also the artists, craftsmen, and handicraft artists) the Wallachian Culture Trail or the Szczawniki Redyk would become just a set of information boards, a shelf with folders and some potentially

vacant architectural objects for a narrow group of enthusiasts and hobbyists. A similar case is when we look at things from the other side – without those large projects, the distribution possibilities and the grant for tourists would be far more limited for the local producers. Thanks to this type of projects, local products reach a broader group of recipients while at the same time giving real meaning to the traditions and customs of local communities in a form that is understandable and attractive for tourists.

### **Assessment of institutional support for local and regional products**

Practically at the beginning of the whole discussion, it was indicated that not every local producer is interested in obtaining support in the form of, for instance, an entry on the list of local products or participation in exhibition events:

*‘Right then it turned out that some of our entrepreneurs are not particularly interested in these entries. They say that these products sell very well anyway as tourists come and go regardless. (...) But I do wish to point out that there are some less pleasant cases as well. What I mean is that quite often when we turn to them because, for instance, we are preparing an exhibition stand in EcoGala or during some other events and the feedback and the response is scarce. Not impressive, right;’*

Despite various actions in the scope of promotion, there still is a large number of local producers who consciously refuse to receive this type of assistance. A large portion of the energy of the Local Action Groups is devoted thus to convincing potential beneficiaries to participate in the co-financed ventures. A solution that was already stated above is the networking of producers as part of producer organisations. Supporting the launching of organizations that are similar in their core assumptions to a cooperative or even producer cooperative itself. Nevertheless, these actions are somewhat formally restrained:

*‘We, as NGOs, may support, assist all those forms of non-refundable assistance or our so-called soft initiatives. Whilst, we have no impact and we cannot... We can only educate or act towards the issue of social awareness.’*

This is still quite a challenge which may be supported by an example quoted by one of the experts who

spoke about a social cooperative that was forced to use external supplies of milk for the production of local cheeses. The whole project was complex and multi-dimensional; thus, it is worth presenting it at this point as a particular case study. Non-governmental organizations that wish to manage agricultural wastelands in the region of Rajcza (Silesian voivodeship, Żywiec powiat) undertook an effort to associate local farmers and encourage them to manage the abandoned grazing areas. To secure the sale of potentially growing production of milk a social cooperative 'Cheese Land' was launched which was intended to order milk from the activated farmers:

*'And of course, the lady who is now in charge of the Cheese Land did not at all follow this direction. In fact, she wanted to get the milk from local farmers but in the end, she did not manage to.'*

It turned out that the cooperative itself was a success and it increasingly required a stable source of raw material for the growing production. However, local farmers were unable or unwilling to provide such volumes of milk (it required contracting with each one of them separately, which meant also a logistics obstacle). Ultimately, a decision was made about contacting the milk in Mlekovita which was a somewhat compromise as this supplier cooperates mainly with local farmers.

*'Whilst this production is not entirely about what should be done. As we do want to want to link it to the mountain areas management, right. And here, this issue was not resolved this way. Another entity appeared on the market that produces these cheeses and is a competition for the family-run business and farmers etc. producing milk on a larger scale, delivered externally, whilst it does not solve the local issue related to area management at all. Including maintenance of open areas in the Carpathians.'*

This example focuses mainly on the challenges faced by the institutional system of supporting local producers. Potentially, the solution of the issue of managing idle mountain pastures – in the assumption related to the production of local dairies and so, intended for multi-pronged support for the local economy based on cattle farming, ultimately led to increased internal competition. Of course, the social cooperative continues to employ the local inhabitants but at the same time, it competes with smaller, family-run businesses of dairies.

In the opinion of the experts, only the institutionalization of local producers and the formation of strong representative organizations enable considering the interests of all parties and anticipation of the consequences of any actions for the uniquely complex ecosystem of local entrepreneurs and producers. Nevertheless, in the dimension of transnational cooperation, this may be somewhat problematic on account of various organizational cultures that dominate the area of Carpathians but on both sides of the border.

*'Us, the Poles, we expect a formalization, either as associations, certain support groups or else, centralization of such actions. Perhaps this is not the way it functions in the areas of those countries. But I wanted to draw attention to this aspect, where those creators shorten the distance quite significantly. They associate themselves very fast and they start to cooperate with one another very fast, devoting their time to the initial organization, i.e. meetings or organization of such common events. Something that comes over the space of time and is relatively complex in our area.'*

Some examples of particularly fruitful transnational cooperation in the scope of support and promotion of local and regional products or even brands include Górolska Swoboda – a Czech-Slovak-Polish initiative of cooperation in the area of the tripoint of the state borders which since 2007 has constituted a platform for the food and non-food local products.

## UKRAINE

### Understanding the Carpathian local and regional product

For the Ukrainian experts defining a local and regional product is based on two foundations – above all, these are the experiences of regions of the Western European countries, mainly France, Italy, and Spain in promoting and protecting their products which ultimately are manifested in the definitions and legal regulations of the European Union. The discussion participants drew direct reference to these regulations while pointing out that this particular point ends all discussion as to understanding and defining this issue. On the other hand, these are also Polish experiences which for the Ukrainian representatives of the institutional environment are the closest example of applying specific solutions in practice.

'Local product is a product of a local community. This definition is obvious and there is no need to invent what's already been invented in terms of terminology. *As far as regional growth is concerned, a large part of the European policy is directed towards local communities and their development. Each community with production, cultural, service, and human resources presents its goods and services in the form of a local product. A regional product has a broader scope and its task is to represent the region and show the features of products and services that are proper for a given administrative or geographic area.'*

All the replies granted as part of the Ukrainian focus indicated the basic initial issue of the development stage of awareness and support for the local products in this country. In practice, it means a lack of adequate possibilities and tools for the protection of local products but also a lack of support for the producers and development of their awareness (as well as motivation for actions).

*'For these people, it is the core of their living, which means they are involved in cattle breeding from generation to generation and this activity, even if we consider sheep is not just bryndza. It involves special rugs made of sheep's wool and the local traditional clothes as well as many other things. And therefore it requires protection and care as it is a sort of cultural and ethnographic heritage of this region. At this stage, many valleys are deteriorating and not many people are eager to work in the mountain meadows anymore. Since this type of work is extremely hard and you are stuck there for the whole summer, almost detached from civilization. And young people don't want to get involved in this type of work. Another issue is the behaviour of authentic local and regional animal breeds i.e. Ukrainian Carpathian sheep and a brown Carpathian cow.'*

In the opinion of invited experts, the situation in case of the whole Carpathian region in Ukraine is that the local producers still offer perfect quality products, produced in a traditional manner, yet who are unable to reach the end client and who have no legal instruments at their disposal to conduct a retail sale and thus, frequently get rid of their products by selling them to the dealers, often below the production value. In this context, a folk saying 'she could cook but could not serve' was quoted at this point several times, which is designated to illustrate the basic problem of the Ukrainian Carpathian producers.

Technological delays and lack of investments in agriculture also signify specific material expectations on the side of potential local producers who consider financing the purchase of equipment and agricultural machines as a priority, ignoring or approaching with distrust consultation and marketing support.

### The economic significance of Carpathian local and regional products

Experts jointly agreed that while local and regional products have a vast potential to strengthen local economies, at the present stage, their importance is minor, to say the least. The majority of this type of production is scattered among small, family-run producers who do not have the right know-how at their disposal, nor any possibilities to function in a broader context, even as part of the local tourist market.

*'We have a significant problem among small producers when they actually close the entire cycle of their production and when a sale occurs, they frequently lack the know-how, the time and, furthermore, they experience a strong fear that they will have to somehow sell it all for the product not to be wasted. It means that people are willing to sell their product at a really low price and almost no one realizes how seasonal the production cycle is. (...) and when the flow of tourists to the Carpathians grows in winter, they should be sold – following smart promotion, for instance through a Hucul dish, banosz with bryndza, etc. – Thus, all this causes a lack of understanding on the side.'*

Lack of protection mechanisms for local producers, their dispersion, and lack of knowledge which translate also into – according to the experts – fear of concluding any contracts as part of cooperation with distributors or dealers.

*'Small producers are not always ready to meet the specific standards and requirements of retail trade. From my experience, I know that whenever we tried, –it always didn't work out at some stage of implementation. Small producers are afraid to conclude any contracts or cooperation agreements.'*

As a result a vast majority of them actually shuts down the entire production process and is responsible for sales which in practice means an issue with the sale, non-adjustment of production to the seasonal

nature of demand, and lack of synchronization with even the most basic phenomena in tourism.

In Ukrainian Carpathians, the vast majority of tourism is realized by national tourists which has its consequences in the local dimension of it. Lockdown proved that less well-off national tourists will give up on visiting the Carpathians in the first order which means a disaster for the local producers focused on such tourists. In the characteristics quoted by the experts the key issue is also the term ‘less well-off’ which means that even on the spot, such a tourist is less willing to buy more expensive by definition products. What is more, due to the fact that the producers themselves distribute their products to even more oriented tourists tend to have problems with their products’ accessibility.

*‘But in fairness, local products are today one of the weakest sides of tourism. And even if I travel through the region, nowadays working already in a different industry, when I travel as a tourist I always try to bring something back home which is typical for the given region. But as a tourist, I am dealing with having to do a lot of running around. Even though it seems that I know where everything is or where to buy various things I need to make a real effort to buy a truly authentic product. As a tourist I often simply don’t spot it in the locations I visit.’*

These descriptions resemble the stage of development of local and regional products which the Czech Republic, Slovakia, and Poland have already put behind them – the turn of the ‘80s and ‘90s. On the one hand, there are thus the local food products and craft products that may authentically attract people through their quality and traditions of local communities that stand behind them but on the other hand, this potential is insufficient at the present stage due to the legal system weaknesses, lack of knowledge and fear of the producers, passivity of local self-governments, weakness of the economy and small resourcefulness of the national tourist market.

*‘A significant issue is the fact that we have very few suppliers, exporters, and people who could provide consultations to small producers. In the case of entities offering consulting services, this topic is not too interesting as small producers are perceived as illiquid, thus this issue ought to be addressed by a state programme for supporting organizations that provide consulting services. Currently, this gap is to*

*some extent filled by international projects of technical assistance.’*

It is no surprise thus that the analysed focus was mostly devoted to the assessment of institutional support for the producers and local products in the Ukrainian part of the Carpathians.

#### **Assessment of institutional support for local and regional products**

Regardless of whether a given expert stated that in formal and financial terms the scale of support is proper or that there were still no adequate formal tools and solutions in place while at the same time noticing a lack of actions on the side of central and local authorities, many experts underlined on various occasions that the greatest barrier for a larger support system effectiveness was the potential beneficiaries themselves.

*‘Local producers, even those with five or more cows, are not officially registered. They are afraid of various issues that they may be forced to cope with in such a case. (...) They are also afraid to sign anything as they fear liability it may result in. They are simply afraid that they will be called in, having to go somewhere, sign something and they have cows at home as well as hay, pigs, thus, a farm.’*

These continue to remain purely rural and traditional communities that are accustomed to poverty and managing in extremely difficult conditions for generations and which rarely obtained any sort of help from the outside and more often were used, destroyed, and robbed. The younger and better-educated inhabitants of these areas do not get engaged in agricultural production and they eagerly migrate to larger urban centres or abroad, thus, those who are left are older farmers with distrust towards all external initiatives.

*‘They are really afraid and unwilling to handle any paperwork. Their destiny was always different as they make products and they need help selling them. And of course, they should get this help and it would be good if they were assisted by specialized public bodies, marketing organisations, local authorities. So that someone slowly introduced them on the market and so that they don’t disappear.’*

The degree of formalization of the procedures in the framework of the support and assistance system

makes such local producers prefer to give up and function in limited own resources rather than make an effort and take the risk to try and apply for the public funds.

*‘I think our producers and uneducated [non-informed] about the sources of funding for these projects, where to search for them, thus, there should be a person designated to assist them in this. Someone who truly knows a lot about this. It is not easy to write a grant application. Know-how and grant history are required here. Therefore it is necessary to engage specialists and to work on the awareness in this respect.’*

Of course, some positive examples were also pointed out – for instance in 2017 an association focused on a small brand ‘Traditional bryndza from Chruściański region’ was launched which was able to attract local shepherds and bring them calculable benefits in the form of appropriately high prices of their products. Experts underline that thanks to the support of grant funds various types of associations have been appeared and still appear. However, it was immediately rectified that it is so formalized that the majority of small farmers is overwhelmed, embarrassed, uncertain, and, ultimately, passive or even unwilling.

Those who finally succeeded in registering and “signing the papers” often obtain support after a very long time which stems from the above-stated complexity of the red tape. The sole information flow seems like a challenge here – some examples were quoted whereas clerks or even activists from associations failed to inform the associated producers of the possibility of obtaining co-financing and support.

The basic challenge is thus to systematize help and support and to build effective support mechanisms for the local producers in the actions of obtaining such support. Experts indicated in the first place the need to build a network of consultation points that would at the same time perform the function of educational centres for local producers, giving them conceptual and formal-legal support in contacts with mediators or distributors.

Building larger brand awareness and strengthening promotional actions and, in a longer perspective, perhaps diminishing historical unwillingness towards associations in the form of larger producer cooperatives would only be possible on this

foundation. The most significant – according to the discussion participants – is at present increasing the effectiveness of an already existing support and possibly largest protection of local products that experience uncontrolled exploitation on the side of external entities.

#### **CARPATHIAN LOCAL AND REGIONAL PRODUCTS FROM AN INSTITUTIONAL PERSPECTIVE**

The above analyses, conducted for individual countries covered by the research project separately could be confronted against one another to try and grasp a somewhat more general yet institutional perspective. Obviously, the results are not representative in any regard, as it is not possible to calculate a statistical error and indicate mathematically whether or not possible to calculate a statistical error and to which extent the national perspectives are concurrent. This is not the core concept of qualitative research anyway. In the case of the presented results, the goal was to register the manner of thinking about local and regional products by experts who deal with this issue within the area of Carpathians on a daily basis. Those experts included both the representatives of producer organizations and the employees of NGOs supporting such producers and representatives of local self-governments and institutions subordinated to them as well as scientists involved in the issue of local and regional brands or regional development.

Countries covered by the research differ greatly against one another. The reality of the functioning of entrepreneurs, social activists, and self-government officials depends on the legal system in place in a given country as well as its administrative structure, financial possibilities and many other country-specific factors. In addition, the fact that the Czech Republic, Slovakia, and Poland are member states of the European Union, area within the Schengen Zone and may freely avail of the benefits of common EU policy is worth noting. Ukraine is a country that continues to pursue its pathway between the Western world and Russia with its economy suffering on account of a military conflict in its western areas and with the society undergoing in-depth economic and sociological changes.

Regardless of these fundamental differences, several common issues for all Carpathian states were revealed during the conducted focus discussions. Based on the opinions of experts one may conclude that the

issue of Carpathian regional and local products has been increasingly requiring systematization and standardization on the supra-national level to enable effective protection and preservation the inevitable

on at least the European scale while at the same time modernizing local and regional brands for them to be able to play a greater economic role in the regional dimension of economies of individual countries.

**TABLE 4.**  
**Summary of key conclusions in the three problem areas by country covered by the research project**

	Czech Republic	Slovakia	Poland	Ukraine
<b>Understanding the Carpathian local and regional product</b>	<p>Products directly originating from the pastoral culture shaped in the area of Wallachian settlements. Very similar in terms of functions and available raw materials, however, territorially diverse, mainly on account of belonging to a given country territory.</p> <p>The discussion focused on the traditional food products (dishes or intermediates) as well as traditional non-food products (wooden, leather products, outfits, fabrics, etc.)</p>	<p>Local and regional products are a carrier of regional identity – a material manifestation of increasingly popular regionalism and localism. Reference to the Wallachian tradition and culture as a common denominator of local products in the Carpathians – related to grazing.</p> <p>The discussion focused on the traditional food products (dishes or intermediates) as well as traditional non-food products (wooden, leather products, outfits, fabrics, etc.)</p>	<p>Food product is much more strongly linked with the traditions and culture of a given region, especially where the historical continuity of the local community has been preserved. Non-food product is mostly identified with the place of production, not necessarily with the locally available raw materials or production traditions.</p> <p>The discussion focused on the traditional food products (dishes or intermediates) as well as non-food products (both traditional and ‘invented’ relatively recently.)</p>	<p>Direct reference to the definition and legislative solutions of the European Union. The points of reference are both the countries of Western Europe (France, Italy, Spain), and Poland.</p> <p>In many areas, it is still an everyday manner of functioning of the whole local communities. However, what amazes tourists from larger urban centres, discourages the local youth who move out in search of lighter and better living conditions.</p> <p>The discussion focused on the traditional food products (dishes or intermediates) as well as traditional non-food products (wooden, leather products, outfits, fabrics, etc.)</p>
<b>Economic significance of Carpathian local and regional products</b>	Local and regional products do not have a larger economic significance for the regional economy – they are unable to	Local and regional products do not have any larger economic significance for the regional economy – they are made mostly	Local and regional products do not have any larger economic significance for the regional economy – they are made mostly by	Local and regional products do not have any larger economic significance for the regional economy – it is a consequence of

	<p>compete in terms of price with mass production. For the majority of producers, they constitute an additional source of income related to the realization of their interests, hobbies.</p> <p>Whilst, they are of particular value to the generally-understood tourism industry as a material manifestation of cultural roots, identity, and region's tradition.</p> <p>The more commercial and mass the production of this type of products, the greater the risk of losing the basic values of these products related to traditions and the identity but also the quality.</p>	<p>by hobbyists and enthusiasts, often by older persons at pre-retirement age. They lose the competition with pseudo-craftsman, mass-produced products. Minor craftsmen or artists are unable to produce on a scale that would enable commercial cooperation as part of a network with large enterprises.</p> <p>Whilst, they are of particular value to the generally-understood tourism industry as a material manifestation of cultural roots, identity, and region's tradition.</p>	<p>hobbyists and enthusiasts. Rare cases of cooperatives, confirming this rule, even those operating on a scale of the whole towns which while maintaining the identity core of a product were able to propose a modern and fashionable brand.</p> <p>Whilst, they are of particular value to the generally-understood tourism industry as a material manifestation of cultural roots, identity, and region's tradition.</p> <p>The more commercial and mass the production of this type of products, the greater the risk of losing the basic values of these products related to traditions and the identity but also the quality.</p>	<p>under-invested and non-adjusted agriculture, fragmented into insufficient family-run farms. Local producers, deprived of any sort of support, secure the whole production and distribution process which ultimately means frequent sales below production costs.</p> <p>Whilst, they are of particular value to the generally-understood tourism industry as a material manifestation of cultural roots, identity, and region's tradition. However, the national tourist traffic is unable to secure the proper level of distribution for the local and regional products.</p>
<b>Assessment of institutional support for local and regional products</b>	Still, an insignificant level of awareness among the local communities as to the non-material value of local products translates into scarce support on the side of territorial self-governments.	The relatively diverse support system in territorial terms which is underfinanced and burdened with significant personnel shortages.  Potential beneficiaries are	Not every potential beneficiary is interested in gaining support, especially if this support is related to red tape. Local producers do not associate in any organizations or cooperatives. In this regard, the Czech partners are	The greatest obstacle for greater support system efficiency is, however, the potential beneficiaries themselves. Distrustful and unwilling to undertake any sort of action from the outside they have

	<p>Thus, self-government officials must be persuaded that it is possible to promote oneself using local products.</p> <p>High "threshold of entry" into support programmes - significant own input and rigid formal requirements discourage a great number of passionate and enthusiasts who decide not to apply for any sort of financial assistance.</p>	<p>unwilling to use the official support which is significantly over-formalized and not flexible. The criteria of assessment and settlement discourage any sort of efforts to seek assistance.</p> <p>A positive point of reference is the Czech and Polish solutions, especially given that the experiences stemming from transnational cooperation in the previous perspectives proved that these were missing on the Slovak part.</p>	<p>assessed a lot higher.</p> <p>Even complex and multi-dimensional projects (combining ecology, support for the local production, and maintenance of local traditions) may lead to unnecessarily positive effects on account of the risk of slight interest of entities forming part of the supply chain.</p> <p>Relatively passive communal self-governments in which directions and scale of activity are determined by the selected representatives. There is still not enough institutional continuity in strategic actions.</p>	<p>insufficient knowledge and skills to successfully apply for financial assistance. They are interested mainly in making up for shortages in agricultural farm equipment – they totally ignore soft consulting in the scope of promotion and sales.</p> <p>The system itself is largely bureaucratic and non-flexible, over-saturated with procedures and formalities. It is also inefficient even when it comes to communication with beneficiaries regarding possible directions and scope of assistance.</p> <p>There are no consultants and specialists who might assist the local producers to more effectively and successfully apply for funding.</p>
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The overall conclusion is that the production of local and regional products is simply too dispersed. This stems from the significance and definition of these products and furthermore, the experts did not expect professionalization and commercialization to occur on an industrial scale. This would lead, as proven by the quoted examples, that the idea of a local product as such would disappear. It is, however, hard to deny that in the majority of cases these are local farmers or hobbyists and enthusiasts, fascinated by the local culture of Carpathians who deal with artistic, craft, or handicraft activity. Their passion ought to be recognized but in fairness all of the group discussions confirmed, to a lesser or greater extent, that they are rather unwilling to use the support on a broader scale. In other words – they are not ready to change, improve or increase the scale of their activity, thus, they are not particularly eager to leave their comfort zone and the patterns of actions with which they are familiar. This has its good sides as well but with regards to the negative aspects one must point out that there is a substantial risk that with such producers also the local Carpathian products will be lost.

The only reasonable reaction is an attempt to network local producers – thus, continue to form organisational bases of establishing contacts and exchanging experiences on the one side but also support building supply chains and production both between small local producers and in cooperation with large, commercial enterprises in the region (bearing in mind the products with a certain local and regional specificity). Organizing producers is beneficial in a way that it constitutes a natural platform for the transmission of knowledge and experience for the subsequent generations of potential successors. What is more, cooperation with larger entrepreneurs and growth of local brands may, on the other hand, attract younger producers who are not necessarily interested in investing their time and means in a business that in the majority of cases does not guarantee any stable source of income at the present stage.

These types of actions may also strengthen the effect which was omitted by most of the focus participants but which logically results from the direction they

all indicated – modernization and improvement of the local and regional brands. This aspect may be effusively referred to as a synergy but the example of Koniaków and the blend of lace produced there by a cooperative proves that a traditional local product may be placed in completely surprising frames of modern needs and reach a commercial success while at the same time maintaining identity, tradition and local economic ties.

The entities that ought to act far more intensively in the scope of organizing and networking small local producers are definitely local self-governments. At present, apart from individual exceptions, these are rather passive entities and they still remain unable to grasp the potential resting in the local and regional products. The stakeholders that are active for the time being, i.e. Producer organizations and Local Action Groups along with the associations for promotion and support of local producers or products – require further staff enforcement which triggers, above all, increasing their financial possibilities. Local self-governments may be somewhat responsible for this.

The Carpathians have yet to witness their breaking point – a vast majority of tourism is of internal, national character. A foreign tourist has not yet discovered the mass scale of natural and touristic values of one of the largest mountain ranges in Europe. It is worth it however to be prepared not only from just the local or regional perspective but also in the context of entire Carpathians, bearing in mind the common denominator of the Wallachian pastoral culture. Tourism is a natural distribution channel for local and regional products but it is not the only one. Perhaps it will become a platform for the emancipation of local Carpathian brands that will be able to independently reach the consumers, becoming a trigger for them for their potential visits to the Carpathian countries. Then, local Carpathian brands will no longer be solely a material manifestation of cultural roots of identity and tradition of the region but rather autonomous ambassadors of Carpathians thanks to whom local communities will continue to develop, attracting more tourists to visit the mountains.

6

# CONSUMER PERSPECTIVE

The questionnaire from the Annex was translated into national languages and subsequently elaborated in an electronic version in Google Forms and shared using a link. Information regarding the research and its goal was disseminated by tourist institutions and organizations, NGOs, guides, and entrepreneurs from the tourism industry. The link to the questionnaire was also placed on discussion forums and FB Groups related to tourism.

Ultimately, after database verification, including in the scope of the degree of filling out the form,

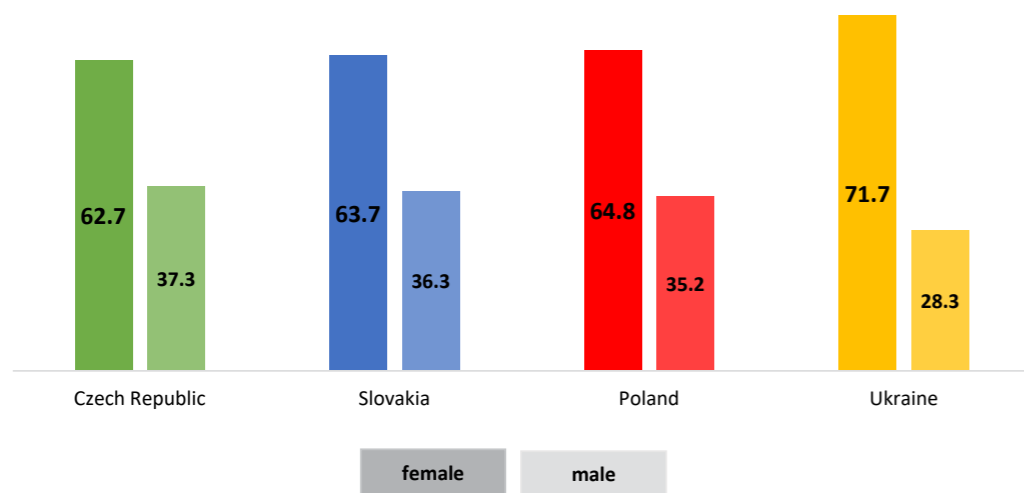
565 full-quality measurements were obtained, which constitute the basis for the quantitative analysis performed in this part of the report. These measurements comprise 134 answers of the Czech respondents, 146 replies of the Slovak respondents, 165 of the Polish respondents, and 120 of the Ukrainian respondents. In certain terms, these attempts are pretty similar to one another, however, certain national discrepancies have been revealed that stem directly from the specificity of the national tourism movement in a given country.

## Characteristics of research samples

Among 565 of the obtained replies, 2/3 were granted by women and 1/3 by men. The prevalence of women among the respondents has been visible in all the countries covered by the research, however,

it dominates the profile, especially of the Ukrainian respondents. Nevertheless, representatives of both sexes could be found among the respondents, which is of basic importance for further analyses.

**FIGURE 11.** Distribution of sexes in research samples by country covered by the research (%)

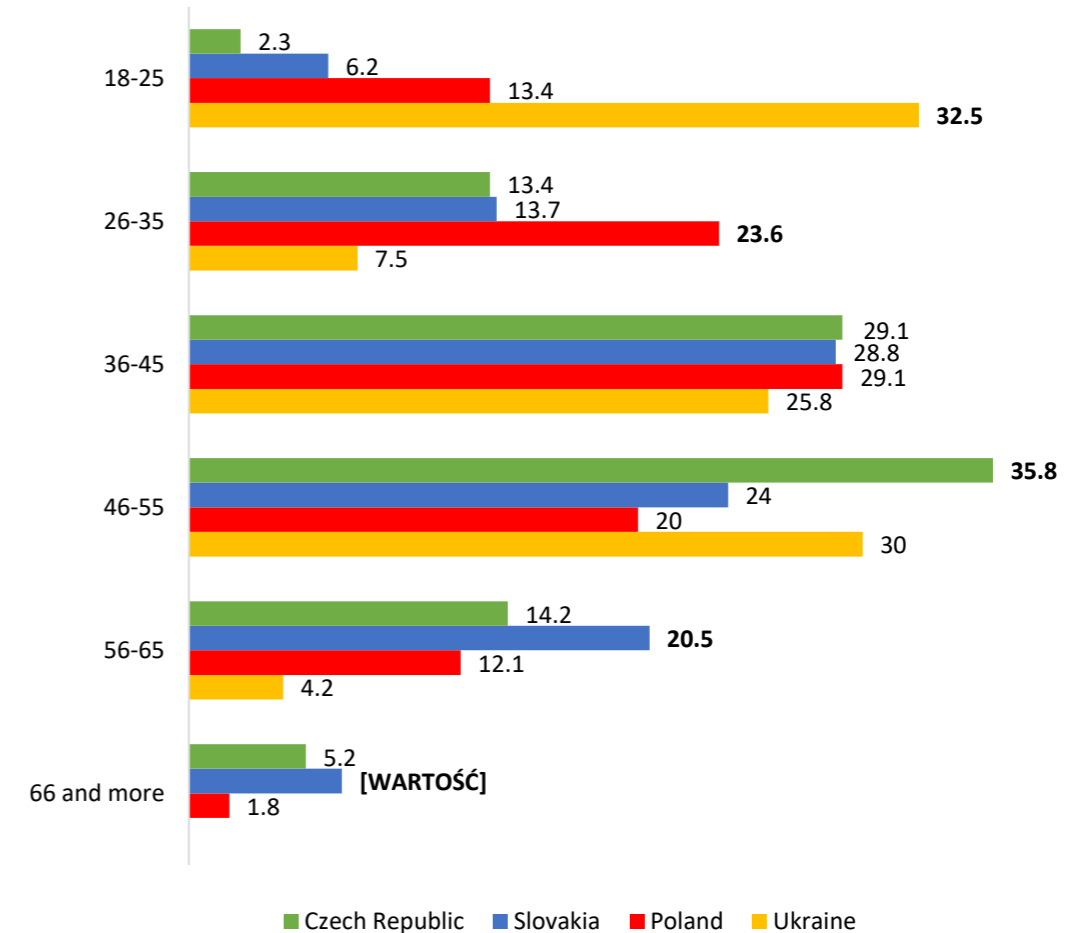


Source: own elaboration based on the collated data.

The Ukrainian respondents' age was significantly lower compared to the respondents from the three remaining countries, which is linked to the social-demographic profile of Internet users in that country. In general, from amongst 565 research participants,

83.4% were people up to the age of 55, though older respondents also granted replies – in the category of 66 years old and more, a total of 20 respondents were found.

**FIGURE 12.** Distribution of age groups in research samples by country covered by the research (%)



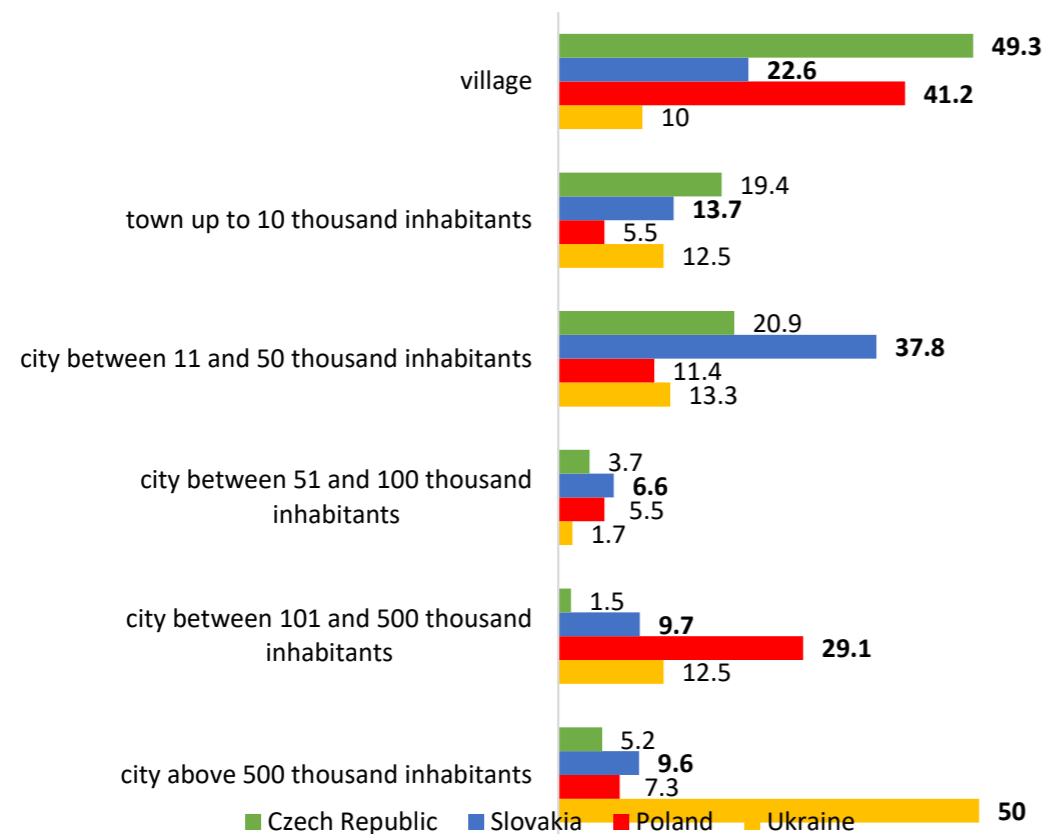
Source: own elaboration based on the collated data.

The above schedule of frequency of the 'age' variable in the total number of measurements enables its recoding for the needs of further analyses to the variable with three collective values: 'Younger' (thus, persons at the age of 18-35, by definition at the stage of completing education, commencing active professional life, stabilization of their family situation), 'middle age' (thus, persons at the age of 36-55 with a stable professional situation, statistically with children at school age) and 'older' (thus, persons at the age of 56-66 and more at a pre-retirement age or after completing the professional activity, whose children become independent).

In all the countries subjected to the study, persons with a third-degree education (or doctoral degree) constituted more than 55% of the respondents. Having considered BA higher education – the respondents in this category constituted almost 71% of all participants in the Czech Republic, 82% in Slovakia, 82% in Poland, and 74% in Ukraine. From the practical point of view, in further analyses, the 'education' variable is recoded to the dichotomous variable, thus, persons with 'third-degree education' and 'other.'

The specificity of individual countries covered by the survey disclosed itself in the case of the 'place of residence' variable.

**FIGURE 13.**  
**Distribution of place of residence in research samples by country covered by the research (%)**



Source: own elaboration based on the collated data.

In the case of Ukraine, tourism is more economically available for the inhabitants of larger cities. This is how the social-demographic profile of the respondents from Ukraine reveals itself: these are young, well-educated women from large urban centres. In the case of the Czech Republic, Slovakia, and Poland these are also well-educated women, but in this case, they are rather middle-aged and reside in smaller towns (in the case of the Czech Republic and Poland – villages). The villages that occur in the results are rather the suburbs – rural, suburban areas to which better-situated economically inhabitants relocate. From the sociological perspective, the difference between a rural and urban lifestyle has diminished, and the level of accessibility of the social-service infrastructure or entertainment infrastructure has become more important while at the same time maintaining the degree of development of the employment background. In light of the fact that inhabitants of each type of settlement have been present among all respondents, it is worth to recode the ‘place of residence’ variable to three types of settlements in the subsequent analyses: ‘small’ (villages and cities up to 10 thousand inhabitants),

‘medium’ (towns and cities between 11 and 100 thousand inhabitants), and ‘large’ (cities above 100 thousand inhabitants).

The distribution of frequency of variable ‘assessment of family material situation’ is almost exactly the same as the Gauss curve distribution – 49.9% of the respondents assessed it as ‘average’ (enabling both larger purchases and unexpected significant expenditure as well as relatively regular saving up). However, the Czechs assessed their material situation slightly better (replies such as ‘very modest’ occurred, and 26.1% of the respondents selected the reply ‘good,’ including one person responding ‘very good’). Similarly, in Slovakia, almost 27% of the Slovakian respondents chose the reply ‘good,’ and there were no ‘very modest’ replies. In the case of the Poles, the last of the above occurred (it was selected four times), whilst the distribution itself, on the other hand, was far flatter, thus both replies such as ‘modest’ and ‘good’ occurred more frequently. In this summary, the Ukrainian respondents presented the worst economic situation, among whom only 10% selected the reply ‘good’ (without any indications of the answer ‘very good’).

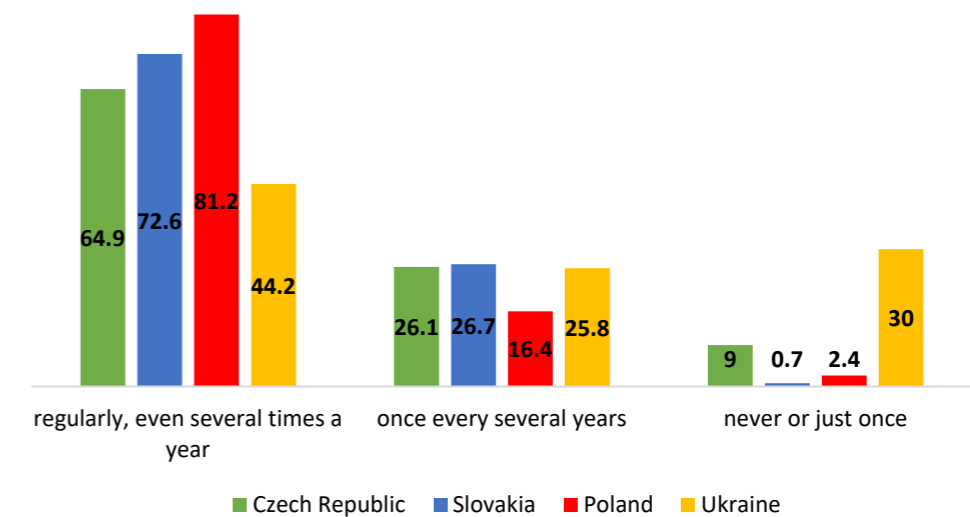
The five-grade scale with a description of practical understanding of individual grade levels enables the respondents to better find themselves in the proposed standardization system (without asking about income or sources of maintenance and the number of dependant persons). In the subsequent analysis – taking into consideration the distribution of the variable in the tested sample – it is worth to recode the ‘assessment of material situation’ variable into three following values: ‘Modest’ (25.8% of respondents), ‘average’ (49.9% of respondents) and ‘good’ (24.3% of respondents).

The last demographic variable, crucial from the perspective of the research topic, was the issue of touristic stay (and potentially the regularity of such stays) in the domestic part of the Carpathians. The Czechs were thus asked about Beskids, Jaworniki and White Carpathians; the Slovaks about Tatra mountains and Low Tatra Mountains, Little and Great

Fatra; the Poles about the Tatra Mountains, Pieniny, Beskids and Pogórze while the Ukrainians about Eastern Bieszczady, Gorgany and Czarnohora. These names are far more recognizable by tourists who do not necessarily need to know that all the above form part of the Carpathians. Hence, even if the question regarding the Carpathians could seem abstract, the question regarding individual mountain ranges known in a given participating country only assisted the respondents in granting truthful answers. All of them thus selected on a scale from ‘I have never been there,’ through ‘I was there once,’ ‘once every several years,’ to ‘once a year’ and ‘several times a year.’

These replies, having been summed up, enabled the division of respondents into those who have never been to the Carpathians in their country or visited them only once and those who visit the Carpathians every now and then and those who regularly visit them for tourist purposes (at least once a year).

**FIGURE 14.**  
**Distribution of visits in the domestic Carpathians in the tested samples by country covered by the research (%)**



Source: own elaboration based on the collated data.

According to the above chart, it is visible that in the course of the analysis, certain differences in the approach and assessment of Carpathian local and regional products between Ukraine and the remaining three countries ought to occur – in Ukraine, as many as 30% of the respondents had at least a little tourist experience with the Ukrainian Carpathians (i.e., Gorgany were not visited by as many as 44.2% of the Ukrainian respondents).

Here, one may compare the ranking of the most frequently visited mountain ranges that form part of the Carpathians as national tourism. Obviously, the results constitute a curiosity solely:

- Gorgany (Ukraine) – 44.2% of Ukrainian respondents have never been there (though the remaining Ukrainian Carpathian ranges are not far more often visited in these terms);

- Maple Mountains (Czech Republic) – 20.1% of Czech respondents have never been there (however, White Carpathians are only slightly more popular);
- Pogórze (Poland) – 18.8% of Polish respondents have never been there (Pieniny are in the second place);
- Great Fatra (Slovakia) – 12.3% of Slovak respondents have never been there (Little Fatra is visited slightly more often).

In light of the above, further analysis would require considering the following features that might justify potential discrepancies between the replies:

- country: Czech Republic, Slovakia, Poland, Ukraine
- gender: female and male,
- age: younger (up to the age of 35), middle-age (up to the age of 55), and older,
- place of residence: small towns (up to 10 thousand inhabitants), medium cities (up to 100 thousand inhabitants) and larger cities (above 10 thousand inhabitants),
- education: third-degree and other,
- assessment of the material situation: modest, average, good

### Interest in local and regional products

In the first order, the respondents were asked to declare whether they are at all interested while travelling as tourists (and if they are, to what degree), in local and regional products (both food and art products, craftwork, small souvenirs, and even mass-production commercial products manufactured in the place of destination). The degree of interest has been

- touristic stay in the Carpathians: never, once every several years, regularly every year or more often.

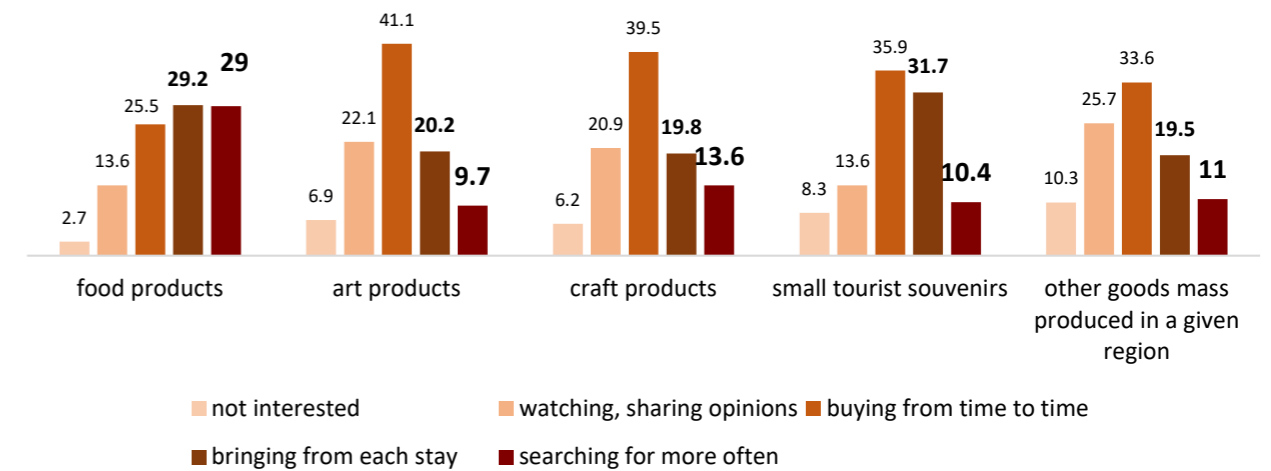
Due to the size of samples and distribution of frequency of individual social-demographic variables, it is possible to carry out the analysis of these varieties (ANOVA and MANOVA). Hence, distributions of frequency of answers to individual questions regarding opinions and subsequently test results (for the trust level of 0.05) will be presented in the further parts of the report whether there are any statistically significant differences in these distributions on account of the above demographic variables.

Individual country research samples are not representative of the total number of adult inhabitants of a given country (even though the samples are large in statistical terms). The idea behind the research is to grasp the perspectives of touristically active consumers towards Carpathian local and regional products. And this is how individual country samples and the overall research sample they form should be perceived. The observational error in the presented results for N = 565 of measurements amounts to +/- 4% (for the level of trust 0.95).

Further analysis is carried out in problem blocks (individual questions), and the Reader's attention is drawn to the country divisions solely in exceptional cases.

specified on the scale of measurement from „I am not interested in it,” through „I like to look around, share my opinion with my family and friends” and „from time to time I buy something like this as a souvenir or present,” to „I try to bring something like this from each stay,” and finally “not just souvenirs but I search for such products more often.”

**FIGURE 15.**  
Level of interest in local and regional products during touristic visits



Source: own elaboration based on the collated data.

The analysis of variants revealed (p value of ANOVA < 0.005) that the level of interest declared by the respondents in individual types of local and regional products differs on account of social-demographic features assumed in the research, however, in various

configurations. In the below tables, the higher the average, the larger interest (the codes were placed in a growing order from lack of interest (1) to search for a given category of goods also outside of tourist visits (5)).

**TABLE 5.**  
Interest in local and regional food products

Factor	Less	More	p value
Country	Slovakia (3.31) Ukraine (3.64) Poland (3.70)	Czech Republic (4.11)	0.000
Age	Up to the age of 35 (3.46)	Above the age of 36 but below 55 (3.78) Above the age of 56 (3.76)	0.011

Source: own elaboration based on the collated data.

Regarding food products, some statistically significant differences occur among the respondents on account of a country and age. Younger respondents (and these dominated in the Ukrainian sample) are less interested in purchasing and bringing with them local and regional souvenirs in the form of food products. However, one must point out that the respondents were asked about bringing such products with them,

whilst a global trend of feeling the tourist travel in the target place and thus, consuming local or regional dishes but in the gastronomy spots or even private houses has been observed among the younger tourists. Older respondents, especially from the Czech Republic, are more willing to buy local intermediate products or dishes with a more extended expiry date to bring them home.

**TABLE 6.**  
**Interest in local and regional artistic products**

Factor	Less	More	p value
Gender	Male (2.88)	Female (3.12)	0.010
Age	Up to the age of 35 (2.70)	Above the age of 36 but below 55 (3.14) Above the age of 56 (3.27)	0.011
Size of place of residence	above 101 thousand inhabitants (2.85) between 11 and 100 thousand inhabitants (3.08)	up to 10 thousand inhabitants (3.14)	0.020

Source: own elaboration based on the collated data.

In the case of artistic goods, the basic factors that differentiate the level of interest during a tourist visit were gender, age, and the size of the place of inhabitants of the respondents. Women, especially

above the age of 55 from smaller towns, strive to purchase these types of local or regional products to a greater degree (at least from time to time).

**TABLE 7.**  
**Interest in local and regional craft goods**

Factor	Less	More	p value
Age	up to the age of 35 (2.65)	above the age of 36 but below 55 (3.29) above the age of 56 (3.44)	0.000
Size of place of residence	above 101 thousand inhabitants (2.98) between 11 and 100 thousand inhabitants (3.03)	up to 10 thousand inhabitants (3.31)	0.003

Source: own elaboration based on the collated data.

The Czech respondents declared interest in craft goods to the most significant degree. The youngest respondents revealed a smaller statistical interest in this type of products than the respondents above the age of 35. Interestingly, also in this case, the respondents from smaller cities (or rather those smallest, thus, villages and towns up to 10 thousand

inhabitants) declared interest in craft local and regional products more often.

When it comes to minor souvenirs, none of the considered social-demographic features differentiated statistically significant declared level of interest in these local and regional products.

**TABLE 8.**  
**Interest in local and regional other mass products**

Factor	Less	More	p value
Age	up to the age of 35 (2.73) above the age of 36 but below 55 (2.99)	above the age of 56 (3.20)	0.004
Education	other (2.75)	with third-degree education (3.01)	0.027

Source: own elaboration based on the collated data.

Finally, mass-produced commercial products from the given location are of interest to the oldest age groups among the respondents, more so in the case of women than men, especially with a third-degree education.

However, the most crucial seems to be that assessment of own material situation has no statistically significant impact on the declared level of interest in local and regional products and goods (regardless of their type). In other words, during touristic travels, both well-off tourists and those less affluent pursue local and regional products that correspond to their interests and needs to an equal degree.

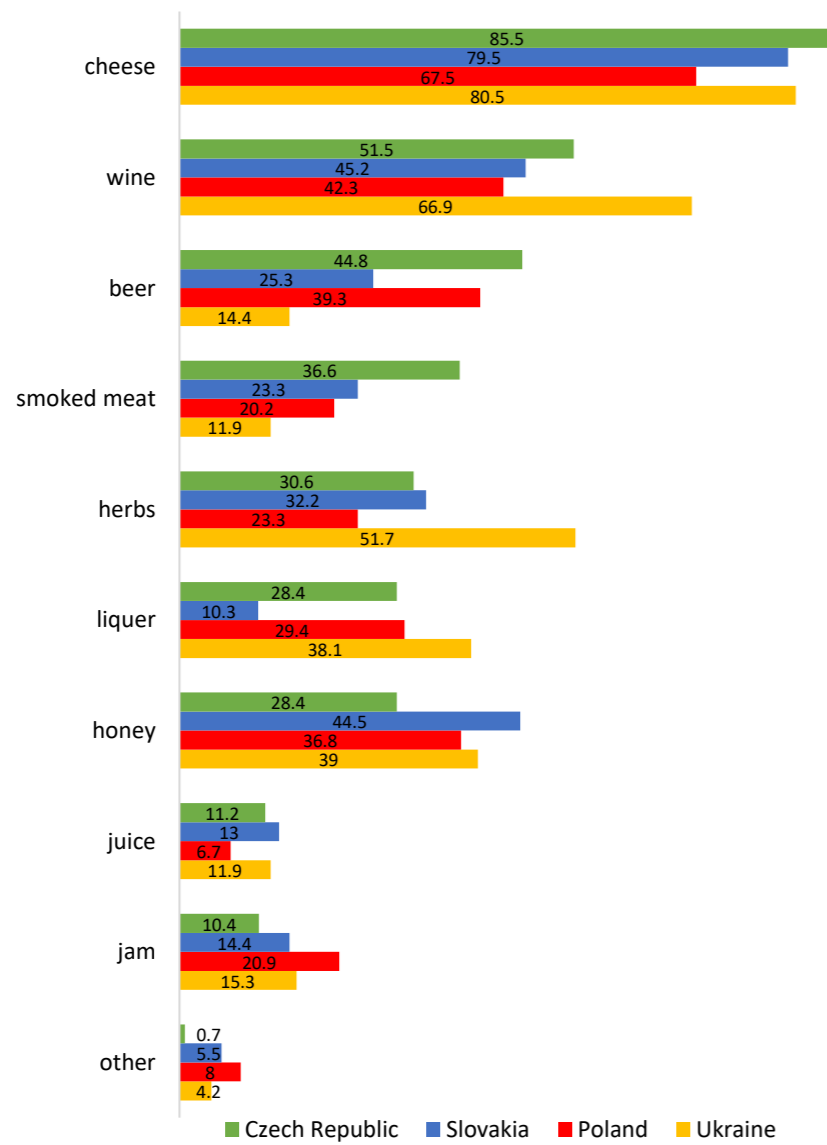
An image of consumption of local and regional products whereby a more significant role is played by non-material or awareness factors may be drawn out of the above outcomes. In this respect, a Czech tourist is distinguished from amongst the other three countries (while a Ukrainian tourist is statistically least interested in local and regional products). The following factors are essential: gender (women dominated the research group, but they also purchase more often and more willingly – or so they declare – the local and regional goods), age (older respondents are more willing to bring these products with them from their travels which is quite evident in case of non-food products) and place of residence (according to the declarations made, consumers of local and regional products are much more frequently inhabitants of smaller cities than those from larger cities).

In the subsequent step, the respondents were asked about food and non-food products they liked to purchase most during their tourist travels. These questions were multiple-choice, and the variables were at the nominal level, thus, it is solely possible to compare the percentage results (the results do not sum up to 100% because the respondents could indicate more than one answer). Nevertheless, bearing in mind the basic arrangements regarding the level of interest in individual categories of local and regional products, one may treat these data as supplementation or specification of an image of consumption of local and regional products by tourists.

Of course, the chart presents specific differences between individual countries – it was impossible to verify whether they result solely from the final shape of a given national sample or if their character is statistically significant (a nominal variable prevents it). Anyhow, considering the fact that the Ukrainian respondents were significantly younger than the Czech or Slovak respondents while, at the same time, all four samples are more or less equally numerous and have a similar gender distribution (prevalence of women), assessment of the material situation or education, certain tendencies seem to be universal.

'Cheeses' and 'wine' are in the first place, while the second place is occupied by 'sausages,' 'herbs' and 'beers,' 'liqueurs' and 'honey.' 'Juices' and 'jams' are on the third spot.

**FIGURE 16.**  
Local and regional food products most eagerly bought during trips (as declared)

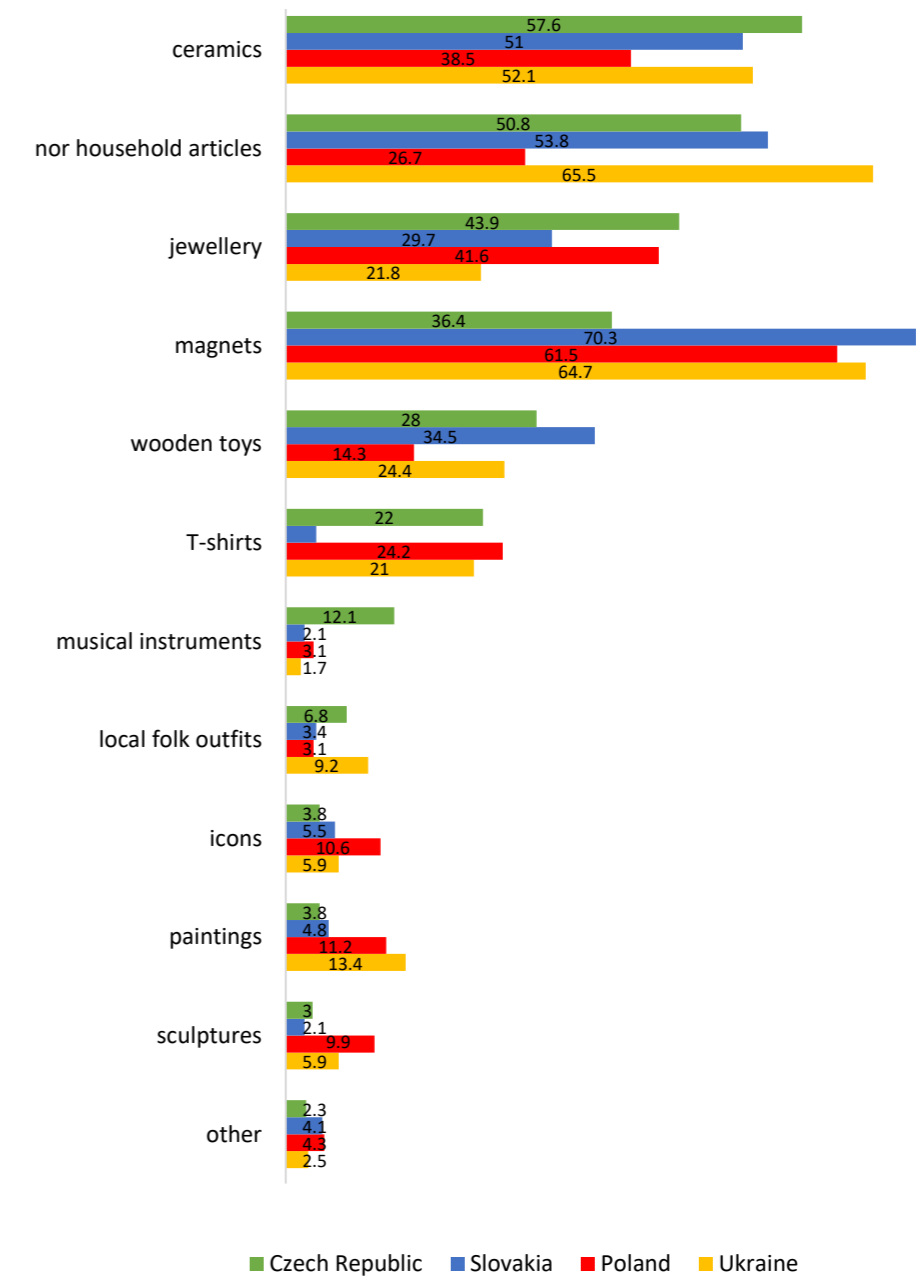


Source: own elaboration based on the collated data.

In the category 'other,' the following were additionally indicated: 'Sweets' (15 times), 'mushrooms' (2 times), but also 'olive oil', 'coffee' or 'spices' - 1 time each.

The level of diversification of indications for non-food products is even more significant, but also in this case, it is possible to place this category of local and regional products in order according to the frequency of indications.

**FIGURE 17.**  
Local and regional food products most eagerly bought during trips (as declared)



Source: own elaboration based on the collated data.

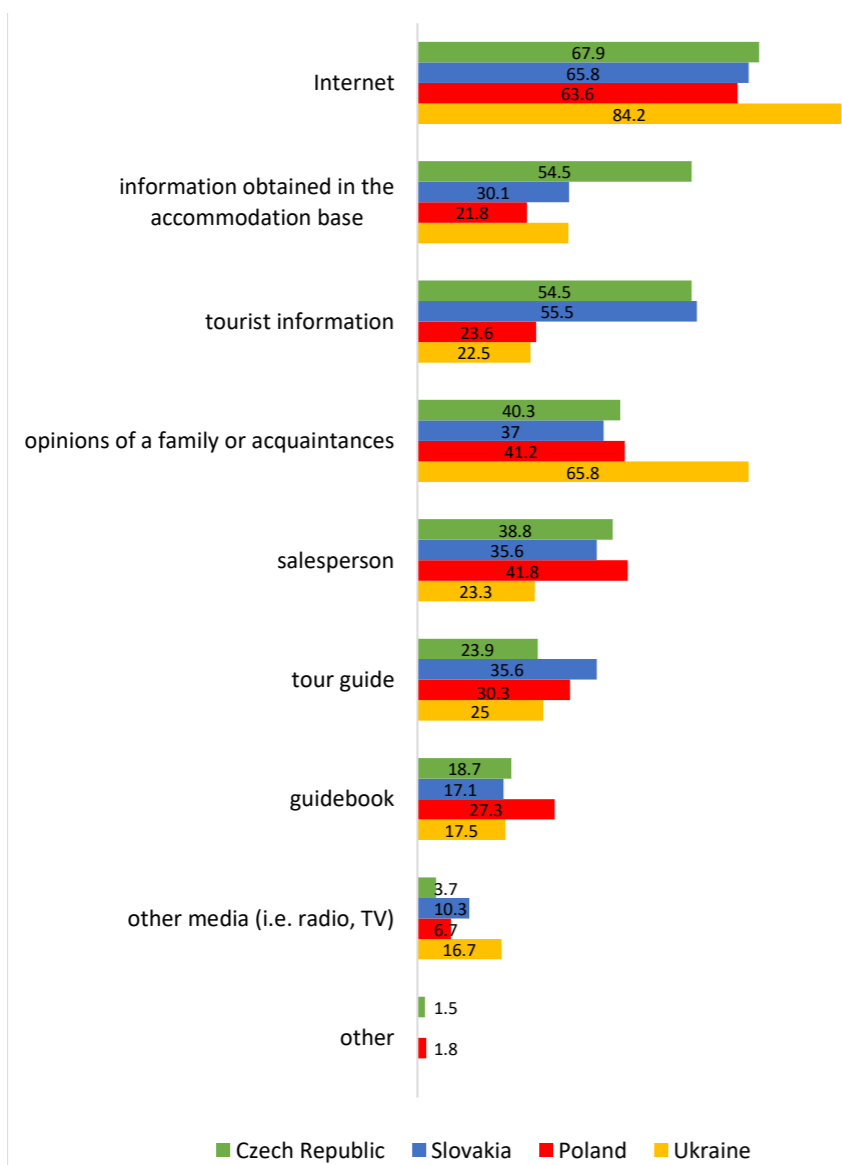
The following were the most frequently indicated: 'Ceramic products' and 'small household goods' (less frequently by Polish respondents), 'jewellery' (less frequently by Ukrainian respondents), as well as 'magnets' (especially preferred by Slovaks and least frequently chosen by the Czechs), The category of products of the second choice were, on the other hand, 'wooden toys' (least frequently selected by Poles), 'T-shirts' (not interesting for the Slovaks). 'Wooden instruments,' 'icons,' 'pictures' or 'sculptures' are local and regional products indicated least frequently, however, the latter ones are relatively often

indicated by Polish respondents.

In the category 'other,' the following were indicated: 'Postcards' (5 times), 'decorations' and 'Christmas tree balls' as well as 'cosmetics', 'sport club outfits', 'shells', 'bags', 'dolls' or 'angels' (single indications).

Also, the question regarding sources of information regarding local and regional products was multi-choice, thus, the answers do not sum up to 100%, and the variables are nominal. Hence, it is possible to compare the frequency of indications solely.

**FIGURE 18.**  
Sources of local and regional products according to frequency of indications



Source: own elaboration based on the collated data.

Regardless of the average age in a given national sample, the most frequently indicated source of information regarding this type of product was the Internet in all four countries. This observation is not surprising if we consider individual consumption and trade trends. All in all, considering the younger age of Ukrainian respondents, it should be assumed that this tendency will only deepen, and the role of the Internet will successively increase in the coming years.

The following items were in the second place: 'Information obtained in the accommodation base,' 'tourist information' and 'family and friends opinions.' However, one must underline that in various countries, these sources were indicated with diverse frequency.

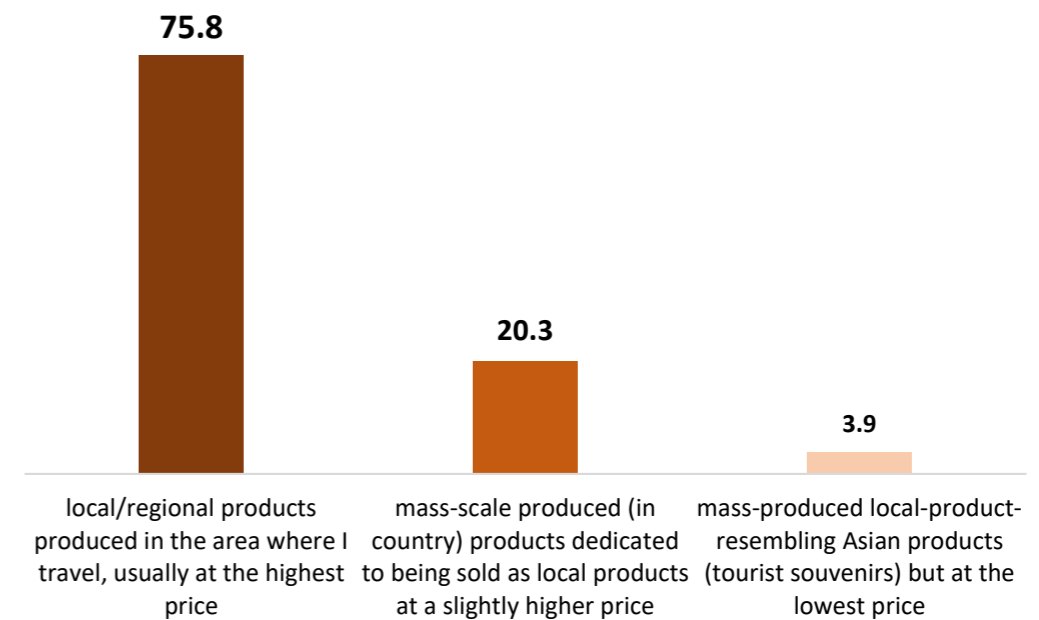
According to the frequency of indications, the following were in the third place (according to the frequency of indications): local 'sellers,' 'guides' and other than internet 'mass media.' Interestingly, 'local inhabitants' and 'books and articles about the destination' were indicated only once in the category 'other. Bearing in mind the fact that previously formulated concern that research samples are not representative for adult populations of countries covered by the research, one must, however, point out that it is somehow surprising and intriguing that the information about local and regional products originates in the majority of cases from the third party sources (external in terms of a given local community).

## Defining local and regional products

In the introduction of this part of the analysis, one should note that the vast majority of respondents declared that while shopping for local or regional products, they pay attention to the information regarding the place of origin (production) – from 83% of respondents in Ukraine to 95% in the Czech Republic. Only the youngest age group, residing in the

largest cities, considered production place as having no significance (thus, perhaps also a lower percentage of declarations in the youngest Ukrainian sample) – the variance analysis showed that for these factors, the differences in declarations are of statistically significant character (ANOVA p value < 0.05).

**FIGURE 19.**  
The most eagerly purchased touristic souvenirs according to the place of production (%)



Source: own elaboration based on the collated data.

This translates into usually the most eagerly purchased souvenirs during touristic stays – only 5% of the respondents admitted to buying mass-produced souvenirs of Asian origin while at the same time being conscious of the fact that they are the cheapest as well. 1/5 of the respondents (General Carpathian sample) most frequently purchased mass products but produced domestically (at least as per declarations) with a slightly higher price. As many as 3/4 of them indicated that they accept a higher price of local or regional products, but the place of production and origin for these souvenirs was of the greatest importance to them.

The respondents were subsequently asked to indicate the features that determined their perception of a product as local or regional in their opinion. Eleven such features were proposed: „it is produced locally by a local community”, “it is produced according to old, traditional formulas, recipes, production

methods”, “it is manufactured out of local raw materials”, “its name draws reference to the local dialect”, “its name draws reference to the production location”, “the product has an adequate, official local or regional product certificate”, “the product is available solely in the location of production”, “the product generally draws reference to the given location (climate, language, tradition, or history)”, “it is produced in a non-mass manner (on a small scale)”, “it is produced in an environmentally friendly manner”, as well as “its production and sale contribute substantially to the improvement of the economic situation of the local community”. All these features stem directly from scientific and legal definitions of local products that were analysed in the first part of this report.

An attempt to grasp the key factor which persuades the consumers that a given product is local or regional was the foundation of this question. From both a

scientific and legal perspective, formal definitions are uniquely interesting as they systematize and structure the description of reality, enabling the management of this complex matter. But ultimately, it is the consumers who decide about their individual choices about what will find its place on the market and what will not. From the practical point of view, the clash between consumers' understanding with the formal-legal approach enables identification of these areas of communication where the content and methods of transfer of information about values and benefits of local and regional products must be improved (this does not concern questioning the definitions or indicating lack of knowledge of the respondents but rather enhancing communication for the producers of these products to gain a larger number of clients).

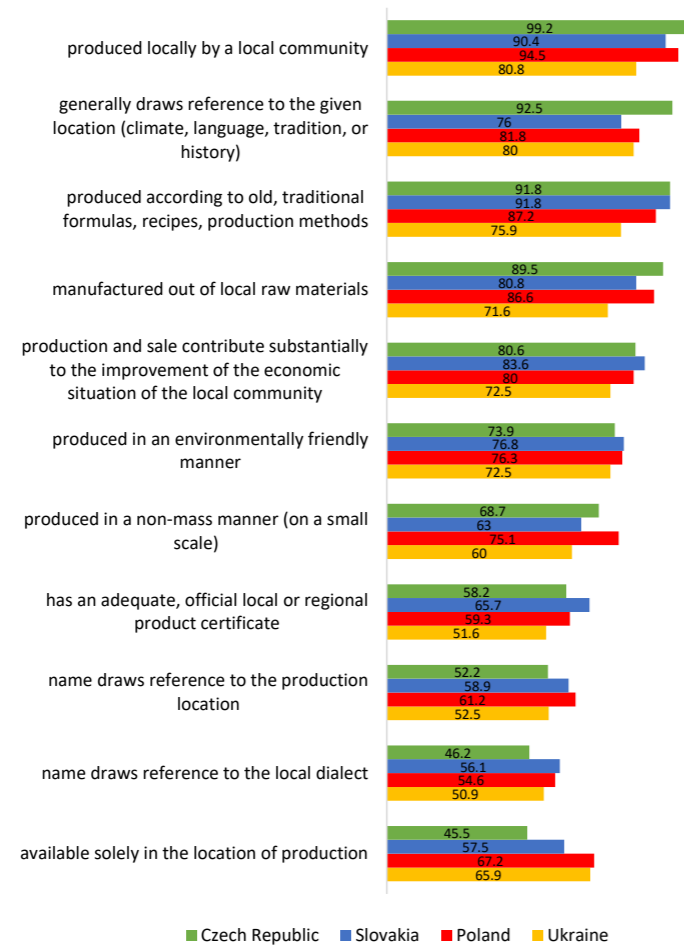
The below chart only presents a summary of answers in categories 'definitely important' and 'important' (the original question was stated on a five-degree scale from 'definitely not important,' through 'definitely important' with 'hard to say' in the middle).

The differences depending on the country covered by the research were yet again visible. However, four features were clearly in a leading position, determining the perception of a given product as a local or regional one:

- „produced locally by a local community,”
- “produced according to old, traditional formulas, recipes, production methods,”
- “manufactured out of local raw materials,”
- “generally draws reference to the given location (climate, language, tradition, or history).”

In some ways, the second pot of features was opened by the significance of such products for the local economy – thus, „production and sale contribute substantially to the improvement of the economic situation of the local community,” right before “produced in an environmentally friendly manner” and rather a non-mass production scale.

**FIGURE 20.** Ranking of importance of the components forming a definition of local or regional products (%)



Source: own elaboration based on the collated data.

While such features as local name or even a name drawing reference to the local dialect, formal certificates confirming locality or regionality, which interacts with conclusions drawn from the conducted focus interviews, are important though not crucial. This certificate may be an effective tool supporting promotions, but it cannot constitute a goal in itself as consumers do not appreciate it this strongly (or even notice it).

A somewhat separate issue is, on the other hand, the fact of whether a given product is available solely in the location related to it (place of production) or not. Here, the Czechs and Slovaks for whom this issue is not that significant are on the one side of the barricade, while Poles and Ukrainians who appreciate the fact that a given local product is available

exclusively in the location of its origin are on the other side of it.

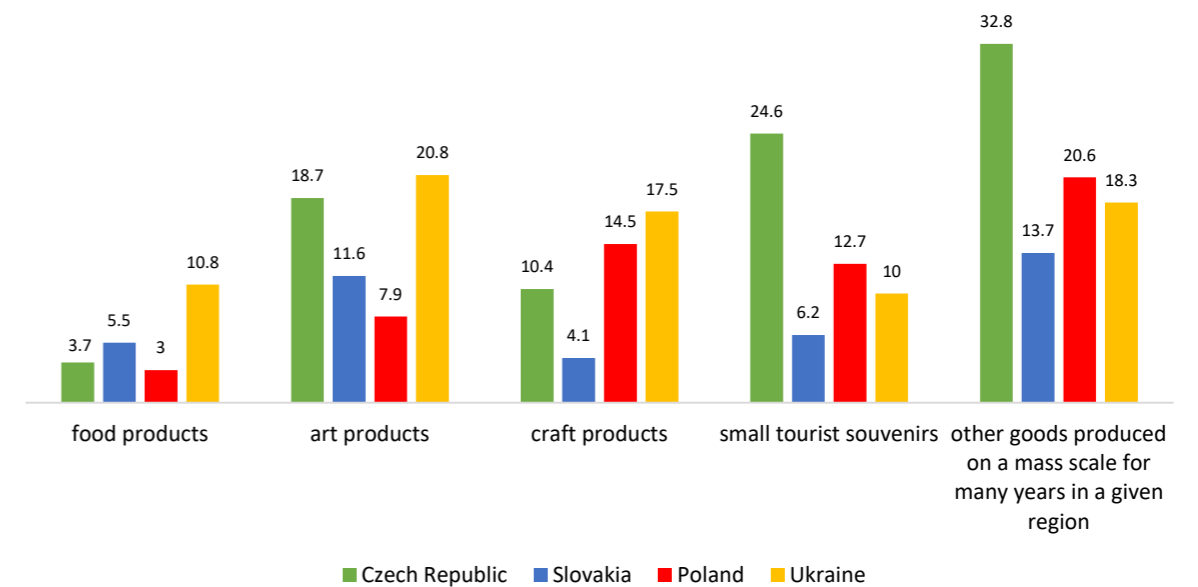
However, one should note that the vision of a local or regional product presented by the respondents corresponds to the official definitions in place in all countries covered by the research. Answers such as 'definitely not important' appeared rarely and ultimately translated into slight differences in distribution. The respondents appreciated each of these components, however, they appreciate individual elements to a varying degree. It is thus worth considering the above ranking while formulating marketing slogans for specific local or regional products, underlining what a potential recipient appreciates most for these products to be noticed and appreciated more.

## Identification of Carpathian local and regional products

In the third and last part of the questionnaire, the respondents were asked to indicate whether individual types of local and regional products resemble the Carpathians. Of course, the question additionally contained generally recognizable names of domestic

mountain ranges that form the Carpathians within the borders of each country. The respondents were thus not left with the abstract term 'Carpathians' but instead referred directly to the tourist destinations they were familiar with.

**FIGURE 21.** The percentage of respondents who associate a given category of local and regional products with the Carpathians



Source: own elaboration based on the collated data.

The above reservation regarding the indicated mountain ranges, generally known by tourists, is important in the context of data illustrated on the

above graph – it turns out that while food products are associated with the Carpathian terrains (only 3-10% of the respondents depending on the country

have never heard about these products), clearly the Czech respondents have an issue with associating other categories of products with the Carpathians (especially mass products produced commercially).

Considering the fact that this variable is possible to be recoded into a dichotomous variable with values 'knows' (containing such replies as „yes, I know that there are such products, but I don't know their names”, and „yes, I can list the names of such products”), and 'don't know' (thus „no, I have never heard of these products”), an analysis of correlations between this variable and the indicated social-demographic variables was conducted.

In this case (general Carpathian sample), the non-

parametric chi-square test was applied to estimate the results of the sample on the population, which served the purpose of verifying whether there are conditions in place to reject the zero hypothesis whereby there is no statistically significant dependence between knowledge and association of a given category of local and regional products with the Carpathians and individual social-demographic features. For p value of the test below the value 0.05 it was considered that one should assume an alternative hypothesis about the existence of statistically significant correlation according to the pattern visible in the contingency table (because the variable verified post recoding is nominal, coefficient Phi and Cramer's V were used to measure the correlation).

**TABLE 9.** Summary of statistically significant correlations between knowledge about Carpathian local and regional food products and the tested social-demographic features

	has never heard of	knows, there are such (can even name some)	chi-square p value
Age	9% of “up to 35 years of age”	96.2% of “age between 36 and 55 years of age” 95.7% of “over 56 years of age”	0.036
Education	9.5% of “others”	95.7% of “higher education”	0.025
Tourist stay in the Carpathians	18.6% of “never or only once” 5.3% of “once every several years”	97% of “regularly, even several times a year”	0.000

Source: own elaboration based on the collated data.

**TABLE 10.** Summary of statistically significant correlations between knowledge about Carpathian local and regional artistic products and the tested social-demographic features

	has never heard of	knows, there are such (can even name some)	chi-square p value
Age	20.1% of “up to 35 years of age”	88.1% of “age between 36 and 55 years of age” 88.3% of “over 56 years of age”	0.039
Education	22.2% of “others”	88.2% of “higher education”	0.003
Tourist stay in the Carpathians	31.4% of “never or only once” 17.4% of “once every several years”	90.4% of “regularly, even several times a year”	0.000

Source: own elaboration based on the collated data.

**TABLE 11.** Summary of statistically significant correlations between knowledge about Carpathian local and regional craft products and the tested social-demographic features

	has never heard of	knows, there are such (can even name some)	chi-square p value
Age	21.4% of “up to 35 years of age”	91.7% of “age between 36 and 55 years of age” 94.7% of “over 56 years of age”	0.000
Tourist stay in the Carpathians	30% of “never or only once” 13.6% of “once every several years”	92.8% of “regularly, even several times a year”	0.000

Source: own elaboration based on the collated data.

**TABLE 12.** Summary of statistically significant correlations between knowledge about Carpathian local and regional small tourist souvenirs and the tested social-demographic features

	has never heard of	knows, there are such (can even name some)	chi-square p value
Education	19% of “others”	88.4% of “higher education”	0.025
Tourist stay in the Carpathians	25.7% of “never or only once” 16.7% of “once every several years”	90.4% of “regularly, even several times a year”	0.001

Source: own elaboration based on the collated data.

**TABLE 13.** Summary of statistically significant correlations between knowledge about Carpathian local and regional other goods produced on a mass scale for many years and the tested social-demographic features

	has never heard of	knows, there are such (can even name some)	chi-square p value
Education	27.8% of “others”	80.6% of “higher education”	0.030
Tourist stay in the Carpathians	28.6% of “never or only once” 28.8% of “once every several years”	82.9% of “regularly, even several times a year”	0.005

Source: own elaboration based on the collated data.

The key factor that impacts the level of knowledge about Carpathian local and regional products which seems evident in light of the former analyses of blocks preceding the issue of Carpathian products,

is the fact of regular visits to the areas that form part of the Carpathians in a given country. If the basic source of information for the consumers is the internet as well as (in the second place) maintenance

of accommodation base and local tourist information centre, then they are unable to come across the promotion of Carpathian local and regional products other than when being in the location itself. The key reason for this is the fact that Carpathian producers do not actually promote their products on the internet (analysis of the most developed visual-promotional campaigns which are the most active in this regard producers may be found in the subsequent part of this report).

Additional correlating factors are 'age' and 'education.' Whilst assessment of material situation or place of residence and gender are not the least statistically significant. In practice, it means that

within communication regarding Carpathian local and regional products, one must consider solely the possibly broadest reaching the potential recipients. This obstacle continues to be the most basic one.

All other attributes of local and regional products are met, but they are still largely unknown products even for their own domestic tourists (apart from food products). Only a stay in the location and the possibility to familiarize oneself with the local offer translate into the degree of orientation in the available local products. In other words, an engine that fuels up the local sale of the local production is tourism. This connection (or rather dependency) is particularly transparent from the perspective of consumers-tourists.

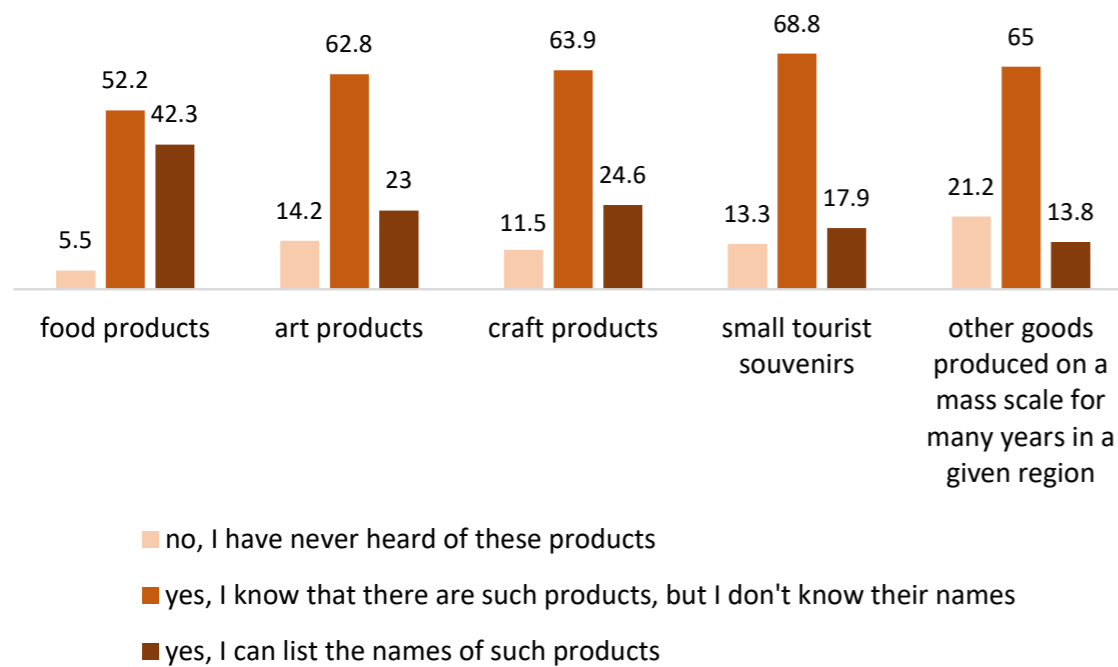
than the price of related products produced globally" or „should be the same as the price of comparable products produced globally”, as well as “may” (as an expression of approval for the financially unbeneficial situation for them): „may be slightly higher than the price of related products produced globally” i „may be significantly higher than the price of comparable products produced globally”.

A somewhat dissatisfaction and expectation of price discount was expressed by less than 10% of respondents out of 565 respondents who participated in the research. The opinion that the prices of such products should be identical to those of similar products globally – 1/5 respondents (21.9%). Whilst, more than half of them accepted the fact that local and regional Carpathian products may be slightly more expensive than their 'equivalents' (or rather „substitutes”) produced in, i.e., Asia (55.2%). Furthermore – 13.1% of them indicated the answer according to which these may be significantly more expensive (thus, more than all these who expected a decrease in prices of such products).

Solely in the case of this variable, the assessment of the material situation is of importance – actually, those respondents who at the same time assessed their material situation as worse (chi-square p value 0.000) more often opted in favour of decreasing the prices of local and regional Carpathian products. 55.5% of the respondents who assessed their material situation the worst expected these products to be cheaper than their equivalents produced globally. At the same time, 45.5% of them (the remaining ones) indicated that they „may be slightly higher than the price of related products produced globally.”

In other words, there is approval towards Carpathian local and regional products to be more expensive than their equivalents produced globally on a mass scale among the participating tourists from four countries (Czech Republic, Slovakia, Poland, and Ukraine). However, these products must meet the conditions of local and regional products for this price difference (to the detriment of the consumer) to be justified and accepted.

**FIGURE 22.**  
**Carpathian local and regional products according to the declared degree of recognition (%)**



Source: own elaboration based on the collated data.

In the answers to an open question – directed at those respondents who selected answer „yes, I can list the names of such products” – with a request to indicate the names of local and regional Carpathian products they know, certain key names of cheeses were noted (sheep's cheese, bryndza, oscypki, goat's cheese, bundz, etc.) and Carpathian dishes as well as general terms describing local craft products (krywulka, pizczałki, lace, icons, ciupaga, Angels of Bieszczady, etc.). Few respondents indicated specific brands, even though one should note that some were quite precise in naming several or even several dozen brands

(restaurants, museums, or even specific craftsmen).

The final question that closed the relevant questionnaire and the block of questions regarding the identification of Carpathian local and regional products concerned the preferred prices of this type of product. The respondents could select on a five-degree scale between the terms 'ought to' (thus, in the assumption articulating the judging expectation as to the factual level of prices): „should be significantly lower than the price of comparable products produced globally”, and „should be slightly lower

7

## ANALYSIS OF PROMOTIONAL ACTIVITIES

Five entities were selected to provide examples of outstandingly good practice among the local Carpathian producers. In this scope, the task of research teams was to take a closer look at the most recognisable enterprises operating on a larger scale, which can still be classified as “local” or “regional”.

The purpose of this process is to capture the communication solutions, as well as references to the local and regional character used by the strongest entities. Any deficiencies, shortcomings, or weaknesses noted in this scope among the most prosperous - which are often the biggest - entities are only multiplied in the case of the whole category of smaller entities, not to mention small, family, or one-person local and regional producers.

Obviously, the very term “promotional campaign” is a far-reaching simplification because, in many cases, there is no well-thought-out communication strategy with adequate financial resources and monitoring of the results. Such scale of activity and capabilities is not applicable in many cases. Nevertheless, this term may include all communication activities, which the local and regional producers actively undertake.

Furthermore, there is a considerable diversification in this scope, which results not only from the size of a given enterprise and its financial capabilities but also from legal and cultural differences arising from the fact that the analysed local and regional Carpathian products originate from four different countries.

**TABLE 14.**  
**Local and regional producers chosen for the analysis of communication activities**

Country	Producer	Product	Certification/Awards
Czech Republic	Medové likéry, David Czyž	St. Ambrosius honey liqueurs, warzónka, original syrup with propolis	GÓROLSKO SWOBODA regional product
	Hrčavský grunt, Petr Staňo	cheeses from Herczawski farm in Trójstyk, syrups and jams from Trójstyk	GÓROLSKO SWOBODA regional product
	Cyrlilovo pekařství, s.r.o.	Wallachian pancakes	BESKYDY originální produkt
	PALÍRNA U VĚTRNÉHO MLÝNA	fruit tinctures	
	MACHALA – LAŽA s.r.o.	wooden products (toothpicks, skewers)	
Slovakia	Ostrožovič spol. s r.o.	wine	Gold medals at the international reviews
	Včelia farma MEDAR	Bardejov honey	Gold medals at the international

			reviews
	MINERÁLNE VODY a.s.; Závod Salvator Lipovce	Lipovce mineral water “Salvator”	IFS certificate
	GAS Familia, s.r.o.	"Spisska Borovicka" vodka	Regional products protected by EU law
	Štefan Tkáč GURMÁN	Liptov offal	Liptov certificate of locality
Poland	Ekologiczne Gospodarstwo Pszczelarskie na Podkarpaciu EKO BAŁON	Subcarpathian honey	Winner of "The best regional and local product" competition (2011)
	P.P.U.H. Tłocznia Maurer	Łącko slivovitz	Honourable mention in the "Our Culinary Heritage - Taste of the Regions" competition, List of Traditional Products
	Centrum Produktu Regionalnego, Piotr Kohut	Oscypek cheese	Protected Designation of Origin, List of Traditional Products
	Skór-Pol	sheep skins	
	Centrum koronki koniakowskiej, Lucyna Ligocka-Kohut	Koniaków laces	National list of intangible cultural heritage
Ukraine	Кераміка сім'ї Троць, Марія Тереза	Hutsul ceramics	"Colourful Ukraine" award
	Селиська сироварня, Інна Пригара	Carpathian cheeses	Leader of the Year - 2005
	Stovpiuk Family Brand	herbs, herbal teas, honey candy	Environmental standard allowing for the promotion of areas where medicinal raw materials are collected and cultivated by individual farmers, which provides these products with added value
	Винний підвал сім'ї Шош	wine	Honorary Citizen of Berehove Oblast (for entrepreneurial activity)
	Дрогобицька солеварня	Drohobych salt	National food certificates

Source: own work based on collected data.

Recognition and significance of the producer in the local and regional economic system turned out to be of crucial importance in the scope of selection. In the end, the list included smaller family businesses and quite large companies. Most of them are proud of various awards and

certificates, which are presented on their websites and confirm the role of these entities in the local and regional communities and the quality of offered products. Moreover, it is essential for the drawn conclusions that they include producers of both food and non-food products.

**FIGURE 23.**  
List of awards and distinctions of one honey producer – as an example of communication ‘about us’ with their website



Source: <http://www.miody-ekobalon.pl/> (30.12.2021 r.)

However, the most important thing is that the analysis is carried out from the viewpoint of an average consumer, i.e., no attempts were made to directly contact the representatives of the entities subject to this research. The experts from the research team could only review the generally available information. This constitutes a key assumption because the adopted perspective captures what ultimately reaches the potential consumer and not the intentions and conscious communication objectives of chosen local

and regional producers. As a result, it should be noted that the presented results are not a description of reality as such, but the perspective from which potential customers perceive the local and regional producers.

Within the proposed approach, as well as for the convenience of analysis implementation and better interpretation of the conclusions, these entities are called “leaders”.

### Characteristics of the distribution and promotion channels

Within the group of entities covered by this research, almost all have their sales points. Moreover, they also commonly use distribution in retail stores and partially deliver their products to the wholesale agents. Only the Czech producers, whose communication activities

were covered by the analysis, less frequently inform about their participation in the trade fairs, open days, and other events. In reality, only one Ukrainian producer cooperates with a wholesale agent, thus supplying at least several retail chains.

**FIGURE 24.**  
Participation in fairs as one of the distribution and promotion forms



Source: <https://www.instagram.com/p/BEZV8zKEubN/> (30.12.2021).

Therefore, the analysed companies differ in this scope from an average local or regional producer, which the experts characterised in the course of focus group interviews. It is clear that they are the leaders among most local and regional producers.

A slightly lower activity can be observed in the area of online sales – the Slovak and Ukrainian

leaders actively run their social media, while the Czech or Polish producers do it to a lesser extent. Some of the leaders have their online stores and they provide their customers with the possibility to purchase their products over the Internet. Furthermore, this form of sale is more willingly used than the presence on sales platforms.

**TABLE 15.**  
Distribution channels used by the leaders divided into traditional and online channels by country

Country	Traditional	Online
Czech Republic	2 – events 4 – own point(s) of sale 3 – other retail networks 2 – wholesale agents	2 – social media 4 – own website 0 – sales platform (marketplace) 2 – own online store
Slovakia	5 – events 5 – own point(s) of sale 5 – other retail networks 4 – wholesale agents	5 – social media 5 – own website 0 – sales platform (marketplace) 3 – own online store
Poland	4 – events 4 – own point(s) of sale 4 – other retail networks 3 – wholesale agents	0 – social media 4 – own website 3 – sales platform (marketplace) 3 – own online store
Ukraine	4 – events 5 – own point(s) of sale 3 – other retail networks 1 – wholesale agents	0 – social media 4 – own website 3 – sales platform (marketplace) 2 – own online store

Source: own work based on collected data.

Furthermore, it must be emphasised that the analysed local and regional producers do not avoid the Internet. It can even be observed that it is the preferred form of implementation of the promotional activities - own websites and own social media channels. Moreover,

the analysed producers are almost equally eager to promote themselves on the websites of supporting institutions. However, less often, they decide to purchase paid advertisements on the internet portals or general social media channels.

**TABLE 16.**  
**Promotional channels used by the leaders, divided into traditional and online channels by country**

Country	Traditional	Online
Czech Republic	3 – events 5 – printed materials 0 – outdoor 0 – advertisement in press 0 – radio advertisement 0 – TV advertisement 2 – promotional materials of supporting institutions	2 – advertisement on Internet portals 2 – mentions on websites of supporting institutions 2 – advertisement in social media 5 – own website/blog 4 – own social media 0 – newsletter
Slovakia	5 – events 5 – printed materials 3 – outdoor 4 – advertisement in press 2 – radio advertisement 2 – TV advertisement 5 – promotional materials of supporting institutions	2 – advertisement on Internet portals 5 – mentions on websites of supporting institutions 2 – advertisement in social media 5 – own website/blog 5 – own social media 0 – newsletter
Poland	4 – events 3 – printed materials 3 – outdoor 0 – advertisement in press 0 – radio advertisement 0 – TV advertisement 3 – promotional materials of supporting institutions	3 – advertisement on Internet portals 3 – mentions on websites of supporting institutions 4 – advertisement in social media 5 – own website/blog 4 – own social media 2 – newsletter
Ukraine	3 – events 3 – printed materials 1 – outdoor 2 – advertisement in press 1 – radio advertisement 2 – TV advertisement 2 – promotional materials of supporting institutions	3 – advertisement on Internet portals 5 – mentions on websites of supporting institutions 4 – advertisement in social media 2 – own website/blog 2 – own social media 0 – newsletter

Source: own work on the basis of collected data.

Therefore, compared to traditional media, the Internet is a more attractive channel used to reach customers. Also, it is much cheaper and offers modern forms of communication. In turn, traditional forms mainly used include: trade fairs, open days and other events, printed materials in leaflets, collective albums, and folders prepared by the supporting institutions. Advertisement in the press or TV advertisement is too

expensive, however, some of the leaders were able to appear in the TV shows devoted to local or regional products. In the latter case, it is difficult to talk about the causative factor on the part of entrepreneurs, and such event is usually characterised by a one-off and incidental nature (however, it should be noted that such event is eagerly posted later on the website of such producer)

**FIGURE 25.**  
**Joint initiatives with the supporting institutions – example of an event promoting cheese-making traditions on the Wallachian Culture Trail**



Source: <https://www.facebook.com/503880183054816/photos/pb.100041757912852.-2207520000./1256191957823631/?type=3> (30.12.2021).

Of course, the results mentioned above are unrepresentative, considering, for example, the fact that only five leaders from each country were chosen. This description is supposed to demonstrate that the selected entities exhibit above-average activity in the

scope of promotion and distribution of their products. In other words, it can be assumed that the method they use to describe their products is the best, compared to smaller as well as less active local and regional producers.

## Quantitative description of the content of communication regarding local and regional products

Two basic features result from the analysis of the definition of a local product: locality and traditionalism. In the scope of contents of the promotional materials about local and regional products prepared for this research, these two features were assigned specific elements that appear in the individual definitions.

Therefore, the area of “tradition” includes: “formula” (i.e., referring to the traditional recipes for making a given product), “traditional name” (i.e., emphasising

that name of the product is a traditional or historical name), “reference to customs” (if a local producer directly refers in the product description to the customs, with which a given product was traditionally associated), “reference to history” (when the historical nature of a given product is emphasised in the communication). Of course, also the “other” category was assumed for the situation, in which the analysis would potentially reveal other apparent elements of “tradition”, which are beyond the definitions of a local product.

**FIGURE 26.** Reference to the tradition and handmade product (website of sheep leather manufacturer)



Source: <https://skor-pol.com/> (30.12.2021 r.).

In turn, the second crucial category, i.e., “locality” includes: “local production” (if the producer emphasises in the scope of production communication that a given product is produced locally, by the local community), “local name” (as opposed to “traditional name”, the name in this case directly refers to a specific town or region), “raw materials” (i.e., in the case, when the producer emphasises in the communication that the product is made of local raw materials or local semi-finished products), “non-mass production” (when the product communication also includes the fact that a given product is not produced on an industrial scale), “production safe for the local environment” (i.e., when the producer emphasises that the production is safe for the local environment

while expressing concern for the well-being of local natural environment and community). Similarly to “tradition”, in this case, there is also a category assumed for the possibility of revealing the aspects of “locality” not covered by the definitions of a local product – i.e., “other” category.

The division mentioned above is purely analytical because it is probable that both aspects of a local product may be combined – e.g., a name combining traditional nomenclature with a specific place on the map. It was essential in this research to verify what the local producers ultimately put emphasis on, i.e., whether and possibly which of the main features of a local product is dominant. Furthermore, it should be noted again that this research is not representative,

and the presented results refer only to the companies covered by the research. Nevertheless, these are the leaders (as demonstrated earlier) among Carpathian

local and regional producers, which exhibit particular activity in the scope of distribution and promotion of their products.

**TABLE 17.** References to “tradition” and “locality” occurring in the communication regarding local and regional products

Country	Tradition	Locality
Czech Republic	1 – formula 2 – traditional name 5 – reference to customs 5 – reference to history 0 – other	3 – local production 3 – local name 4 – raw materials 3 – non-mass production 3 – production safe for the local environment 0 – other
Slovakia	5 – formula 5 – traditional name 5 – reference to customs 5 – reference to history 0 – other	5 – local production 5 – local name 5 – raw materials 3 – non-mass production 3 – production safe for the local environment 0 – other
Poland	4 – formula 2 – traditional name 5 – reference to customs 5 – reference to history 0 – other	4 – local production 1 – local name 3 – raw materials 1 – non-mass production 3 – production safe for the local environment 0 – other
Ukraine	3 – formula 4 – traditional name 4 – reference to customs	4 – local production 3 – local name 3 – raw materials
	4 – reference to history 0 – other	2 – non-mass production 2 – production safe for the local environment 0 – other

Source: own work on the basis of collected data.

The list mentioned above demonstrates that both aspects of a local product are used almost equally by 20 local and regional producers covered by this research. It should be noted that Polish and Ukrainian entities use the aspects of tradition slightly more often than Czech and Slovak entities, which in turn are more eager to emphasise the locality (along with Ukrainian entities). Nevertheless, these differences cannot be statistically verified due to the qualitative characteristics of the collected data.

In the case of a need to develop a popularity ranking of individual aspects, according to how many of the analysed local and regional producers refer to them, it would look like this:

- „reference to customs” and „reference to history” (tradition: 17 out of 20)
- “local production” and “raw materials” (locality: 15 out of 20)
- “traditional name” (tradition: 14 out of 20)
- “formula” (tradition: 13 out of 20)
- “local name” (locality: 12 out of 20)
- “production safe for the local environment” (locality: 10 out of 20)
- “non-mass production” (locality: 9 out of 20)

Therefore, the aspects associated with social responsibility were identified less frequently in the analysis, i.e., production safe for the local environment and aspects exposing the uniqueness or elitism of products, i.e., non-mass production.

Nevertheless, the accents concerning locality and tradition are almost equally distributed. Each of the analysed producers tried to find its own way of talking about the products, using selected elements of the definition of local products. Furthermore, each

of these producers achieved undoubted commercial success, confirmed by many awards and recognition, which in result also translated into being qualified by the experts for this research.

In the subsequent part, the specific contents were subjected to the qualitative analysis to conclude how the individual components of the definition of a local product are used. This analysis is carried out in accordance with individual aspects, and the quoted contents are provided in the original wording in the footnotes.

## Qualitative analysis of the message contents

At the beginning, it should be noted that most of the quoted texts were found in the “about us” tabs on the websites of producers selected for this research. In some cases, they include more complex solutions containing dynamic elements or several sub-tabs, and

in other cases, it is just a story placed on one page. Nevertheless, in no case has there been a situation where the product descriptions contain references to locality or tradition, constituting a story about the product.

**FIGURE 27.**  
**Film presenting a manufacturer of cheese who talks about history and tradition**



Source: <https://ukrainer.net/syrovarnya/> (30.12.2021 r.).

Therefore, the producers are very eager to describe their history and the way they understand the offered product while filling such description with epithets referring to tradition and locality, however on a very general level, which will be subsequently demonstrated on the specific examples. The order of discussed aspects, results from the created ranking of references (previous page).

### REFERENCES TO THE LOCAL CUSTOMS AND HISTORY

The numerical juxtaposition demonstrates that the analysed leaders among local and regional producers most eagerly refer to local customs and history. However, these references are extremely general:

*Our Ambrosius honey liqueurs are very close to the traditional 'miodula', which our ancestors have prepared for important events since time immemorial. Homemade preparation of these liqueurs guarantees that the healing properties of honey are maintained<sup>6</sup>.*

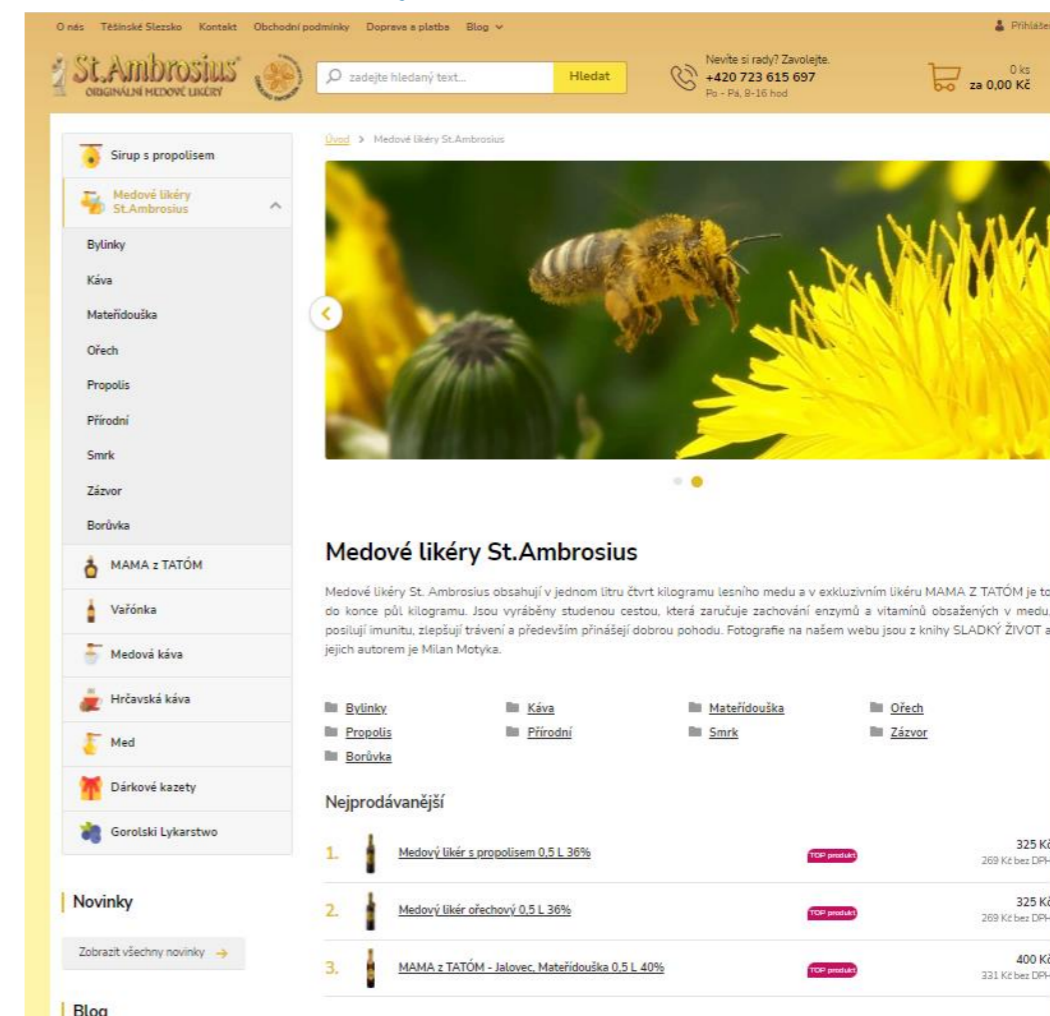
<sup>6</sup> Naše medové likéry St. Ambrosius mají blízko k tradiční miodule, kterou si naši předkové od nepaměti připravovali pro významné chvíle. Domácí příprava těchto likérů zaručuje zachování léčivých účinků medu.

*The tanning art is passed down in our family from one generation to the next one, and as a result, we already know almost everything about our profession. While working on the leather dressing, we try to do it with respect for our tradition because it constitutes a carrier*

*for the principles of proper handling of leather<sup>7</sup>.*

*We are real enthusiasts, who have found their craft, and our purpose is to demonstrate how this exceptional kind of art has survived in our country<sup>8</sup>.*

**FIGURE 28.**  
**Website of a manufacturer of liquors and an e-store with liquors (St. Ambrosius) [www.medovelikery.cz](http://www.medovelikery.cz)**



Source: [https://www.medovelikery.cz/Medove-likery-St-Ambrosius-c1\\_0\\_1.htm](https://www.medovelikery.cz/Medove-likery-St-Ambrosius-c1_0_1.htm) (30.12.2021).

Thus, when the potential customer looks in the “about us” tab to find out more about the producer and the offered local products, they usually read about tradition, intergenerational continuity, respect for the past, and associated passion. However, the problem is that such potential customer learns very little about the tradition itself. In other words, the customer is informed about the specific context of the

product but cannot find out what this exceptional character exactly results from. After all, every region is characterised by certain traditions and history, and it is possible to find exactly the same characteristics, described by the analysed producers, in each local or regional product.

Only one of the examples includes a little bit more precise and interesting aspects:

<sup>7</sup> Sztuka garbowania jest w naszej rodzinie przekazywana z pokolenia na pokolenie dzięki czemu o naszym fachu wiemy już niemal wszystko. Pracując przy wyprawianiu skór staramy się robić to z poszanowaniem tradycji, gdyż to właśnie ona jest nośnikiem zasad prawidłowego postępowania ze skórą.

<sup>8</sup> Ми ентузіасти, які знайшли своє ремесло і прагнемо показати наскільки унікальний вид мистецтва зберігся на теренах нашої країни

A spirit and honey drink called “miodula” has always been prepared for the holidays in Cieszyn Silesia. As a young boy, I remember that I helped my father prepare a few bottles of this drink for my cousin’s wedding. In the old days, the wedding guests brought their own alcohol to the feast, and it was mainly Miodula or Vařonka<sup>9</sup>.

This includes the aspect of hand-made alcohol, which had to be brought to the events that were important for the local community by the local customs. It can be guessed that it was an element of sharing, exchanging various recipes, and obviously common consumption that consolidated the community. However, this story “ends” in the most interesting moment - the producer remembers this custom from childhood (so it was still alive and constituted an inspiration to undertake business activity in this scope), unfortunately, all other contexts and meanings, which are emotionally significant for the producer, remain hidden for the customer – untold.

An example of evoking history includes:

Slivovitz belongs to the Horňácko folklore, as well as music and singing. In the region under the White Carpathians, which is full of rocky soil, plums bloomed, and our ancestors always used the gifts from these trees. The tradition of alcohols has deep roots in this area. It is passed on from father to son, and we benefit from the richness of experiences and customs. We are raised with the love of our product, our liquid gold, our “living water”<sup>10</sup>.

At a depth of 13 meters, our network of corridors and cellars is dug out directly under the Tokaj House. The statue of King Bela IV (the father of viticulture in Tokaj) is its protector. After the Tatar raids (1241), which depopulated the whole south part of Slovakia, the Italian winemakers arrived here. They immediately recognised the richness of sun-drenched slopes and established a tradition, which lasted for centuries. Belo IV made Tokaj famous worldwide, and we entrusted him with our undergrounds<sup>11</sup>.

Enterprise-Museum of Drohobych Saltworks, which has been operating continuously since the XIII century, is rightly considered one of the oldest permanent industrial enterprises in the world and the oldest one in Ukraine<sup>12</sup>.

The problem is that there is either a “great story” - referring to the characters and events from the broader context of the country or even Europe, or there is a story of the enterprise itself, its creation, and development. However, there is a lack of placement of the producer and the product itself in a specific historical context, but a local or possibly regional one. In reality, only a visit to a local museum would allow the consumer to place a given product in the local context of everyday life from the past. Again, it is necessary to note that these types of stories can be found in every corner of the world, and until the specifics are identified, they constitute too general a background in the scope of emphasising the exceptional character of a given local or regional product.

FIGURE 29.

Korytnica spring water - promotional banner in social media, drawing reference to the history of the first scientific research of healing water sources which took place in 1768



Source: <https://www.facebook.com/VVS-Natural-Mineral-Water-by-Korytnica-118732428223516/photos/118747734888652> (30.12.2021).

## REFERENCES TO THE LOCAL PRODUCTION AND LOCAL RAW MATERIALS

In the further part, the producers – while telling the consumers about themselves and their products - referred to the aspects of “local production” and “local raw materials”.

Our intention is to provide a possibility for the visitors of the Poloniny National Park to bring a rare, very tasty, and healthy delicacy as a souvenir while at the same time taking home a piece of this forest. Only honey produced exclusively by the local beekeepers is sold under this brand. These bees are not bred

commercially to maximize their exploitation but in a manner typical of small and hobby beekeeping. The beekeepers from this region are gradually registered in the civic association called “Poloninský med”, which guarantees that honey from another area cannot be sold under this brand. Furthermore, it ensures professional packaging, marketing, as well as distribution of this rare honey<sup>13</sup>.

For us, the most important is honey from fir honeydew because there is a lot of fir in our Subcarpathian region, and therefore our honey – Subcarpathian honeydew honey was marked with a Protected Designation of Origin<sup>14</sup>.

FIGURE 30.

Website of Ecological Beekeeping Farm in Subcarpathia „EKO-BALON”



Source: <http://www.miody-ekobalon.pl/> (30.12.2021).

9 Na Těšínském Slezsku si lidé pro sváteční chvíle připravovali „miodulu” - nápoj z alkoholu a medu. Vzpomínám si, že jsem jako kluk asistoval tatkovvi při výrobě několika lahví tohoto moku na svatbu našeho bratrance. Dříve bylo zvykem, že si svatebčané nosili na hostinu vlastní alkohol a většinou to byla Miodula nebo Vařonka.

10 Slivovice patří k folklóru Horňácka stejně jako hudba a zpěv. V kraji pod pohořím Bílých Karpat, plném kamenité půdy se švestkám dařilo a naši předci vždy těžili z darů těchto stromů. Tradice pálení zde má hluboké kořeny, je generačně předávána z otce na syna a my těžíme z bohatých zkušeností a zvyklostí. Jsme vychováni k lásce k našemu produktu, našemu tekutému zlatu, naší „živé vodě“.

11 Naša sieť chodieb a pivníc je vyhlbená priamo pod Tokajským domom, v hĺbke 13 metrov. Jej strážcom je socha kráľa Bela IV, ktorý je otcom vinohradníctva na Tokaji. Po tatárskych vpádoch (1241), ktoré vyľudnili celý juh Slovenska, sem totiž priviedol aj talianskych vinárskych majstrov. Tí hneď spoznali, aké bohatstvo ukrývajú slnkom zaliate svahy a založili tradíciu, ktorá pretrvala stáročia. Belo IV preslávil Tokaj po celom svete a my sme mu zverili naše podzemie.

12 Дрогобицька солеварня підприємство-музей, що безперервно діє з XIII ст. й до сьогодні, та по праву вважається одним із найстаріших постійно діючих промислових підприємств в світі та найстарішим в Україні.

13 Zámerom je aj to, aby si návštevníci Národného parku Poloniny mohli priniesť domov typickú, vzácnu, veľmi chutnú a zdravú pochúťku ako suveníru a zároveň si odniesli domov aj kúsok tohto posledného pralesa. Pod touto značkou sa predáva len med, ktorý výlučne prinášajú včielky miestnych včelárov. O tieto včielky nie je postarané komerčným spôsobom zameraným na ich maximálne využitie, ale spôsobom, ktorý je typický pre malovčelárne a včelárne zo záľuby. Títo včelári z tohto regiónu sa postupne registrujú v občianskom združení „Poloninský med”, ktoré zabezpečuje, aby sa pod touto značkou nemohol predávať med z inej oblasti a následne aj zabezpečuje profesionálne balenie, marketing a distribúciu toho vzácného medu.

14 (...) takim najważniejszym dla nas jest miód spadzioowy ze spadzi jodłowej ponieważ u nas na Podkarpaciu występuje bardzo dużo jodły i dlatego też nasz miód - podkarpacki miód spadzioowy został zapisany z Chronioną Nazwą Pochodzenia.

*Exceptional products straight from Podhale*<sup>15</sup>.

*All of our products are created by local artists*<sup>16</sup>.

Thus, there are local producers - specific people appearing, however only in a general description. The consumer does not have the possibility to “get to know” these people better and learn something more about them. If a local product is a product directly assigned to its producer, in some sense constituting an expression of the everyday or artistic activity of a specific person, this is only somewhat mentioned here.

One of the Ukrainian producers presents it in a more detailed manner:

*This is a family-type cooperative. It includes my family, with whom we started, as well as my neighbours and the residents of Uzdrowiska village. Currently, our cooperative includes 13 members. I have already handed over the position of the head of our cooperative to the younger generations, who take care of it. Moreover, I was also the chairman of the supervisory board. Our functions are distributed in various manner among the members of the cooperative. There are production employees as well as managers who sell the products, mechanics, and more*<sup>17</sup>.

In this case, it is at least possible to generally feel the atmosphere as well as the everyday organisation of the work - it is described here in a more personal, more direct, and even emotionally engaging manner (the customer may feel some kind of a bond with the people who produced the product).

If the purchase of a local product is some kind of a journey to the locality of a given community and conditions, in which people function, as well as to the elements defining the final shape and usefulness of a given local product, then in these descriptions, it is a universalised journey, on a general level, without deeper demonstration of exceptional character and specificity of a given locality. It seems that this is

reflected to the greatest extent in the description of “local raw materials”.

According to the experts, who carried out discussions in the focus group interviews, the local Carpathian products are directly associated with the place of production in terms of raw materials. In reality, this is the quintessence of their local nature, while the use of quasi-local or external raw materials undermines the essence of such a local product. Whereas the producers themselves - the leaders among local and regional manufacturers - provide only very general information about raw materials and semi-finished products.

Thus, there are such expressions as “local plums”, “local flour”, “local milk” or “local honey”. In terms of quantity, this aspect is actually quite significantly exposed. However, after taking a closer look at the descriptions, it may be concluded that they are sort of words – passkeys, without much sense beyond the wording itself. The consumer will be able to find local fruits, flour, milk or honey in other parts of Europe or the world as well. There are no indications at all why these particular raw materials are so special – Carpathian nature (and everything associated with it) as such, practically does not exist in the description of analysed messages concerning local and regional products.

## REFERENCES TO THE TRADITIONAL NAME

„Traditional name” is next in terms of the most frequently used aspects.

*Since the war, the slivovitz has been often called Krasilica. This term originates from the famous highlander saying: Our Łącko slivovitz gives strength and beautifies the face. As the Łącko highlanders say: Krasilica is a vodka that should not be used to get drunk; it should be tasted like the finest cognac; however, it must be tasted carefully because it is a treacherous wastrel. It gently passes via the throat, its power is not felt, and it leaves a wonderful taste as well as smell in your mouth. In the case when you drink*

*one too many, it knocks you off your feet like a bale of oats*<sup>18</sup>.

The quote mentioned above demonstrates how much potential is hidden in this aspect. The name appears along with its etymology, indicating a specific area and its residents. Furthermore, the entire thing is additionally sprinkled with a local proverb, which includes local phrases. This is full of exceptional character resulting from the locality, lined with an element of entertainment (inextricably associated with the consumption of strong alcohol). This constitutes an exceptionally successful and unique (the only) example of developing the reference to the “traditional name”.

The analysed producers most often adopt the “traditional name” as such (which for them is fully understandable). This is evidenced by the previously cited statement regarding ‘miodula’, in which it was emphasised that the production method allows to maintain the basic properties of honey, despite mixing with strong alcohol. However, there is no detailed explanation of this process provided to the potential consumer, who in this situation simply “has to take their word for it”.

The analysed producers are right in some sense to believe that the traditional name constitutes an attractive element of the product and can attract consumers with its original sound. Nevertheless, if the producers would supplement it with more details while indicating anecdotal explanations and using humour, particularly with the local accent, then such factor could make “miodula” more attractive than e.g. “uzo”.

## REFERENCES TO THE RECIPE

When it comes to the recipes, the generalities in the form of “traditional”, “passed down from generation to generation” dominate again, and in this case, an extremely interesting content could be presented. The below description from one of the analysed local

producers is a small sample of such possibilities:

*Due to the fact that Liptov was once a potato region, and offal was the food of the poor, we stick to the traditional recipe, which we have verified*<sup>19</sup>.

The recipe is described as a kind of formula in the following sentences. Nevertheless, it is not hard to conclude that if the theme of money issues of the local population and the methods of dealing with malnutrition were described in further detail, then the entire story would be even more interesting, and it would really place the product in this particular locality. Especially while taking into account that the quoted producer adds after a while:

*Liptovské droby is the regional specialty of Liptov. Each village has its recipe and conviction that its recipe is the best. For example, people living at one end of Liptov add spices, people from the other end add pork blood, and somewhere else, people add meat*<sup>20</sup>.

Unfortunately, the reader has only this description and cannot learn anything else. Obviously, a consumer may read historical studies tourist guides or may even try to establish contact with local residents; however, these are additional activities that require further effort. In reality, this discourages such a consumer from purchasing a given product. Using a few sentences to present the reasons for creating a given recipe and its various variations provides a consumer the opportunity to “penetrate” into the local context.

The following description is another example of a rather interesting presentation of a “recipe”:

*The wine production process takes place at home, with the use of richness and experience of several generations, while applying traditional technologies of aging in oak barrels, in accordance with old and original recipes, in which addition of water and sugar is forbidden. In some of our wines, we use the oldest method of obtaining the wort - kneading berries in oak vats using feet, which provides them with kosher*

<sup>15</sup> Využitkové produkty prosto z Podhala.

<sup>16</sup> Wszystkie nasze produkty wykonane są przez miejscowe artyści.

<sup>17</sup> В нас кооператив сімейного типу. У нього входить і моя родина, з якою ми починали, і сусіди, і просто жителі села Спас. Сьогодні ми маємо 13 членів кооперативу. Посаду голови кооперативу я вже передав молодшим поколінням, які цим займаються, а сам очолив наглядову раду. Між членами кооперативу функції у нас розподілені по-різному. Є як працівники на виробництві, так і менеджери, які займаються збутом продукції, механіки тощо.

<sup>18</sup> Po wojnie śliwowica często nazywana jest Krasilicą. Termin ten utworzono od słynnego góralskiego powiedzenia: Daje krzepę krasilica nasza Łącka śliwowica. Jak mawiają łąccy górale: Krasilica jest wódką, którą upijać się nie wolno, należy ją smakować jak najprzedniejszy koniak, a przy smakowaniu trzeba uważać bo zdradliwa beskurcyja okropnie. Łagodnie przechodzi przez gardło, mocy się jej absolutnie nie czuje, zostawia w ustach cudowny smak i zapach, a jeśli się o jeden kusztyczek za dużo wychyli, zwala z nóg jak snopek owsa.

<sup>19</sup> Nakofko bol Liptov kedysi zemiakarsky kraj a droby boli jedlom chudobných, preto sa držíme tradičného nami overeného receptu.

<sup>20</sup> Liptovské droby sú regionálnou špecialitou na Liptove. Každá dedina má svoj recept a svoje presvedčenie, že ten ich recept je ten najlepší. Na jednom konci Liptova pridávajú napríklad „kružment” na opačnom konci, pridávajú kus bravčovej krvi a inde zas baranie mäso.

properties<sup>21</sup>.

The above description includes interesting details, which constitute an apparent reference to tradition; however, also in this case, there were no local accents (apart from the above-mentioned home production). Trampling of grapes is not unique to the Ukrainian part of the Carpathians. This technique was common in every area in which grapevines were cultivated. Nevertheless, it is possible that for hundreds of years, this relatively common activity has been equipped with local modifications, customs, or superstitions, which add colour to this particular wine.

However, a recipe is most often described in the following manner:

*The high-class distillate from the traditional ecological plums cultivated in Łącko<sup>22</sup>.*

*Very simple traditional recipe<sup>23</sup>.*

*Oscypek – it is a traditional smoked cheese, which is produced by shepherds from sheep's milk or sheep's and cow's milk during the summer sheep grazing season, i.e., from May to September, and sold until the end of October<sup>24</sup>.*

FIGURE 31.

**Oscypek – communication on the website of one of the manufacturers (along with the EU marking)**



Source: <https://www.slaskiesmaki.pl/culturalheritage/1018918/oscypek-redykolka-bundz-bryndza> (30.12.2021 r.).

Nowadays, it is the only company in Europe, in which salt is produced using the same method as thousands of years ago - through fermentation from natural brine<sup>25</sup>.

## REFERENCES TO THE LOCAL NAME

“Local Name” occurs as a trademark, which may be observed below:

An exceptional product from our region, which is protected by a designation of origin, and it is currently undergoing registration of Bardejov honey at the international level. The application for a protected designation of origin was submitted by the Civic Association called “Bardejovský med” to achieve better promotion, as well as to protect the origin of our honey<sup>26</sup>.

21 Процес виноробства ведеться в домашніх умовах, використовуючи надбання та досвід кількох поколінь, за традиційними технологіями з витримкою у дубових бочках та з використанням старовинних і власних рецептів, із заборною використання води та цукру. А в деяких винах дотримуємося найстаровинніший метод отримання суслу – розминання ягоди ногами в дубових чанах, що надає їм кошерної властивості.

22 Wysoko gatunkowy destylat z tradycyjnych Łąckich ekologicznych śliwek.

23 Receptura tradycyjna, bardzo prosta

24 Oscypek – to tradycyjny ser z masy parzonej, wyrabiany przez baców z mleka owczego lub owczego i krowiego w okresie letniego sezonu wypasu owiec tj. od maja do września, a sprzedawany do końca października.

25 На сьогодні це єдине підприємство в Європі, де сіль виготовляють тим же методом, що й тисячоліття тому – виварюванням з природної ропи.

26 Unikátny produkt z nášho regiónu, ktorý je chránený označením pôvodu a je momentálne v konaní o zápise Bardejovského medu na medzinárodnej úrovni. Žiadosť o chránene označenie pôvodu podalo Občianske združenie „Bardejovský med“ v snahe o lepšiu propagáciu a ochranu pôvodu nášho medu.

However, the problem is that the name itself says very little to anyone who lives in Bardejov or who at least has been there for some time (for tourism or business purposes). This is an analogous case to the “traditional name” - as a name and emblem in itself, it may be (and probably is) intriguing while specifying a given product. Nevertheless, from the perspective of an average customer, it may be “Subcarpathian honey” as well as “Bardejov honey”. Particularly with the current trend for locating a given product, each such name is somewhat lost in the crowd of other names.

Of course, the purpose is not to make the producers change the nomenclature. This is not what this research is about. It is just an attempt to capture the potentially best practices and solutions, although it is difficult to indicate them in this case. Nevertheless, the descriptions of Ukrainian producers are presented in a slightly more interesting manner:

*Kidyoshska Rose: a wine characterised by a special recipe from the ancient Italian Traminer grape variety, analogous to the Transcarpathian Rose<sup>27</sup>.*

*Drohobych sausage is a product that undoubtedly was created by Drohobych. It was produced in small quantities - 20 or 15 kg per day. This sausage was delivered as a delicacy to the Kremlin table, and it was enjoyed by all high officials of Moscow, Kiev, and even astronauts. Moreover, it was also delivered to the “Crystal Palace” in Truskavets<sup>28</sup>.*

In particular, the last example demonstrates how the local name is combined with additional information about the meaning of a product or place in the past. In this case, the reference was made to the times of communism; however, it was also possible to include the elements of local exceptionality of a given product in this story.

## REFERENCES TO THE PRODUCTION SAFE FOR THE LOCAL ENVIRONMENT

It is interesting that in this aspect, there were references to the quality of the natural environment, but rather as a resource, and not in the context of taking special care of the local environment. At least not directly, because the producers’ descriptions indicated that the quality of their products depends on the quality of the natural environment.

*No developed industry may be located in the immediate vicinity so as not to pollute the environment, which must be pure and free from human pollution. Furthermore, neither chemical sprays nor other plant protection products may be used in this area because they could also degrade the environment and the source of nectar<sup>29</sup>.*

*Location in an area where the concentration of harmful substances polluting the air, soil, and water cannot exceed the acceptable values. Moreover, there should be organic farms or wild vegetation located within the maximum range of bees (approx. 3 km). No chemical sprays may be used in the abovementioned areas, which must be confirmed with relevant certificates. Also important is the adequate distance of the apiary from landfills, waste incineration plants, busy roads, motorways, etc. to prevent the penetration of harmful substances into honey, pollen, bee bread, and propolis<sup>30</sup>.*

Nevertheless, it is necessary to note that the analysed producers communicate their concern for the environment - perhaps not directly in the scope of production, but via Corporate Social Responsibility (CSR).

*Together with our friends, we organised festivals and we built a rural water supply pipeline, bio-toilet for the school, as well as a sewage treatment plant<sup>31</sup>.*

27 Троянда Кідьошська: особливе рецептурне вино, виготовлене із старовинного італійського сорту винограду Трамінер і є аналогом Троянда Закарпаття

28 «Дрогобицька ковбаса» – продукт, що безсумнівно створив Дрогобич. Її робили в невеликій кількості – 20 чи 15 кг на день. Доставлялася ковбаса як делікатес до кремлівського столу, її смакували усі високопосадовці Москви, Києва та навіть космонавти, поставлялася вона й до «Кришталевого палацу» Трускавця.

29 V bližšej oblasti nemôže byť ani rozvinutý priemysel, aby neznečisťoval prostredie, ktoré musí byť čisté, nepoznačené ľudským znečistením. V tejto oblasti sa nemôžu používať ani rôzne chemické postreky a iné látky na ochranu rastlín, ktoré by taktiež mohli znehodnotiť prostredie a zdroj nektáru.

30 Lokalizacja na terenie, na którym stężenie szkodliwych substancji zanieczyszczających powietrze, glebę i wodę nie może przekraczać wartości dopuszczalnych. W promieniu maksymalnego zasięgu pszczoł (ok. 3 km) powinny znajdować się gospodarstwa ekologiczne lub dzika roślinność. Na wymienionych terenach nie mogą być stosowane żadne chemiczne opryski co musi być potwierdzone stosownymi zaświadczeniami. Odpowiednia odległość pasieki od wysypisk i spalarni śmieci, ruchliwych dróg, autostrad itp. uniemożliwiająca znalezienie się szkodliwych substancji w miodach, pyłku, pierzdzie i propolisie.

31 Разом із друзями ми проводили фестивалі, будували сільський водопровід, біо-туалет для школи, очисні споруди для сироварні.

Nevertheless, there is also no specific justification for the reader in this case. Obviously, taking care of the natural environment (perhaps above all in the local context) is expected and socially accepted; however, the reader does not get to learn what is so special about this local natural environment.

From the viewpoint of marketing communication, this weakens the strength of the message about taking care of the local environment. In the customers' opinion, it is just another producer that declares activities of this type (some of them may even accuse such producer of "green washing," i.e., strengthening its message via stimulation of certain activities, which do not necessarily have much to do with ecology).

In the scope of a local product, it is important that such product is directly and inextricably associated with a specific place and, therefore, with a specific natural environment. This type of specification may and should have a special impact, particularly on a modern consumer, who lives in a big city.

## REFERENCES TO THE NON-MASS PRODUCTION

This aspect is emphasised with the use of two methods. The first one points to the grassroots associations and cooperatives of the local producers – while leaving the production capabilities of these small family plants in the somewhat implicit form:

*Only honey produced exclusively by the local beekeepers is sold under this brand. These bees are not bred in a commercial manner, to maximise their exploitation, but in a manner typical of small and hobby beekeeping.*<sup>32</sup>

*The traditional cheese of the Khust region constitutes a social project of the Village of Cheese Producers and the Association of Shepherds of the Khust Region, which aims to promote sheep breeding, as well as to attract young people to this craftsmanship and preservation of authentic cheesemaking technologies.*

*This is the first professional association of Ukrainian shepherds created without the participation of government, dignitaries, or international programmes*<sup>33</sup>.

The second method consists of emphasising the exceptional character of artisanal production, in which there are rather short series and unique products:

*The exceptional character of the Koniaków Laces consists of the fact that they do not use templates. Therefore, each design is unique and distinguished by an exceptional charm, while its form and the multitude of elements depend only on the lace-maker's imagination. This method of crocheting is not used in any other place in the world*<sup>34</sup>.

*Ceramics from the Trocki family constitutes a family workshop in which we have been manufacturing Hutsul ceramics since 1997. In the framework of traditional technology, we experiment with shapes and patterns to create exclusive products, which will never be repeated again*<sup>35</sup>.

In total, this element is the least used in the scope of analysed styles and methods of communication concerning local and regional products. This is not surprising because some of the analysed producers simply cannot claim that their production is a non-mass production.

Nevertheless, in this case, there is no deeper justification for non-mass production, its direct association with traditional recipes, or the availability of raw materials. After all, the non-commercial approach to honey production, i.e., non-extensive bee management, results from local traditions and respect for animals (which constitute very important resources in challenging environmental conditions), as well as the availability of bee forage in the mountain areas (characterised non-mass by shorter periods of plant nectaring).

32 Pod touto značkou sa predáva len med, ktorý výlučne prinášajú včielky miestnych včelárov. O tieto včielky nie je postarané komerčným spôsobom zameraným na ich maximálne využitie, ale spôsobom, ktorý je typický pre malovčelárenie a včelárenie zo záľuby.

33 Традиційна бринза Хустщини – це соціальний проект Селиської сироварні та Асоціації вівчарів Хустщини, який працює над популяризацією вівчарства, залученню молоді до ремесла та збереження автентичних технологій сироваріння. Це перше професійне об'єднання українських вівчарів, що створене без залучення влади, грантів чи міжнародних програм.

34 Wyjątkowość Koronek Koniakowskich polega na niestosowaniu wzorników. Dzięki temu, każdy projekt jest unikatowy i wyróżnia się niepowtarzalnym urokiem, a jego forma oraz mnogość elementów zależy wyłącznie od wyobraźni koronkarki. Ten sposób szydełkowania nie jest stosowany w żadnym innym miejscu na świecie.

35 Кераміка сім'ї Троць - це сімейна майстерня, в якій з 1997 року ми творимо гуцульську кераміку. В межах традиційної технології ми експериментуємо з формами і малюнками, створюємо ексклюзивні речі, які ніколи більше не повторяться.

## A story about local and regional Carpathian products

Several conclusions result from the analysis of selected model examples of the communication implemented by the Carpathian local and regional producers, which are not representative of the entire spectrum of this type of entities (it is probably possible to find examples that are outstanding in a specific area of communication among the smallest and most local ones), but they allow to imagine the currently achieved maximum.

A positive fact is that the analysed leaders recognise the significance and potential of the Internet to

communicate with the customers and consumers. Almost all analysed producers have their websites, and some of them engage in social media, while the others invest in their online stores. This means availability at an entirely universal level: geographically throughout the country (no other language versions were noticed) as well as in terms of time - 24 hours a day, seven days a week. Of course, this is not necessarily applicable in the context of the distribution of goods, but rather in terms of understanding the functioning of the developed message about themselves and their products.

**FIGURE 32.**  
**Website of the Association of Regional Brands presenting regional products**



Source: <https://www.regionalni-znacky.cz/gorolsko-swoboda/pl/certifikowane-produkty/detail/2208/syry-z-hrcavskeho-gruntu-na-trojmezi> (30.12.2021 r.).

The message mentioned above is based on both primary pillars of the definition of a local product – tradition and locality. Of course, a certain hierarchy of individual aspects, which make up these two pillars, may be observed. In their references, the leaders more

willingly refer to customs, history, locality of production and raw materials, as well as traditional nomenclature. Nevertheless, the recipes and local nomenclature are also important. Concerns for the local environment or non-mass production are less often indicated.

However, firstly - this story is somewhat in the background, somewhat hidden in the “about us” tab, and requires additional activity on the part of the consumer (in the form of a more precise search on the websites). Secondly - this story is unfinished. This means that the keywords are used, however, more in the form of passkeys (“because you should do it”, “because others do it”). Generalisations and slogans definitely outweigh the potentially interesting aspects, which are more detailed and evoke the locality, along with its unique colours and exceptional character.

In reality, the producers shorten the distance between themselves and the consumers only in a few fragments of these descriptions while going beyond the scheme of rigid chronological reporting or listing universal advantages. If this is the case with the leaders, i.e., particularly active entities, then one can only guess the scale of this problem among significantly smaller and weaker entities.

**FIGURE 33.**  
**Sheep leather dominating many households and tourist objects in the Carpathians**



Source: <https://skoryowcze.eu/> (30.12.2021 r.).

Finally, in the form of a hint for future activities in the scope of supporting local and regional producers in creating a more effective marketing message regarding their products – in reality, none of the leaders mentioned the aspect of “being Carpathian”

There has been a clearly identified problem in this scope, which ultimately translates into the fact that the locality of a product is not effectively used in its promotion. Each aspect distinguished as part of the definition analysis may constitute the main theme, around which an entire intriguing story can be created while taking into account other aspects to a greater or lesser extent.

It should be noted once again that the implemented analysis is not intended to criticise the producers themselves. For the most part, these entities are too weak to take care of the whole production and distribution process of their products while at the same time thinking about the development of complex communication strategies. Nevertheless, it is undoubtedly an area in which local and regional producers may be supported via professional consulting and practical assistance from the experts.

as an argument for the exceptional character of localities presented by them. Of course, this is a subject for completely independent research on how are local and regional Carpathian producers aware of and benefit from the fact that they are “Carpathian”.

## 8

## SUMMARY AND RECOMMENDATIONS

The vast majority of tourism in the Carpathians is of internal, national nature. A foreign tourist has not yet discovered the mass scale of natural and touristic values of one of the largest mountain ranges in Europe. However, it is worth preparing for this, not only from the local or regional perspective but also in the context of entire Carpathians, bearing in mind the common denominator of the Wallachian pastoral culture. Tourism is a natural distribution channel for local and regional products, but it is not the only one. Perhaps it will become a platform for the emancipation of local Carpathian brands that will reach the consumers independently, becoming a trigger for their potential visits to the Carpathian countries. The local Carpathian brands will then no longer constitute solely a material expression of cultural roots of the region's identity and tradition, but instead, they will become the ambassadors of the Carpathians thanks to which local communities will be able to grow, attracting at the same time further tourists to visit the mountains.

**Summary of obtained results may be initiated by stating that Carpathian local and regional products, of both food and non-food type, undoubtedly have their market potential.**

The analysis of available infrastructure allowed for noting that all countries covered by the research have a functioning concept of a local product. In Poland, Slovakia, and the Czech Republic, one may also come across the concept of a regional product. In the case of a local product, the applied definitions contain a reference to its production in a specific location on a relatively small geographic area within one or several communes. Regional products are produced in a region, generally of administrative importance. Local producers or craftsmen form local and regional

products. One of the functions of these products is to maintain the processes, recipes, features of the region of origin, and craft traditions. Definitions of a local and regional product in the vast majority of analysed cases refer mainly to food products and much less frequently to non-food products. Definitions applied in the Czech Republic remain an exception in this regard. However, definitions quoted by experts invited to participate in the focus research encompassed both food and non-food products. They also contained a reference to traditions, possibilities, and resources of people living in the mountain areas, grazing and Wallachian roots of culinary traditions (experts from the Czech Republic indicated the latter ones). The scope of definitions available in the literature may somehow constitute an outcome of the binding legal regulations. Poland, Slovakia, and the Czech Republic implemented the EU provisions in the scope of agricultural product quality systems and food products regarding the protection of geographic markings and names of the origin of agricultural products and food products as well as regarding agricultural products and food products constituting guaranteed traditional specialties. One should point out that these regulations draw reference solely to food products. On the other hand, national provisions lack regulations defining the local and regional products. The registers of products occurring in the countries covered by research that have been subjected to analysis are run mainly by public institutions. These registers encompass, most of all, food products. The exception in this respect is the system of regional brands in the Czech Republic, managed by the Association of Regional Brands. The regional brands and labels in Slovakia are coordinated by the National Network of Local Action Groups of the Slovak Republic. Nevertheless, all of the researched countries possess lists of non-material cultural

heritage which is an outcome of ratification of the UNESCO Convention regarding the protection of non-material cultural heritage from 2003. Analysed registers contain, above all, all information regarding products, less frequently about producers. However, no sources allow for establishing the number of producers and the scale of local and regional products production.

**The researched tourists are thus clearly interested in this type of product, though certain conditions must be met as a vast majority of the respondents declared verifying the place of production prior to buying an item.** Furthermore, in the opinion of tourists, a local product is mostly one that is ‘produced locally by a local community,’ “produced according to old, traditional formulas, recipes, production methods,” “manufactured out of local raw materials,” “generally draws reference to the given location (climate, language, tradition, or history).”

Tourists gain their understanding about this issue from the internet. It is thus not surprising when we consider the trends in individual consumption and trade, and bearing in mind a young age of the respondents from Ukraine – one should assume that the importance of the internet as the key source will continue to grow. ‘Information obtained in the accommodation base,’ ‘tourist information’ and ‘family and friends’ opinions are in the second place. However, one must underline that these sources were indicated in various countries with diverse frequencies. According to the frequency of indications, the following were in the third place (according to the frequency of indications): local ‘sellers,’ ‘guides’ and other than internet ‘mass media.’

**In the case of Carpathian local and regional products, the key factor impacting the level of their knowledge is the fact of regular visits to the Carpathian parts of each country. If the basic source of information for the consumers is the internet as well as (in the second place) maintenance of accommodation base and local tourist information centre, then they are unable to come across the promotion of Carpathian local and regional products other than when being in the location itself. In fairness, we may assume that we associate products related to specific places of stay, and these were assigned to the ‘Carpathian’ category during the research.**

However, it is hard to speak of the recognizability of specific brands as it is the products that were most

often pointed out. In the answers to an open question – directed at those respondents who selected answer „yes, I can list the names of such products” – with a request to indicate the names of local and regional Carpathian products they know, certain key names of cheeses were noted (sheep’s cheese, bryndza, oscypki, goat’s cheese, bundz, etc.) and Carpathian dishes as well as general terms describing local craft products (krywulka, piszczalki, lace, icons, ciupaga, Angels of Bieszczady, etc.). In other words, **in the case of the reception of Carpathian local and regional products, ‘product brands’ rather than ‘producer brands’ dominate. It means that the manufacturers may have a presence within general distribution thanks to specific products and vice versa.**

This is of great importance for the potential growth of local economies, as **there is approval among the surveyed tourists in four countries** (Czech Republic, Slovakia, Poland, and Ukraine) **that Carpathian local and regional products are more expensive than their equivalents produced globally on a mass scale. However, they need to meet the criteria of local and regional products for this difference (to the detriment of consumers) to be justified and accepted.** The potential of sole Carpathian local and regional products is also significant. **An overview of food products indicated by experts as characteristic for the Carpathians is broad, starting with ‘local dishes’** related to management traditions in the mountain areas, mainly based on locally grown and easily accessible potatoes, grains, and groats as well as silages. These dishes are characterized by the speed and ease of preparation and relatively long storage periods. **‘Cheeses’ have been indicated in the second position.** Obviously, the respondents had sheep cheeses in mind first of all, however, it is worth adding that due to a decreasing trend of sheep breeding, many of such cheese types are currently based on cow milk. Nevertheless, „oscypki,” „bryndza,” „bundz” or „korboce” are the types of cheese that are unquestionably associated with the mountain breeding of sheep in the Carpathian areas. Those names themselves have a similar etymological origin in all the countries covered by the research (this is also facilitated by the common Slavic language core). These types of cheese are essential components of local dishes, giving them the final, characteristic flavour of Carpathian cuisine. **The category of ‘alcohol’ products ranked in third place.** On the one hand, the following strong alcohols were mentioned: various types of vodka, including fruit

vodkas (slivovitz) of moonshine as well as different forms of fruit and herbal liqueurs. On the other hand, local beers and wines were listed. The Slovak whiskey produced in the area of the Carpathians, as well as the unique, traditional ‘shepherd’s’ cocktail based on bacon, lard, honey, and strong alcohol (hirat), are some of the actual peculiarities. In the subsequent part of the report, milk and meat goods were indicated.

On the other hand, ‘wooden goods’ were specified in the first place among local products – collective category for all products indicated by the respondents for which wood constituted the basic raw material – starting from toys, pipes, and squeakers and ending with window woodwork and furniture as well as firewood. The Carpathians continue to be a significant source of wood as a raw material. This is the most important common feature for all products indicated in the category ‘wooden goods’ – a reference to easily available locally raw material is crucial. Furthermore, ‘mountain outfit’ as a local product was also listed, this time drawing direct reference to the culture and tradition of these areas: entire outfits or coats, shirts, moccasins, or accessories such as ciupaga. The ranking of the most popular non-food local products is closed by leather goods. The respondents more frequently listed leather goods (clothing accessories, bags) or ‘woods made of sheep wool’ (thick wool blankets or decorative wool fabric) which only confirms the fact that sheep breeding in these areas is only starting to resurge and to take the form of care for cultural heritage rather than thinking of industry-business categories. All in all, ‘goods from sheep’s wool’ was far less indicated than craftwork.

**Research of marketing communication on the most active Carpathian local and regional producers indicates that they are willing to reach for customs, history, locality of production, raw materials, and traditional nomenclature while promoting their products. Recopies or local nomenclature are also not without significance.** They less often indicate care about the local environment or non-mass nature of the production. In a sense, they give a hint of customers’ expectations, confirmed in research results among tourists. However, it is a hidden story – available mostly in the tab ‘About us,’ requiring additional activity on the side of the recipient (in the form of more precise browsing on the internet). Secondly – it is an unfinished story. It means that certain keywords are used as a kind of a skeleton key.

Generalizations and simplifications or succinctness definitely outweigh the potentially interesting plots, which are much more specific, resembling loyalty with all its colors and uniqueness. Each of the definitions of plots distinguished as part of the analysis may constitute a lead motif around which one may tell a whole intriguing story that encompasses the other plots to a greater or smaller degree. **Nevertheless, none of the leaders displayed any Carpathian plots as an argument favoring the uniqueness of the locality presented by them.**

In fact, only in several moments in the descriptions, these producers shorten the distance between themselves and the client, going beyond the stiff scheme of chronological reporting or indicating universal advantages. In this regard, a saying quoted by the Ukrainian experts invited to participate in the focus research according to which ‘they know how to cook, but they don’t know how to serve.’ If, however, this is how the reality looks in the case of leaders, particularly active entities, one may only wonder about the scale of the problem among significantly smaller and weaker entities.

Based on the opinions of the selected promotional communication of the most active Carpathian local and regional producers but also the opinions of experts participating in the research, one may conclude that the **issue of Carpathian regional and local products has been increasingly requiring systematization and standardization on the supra-national level to enable effective protection and preservation the inevitable on at least the European scale while at the same time modernizing local and regional brands for them to be able to play a more significant economic role in the regional dimension of economies of individual countries.**

**The key solution, in the opinion of the asked experts, is an attempt to network local producers – thus, continue to form organizational bases of establishing contacts and exchanging experiences on the one side but also support building supply chains and production both between small local producers and in cooperation with large, commercial enterprises in the region (bearing in mind the products with a certain local and regional specificity).** Organizing producers is beneficial in a way that it constitutes a natural platform for the transmission of knowledge and experience for the subsequent generations of potential successors. What is more, cooperation with

larger entrepreneurs and growth of local brands may, on the other hand, attract younger producers who are not necessarily interested in investing their time and means in a business that in the majority of cases does not guarantee any stable source of income at the present stage.

**The entities that ought to act far more intensively in the scope of organizing and networking small local producers are definitely local self-governments.** At present, apart from individual exceptions, these are rather passive entities, and they still remain unable to grasp the potential resting in the local and regional products. The active stakeholders, for the time being, i.e., Producer organizations and Local Action Groups along with the associations for promotion and support of local producers or products – require further staff strengthening, which entails, above all, increasing their financial capabilities. Local self-governments may be somewhat responsible for this.

#### Recommendations:

- Creating systemic solutions in the scope of supporting producers of local and regional products in the framework of trisectoral cooperation – in cooperation with entrepreneurs, self-government representatives, and personnel of NGOs.
- Forming a register of regional and local non-food products and promoting the already existing registers, i.e., Lists of non-material cultural heritage functioning in relation to the ratification of the UNESCO Convention regarding the protection of non-material cultural heritage from 2003.
- Creation of a system of certification for non-food products, bearing in mind the already existing systems (i.e., Czech Regional Brands),
- More strategic and long-term design of support programmes for them to create a logical whole while ensuring continuity of support in time,
- Promoting local and regional products,
- Systematizing help and supporting the existing support of producers of local and regional products,
- Simplifying the procedures as part of the existing support of producers of local and regional products,
- Promoting and popularizing the existing support systems and the importance of certification,
- Promoting and popularizing good practices in the scope of support system offered to the producers of local and regional products,
- Networking of producers as part of producer associations - this would allow for breaking the distribution barrier,
- Forming local and supralocal agreements between entrepreneurs, producers, local self-governments, and representatives of NGOs,
- Supporting the formation of supply chains and production among smaller local producers and in cooperation with larger, commercial enterprises in the region,
- Specialization in a given local product or regional product of the whole cities which would enable limiting internal competition and the possibility to provide larger volumes of products,
- Increasing the level of awareness and knowledge about the institutional environment in the scope of resources available in a given area and the significance and role of local and regional brands,
- Enhancing the level of awareness and knowledge among the producers in the scope of procedures of cooperation, possible sources, and mechanisms of support, importance and role of the local and regional brands,
- Enhancing the level of awareness of small and medium enterprises located in the Carpathians in the scope of possible cooperation with local and regional producers (granting the regional, Carpathian nature to the selected products, elaborating Carpathian or local assembly lines),
- Construction of institutional-formal frameworks of establishing and developing cooperation between small and medium enterprises and local and regional producers,

- Improving information flow between the institutional environment and producers,
- Staff strengthening of entities from the institutional environment,
- Supporting the already functioning producers in the scope of building a promotional and marketing message (starting from building

awareness about the region uniqueness through education in the area of effective marketing tools, to implementation of specific solutions in practice),

- Building institutional-formal frames for the platform of local and regional products distribution considering national as well as European or global consumers.

## Annex

### The scenario of focused group interview (FGI)

A focused interview is part of the works conducted by the Association for the Development and Promotion of Podkarpacie "Pro Carpathia" with its headquarters in Rzeszów at the order of New Direction – Foundation for European Reform seated in Brussels – an NGO organization, partly financed by the European Parliament. The research concerns regional and local products made using traditional techniques of the Polish, Slovak, Czech, and Ukrainian part of the Carpathians.

The objective of the study is also to get to know the manufacturers of these products, the location and methods of distribution, and the instruments of support.

The study realization will enable identification of the most significant issues for the preservation of products, their growth, and elaboration of recommendations in the scope of support systems for producers and the maintenance of regional and local products. Proposals of solutions in this scope will be used in designing novel support mechanisms.

1. Do you associate any products with the eastern part of the Czech Republic, the northern part of Slovakia, the southern part of Poland, the western part of Ukraine?
  - a) If so, which ones? Why?
  - b) If not - why?
2. Can these products be specified as Carpathian products?
3. What stands behind recognizing the above-specified products as Carpathian products? What makes them 'Carpathian'?
4. Are you aware of the number of people producing such products? Who are such people (hobbyists and enthusiasts, minor craftsmen, entrepreneurs, artists)?
  - a. Are you aware of the number of persons performing these products or the so-called dying or traditional professions characteristic for individual countries of the Polish-Czech, Polish-Slovak, and Polish-Ukrainian borderland, that is, in Poland, Ukraine, Slovakia, and the Czech Republic?
5. What is the attitude of local communities towards the production of regional, local, traditional products in individual countries of the Polish-Czech, Polish-Slovak, and Polish-Ukrainian borderland, that is, in Poland, Ukraine, Slovakia, and the Czech Republic?
6. Can the manufacture of regional, local, traditional products be someone's core activity in your opinion?
7. Are these products made exclusively for the needs of tourism (souvenirs etc.)? Can they also be treated as a modern hallmark for this part of the Czech Republic, Slovakia, Poland, Ukraine?
8. How do you evaluate the general ratio of price to quality for these types of products?

9. Do you have any knowledge regarding the scale of production of these products?
10. What do you think about the distribution of these products? Are they easily accessible in the territory of southern Poland? And beyond this area? And on an international scale?
  - a) What are the key sales channels? How does it impact the accessibility of these products?
11. What is your opinion - do the products we have discussed have any importance for the economy of the Polish Carpathian region?
  - a) If insignificant - why? Can anything be changed in this regard?
  - b) If significant - why? How is it manifested?
12. In which specific areas can products of this type support the development of the regional economy? i.e., tourism? Only the above?
13. On what level can these products efficiently compete with such goods as, i.e., Chinese or national goods? Why?
14. Do you know whether these regional, local, or traditional products are in any way supported institutionally? How? Why? At the country, regional and local level
15. What do you think about the present support system for products we have discussed? Is it sufficient? Why?
  - a) What do producers expect?
  - b) What can self-government authorities offer?
  - c) What support may be granted by business support institutions?
16. What types of solutions - based on your knowledge and experience - should thus be implemented?
17. Is it possible to build transnational mechanisms of support for Carpathian products? On what principles? How can it work?

Electronic survey questionnaire for tourists

Dear All,  
 an interview is part of the works conducted by the Association for the Development and Promotion of Podkarpacie "Pro Carpathia" with its headquarters in Rzeszów at the order of New Direction – Foundation for European Reform seated in Brussels – an NGO organization, partly financed by the European Parliament. The research concerns regional and local products made using traditional techniques in the Czech part of the Carpathians.

The study realization will enable identification of the most significant issues for the preservation of local and regional products, elaboration of recommendations in the scope of support systems for producers, as well as maintenance of regional and local products. Proposals of solutions in this scope will be used in designing the latest support mechanisms.

We truly hope to get honest and true answers. The survey does not contain any questions about personal data, and the results will solely be presented in the form of cumulative tables. Each reply is precious for us as it constitutes an opportunity to discover your perspective.

Yours sincerely  
 dr Agnieszka Pieniążek  
 President of the Association for the Development and Promotion of Podkarpacie "Pro Carpathia"

**Do you pay attention, while travelling for pleasure, to local/regional products offered in the location of your trip, such as:**

	I am not interested in it	I like to look around, share my opinion with my family and friends	From time to time I buy something like this as a souvenir or present	I try to bring something like this from each stay	Not just souvenirs but I search for such products more often
Food products					
Art products					
Craft products					
Small tourist souvenirs					
Other goods produced on a mass scale for many years in a given region					

**Which local/regional food products do you buy most willingly while travelling as a tourist? (Please indicate three as a maximum)**

- cheese
- beer
- honey
- jam
- wine
- juice
- smoked meat
- liquor
- herbs

**Which local/regional non-food products do you buy most willingly while travelling as a tourist? (Please indicate three as a maximum)**

- sculptures
- icons
- ceramics
- jewellery
- paintings
- T-shirts
- magnets
- local folk outfits
- minor household articles
- musical instruments
- wooden toys

**Do you pay attention, while buying local/regional products, to the information about the place of their production?**

- Yes
- No

**Which souvenirs, from those listed below, do you buy most willingly while travelling as a tourist?**

- Mass-produced local-product-resembling Asian products (tourist souvenirs) but at the lowest price
- Mass-scale produced Polish products dedicated to being sold as local products at a slightly higher price
- Local/regional products produced in the area where I travel, usually at the highest price

**Please indicate the most frequent sources of information (knowledge) about local/regional products which you use during your travels? (Please indicate three as a maximum)**

- Internet
- Guidebook (book)
- Other media (i.e., radio, TV)
- Tour guide (person)
- Tourist information
- Salesperson
- Information obtained in the accommodation database
- Opinions of a family or acquaintances

**In your opinion - what determines whether a given product is local or regional?**

	Definitely not important	Rather not important	Hard to say	Rather important	Definitely important
It is produced locally by a local community					
It is produced according to old, traditional formulas, recipes, production methods					
It is manufactured out of local raw materials					
Its name draws reference to the local dialect					
Its name draws reference to the production location					
The product has an adequate, official local or regional product certificate					
The product is available solely in the location of production					
The product generally draws reference to the given location (climate, language, tradition, or history)					
It is produced in a non-mass manner (on a small scale)					
It is produced in an environmentally friendly manner					
Its production and sale contribute substantially to the improvement of the economic situation of the local community					

**Do you associate these types of products with the Carpathians (inserted, generally recognized mountain ranges comprising the Carpathians in a given country)?**

	No, I have never heard of these products	Yes, I know that there are such products, but I don't know their names	Yes, I can list the names of such products
Food products			
Art products			
Craft products			
Small tourist souvenirs			
Other goods produced on a mass scale for many years in a given region			

**If you selected 'Yes, I can list the names of such products' in the previous question, please list the products that you associate with the Carpathians (inserted, generally recognized mountain ranges comprising the Carpathians in a given country):**

**In your opinion, the price for local or regional products that draw reference to the Carpathians (inserted, generally recognized mountain ranges comprising the Carpathians in a given country):**

- should be significantly lower than the price of comparable products produced globally
- should be slightly lower than the price of related products produced globally
- should be the same as the price of comparable products produced globally
- should be slightly higher than the price of related products produced globally
- may be significantly higher than the price of comparable products produced globally

**Please indicate your sex:**

- Female
- Male

**Please indicate in which of the below age ranges are you currently:**

- 18-25
- 26-35
- 36-45
- 46-55
- 56-65
- 66 and more

**Your education (last completed school):**

- primary
- vocational
- secondary
- post-secondary
- third-degree bachelor
- third-degree master or doctoral

**Size of town or city in which you currently live:**

- village
- Town up to 10 thousand inhabitants
- City between 11 and 50 thousand inhabitants
- City between 51 and 100 thousand inhabitants

City between 101 and 500 thousand inhabitants  
 City above 500 thousand inhabitants

**Which voivodeship is the town/city you currently live in located?**

**How do you assess the material situation of your closest family?**

We live very modestly; we hardly fulfil our basic needs. We are not able to save up.  
 We live modestly. We fulfil our basic needs and from time to time we do larger shopping, but we are able to save lesser amounts of money.  
 We live on an average level. We usually do larger shopping. We can afford to spend more on occasions. We regularly save up.  
 We live on a high level. We can afford to spend more. We save up.  
 We live on a very high level. We don't deny ourselves anything. We regularly save significant amounts.

**How often do you visit the following destinations as a tourist?**

	I have never been there	O was there once	Once every several years	Once a year	Several times a year
<b>inserted, generally recognized mountain ranges comprising the Carpathians in a given country</b>					

**Categorization key – Analysis of promotional actions**

Instruction: The starting point is what a given local producer reveals about itself and its products. Therefore, what a consumer may independently search for (maximum 1 page in browsing results) about a given product or producer. It is impossible (from this perspective) to separate the producer's materials from external sources (i.e., press materials) but if a producer expressly draws reference to such materials, that is, encompasses them in building its image and promotion. Solely in case of events, press advertisements, radio, and TV commercials, it is necessary to contact the producer directly and agree for such actions to occur (if so, additional information must be requested, access to materials, etc.).

1. Source of information (Please indicate the primary sources from which data entered into the key were obtained: link to the website, online materials, press materials. If there are several sources - please indicate all which have been used (in one cell)):
2. Country:
3. Voivodeship (PL), country (SK, CZ), province (UA) (Please enter the voivodeship, country, province in which local producer's seat is located):
4. Product (Please indicate which products are covered by the analysed image-promotional materials (several products may be indicated; product category must be entered and single names indicated):
5. Producer (Precise local producer name (i.e. "Eko-Tradycja Poraj. Rodzinne gospodarstwo pszczelarskie") - it is essential since the name will be analysed in terms of drawing reference to traditions and communities):
6. Address (Address of the local producer's seat):
7. Certification (Please enter specific certificates following the format in which the producer discloses them. And solely those quoted by the producer - this is important in terms of building an image, thus, what the producer himself draws reference to):
8. Awards (Please enter specific awards following the format in which the producer discloses them. And solely those quoted by the producer - this is important in terms of building an image, thus, what the producer himself draws reference to):
9. Distribution forms (0 - if there are no data in this regard, 1 - if a producer confirms in direct contact, 2 - if a producer indicates public information in his materials on the topic):
  - a. Stationary:
    - i. Events (fairs, open days, etc.):
    - ii. Own point(s):
    - iii. Other retail networks:
    - iv. Wholesale agent:
  - b. Online:
    - i. Social media:
    - ii. Own website:
    - iii. Sales platform (marketplace):
    - iv. Own online store:
10. Promotion (0 - if there is no data concerning this topic, 1 - if this form of promotion has been identified):
  - a. Traditional:
    - i. Events (fairs, open days, etc.):
    - ii. Printed materials (leaflets, etc.):
    - iii. Outdoor:
    - iv. Advertisement in press:

- v. Radio advertisement:
  - vi. TV advertisement:
  - vii. Promotional materials of supporting institutions (i.e., self-government materials, elaborations of associations):
  - b. Online:
    - i. Advertisement on internet portals:
    - ii. mentions on websites of supporting institutions (i.e., self-government materials, elaborations of associations):
    - iii. Advertisement in social media (i.e., Google, Facebook):
    - iv. Own website / blog:
    - v. Own social media:
    - vi. Newsletter:
11. Content (what is presented in promotional materials - indicate specific content of the promotional material here - the content which draws reference to.... literally. If it is a video material or a photograph, after quoting a fragment that refers to a given aspect of tradition, one should additionally add links to these materials (as many links as there are materials)):
- a. Tradition:
    - i. Formula:
    - ii. Traditional name:
    - iii. Reference to customs:
    - iv. Reference to history:
    - v. Other:
  - b. Locality:
    - i. Local production:
    - ii. Local name:
    - iii. Raw materials:
    - iv. Non-mass production:
    - v. Production safe for the local environment:
    - vi. Other:

### Annex -Analysis of consumer perspective

#### Do you pay attention, while travelling for pleasure, to local/regional products offered in the location of your trip, such as:

country		I am not interested in it Row N %	I like to look around, share my opinion with my family and friends Row N %	from time to time I buy something like this as a souvenir or present Row N %	I try to bring something like this from each stay Row N %	not just souvenirs but I search for such products more often Row N %
Czech Republic	food products	0.0%	3.0%	25.4%	29.1%	42.5%
	art products	1.5%	22.4%	47.0%	15.7%	13.4%
	craft products	0.7%	14.9%	39.6%	23.9%	20.9%
	small tourist souvenirs	8.2%	18.7%	37.3%	26.1%	9.7%
	other goods produced on a mass scale for many years in a given region	1.5%	29.1%	42.5%	15.7%	11.2%
Slovakia	food products	2.7%	23.3%	34.9%	18.5%	20.5%
	art products	4.1%	24.0%	43.8%	19.2%	8.9%
	craft products	2.1%	25.3%	46.6%	12.3%	13.7%
	small tourist souvenirs	5.5%	12.3%	42.5%	26.7%	13.0%
	other goods produced on a mass scale for many years in a given region	4.8%	27.4%	38.4%	18.5%	11.0%
Poland	food products	3.6%	9.1%	26.1%	36.4%	24.8%
	art products	12.1%	17.0%	40.0%	23.0%	7.9%
	craft products	12.7%	18.2%	38.2%	21.8%	9.1%
	small tourist souvenirs	10.9%	7.3%	35.8%	36.4%	9.7%
	other goods produced on a mass scale for many years in a given region	20.6%	18.8%	30.3%	21.8%	8.5%
Ukraine	food products	4.2%	20.0%	13.3%	32.5%	30.0%
	art products	9.2%	26.7%	32.5%	22.5%	9.2%
	craft products	8.3%	25.8%	32.5%	21.7%	11.7%
	small tourist souvenirs	8.3%	18.3%	26.7%	37.5%	9.2%
	other goods produced on a mass scale for many years in a given region	12.5%	29.2%	22.5%	21.7%	14.2%

### Which local/regional food products do you buy most willingly while travelling as a tourist?

country			Responses		Percent of Cases
			N	Percent	
Czech Republic	Ša2multiple	cheese	115	26.1%	85.8%
		beer	60	13.6%	44.8%
		honey	38	8.6%	28.4%
		jam	14	3.2%	10.4%
		wine	69	15.7%	51.5%
		juice	15	3.4%	11.2%
		smoked meat	49	11.1%	36.6%
		liquor	38	8.6%	28.4%
		herbs	41	9.3%	30.6%
		other	1	0.2%	0.7%
			<b>Total</b>		<b>440</b>
Slovakia	Ša2multiple	cheese	116	27.1%	79.5%
		beer	37	8.6%	25.3%
		honey	65	15.2%	44.5%
		jam	21	4.9%	14.4%
		wine	66	15.4%	45.2%
		juice	19	4.4%	13.0%
		smoked meat	34	7.9%	23.3%
		liquor	15	3.5%	10.3%
		herbs	47	11.0%	32.2%
		other	8	1.9%	5.5%
	<b>Total</b>		<b>428</b>	<b>100.0%</b>	<b>293.2%</b>
Poland	Ša2multiple	cheese	110	22.9%	67.5%
		beer	64	13.3%	39.3%
		honey	60	12.5%	36.8%
		jam	34	7.1%	20.9%
		wine	69	14.4%	42.3%
		juice	11	2.3%	6.7%
		smoked meat	33	6.9%	20.2%
		liquor	48	10.0%	29.4%
		herbs	38	7.9%	23.3%
		other	13	2.7%	8.0%
	<b>Total</b>		<b>480</b>	<b>100.0%</b>	<b>294.5%</b>
Ukraine	Ša2multiple	cheese	95	24.1%	80.5%
		beer	17	4.3%	14.4%
		honey	46	11.7%	39.0%
		jam	18	4.6%	15.3%
		wine	79	20.1%	66.9%
		juice	14	3.6%	11.9%
		smoked meat	14	3.6%	11.9%
		liquor	45	11.4%	38.1%
		herbs	61	15.5%	51.7%
		other	5	1.3%	4.2%
	<b>Total</b>		<b>394</b>	<b>100.0%</b>	<b>333.9%</b>

### Which local/regional non-food products do you buy most willingly while travelling as a tourist?

country			Responses		Percent of Cases		
			N	Percent			
Czech Republic	Ša3multiple	sculptures	4	1.1%	3.0%		
		icons	5	1.4%	3.8%		
		ceramics	76	21.3%	57.6%		
		jewellery	58	16.2%	43.9%		
		paintings	5	1.4%	3.8%		
		T-shirts	29	8.1%	22.0%		
		magnets	48	13.4%	36.4%		
		local folk outfits	9	2.5%	6.8%		
		minor household articles	67	18.8%	50.8%		
		musical instruments	16	4.5%	12.1%		
		wooden toys	37	10.4%	28.0%		
		other	3	0.8%	2.3%		
			<b>Total</b>		<b>357</b>	<b>100.0%</b>	<b>270.5%</b>
		Slovakia	Ša3multiple	sculptures	3	0.8%	2.1%
icons	8			2.1%	5.5%		
ceramics	74			19.3%	51.0%		
jewellery	43			11.2%	29.7%		
paintings	7			1.8%	4.8%		
T-shirts	5			1.3%	3.4%		
magnets	102			26.6%	70.3%		
local folk outfits	5			1.3%	3.4%		
minor household articles	78			20.3%	53.8%		
musical instruments	3			0.8%	2.1%		
wooden toys	50			13.0%	34.5%		
other	6			1.6%	4.1%		
	<b>Total</b>				<b>384</b>	<b>100.0%</b>	<b>264.8%</b>
Poland	Ša3multiple			sculptures	16	4.0%	9.9%
		icons	17	4.2%	10.6%		
		ceramics	62	15.5%	38.5%		
		jewellery	67	16.7%	41.6%		
		paintings	18	4.5%	11.2%		
		T-shirts	39	9.7%	24.2%		
		magnets	99	24.7%	61.5%		
		local folk outfits	5	1.2%	3.1%		
		minor household articles	43	10.7%	26.7%		
		musical instruments	5	1.2%	3.1%		
		wooden toys	23	5.7%	14.3%		
		other	7	1.7%	4.3%		
			<b>Total</b>		<b>401</b>	<b>100.0%</b>	<b>249.1%</b>
		Ukraine	Ša3multiple	sculptures	7	2.0%	5.9%
icons	7			2.0%	5.9%		
ceramics	62			18.1%	52.1%		
jewellery	26			7.6%	21.8%		
paintings	16			4.7%	13.4%		
T-shirts	25			7.3%	21.0%		
magnets	77			22.4%	64.7%		
local folk outfits	11			3.2%	9.2%		
minor household articles	78			22.7%	65.5%		
musical instruments	2			0.6%	1.7%		
wooden toys	29			8.5%	24.4%		
other	3			0.9%	2.5%		
	<b>Total</b>				<b>343</b>	<b>100.0%</b>	<b>288.2%</b>

**Do you pay attention, while buying local/regional products, to the information about the place of their production?**

country		Frequency	Percent	Valid Percent	Cumulative Percent
Czech Republic	Valid	no	6	4.5	4.5
		yes	128	95.5	100.0
		Total	134	100.0	100.0
Slovakia	Valid	no	16	11.0	11.1
		yes	128	87.7	88.9
		Total	144	98.6	100.0
	Missing	System	2	1.4	
	Total	146	100.0		
Poland	Valid	no	26	15.8	15.9
		yes	138	83.6	84.1
		Total	164	99.4	100.0
	Missing	System	1	.6	
	Total	165	100.0		
Ukraine	Valid	no	20	16.7	16.7
		yes	100	83.3	100.0
		Total	120	100.0	100.0

**Which souvenirs, from those listed below, do you buy most willingly while travelling as a tourist?**

country		Frequency	Percent	Valid Percent	Cumulative Percent
Czech Republic	Valid	mass-produced local-product-resembling Asian products (tourist souvenirs) but at the lowest price	1	.7	.8
		mass-scale produced (in country) products dedicated to being sold as local products at a slightly higher price	16	11.9	12.0
		local/regional products produced in the area where I travel. usually at the highest price	116	86.6	87.2
		Total	133	99.3	100.0
	Missing	System	1	.7	
	Total	134	100.0		
Slovakia	Valid	mass-produced local-product-resembling Asian products (tourist souvenirs) but at the lowest price	2	1.4	1.4
		mass-scale produced (in country) products dedicated to being sold as local products at a slightly higher price	39	26.7	27.3
		local/regional products produced in the area where I travel. usually at the highest price	102	69.9	71.3
		Total	143	97.9	100.0

	Missing	System	3	2.1		
	Total		146	100.0		
Poland	Valid	mass-produced local-product-resembling Asian products (tourist souvenirs) but at the lowest price	8	4.8	4.9	4.9
		mass-scale produced (in country) products dedicated to being sold as local products at a slightly higher price	34	20.6	20.7	25.6
		local/regional products produced in the area where I travel. usually at the highest price	122	73.9	74.4	100.0
		Total	164	99.4	100.0	
	Missing	System	1	.6		
	Total		165	100.0		
Ukraine	Valid	mass-produced local-product-resembling Asian products (tourist souvenirs) but at the lowest price	11	9.2	9.2	9.2
		mass-scale produced (in country) products dedicated to being sold as local products at a slightly higher price	24	20.0	20.2	29.4
		local/regional products produced in the area where I travel. usually at the highest price	84	70.0	70.6	100.0
		Total	119	99.2	100.0	
	Missing	System	1	.8		
	Total		120	100.0		

**Please indicate the most frequent sources of information (knowledge) about local/regional products which you use during your travels?**

country			Responses		Percent of Cases	
			N	Percent		
Czech Republic	multiple	Internet	91	22.4%	67.9%	
		guidebook	25	6.1%	18.7%	
		other media (i.e. radio, TV)	5	1.2%	3.7%	
		tour guide	32	7.9%	23.9%	
		tourist information	73	17.9%	54.5%	
		salesperson	52	12.8%	38.8%	
		information obtained in the accommodation base	73	17.9%	54.5%	
		opinions of a family or acquaintances	54	13.3%	40.3%	
		other	2	0.5%	1.5%	
		Total		407	100.0%	303.7%
Slovakia	multiple	Internet	96	22.9%	65.8%	
		guidebook	25	6.0%	17.1%	
		other media (i.e. radio, TV)	15	3.6%	10.3%	
		tour guide	52	12.4%	35.6%	
		tourist information	81	19.3%	55.5%	
		salesperson	52	12.4%	35.6%	
		information obtained in the accommodation base	44	10.5%	30.1%	
		opinions of a family or acquaintances	54	12.9%	37.0%	
		Total		419	100.0%	287.0%
		Poland	multiple	Internet	105	24.6%
guidebook	45			10.6%	27.3%	
other media (i.e. radio, TV)	11			2.6%	6.7%	
tour guide	50			11.7%	30.3%	
tourist information	39			9.2%	23.6%	
salesperson	69			16.2%	41.8%	
information obtained in the accommodation base	36			8.5%	21.8%	
opinions of a family or acquaintances	68			16.0%	41.2%	
other	3			0.7%	1.8%	
Total				426	100.0%	258.2%
Ukraine	multiple	Internet	101	29.5%	84.2%	
		guidebook	21	6.1%	17.5%	
		other media (i.e. radio, TV)	20	5.8%	16.7%	
		tour guide	30	8.8%	25.0%	
		tourist information	27	7.9%	22.5%	
		salesperson	28	8.2%	23.3%	
		information obtained in the accommodation base	36	10.5%	30.0%	
		opinions of a family or acquaintances	79	23.1%	65.8%	
		Total		342	100.0%	285.0%

**In your opinion - what determines whether a given product is local or regional?**

country			definitely not important	rather not important	hard to say	rather important	definitely important
			Row N %	Row N %	Row N %	Row N %	Row N %
Czech Republic	multiple	produced locally by a local community	0.7%	0.0%	0.0%	27.6%	71.6%
		produced according to old, traditional formulas, recipes, production methods	1.5%	2.2%	4.5%	38.1%	53.7%
		manufactured out of local raw materials	0.7%	3.0%	6.7%	47.0%	42.5%
		name draws reference to the local dialect	5.2%	31.3%	17.2%	34.3%	11.9%
		name draws reference to the production location	1.5%	27.6%	18.7%	37.3%	14.9%
		has an adequate, official local or regional product certificate	3.7%	15.7%	22.4%	35.1%	23.1%
		available solely in the location of production	7.5%	22.4%	24.6%	33.6%	11.9%
		generally draws reference to the given location (climate, language, tradition. or history)	0.0%	2.2%	5.2%	47.0%	45.5%
		produced in a non-mass manner (on a small scale)	4.5%	12.7%	14.2%	40.3%	28.4%
		produced in an environmentally friendly manner	3.0%	6.7%	16.4%	37.3%	36.6%
Slovakia	multiple	production and sale contribute substantially to the improvement of the economic situation of the local community	0.7%	3.7%	14.9%	35.8%	44.8%
		produced locally by a local community	2.1%	3.4%	4.1%	32.2%	58.2%
		produced according to old, traditional formulas, recipes, production methods	1.4%	2.7%	4.1%	37.7%	54.1%
		manufactured out of local raw materials	1.4%	4.1%	13.7%	30.8%	50.0%
		name draws reference to the local dialect	4.1%	21.2%	18.5%	39.7%	16.4%
		name draws reference to the production location	4.1%	16.4%	20.5%	39.0%	19.9%
		has an adequate, official local or regional product certificate	5.5%	11.0%	17.8%	39.0%	26.7%
		available solely in the location of production	6.8%	10.3%	25.3%	35.6%	21.9%

	generally draws reference to the given location (climate, language, tradition, or history)	2.1%	6.8%	15.1%	45.2%	30.8%
	produced in a non-mass manner (on a small scale)	3.4%	15.1%	18.5%	37.0%	26.0%
	produced in an environmentally friendly manner	2.1%	6.2%	15.1%	38.4%	38.4%
	production and sale contribute substantially to the improvement of the economic situation of the local community	2.1%	4.1%	10.3%	43.2%	40.4%
Poland	produced locally by a local community	0.6%	1.8%	3.0%	23.6%	70.9%
	produced according to old, traditional formulas, recipes, production methods	0.0%	3.6%	9.1%	23.6%	63.6%
	manufactured out of local raw materials	0.6%	3.0%	9.7%	33.9%	52.7%
	name draws reference to the local dialect	7.9%	14.5%	23.0%	37.0%	17.6%
	name draws reference to the production location	6.1%	13.3%	19.4%	37.6%	23.6%
	has an adequate, official local or regional product certificate	6.7%	11.5%	22.4%	34.5%	24.8%
	available solely in the location of production	1.2%	12.1%	19.4%	33.3%	33.9%
	generally draws reference to the given location (climate, language, tradition, or history)	3.0%	3.6%	11.5%	44.2%	37.6%
	produced in a non-mass manner (on a small scale)	2.4%	6.7%	15.8%	41.8%	33.3%
	produced in an environmentally friendly manner	4.8%	8.5%	10.3%	41.8%	34.5%
	production and sale contribute substantially to the improvement of the economic situation of the local community	2.4%	6.7%	10.9%	32.7%	47.3%
Ukraine	produced locally by a local community	4.2%	6.7%	8.3%	35.8%	45.0%
	produced according to old, traditional formulas, recipes, production methods	4.2%	7.5%	12.5%	29.2%	46.7%
	manufactured out of local raw materials	6.7%	6.7%	15.0%	40.8%	30.8%

	name draws reference to the local dialect	10.8%	23.3%	15.0%	34.2%	16.7%
	name draws reference to the production location	10.0%	15.8%	21.7%	35.0%	17.5%
	has an adequate, official local or regional product certificate	5.8%	19.2%	23.3%	28.3%	23.3%
	available solely in the location of production	5.0%	13.3%	15.8%	39.2%	26.7%
	generally draws reference to the given location (climate, language, tradition, or history)	5.8%	4.2%	10.0%	49.2%	30.8%
	produced in a non-mass manner (on a small scale)	9.2%	12.5%	18.3%	36.7%	23.3%
	produced in an environmentally friendly manner	6.7%	10.0%	10.8%	33.3%	39.2%
	production and sale contribute substantially to the improvement of the economic situation of the local community	5.0%	8.3%	14.2%	33.3%	39.2%

**Do you associate these types of products with the Carpathians (inserted generally recognized mountain ranges comprising the Carpathians in a given country)?**

			no, I have never heard of these products Row N %	yes, I know that there are such products. but I don't know their names Row N %	yes, I can list the names of such products Row N %
country	Czech Republic	food products	3.7%	56.7%	39.6%
		art products	18.7%	64.2%	17.2%
		craft products	10.4%	62.7%	26.9%
		small tourist souvenirs	24.6%	66.4%	9.0%
		other goods produced on a mass scale for many years in a given region	32.8%	53.0%	14.2%
		Slovakia	food products	5.5%	66.4%
	art products	11.6%	71.9%	16.4%	
	craft products	4.1%	76.0%	19.9%	
	small tourist souvenirs	6.2%	75.3%	18.5%	
	other goods produced on a mass scale for many years in a given region	13.7%	69.9%	16.4%	
Poland	food products	3.0%	38.8%	58.2%	
	art products	7.9%	61.2%	30.9%	
	craft products	14.5%	63.0%	22.4%	
	small tourist souvenirs	12.7%	65.5%	21.8%	
	other goods produced on a mass scale for many years in a given region	20.6%	67.3%	12.1%	

Ukraine	food products	10.8%	48.3%	40.8%
	art products	20.8%	52.5%	26.7%
	craft products	17.5%	51.7%	30.8%
	small tourist souvenirs	10.0%	68.3%	21.7%
	other goods produced on a mass scale for many years in a given region	18.3%	69.2%	12.5%

**In your opinion, the price for local or regional products that draw reference to the Carpathians (inserted generally recognized mountain ranges comprising the Carpathians in a given country):**

country			Frequency	Percent	Valid Percent	Cumulative Percent
Czech Republic	Valid	should be slightly lower than the price of related products produced globally	1	.7	.7	.7
		should be the same as the price of comparable products produced globally	25	18.7	18.7	19.4
		may be slightly higher than the price of related products produced globally	76	56.7	56.7	76.1
		may be significantly higher than the price of comparable products produced globally	32	23.9	23.9	100.0
		Total	134	100.0	100.0	
Slovakia	Valid	should be significantly lower than the price of comparable products produced globally	7	4.8	4.8	4.8
		should be slightly lower than the price of related products produced globally	12	8.2	8.2	13.0
		should be the same as the price of comparable products produced globally	57	39.0	39.0	52.1
		may be slightly higher than the price of related products produced globally	60	41.1	41.1	93.2
		may be significantly higher than the price of comparable products produced globally	10	6.8	6.8	100.0
Total	146	100.0	100.0			
Poland	Valid	should be significantly lower than the price of comparable products produced globally	6	3.6	3.6	3.6
		should be slightly lower than the price of related products produced globally	10	6.1	6.1	9.7
		should be the same as the price of comparable products produced globally	22	13.3	13.3	23.0

		may be slightly higher than the price of related products produced globally	104	63.0	63.0	86.1
		may be significantly higher than the price of comparable products produced globally	23	13.9	13.9	100.0
		Total	165	100.0	100.0	
Ukraine	Valid	should be significantly lower than the price of comparable products produced globally	3	2.5	2.5	2.5
		should be slightly lower than the price of related products produced globally	16	13.3	13.3	15.8
		should be the same as the price of comparable products produced globally	20	16.7	16.7	32.5
		may be slightly higher than the price of related products produced globally	72	60.0	60.0	92.5
		may be significantly higher than the price of comparable products produced globally	9	7.5	7.5	100.0
		Total	120	100.0	100.0	

## Please indicate your sex:

country			Frequency	Percent	Valid Percent	Cumulative Percent
Czech Republic	Valid	female	84	62.7	62.7	62.7
		male	50	37.3	37.3	100.0
		Total	134	100.0	100.0	
Slovakia	Valid	female	93	63.7	63.7	63.7
		male	53	36.3	36.3	100.0
		Total	146	100.0	100.0	
Poland	Valid	female	107	64.8	64.8	64.8
		male	58	35.2	35.2	100.0
		Total	165	100.0	100.0	
Ukraine	Valid	female	86	71.7	71.7	71.7
		male	34	28.3	28.3	100.0
		Total	120	100.0	100.0	

## Please indicate in which of the below ranges are you currently:

country			Frequency	Percent	Valid Percent	Cumulative Percent
Czech Republic	Valid	18-25	3	2.2	2.2	2.2
		26-35	18	13.4	13.4	15.7
		36-45	39	29.1	29.1	44.8
		46-55	48	35.8	35.8	80.6
		56-65	19	14.2	14.2	94.8
		66 and more	7	5.2	5.2	100.0
		Total	134	100.0	100.0	
Slovakia	Valid	18-25	9	6.2	6.2	6.2
		26-35	20	13.7	13.7	19.9
		36-45	42	28.8	28.8	48.6
		46-55	35	24.0	24.0	72.6
		56-65	30	20.5	20.5	93.2
		66 and more	10	6.8	6.8	100.0
		Total	146	100.0	100.0	
Poland	Valid	18-25	22	13.3	13.3	13.3
		26-35	39	23.6	23.6	37.0
		36-45	48	29.1	29.1	66.1
		46-55	33	20.0	20.0	86.1
		56-65	20	12.1	12.1	98.2
		66 and more	3	1.8	1.8	100.0
		Total	165	100.0	100.0	
Ukraine	Valid	18-25	39	32.5	32.5	32.5
		26-35	9	7.5	7.5	40.0
		36-45	31	25.8	25.8	65.8
		46-55	36	30.0	30.0	95.8
		56-65	5	4.2	4.2	100.0
		Total	120	100.0	100.0	

**Your education (last completed school):**

country		Frequency	Percent	Valid Percent	Cumulative Percent
Czech Republic	Valid	primary	1	.7	.7
		vocational	4	3.0	3.0
		secondary	27	20.1	20.1
		post-secondary	7	5.2	5.2
		third-degree bachelor	10	7.5	7.5
		third-degree master or doctoral	85	63.4	63.4
		Total	134	100.0	100.0
Slovakia	Valid	primary	1	.7	.7
		vocational	3	2.1	2.1
		secondary	18	12.3	12.3
		post-secondary	4	2.7	2.7
		third-degree bachelor	14	9.6	9.6
		third-degree master or doctoral	106	72.6	72.6
		Total	146	100.0	100.0
Poland	Valid	primary	2	1.2	1.2
		vocational	1	.6	.6
		secondary	14	8.5	8.5
		post-secondary	13	7.9	7.9
		third-degree bachelor	23	13.9	13.9
		third-degree master or doctoral	112	67.9	67.9
		Total	165	100.0	100.0
Ukraine	Valid	secondary	23	19.2	19.2
		post-secondary	8	6.7	6.7
		third-degree bachelor	21	17.5	17.5
		third-degree master or doctoral	68	56.7	56.7
		Total	120	100.0	100.0

**Size of town or city in which you currently live:**

country		Frequency	Percent	Valid Percent	Cumulative Percent		
Czech Republic	Valid	village	66	49.3	49.3		
		town up to 10 thousand inhabitants	26	19.4	19.4		
		city between 11 and 50 thousand inhabitants	28	20.9	20.9		
		city between 51 and 100 thousand inhabitants	5	3.7	3.7		
		city between 101 and 500 thousand inhabitants	2	1.5	1.5		
		city above 500 thousand inhabitants	7	5.2	5.2		
		Total	134	100.0	100.0		
		Slovakia	Valid	village	33	22.6	22.6
				town up to 10 thousand inhabitants	20	13.7	13.7
				city between 11 and 50 thousand inhabitants	55	37.7	37.7
city between 51 and 100 thousand inhabitants	10			6.8	6.8		
city between 101 and 500 thousand inhabitants	14			9.6	9.6		
city above 500 thousand inhabitants	14			9.6	9.6		
Total	146			100.0	100.0		
Poland	Valid			village	68	41.2	41.2
				town up to 10 thousand inhabitants	9	5.5	5.5
				city between 11 and 50 thousand inhabitants	19	11.5	11.5
		city between 51 and 100 thousand inhabitants	9	5.5	5.5		
		city between 101 and 500 thousand inhabitants	48	29.1	29.1		
		city above 500 thousand inhabitants	12	7.3	7.3		
		Total	165	100.0	100.0		
		Ukraine	Valid	village	12	10.0	10.0
				town up to 10 thousand inhabitants	15	12.5	12.5
				city between 11 and 50 thousand inhabitants	16	13.3	13.3
city between 51 and 100 thousand inhabitants	2			1.7	1.7		
city between 101 and 500 thousand inhabitants	15			12.5	12.5		
city above 500 thousand inhabitants	60			50.0	50.0		
Total	120			100.0	100.0		

**How do you assess the material situation of your closest family?**

country			Frequency	Percent	Valid Percent	Cumulative Percent
Czech Republic	Valid	We live modestly. We do larger shopping. and are able to save lesser amounts of money.	24	17.9	17.9	17.9
		We live on an average level. We can afford to spend more on occasions. We regularly save up.	75	56.0	56.0	73.9
		We live on a high level. We can afford to spend more. We save up.	34	25.4	25.4	99.3
		We live on a very high level. We don't deny ourselves anything. We regularly save significant amounts.	1	.7	.7	100.0
		Total	134	100.0	100.0	
Slovakia	Valid	We live modestly. We do larger shopping. and are able to save lesser amounts of money.	31	21.2	21.2	21.2
		We live on an average level. We can afford to spend more on occasions. We regularly save up.	76	52.1	52.1	73.3
		We live on a high level. We can afford to spend more. We save up.	39	26.7	26.7	100.0
		Total	146	100.0	100.0	
		Poland	Valid	We live very modestly; we hardly fulfil our basic needs. We are not able to save up.	4	2.4
We live modestly. We do larger shopping. and are able to save lesser amounts of money.	40			24.2	24.2	26.7
We live on an average level. We can afford to spend more on occasions. We regularly save up.	70			42.4	42.4	69.1
We live on a high level. We can afford to spend more. We save up.	46			27.9	27.9	97.0
We live on a very high level. We don't deny ourselves anything. We regularly save significant amounts.	5			3.0	3.0	100.0
Total	165			100.0	100.0	

Ukraine	Valid	We live very modestly; we hardly fulfil our basic needs. We are not able to save up.	5	4.2	4.2	4.2
		We live modestly. We do larger shopping. and are able to save lesser amounts of money.	42	35.0	35.0	39.2
		We live on an average level. We can afford to spend more on occasions. We regularly save up.	61	50.8	50.8	90.0
		We live on a high level. We can afford to spend more. We save up.	12	10.0	10.0	100.0
		Total	120	100.0	100.0	

**How often do you visit the following destinations as a tourist?**

country = Czech Republic

**[Beskydy]**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I have never been there	2	1.5	1.5	1.5
	I was there once	11	8.2	8.2	9.7
	once every several years	41	30.6	30.6	40.3
	once a year	17	12.7	12.7	53.0
	several times a year	63	47.0	47.0	100.0
	Total	134	100.0	100.0	

**[Javorníky]**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I have never been there	27	20.1	20.1	20.1
	I was there once	28	20.9	20.9	41.0
	once every several years	53	39.6	39.6	80.6
	once a year	24	17.9	17.9	98.5
	several times a year	2	1.5	1.5	100.0
	Total	134	100.0	100.0	

**[Bílé Karpaty]**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I have never been there	26	19.4	19.4	19.4
	I was there once	25	18.7	18.7	38.1
	once every several years	53	39.6	39.6	77.6
	once a year	24	17.9	17.9	95.5
	several times a year	6	4.5	4.5	100.0
	Total	134	100.0	100.0	

*country = Slovakia*

		<b>[Tatry]</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I was there once	3	2.1	2.1	2.1
	once every several years	54	37.0	37.0	39.0
	once a year	41	28.1	28.1	67.1
	several times a year	48	32.9	32.9	100.0
	Total	146	100.0	100.0	

		<b>[Nízke Tatry]</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I have never been there	2	1.4	1.4	1.4
	I was there once	8	5.5	5.5	6.8
	once every several years	57	39.0	39.0	45.9
	once a year	57	39.0	39.0	84.9
	several times a year	22	15.1	15.1	100.0
Total	146	100.0	100.0		

		<b>[Malá Fatra]</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I have never been there	15	10.3	10.3	10.3
	I was there once	17	11.6	11.6	21.9
	once every several years	70	47.9	47.9	69.9
	once a year	24	16.4	16.4	86.3
	several times a year	20	13.7	13.7	100.0
Total	146	100.0	100.0		

		<b>[Veľká Fatra]</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I have never been there	18	12.3	12.3	12.3
	I was there once	22	15.1	15.1	27.4
	once every several years	71	48.6	48.6	76.0
	once a year	17	11.6	11.6	87.7
	several times a year	18	12.3	12.3	100.0
Total	146	100.0	100.0		

*country = Poland*

		<b>[Tatry]</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I have never been there	3	1.8	1.8	1.8
	I was there once	11	6.7	6.7	8.5
	once every several years	91	55.2	55.2	63.6
	once a year	36	21.8	21.8	85.5
	several times a year	24	14.5	14.5	100.0
Total	165	100.0	100.0		

		<b>[Pieniny]</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I have never been there	26	15.8	15.8	15.8
	I was there once	26	15.8	15.8	31.5
	once every several years	67	40.6	40.6	72.1
	once a year	35	21.2	21.2	93.3
	several times a year	11	6.7	6.7	100.0
Total	165	100.0	100.0		

		<b>[Beskidy (w tym Bieszczady, Gorce)]</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I have never been there	10	6.1	6.1	6.1
	I was there once	7	4.2	4.2	10.3
	once every several years	30	18.2	18.2	28.5
	once a year	38	23.0	23.0	51.5
	several times a year	80	48.5	48.5	100.0
Total	165	100.0	100.0		

		<b>[Pogórze]</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I have never been there	31	18.8	18.8	18.8
	I was there once	12	7.3	7.3	26.1
	once every several years	43	26.1	26.1	52.1
	once a year	20	12.1	12.1	64.2
	several times a year	59	35.8	35.8	100.0
Total	165	100.0	100.0		

country = Ukraine

**[Східні Бещади]**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I have never been there	48	40.0	40.0	40.0
	I was there once	24	20.0	20.0	60.0
	once every several years	28	23.3	23.3	83.3
	once a year	8	6.7	6.7	90.0
	several times a year	12	10.0	10.0	100.0
	Total	120	100.0	100.0	

**[Горгани]**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I have never been there	53	44.2	44.2	44.2
	I was there once	19	15.8	15.8	60.0
	once every several years	29	24.2	24.2	84.2
	once a year	10	8.3	8.3	92.5
	several times a year	9	7.5	7.5	100.0
	Total	120	100.0	100.0	

**[Чорногора]**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I have never been there	49	40.8	40.8	40.8
	I was there once	19	15.8	15.8	56.7
	once every several years	22	18.3	18.3	75.0
	once a year	15	12.5	12.5	87.5
	several times a year	15	12.5	12.5	100.0
	Total	120	100.0	100.0	

**Tourist stay in the Carpathians (index)**

country		Frequency	Percent	Valid Percent	Cumulative Percent	
Czech Republic	Valid	never or only once	12	9.0	9.0	9.0
		once every several years	35	26.1	26.1	35.1
		regularly. even several times a year	87	64.9	64.9	100.0
		Total	134	100.0	100.0	
Slovakia	Valid	never or only once	1	.7	.7	.7
		once every several years	39	26.7	26.7	27.4
		regularly. even several times a year	106	72.6	72.6	100.0
		Total	146	100.0	100.0	
Poland	Valid	never or only once	4	2.4	2.4	2.4
		once every several years	27	16.4	16.4	18.8
		regularly. even several times a year	134	81.2	81.2	100.0
		Total	165	100.0	100.0	
Ukraine	Valid	never or only once	53	44.2	44.2	44.2
		once every several years	31	25.8	25.8	70.0
		regularly. even several times a year	36	30.0	30.0	100.0
		Total	120	100.0	100.0	







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