

“Focus on culinary tourism and regional cuisine in the Moravian-Silesian Region”

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Abstract

Tourism is a growing industry in the Moravian-Silesian Region. The paper describe the detailed conditions for culinary tourism. The main topics are the regional specialties. Culinary tourism is defined as travel for unique and memorable culinary experiences of all kinds. The SWOT analyze is the first step to determine the current position to the destination tourism market. In Moravian-Silesian Region are geographical, cultural and many other prerequisites for tourism. One prerequisite is broad offer regional specialties. The aim of this article is to confirm, that regional gastronomy can be used as a tool for the development of tourism in the area.

Keywords: prerequisites for tourism, Moravian-Silesian region, culinary tourism, SWOT analysis

Paper type: Scientific paper

1. Introduction

Since the beginning of time humans have traveled. Food, water, safety or acquisition of resources (trade) were the early travel motivations. But the idea of travel for pleasure or exploration soon emerged. (Zedková, Kajzar, 2013) Travel is increasingly becoming an essential part of our lives. On the tourism have continuous influence of both demographic changes, and economic factors as well as changes in lifestyle. These changes in the travel industry is also confirmed by many studies in many European countries as well as countries outside Europe. (Kajzar, 2013)

According to a website dedicated to Czech Republic, Moravian-Silesian Region is typified by its industry, but nature or history lovers will also find plenty to see and do here. Thanks to its location and diverse and beautiful countryside, the Moravian-Silesian Region can also offer a number of opportunities for sport, tourism and recreation.¹

Tourism is a growing industry in the Moravian-Silesian Region. Moravian-Silesian region has great potential for the development of tourism. Conditions are geographic, demographic and many more.

The aim of this article is to confirm, that regional gastronomy can be used as a tool for the development of tourism in the area.

2. Prerequisites for tourism in the Moravian-Silesian region

The Moravia-Silesia region lies in the northeast part of the Czech Republic (Fig.1), bordering Poland to the north and Slovakia to the southeast, and contains four Euroregions: Beskydy, Praděd, Silesia and Těšínské Slezsko. Moravia-Silesia has always been one of the most important regions in the context of Bohemia, Moravia and Silesia.²

Even though the region is best known for the industrial locality of Ostrava, it can also boast a variety of natural beauties. The most significant protected landscape areas in the region are the Jeseníky Mountains, Beskydy Mountains and the locality of Poodří. The PLA Beskydy offers exceptional natural heritage, especially the remains of original primeval forests, which are home to rare Carpathian animals and plants. The Beskydy landscape has kept its extraordinary aesthetic value. It attracts tourists all year round – in summer by the numerous tourist and cycling trails, and in winter by the many downhill and cross-country routes. The highest peak of the Beskydy is called Lysá Hora. Tourists are especially drawn to the mountainous region of Pustevny (map), from where you can climb to the top of the mountain called Radhošť.³

¹ EU2009.cz, *Moravian-Silesian Region*, 2013. [online]. [cit 1.8.2013]. <http://www.eu2009.cz/en/czech-republic/regions/moravia-silesia-region/moravian-silesian-region-348/>

² Czech invest, *Moravian-Silesian*, 2013. [online]. [cit 11.8.2013]. <http://www.czechinvest.org/en/moravia-silesia>

³ Tourism, *Moravian-Silesian Region*, 2013. [online]. [cit 10.9.2013]. <http://www.czech.cz/en/Turistika/Kam-jit,-co-navstivit/Zajimava-mista/Moravsko-slezsky-kraj>

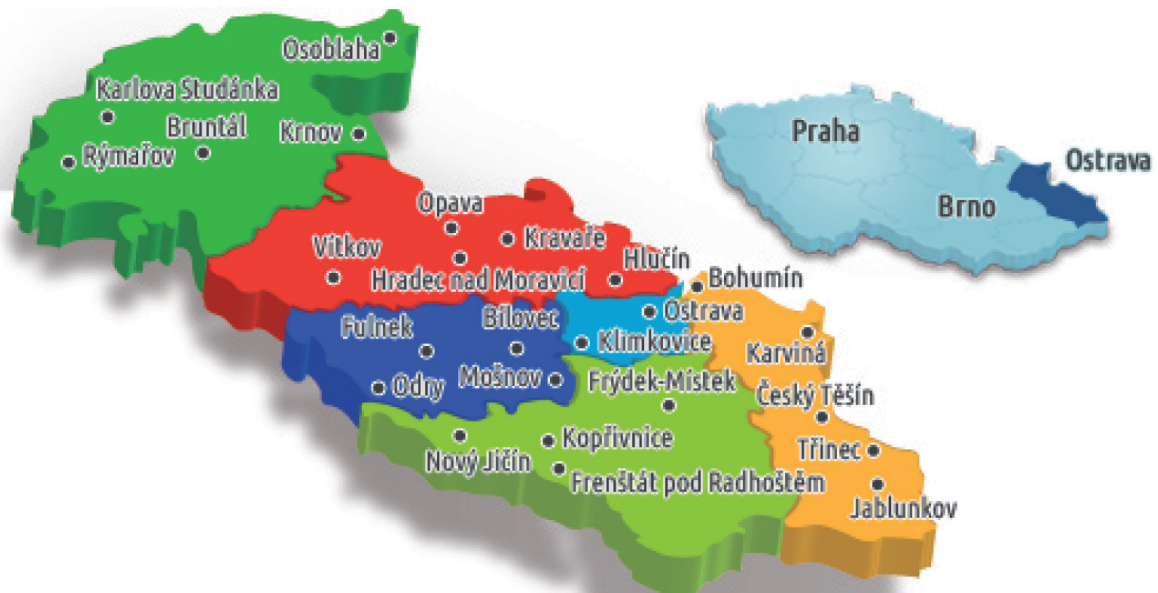


Fig. 1 The Moravian-Silesian Region

Source: Moravskoslezský region, 2013 [online]. [cit 1.9.2013]. <http://www.msregion.cz/en/>

Traditional cultural centers of the region are Ostrava, Opava and the Czech Cieszyn with significant Polish minority, Czech Cieszyn.

The region has many theaters, museums, galleries and theaters. In Ostrava, the seat of the internationally known Janacek Philharmonic. Lovers of literature can use more than 400 libraries. Towns offer a wide range of sports through stadiums, multipurpose halls and hundreds of playgrounds, gymnasiums, swimming pools and facilities. Besides cultural and sports activities in towns and villages, providing a picturesque and varied scenery of northern Moravia and Silesia countless opportunities for recreation, tourism, sightseeing and therapeutic programs. In summer, the Region offers an extensive network (cycling) trails for hiking and biking in the winter, mountain ranges and Hruby Jeseník Beskydy are centers of cross-country and downhill skiing. Moravian-Silesian Region boasts many cultural monuments on its territory the urban conservation areas (center of Příbor, New Jičín and Štramberk).

The Castle gems counties are located in Hradec nad Moravici, Raduň in Kravařích the Opava region or in Fulnek. The most important castles are Sovinec the Rýmařov, Old Jicin and Hukvaldy in area of Beskydy mountains. (Václavíková, 2013)

The region is characterised by its conditions for industrial tourism (Technical Museum Tatra in Kopřivnice, Museum of Wagon-Making in Studénka, Museum of Mining in Ostrava-Petřkovice, Dolní Vítkovice, National Cultural Heritage Site Coal Mine Michal). The region's spa industry is based on utilising the curative effects of the iodine-bromine water in the Darkov Spa and Rehabilitation Centre. A new spa sanatorium with architecturally interesting buildings has been operat-

ing in Klimkovice since the beginning of the 1990s. Watersport fans enjoy boating down the Moravice and Odra Rivers, and those who prefer recreation on the water's edge visit the Žermanice and Těrlicko dams, or, less frequently, the dam in Slezská Harta.

This distinctive region was the birthplace of a number of world-known personalities. For example, Joy Adams, known for her novels about Africa, came from Opava. She started to care for a little lioness, thanks to her second husband, the founder of African national parks, George Adams, and she wrote the book "Elsa: The Story of a Lioness". Leoš Janáček, one of the most famous Czech musical composers, was born in Hukvaldy. Johann Gregor Mendel, Father of Genetics, was born in Vražné-Hynčice.

There are golf courses of various levels of difficulty in the region of Moravia-Silesia, starting with courses featuring short holes all the way to courses where championship tournaments are played. Whatever the course, you will always be playing in beautiful natural surroundings with the magic backdrops of the Beskydy Mountains or historical castles. The courses at Čeladná, Ostravice, Šilheřovice, Kravaře and Ropice have won the favour of many local and foreign players.⁴

3. Culinary tourism

Culinary tourism is a relatively young field of tourism. As a separate branch became operational only in 2001 and only in 2003 Erik Wolf founded the International Culinary Tourism Association. Yet today is a very important industry and its importance is growing.

⁴ Doingbusiness.cz, *Moravian-Silesian Region*, 2013. [online]. [cit 1.8.2013]. http://www.doingbusiness.cz/EcvtApplication2.aspx?rid=4&app=Main&grp=Content&mod=ContentPortal&sta=ArticleDetail&pst=ArticleDetail&p1=OID_INT_2516&p2=VPath_STRING_&p3>ShowDocInfo_BOOL_False&acode=6820

A unique food and drink experience has the power to lure tourists like museums, recreation and shopping. Culinary tourism is the hottest niche to emerge within the travel industry in years because dining is one of the best ways visitors can get to know a new and exotic locale. Of the more than \$330 billion Americans spent on food in 2003, nearly 80 percent was spent in restaurants and nearly one-third of that was spent on fine dining, according to Erik Wolf, President and CEO of the Culinary Tourism Association. Because regional foods and recipes are a major part of what makes one place different from another, restaurants should create unique and memorable food and drink experiences to build excitement and develop a competitive advantage.⁵

Culinary tourism is defined as travel for unique and memorable culinary experiences of all kinds. Although many people think that culinary tourism is go round only a restaurant equipped with several stars, but this is wrong. This includes trips to the booth on a street in Beijing, back-street bar in New York, they knew only local, or even enjoying ice cream on the street somewhere in Italy. Already survey conducted a few years ago for the World Travel Market in London, showed that out of 2,000 respondents throughout 53 percent considered eating traditional local dishes for a very important part of their holiday. Culinary vacations are now common throughout the world and travel agencies will offer you whatever you want, including visits to local markets, cooking lesson and tasting all sorts of things. (Václavíková, 2013)

Culinary tourism is a great way to exchange cultures. To develop the culinary tourism aspect of any destination, a fourfold action plan can be adopted:⁶

- **Parking Spots** – A lack of parking spots can discourage tourists and many would drive away even without taking a second glance. To stop that, the local restaurants should provide ample parking space and advertise it too. Providing valet service is also a good strategy.
- **Ground Breaking Ideas** – Way of presentation, imagination and novel notions can catch a tourist's attention. Kedonganan - Jimbaran is a fishing village in Bali that has been remodelled as a hot seat of culinary tourism. There are 24 cafes dotting the shores of the village that provide seafood delicacies.
- **Good Relations with the Locals** – It would pay real well to treat the locals nicely. Employing them in the restaurants or collaborating with them would help. This would prompt them to redirect tourists to dining places and thus bring in a boom in business.
- **Collaboration with Other Restaurants** – It is unwise to regard other restaurants as competition. Instead if many restaurants collaborated with each other to form a chain and entered a business relation, then it would be much more profitable for them.

The interest in culinary tourism is not restricted to a particular age, sex, or national origin. Tourists culinary travel are

also interested in museums, shopping, arts and recreation, and are highly motivated to gain experience unique and unforgettable meals.

Culinary tourism is a popular form of tourism. According Czechtourism experiencing culinary tourism in our big entrance. The aim of culinary tourism in the Czech Republic is to restore the original Czech cuisine. (Václavíková, 2013)

3.1 Project: Taste the Czech Republic

This project was created in collaboration Czechtourism, the Association of Hotels and Restaurants Czech Republic and the Association of Chefs and Confectioners of the Czech Republic. The aim of this project is the return of Czech cuisine in our restaurants and introduce such regions in terms of a unique culinary specialties of the area. Restaurants are marked with the logo Czech Specials and restaurants offer these tourists will find national dishes such as sirloin or dill sauce and then at least one dish that is typical for a particular region. One example would be carp fries typical South Bohemia or sour soup typical of the region Giant Mountains. These restaurants are aiming to offer a very Czech, Moravian and Silesian specialties. Among the restaurants that are certified logo Czech Specials, include in Prague: Restaurant at Black Eagle, network Potrefená Husa, Holiday Park, Café Imperial. In addition to the restaurant, which is located across the Czech Republic, for example, we can find a restaurant in Marienbad (Churchills Pub & Restaurant) in Czech Budejovice (Metropol, Potrefená Husa), Pilsen (Belvedere pub, restaurant Purkministr) and many others (Václavíková, 2013).

Restaurants in the Czech Specials network:

- offer traditional as well as modern Czech cuisine,
- cook from quality fresh ingredients,
- offer seasonal and local food,
- can, according to their choice, focus on Czech cuisine specialties,
- offer quality gastronomy and services in a pleasant environment,
- are regularly controlled by professional inspection teams.



Fig. 2 Logo project Taste the Czech Republic

Source: Czech Specials, or Taste the Czech Republic!, 2013. [online]. [cit 1.9.2013]. <http://www.czechspecials.cz/> <http://www.msregion.cz/en/>

⁵ Quantified marketing group, *Food is attraction*, 2013. [online]. [cit 1.2.2013]. http://www.quantifiedmarketing.com/learning_center/food-attraction.php

⁶ Tourism review, *Culinary tourism*, 2013. [online]. [cit 1.9.2013]. <http://www.tourism-review.com/culinary-tourism-growing-rapidly-around-the-world-news3184>

We mention for completeness overview of the most famous specialties of the region: (Václavínková, 2013)

- *Bachora* - baked coarse pork intestine or stomach, sprinkled with cumin. It is filled with crumpled potato and onion steamed hot milk, bacon (pork belly) and spices (salt, pepper, garlic).
- *Placki na blaszi* - These pancakes are made with wrinkled potatoes, flour and salt. They are baked without fat on a hot plate. Served with warm crackling or with cream and sugar.
- *Szoldra, murzyn, pecynek* - special white sausage baked in brine, originally bread, dough. In earlier times, instead of sausages smoked meat.
- *Herbal liqueur Lysa Hora* - very soft bittersweet taste is produced since 1856 from natural herbal extracts and fruit spirits. It has won two historic world titles - the highest price at the World Exhibition in Paris Grand Prix (1900) and Golden State Prize of Vienna (1904). This liqueur is the perfect gift for tourists to stay in the memory of the Region.
- *Carp from the Oder - traditional fish Odra carp* - Kravařsko Moravian regional brand, which guarantees the origin of the product and a link to a specific territory and has Odra carp. This traditional fish is sold and processed for internal market and is also exported abroad.
- *Ears of Stramberk city* - this sweet is made the traditional recipe.
- *Sausage* is a traditional delicacy in Central Europe, but has only „klobásníky“ Moravian-Silesian Region. It is derived from Karvinsko specialty called „klobásníky“. What is this regional specialty special? Sausage is packed in a beer batter.
- Another specialty of the Moravian-Silesian Region, made with potatoes, are „stryky“. It is a potato pancakes, which

are baked on the plate without oil. Their flavor is used cream, greaves or scrambled eggs with bacon.

4. SWOT analysis of Moravian-Silesian region

SWOT analysis is one of the most frequently used methods in strategic management. It is employed to build an overall development strategy (general) as well as functional strategies (fractional), concerning a function to be performed by a state, a local government unit or an enterprise (marketing, finance, logistics, etc.). claim that SWOT is not a method of strategic analysis but is 'a unique algorithm of a strategic analysis process, a systemic proposal and a wide-ranging evaluation of external and internal factors which specify a company's current status and its development potential'. The term 'SWOT' is an acronym, standing for *strengths, weaknesses, opportunities and threats*. This method is wide-ranging because it concerns internal factors (the organization as such), external factors (the closer environment – the competitive environment, and the more remote environment – the macro-environment). The combination of external and internal factors leads to four categories external positive – opportunities; external negative – threats; internal positive – strengths; and internal negative – weaknesses. (Goranczewski, Puciato, 2010)

For creating a successful marketing strategy is also important to detect weaknesses and the opportunities and as subsequently eliminated. Analysis of strengths and weaknesses is an analysis of the trends and activities in the destination. Further opportunities destinations in the tourism market are not only the benefits stemming from the strengths but also the benefits stemming from the external environment destination, if it is possible to use them. Threats destination is usually based on weaknesses, respectively. of the drawbacks in the external environment such as exchange rates, the rising price of oil and other. (Václavínková, 2013)

Tab.1 Swot analysis of Moravian-Silesian Region

Strengths	Weaknesses
<ul style="list-style-type: none"> • Significant natural capital and natural environment. • The majority of the site is the status of nature reserves, national nature reserves and monuments. • Rich background of historical - cultural monuments. • The proximity of numerous border crossings with Poland and Slovakia, easy access for visitors from neighboring countries. • Much of the region is composed of forested areas. • Year round use of the area. • A large number of ski areas and trails in the winter months. • A large number of facilities for relaxation and wellness. • Location with suitable conditions for farming and grazing. • Good affordability of tourism services. 	<ul style="list-style-type: none"> • Traffic access to some tourist attractions and poor road markings. • Poor quality of roads. • Lack of parking spaces. • Poor quality accommodation in some locations. • Lack of promotion of the area. • Low offer travel agency services. • Low attendance by foreign tourists. • Lack of aid funds. • Lack of jobs for new graduates. • Plenty of restaurants offering regional specialties.

Opportunities	Threats
<ul style="list-style-type: none"> • Further development of attractive tourist sites. • The development and modernization of ski resorts. • Expansion of foreign clients. • Promoting a favorable quotations. • Support for new forms of tourism (agro-tourism, eco-tourism). • The use of new forms of promotion. • Use of sustainable development to promote competitiveness. • Ability to draw national and international support programs, subsidies. • Growing interest in domestic tourism. 	<ul style="list-style-type: none"> • Lack of financial resources for the repair and modernization of the region. • Deterioration of roads and paths. • Ineffective marketing strategy. • Stagnation of improving the quality of services in facilities intended for tourism. • Overloading the most important tourist sites in winter (Nýdek, White). • Low competitiveness of some less attractive locations. • Proximity and strengthening competitive position and developing regions.

Source: Václavíková, Kajzar, 2014

Based on the SWOT analysis, we can assume that support the development of regional gastronomy is a good way to increase tourism in the area. According to the portal <http://www.czechspecials.cz/restaurace/> are in the Moravian-Silesian region certified these restaurants. This is an area of North Moravia and Silesia. (Václavíková, 2013)

- Beskydský Horizont, Kunčice pod Ondřejníkem
- Bowling City, Kojetín
- Carbon, Frýdek - Místek
- Clarion Congress Hotel - Restaurace, Ostrava
- Horský hotel Sepetná, Ostravice
- Hotel Cvilín, Krnov
- Restaurant Srub, Ostrava - Dubina
- Restaurant U Helbicha, Ostrava - Zábřeh
- Restaurant Buena Vista, Ostrava - Zábřeh
- Restaurant Kaskáda, Ostrava
- Hotel Jana, Přerov
- Hotel Pivovar, Kojetín
- Hotel Sport, Orlová - Lutyně
- Hotel Zámek, Havířov
- Mamaison Hotel Imperial - Restaurace La Brasserie, Restaurant Legend, Ostrava
- Miura hotel, Čeladná
- Penzion Běla, Bělá pod Pradědem
- Potrefená Husa, Ostrava

- Racek, Ostrava-Výškovice
- Restaurace Golf Resort Lipiny, Karviná-Fryštát
- restaurace Lašská jizba, Sedliště
- Restaurant La Vida, Ostrava
- Sporthotel Kurzovní, Karlova Studánka
- Výtopna, Orlová
- Zaječský vinný sklep, Ostrava- Maránské hory

5. Conclusion

The authors describe the Moravian-Silesian Region. This area is described as a place with potential for tourism. The main theme is a culinary tourism. The aim of the paper is to find conditions for tourism in the Moravian-Silesian Region - view of culinary tourism. The method used is a SWOT analysis. They were described strengths, weaknesses, opportunities and threats of the region. The authors also focus on the description geographical and cultural conditions for tourism in the area. This is important because tourists are looking for culture, sport and monuments. The main object of tourist is also good to eat and get to know local specialties. Based on the SWOT analysis, we can assume that support the development of regional gastronomy is a good way to increase tourism in the area. The main subject of the article is a project of Czech specialist. This project certifies restaurants that offer regional specialties. We can say there is enough prerequisite for promoting tourism on the basis of this information. Culinary tourism is one of the opportunities for entrepreneurs in the Moravian-Silesian Region.

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