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Food events in the Kuyavian-Pomeranian voivodship – their recognizability and branding

Abstract: Today, discussion on culinary events in the context of branded tourist products is gaining increasing momentum, and more attention is drawn to the concept of branding as such. Said concept allows for establishing and maintaining a positive image of a particular brand, as well as impacts the extent to which a given product is recognized. The article aims to shed light on event brands and analyse the recognizability of individual culinary experiences organized in the Kujawsko-Pomorskie voivodship from the point of view of this region's inhabitants. The analysis was based on data obtained via a diagnostic survey conducted among randomly encountered persons (N=660). 178 respondents (27.0%) declared they have taken part in culinary events. The respondents indicated a total of 19 events¹, with Beergoszcz Beer Festival and Toruń Gingerbread Festival being most frequently mentioned (30%), followed by Kujawsko-Pomorski Goose Festival in Strzelce Dolne and Toruń Beer Festival, which were pointed out by 20% of respondents. Participation in the events was at considerably lower level, and its maximum was 7.5% with regard to Beergoszcz Beer Festival. The analysis of elements conducive to conscious brand development showed that not all events, including those with long-running tradition, employ basic marketing instruments. Nevertheless, some of them continue to attract large groups of visitors, which is indicative of their well-developed brand. Furthermore, the analysis showed that some local events, as much as they may explore original themes and have interesting programs, are in need of enhancing their brand.

Keywords: culinary events, tourism brand, branding, Kujawsko-Pomorskie voivodship

1. Introduction

Contemporary trends on the market of high-quality culinary products involve, among others, promotion of ecological and traditional food, cultivation of traditional ways of creating and recreating recipes, as well as popularization of new culinary trends, such as exotic flavours of ethnic cuisines and plant-based diet (in 2019 ethnic trends were number one as far as culinary sphere is concerned, www.kierunekspozywczy.pl/arttykul,59010,trend-etniczny-numerem-jeden-w-kuchni-w-2019-roku.html). Research conducted thus far show that culinary events constitute the best way to

promote cuisine and culinary heritage (culinary holidays and festivals, market places, feasts, picnics and gastronomic fairs) (Krupa and Krupa, 2008; Skoczylas and Widz, 2015; Woźniczko and Orłowski, 2017). The popularity of said endeavours is apparent when we take a gander at the sheer number and diversity of culinary events organized in various places of Poland (Gonia, 2013; Duda-Gromada, 2015; Kozłowska, 2015; Orłowski and Woźniczko, 2015; Skoczylas and Widz, 2015; Charzyński et al. 2015; Stokłosa and Krupa, 2015; Malchrowicz-Moško, 2017; Zagdańska and Piekarski,

¹ The names of events have been translated into English for clarity, however, many of said events do not have an official English name and may only be found under the original one. Table 2 presents both the original Polish names and their English counterparts as they appear in the article.

2018). Owing to the popularity of food, wine, beer and other beverages events, this particular topic is frequently the subject of research (Park et al., 2008; Axelsen and Swan, 2009; Einarsen and Mykletun, 2009; Getz and Robinson, 2014; Folgado-Fernández et al., 2016; Goolaup and Mossberg, 2016).

Culinary events held in any given region play an important social and economic role. They boost tourist attractiveness of towns and entire regions (Kozłowska, 2015; Marczak, 2015; Woźniczko and Orłowski 2017), but more importantly they offer an opportunity for smaller and local communities to stand out (Krupa and Krupa, 2008). Events of this kind, as they contribute to a more diverse tourist offer and establish new tourist products, constitute a factor of local development (Skoczylas and Widz, 2015). They are also an interesting form of leisure for the local population (Stokłosa and Krupa, 2015).

Increasingly more attention is drawn to culinary events in the context of tourist brand. (branded tourist products). From the marketing point of view, tourist brand represents

a recognizable and distinguishable collection of functional, material and emotional features (values) that are of importance to groups of consumers who are willing to make purchases. (Sawińska, 2009). Thus, market success is measured with the capacity to gather a sizable group of consumers, in which case the decisive factor that determines the popularity and recognizability of an event is its brand. In other words, successful development of brand awareness by means of establishing and sustaining a positive image of a particular brand from the consumer's perspective.

The paper seeks to determine recognizability of culinary events held in the Kujawsko-Pomorskie voivodship among the inhabitants of the region, as well as to familiarize the reader with the brand of selected culinary events by means of examining the profile of the participants and their opinions pertaining to the corresponding events. Furthermore, the authors outline the basic marketing instruments allowing for the development of brand awareness in relation to events, as well as to assess various event branding strategies.

2. Research methods

The study was performed using a diagnostic survey method on a group of 665 respondents. The authors elected to employ a direct interview approach supplemented with a paper version of the survey (*PAPI – Paper and Pencil Interview*) (Raport z badania..., 2014). The survey was conducted among random persons encountered outside the culinary events (different time and places). This allowed the authors to assess the extent of interest the population holds for the events organized in the Kujawsko-Pomorskie voivodship². The surveys were conducted at shopping malls in Bydgoszcz and Toruń between October and December 2019. The interviewees involved exclusively the inhabitants of the Kujawsko-Pomorskie voivodship, mostly urban residents. The presented study is based on a total of 660 surveys.

The analysis of event branding accounts for the promotion mechanisms employed by event organizers, such as internet website, Facebook profile and the use of a graphic representation of an event brand, i.e. logo. Emphasis was also placed on elements such as cyclicity and time frame, year of the first edition, diversity of accompanying events as well as the number of exhibitors and visitors attending a given event. Due to a lack of precise data pertaining to the actual number of attendees (either not measured or unpublished), the interest in events and their popularity were estimated based on the number of likes and followers found on the social network profile dedicated to a given culinary event or experience².

The respondents were asked to evaluate culinary events with respect to image-building

² Since general population size of culinary event participants in the Kujawsko-Pomorskie is unknown, it is not certain whether the obtained results are representative of the entire participants population.

³ Facebook was chosen due to the fact that it is the most popular and frequently visited social network in Poland, used by 79.24% of all Polish internet users (Szczepkowski, 2019, after: Zimowska, 2018)

elements (event name and logo) and promotion efficiency, using a 5-point scale (1 being the lowest score, 5 – the highest). The obtained results were then calculated to average scores. Furthermore, the authors outlined the profile of event participants, which is a crucial step in

the process of developing brand awareness. The study sample structure was analysed as divided into three groups of respondents: (1) event participants, (2) individuals who have heard of some events, and (3) those with no knowledge of culinary events.

3. Results and discussion

3.1. Knowledge of culinary events in the Kujawsko-Pomorskie voivodship

The survey performed among randomly encountered individuals allowed for determining the percentage of respondents that are interested in culinary events. The survey revealed that 68.5% of the study participants were familiar with culinary events held in the Kujawsko-Pomorskie voivodship, whereas 27.0% actively took part in said events (Table 1). The respondents that participated in events (N=178) did so 405 times, which translates into an average frequency of 2.3.

Table 1. Structure of the study sample reflecting interest of respondents in culinary events organized in the Kujawsko-Pomorskie voivodship (N=660) (Source: own study)

Familiarity with and participation in events	Number of respondents	Percentage of respondents
Participate in events	178	27.0%
Have heard of events	274	41.5%
Do not know of events	208	31.5%
Total	660	100.0%

Beergoszcz Beer Festival proved to be the best-known event (39.2% of respondents have heard of it), followed by Toruń Gingerbread Festival (35.2%) (Fig. 1). A considerable group of respondents also indicated Kujawsko-Pomorski Goose Festival (25.2%), Plum Festival in Strzelce Dolne (23.6%) and Toruń Beer Festival (22.2%). Fewer respondents mentioned Summer Colours – Autumn Gifts (8.4% of interviewees), Food Truck Festival, Frymark Bydgoski, “Summer in the Village” – Flavour and Tradition day in Minikowo, and Beer, Wine and Cider Festival in Bydgoszcz. Individual interviewees were also familiar with Wege Festival, World Dumpling Festival in Bydgoszcz, Ino-Gęś Family Fest “with Goose in the Background” in Inowrocław, Broccoli and Onion Flavour Festival in Dąbrowa Biskupia, Bałabun Day – Kociewie Potato Festival in Świecie, Apple Festival in Choceń, as well as Kuyavian Sour Rye Soup Festival in Brześć Kujawski.

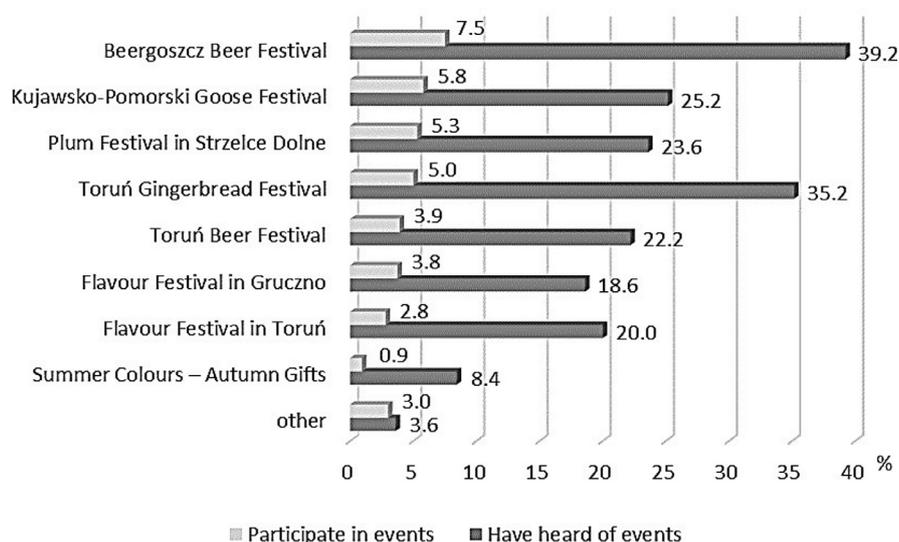


Figure 1. Respondents' declared familiarity with culinary events held in the Kujawsko-Pomorskie voivodship (in %) (N=660) (Source: own study)

Recognizability of culinary events in the Kujawsko-Pomorskie voivodship among its inhabitants is relatively high (typically amounting to more than 20.0%, with the maximum of 39.0%). For comparison, a similar study conducted by Cichočka and Krupa (2018) in the Podkarpackie voivodship, which aimed to determine how familiar the population is with the culinary events held in said region (N=74), indicated results between 12% and 17% (maximum of 32%). Orłowski and Woźniczko (2016), on the other hand, having studied a group of 600 respondents encountered at selected fairs in Warsaw, found that 10% of their interviewees were familiar with the Flavour Festival in Gruczno. Taking into consideration that the respondents in that particular study did not come from the Kujawsko-Pomorskie region,

such a results points to a considerable recognizability of the event.

As far as the entire sample group is concerned (N=660), the percentage of respondents that participate in the events organized in the Kujawsko-Pomorskie voivodship does not exceed 10%. The maximum in relation to the most popular Beergoszcz Beer Festival amounted to 7.5% (Fig. 1), followed by Kujawsko-Pomorski Goose Festival (5.8%), Plum Festival in Strzelce Dolne (5.3%) and Toruń Gingerbread Festival (5.0%), which were also frequently indicated as events the respondents have heard of. High correlation coefficient (0.818) demonstrates a considerable degree of interrelationship between the percentage of individuals who have heard of an event and the percentage of actual participants.

2.2. Selected culinary events in the Kujawsko-Pomorskie voivodship and basic promotional tools

The 19 events indicated by the respondents as familiar include thematic culinary events, flavour festivals and fairs. All analysed events are held periodically and feature rich programs predicated on the theme, as well as a diverse offer of accompanying attractions (Table 2). As far as festivals are concerned, the biggest one in the Kujawsko-Pomorskie voivodship is Flavour Festival in Gruczno, which is among the most prominent festivals in Poland (Skoczyła and Widz, 2015) that gave rise to culinary event tourism in the country (Orłowski and Woźniczko, 2016). Each year the event is attended by approx. 15 000 visitors. It is also distinguished for its branding and marketing practices, has its own logo (Fig. 2) and an official website (<http://festiwalsmaku.eu/>). On Facebook, the festival has been liked by 7 000 users. The second largest event of this kind, Flavour Festival in Toruń, is organized in conjunction with the “Wypoczynek” Tourist Fair, and it is attended by 5 000 people each year (<http://centrumtargowepark.pl/36/torunski-festiwal-smakow>). Nevertheless, its Facebook profile does not attract a large number of people (600). Also, the festival does not have an official website or logo. Another event in the voivodship that is considered successful at attracting potential visitors is Food Truck Festival held in Bydgoszcz, Toruń and Włocławek, which has

been a recurring event since 2016, and which owes its popularity to current fashion for street food and food trucks (Kozłowska, 2015). In 2019, the event met with the interest of 2 500 Facebook users in Bydgoszcz, 3 500 in Toruń and 1 600 in Włocławek. The festival has its own official website (<https://festiwalsmaku.com.pl/o-festiwalu/>) and logo (Fig. 2).

As far as trade events are concerned, Frymark Bydgoski is a particularly notable example of well-implemented branding activities. It is a periodic trade fair revolving around local, ecological and regional products, which is considered very popular among the citizens of Bydgoszcz. The event has an official website, logo and a Facebook profile observed by 14 000 users. Tourism and Horticulture Fair “Summer in the Village” – Flavour and Tradition Day constitutes an event with a long-running tradition, which is predominantly focused on promoting the culinary heritage of the Pomorze and Kujawy regions. Admittedly, the event does not have an official website, logo or Facebook profile, however, the large number of participants – over 30 000 attendees and 300 exhibitors – is indicative of a strong and well-established brand (www.kpodr.pl/lato-na-wsi-2019/). Another example of an event of considerable popularity includes Wege Festival – Vegetarian and Vegan Fair – organized periodically since 2017. In 2019 one



Figure 2. Graphic signs corresponding to selected culinary events in the Kujawsko-Pomorskie voivodship

thousand people confirmed their participation on the official Facebook fanpage, whereas five thousand users expressed their interest in the event. The event has its own logo.

The most numerous group of events that the respondents proved to be familiar with are thematic culinary events, typically following a single theme, such as fruit (apples, plums), vegetables (potatoes, broccoli and onion), goose meat, beer, ready meals (sour rye soup, dumplings and vegetarian dishes) or sweets (gingerbread). One of the most popular events related to fruit and vegetables is undoubtedly Plum Festival in Strzelce Dolne, which has been organized periodically since 2001. In 2005, the number of attendees was estimated to 10 000 (Gonia, 2013). At present, some sources indicate up to 50 000 participants (<https://pomorska.pl/swieto-sliwki-w-strzelcach-dolnych-juz-w-sobote-i-niedziele-program/ga/c1-14404873/zd/38459325>). The event is dedicated to the promotion of “Strzeleckie Plum Preserves”, i.e. plum spread originated in the Lower Vistula valley that has been entered onto the List of Traditional Products. The event has been liked by over 3 500 Facebook users and has its own official website (<http://swietosliwki.pl/>). Interestingly, although Plum Festival is built upon many years of tradition, it does not have an official logo. The event entitled “Summer Colours – Autumn Gifts” has been organized since 1994. It has a logo, but no dedicated website, and is not particularly popular on Facebook. In 2019 fewer than 50 people declared willingness to participate in the event, with a little over 200

users expressing their interest. Nevertheless, the event has well-established brand and attracts around 3 000 visitors and 100 exhibitors each year (www.kpodr.pl/barwy-lata-dary-jesieni/). The remaining events: Apple Festival and Chocęskie Granie, Bałabun Day – Kociewie Potato Festival (in 2011 awarded by the Marshal of the Kujawsko-Pomorskie voivodship in the „Rodzynki z pozarządówki” competition) and the Broccoli and Onion Flavour Festival are predominantly of local reach and do not demonstrate any particular branding practices.

Events dedicated to beer products, on the other hand, are typically well-branded. Beergoszcz Beer Festival, for instance, offers glasses, t-shirts and bags with imprinted festival logo. Similarly, Toruń Beer Festival also has its own festival set of glasses and a graphically enticing logo (Fig. 2). Beergoszcz is liked and observed on Facebook by over 6 000 users. Toruń Beer Festival seems less popular – in 2019 a total of 1 600 users declared willingness to participate, and 7 700 people expressed their interest in the event. As for the Beer, Wine and Cider Festival in Bydgoszcz – organized for the first time in 2019 – 500 persons confirmed their participation, and almost 3 000 were interested.

One should also mention good promotional practices displayed by Kujawsko-Pomorskie Goose Festival, which is the crowning event of the “Goose for St. Martin’s Day” campaign (Gęsina na Świętego Marcina) under the auspices of the Marshal Office of the Kujawsko-Pomorskie voivodship. It is one of the largest trade fairs of goose products in Poland, visited

Table 2. Selected characteristics of the events (Source: own study)

Name of culinary event	Year of the first edition	Month	Host	Facebook profile or event	Official website	Logo	Location	Side events	Number of exhibitors	Number of participants
Flavour festivals										
Flavour Festival in Gruzno Festiwal Smaku w Gruznie	2006	August	Lower Vistula River Friends Society	Profile: likes – 7,002 followers – 7,399	Yes	Yes	Area at the historical water mill in Gruzno	– contests: “Flavour of the Year”, “Honey of the Year”, “Cordial of the Year”, “Audience Grand Prix” – Honey Festival celebration – culinary demonstrations – artistic performances, concerts	ca. 150	ca. 15,000
Flavour Festival in Toruń Toruński Festiwal Smaku	2011	March	Urbitor, LLC	Profile: likes – 572 followers – 629	None	None	PARK Fair Centre in Toruń	– Grand Prix Award competition for the best culinary product – presentations, workshops, culinary demonstrations	ca. 70	ca. 5,000
Food Truck Festival in Toruń, Bydgoszcz, Włocławek Festiwal Smaków Food Trucków w Toruniu, Bydgoszczy, Włocławku	2016	different months	MDD, LLC	Event: Bydgoszcz (2018): participants – 533 interested – 2,500 Toruń (2018) participants – 1,000 interested – 3,500 Włocławek (2019): participants – 491 interested – 1,600	Yes	Yes	Bydgoszcz: parking spaces at the Artego Arena, Forest Park of C ulture and Rest; Toruń: Błonia Nadwiślańskie, Rynek Nowomiejski; Włocławek: Bulwary, Zielony Rynek	– “Best Food Truck” contest – speed-eating contest – chillout zone – play area	varied number; ca. 20–25 food trucks	N/A
Fairs										
Tourism and Horticulture Fair “Summer in the Village” – Flavour and Tradition Day in Minikowo Targi Turystyczno-Ogrodnicze Lato na wsi – Święto Smaku i Tradycji w Minikowie	2000	May	Kujawsko-Pomorskie Pomorskie Agricultural Advisory Centre (KPODR) in Minikowo	None	Yes (KPO-DR’s website)	None	Kujawsko-Pomorskie Agricultural Advisory Centre in Minikowo	– contests: voivodeship contest “Our Culinary Heritage – Regional Flavours”, audience contest “Learning about Ecological Products” – exhibitions: Regional Livestock Show, National Pomeranian and Primary Dog Breeds Show, Alpaca Show, Outdoor Garden Exhibition – Spectacular Powiat Tournament, Fire Hose Tournament – folk band performances – contests and activities for children – promotion of organic and agritourism farm activities, renewable energy sources and pro-environmental activities	over 300	30,000

Frymark bydgoski – market place for ecological, regional and handicraft products Frymark bydgoski – jarmark produktów ekologicznych i regionalnych i rękodzieła	2013	whole year	Świat Bab Malinowy Chruśniak	Profile: likes – 14,102 followers – 14,523	Yes	Yes	Square by the Bydgoszcz Financial Centre	walks, tours and outdoor activities (e.g. “FRYMARK Walk – on the Trail of Urban Herbs”, “Culinary and Cultural 1-Day Trip” to Rancho Nieszawka and the Olender Ethnographic Park)	over 40	N/A
Wege Festival Bydgoszcz	2017	October	Wege Festival	Event (2019) ⁵ : participants – 1,000 interested – 5,100	None	Yes	Zdzisław Krzyszkowiak Stadium in Bydgoszcz	None	N/A	N/A
Themed culinary events – beer and other beverages										
Beergoszcz Beer Festival Festiwal Piwa Beergoszcz	2015	September	Pomorzanie i Kurawy Fair Centre	Profile: likes – 6,277 followers – 6,413	None	Yes	Immobile Lucznicka in Bydgoszcz	contests: “Beergoszcz Home-made Beer Contest”, physical fitness contest organised by the Harpagan Brewery – beer brewing show – concerts – board gaming zone – food truck zone	25 exhibitors – breweries, 12 food trucks	N/A
Toruń Beer Festival Toruński Festiwal Piwa	2018	June	Deer Beer Brewery Grzegorz Durtan	Event (2019) ⁷ : participants – 1,600 interested – 7,700	None	Yes	Cultural and Congress Centre Jordanki	– electronic and board gaming zone – chillout zone – food truck zone – barber and tattoo artist services	15 breweries, several food trucks	N/A
Beer, Wine and Cider Festival in Bydgoszcz Festiwal Piwa, Wina i Cydru w Bydgoszczy	2019	February/March	<i>Smaczny Targ</i>	Event (2019) ⁸ : participants – 476 interested – 2,700	None	None	Zdzisław Krzyszkowiak Stadium in Bydgoszcz	None	N/A	N/A
Themed culinary events – fruits										
Plum Festival in Strzelce Dolne Święto Śliwki w Strzelcach Dolnych	2001	September	Strzelecka Dolina Association and Farmer’s Wives’ Association in Strzelce Dolne	Profile: likes – 3,696 followers – 3,770	Yes	None	Strzelce Dolne, football pitch near the Anna and Jan Iwanowski Agritourism Farm	– play area for children – local band performances – wicker making demonstration – Vistula cruises, balloon and helicopter flights, quad rides – antique and old agricultural machinery shows – village of vanishing professions	N/A	50,000
Apple Festival and Chocieńskie Granie Święto Jabłka i Chocieńskie Granie	2019	August	Mayor of Gmina Chocień	None	None	None	Chocień	– Bicycle Rally down the Apple Trail – concerts, band performances – bonfire and dancing – parade of event participants	N/A	N/A

Themed culinary events – vegetables

Summer Colours – Autumn Gifts, Potato Day Barwy Lata – Dary Jesieni. Święto Ziemi niaka	1994	September	Kujawsko-Pomorskie Agricultural Advisory Centre	Event (2019) ¹⁰ : participants – 44 interested – 215	None	Yes	Kujawsko-Pomorskie Agricultural Advisory Centre in Przysiek	– contest for the best potato variety, culinary competition “Potato in Traditional Pomorze and Kujawy Cuisine” – displays of small livestock – bazaar of handicraft products and applied folk art – folklore band performances	ca. 100	3,000 (2019)
Balabun Day – Kociewie Potato Festival Dzień Babuna – Święto Kociewskiego Ziemniaka	2009	September	Association of Świecie Town Enthusiasts	Event (2015) ¹¹ : participants – 95 interested – 15	None	Yes	Świecie Castle	– competition for farmer’s wives’ associations for the best potato salad – potato-related contests – Wda and Vistula boat trips on “Słowianka” – concerts, dance performances	N/A	N/A
Broccoli and Onion Flavour Festival in Dąbrowa Biskupia Brokułowo-Cebulowy Festiwal Smaku w Dąbrowie Biskupiej	2013	June	Voivode of Gmina Dąbrowa Biskupia and Gmina Cultural and Sports Centre	Event (2013) ¹² : participants – 15 interested – 1	None	None	Gmina Park in Dąbrowa Biskupia	– contests: “Broccoli and Onion Master Chef”, contest for the most attractive stand, “Master of Floretting Broccoli”, “Master of Peeling Onions” – play area for children – concerts, band performances – joint barbecue and dancing	N/A	N/A
Themed culinary events – goose										
Kujawsko-Pomorski Goose Festival Kujawsko-Pomorski Festiwal Gęsiny	2009	November	Marshall of the Kujawsko-Pomorskie voivodeship	Action profile of “Goose for St. Martin’s Day” ¹³ : likes – 5,191 followers – 5,453	Yes (website of “Goose for St. Martin’s Day”)	Yes	Kujawsko-Pomorskie Agricultural Advisory Centre in Przysiek	– contest for the best producer of goose products – culinary demonstrations of famous chefs – bazaar of fresh geese, goose dishes and regional products – bazaar of regional handicraft products – area for children with animators	150	N/A
Ino-Gęś Family Fete “with Goose in the Background” in Inowrocław Ino-Gęś Festyn Rodzinny „z Gęsiną w tle” w Inowrocławiu	2012	November	Kujawskie Cultural Centre and the City of Inowrocław	Event (2019) ¹⁴ : participants – 117 interested – 264	None	None	Multirena in Inowrocław	– contests: “Culinary Competition for Farmer’s Wives’ Associations”, “Audience Award” culinary competition – culinary demonstrations of famous chefs – play area, workshop and animation zones for children and adults – concerts	N/A	N/A
Themed culinary events – prepared meals and products										
Toruń Gingerbread Festival Święto Toruńskiego Piernika	2002	August	Confectionery Factory “Kopermik”	Event (2018) ¹⁵ : participants – 1,000 interested – 5,800	None	None	Museum of Toruń Gingerbread, Museum of Ethnography, Błonia Nadwiślańskie, Rynek Staromiejski	– culinary demonstrations – workshops, artistic and educational classes – international open-air artistic area “Gingerbread Mania” – sports part (“Kopermik’s Night Tenner” run) – recreation area – gingerbread play area – concerts, spectacles, exhibitions	30 food trucks	N/A

by several thousands of enthusiasts each year (Charzyński et al., 2015; <https://pomorska.pl/festiwale-gesiny-2019-w-przysieku-minikowie-rypinie-i-inowroclawiu-juz-w-weekend/ar/c8-14469647>). Ino-Gęś Family Fest “with Goose in the Background” organized in Inowrocław is another event that promotes goose products, albeit on a local scale. It is not particularly popular, as can be surmised from the data obtained from Facebook (100 users confirmed their participation, 250 were interested).

A number of events explore the theme of ready meals and sweets. One of such events is the Kuyavian Sour Rye Soup Festival in Brześć Kujawski, which attracts enthusiasts of the famous Kuyavian *żur* as well as music lovers. The event in question demonstrates already well-established brand. In 2019, almost 2 500 Facebook users expressed their interest in the

event. Another considerably popular event of this kind is the World Dumpling Fest in Bydgoszcz. In 2019 almost 2 000 Facebook users declared their willingness to participate in the event, whereas 11 000 indicated their interest. Lastly, there is Toruń Gingerbread Festival, an event whose traditions date back to the Interwar period. The event in question combines elements of cuisine, music, sports and education, and is clearly oriented towards family leisure. The main theme involves the famous Toruń gingerbread, which is believed to be one of the most prominent tourist attractions the city has to offer (Woźniczko and Orłowski, 2018). The festival does not have an official website, Facebook profile or logo. In 2018 one thousand Facebook users declared willingness to participate in the event, and 5 800 users expressed their interest.

3.3. Event branding according to respondents – participants

The main motivation for participation in given events in Kujawsko-Pomorskie voivodeship was entertainment and amusement (39.3% of respondents), followed by opportunities to discover new tastes (36.5%) (Tab. 3). A sizeable percentage of respondents also stated that curiosity (29.8%) as well as leisure and recreation (22.5%) urged them to take part in the festivities. Only 14.0% indicated that their choice is driven by the opportunity to learn about culinary traditions. Most respondents claimed that general atmosphere of an event constitutes the most important aspect (66.3% of surveyed), followed by thematically matched exhibitions (24.7%) and number of exhibitors (21.3%).

Apparently, tasting local dishes and beverages was of the greatest importance for slightly more than half of the respondents (53.9%), followed by discovering new tastes (31.5%), and buying traditional products (21.9%). Watching the dishes being prepared proved to be not as relevant (10.1%), and the same was true for broadening the knowledge about local food products and learning about traditional preparation methods and culinary traditions.

According to the majority of the surveyed, the events they attended were familial and social in nature: 50.6% of them declared having gone with their families, whereas 46.1% – their

friends. In like manner, the main sources of information on the culinary events in question were family and friends (54.5%), together with social media (39.9%). The other means of learning about them posed much less of a crucial factor.

The overall assessment of the events, according to respondents, was high – it amounted to 4.3 points (on a scale of 1–5). Depending on the particular event, it ranged from 4.1 to 4.6 points. Food Truck Festival (4.6 pts) and Kujawsko-Pomorski Goose Festival (4.5) scored highest (Fig. 3). In turn, Toruń Beer Festival, Beergoszcz Beer Festival, Toruń Gingerbread Festival, as well as Flavour Festival in Gruczno earned 4.3 points, and both Toruń Flavour Festival and Plum Festival obtained the least points (4.1 pts). The respondents also showed positive attitude to the event names. With an average of 4.3 points, the assessment of specific events fluctuated between 3.8 (Toruń Flavour Festival) and 4.6 (Food Truck Festival and Beergoszcz Beer Festival) (Fig. 4). Not all of the respondents were familiar with the event logos: 10.7% of the interviewees showed a the lack of knowledge in this regard, and 12.9% had no opinion. The logos of beer-related events were rated highest: Toruń Beer Festival and Beergoszcz Beer Festival received 4.4 points (Fig. 5). At the same

Table 3. Characteristics of participation in culinary events (N=178) (Source: own study)

	Event characteristics	%*
WHAT MOTIVATED YOU TO PARTICIPATE IN THE EVENT?	entertainment, amusement	39.3
	discovering new tastes	36.5
	Curiosity	29.8
	leisure, recreation	22.5
	learning about culinary traditions	14.0
WHERE DID YOU LEARN ABOUT THE EVENT?	Other	0.6
	friends, family	54.5
	social media	39.9
	advertisement / bill	12.9
	radio, TV	11.2
	internet websites	7.9
	newspaper advertisement	5.1
	fairs, festivals	3.9
	folders, informational flyers	1.1
WHAT DID YOU LIKE THE MOST?	Other	0.6
	event atmosphere	66.3
	thematically matched exhibitors	24.7
	large number of exhibitors	21.3
	additional events	6.2
	children's attractions	3.9
WHAT WAS THE MOST IMPORTANT FOR YOU?	Other	0
	tasting local dishes and beverages	53.9
	discovering new tastes	31.5
	buying traditional products	21.9
	broadening the knowledge about local food products	10.7
	watching the dishes being prepared	10.1
	learning about traditional preparation methods	7.9
	learning about culinary traditions	7.3
	learning about local food producers	4.5
WITH WHOM DID YOU TAKE PART IN THE EVENT?	Other	0.6
	Family	50.6
	friends	46.1
	Alone	6.2
	Other	2.2

* The percentages do not total 100 since the respondents could choose more than one answer

time, the logo of Flavour Festival in Gruczno obtained the lowest score – only 3.6 points, with the average being 4.2 points (Fig. 6). The opinions on event promotion were also divided. With an average of 3.9 points, the highest rating for promotional activities was earned by Food

Truck Festival (4.3 pts), Toruń Gingerbread Festival (4.2 pts), followed by Beergoszcz Beer Festival, and Kujawsko-Pomorski Goose Festival (4.1 pts each). The promotional practices pertaining to the other events were assessed lower than 4.0 pts.

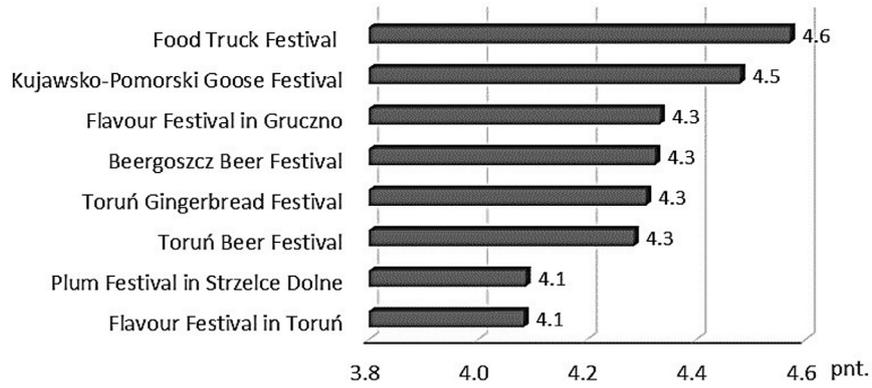


Figure 3. Overall event assessment (Source: own study)

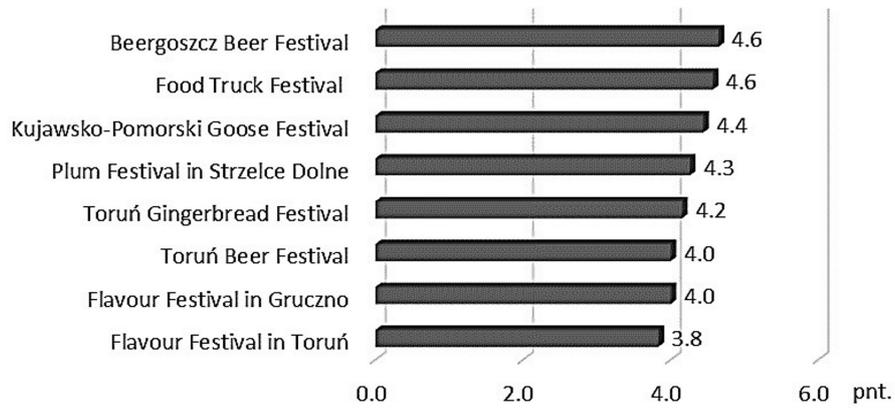


Figure 4. Assessment of event image-building elements – name (Source: own study)

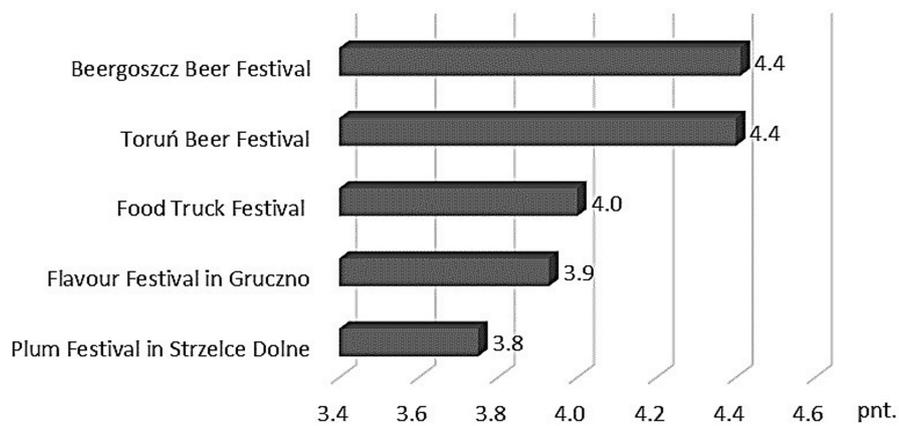


Figure 5. Assessment of event image-building elements – logo (Source: own study)

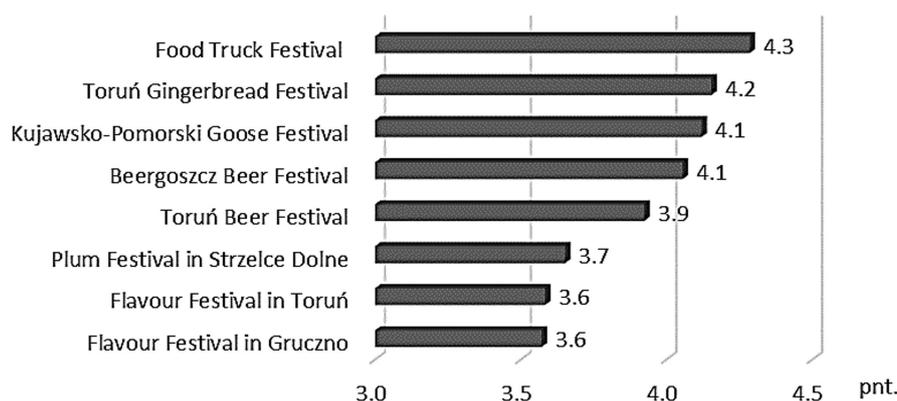


Figure 6. Assessment of event promotion (Source: own study)

3.4. Profile of a culinary event participant in Kujawsko-Pomorskie voivodeship

In the study sample, the most represented groups were women (60.3% of those surveyed) (Tab. 4), as well as people at age 16–24 (37.4%) and 25–44 (34.2%). Respondents with higher (41.7%) and secondary education (38.3%), living in cities of Kujawsko-Pomorskie voivodeship (80.3%) predominated over the other survey participants. Furthermore, it should be mentioned that more than half of respondents comprised the employed (53.2%), the second largest group being students (28.5%).

It has also been observed that the sex does not fundamentally affect the degree of familiarity with culinary events – a similar proportion of men and women (40.1% and 42.5% respectively) knew certain events by reputation. Similarly, almost 30.0% of women and 25.0% of men attended events.

When taking the age into consideration, one may notice that the group aged 25–44 showed the greatest knowledge regarding food events as such. On the same note, this very group included not only the largest percentage of culinary event participants (30.5%) and people who have heard of said events (43.4%), but also the lowest share of people not familiar with them (only 26.1%). As for the youngest age group, it exhibits relatively the lowest proportion of respondents knowing the events by experience (26.7%), whereas the interviewees at the age of 45–64 showed relatively the highest percentage of people who did not know about any such events (34.3%). In the case of the respondents

older than 65, almost half of them did not hear about any culinary events (49.1%), and only 9.4% of them took part in events of this kind.

Knowledge of food events, analysed in relation to the level of education, showed rather appreciable differences. When it comes to the respondents with higher education, as much as 34.2% participated in culinary events, and only 25.5% of them failed to indicate any. The respondents with primary and vocational education showed the lowest degree of familiarity with the events (approx. 44.0% of respondents each), and the least share of event participants was noted among the group with vocational education – only 13.5%.

The study revealed that place of residence does not substantially influence the knowledge of events. A similar proportion of respondents from cities and villages (31.7% and 30.8% respectively) were not familiar with the events, and, compared to the rural residents, there were only slightly more city residents who took part in them – 28.1%. One should also bear in mind that nearly half of rural residents (46.9%) only heard about such events.

The largest percentage of culinary event participants was observed among students (33.0%) and the employed (28.8%). As far as these two groups are concerned, a considerable share of respondents knew these events by reputation (42.6% and 41.6% respectively). School students proved to be largely unfamiliar with culinary events – 44.2% of them did not hear about

them at all, and only one fifth of them attended any event of this kind. By the same token, the unemployed as well as the retired were most often not familiar with the events to any degree

(52.6% and 49.2% respectively). Only 10.5% of the unemployed and 6.8% of the retired declared that they had participated in events.

Table 4. Characteristics of respondents (Source: own study)

Characteristics of respondents	Number of respondents (N=660)	Percentage of respondents		
		Participants (N=178)	Familiar with the events (N=274)	Not familiar with the events (N=208)
Sex				
F	398 (60.3%)	28.4%	42.5%	29.1%
M	262 (39.7%)	24.8%	40.1%	35.1%
Age				
16–24	247 (37.4%)	26.7%	42.1%	31.2%
25–44	226 (34.2%)	30.5%	43.4%	26.1%
45–64	134 (20.3%)	28.4%	37.3%	34.3%
65 and above	53 (8.0%)	9.4%	41.5%	49.1%
Education				
primary	36 (5.5%)	25.0%	30.6%	44.4%
vocational	96 (14.5%)	13.5%	41.7%	44.8%
secondary	253 (38.3%)	24.5%	44.3%	31.2%
higher	275 (41.7%)	34.2%	40.4%	25.5%
Residence				
city	530 (80.3%)	28.1%	40.2%	31.7%
village	130 (19.7%)	22.3%	46.9%	30.8%
Professional activity				
pupil	43 (6.5%)	20.9%	34.9%	44.2%
student	188 (28.5%)	33.0%	42.6%	24.5%
employed	351 (53.2%)	28.8%	41.6%	29.6%
retired	59 (8.9%)	6.8%	44.1%	49.2%
unemployed	19 (2.9%)	10.5%	36.8%	52.6%

3. Summary and conclusions

Recognizability of culinary events in the Kujawsko-Pomorskie voivodship's main cities, as determined with a study sample consisting of random participants, proved to be fairly good. The respondents indicated 19 events, with the most notable being: Beergoszcz Beer Festival (familiar to 39.2% of respondents), Toruń Gingerbread Festival (35.2%), whose brand takes advantage of the rich Toruń legends, Kujawsko-Pomorski Goose Festival (25.2%), which is promoted by the Marshal's Office of the Kujawsko-Pomorskie voivodship,

Plum Festival in Strzelce Dolne (23.6%) and Toruń Beer Festival (22.2%). The respondents were also familiar with events that benefit from the current demand for exotic cuisines, new and unknown tastes as well as meat-free dishes: Food Truck Festival, which offers high-quality street foods from various countries and continents, Wege Festival, where visitors are served healthy vegetarian and vegan dishes, World Dumpling Fest, which offers dumplings from various ethnic cuisines, or Beer, Wine and Cider Festival, which stands as an alternative to other

beer events held in the region. The respondents are also keen on local periodic events, such as Frymark Bydgoski, where visitors may purchase healthy and simple food products.

The analysis of tools used in brand-building shows that not all events have or make use of distinguishing items, such as official website, Facebook profile or logo, which are essential to effective development of a brand. Among those there is a number of large events that attract numerous visitors, including: “Summer in the Village” trade fair – Flavour and Tradition Day in Minikowo held since the year 2000 (almost 300 exhibitors and 30 000 attendees), Flavour Festival in Toruń accompanied by the “Wypoczynek” Tourist Fair (approx. 70 exhibitors and 5 000 attendees), Summer Colours – Autumn Gifts (approx. 100 exhibitors and 3 000 attendees). This clearly indicates that these events have already established their brand. Only four out of 19 events make use of all three mentioned items, i.e. logo, website and Facebook profile (Flavour Festival in Gruczno, Kujawsko-Pomorski Goose Festival and Food Truck). Only 9 events feature distinctive graphic signs, and the remaining six have set up official websites. Furthermore, the analysis of recognizability and brand assessment revealed a need for implementing brand-building measures with regard to other events of more local reach,

such as Apple Festival and Choceńskie Granie, Bałabun Day, Broccoli and Onion Flavour Festival, which certainly have original themes and interesting programs but lack a strong brand.

Popularity of events, as indirectly determined based on the number of likes and followers on Facebook, appears to be varied and ranges from several (Broccoli and Onion Festival) to several thousand people: Plum Festival – 3 500, Kujawsko-Pomorski Goose Festival – 5 000, Beergoszcz – 6 000, Flavour Festival in Gruczno – 7 000, Frymark Bydgoski – 14 000. Available data, albeit fragmentary, allow us to draw a conclusion that events with long-running tradition do not necessarily have the largest number of likes. Moreover, said number does not directly correspond to the number of visitors.

The study shows that 27.0% of the respondents take part in culinary events (out of N=660), 31.5% do not know of the events, whereas 41.5% have heard of them. This goes on to demonstrate the effectiveness of advertising, well-thought promotional campaigns and, no less important, considerable interest in culinary events among the inhabitants of the voivodship. The authors have noted that respondents’ readiness to participate in events may be affected by age, education and professional activity, as well as – to lesser extent – sex and place of residence.

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