

# Slovenian regional cuisine as an example of touristic product

## Survey Results Analysis

Responses: 100

Ewa Gadzińska, Warsaw University of Life Sciences, 16/04/2013

### Page 1. Thesis survey

#### 1. How do you understand the conception of regional cuisine? (you can choose more than one answer)

	%	Total
products, food prepared in the traditional way	71%	71
products, food related with geographical area (local, regional)	82%	82
special products of guaranteed quality	8%	8
natural products	16%	16
products, food inscribed on the List of Traditional Products	13%	13
I don't understand this concept	1%	1
other (please specify)	0%	0
Answered questions: 100 Skipped questions: 0		
<a href="#">Excel Graph</a> <a href="#">Interactive Graphs</a>		

#### 2. Which region of Slovenia is the most culinary attractive to you? (you can choose max 3)

	%	Total
Pomurska	42%	42
Podravska	14%	14
Koroška	4%	4
Savinjska	10%	10
Zasavska	1%	1
Spodnjeoposavska	2%	2
Jugovzhodna Slovenija	6%	6
Notranjsko - kraška	9%	9
Osrednjeslovenska	9%	9
Gorenjska	23%	23
Goriška	26%	26
Obalno - kraška	72%	72
None	1%	1
Answered questions: 100 Skipped questions: 0		
<a href="#">Excel Graph</a> <a href="#">Interactive Graphs</a>		

#### 3. Do you know the EU- defined marks of food quality such as Protected Designation of Origin (PDO), Protected Geographical Indication (PGI), Traditional Speciality Guaranteed (TSG)?

	%	Total
yes	34%	34
no	66%	66
Answered questions: 100 Skipped questions: 0		
<a href="#">Excel Graph</a> <a href="#">Interactive Graphs</a>		

#### 4. Which of the following protected products do you: (please mark appropriate answers)

	Know	Buy	Don't buy but would like to	Don't know	Total
Štajersko prekmursko bučno olje	51%(51)	51%(51)	8%(8)	11%(11)	121
Bovški sir	51%(51)	25%(25)	26%(26)	14%(14)	116
Kraški zašink	44%(44)	33%(33)	8%(8)	28%(28)	113
Kraški pršut	45%(45)	78%(78)	4%(4)	2%(2)	129
Tolminc	42%(42)	29%(29)	15%(15)	26%(26)	112
Ptujski lük	36%(36)	17%(17)	9%(9)	45%(45)	107
Kočevski gozdni med	50%(50)	14%(14)	26%(26)	21%(21)	111
Šebreljski želođec	19%(19)	1%(1)	10%(10)	72%(72)	102
Zgornjesavinjski želođec	44%(44)	30%(30)	6%(6)	34%(34)	114
Nanoški sir	56%(56)	32%(32)	21%(21)	11%(11)	120
Prleška tunka	52%(52)	17%(17)	11%(11)	30%(30)	110
Belokranjska pogača	58%(58)	9%(9)	19%(19)	26%(26)	112
Prekmurska gibanica	62%(62)	55%(55)	8%(8)	0%(0)	125
Idrijski žlikrofi	67%(67)	26%(26)	18%(18)	5%(5)	116
Ekstra deviško oljčno olje Slovenske Istre	49%(49)	63%(63)	10%(10)	4%(4)	126
Answered questions: 100 Skipped questions: 0					
<a href="#">Excel Graph</a> <a href="#">Interactive Graphs</a>					

5. Where and how often do you buy these products?

Where	in regular shops, markets	in specialized shops/directly from on producers	on gastronomic events	I don't buy it/I make it at home	Total
Štajersko prekmursko bučno olje	30%(30)	23%(23)	5%(5)	42%(42)	100
Bovški sir	14%(14)	14%(14)	8%(8)	63%(63)	99
Kraški zašink	33%(33)	1%(1)	3%(3)	63%(63)	100
Kraški pršut	73%(73)	8%(8)	3%(3)	16%(16)	100
Tolminc	22%(22)	15%(15)	1%(1)	59%(59)	97
Ptujski lük	14%(14)	8%(8)	5%(5)	71%(71)	98
Kočevski gozdni med	16%(16)	6%(6)	4%(4)	70%(70)	96
Šebreljski želodec	8%(8)	2%(2)	1%(1)	85%(85)	96
Zgornjesavinjski želodec	27%(27)	5%(5)	4%(4)	61%(61)	97
Nanoški sir	33%(33)	6%(6)	3%(3)	56%(56)	98
Prleška tunka	10%(10)	9%(9)	5%(5)	74%(74)	98
Belokranjska pogača	4%(4)	4%(4)	8%(8)	81%(81)	97
Prekmurska gibanica	25%(25)	9%(9)	19%(19)	45%(45)	98
Idrijski žlikrofi	10%(10)	8%(8)	15%(15)	65%(65)	98
Ekstra deviško oljčno olje Slovenske Istre	36%(36)	23%(23)	4%(4)	35%(35)	98

How often	once a week	few times a week	few times a month	less than once a month	I don't buy it	Total
Štajersko prekmursko bučno olje	0%(0)	0%(0)	2%(2)	59%(59)	39%(39)	100
Bovški sir	0%(0)	0%(0)	2%(2)	29%(29)	68%(68)	99
Kraški zašink	0%(0)	0%(0)	7%(7)	27%(27)	66%(66)	100
Kraški pršut	1%(1)	1%(1)	24%(24)	57%(57)	17%(17)	100
Tolminc	0%(0)	0%(0)	4%(4)	29%(29)	63%(63)	96
Ptujski lük	1%(1)	0%(0)	5%(5)	14%(14)	78%(78)	98
Kočevski gozdni med	0%(0)	0%(0)	2%(2)	23%(23)	72%(72)	97
Šebreljski želodec	0%(0)	0%(0)	0%(0)	4%(4)	92%(92)	96
Zgornjesavinjski želodec	0%(0)	0%(0)	5%(5)	26%(26)	66%(66)	97
Nanoški sir	0%(0)	0%(0)	8%(8)	28%(28)	62%(62)	98
Prleška tunka	1%(1)	0%(0)	3%(3)	16%(16)	78%(78)	98
Belokranjska pogača	0%(0)	0%(0)	0%(0)	14%(14)	83%(83)	97
Prekmurska gibanica	0%(0)	0%(0)	3%(3)	58%(58)	37%(37)	98
Idrijski žlikrofi	0%(0)	0%(0)	4%(4)	28%(28)	66%(66)	98
Ekstra deviško oljčno olje Slovenske Istre	3%(3)	0%(0)	10%(10)	53%(53)	32%(32)	98

Answered questions: 100  
Skipped questions: 0

6. What other regional food, products do you consider as typical for Slovenia?

Click to see details

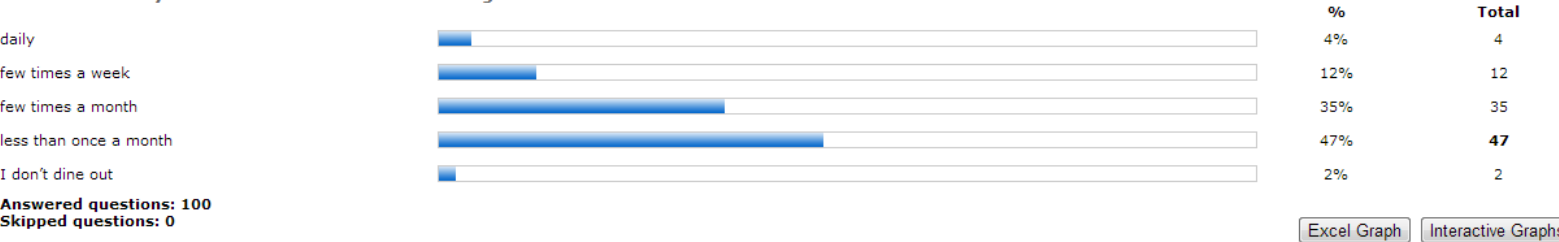
Answered questions: 76  
Skipped questions: 24

Total  
76

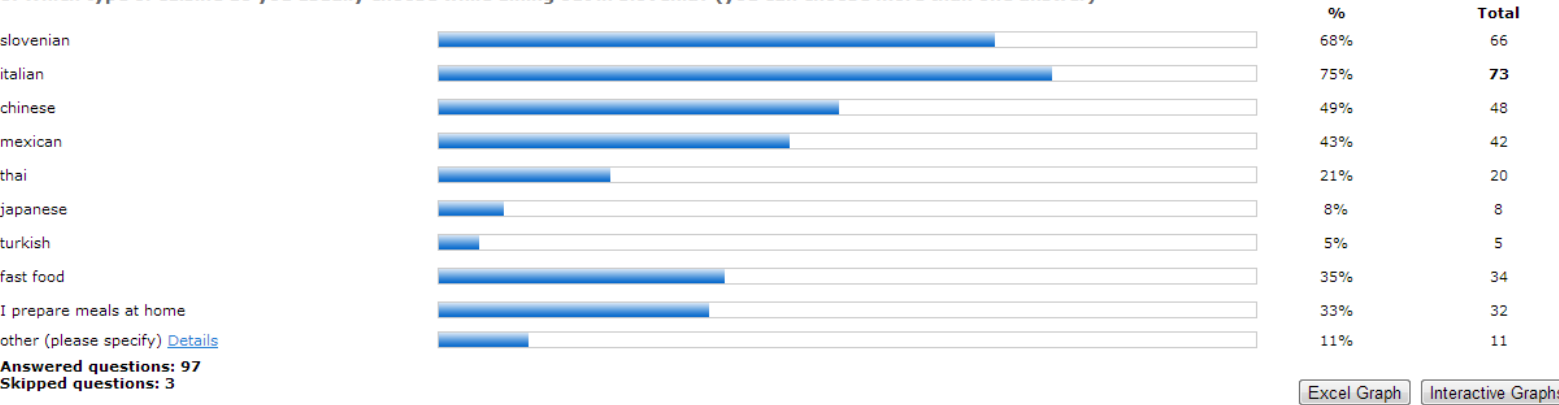
1. Kranjska klobasa (sausage) – 30
2. Potica (pastry nut roll) – 32
3. Ajdovi žganci (buckwheat spoonbread) – 18
4. Jota (sauerkraut soup) – 12
5. Štruklji (boild/baked pastry)– 10
6. Pražen krompir (roasted potatoes) – 9
7. Bograč (goulash soup)– 8
8. Goveja Juha (beef soup) – 6
9. Krvavice (blood sausage)– 6
10. Kremšnita/ Kremna rezina (vanilla and custard cream cake) – 5
11. Ričet (barley porridge boiled with beans) – 4
12. Pečenica (sausage) – 3
13. Trojanski krofi (donuts)- 3
14. Kislo zelje (sauerkraut) – 3
15. Jabolčni zabitek/Štrudel (apple strudel) – 3
16. Zaseka (bacon-based relish) – 2
17. Žolca (aspic) - 2

18. Pohorska omleta (*Pohorje* omelette) - 2
19. Segedin golaž (goulash) – 2
20. Bobiči (corn soup) – 2
- Other:
- Mineštra (vegetable soup)
- Prežganka (soup with eggs)
- Bujta repa (sour turnip hot pot or pork with pickled grated turnips)
- Čompe (potatoes with cottage cheese)
- Vampi (tripe meat)
- Matevž (puréed beans with cracklings)
- Hroštule/hroštole (Fried Pastries)
- Blejska grmada (*Bled* dessert)
- Bovški krapci (dough dessert)
- Horse burger
- Olives
- Wines - Cviček, Teran

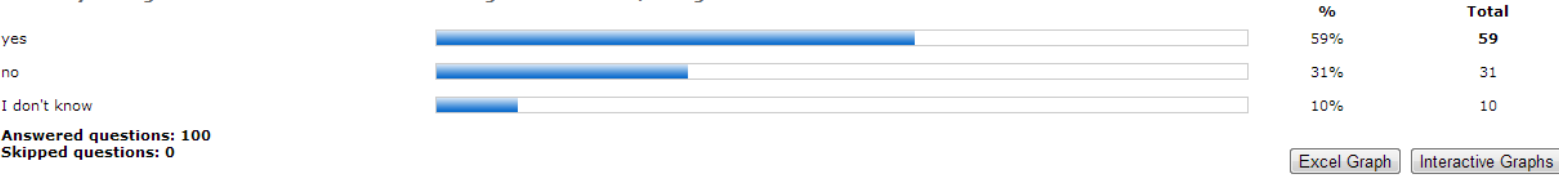
7. How often do you choose restaurants while dining out in Slovenia?



8. Which type of cuisine do you usually choose while dining out in Slovenia? (you can choose more than one answer)



9. Does your region have a lot of restaurants offering traditional and/or regional meals?



10. Which of the following gastronomic events do you know, took part in or would like to take part in: (please choose appropriate answers)

	Know	Took part in	Would like to take part in	Don't know	Total
Osmice (all year)	35%(35)	29%(29)	16%(16)	35%(35)	115
Solinarski Praznik, Piran, Sečovelje (April)	52%(52)	12%(12)	21%(21)	25%(25)	110
Praznik Rebule in Oljčnega Olja, Višnjevnik (May)	17%(17)	3%(3)	21%(21)	64%(64)	105
Dobrote slovenskih kmetij, Ptuj (May)	16%(16)	6%(6)	15%(15)	64%(64)	101
Praznik Češenj, Dobrovo (June)	43%(43)	14%(14)	36%(36)	20%(20)	113
Festival Pivo in Cvetje, Laško (July)	64%(64)	27%(27)	25%(25)	2%(2)	118
Praznik Terana in Pruta, Dutovlje (August)	31%(31)	16%(16)	29%(29)	37%(37)	113
Dnevi medu, Polhov Gradec (August)	13%(13)	1%(1)	17%(17)	74%(74)	105
Dnevi Poezije in Vina, Medana (August)	36%(36)	7%(7)	19%(19)	42%(42)	104
Praznik Breskev, Prvačina (August)	19%(19)	2%(2)	24%(24)	62%(62)	107
Festival Kranjske Klobase, Sora pri Medvodah (August)	30%(30)	1%(1)	16%(16)	56%(56)	103
Svetovni Festival Praženega Krompirja, Maribor (September)	44%(44)	9%(9)	23%(23)	31%(31)	107
Praznik Buč, Bodonci (September)	18%(18)	1%(1)	18%(18)	64%(64)	101
Praznik Kozjanskega Jabolka, Podsreda (October)	13%(13)	4%(4)	12%(12)	76%(76)	105
Praznik kostanja v Ligu, Kanal ob Soči (October)	8%(8)	4%(4)	19%(19)	70%(70)	101
Martinovanje (November)	43%(43)	76%(76)	6%(6)	0%(0)	125
Slovenski Festival Vin, Ljubljana (November)	41%(41)	13%(13)	20%(20)	32%(32)	106
Praznik Kakijev, Strunjan (November)	25%(25)	12%(12)	18%(18)	49%(49)	104

Answered questions: 100  
Skipped questions: 0

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11. Do you know other gastronomic events?

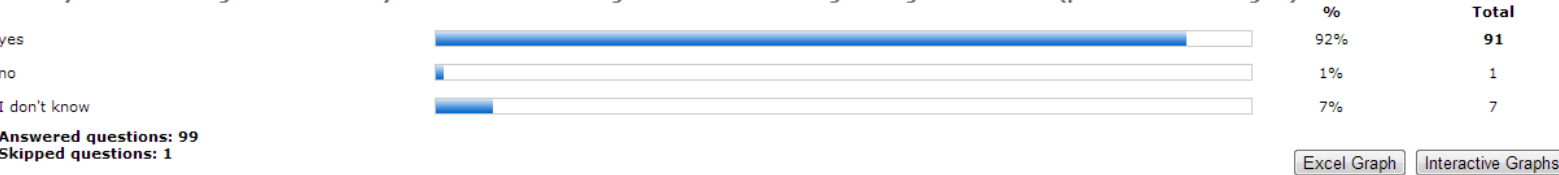


1. Sladka Istra, Koper – 5  
2. Praznik rib,olja in vina, Izola – 4  
3. Bogračijada – 3  
4. Funšterc, Festival zasavske kulinarike - 3  
5. Praznik refoška, Marezige – 2

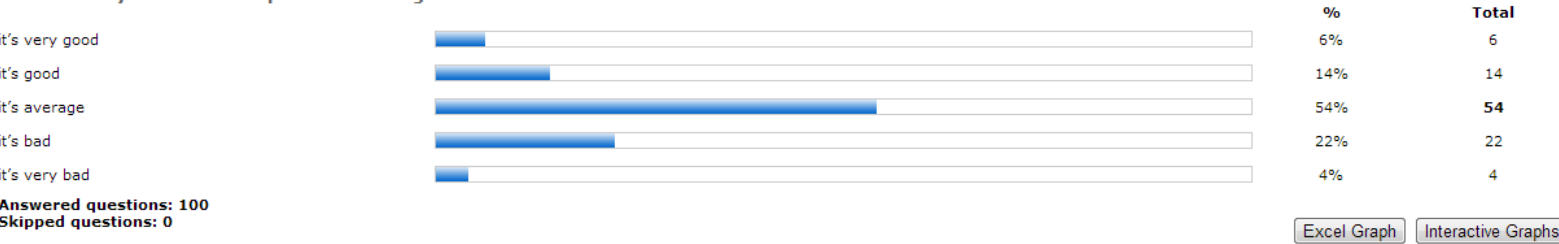
*Other:*  
Krompirjeva noč, Veliko Ubeljsko  
Festival čokolade, Radovljica  
Kravji bal, Bohinj  
Domača vas, Kranj  
Dnevi kmetijstva slovenske Istre, Koper  
TSDH - Traditional Slovenian Drinks and Habits, Ljubljana

\*In majority people answered that they don't know other gastronomic events (38) or didn't answered for this question at all

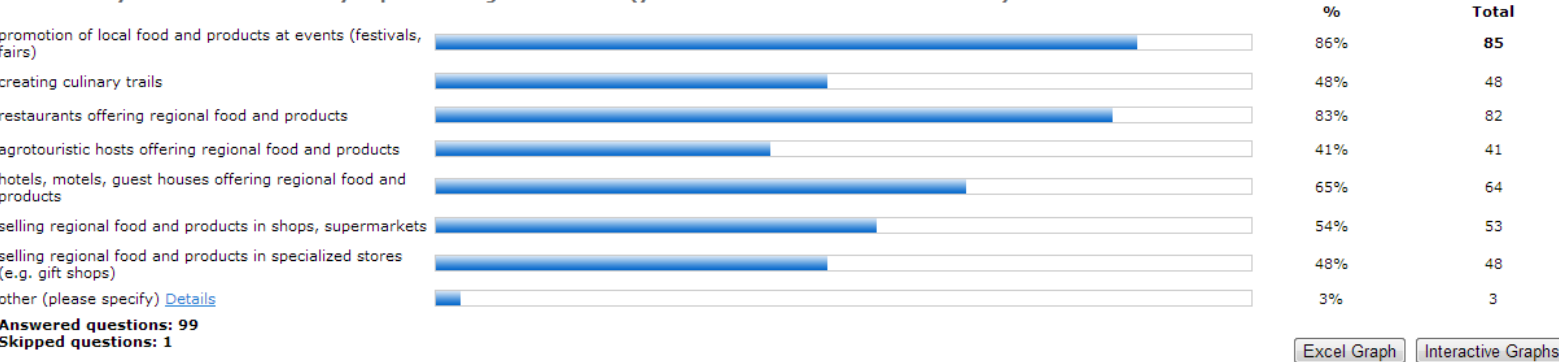
12. Do you think that regional cuisine may contribute to increasing tourists' interest in a given region in Slovenia (promotion of the region)?



13. What do you think about promotion of regional cuisine in Slovenia?



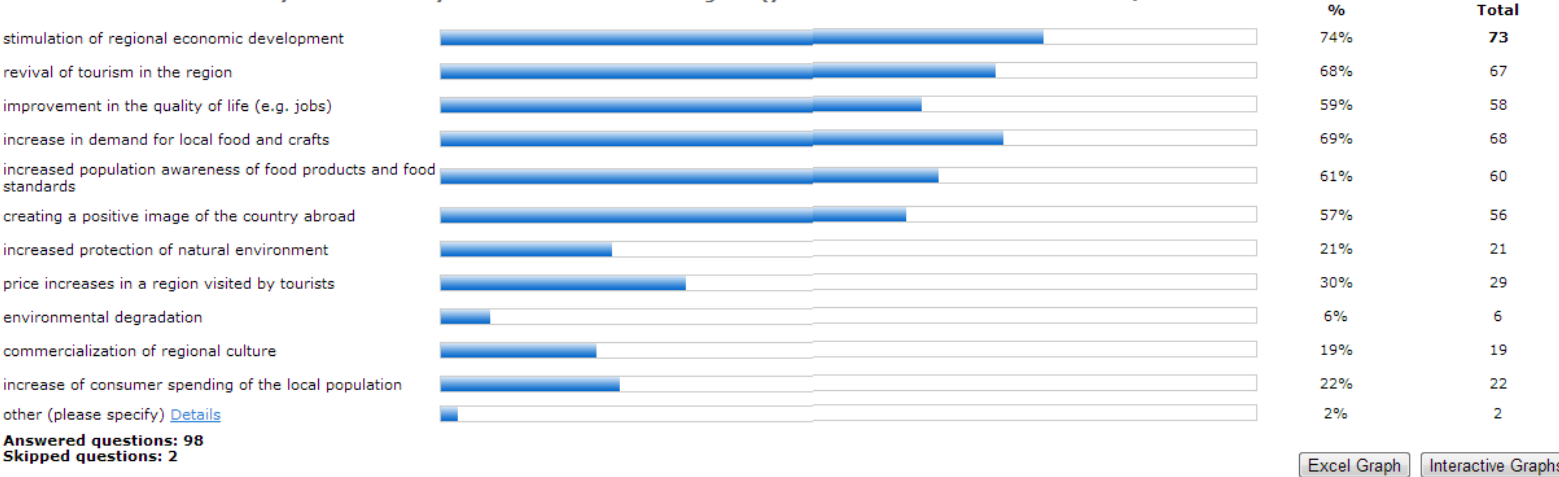
14. What do you think is the best way to promote regional cuisine? (you can choose more than one answer)



15. Do you think that regional cuisine of Slovenia could become a distinct touristic product, based on which one could create a touristic offer, for example as the main objective/travel theme?



16. What kind of influence do you think culinary tourism can have over a region? (you can choose more than one answer)



## 17. Gender:

		%	Total
female		65%	62
male		35%	33
<b>Answered questions: 95</b> <b>Skipped questions: 5</b>			
		<a href="#">Excel Graph</a>	<a href="#">Interactive Graphs</a>

## 18. Age:

		%	Total
18 – 25 years		39%	37
26 – 40 years		50%	48
41 – 60 years		10%	10
over 60 years		1%	1
<b>Answered questions: 96</b> <b>Skipped questions: 4</b>			
		<a href="#">Excel Graph</a>	<a href="#">Interactive Graphs</a>

## 19. Education:

		%	Total
primary		0%	0
vocational		1%	1
secondary		34%	32
higher education		65%	62
<b>Answered questions: 95</b> <b>Skipped questions: 5</b>			
		<a href="#">Excel Graph</a>	<a href="#">Interactive Graphs</a>

## 20. Employment status:

		%	Total
student/pupil		41%	39
employed		34%	33
self-employed		5%	5
unemployed		16%	15
retired		0%	0
pensioner		4%	4
other (please specify)		0%	0
<b>Answered questions: 96</b> <b>Skipped questions: 4</b>			
		<a href="#">Excel Graph</a>	<a href="#">Interactive Graphs</a>

## 21. Place of living:

		%	Total
village		26%	25
city up to 10.000 residents		19%	18
city up to 100.000 residents		12%	11
city over 100.000 residents		43%	41
<b>Answered questions: 95</b> <b>Skipped questions: 5</b>			
		<a href="#">Excel Graph</a>	<a href="#">Interactive Graphs</a>

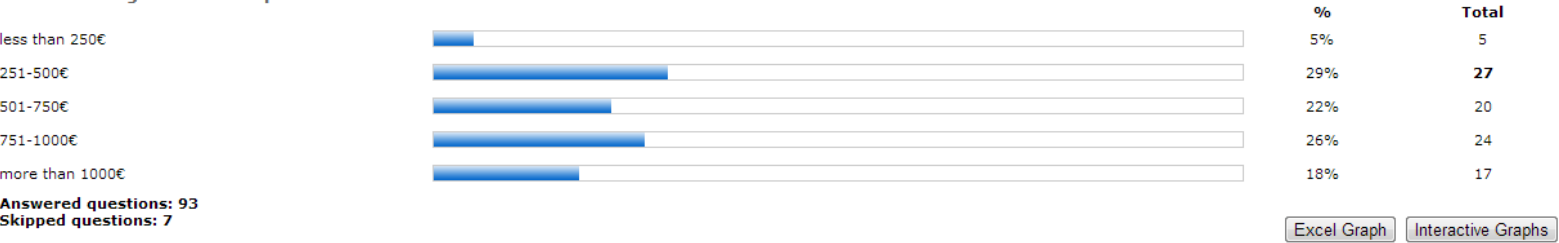
## 22. Region of Slovenia, which you:

	Come from	Live	Total
Pomurska	1%(1)	2%(2)	3
Podravska	18%(17)	16%(15)	32
Koroška	4%(4)	0%(0)	4
Savinjska	12%(12)	5%(5)	17
Zasavska	1%(1)	1%(1)	2
Spodnjeposavska	1%(1)	0%(0)	1
Jugovzhodna Slovenija	7%(7)	3%(3)	10
Notranjsko – kraška	3%(3)	5%(5)	8
Osrednjeslovenska	24%(23)	44%(42)	65
Gorenjska	8%(8)	3%(3)	11
Goriška	4%(4)	2%(2)	6
Obalno – kraška	11%(11)	12%(12)	23
<b>Answered questions: 96</b> <b>Skipped questions: 4</b>			
		<a href="#">Excel Graph</a>	<a href="#">Interactive Graphs</a>

## 23. How do you rate your financial status?

		%	Total
very good		2%	2
good		22%	21
average		57%	55
bad		16%	15
very bad		3%	3
<b>Answered questions: 96</b> <b>Skipped questions: 4</b>			
		<a href="#">Excel Graph</a>	<a href="#">Interactive Graphs</a>

24. The average net income per household member:



25. Number of household members (including children):



Household members	Number of responses
1	24
2	18
3	14
4	26
5	6
6	2
7	1
9	1