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ROLA LOKALNYCH BROWARÓW
W STYMULOWANIU ROZWOJU RUCHU TURYSTYCZNEGO
W REGIONIE MAZOWSZA

THE ROLE OF LOCAL BREWERIES
TO STIMULATE THE DEVELOPMENT OF TOURISTIC MOVEMENT
IN THE MAZOVIA REGION

Summary

Culinary products can greatly influence tourism development in reception areas. A wide variety of culinary products is undoubtedly an asset which can be used to promote interesting tourist places. The aims of this work was to characterize merchandising of two local brew houses in the Masovian Voivodship and to answer the following question: can beer become a local tourist attraction? It seems that only with the support of local authorities and cooperation among small manufacturers it is possible for people governing brew house to develop their own beer brand. It is likely that such beer brand would be cognoscible on the consumer market especially including the tourist market which has diversified character. Heretofore, studies have shown that insufficient consumers' interest in products of examined brews and decidedly inadequate promotion strategies prevent beer from acknowledging it as a typical, culinary tourist product in reception areas.

Translated by Izabela Makarska