

CONTENTS

Articles

- ANTONI JACKOWSKI - The contribution of geography to the development of tourism research in Poland 5
- STANISŁAW LISZEWSKI - Tourism studies: situated within multiple disciplines or a single independent discipline? (Discursive article) 37
- BOLESŁAW GORANCZEWSKI, DANIEL PUCIATO - SWOT analysis in the formulation of tourism development strategies for destinations 45

Scientific notes

- LIDIA PONIŻY - Recreational area trends in the rural-urban fringe: case study of Kórnik *Gmina* (Commune) 55
- MARTA MARO-KULCZYCKA - Profiles of first-year students of tourism and recreation at the University of Łódź Faculty of Geographical Sciences in the academic year 2010/11 61

Reviews

- Andrzej Kowalczyk (ed.), *Turystyka zrównważona* (Sustainable Tourism) Wydawnictwo Naukowe PWN SA, Warszawa 2010, 323 pp. - JOANNA KOWALCZYK ANIOŁ ... 67

Reports

- The 26th Field Seminar: 'Research Workshops on the Geography of Tourism', Spała, 23-25th September 2010 - ROBERT WILUŚ 69
- Research and teaching methods (*Nauka i dydaktyka*) in tourism and recreation: the 2nd Polish conference on tourism and recreation at state higher education institutes and faculties, Łódź, 4-6th November 2010 - SŁAWOJ TANAS 71

ARTICLES

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THE CONTRIBUTION OF GEOGRAPHY TO THE DEVELOPMENT OF TOURISM RESEARCH IN POLAND

Abstract: The article presents, both chronologically and thematically, the contribution of geography to the development of tourism research. The discussion concerns the situation in Poland but is presented in the context of the development of tourism geography in Europe and globally. The analysis includes only theoretical-methodological research. The output of Polish tourism geography after World War II has been considerable and comprises around 800 publications.

Key words: knowledge, geography, tourism geography, tourism, academic geography centres.

*In memory of Prof. Elżbieta Dziegieć,
a distinguished representative of tourism geography,
and a wonderful friend*

1. INTRODUCTION

When the number of people travelling for pleasure increased in Europe at the turn of the 19th c., it became of interest to journalists and representatives of academic disciplines. Geographers were among the first who paid attention to this issue and, alongside naturalists and humanists, contributed significantly to the development of tourism research. It was a time when geography departed from research limited nearly exclusively to the natural environment and started to focus on the relations between the environment and various manifestations of life in human communities. It soon turned out that due to its research tools and methods, geography was the only discipline which could link such activity not only to the natural environment but also to interpret it from both spatial and socio-economic perspectives. Geographers also started large-scale work on preparing tourism guidebooks allowing tourists to visit the most interesting sites.

The 1930s was the next period of intensive development of the geographical study of tourism and the range of research was becoming increasingly well defined. The development of spatial planning, so characteristic of the interwar period (both in Europe and Northern America), meant that tourism issues were commonly taken into consideration in urban planning. Geographers played a major role in this area.

The development of tourism and tourism geography led to the appearance of research institutions dealing with these issues, mostly in those countries where tourism was an important part of socio-economic policy (Germany, Switzerland, Italy). From 1929-34 the leading tourism research institution in Europe was the Institute for Tourism Research (*Forschungsinstitut für den Fremdenverkehr*) at the Higher School of Commerce (*Handelshochschule*, from 1935 *Wirtschaftshochschule*) in Berlin. The founder and head of the Institute was Robert Glücksmann, one of the chief theoreticians and creators of tourism sociology, but at the same time someone who appreciated the significance of geographical research in this particular area. The most distinguished geographers of the Institute were Georg Wegener and Adolf Grünthal. The centre in Berlin inspired geographical research into tourism in a number of countries, including Poland where the idea of tourism-related research and a specialist research institution was largely based on the Berlin experience. A leading research centre in France was the Institute of Alpine Geography (*Institut de Géographie Alpine*) in Grenoble, founded in 1907 by Raoul Blanchard (1877-1965). In other European countries tourism studies were undertaken rather occasionally.

Issues in Polish tourism geography have already been discussed in several publications. We should mention here the most recent by LISZEWSKI (2003c, 2007a, 2008c,d) where he has summed up the achievements of Polish tourism geography. These publications partly relieve the present author from making a detailed presentation of all the issues concerning research relations between the geography and tourism. Therefore we will only point to the most significant achievements, mainly in the field of theory and methodology.

2. THE DEVELOPMENT OF THE GEOGRAPHICAL STUDY OF TOURISM IN POLAND

It is commonly accepted that tourism, in the modern sense of the word, has existed in Poland since the times of Stanisław Staszic, Julian Ursyn Niemcewicz and Wincenty Pol. The most distinguished researcher was certainly Pol, who as a professor of geography at the Jagiellonian University (1849-1852) and a traveller over many years to all parts of Poland, introduced field trips onto the university curriculum. These enabled students to explore new areas and above all learn how to correctly interpret the surrounding landscape. Pol's classes taught them the principles of accurate interpretation of the relation between the natural environment and human activity. This new idea followed Alexander Humboldt's and Karl Richter's school of thought which influenced Pol for at least the last forty years of his life. In the published reports from his journeys he included beautiful descriptions of mountain landscapes, the assets and possible uses of Carpathian mineral waters, and so on. The obligatory character of geographical field trips was appreciated by Pol's successors. In considering the development of our discipline, we should also mention the first PhD theses in geography written at the Jagiellonian University. In 1832, a doctorate in cartography was granted to ŻEBRAWSKI whose 1862 *Mapa zdrojowisk lekarskich Galicyi i Bukowiny...* (*Map of the Medical Spas in Galicia and Bukowina*) still remains one of the main sources on the development of tourism settlement networks. In 1860 a doctorate was given to Eugeniusz Arnold Janota, a renowned traveller and precursor of environmental conservation. His thesis was entitled *Przewodnik w wycieczkach na Babia Górę, do Tatr i Pienin* (*A Guide to excursions to Babia Góra, the Tatra Mountains and the Pieniny Mountains*) and was published in the same year in Kraków. E.A. Janota was also one of the pioneers of Polish tourism research and a co-founder of the Tatra Society.

In 1916, SAWICKI published his *Przestrzeń życiowa (ekumena) na ziemiach polskich. Szkic antropogeograficzny* (*The area of people life in Poland: an anthropo-geographical outline*), a very important work from a political and nationalistic point of view. Unfortunately, it remained unnoticed by geographers which is a great pity because a lot of the ideas included were ahead of their time. We would particularly like to stress here discussion concerning the possibilities of transforming uninhabited areas for tourism purposes. L. Sawicki also formulated a kind of research programme necessary for tourism to develop as a socio-economic activity. Some of his ideas which are a part of tourism research can be found in the work by SMOLEŃSKI (1912), *Krajobraz Polski* (*The Landscape of Poland*) and in the study by RACIBORSKI and SAWICKI (1914) *Badania i ochrona zabytków przyrody* (*The Study and Protection of Natural Monuments*). Let us not forget that Polish geographers actively participated in the development of Polish tourism research which is reflected in publications between 1900 and 1939 (JACKOWSKI 1968).

In comparison with other European countries and the United States, 'pure' tourism geography started to develop in Poland relatively late – after 1930. This was caused by two factors. Firstly, in the 1920's, geographers worked above all on creating the theoretical and methodological basis for mass tourism. Secondly, it was not until the late 1920's that the state and business became visibly interested in the development of tourism, both domestic and foreign. On 17th October 1928 the Prime Minister of that time, Kazimierz Bartel, appointed an inter-ministerial commission to investigate tourism issues (*Sprawozdanie Międzyministerialnej Komisji...* 1931), presided over by the Vice-Minister of Finance, Stefan Starzyński, who later, from 1934, was President of Warsaw. The report which was published was important evidence of Polish awareness of the importance of tourism as an element in the national economy. The Commission's ideas were later further developed by the Kraków Chamber of Industry and Commerce, closely co-operating with the Geographical Institute at the Jagiellonian University in Kraków.

In the early 1930's, tourism became an object of research at the Geographical Institute of the Jagiellonian University conducted mainly by Stanisław Leszczycki. He attempted to formulate a theoretical basis for tourism geography which should include "a formal definition of landscape tourism assets, a study of possibilities for tourism, the preservation of significant primary features of the landscape, and at the same time establishing how tourism can have rational uses" (LESZCZYCKI 1932). Research issues in tourism geography were very strongly related to "man, the geographical environment, the economic exploitation of land, as well as human creativity and culture"

(LESZCZYCKI 1937b). This was obvious progress in comparison with earlier attempts, mainly by foreign authors, which often limited tourism geography to selected issues mostly connected with the natural environment.

A event on an international scale was the foundation of the *Tourism Studium* (*Studium Turyzmu*) at the Geographical Institute in 1936 (JACKOWSKI, ed., 1992, JACKOWSKI 2007, JACKOWSKI & SOŁJAN 2009: 195-219). It played an important role in the development of Polish and world tourism geography, spatial and regional planning (particularly where strongly related to tourism), as well as in preparing human resources for tourism in Poland. The *Studium* made society aware of how important tourism could be in the socio-economic development of regions and at individual localities. The director of the *Studium* was S. Leszczycki, a senior university lecturer, and the function of secretary was performed successively by Julian Łukaczyński, Tadeusz Chorabik and Tadeusz Wilgat.

The *Studium* published several works: *Prace Studium Turyzmu UJ* (6 volumes), *Komunikaty Studium Turyzmu UJ* (22 editions) and a periodical *Turyzm Polski* (1938-9). The editor of all those publications was Leszczycki.

The activity of the *Studium* was combined with the *Komisja Studiów Ligi Popierania Turystyki* (a study commission of the 'League for the Support of Tourism'), founded in June 1936. Its seat was the Geographical Institute (together with the *Tourism Studium*), its work was administered by S. Leszczycki and the secretary was Wilgat. As a result it became possible to cooperate and to coordinate research. It was also important in that the *League* financed the activity of the *Studium* to a large extent. The results of the research were over 100 case studies (mostly published), many of which were considered to be diploma or even Master's level theses at the Geographical Institute.

The research covered a variety of issues. The most significant certainly were Leszczycki's works in which he attempted to lay a theoretical basis for tourism geography. Despite the fact that 80 years have passed, the definition of tourism he proposed is still valid (just slightly differing from the original) and used in tourism terminology not only in Poland. Let us remind the readers that 'tourism' was understood by him as 'the whole of the theoretical, economic, geographical, statistical, legal, cultural and social issues' related to tourism activity (LESZCZYCKI 1937a). The theoretical works written at the *Studium* are still an inspiration for many researchers today.

The *Studium* also worked on research methodology regarding tourism phenomena. It is there that the method of ranking was used for the first time (S. Leszczycki) for classifying the tourism assets

('inherent conditions') and tourism infrastructure (tourism accommodation) of some localities in Podhale. At that time it was an innovative attempt, globally. The method was commonly used after the war (especially until the 1970's). It comes as a surprise that so few post-war authors mentioned the origins of this method in tourism geography.

The issues of tourism and the typology of spas were another issue that was given close attention. The best-known attempts in this respect concern Podhale localities where the basic criteria were tourism intensity and the transformation of settlements by tourists. Similar research was conducted for the whole Carpathian range and for Poland. After the war, only the last 30 years have witnessed such a research revival, but it should be said that the achievements of the *Studium* have not been fully exploited yet.

The ranking method used for tourism evaluation enabled researchers to regionalise spa-tourism, firstly for individual regions (the Carpathians, Kraków *Województwo*, Podhale) and next for the whole country. A characteristic feature of the work done was that it took into account economic issues. The *Tourism Studium* was involved in a national project, called *Program ogólnopolski gospodarki uzdrowiskowo-turystycznej* (National programme for a spa-tourism economy), financed by the authorities of those *Województwos* which were interested in it. Several valuable works appeared as part of the programme, especially the study by Leszczycki (1937c) entitled *Znaczenie gospodarcze ruchu uzdrowiskowo-turystycznego na Śląsku* (*The economic significance of spa-tourism in Silesia*). He was the first Polish author to broadly discuss 'public holiday' tourism which today is referred to as 'weekend' tourism. The works created at the *Tourism Studium* were highly appreciated by economists and also the media.

The cradle of tourism geography was the Geographical Institute at the Jagiellonian University, which was immune to all kinds of political pressure thanks to the attitude of its head, Prof. Jerzy Smoleński. Towards the end of 1938 the authorities in Warsaw started to look for a pretext which would have enabled them to liquidate the *Studium*. They questioned the objectivity of Leszczycki's work, pointing to the fact that throughout the inter-war period his superior, Smoleński, worked in environmental protection, and in 1938 held the position of chairman at the State Nature Protection Council. We know the story of the cable car to Kasprowy Wierch – the idea to build it was supported in government circles which saw those involved in environmental protection as acting to the detriment of the state. A man who was very effective in defaming the *Studium* was Henryk Szatkowski from Zakopane, one of those who had suggested its building. During the war Szatkowski collaborated with the

Germans as a *Volksdeutsche*, but above all as the ideological founder of *Göralenvolk*¹.

As a result of those behind-the-scenes intrigues, on 27th June 1939 the Board of Directors of the 'League for the Support of Tourism' decided to dismiss Leszczycki from his position as head of the Study Commission from 30th June that year. A further smear campaign against the Kraków centre was stopped by the outbreak of the Second World War.

Let us look closer at what the achievements of the *Tourism Studium* of 80 years ago mean for us today. They can be presented as follows:

1. The programme and forms of classes, both indoor and outdoor, were modern then and they can still be regarded as such today. As a result, tourism institutions could employ well-prepared workers, many of whom continued to work in tourism, spatial planning or academic geography centres after the war.

2. The research done at the *Studium* was closely combined with teaching. Research was considered to be an integral part of training workers for tourism. Never again were research and teaching so strongly interrelated.

3. The *Studium* played an enormous role in research development, it was the first time that systematic research into tourism had been conducted. We should also mention the practical aspect of most of the research commissioned by different offices, institutions or organisations. The *Studium* contributed considerably to the development of spatial and regional planning whose achievements allowed Polish tourism geography to play a leading role globally until the 1970's. This long-lasting reputation of the *Studium* resulted from the fact that post-war tourism in Poland was created above all by its graduates.

4. The monographic regional works are still valuable methodological resources, especially those on the tourism and spas of the Podhale region in relation to industrial and urbanised areas (examples from mountain areas and Silesia).

5. The achievements in tourism cartography should also be highly appreciated.

Foreign authors still mention the *Studium* in their works stressing its significance and the role of S. Leszczycki in creating a formal basis for tourism geography. The Kraków centre is quoted alongside Glücksmann's research centre in Berlin, Hunziker and Krapf's seminar in St. Gallen and the Institute of Alpine Geography in Grenoble. Unfortunately, Polish authors mention these achievements the least.

In other academic geography centres tourism issues were rarely dealt with. Geographers focused above all on developing the geographical knowledge of Poland (especially S. Pawłowski and E. Romer).

The end of the 1920's brought a new challenge for geographers, and also to those specializing in tourism

related to the development of spatial and regional planning. The *Tourism Studium* and its graduates actively participated in that process and one of the chief initiators creating regional plans was S. Leszczycki. In all planning institutions, a part of their work was connected with tourism issues and geographers contributed a great deal to planning research. The regional plan of Podhale was prepared at the Geographical Institute, under the supervision of J. Smoleński and S. Leszczycki. S. Smoleński held the position of chairman of the Regional Planning Commission for the Kraków District (*Komisji Regionalnego Planu Zabudowania Okręgu Krakowskiego*) and the works then written are still referred to by today's planners. We should mention the study by LESZCZYCKI (1938), entitled *Region Podhala – podstawy geograficzno-gospodarcze planu regionalnego* (*The Podhale Region – the Geographical-Economic Basis of the Regional Plan*), the first methodological study on planning in Polish literature (JACKOWSKI & SOŁJAN 2009: 192).

Geographers also took an active part in spatial and regional planning after the Second World War and tourism was included in nearly all planning works. One of the founders of the Polish school in this field was Antoni Wrzosek who supervised planning in Lower Silesia for many years. He educated many distinguished geographer-planners, such as Olaf Rogalewski who became famous in turn for his own planning ideas regarding tourism. Moreover, in the first years after the war, spatial and regional planning institutions were directed by Stanisław Leszczycki, Franciszek Uhorczak, Ludwik Straszewicz and Rajmund Galon.

Geographers' contributions to the spatial development plans for Poland could be seen at different scales during the following decades. The greatest achievement was certainly the 1971 *Plan kierunkowego zagospodarowania turystycznego Polski* (*The Plan for the Tourism Development of Poland*), prepared under the supervision of Rogalewski. Many young geographers who took part in that project still play an important role in Polish tourism geography (e.g. Jerzy Wyrzykowski, Maria Baranowska-Janota, Bogdan Mikułowski, Danuta Ptaszycka-Jackowska, Zbigniew T. Werner, Anna Wyrzykowska, Antoni Jackowski). Rogalewski's *Plan...* was the basis of many later planning works regarding tourism.

3. THE CONTRIBUTION OF GEOGRAPHY TO THE UNDERSTANDING OF TOURISM AFTER WORLD WAR II

In the attempt to systematize the post-war contribution of geography to the understanding of tourism, the

main criterion has become the theoretical and methodological achievements. Only those works whose authors presented issues, methods and so on for the first time have been taken into account. Those which repeated pioneer research have been ignored. Our achievements in this field are considerable and a survey² shows that since 1945 by the end of 2010³ over 800 original works have been published. They have been divided into the following groups:

A. Theoretical research³. Although the situation in the first 25 years of socialism in Poland was not favourable for the development of tourism research, geographers did not abandon theoretical inquiry. In the first years after the war the leading role was played by the graduates or those employed at the *Tourism Studium* at the Jagiellonian University who passed their research fascinations on to their students. The first attempts to create a theoretical basis for tourism geography were made as early as the 1940's (MILESKA 1949). Further development took place in the 1960's and 1970's, i.e. the time when Polish academics were making increasing contacts (on their own account) with their colleagues abroad. As a consequence, access was gained to specialist literature which had been unavailable for many years. The exchange of thought with other European geographers resulted in the writing of several works which are still present in the literature (JACKOWSKI & WARSZYŃSKA 1976, KOSTROWICKI 1975, ROGALEWSKI 1963, 1972b, STACHOWSKI 1976, STALSKI 1974, WARSZYŃSKA & JACKOWSKI 1978, WAWRZYŃSKI 1978, WRZOSEK 1976). The publication by Warszyńska & Jackowski was the only book on the market on the basics of tourism geography for many years. Despite the unfavourable political and socio-economic situation in the country in the 1980's, and low expenditure on research activity, theoretical research on tourism geography was flourishing – as if out of spite (BARTKOWSKI 1986, BARTKOWSKI & KRZYMOWSKA-KOSTROWICKA 1985, JACKOWSKI & WARSZYŃSKA 1987, KRZYMOWSKA-KOSTROWICKA 1980, STACHOWSKI 1987, WARSZYŃSKA 1984, WARSZYŃSKA & JACKOWSKI 1986, WYRZYKOWSKI 1986). Such work visibly accelerated in the 1990's and at the beginning of the present century (BACHVAROV, DZIEGIEĆ 2005, CHOJNICKI 2005, DEJA 2001, KOWALCZYK 1991, 1997, ed. 2003, 2005a, 2006, 2007, ed. 2008, KOWALCZYK, KULCZYK 2008, KRZYMOWSKA-KOSTROWICKA 1991, 1995, 2005a, KUREK 2003b, 2004a, KUREK ed. 2007, KUREK, MIKA ed. 2007, LIJEWSKI 1991, LISZEWSKI 1991f, 1992a,b, 1994, 2005a,b,c, 2008cd, ŁOBODA 2009, MAIK 2005, MAIK, MARCINIAK ed. 2001, MAIK, PRZYBECKA-MAIK 2005, MAIK, SOKOŁOWSKI ed. 1997, MAZURSKI 2000, SEWERNIAK 1991, STACHOWSKI 1991, TANAŚ ed. 2010, WARSZYŃSKA 1986, 1992b, 1992 ed,

1999b, 2003a,b, WYRZYKOWSKI 1991, ed. 2001, WYRZYKOWSKI, MARAK ed. 2010).

The growing interest in this branch of geography led to some **attempts to summarise achievements** (DZIEGIEĆ & LISZEWSKI 2002, JACKOWSKI 1974, 1977, JACKOWSKI & PTASZYCKA-JACKOWSKA 1970b, JACKOWSKI & SOŁJAN 2011b, JACKOWSKI & WARSZYŃSKA ed. 1981, LISZEWSKI 1987b, 2003c, 2007a, ROGALEWSKI 1970, WYRZYKOWSKI 1975). Reviews of the achievements of the academic geography centres concerning tourism research was presented at specially organised conferences (e.g. JACKOWSKI & WARSZYŃSKA ed. 1981, KUREK & MIKA ed. 2007) or on other occasions – e.g. *Prace Geograficzne*, issue 86, Institute of Geography, Jagiellonian University, devoted to the International Geographical Union (IGU) Conference held in Washington, in 1992 (WARSZYŃSKA ed. 1992), or *Turyzm* 2008, vol. 18, issue 1, devoted to the IGU Conference in Tunisia, in 2008 (eds. DZIEGIEĆ, LISZEWSKI).

Most time was devoted to the Krakow centre (JACKOWSKI 1981a, 2009a, JACKOWSKI, SOŁJAN 2009, 2011a, JACKOWSKI, WARSZYŃSKA 1987, KUREK 2005a, WARSZYŃSKA 1992a, 1999a, WARSZYŃSKA, JACKOWSKI 1992, WARSZYŃSKA, KUREK 2007). The description of the Łódź centre was provided several times by LISZEWSKI (1981, 1992c, 2006b), and of the Wrocław centre – by WYRZYKOWSKI (1992, 2005b, 2007a). There were also attempts to present the achievements in the field of tourism geography at the University of Warsaw (KOWALCZYK 2007, KRZYMOWSKA-KOSTROWICKA 1992a), in Lublin (WOJCIECHOWSKI 1992), Poznań (BIDERMANN 1992) and Gdańsk (ANDRZEJEWSKI, KOROWICKI 1992). At many geographical centres (especially the smaller ones) there were no such attempts made, although they are sometimes quite significant.

There were also attempts to unify the **terminology**. The discussion was joined by both academics in Poland (BACHVAROV, DZIEGIEĆ 2005, BARTKOWSKI 1973, 1977, 1986, DRZEWIECKI 1983, JACKOWSKI 1998a, KOWALCZYK 2001a, MILESKA 1971a, ROGALEWSKI 1964a, 1966, STACHOWSKI 1990), and foreign (WARSZYŃSKA & JACKOWSKI eds. 1976). This last happened during a special symposium, 'Terminology Issues in Tourism Geography', organised in Kraków in 1974 by the IGU Tourism Geography Working Group. Furthermore, O. Rogalewski and A. Wrzosek participated in 1961 in preparing the Polish version of the *International Tourism Dictionary* (*Międzynarodowy słownik turystyczny*), originally published by the World Tourism Organisation. The issue of terminology is still present, and not only in Poland.

In respect of **student textbooks** geographers' contribution is significant. Right after the war they participated in creating a four-volume work entitled *Turystyka powszechna* (*Popular Tourism* 1949) comprised

of materials from lectures given at a tourism training course organised in 1948 by the Tourism Bureau of the Transport Ministry. The anonymous editor was Mieczysław Orłowicz, and the authors included Maria Irena Mileska, Bonifacy Gajdzik, Antoni Wrzosek, Wojciech Walczak, Olaf Rogalewski and Stanisław Zych. In the next phase, the Polish Economic Society (*Polskie Towarzystwo Ekonomiczne*) which ran the extramural 'Research into the Economics and Organisation of Tourism', was publishing textbooks, prepared by such geographers as ROGALEWSKI (1964c 1967b, on tourism development), B. and O. ROGALEWSKI (1965 - tourism assets of Poland), STALSKI (1963 - the economics of tourism management), WALCZAK (1963 - the tourism geography of Poland), WYSOCKI (1964 - geography of communications). In the late 1950's a small book was published on the geographical description of tourism regions in Poland, authored by GRZESZCZAK, KIED-ROWSKA-LIJEWSKA & LIJEWSKI (1957, *PTTK - Polish Tourist and Sightseeing Society; Board of Directors*). In a time where there was a permanent lack of study resources, the textbooks were immensely popular among students in geography departments.

Proper textbooks did not appear until the late 1970's when Polish decision-makers started to treat tourism geography as an important geographical discipline. The authors of the first publication of this sort were WARSZYŃSKA & JACKOWSKI (1978). For nearly twenty years it was the only one on the market until that by KOWALCZYK, published in 1997 it has been reprinted several times since. In recent years Kraków geographers had been preparing another textbook on tourism (KUREK ed. 2007). Regional textbooks devoted to the tourism geography of Poland and the world have appeared including work by T. LIJEWSKI, B. MIKUŁOWSKI & J. WYRZYKOWSKI whose first edition appeared in 1985 and was followed by several more. In 1988 a textbook on the regional tourism geography of the world, edited by WARSZYŃSKA, was published and since 1994 it has been reprinted several times. Finally, in 1977-1980, BARTKOWSKI published *Wypisy* (Extracts) from tourism geography, containing texts from some 'classics' in the field. Textbooks which have appeared more recently usually concerned individual issues such as tourism in the mountainous areas of Europe (KUREK 2004a), tourism development (KOWALCZYK & DEREK 2010), the geography of the hotel industry (KOWALCZYK 2001b, MILEWSKA & WŁODARCZYK 2009), natural assets (KOZUCHOWSKI 2005), religious tourism (JACKOWSKI 2003c, JACKOWSKI, SOŁJAN, BILSKA-WODECKA 1999b) and the tourism product (KACZMAREK, STASIAK & WŁODARCZYK 2005, 2010), changes in tourism (MAZURSKI 2006) or a new suggestion for the tourist regionalization of the world (JĘDRUSIK, MAKOWSKI, PLIT 2010).

I would also like to add the **Dictionary of Polish Tourism Geography** to this category of publications (1956-9, 1993 and a number of later editions) by M.I. Mileska. This is used continuously by geographers (and not only!), and as a kind of student textbook.

A lot of theoretical works have been published in the *Turyzm* periodical which has been rendering great service to tourism geography. Initially it appeared as a special publication in the *Acta Universitatis Lodziensis* series (1-6/7, 1987-1990), but since 1991 it has been an independent title. From the very beginning, the publisher has been the University of Łódź and the editor - S. Liszewski.

In 2008, the Geography and Geology Department at the Adam Mickiewicz University in Poznań started to publish an interesting series, entitled *Uwarunkowania i plany rozwoju turystyki* (Conditions and Plans for Tourism Development). Three volumes (2008, 2009, 2010) have been published and the editor is M. Dutkowski.

A considerable inspiration for theoretical discussions are the **conferences**, entitled *Uwarunkowania rozwoju turystyki zagranicznej w Europie Środkowej i Wschodniej* (Conditions for the Development of Foreign Tourism in Central and Eastern Europe), organised regularly since 1990 by the Institute of Geography and Regional Development, University of Wrocław (the most recent was held in 2010). They were initiated by L. Baraniecki and J. Wyrzykowski. The materials presented during the sessions were published first only in Polish but later also in English. All in all, eleven volumes have been published so far.

An important role has also been played by **research workshops in tourism geography** (*Warsztaty badawcze z geografii turystyki*). They started in 1983 and so far 26 such meetings have been held, aimed primarily at young geographers. Many future docents (a senior level of lecturer) and professors have presented their work there. The idea to create this forum originally came from S. Liszewski, and the organizer was the Institute of Urban Geography and Tourism in Łódź. In 1997 the workshops came under the supervision of E. Dziegieć, and since her death in 2009 they have been the responsibility of B. Włodarczyk.

B. Methodological research. This has been purposefully isolated from the theoretical works in order to draw the reader's attention to issues which have particularly occupied the minds of geographers, as well as to stress the significance of this research. They concern the following:

1. **Tourism space.** Tourism space is a part (sub-space) of geographical space, established through the exploration and use of the geographical environment

for tourism purposes. Functional tourism space is an expression of human tourism activity in tourism space (LISZEWSKI 2002b). The theoretical basis was laid down by the 'Łódź school', and the instigator was S. Liszewski. The first study was published in 1995 and in the years to follow the author continued to improve, supplement and expand the theory he had presented (LISZEWSKI 1999b, 2002b, 2005e, 2006a,c 2009b,c,d, LISZEWSKI & BACHVAROV 1998). Later, the subject was taken up by Liszewski's students, especially WŁODARCZYK (2006, 2009a,b, 2011). Another issue researched at Łódź was the perception of tourism space by different social groups (LATOSIŃSKA 1998a,b, 2006, MATCZAK 1993, 1994, 1996). Inspired by this research, geographers at other universities have become interested in the issues including the research conducted in Szczecin by MEYER (2001, 2004, 2007, 2008, ed. 2010). It is quite symptomatic that she had studied geography in Łódź, where those issues must have been discussed during classes. A number of other geographers have written about those issues too (JĘDRUSIK 1999, 2005, KOWALCZYK 2002, KUREK & MIKA, eds. 2008, PRZYBYLSKA 2005, 2008, PTASZYCKA-JACKOWSKA 2007a,b,c, STACHOWSKI 1993). Currently a continuously growing interest in these issues can be observed which is understandable considering the educational 'profile' and the field of study in geography. Regional and local analyses are appearing increasingly frequently as well.

2. Evaluation of natural environment resources for tourism. A particularly important element of the research was Warszyńska's **model method** (WARSZYŃSKA 1970, 1972a,b, 1974) which is still in use today. Similar research was conducted at other academic geography centres (BARTKOWSKI 1965, BOGUCKA 1971, CZERWIŃSKI, MIKUŁOWSKI, WYRZYKOWSKI 1991, GERSTMANNOWA 2004, 2005, KOSTROWICKI 1970, KOZUCHOWSKI 2005, KRZYMOWSKA-KOSTROWICKA 1990, 1992b, KUREK 1999, MIKA 2000, 2004, NOWACKA 1984, RICHLING 1971, 2010, SOŁOWIEJ 1987, 1993, WYRZYKOWSKI 1975, 1985, 1991 ed., 2008 ed., ZWOLIŃSKI 1992, ŻMUDA 1990). In some cases the authors attempted to define the usefulness of the environment for tourism, as well as the importance of environment quality for tourism development (e.g. LISZEWSKI 2002a, 2009a).

3. Relations between tourism and nature protection (several dozen). Naturally this is one of the largest groups of issues in terms of geographical research and a great deal was conducted until the end of the 1980's. Later popularity visibly decreased; giving way to other issues, especially those related to tourism space. Considerable attention was paid to methodological and theoretical aspects. Due to their large number, they would have to be presented in a separate article.

4. Establishing levels of 'resistance' in the natural environment to tourism processes. These were usually works on the capacity of an area to 'absorb' tourists or on natural barriers limiting tourism development. The authors attempted to establish indicator values above which environmental and tourism assets might be in danger of degradation (BARANOWSKA-JANOTA & KOZŁOWSKI 1984, BRZÓSKA, KRAWCZYK, SOŁOWIEJ 1996, MARSZ 1972, MATCZAK 1988, PTASZYCKA-JACKOWSKA 1970, 1997, REGEL 1973, 1975, ed. 1978, SOŁOWIEJ 1993, SOŁOWIEJ *et al.* 1995, STALSKI 1970a,b, WYRZYKOWSKI 1980).

5. The issues described above are often related to **research on bio-climatic conditions in tourism destinations, especially in spas.** Polish climatologists were among the first to study them and their research is still quoted in the literature (BAS, BŁAŻEJCZYK MATZARAKIS eds. 2007, BŁAŻEJCZYK 1988, 2000, 2001, 2004, BOGUCKI 1999, BOKWA 1994, DEJA, RANISZEWSKA 1991, DUBANIEWICZ, MAKSYMIAK, ZYCH 1971, KOZŁOWSKA-SZCZĘSNA, ed. 1975-1984, KOZŁOWSKA-SZCZĘSNA 2000, 2002, KOZŁOWSKA-SZCZĘSNA, BŁAŻEJCZYK 1999, KOZŁOWSKA-SZCZĘSNA, GRZĘDZIŃSKI 1988, KOZŁOWSKA-SZCZĘSNA, KRAWCZYK, BŁAŻEJCZYK 2003, 2004, KOZŁOWSKA-SZCZĘSNA *et al.* 2002, LEŚKO 1975, 1976, LEŚKO, KLIMENTOWSKI 1979, LEŚKO, MAZUREK 1977, PASZYŃSKI, KUCZMARSKA 1965, ZYCH 1949). These works are mostly used in the devising of local spatial development plans.

6. The spatial development of protected areas, especially national and landscape parks, as well as nature reserves. They are mostly **research models** where the primary objective was to propose solutions to enable the coexistence of both protective and tourism functions in such areas (BARANOWSKA-JANOTA 1988, 1993, BARANOWSKA-JANOTA & PTASZYCKA-JACKOWSKA 1987, BARANOWSKA-JANOTA & KORZENIAK 1991, MATUSZEWSKA 2003, PARTYKA ed. 2002, FURMANKIEWICZ & POTOCKI eds. 2004, PTASZYCKA-JACKOWSKA 1971, 1982, 1990a, 2005, 2007d, 2009, PTASZYCKA-JACKOWSKA & BARANOWSKA-JANOTA 1986, 1996, SOŁOWIEJ 1991, SZWICHTENBERG ed. 2003, ZAWILIŃSKA 2010). Geographers have greatly contributed to work concerning the concept of landscape protection and its tourism exploitation (e.g. WYRZYKOWSKI ed. 1991, KOWALCZYK 1992, PIETRZAK ed. 1993, 1998, ed. 1999, WOJCIE-CHOWSKI 1986).

7. Tourism geo-ecology. The large quantity of research on the relations between the environment and tourism resulted in a new research trend called tourism geo-ecology. Its pioneer was A. KRZYMOWSKA-KOSTROWICKA (1991, 1995a,b, 1997, 1999, 2000). At the start the author introduced the term 'recreation geo-ecology' (KRZYMOWSKA-KOSTROWICKA 1991, 1995), which she later expanded to the 'geo-ecology of tourism

and recreation' (KRZYMOWSKA-KOSTROWICKA 1997). Tourism geo-ecology showed the relations between the natural environment and its exploitation for tourism from a new perspective. Later, similar research was conducted by other geographers, as well as geologists and biologists.

8. **The classification and typology of tourism destinations** is an issue which has been occupying geographers' minds for a long time, and the research here has a strongly practical character (BILSKA-WODECKA 2000, BOHDANOWICZ *et al.* 1979, DOHNALIK & ZADWORNIA 1968, JACKOWSKI 1978b, 1980, 1981b, 1984b, LISZEWSKI 1989c,e, ŁOBODA & WYRZYKOWSKI 1971, MILESKA 1967, 1971b, WERNER 1991, *Wykaz i klasyfikacja miejscowości turystycznych w Polsce...*, 1965, 1968, WARSZYŃSKA 1970, WAWRZYŃSKI 1976, WYRZYKOWSKA 1989).

9. **Tourism settlement, location of infrastructure and development models.** This group includes work which treats the subject in a general way and concerns models of the tourism development of settlements, the typology of the tourism settlement system, spatial aspects of tourism potential and guidelines for locating tourism infrastructure in destinations (DEJA ed. 1992, DEREK 2007, DRZEWIECKI ed. 1988, JACKOWSKI 1991d, 1992c, JACKOWSKI, PTASZYCKA-JACKOWSKA, SOŁJAN 2002, JACKOWSKI, SOŁJAN 2008a, JACKOWSKI, SOŁJAN, BILSKA-WODECKA 1999a, JACKOWSKI WARSZYŃSKA 1979, JAŻDŻEWSKA red. 2008, KACZMAREK, LISZEWSKI 1987, KOWALCZYK 1993, 2009, 2011, LISZEWSKI 1987a, 1988, 1989c, 1991a,e, 1992d, 2007b, 2008b, LISZEWSKI, KACZMAREK 1989, MATCZAK 1987a, 1989, 1992a, 2005, MEYER 2008, ed. 2010, MIKA ed. 2011, ROTTER-JARZĘBIŃSKA 2009, RYDZ, JAŻEWICZ 1999, 2001, SOŁJAN 2005, 2007a, STACHOWSKI 1976, 1992, WOLANIUK 1998, ŻAKOWSKI ed. 1995). The scale and range of the works vary from small destinations to huge urban agglomerations. Geographers are also the authors of numerous publications regarding tourist settlement in individual regions, as well as monographs of both large tourist centres and small localities. It is impossible to quote all these works because of their number.

10. **Spas.** These are distinctive settlements as regards function and landscape. Geographers have been interested in them for a long time and outstanding achievements in this field have led to the emergence of a separate geographical sub-discipline – 'spa geography'. The most prolific author of the last 50 years is GROCH (1979, 1983, 1991, 1992, 1995, 1996, 1997) who has presented an original methodology. His research is constantly quoted in the literature and has been referred to in other publications. The problems of spas were discussed by other authors as well (e.g. DURYDIWKA 2005, GOTOWT-JEZIORSKA, WYRZYKOWSKI ed. 2005, MAZURSKI 2003, PTASZYCKA-JACKOWSKA 1999, 2007f, PTASZYCKA-JACKOWSKA, MATLAK, FARACIK 1999,

RYDZ ed. 2005b, WYRZYKOWSKI ed. 2007c). Nearly all Polish spas have been described in monographs whose authors are mostly geographers. It must be remembered that the majority of research conducted by bio-climatologists, described elsewhere, concerns spas.

11. **Tourism development and the spatial planning of tourism.** This group includes theoretical works on tourism development at different spatial scales and for different forms of tourism, as well as publications of the planning type (BILSKA-WODECKA 1999, DRZEWIECKI *et al.* 1988, 1993, 1995b, IWICKI 2006, JACKOWSKI, WARSZYŃSKA 1971, JAKÓBCZYK-GRYSZKIEWICZ *et al.* 2008, JAROWIECKA 2000, KACZMAREK, LISZEWSKI, WŁODARCZYK 2007, KOROWICKI 1996, KOWALCZYK 1994, 1999, 2001b, KOWALCZYK, DEREK 2010, KRZYMOWSKA-KOSTROWICKA, KOSTROWICKI 1985, MATCZAK ed. 2004, MIKULSKI 1991, MILATA 1954, MILEWSKA, WŁODARCZYK 2009, *Plan kierunkowy zagospodarowania turystycznego Polski...* 1971, *Plan przestrzennego zagospodarowania turystycznego Polski...* 1973, PTASZYCKA-JACKOWSKA 1990b, 1991, PTASZYCKA-JACKOWSKA, BARANOWSKA-JANOTA 1994, ROGALEWSKA 1978, ROGALEWSKI 1959, 1964b,c, 1965, 1966b, 1967a,b,c, 1968b, 1969c, 1970b, 1971, 1972a,b,c, 1974, ROUBA 2010, RYDZ 2008, SEWERNIAK 1991, SOŁOWIEJ 1991, STALSKI 1973, SZWICHTENBERG 1993, WAWRZYŃSKI 1977, 1978, ed. 1981, 1985, WERNER 2004, WERNER, MIKUŁOWSKI 2003, WYRZYKOWSKI, MARAK, MIKUŁOWSKI 1999). It should be stressed that in recent years, geographers have been playing an increasingly important role in the process of creating tourism development strategies for various regions and localities.

12. A considerable amount of research has been devoted to **recreation in rural-urban fringe zones**, especially of large conurbations. As early as the inter-war period geographers were observing the formation of this recreation zone, its tourism development and use, defining its ability to absorb tourism and its spatial range. A review of some *województwo* archives⁴ leads us to the conclusion that after the war geographers were the main executors of spatial development plans for such zones, but they were never printed. Most research started to be published only at the turn of the 1990's. In the mid-1960's planners started to appeal to geographers for help in establishing the theoretical and methodological basis for these zones, but it took as long as 20 years (BIDERMAN 1979, DEJA ed. 1987, 1991, DZIEGIEĆ & LISZEWSKI 1981, 1983, 1984, FARACIK 2003, 2006, GROCH *et al.* 1987, JAKÓBCZYK-GRYSZKIEWICZ 1995, KOROWICKI 1988, KOWALCZYK 1986, 1990a,b, 1993, 1994, KRZYMOWSKA-KOSTROWICKA 1992c, LISZEWSKI 1987a, MATCZAK 1985, 1986a,b, 1987a,c, 1991a,b, 1995, 2005, 2009b, SZKUP 2003, WILGAT 1962, 1971). The authors of nearly all the research

introduced original methods while the majority of publications also concerned settlement geography, urban and spatial planning.

13. **Tourism colonization.** The development of infra-structure has led to tourism colonization but Polish geographers started research into this relatively late (the 1990's) (DZIEGIEĆ 1995, JĘDRUSIK 2002, 2003, MATCZAK 1995, RYDZ 2002, 2005a, RYDZ & MIEDZIŃSKI 2005, WOJCIECHOWSKA 1998). From an analysis of foreign geographical writing where the issue of tourism colonization, and sometimes 'neo-colonization', dominates research into tourism settlement, it seems that the research conducted so far in Poland is only at an initial stage of geographical interest.

14. **Tourism regionalization.** The post-war achievements in this area are rather modest, especially in reference to Poland as a whole (BAJCAR 1969, GRZESZCZAK, KIEDROWSKA & LIJEWSKI 1957, MILESKA 1963). Further theoretical-methodological publications appeared much later (BARTKOWSKI, ed. 1982, DURYDIWKA, KOWALCZYK 2003, GADZOJANIS 1977, GROCH, KUREK, WARSZYŃSKA 2000, KRZYMOWSKA-KOSTROWICKA 1986, KULCZYK 2007, LEŚKO, KLIMENTOWSKI 1979, LISZEWSKI 1989d, 2003b, 2004, 2005d, 2008a, 2009e, POTOCKI 2009, PTASZYCKA-JACKOWSKA, BARANOWSKA-JANOTA 2003, SZWICHTENBERG ed. 2000b, WILUŚ, LISZEWSKI 2010). It must be hoped that the number of such publications will steadily grow and for now, the main methodological publication remains the work by Mileska. In recent years, an attempt at a new approach to tourism regionalization of Poland has been presented by Liszewski.

We should pay attention to attempts at tourism regionalization, made with regard to different areas of Poland whose authors are usually geographers. Unfortunately, in most cases the regional division is intuitive and the majority concern mountain and coastal areas.

It is worth remembering though that some works published right after the war played an important role in promoting the 'Recovered Territories'. Their authors were usually geographers, e.g. Cz. Piskorski, W. Walczak and A. Wrzosek.

15. **Tourism in rural areas and agro-tourism.** This is traditionally a subject of geographical interest and geographers are the source of most research concepts in this field (DRZEWIECKI 1980, 1985, 1986, 1989, 1992, 1995a, 1998, 2001, DURYDIWKA 2007, DZIEGIEĆ 1987, 1988, 1989, 1990, 1991, 1992, 1995, GÓRZ 2007, GRYKIEŃ 1998, GUZIK 1999, 2003, 2007, IWICKI 2001, 2006, JACKOWSKI 1978a, KOWALCZYK 1995, KUREK 1983a,b, 1985, 1987, 1990, 1992, 1995, 1996a,b, LISZEWSKI 1991b,c, MAIK, MARCINIAK ed. 2001, MATCZAK 1991b, 2009a, MITYK ed. 1996, ROGALEWSKI 1967a, RYDZ 2003, 2004, SKOCZEK 1999, STACHOWSKI 1992, SZWICHTENBERG 1998,

WIDAWSKI 2006, 2008, WOJCIECHOWSKA 1995, 2006, 2007, 2009). Some publications contain theoretical and methodological ideas (especially M. Drzewiecki, E. Dziegieć, W. Kurek, S. Liszewski, A. Szwichtenberg and J. Wojciechowska).

16. **Economic aspects of tourism.** Research aiming at the spatial presentation of economic issues related to tourism are fairly modest, and not only in Poland, resulting primarily from scarce sources. Obtaining data often requires conducting painstaking field research. The first attempts were made in the Kraków centre at the turn of the 1970's. At that time this kind of research was warmly welcomed and geographers interested in tourism were gladly cooperating. One of the factors which helped were the 'Krynica Conferences' organised from the early 1960's (later the venue was moved to Zakopane). They were totally devoted to tourism and organised by the Kraków branch of the Polish Economic Society, the National Bank of Poland in Kraków and *Województwo* Committee for Physical Culture and Tourism (*WKKFiT*) in Kraków. The Institute of Geography of the Jagiellonian University and the *Województwo* Statistical Office greatly contributed to the organisation of those meetings. The conferences were initiated by Profs Jerzy Kruczała and Antoni Wrzosek, as well as the director of the *województwo* branch of the National Bank of Poland, Antoni Kiesler and director of *WKKFiT* Marcel Ofiarski (geographer, prof. A. Wrzosek's student). Regular participants of the conferences included A. Wrzosek, M.I. Mileska, J. Warszyńska, D. Ptaszycka-Jackowska, M. Baranowska-Janota, T. Jarowiecka, J. Wyrzykowski, S., Wawrzyniak, M. Mikulski, O. Rogalewski and A. Jackowski. During one of the conferences (1967?) geographers were asked to take part in research concerning the economic role of tourism in the functioning of a region. In response, Jackowski prepared his PhD thesis, on the role of tourism in the economy of the Podhale region and thus referred to Leszczycki's works written before the war. Parts of the thesis were published (JACKOWSKI 1969b, 1971e, 1972b, 1976b). The economic role of tourism was defined on the basis of data released by the National Bank of Poland on transfers of money to individual localities. At the request of the Polish Economic Society, necessary materials were also prepared by the Polish Insurance Company (PZU) in Nowy Targ. It seems to have been one of the few (and one of the last) attempts made by geographers to conduct research regarding economic issues (similar issues were investigated by Rogalewski in 1968 and Andrzejewski from Gdańsk in 1971 and 1976). Never again did geographers cooperate so closely with economists. Only recently, due to the initiative of Prof. G. Gołębski from the Economic University in Poznań,

attempts have been made to resume closer cooperation and in this way revive good old traditions.

There is a large number of publications presenting attempts to define the **development of the tourism function** (FISCHBACH 1989, JACKOWSKI 1991d, JACKOWSKI, SOŁJAN 2008a, JACKOWSKI, WARSZYŃSKA 1979, JAKÓBCZYK-GRYSZKIEWICZ 1995, JAŹDŻEWSKA ed. 2008, JAŻEWICZ 2001, KUREK 2005b, LISZEWSKI ed. 1989a, MARCZAK, WYCHOWANIEC 1989, MATCZAK 1989, 1991a, POTOCKI 2009, RYDZ ed. 2005b, RYDZ, JAŻEWICZ 1999, SZWICHTENBERG 1991, WARSZYŃSKA 1985, WILUŚ 1997, WŁODARCZYK 1993). The studies usually referred to individual localities, because access to materials was the easiest. The largest number of such works were prepared at the Łódź centre, mainly due to the field research conducted part of students' training (e.g. DZIEGIEĆ 1988, 1989, 1990, 1991, LISZEWSKI 1988, 1989b,e, 1991e, LISZEWSKI, KACZMAREK 1989). Also the Institute of Geography at the Pomeranian Academy in Słupsk produced a lot of material on the subject (E. Rydz, I. Jażewicz). Geographers are also interested in **tourist economy** (e.g. FARACIK, KUREK, MIKA, PAWLUSIŃSKI 2009, JACKOWSKI 1997, JACKOWSKI, BILSKA-WODECKA, SOŁJAN, QUIRINI-POPLAWSKI 2009, LISZEWSKI ed. 2003a, SZWICHTENBERG 1991, 1995, 1999, 2006, SZWICHTENBERG, DZIEGIEĆ eds. 2000) or the **role of tourism in regional and local economy** (e.g. KOWALCZYK 2004, MAIK, MARCINIĄK ed. 2001, MARAK, WYRZYKOWSKI 2007, POTOCKI 2009, SEWERNIAK 2004, WYRZYKOWSKI ed. 2007b).

17. In recent years geographers have become interested in a new issue – the **tourism product**. The term was borrowed from the economics literature, especially that dealing with marketing. In a wider context the notion of a 'tourism product' includes tourism assets, infrastructure and the 'whole tourist experience' (KACZMAREK, STASIAK & WŁODARCZYK 2001, 2002, 2005, 2010, STASIAK & WŁODARCZYK 2003, WŁODARCZYK 2004, WYRZYKOWSKI 1999a).

18. **Research into tourism flows.** Theoretical works, focusing mainly on the methods of counting participants and models of tourism flows (LISZEWSKI 1991d, LISZEWSKI ed. 2010, MATCZAK 1992b, 2003, MATCZAK & RYDZ 2001, STALSKI 1981, SZWICHTENBERG 2001, WARSZYŃSKA 1980, WARSZYŃSKA, BUKOWSKI & JACKOWSKI 1968, WŁODARCZYK 1993, 1999). More detailed research has been conducted in reference to specific forms of tourism flow.

19. **Specific forms of tourism.** There are numerous studies in this field on a broad range of issues. Geographers have always been taking note of the appearance of new forms of tourism and presented them in pioneering publications. Examples include **winter tourism** (JACKOWSKI ed. 1973), **water tourism** in a wide sense of the word (ROGALEWSKI ed. 1969a,b), **holiday tourism** (WYRZYKOWSKI 1986), **sustainable**

tourism (IWICKI 1998, KOWALCZYK ed. 2010, KUREK 2003a, 2004b, WARSZYŃSKA ed. 2006), **ethnic tourism** (WYRZYKOWSKI 2005), **thanato-tourism** (TANAŚ 2008), **cultural tourism** (CZYRWIK 1991, KOWALCZYK, ed. 2008, WIDAWSKI 2009, WIDAWSKI ed. 2009), **alternative tourism** (SKOCZEK 2002, WYRZYKOWSKI ed. 1999), **urban tourism** (KOWALCZYK 2005b, MADUROWICZ 2008, MATCZAK ed. 2008, MAZURSKI 2008, WOLANIUK 1991, WYRZYKOWSKI ed. 2008b), **culinary tourism** (KOWALCZYK 2005c), **natural tourism** (MIKA 2007), **eco-tourism** (BARANOWSKA-JANOTA 1995, WYRZYKOWSKI ed. 2003), **business tourism** (WYRZYKOWSKI, WIDAWSKI eds. 2010), **tourism disfunction** (DŁUŻEWSKA 2009), as well as **leisure time** (DZIEGIEĆ, LISZEWSKI 1985, KOWALCZYK-ANIOŁ 2007, WYRZYKOWSKI ed. 1997, 2000, 2005d).

20. **Religious tourism.** Research in this field was started by geographers as early as the 19thc. (W. Pol) and during the interwar period (*Tourism Studium*, Jagiellonian University, A. Wrzosek, B. Zaborski). The political situation in Poland after the war for a long time banned these issues from research programmes with censorship effectively and thoroughly removing the religious theme from all texts. The censor's intervention affected even the classics of Polish tourism geography. It is worth knowing that WRZOSEK devoted a large paragraph to Lourdes in his *Próba charakterystyki regionu Pirenejów Francuskich* (1964) (*Towards a Regional Description of the French Pyrenees*) but the whole extract was removed by the censorship. A certain relief from 'ideological restrictions' came about in the mid-1980's and was immediately taken advantage of in Kraków where the results of research that had been conducted over a number of years were then published (JACKOWSKI 1984a, 1985). Since that time researchers from the Institute of Geography and Spatial Economy at the Jagiellonian University have published more than 200 dozen works, mostly innovative (JACKOWSKI & SOŁJAN 2011a). They have prepared theoretical studies, attempted to systematize terminology and to define the position of this form of tourism in the functional and spatial structure of individual localities or regions (e.g. JACKOWSKI 1987a, b,c,d, 1989c, 1990a,c, 1991a,b,c,e, 1992a,b, 1995, 1996, 1998a,c, 2003a,c, 2005a, 2006, 2007b, 2010, JACKOWSKI, MRÓZ, HODOROWICZ ed. 2008, 2009, JACKOWSKI, SMITH 1992, JACKOWSKI, SOŁJAN 2008a,b, JACKOWSKI, SOŁJAN, BILSKA-WODECKA 1999a,b, LISZEWSKI 1999a, PTASZYCKA-JACKOWSKA 2000a,b, 2007e, PTASZYCKA-JACKOWSKA, JACKOWSKI 1998, SOŁJAN 2003, 2005, 2007a,b, SOŁJAN, BILSKA-WODECKA 2005).

Research presenting religious tourism as an element of European integration has become more popular (JACKOWSKI 1998b, 2002, JACKOWSKI & SOŁJAN 2003, 2005, 2007, 2008, PTASZYCKA-JACKOWSKA 1995). An important role in developing an understanding of religious tourism is played by the periodical *Pere-*

grinus Cracoviensis (ed. Jackowski, Bilaska-Wodecka & Soljan), the only journal of this type in Europe. It has been published since 1995 with 22 issues so far. The leading role in the study of religious tourism is still played at Kraków but similar research is conducted in other academic geography centres in Poland as well.

21. **Tourism cartography.** Here the achievements have taken the form of numerous tourism maps of localities, regions or countries. However, geographers and cartographers have still not taken any common decisions regarding detail of further activity. The issues have been discussed at two Polish conferences organised by the Cartographic Commission of the Polish Geographical Society (TRAFAS ed. 1973, TRAFAS, STRUŚ, SZEWCZUK eds. 2003) and the idea of an 'Atlas of Tourism in Poland' is still pending but geographers' frequent appeals for sponsors have unfortunately brought no result so far.

Cartographic presentations in geographical regional atlases are extremely successful. The illustrations refer to a variety of tourist phenomena and processes. The leading geographical centres here are Krakow – Kazimierz Trafas (1939-2004) with his team, as well as Łódź – Stanisław Liszewski with his team. K. Trafas is commonly regarded as the founder of Polish regional cartography. Works of this type include *Atlas miasta Łodzi*, edited by LISZEWSKI (2002, supplemented in 2009), *Atlas miasta Krakowa* (1988) and *Atlas Tatrzańskiego Parku Narodowego* (1985), which appeared under the editorship of K. Trafas, as well as *Atlas Śląska Dolnego i Opolskiego* (1997), edited by W. Pawlak. Tourism was also present in *Narodowy atlas Polski* (edited by LESZCZYCKI 1973–1978), *Atlas Rzeczypospolitej Polskiej* (1993–1998, edited by the Chief Land Surveyor of Poland), as well as several other national or regional atlases, published after 1989 by different editorial companies.

22. **Historical research.** In this particular area tourism geography output remains very modest though the tradition goes back a long way (JACKOWSKI 2009b, KRZYMOWSKA-KOSTROWICKA 2005b). Existing research mostly concerns mountain areas, e.g. the Carpathians (JACKOWSKI 1976a, 1989a, 1990b, 1991d, JACKOWSKI & WARSZYŃSKA 1979, SZAFLARSKI 1972) or the Sudety Mountains (MIGOŃ & LATOCHA 2010, POTOCKI 2004), Krakowsko-Częstochowska Upland (PAWLUSIŃSKI 2007), as well as religious tourism (JACKOWSKI 1989a, 1990b, 1991a, 2000, 2003b, 2005a,b, JACKOWSKI, PACH, RUDZIŃSKI 2001, JACKOWSKI, SOŁJAN 2000, 2008d, JACKOWSKI, SOŁJAN, ZEMBIK 2000). There has also been an attempt to describe the history of the *Tourism Studium* at the Jagiellonian University (JACKOWSKI ed. 1992, 2007a, JACKOWSKI & SOŁJAN 2009, as well as the role of tourism in the development of

spatial and regional planning in Małopolska (JACKOWSKI 2009a, JACKOWSKI & SOŁJAN 2009).

This group also includes bibliographic works. The main one, *Bibliografia turystyki polskiej*, was written by a geographer (A. Jackowski) covering the period from the 16th c. to 1972. The whole work consists of seven volumes (JACKOWSKI 1968-1975). The need for this type of publication was so great at that time that geographers also prepared an annotated bibliography (JACKOWSKI & PTASZYCKA-JACKOWSKA 1970a, 1973) and also one on landscape tourism (JACKOWSKI 1971b, 1979). Bibliographic writing continued, but without the participation of geographers and only recently has another attempt to prepare a selective biography of tourism been made again by a geographer (DŁUGOSZ 2009).

C. Educating professionals. According to LISZEWSKI's calculations (2007), between 1946 and 2006 about 60 PhD theses on tourism geography were defended. Today, towards the end of 2010, that number must have increased to about 80. The first after the war was the doctoral thesis by MILESKA (1962, University of Warsaw), and the second by JACKOWSKI (1971, Jagiellonian University).

Post-doctoral theses on tourism geography were written later from the late 1970's and according to LISZEWSKI (2007a), between 1972 and 2006 eighteen were written. The current number of habilitation theses on tourism geography has certainly exceeded 20. The first two were written by ROGALEWSKI (1972b) and WARSZYŃSKA (1974) and were followed by KRZYMOWSKA-KOSTROWICKA (1980), JACKOWSKI (1981b), WYRZYKOWSKI (1986) and WOJCIECHOWSKI (1986). The majority were produced in the 1990's. As far as educating professionals in tourism geography or tourism in general is concerned, Łódź is the current leader (LISZEWSKI 1992e, 1998, 1999c). It must be stressed, however, that 'tourism' specialities are run at every academic geography centre. An important role in specialist training has always been played by post-graduate courses. In 1972, at the Geographical Institute, University of Wrocław, the *Podyplomowe Studium Geografii Turystycznej* (Post-graduate course in Tourism Geography) was opened (today the *Studium Turystyki i Edukacji Regionalnej* – Tourism and Regional Education course). They were organised by L. Baraniecki and by O. Rogalewski who was the first director of studies (DOS). His successors were J. Wyrzykowski and K. Widawski. In 1984 *Prace Podyplomowego Studium Geografii Turystycznej* (Post-graduate course in Tourism Geography) was published by the Geographical Institute in Wrocław (WYRZYKOWSKI ed., 1984).

The second, *Podyplomowe Studium Turystyki* (Post-graduate Tourism course), was established in 1977 at the Institute of Economic Geography and Space Organisation, University of Łódź. The founder was S. Liszewski, and from 1981 to 1992 (when its activity was suspended) the DOS was E. Dziegieć. It was reactivated in 1999 and based at the Institute of Urban Geography and Tourism, University of Łódź. The current DOS is J. Wojciechowska.

In Wrocław and Łódź classes were also conducted by geographers from different Polish and foreign university departments. Both played and still play an important role in educating tourism professionals in Poland.

A similar educational activity is run by the Geography Institute at the Pedagogical University in Kraków (*Studium Podyplomowe 'Geoturystyka' - 'Geotourism'* post-graduate course), as well as at the Department of Earth Sciences at the Silesian Universities (*Studium Podyplomowe Geograficzne podstawy turystyki - 'Geographical basis of tourism'* post-graduate course). For some time the Geographical Institute at Nicolaus Copernicus University in Toruń ran a post-graduate *Turystyka i Rekreacja* (Tourism and Recreation) course. All attract students from their wider regions.

4. CONCLUSIONS

1. Tourism issues have been a subject of interest in geography, both internationally and in Poland, for many years. The first publications started to appear in the middle of the 19th c.

2. The importance of a discipline is determined above all by its theoretical basis and original research methods. In this respect Polish tourism geography is well developed; the number of publications which have appeared since the Second World War has reached around 800. If we add to this number the numerous monographs on tourism centres or regions, presentations of field research, etc, this number is bound to exceed 1000. It is a literature vast enough to be noticed internationally. It will not be an exaggeration to say that we are among the European leaders in this particular field, while attracting the interest of geography departments from other continents.

3. The existing rate of publication allows us to maintain a leading position in Europe which has been noticeable since in the interwar period mainly thanks to the *Tourism Studium* at the Jagiellonian University and the research activity of Stanisław Leszczycki. After the Second World War, conditions for conducting tourism research, field studies in particular, often depended on political fluctuations. Despite those difficulties, innovative works were written which

were received with genuine interest by our colleagues abroad with evidence in the numerous references in the literature. What is more, in the times of the communist system, many tourism geographers from different West European countries visited Poland in order to observe our research methods and materials. In spite of unfavourable external and internal conditions as well as difficulties of accessing literature from elsewhere in the world, they represented a high standard and the theories, methods and issues studied had an innovative character. In appreciation of our tourism geography, a group of Poles were invited to join the Working Group on Tourism Geography and Recreation at the International Geographical Union (IGU). Poland has also been asked to organize specialist IGU conferences (Kraków, Łódź).

4. When analyzing the literature on the subject, we should appreciate and stress the growing theoretical output, which is bound to influence the future of tourism geography, not only in Poland. Geographers were the authors of numerous original studies regarding the problems of spatial planning and tourist development, settlement issues, the suburban zone or tourism in farming and rural areas. Representatives of tourism geography willingly undertook research into the economic aspects of tourism or spa economy. Finally, many studies were traditionally devoted to the relations between environmental protection and tourism, the evaluation of natural environment for tourist purposes, or individual forms of tourism. An unquestionable achievement of the last 20 years has been the emergence of studies of such important theoretical and practical problems as tourist space, tourist colonization, tourist product or tourist regionalization. In the 1980's there also appeared the first publications regarding religious tourism, the number of which has been gradually increasing since then.

5. Looking at our scientific achievements, we can easily notice the domination of four geographical centres, associated with the Jagiellonian University, the Universities of Łódź, Wrocław and Warsaw. In the case of the first two universities, we can even note the appearance of individual research schools.

For many years the leader in tourism geography was Krakow. Krakow School dates back to the interwar period (*Tourism Studium* at the Jagiellonian University and S. Leszczycki's activity), but it fully developed after the war. It was here that the first Polish works in this field were created (A. Wrzosek), and in the 1970's and 1980's the theoretical and methodological assumptions of tourism studies were presented (J. Warszyńska, A. Jackowski). It was then that the term "Krakow School" was coined, and it is still functioning. Later the group of researchers was joined by J. Groch, W. Kurek and D. Ptaszycka-

Jackowska. In the nearest future a few persons will begin the habilitation procedure. Since 1972 about 25 persons have defended their doctoral theses and 5 persons have done the post-doctoral degree.

The other tourist geography school was created in Łódź. Its founder was Stanisław Liszewski, supported by Elżbieta Dziegieć (1939-2009). S. Liszewski has been the highest authority in Poland in this field for many years. His numerous works regard primarily all the theoretical, methodological problems, as well as the issues related to the conception of the tourist region. Since 1978 he has supervised 17 doctoral theses on tourism geography. One of the authors has become a professor (A. Matczak) and two have done the post-doctoral degree (B. Włodarczyk, J. Wojciechowska). The output of the Łódź centre includes about 30 PhD and several post-doctoral theses on tourism geography.

At the Wrocław centre, the study of tourism geography began nearly right after the war. The group of researchers included W. Walczak, A. Wrzosek, L. Baraniecki, S. Golachowski and O. Rogalewski. The research output is invariably associated with the name of Jerzy Wyrzykowski, the author, editor and instigator of many research initiatives. The centre can boast of ten doctoral and four post-doctoral dissertations.

The reputation of the Warsaw centre is based on the research and organizational activity of three people, in particular: M.I. Mileska, A. Krzymowska-Kostrowicka and A. Kowalczyk. M.I. Mileska was responsible for establishing the Tourism Geography Workshop at the University of Warsaw (1951-1968). It was the first Polish tourism geography research centre after the war. The majority of the research output includes theoretical and methodological works by A. Krzymowska-Kostrowicka and A. Kowalczyk, who were also supervisors of doctoral theses.

6. The post-war output was visibly influenced by a group of people, who played a particularly important role in the development of Polish tourism geography. In a sense, they became the Masters of a few generations of researchers. I am mentioning this because we often forget about the individual contribution of distinguished personalities, whose influence went beyond their own centres. I believe that such "silent" but wonderful heroes of Polish tourism geography were five persons in particular: A. Wrzosek, M.I. Mileska, O. Rogalewski and J. Warszyńska, as well as S. Leszczycki⁵.

Antoni Wrzosek started educating Polish geographers in 1945. Later they became interested in tourism geography studies or performed different social or state functions. He was also one of the pioneers in spatial and regional planning. He published his first works on tourism geography in 1945. He supervised the MA theses written by

O. Roglewski, S. Wawrzyniak, J. Warszyńska, A. Jackowski and many others.

For the geographers from my generation, M.I. Mileska was a symbol of perseverance of a researcher, who never defied the truth, despite unfavourable conditions he came up against. She was famous for being one of the closest co-workers of S. Leszczycki, ever since the "Krakow period". S. Leszczycki supervised her doctoral thesis (1961). M.I. Mileska research output was rather modest, but based on wide knowledge and rare intuition. Due to her efforts after the war, Polish tourism geography was revived. I was lucky to be one of her young friends and I still remember the long-lasting conversations about the story of her rich life. Such meetings took place in Warsaw or Kraków, she was always strongly attached to. At the time when I was working on my doctoral thesis, she provided me with valuable advice and consultation.

O. Rogalewski laid the foundation of spatial planning in tourism. At the Tourist Development Department that he set up (1963), he managed to collect the top young geographers-researchers, who started their career here. They included D. Ptaszycka-Jackowska, A. Wyrzykowska, M. Baranowska-Janota, B. Mikułowski, J. Wyrzykowski, Z. T. Werner, M. Drzewiecki, S. Iwicki czy A. Jackowski, and some non-geographers, such as R. Przybyszewska-Gudelis, Z. Ziobrowski or A. Ziemilski. In the future, all of them played an important role in Polish science, tourism and spatial planning.

The appearance of J. Warszyńska was a signal of the "generation change of the guards". She is a symbol of changes that occurred in tourism geography in the 1970's. She soon became a respected authority in the world of science, contributing certain inventiveness into tourism geography. Her best-known achievement is the "model method" of assessing the natural environment for tourism. After 40 years, it is still being used by researchers and quoted in world literature. J. Warszyńska promoted hundreds of MA students and many doctors, supervised post-doctoral dissertations, and inspired a lot of research and organizational undertakings. Her works were the source of knowledge for tourism geographers in Poland and abroad.

This Gallery of Outstanding Personalities closes with the figure of Stanisław Leszczycki. He started to return to Krakow a few years before his death (1996), mainly for sentimental reasons. When in Krakow, he often visited the Tourism Department at the Institute of Geography, Jagiellonian University, run by Prof. Jadwiga Warszyńska. He then took part in discussions about the current problems, but first of all talked about the beginnings of tourism geography in Poland and pre-war Polish and Kraków geography. Later, he used to take me for a walk, usually towards the

Kościuszko Mould. On our way we often visited the Salwator Cemetary, with the graves of Eugeniusz Romer (we both were at his funeral in 1954) and my parents. He showed me the place he had chosen for his own grave. During those walks he often "opened up" more than at the meetings at the Institute. Remembering Leszczycki's personal reflections after 20 years, I get an impression that he was trying to tell us that he regretted his decision from 1946 to leave Krakow and move to Warsaw. He never said why he had abandoned tourism geography after the war. I tried to suggest some possible motives of this decision in other publications (JACKOWSKI 2007a, JACKOWSKI, SOŁJAN 2009). At that time he made attempts to convince the authorities that the only domain profitable for Małopolska was tourism, and the only science with appropriate research base for tourism was geography. J. Warszyńska and I joined him in those attempts. He often negotiated at the Polish Science Academy (PAN) and the Polish Academy of Skills (PAU). He wrote memorials to different authorities, he was trying to establish the Tourism Geography Commission at the PAU or the Kraków PAN Division. I remember visiting the President of Krakow, Tadeusz Salwa (1989/1990) and the UJ Rector, Professor Aleksander Koj. Everywhere he went, he was received with all due ceremony, but his efforts did not bring any substantial effects. Today I feel that his activity was a kind of compensation for "betraying tourism geography and Kraków many years earlier.

7. The research achievements in Polish tourism geography, their diversity and the practical application of theoretical and methodological research, show that it also plays an important role among other disciplines dealing with tourism. With its original research methods and approaches, Polish tourism geography has been continuously present in the 'global academic market place' for nearly 80 years. We are not always aware of this and able to show our achievements to the public, probably due to modesty, a quality often expected of academic circles. The question is, however, whether this is the only cause of our weak 'market position'. Unfortunately, we did not protest at the time when 'dilettantes' started to take our rightful place by publishing their quasi-academic works with 'geography' gladly included in the title. Such authors were regarded as representatives of tourism geography though they had never had anything to do with it.

To much relief, we have preserved our identity. Mainly through the great care we take in maintaining a high standard of research it has been possible to prevent mediocre work from appearing in Polish tourism geography. The research that has been

conducted is original and innovative methodologically. Unfortunately we were unable to promote such works in an appropriate way, a reason why for a long time only publications prepared by non-professionals were noted. Only in recent years have some decision-makers started to realize their mistake as seen in the growing number of offers from local, state or economic administrations to cooperate with academic geography centres conducting tourism research. This lets us look optimistically into the future and hope that our discipline is soon accepted in the wider society. We must remember, however, that it also depends on us, our initiative, creativity and marketing.

8. The analysis of contemporary world literature on tourism geography points to the phenomenon of return to the classics in this field. Nearly all the authors of the currently appearing publications make references to the particularly distinguished. In the United States, France or Germany old works are being reprinted. In Germany, even an anthology of such works has appeared on the market (HOFMEISTER, STEINECKE, ed. 1984). The reputable series, entitled "Tourism Social Science Series", published by the famous Jafar Jafari, recently presented an interesting anthology of biographies, prepared by people involved in tourism geography in different countries (SMITH 2010). As a matter of fact, it is a collection of essays, which could be named "My road to tourism geography". The work is dedicated to the memory of Roy Israel Wolfe⁶, one of the founders of modern tourism geography, who had Polish roots. This, unfortunately, is not stated in the publication, there is no Polish trace there. One may have an impression that we simply do not exist in world tourism geography. It is clear evidence what can happen as a result of long-lasting passivity in popularizing Polish research achievements abroad.

However, we should not expect recognition from the world if we do not respect ourselves. In spite of the fact that many of Leszczycki's pre-war works are still valid (JACKOWSKI, SOŁJAN 2009, MILESKA 1977), they are hardly ever read, let alone quoted in contemporary publications, also by young geographers. Publishing some of them did not help much, either (LESZCZYCKI 1975). I will leave that without a comment.

9. The year 2011 marks the 75th anniversary of the *Tourism Studium* at the Jagiellonian University. I am deeply convinced that it should become a great festival of Polish and European tourism geography, and an appropriate form of celebration would be an international conference. Moreover, I would also like to put forward a proposal (first made in 2007 in Kraków) to establish a Stanisław Leszczycki Prize for the best PhD thesis in the field of tourism geography.

FOOTNOTES

¹ Henryk Szatkowski was quite a mysterious figure, and some of the things he did have still not been clarified. He was probably an *Abwehr* resident. He escaped from Poland, joining the retreating German army. His further life is unknown. After the war Polish court sentenced him to death *in absentia*.

² The survey was conducted mainly in the National Library, the Jagiellonian Library, the libraries of the Institute of Geography and Spatial Development, the Polish Academy of Science, and the Institute of Geography and Spatial Economy, Jagiellonian University. It also included a review of the lists of publications presented on the websites of individual geographical institutions. Other materials used included individual volumes of *Bibliografia geografii polskiej* (ed. IGiPZ PAN) and *Bibliografia turystyki polskiej*. The article is a review and it is not a bibliographic work. Detailed bibliographic information can be found in *Bibliografia geografii polskiej* especially. Another source of information could be the internet publications of Geography Departments or Institutes.

³ Out of regular practice, a number of significant theoretical, historical and methodological works were taken into consideration. They were published in the first months of 2011.

⁴ It was a "by the way" survey, as it was originally conducted for another study.

⁵ In the order of appearance "on stage".

⁶ Although Roy Israel Wolfe was born in Canada (1917), his family came from Opatów and Staszów. The family name was probably Volbromsky (Wolbromski). R.Wolfe was interested in his Polish roots. In 1972 or 1973 Professor A.Wrzosek, who exchanged letters with R.Wolfe, informed me of the Canadian's visit in Poland. He asked me to organize Professor Wolfe's visit to Opatów and Staszów. When everything was ready, I was informed that the visit had been cancelled. I never knew the reason of that decision.

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TOURISM STUDIES: SITUATED WITHIN MULTIPLE DISCIPLINES OR A SINGLE INDEPENDENT DISCIPLINE? (DISCURSIVE ARTICLE)

Abstract: The article concerns the fundamentals of tourism studies and its methodology. After presenting the current situation, the author comments on the opinions of those whose aim it is to establish tourism studies as a fully independent discipline. This is followed by a presentation of the process of creating a 'tourism studies' which is not only multi-disciplinary, but above all an interdisciplinary basis for research. The article ends with a short reflection on the future of tourism studies and some conclusions. It is a discursive article.

Key words: tourism, the place of tourism research among other fields of knowledge, a single independent tourism studies discipline (*nauka o turystyce*), tourism studies within multiple disciplines (*nauki o turystyce*), multi-disciplinary and interdisciplinary research into tourism

1. INTRODUCTION

The last decade has witnessed great debate on the methodology and the theoretical basis of research into tourism. Numerous publications demonstrate interest in these issues: ALEJZIAK (1999, 2003, 2008, 2009), KAZIMIERCZAK (2005, 2010), CHOJNICKI (2005), GOŁEMBSKI ed. (2003), LISZEWSKI (1994, 2005), MAIK & PRZYBECKA-MAIK (2005), MAZURKIEWICZ (2005, 2009), WINIARSKI ed. (1999, 2004), WINIARSKI & ALEJZIAK (2005), WOŹNIAK (2005), and others. The very number of works quoted, as well as the variety of disciplines represented, points to the growing intellectual ferment surrounding the place of tourism studies among academic disciplines. This is visible at conferences and seminars where such issues have caused many disagreements and much heated discussion. To consider only those organized in 2010, let us mention just two: the seminar held at the Academy of Physical Education in Poznań on 26th March 2010, and the conference in Łódź, entitled 'Research and Teaching Methods (*Nauka i dydaktyka*) in Tourism and Recreation', which took place on 4-6th November 2010. Discussions from both those occasions were the direct inspiration for the writing of this article.

The main topics included content, issues and research methodology, as well as opinions on tourism and the place of tourism studies among other disciplines. There is no agreement whether we can talk

today about an independent **tourism discipline** (*nauka o turystyce*), or whether we are dealing with a very dynamic process of creating tourism studies among **multiple disciplines** (*nauki o turystyce*), or as WINIARSKI (2004) has put it: 'disciplines concerning themselves with tourism'.

CHOJNICKI (2005) has assessed the methodological context of tourism studies and classified it in the following ways:

- 'Tourism is a 'proto-discipline', so it does not meet all the prerequisites for becoming a fully-fledged academic one'
- 'It is studied empirically, but mainly in a descriptive and detail-focused way (not theoretical)'
- 'It is primarily a social science, based on the principles of an empirical model'
- 'It is a complex discipline. Its complexity can be observed on two levels: a) empirical - natural and social sciences, b) socio-economic, sociological, political, geographical, cultural, etc.'
- 'It is an applied discipline'

Prof. Chojnicki's position can be viewed as one expressed by an outsider dealing with the methodology of academic disciplines because he does not conduct research into tourism himself. His is then an attempt to describe tourism studies from the point of view of an epistemologist, and this enables us

to move our discussions to a new, higher level of generality.

An additional topic is the relation between tourism and recreation. This emerged as a result of the establishment of such a specialisation in the mid-1970's at some Polish Academies of Physical Education. Nowadays it is also taught at other universities e.g. in Łódź, Poznań, Szczecin and Lublin. Assuming there is a common field of study, MAZURKIEWICZ (2009) suggests establishing a single discipline of physical education (*kulturze fizycznej*) and tourism, and this would seem to be supported by KAZIMIERCZAK (2010).

We should also quote here an earlier view of ŁOBOŻEWICZ (2001) who, at the end of the 20th c., saw tourism as a sub-discipline of physical education, defining it as 'purposeful activity in selected fields of tourism activities, appropriate to human needs'.

In our introduction to the general discussion we must mention the first Polish attempt, by the geographer LESZCZYCKI (1937), to provide an academic definition of tourism studies. In *Komunikaty Studium Turyzmu UJ*, tourism when 'considered in connection to spa-tourism is a theoretical, economic, geographical, statistical, legal, cultural and social complex'.

This short introduction gives a reader an idea of the present search for a place for tourism among other disciplines. Next, the author will present the positions of those who take the independent tourism discipline option, and then provide his own viewpoint on the issue. The article ends with some reflections on further research into tourism which might be an important step towards interdisciplinarity and away from the currently predominant multi-disciplinary approach which cannot be the basis for developing an independent discipline (CHOJNICKI 2005).

2. A SINGLE INDEPENDENT DISCIPLINE OF TOURISM STUDIES (*nauka o turystyce*)

Before we answer the question of whether a tourism discipline exists, let us remind ourselves of a few epistemological terms, beginning with 'nauka'. In the Dictionary of Polish (*Słownik języka polskiego* – SZYM-CZAK ed. 1979), it is defined as 'ogół wiedzy ludzkiej ułożonej w system zagadnień, wyrażonej w sędach prawdziwych i przypuszczeniach' (the whole of human knowledge, arranged in a system of issues, expressed in the form of confirmed facts and assumptions). CHOJNICKI (2005) adds that it is a system built of academic disciplines and fields of knowledge.

If we follow the latter way of thinking, the search for the answer to our original question will come down to stating whether what we call tourism may be

regarded as a particular field of study which in turn could be the basis for establishing an independent discipline.

It is commonly accepted that creating a new academic discipline is connected with defining a new field of study, new issues and original study objectives, as well as choosing research methods, defining the range of the discipline (sets of statements regarding the given field of study), and indicating relations with other disciplines (CHOJNICKI 2005).

It appears that in the case of tourism, the most difficult part is in clearly defining the complicated field of study rooted in different natural and social science disciplines and elsewhere. Apart from operational definitions found in every tourism textbook whose aim is to codify tourism and the length of stay outside a tourist's normal residence, researchers examine a multi-faceted phenomenon (which is empirically confirmable)¹. It refers to an individual and his/ her purposeful movement in space and time, and whose aims are partly or wholly identified with tourism activity. This means that the subject (as well as its academic study) is always the person who travels (*Homo Viator*), and the field of study is the space, place and time, as well as the various effects and consequences, of this. Researchers should aim at defining, describing, classifying, and most of all, explaining processes, mechanisms and patterns found. The primary aim should be to establish a general theory of tourism, perhaps preceded by formulating partial or specific theories. It should be noticed that in recent years, researchers have become increasingly aware of the necessity to conduct methodological studies which will determine whether an understanding of tourism will consist mainly in recording and describing (as now), or whether it will have a more sophisticated theoretical basis which will allow them to explain it in a comprehensive way. Attempts to consider paradigms (research models) or pre-theories seem to be proceeding in the right direction (ALEJZIAK 1999, 2008).

The range of the idea of tourism, which has historical connotations too, is so wide and multi-faceted that it is difficult to determine to what extent it is separate from psychological, social, economic, geographical, cultural and other phenomena, or simply occurs independently alongside. Contemporary tourism research is multi-dimensional and representative of many academic disciplines take part in it.

This difficulty in, or even the impossibility of, precisely defining the field of study, and most of all the lack of a well-defined general theory of tourism (which KAZIMIERCZAK 2005, 2010 sees in the development of tourism 'philosophy'), slows the formulation of a clear definition and methodology of a single tourism discipline. We should mention here an

interesting work by MAZURKIEWICZ (2005) where he demonstrates the existence of a theory of tourism based on the assumption that it is an empirical discipline.

Representatives of a variety of academic disciplines can be found among those who support tourism as an independent discipline. It is worth quoting the views of MACIOŁEK (2002) who believes that tourism studies has already become sufficiently autonomous to make it an independent discipline which should be treated in the same way as those already recognized in the 'academic pantheon'. He does not suggest a single term for this new discipline, believing that it could be called 'tourism', 'tourismology' (*turystykologia*) or 'tourism technology' (*technologia turystyczna*).

A similar point of view (from an evaluation of the considerable research achievements so far) is presented by SIKORA (2001) who believes that it is necessary to establish a tourism discipline and who sees a chance to do so by integrating the results of all the tourism research undertaken by representatives of other academic disciplines. However, in expressing his views, the author does not present any methodological solutions which might lead from the study results to a general theory of tourism.

The author of the present article has also presented his position in the *Problemy Turystyki* periodical (LISZEWSKI 1994, p. 107), stating that 'the development of the theory and methodology of tourism studies will soon result in the establishment of an independent discipline' (the author as a geographer believed that the definition of tourism suggested by Leszczycki was wide enough to refer to the whole phenomenon). Those predictions turned out to be far too optimistic and today, 15 years later, we are still at the stage of endless discussion².

At the end of this brief review of concepts and ideas regarding the establishment of tourism as an independent discipline, it is worth asking the reasons for doing this. It seems that the most important motive is the lack of opportunity to grant academic degrees in a discipline yet without formal existence which is referred to (still provisionally) as tourism studies (*nauka o turystyce*). Those who are affected most are graduates of the specialisation entitled 'Tourism and Recreation' (ALEJZIAK 2003; discussion at conferences mentioned earlier), especially at academies of physical education. The same specialisation offered in higher education enables students to follow an academic career in the field of tourism at departments where tourism research is carried out as part of such disciplines as geography, economics, management, pedagogy, sociology, and most probably others as well.

In this situation the question arises of how to create a new academic discipline. Experience gained so far

shows that becoming an independent discipline is connected with establishing a particular and original field of study, research issues and methods, as well as clear relations with other disciplines. The 'conditions' for establishing a new discipline do not include distinctive teaching methods as a necessary component. This may mean that when establishing a 'Tourism and Recreation' specialisation in Poland it did not have a strong and well-developed theoretical basis, or that this type of study, practical by nature, requires the participation of representatives of many disciplines for which tourism is a part. The second case, current in the Polish higher education system, implies the necessity not only of multi-disciplinary teaching, but also of creating a system of 'disciplines concerning themselves with tourism' - *nauk zajmujących się turystyką* (tourism disciplines - *nauki o turystyce*) which would be responsible for formulating a general theory of tourism, an academic basis for educating students in higher education and running interdisciplinary research.

A splendid example of the 'winding roads' travelled by the contemporary scholar is the academic career of a geographer and renowned tourism researcher and member of the International Academy of Tourism, Prof. JANSEN-VERBEKE (2010), which shows how difficult it is to find a place for a new academic discipline dealing with tourism in the contemporary world of higher education and business.

3. TOURISM STUDIES WITHIN MULTIPLE DISCIPLINES (*nauki o turystyce*)

The idea that tourism studies comprises all those disciplines or sub-disciplines which study it in a variety of aspects.

The very use of the plural expression implies that the phenomenon we are discussing is a complex and multi-faceted one, and research into it is multi-disciplinary by nature. Using a term in the plural is not exceptional in Polish epistemological classification. The formal titles of higher education departments feature such expressions as *nauki geograficzne* (geographical 'sciences'), *nauki o kulturze fizycznej* (physical education), *nauki medyczne* (medical sciences) or *nauki społeczne* (social sciences), usually a result of narrow specialisms developing within a formerly united discipline. They obviously have common roots and, frequently, the same field of study. In order to bring all those narrow sub-disciplines together (sometimes they have developed into fully independent disciplines), a wider name is created which stresses their common origins. An example of such development or, as others see it, the decline of geography are geo-

graphical 'sciences', in which LESZCZYCKI (1962) identified branches and specialisations. Without going into too much detail, let us mention here only the main geographical ones: physical geography, economic geography, regional geography, cartography, historical geography, the history of geography, mathematical (astronomical) geography and applied geography.

Interdisciplinary disciplines, which emerge as a result of new phenomena, processes and issues in the contemporary world and become a challenge to existing divisions of knowledge, have different origins. A good example could be biotechnology, rooted in a number of basic fields such as biology, chemistry, physics, engineering, medicine and agriculture. Despite the common acceptance of the term 'biotechnology', it is still divided into engineering biotechnology ('black'), medical biotechnology ('red') and biological-agricultural biotechnology ('green'), depending on the nature and range of a university curriculum, as well as research programmes.

The example of biotechnology, which is 'genetically' closer to 'tourism', shows that the most important aspect of a new discipline is an original issue for researchers to tackle. The name of the discipline (or disciplines) which deals with the new challenge is of secondary importance (though it is also significant).

The theory of the multi-disciplinary character of tourism studies, i.e. acknowledging those academic disciplines which have created tourism studies, is not a new notion. Polish authors usually refer to the work by MACINTOSH & GOELDNER (1986), while the disciplines involved, with modifications, have also been presented by ALEJZIAK (1999) and MAIK & PRZYBECKA-MAIK (2000). The authors list the following as creating tourism studies - *nauki o turystyce* (according to a diagram included in both works, moving from north, clockwise): Political Science, Geography, Ecology, Agriculture, Parks and Recreation, Urban Planning, Regional Planning, Marketing, Law, Business and Administration, Transport, Organization and Management, Pedagogy, Sociology, Economics, Psychology and Anthropology. Each of these has a specialisation which runs a tourism studies programme e.g. in Geography it is described as *Geografię turystyki* (Tourism Geography), in Law - *Prawo w turystyce* (Law in Tourism), Economics - *Ekonomia turystyki* (Tourism Economics), etc.

This scheme confirms that 16 full disciplines and many narrower are linked to tourism. We must remember, however, that these works present the condition of tourism studies in the United States or, broadly speaking, in countries with a well-founded market economy, and they do not show the actual contribution of each to studies of tourism.

An interesting view was presented by MARAK & WYRZYKOWSKI (2009) stressing the complex character of tourism and point to the 'sciences and arts' (*nauki i sztuki*) which include the sub-disciplines considered by the *Prezydium Państwowej Komisji Akredytacyjnej* (State Accreditation Commission) in Poland (Act of 15th July 2007) to be part of 'Tourism and Recreation' studies. To avoid listing all the sub-disciplines, let us quote here only a few which are actually taught at Polish institutions of higher education: Tourism Geography, Tourism Economics, Law in Tourism, Tourism Sociology, Tourism Psychology, History of Tourism, Ecology and Tourism. The Commission mentions other related disciplines such as Architecture, Urban Planning, Computer Science, Transport and Medicine.

The sub-disciplines and disciplines formally regarded in Poland as equal and co-creators of the curriculum of a 'Tourism and Recreation' specialisation confirm the earlier discussion of its multi-disciplinary character and are one of the arguments for developing a multiple approach to tourism.

Before we attempt to identify this set of academic disciplines, it seems logical to look closely at the actual phenomenon of tourism itself, mentioned so often in this article. We will follow consecutive elements of this 'coordinated system of elements, sets, which forms a whole, based on a stable, logical ordering of its components' (LISZEWSKI 2005, MAZURKIEWICZ 2005).

In the author's opinion, tourism seen as a system of elements (sets) consists of the following:

- the person who travels (the tourist) - who is the primary subject and the originator of this phenomenon,
- the process of tourism,
- destination and transit places (tourism space),
- the traveller's tourism activity (forms and methods of tourism),
- the effects and consequences of the traveller's journey and stay at each stage of the process.

As such, tourism as a whole and its individual elements (sets) are determined by many internal and external factors (ALEJZIAK 2009).

Assuming that tourism consists of the five elements listed above, we could attempt to identify the academic disciplines which would be helpful or even necessary to discover and describe the processes, mechanisms, rules and regularities of the phenomenon, as well as other research procedures which could lead to formulating a general, commonly accepted theory of tourism.

As was said earlier, the impulse triggering tourism is those who travel and their characteristics. Demographic, physical and mental development, personality, education, family situation, social status, and especially willingness (or need), are the main motives

to travel for non-earning purposes (one of the crucial conditions for a trip and stay to be considered tourist).

In order for a person to satisfy their needs or fulfil a dream of becoming a tourist, certain conditions must be met. They must enjoy personal freedom, i.e. be able to make decisions concerning themselves. They should not be ill (except for journeys for health reasons) or restrained by their professional or political duties. They must be free in the legal sense (age, rights) and economically (having the financial means to travel), and most of all they must have free time. There are certainly further conditions to be fulfilled, particularly concerning a person's psychology, interests etc.

Man as a tourist is the subject of study mainly, though not exclusively, in humanistic disciplines. Let us mention here psychology, sociology, pedagogy, demography, medicine, economics, law and so on.

By taking a decision to make a temporary change of residence for tourism purposes, we set in motion the process of tourism. Perhaps in the near future we will also use the term 'tourist' to refer to someone who goes on virtual reality trips. Tourism is identified and described by means of certain measures such as quantity, the aim of the journey, the mode of travel, seasonality, length of stay, distance, geographical range, etc. We must be aware that nowadays size and character are among the most important (if not *the* most important) measures because they comprise social, economic, spatial, organizational, technical and many other aspects.

The academic disciplines studying it are varied; we mention here only those which in Polish conditions have made a contribution in the form of publications: geography, sociology, economics, statistics, communications disciplines, management, history, etc.

An important element of tourism is the destination or a transit place (or area) where tourism activity takes place. The variety of interests and needs of contemporary society is the reason why alongside traditional tourism areas (the coasts of warm seas, mountains, lakes, historical cities) completely new ones, previously disregarded from a tourism perspective (industrial cities, cemeteries, post-military areas, etc.), have appeared. The sites or areas of tourism activity are simultaneously areas where the tourism offer is reflected in actual tourism products. This is seen in the development of an area and its infrastructure, the organization of a stay, satisfying the needs and wishes of the tourist, services provided, etc. The geographical space used by tourists becomes a tourism space which can be classified as either tourism exploration, penetration, assimilation, colonization or urbanization sub-spaces, depending on the intensity and character of exploitation, as well as on the individual qualities of the users themselves (tourists).

The disciplines whose study enriches knowledge of tourism space include geography, environmental protection (environmental biology), regional planning, economics, urban planning, architecture, agriculture, etc.

Tourism studies should by no means disregard those forms of tourism activity which are the essence of spending free time in a chosen place, area or region. Generally speaking, free time devoted to tourism is spent on such activities as getting to know places, taking part in cultural events, entertainment, contemplation and so on.

A detailed analysis of tourism activity and its determinants was carried out by ALEJZIAK (2009) in his post-doctoral thesis which I strongly recommend to those interested. Here, we will only mention a few of the disciplines dealing with this vast and complex issue: physical education, sociology, cultural studies, geography, organization and management.

In order to complete the system, we should unquestionably include the effects and consequences of tourism activity resulting from the journey and stay at each stage of the process. They can be divided into several groups. The first includes the effects of tourism activity for the tourist (improvement of physical and mental condition, learning new things, getting to know new people, entertainment, etc.). The second includes economic effects, mainly for the organizer of the tourism activity, important because economic activity in the form of tourism organization depends on this. The third group concerns the profits and losses to the community (inhabiting the visited areas) in economic, social, cultural and other senses. We may also mention a fourth, the least perceptible, which concerns the annexation, transformation, and often degradation of the local natural and also cultural environment (usually the main element of the tourism offer) which after being exploited becomes a detriment to further development or even the functioning of a locality or area. Some examples of negative effects of tourism activity on tropical islands have been presented by JĘDRUSIK (2005).

The problems of the effects and consequences of tourism activity are mainly dealt with by researchers representing geography, environmental protection, economics, management, sociology, ethnology, cultural studies, history, etc.

The system of elements (sets) making up tourism is in a way similar to the simplified model of the tourist (the ski jump metaphor) presented by JAFARI (1987).

The elements of tourism development, briefly discussed above, do not explain the whole of this complex system, but to present this was not the author's intention. They were only to make the reader aware of the phenomenon being talked about, as well as the senselessness of searching for one, single

discipline that could tackle the multitude of questions concerning tourism.

The list of 23 academic disciplines or specialisations which should be involved in tourism research is certainly far from being complete. This leads to the reflection that representatives of different academic disciplines dealing with tourism should treat the results of their research with a large dose of humility because it is difficult to point to a single one which might solve all the issues.

The entire discussion above leads to the conclusion that it is interdisciplinarity that gives a chance for tourism research to be effective, both theoretically and practically. In other words, it should be accepted that we are currently witnessing a process of creating a system of disciplines which can be called tourism studies (*nauki o turystyce*). It does not mean of course that the final 'composition' of this system, as well as the actual contribution of individual academic disciplines to its theory and solutions to research issues, have already been determined.

To conclude, let us say once again that the opportunity for the theoretical development of tourism studies lies in interdisciplinary research, and not, as now in Poland, in isolated multi-disciplinary work within each (or most) individual academic disciplines.

4. WHAT IS THE FUTURE OF TOURISM STUDIES?

Assuming that at present the development of tourism studies is mainly multi-disciplinary, which makes creating a theory of tourism and developing theoretical studies difficult, we should undertake interdisciplinary research which gives us a chance to create a subdiscipline called, for the purposes of this article, tourism studies (*nauki o turystyce*).

The development of interdisciplinary studies in tourism requires answers to at least two questions. How much do we need to search for rules and regularities in tourism development today? And to what extent should a tourism studies discipline participate in monitoring tourism's determinants and stimulators, and as a consequence in forecasting further tourism development?

These questions show that it is necessary to formulate theoretically and practically significant research issues around which areas of tourism research might be integrated.

It is worth quoting MAIK & PRZYBECKA-MAIK's (2005) suggestions at this stage. They mention three 'platforms' defining the role of tourism in the contemporary world:

- 'tourism as an economic development factor',

- 'tourism as a factor and result of 'civilization transformation' (*przemian cywilizacyjnych*)',

- 'tourism as an environmental and spatial transformation factor'.

These 'platforms' require interpreting in terms of detailed research issues which should be based on interdisciplinary discussion among researchers. The author will obviously not attempt here to make a list of the most important current issues, but he wishes to signal a few significant ones, especially in his own field of study (tourism geography) concerning the third 'platform'.

1. The laws of nature vs. tourism space development

For some time the media have been reporting natural disasters which have affected areas used for tourism purposes. It is worth mentioning the disastrous effects of the huge tsunami waves which reached many islands in Indonesia and the countries of South-East Asia, destroying hotels, guest-houses and other elements of the tourism infrastructure, killing hundreds of thousands of people including tourists from different parts of the world. In 2010, television showed the consequences of the intense storms on Madeira which destroyed many tourism areas, while the disaster caused by the explosion of an oil rig in the Gulf of Mexico threatened the tourism region of Florida.

Earthquakes, volcanic eruptions, powerful hurricanes, tsunami, floods and many other extreme phenomena should not cause as many dangers as described in the examples. Such events cannot be prevented or stopped because such are the laws of nature, but we can minimize the losses if we behave wisely and consistently. Building hotels near coastlines, often nearly on the beaches, or lining the bottoms of mountain valleys and streams with concrete for the benefit of tourism, is an attempt to oppose nature, break its rules, and it can end in catastrophe. This problem concerns not only exotic countries, but also Poland.

These examples clearly show that tourism researchers representing different disciplines need to combine forces to research the laws of nature and establish rules regarding tourism development, especially the organization of different types of tourism space (WŁODARCZYK 2009).

2. The protection of the environment and culture vs. tourism development

Empirical studies confirm that legal protection of natural areas and cultural assets increases their attractiveness, and as a consequence the intensity of tourism. This itself then leads to additional dangers to these valuable natural and cultural areas. We witness an inversion of objectives. On the one hand legal

protection, and on the other social pressure leading to numerous conflicts (e.g. in Ojcowski National Park). It is obvious that without interdisciplinary studies it will be difficult to find a solution which would satisfy all. Tourism organizers should not focus exclusively on creating increasingly attractive tourism products, but also on tourist self-regulation as regards their consumption. It is a very serious and complex problem in an increasingly commercialized world. However, for the sake of the inhabitants of Poland and the international community, it must not remain unresolved.

3. Creating new tourism spaces

The fact that people all over the world take part in tourism, while at the same time interests and preferences are changing, means that tourism organizers are looking for new areas which can be transformed into tourism spaces, or new tourism products to attract these new consumers (tourists). This 'race' of tourism organizers in time and space can bring not only a lot of dangers, but also many benefits to the contemporary tourist. New tourism spaces are appearing rapidly and are governed by market rules. It seems necessary to undertake interdisciplinary research into this important phenomenon (LISZEWSKI 2006).

4. Virtual tourism

The development of the internet, satellite TV, home cinema and other technological innovations enabling communication over long distances brings a new phenomenon known as 'virtual tourism'.

Looking at the enthusiasm of the younger generation for the internet and other media, we should seriously think about the future of traditional tourism, not only in terms of recreation and getting to know places, but also health. It is an immense research field whose management requires interdisciplinary research because the development of different media attracting millions of young people is extremely rapid. Is this a threat to traditional 'travel'? Will this affect the health of future generations?

The author has indicated here examples of research issues to illustrate his approach and is not presenting a well-developed, detailed analysis.

5. CONCLUSIONS

The author has reached the following conclusions:

1. At present there is no theoretical basis for further discussion on the establishment of a single independent academic discipline dealing with the whole 'field of knowledge of tourism'.

2. The author agrees with the idea of an interdisciplinary, and not only multi-disciplinary, approach to tourism research, which may be expressed in the form of tourism studies within multiple disciplines (*nauki o turystyce*). It remains open to discussion which disciplines could and should constitute this 'discipline consortium'.

3. The element linking 'tourism disciplines' should be the ability to solve theoretical issues by formulating pre-theories (partial theories), or a general theory of tourism, but at the same time tackling and solving important research issues, thus serving both the development of tourism disciplines and the needs of the practical development of tourism in our world.

4. The discussion presented in this article encourages the author to present a few practical solutions aimed at the integration of disciplines dealing with tourism research. It is necessary to make an intellectual and organizational effort in order to assess their credibility and documented contribution in Poland. Such evaluation would allow us to define the ability of 'tourism disciplines' in Poland to tackle such research issues.

5. We should openly discuss the research issues currently faced by Polish tourism researchers, taking into consideration their complexity. This requires interdisciplinary research. Such discussion should integrate researchers around a number of significant research issues.

6. The opinions presented in this article are treated by the author as a contribution to the debate, encouraging readers to think of their own arguments and present their own views on the issues above.

FOOT NOTES

¹ According to *Słownik uniwersalnego języka polskiego* (GUBISZ, ed. 2003), a phenomenon is 'something that has occurred or is occurring, that has happened, appeared; a fact, an event. In the theory of science - any object capable of being perceived (empirical fact)'. According to MAZURKIEWICZ (2005) - 'a real phenomenon is a series of changes taking place in time, affecting the features (qualities) of an object, or the qualities and mutual relations within a set of certain real objects'.

² The author of this mistaken forecast is ready to admit that we are currently at the stage of forming 'tourism disciplines'. A similar view was expressed by Prof. Winiarski at the conference in Łódź, in November 2010.

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SWOT ANALYSIS IN THE FORMULATION OF TOURISM DEVELOPMENT STRATEGIES FOR DESTINATIONS

Abstract: The aim of the paper is to identify the role of SWOT analysis in the formulation of tourism development strategies for destinations. SWOT analysis helps to establish a reliable diagnosis of the internal potential shown by a tourism destination and its environment. In the Polish economic situation, SWOT analysis is frequently used in a fragmentary manner which should be considered as a serious methodological oversight and may jeopardize the value of the entire process related to the strategic management of the tourism destination.

Key words: strategic management, SWOT analysis, tourism development strategy, destination.

1. INTRODUCTION

The dynamic growth of leisure travel and related tourism expenditure has now turned tourism into a mass phenomenon. Quantitative trends are accompanied by qualitative ones which include, above all, technological progress, particularly in the fields of transport and IT technologies, liberalization of international economic relations and the regionalization of the world. In practical terms, this means a wider offer for an average consumer and tougher competition among entities representing the supply side of tourism (DZIEDZIC 1998). Due to the unique character of the spatial structure of tourism, problems connected with its development should be looked upon at local and regional levels. The bulk of tourism consumption takes place in specific towns or tourism regions, with all the positive and negative implications it brings for these destinations. The growing importance of tourism for local and regional economies of numerous territorial units, the high volatility of macro- and micro-environments of tourism entities and a risk, higher than in other areas of activity, make an increasing number of municipalities or regions take advantage of strategic management concepts for tourism destina-

tions. The prime stage of this concept is a strategic analysis, and its quality determines, to a large extent, the success of the entire process. The most popular method of strategic analysis in the Polish economic situation is SWOT analysis. The review of tourism development strategies of many *gminas*, *powiats* and *województwos*, however, shows that the application of this analysis to the strategic management of tourism destinations leads to a number of problems and methodological mistakes.

The aim of the paper is to identify the role of SWOT analysis in the formulation of tourism development strategies for destinations. The research material is composed of secondary data collected from the literature, bibliographic studies and documents. A descriptive approach, an inductive research method, was employed. The paper outlines the concept of a tourism development strategy as an instrument used in the strategic management of a destination, describes SWOT analysis and presents the most important problems and methodological mistakes resulting from the application of SWOT analysis as a strategic planning tool in destinations.

2. A TOURISM DEVELOPMENT STRATEGY AS AN INSTRUMENT FOR THE STRATEGIC MANAGEMENT OF DESTINATIONS

Tourism destination management may be defined as a process of meeting objectives, using human, material, natural and information resources, and involving activities connected with planning, organization, motivation and control. The complexity of this process is mainly caused by the need to simultaneously meet the needs of the tourism economy of a given area (local or regional), autonomous economic and social entities (enterprises, organizations and associations), and a territorial unit which comprises such entities (*gmina, powiat* or *województwo*). In business practice there are two approaches to tourism destination marketing: a spontaneous approach and a planning approach. The spontaneous approach, based on a game of market forces, is the older and the most common and brings a spontaneous development of tourism and tourism products. The consequences of this model are disturbances of tourism-related and other functions held by a territorial unit (dominance of tourism or insufficient development of tourism). Other problems which may appear include a lack of a clear tourism product or a coherent image of a destination, insufficient coordination of activities carried out by various economic and social entities, exceeding the limits of tourism absorptiveness, and inadequate flexibility of tourism products. In the planning approach, the tourism-related function may either be regarded as an isolated area of activity or may be integrated. This approach clearly helps to avoid many of the mistakes made in the spontaneous approach, but it also has some constraints, mainly due to the 'bureaucratism' typical of the public sector. The implementation of this concept brings particularly small results when there is a dominance of a technocratic or any other point of view, focused on the expansion of tourism (DZIEDZIC 1998). Nevertheless, both concepts, due to many endogenous and exogenous changes, have failed when used as methods for tourism destination management. Therefore, the strategic management concept has appeared against this background, and its main assumptions are presented in Table 1.

The strategic management of tourism destinations is an extension of traditional planning methods. In the literature there are various definitions of strategic management, most of which emphasize the following features:

They

- concern strategic goals (fundamental and over-riding) of a tourism destination,
- show a long time horizon,

Table 1. Key determinants of the strategic management of tourism destinations

| Assumption | Description |
|---------------------------|---|
| Hyper-competition | Rapid structural changes in competition and the environment lead to problems in anticipation of these changes. As a consequence, the planning time horizon is reduced and guidelines for strategies are changed (development paths instead of detailed strategies). |
| Globalisation | Due to the dynamic flow of people, capital, knowledge and information, the authorities of a given area have to focus primarily on the macro-environment, instead of their competitors. |
| Technological progress | Intense development of modern technologies leads to specific changes in the way organisations operate. The best example is the growth of the internet which has contributed to changes in the possible areas of distribution. The internet allows an entity to enter international markets straight away, without having to enter local, regional and national markets first. |
| Primacy of market value | The evaluation of tourism destinations in terms of the stakeholder value they generate (for local communities, authorities at all levels, tourists, enterprises, institutions etc.). This implies the use of good practice in management for example through the implementation of the relationship marketing concept. |
| Concentration | Strong integration tendencies of various entities (e.g. the establishment of associations or unions of municipalities) may contribute to a synergy effect. |
| Activation of communities | Today's local communities are increasingly active manifested by increased social control of local authorities, the articulation of needs and, possibly, dissatisfaction. Nowadays the authorities' task is not limited to the provision of collective services but also involves responsibility for the development of their tourism destination. |
| Changes in tourism demand | The twilight of a mass tourism based on product unification. Due to economic changes (higher earnings, higher net disposable income), social changes (better educated people, changes in lifestyles), or demographic changes (ageing populations and the increasing participation of the elderly in tourism), there is a clearer segmentation of tourism markets. |

Source: authors, based on DZIEDZIC (1998); ROMANOWSKA (2007); STRUZYCKI (2004).

- are connected with the creation of rational strategic plans,
- involve the adjustment of the tourism destination to its volatile environment,
- assume that various social groups (authorities, inhabitants, entrepreneurs, organizations and associations) should participate in the creation and implementation of plans,
- bring about structural changes in the tourism destination,
- are connected with the need to make choices in conditions of uncertainty and risk.

The key aim of the strategic management of a given territorial unit is to maintain its presence on the market and maintain opportunities for development. With reference to tourism destinations, the main aim will be to ensure their economic and social lifespan by creating a tourism product that is competitive and will contribute to the possibility of generating income from tourism in the long run (DZIEDZIC 1998; KORNAK & RAPACZ 2001; MEYER & MILEWSKI 2009). Strategic management may be carried out at three levels represented by the following strategies (BEDNARSKA, GOŁEMBSKI, MARKIEWICZ & OLSZEWSKI 2007): general strategies (basic, development, leading), formulated at the level of a destination as a whole; operating areas strategies, specifying the scope of individual domains and methods used to gain a long-lasting competitive advantage in a given sector or market segment; and functional strategies concerning the specific functions to be performed, i.e. marketing, finance or investment. The development strategy, however, continues to be the basic instrument in strategic management of tourism destinations and it is defined, according to STRUŻYCKI (2004, pp. 225), as ‘identifying long-term objectives and conditions for development, and making decisions on the allocation of resources needed to meet the objectives’. The stages followed in the formulation of a leading strategy are presented in Fig. 1.

Stage one of the strategic planning process is aimed at establishing the main directions for the development of a tourism destination. During this stage, the basic attributes, such as a mission, a vision and strategic objectives, are usually formulated. The mission is defined as the reasons behind a territorial unit’s operation, specifying the key values to be followed in this operation. The mission communicates the values the organization believes in to its stakeholders. The mission is further specified and expanded on in the vision, which is the representation of a desirable future. The vision also systemizes the values and the objectives, stimulates motivation and the involvement of entities which implement the strategy. The mission and the vision are further crystallized in the

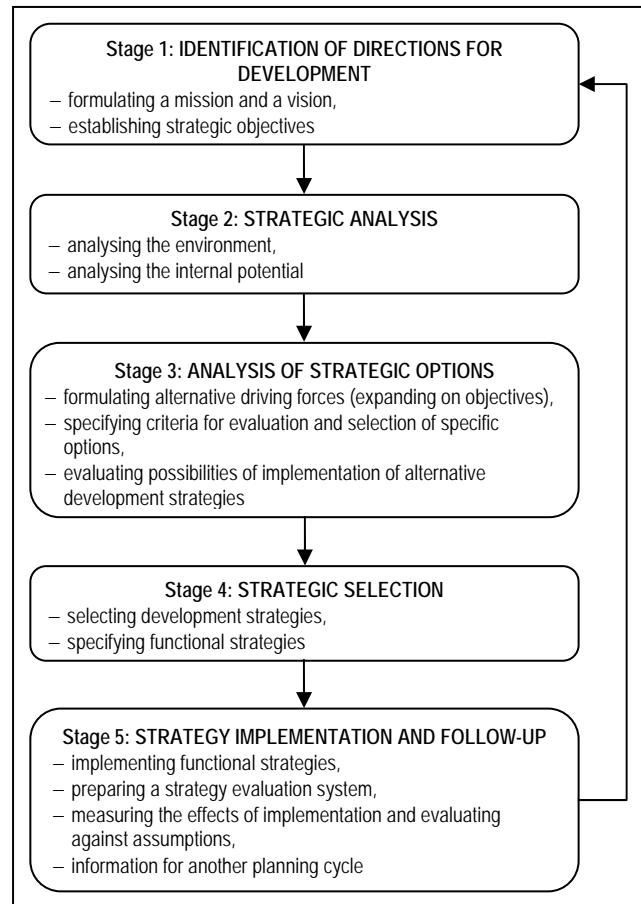


Fig. 1. Stages in the planning of a leading strategy for a tourism destination

Source: authors, based on ROMANOWSKA (2007)

strategic objectives which represent a desirable state which the territorial unit is heading for within a specified time. Consequently, the strategic objectives mark the development path for the tourism destination (ROMANOWSKA 2007; STABRYŁA 2000). In some authors’ concepts (SUPERNAT 1998), the strategy planning process begins with a strategic analysis, and the directions for an organization’s development are identified at stage two. GOŁĘBIOWSKI (2001) advocates the simultaneous implementation of both stages. Stage two of the strategy formulation process is a strategic analysis and its correctness determines the quality of the subsequent stages of strategic management. Analytic work concerning the environment and internal resources is carried out simultaneously. The analysis of the environment comprises its more remote aspect (macro-environment) as well as the closer (competitive environment). The subject matter in the analysis of the macro-environment involves, in broad terms, economic, social, demographic, natural, technological, political and legal trends, analyzed from national and international perspectives. The interaction

between the tourism destination and its macro-environment is a one-way interaction. The macro-environment is essential for the functioning of the tourism destination, but the tourism destination has practically no impact on the situation in the macro-environment. The most popular methods for the analysis of the more remote environment are a trend analysis, a strategic gap analysis, the Delphi method and scenario methods. The aim of the analysis of the competitive environment, which may be somehow affected by the tourism destination, is the identification of its attractiveness in terms of market growth and the type of competition, and is the analysis most often carried out for the most important products or segments of the tourism market. The subject matter of competition analysis for the tourism destination is the evaluation of its prospects in terms of (DZIEDZIC 1998) a forecast pace of growth in tourism demand, its structure, the profitability of factors affecting the demand, the type of competition and its determinants, and the position of a competitive tourism destination. The most popular methods used to analyze the closer environment are Porter's 'five forces' analysis, a sector economic profile, a score assessment of sector attractiveness, and a strategic group map. The internal analysis of the tourism destination potential should focus on the key success factors which are the source of the destination's competitive advantage. According to DZIEDZIC (1998), the most essential factors determining the success of the tourism area on the market are a set of tourism products and their availability, competences in provision of services and the level of technologies, marketing, the level of organization and management, the level of costs, profitability and financial resources. These factors can be evaluated using the following methods for analyzing the area's internal potential: a strategic balance, an analysis of key success factors, a score assessment of potential, a competitive profile, a value chain, and the lifecycles of a tourism product and a destination. The logical conclusion of strategic analysis results in the analysis of strategic options (stage 3) which the destination can choose from. This concerns concrete products, as well as the conditions in which activities are performed. Such analyses are conducted using integrated (portfolio) methods, such as McKinsey's, ADL, Hofer's and BCG matrices or SWOT analysis. The most popular and important, for the needs of this paper, is SWOT analysis. It may be carried out for the most important tourism products, as well as for the entire destination. When conducting the analysis, one should remember to take into account only those factors which are most relevant for the competitiveness of the destination. A particular emphasis is placed on the attributes which are important for potential tourists. It is also

advisable to present the selected issues in order of priority, i.e. from the most relevant to those with secondary importance (DZIEDZIC 1998). An analysis carried out in this way may constitute a valuable instrument which helps to make strategic choices and select the appropriate leading strategy (stage 4). A detailed description of SWOT analysis will be presented in the following section. Once selected, the development strategy for the destination should be translated into functional strategies (e.g. marketing, financial, personal etc). Functional strategies are then translated into operational and tactical plans, and these plans, in turn, into the budgeting of activities. An effective procedure for the implementation of the leading strategy may be a balanced scorecard (BSC) which allows the strategy to be implemented in four main perspectives: financial, learning and growth, customer (tourists and visitors), and internal business processes (KAPLAN & NORTON 1992). The implementation of the functional strategies is the first task at the last stage of the development strategy planning process. Next, the criteria for evaluation of the strategy implementation are formulated, the effects are measured and compared with accepted assumptions. This stage should reveal any faults in operation and management as well as indicating ways of removing these negative phenomena (corrective actions) and protecting against them in the future (preventive actions). If this stage goes through properly, the parties that manage the tourism destination obtain the complete set of data needed to perform the next strategic planning cycle. The strategic management process is progressive and concerns subsequent time horizons.

3. DESCRIPTION OF SWOT ANALYSIS

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.). GIERSZEWSKA & ROMANOWSKA (2002, pp. 235) 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 (GIERSZEWSKA & ROMANOWSKA 2002): external positive – opportunities; external negative – threats; internal positive – strengths; and internal negative – weaknesses. The SWOT analysis model is presented in fig. 2.

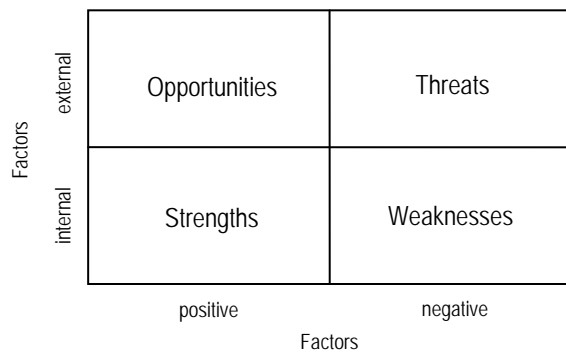


Fig. 2. Factors affecting the strategic position of an organization in SWOT analysis

Source: GIERSZEWSKA & ROMANOWSKA (2002, pp. 236)

Strengths (internal positive factors) are the most important resources, skills and competences which improve the competitive position. In the case of a tourism destination, these may include unique tourism advantages (natural and anthropogenic), a well-developed tourism infrastructure, highly qualified human resources and a destination brand. Weaknesses (internal negative factors) which hinder development may include the poor financial standing of a local government unit, a poorly developed technical infrastructure, incompetent *gmina*, *powiat* and *województwo* authorities, etc. Opportunities (external positive factors) are certain events and circumstances which can be used to achieve success. Examples of such factors may be positive changes to tourism legislation, an accelerated pace of economic growth (an increase in personal earnings and disposable incomes), an improved situation on the tourism market, better transport connections to the area, programs aimed at obtaining external sources of finance for investments in kind or in people (the state, the EU). Threats (external negative factors) are barriers or risks which hinder development and the achievement of objectives, e.g. changes in tourist preferences, the dynamic development of tourism in neighbouring areas (which may also be a positive factor), economic recession, difficulties in cross-border traffic, appreciation of the national currency (concerns foreign tourists

and a floating exchange rate) or negative unpredictable events (e.g. flood, a terrorist attack, a war).

In SWOT analysis, there is no need to specify all the factors. Instead, those which are of prime importance and may determine the future should be in focus. In business practice, the four-field SWOT matrix is often divided into smaller parts. Depending on the accepted methodological variant of the analysis, opportunities and threats, for example, may be divided into more remote (macro-environment) and closer (sectoral environment), and strengths and weaknesses into economic, social, legal, spatial, environmental, political, organizational etc. (GIERSZEWSKA & ROMANOWSKA 2002). The essence of SWOT analysis is the ability to take advantage of strengths and weaknesses, opportunities and threats, and to ensure compatibility between the destination's resources and conditions in its environment. Consequently, strengths should be used, weaknesses should be eliminated, opportunities should be seized and threats should be neutralized (GOŁĘBIEWSKI 2001; STRUŻYCKI 2004).

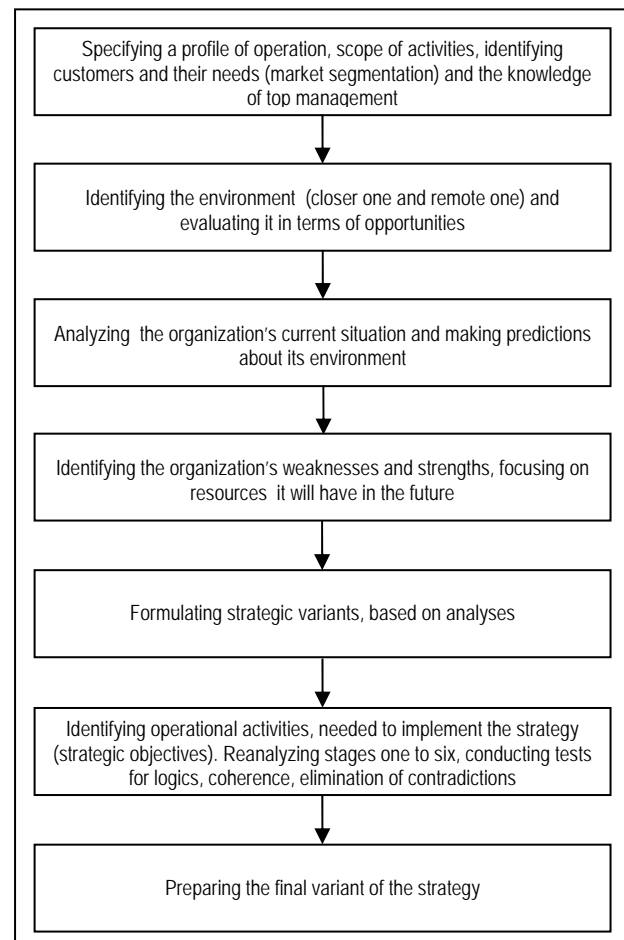


Fig. 3. Algorithm of a procedure in SWOT analysis, according to Weihrich

Source: authors, based on WEIHRICH (1982)

WEIHRICH (1982), based on the observations of enterprises and studies of their strategies, stated that SWOT analysis should also include analysis of the organization's current situation and design of the strategy for the four types of strategic situation. The flow of analytical activities, according to the author's idea, is presented in Fig. 3.

WEIHRICH (1982) also distinguished four model strategic variants of an organization, depending on the combination of internal and external factors:

1. SO (*strengths-opportunities*) situation - a maxi-maxi (expansive) strategy. This concerns an organization dominated by strengths inside and opportunities in its environment. In this situation, the strengths should be used to take advantage of the opportunities from the environment, through strong market expansion and attempts to achieve diversified development. A tourism destination with unique tourism advantages, for example in conditions of fast growing domestic tourism demand, may carry out an aggressive strategy of market penetration by expanding its modern tourism infrastructure and undertaking intense promotional activities.

2. WO (*weaknesses-opportunities*) situation - a mini-maxi (competitive) strategy. This refers to an organization which is dominated by weaknesses, but operates in a favourable environment. Its strategy, consequently, should be focused on taking advantage of the opportunities and, at the same time, eliminating the weaknesses. With a growing tourism demand, a tourism destination which has some tourism advantages but a poor accommodation base, may try to find some strategic partners for cooperation (e.g. the establishment of an association of tourism municipalities).

3. ST (*strengths-threats*) situation - a maxi-mini (conservative) strategy. In this situation, an organization has great internal potential but operates in adverse external conditions. Therefore, it needs to overcome the threats, making the best use of its strengths. For example, in conditions of diminishing domestic demand for tourism services, the destination may try to attract visitors or stimulate some type of tourism (business, ethnic, health), with lower income flexibility of tourism demand, by launching innovative tourism products.

4. WT (*weaknesses-threats*) situation - a mini-mini (defensive) strategy. This concerns an organization without any prospects for development and with a small internal potential, operating in an adverse external situation. Its aim is to minimize the weaknesses and avoid the threats. In a worst-case scenario, the destination should change its dominant functions, e.g. from tourism to an industrial function, and in a best-case scenario, it should strive to survive the difficult time, trying to find some external sources of

finance for tourism investments or establish an association of tourism municipalities.

The assessment of the environment leads to the distinction of four typical strategic situations and related activities. They are described in Table 2.

Table 2. Division of undertakings by opportunities and threats

| Threats | Opportunities | |
|---------|---|--|
| | Big | Small |
| Small | Perfect chances - great opportunities are accompanied by a low risk of threats | Stable undertakings - give a chance to obtain some small benefits, with low threats and limited opportunities for development |
| Big | Speculative undertakings - aggregation of opportunities and threats | Problematic undertakings - changes in the environment do not create any opportunities and pose numerous threats |

Source: authors, based on GOŁĘBIOWSKI 2001; KOTLER 2005; NIESTRÓJ 1998.

Similarly, the analysis of the organization's strengths and weaknesses can be used to distinguish the following situations (Table 3).

Table 3. Division of undertakings by strengths and weaknesses

| Weaknesses | Strengths | |
|------------|---|--|
| | Big | Small |
| Small | Absolute advantage - the resultant of strengths and weaknesses is better than competitors' | Average position - the resultant of strengths and weaknesses is similar to competitors' |
| Big | Partial advantage - the organization's strengths are bigger than the competitors' | Weak position - the organization's strengths are smaller than the competitors' |

Source: authors, based on GOŁĘBIOWSKI 2001; NIESTRÓJ 1998.

The conditions presented in Tables 2 and 3 may be aggregated and presented in the form of a matrix, showing the combinations of variants of situations and corresponding strategic options (Table 4).

Table 4. Variants of an organization's strategic situations

| Division of undertakings by opportunities and threats | An organisation's competitive position | | | |
|---|---|--|--|--|
| | Absolute advantage | Partial advantage | Average position | Weak position |
| Perfect chances | Investments | Investments and elimination of weaknesses | Investments and building a competitive advantage | Elimination of weaknesses and copying the leader |
| Speculative undertakings | Investments and neutralization of threats | Using chances to balance opportunities and threats | Using chances and building one's position in market niches | Withdrawal from the market |
| Stable undertakings | Taking advantage of the position | Using one's position as needed | Maintaining one's position | Elimination of weaknesses and copying the leader as needed |
| Problematic undertakings | Withdrawal from the market | Withdrawal from the market | Withdrawal from the market | Withdrawal from the market |

Source: authors, based on GOŁĘBIEWSKI 2001; NIESTRÓJ 1998.

In business practice, so-called SWOT scoring and the probability of strategic success are also used. This involves the evaluation on an accepted scale of key internal and external factors, and determining whether there are more strengths than weaknesses in the organization and more opportunities than threats in its environment. This procedure helps to choose the right strategy and may be combined with the assessment of the probability of strategic success using an algorithm constructed by BERLIŃSKI (2002). Within this procedure, the following stages may be distinguished (BERLIŃSKI 2002; BERLIŃSKI & PENC-PIETRZAK 2004):

1. A list of strengths and weaknesses in the form of a table, and their evaluation on an accepted scale, e.g. 1-5 points, summarizing strengths and weaknesses and proving advantage or balance.
2. Similar to item 1, the same procedure for threats and opportunities.
3. Identification of an organization's strategic position, with one of the four strategies (SO, WO, ST, WT), as described above, ascribed to it.
4. Assessment of the probability of strategic success (PSS), according to the formula:

$$PSS = \frac{SP + AS}{2}$$

where:

PSS – coefficient of probability of a strategic success,
 SP – the organization's internal strength,

AS – the organization's attractiveness in the environment,

$0 < PSS \leq 1$,

$PSS > 0.5 \rightarrow 1$.

The probability of strategic success ranges from zero to one. The condition for achieving the success is to have a co-efficient value which exceeds 0.5. The internal strength (SP) is calculated taking into account the list of strengths (S) and weaknesses (W), and the external strength (AS) by evaluating opportunity (O) and threats (T).

$$SP = \frac{\sum S}{\sum S + W}$$

$$AS = \frac{\sum O}{\sum O + T}$$

4. SWOT ANALYSIS AS AN INTEGRATED STRATEGIC PLANNING TOOL FOR TOURISM IN DESTINATIONS

The application of SWOT analysis enables the entities which are responsible for management of local or regional tourism policies in destinations, to position tourism in the overall and general strategic planning in a methodical and orderly way. The local government units are obliged, by law, to pursue a tourism policy where planning is an important function. The identification of objectives and methods to be employed in the development of tourism, i.e. functional planning, should always be preceded by SWOT strategic positioning as an integrated tool which can be used to carry out such activities as planning, coordination, monitoring, control and promotion.

It should be clearly emphasized, however, that SWOT analysis may only be helpful on condition that it is carried out completely and used fully. No management method, technique or tool, if used just partially, can fulfil its tasks. Nevertheless, a review of tourism development strategies at the regional level (e.g. *Województwo pomorskie*) or the local level (e.g. Kraków and Wrocław) shows that SWOT analysis tends to be used in an improper way, i.e. partially. It is, most frequently, a detailed specification of individual fields from a matrix without further scaling. Such an approach is a serious methodological mistake and threatens the value of the strategic analysis of the destination. Only a comparison of positioning factors on an appropriate scale can lead to a correct formulation of problems whose identification serves to establish the conclusions needed as a basis for improvement.

The SWOT framework, when used partially, is deprived of the attributes of completeness which integrate all tasks connected with planning, coordination and task monitoring concerning tourism. The completeness postulate is so vital because the integrated planning function determines the position and the status of the tourism economy within the entire spectrum of social and economic activities carried out by local government units.

SWOT analysis is also an important element of place marketing used by local governments to stimulate processes related to the development of business activity connected with tourism. The place marketing process concerning tourism may include the following elements (SZROMIK 2008):

- making an inventory of areas and places which may be attractive for tourism-related development, and business activities connected with such development,
- developing a concept for giving access to investment advantages, by preparing profitability analyses and estimates for undertakings,
- preparing offers containing a complete description of advantages, including possibilities of co-financing and/or external financing of undertakings,
- soliciting offers by an active search for investors, presenting development opportunities to external entities,
- a logistic and information service, as well as the organization and coordination of activities aimed at entities which are willing to operate in tourism.

The guidelines resulting from a correct SWOT analysis at local or regional levels determine the directions for the strategic behaviour of economic entities dealing with tourism services. Properly specified directions for activities are also important for those

entities operating on the tourism services market which are planning to carry out specific tourism, or semi-touristic, investments in a given tourism destination. Tourism enterprises, when creating their own strategic or investment plans, carefully analyze local or regional strategies for tourism development, and the conclusions drawn from these analyses are important assumptions for making business decisions. This may be of major importance not only for the future of these economic entities, but also for the entire local or regional economy of the tourism area, as well as for the quality of its inhabitants' lives.

5. CONCLUSIONS

Due to the growing importance of tourism for the local and regional economies of numerous destinations, a well-run tourism policy becomes a priority. It should be oriented towards making the best use of advantages, and removing any possible disruptions which may be caused by the development of tourism. Specific operational or tactical activities should result from strategic plans and, most of all, from local and regional strategies for tourism development. Such strategies have to be based on reliable analyses of the internal potential and the environment of a destination by making use of a complete SWOT analysis. A partial approach to SWOT analysis, which can often be seen in tourism development strategies implemented by Polish *gminas*, *powiats* and *województwos*, should be regarded as a serious methodological mistake that distorts the meaning of this analysis. The analysis has to be complete to ensure that strategic options are properly formulated, the right strategic choice is made and strategic plans are correctly implemented and inspected, as it provides a starting point for subsequent planning cycles.

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SCIENTIFIC NOTES

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RECREATIONAL AREA TRENDS IN THE RURAL-URBAN FRINGE: CASE STUDY OF KÓRNIK *GMINA* (COMMUNE)

1. INTRODUCTION

The growing affluence of society, brought on by the economic and social development in Poland since the early 90s as a result of the systemic transformation, has been reflected in numerous aspects of life. The process manifests itself in such ways as an increased migration of city inhabitants to the rural-urban fringe, driven by a need to improve their living conditions. As a consequence, intense growth of residential development is observed in areas adjacent to the city. Rural-urban fringe housing estates usually function as higher quality 'dormitory districts' as their inhabitants spend most of their time in the central parts of the city: at work, at school, in offices, at cultural and educational institutions and in shops, remaining in principle (paradoxically) under the influence of the fast-paced urban life accompanied by stress, crowds, noise and air pollution. Given this, the need to recover physically and mentally by means of relaxation and recreation becomes extremely important for those from central urban and rural-urban fringe areas alike.

Physical and mental strength are mainly recovered during time free from work, study and household duties. All activities meant to fill in (consume) that time take place in what WŁODARCZYK (2009) calls the 'free-time sphere' which he divides into tourism and recreation. This conceptual division is based on free time behaviour, thus the tourism sphere is of a 'festive nature', whereas the recreational usually pertains to daily activities.

The considerable importance of the rural-urban fringe as a sphere of everyday activity related to rest and recreation stems from its offer of many areas with a high natural interest – areas with plenty of surface

water and forest – most attractive for recreation (IWICKI 2002), especially when compared to dense urban development. The use of open spaces in the rural-urban fringe as recreational areas is further encouraged by their short distance from places of residence which eliminates the need to find accommodation and reduces the cost and time of travel.

Therefore, the recreational areas of the rural-urban fringe will be most suitable for satisfying the daily and weekend needs of those living in both the city and the rural-urban fringe itself.

The rural-urban fringe, and in particular areas of a high natural value, promise their future inhabitants a higher quality of living and have been targeted by private investors and developers. Hence, on one hand there is the presence of valuable areas suitable for tourism and recreation, while on the other, simultaneously and with potential conflict, considerable pressure from investors to develop that land. This has provided the grounds for this study, namely the analysis of the impact that rural-urban fringe processes exert on recreational areas.

A hypothesis was accepted at the start that the growing demand for investment land in the rural-urban fringe poses the risk of the shrinkage of areas attractive for recreational purposes. Apart from examining this hypothesis, the study also indicates the problem of recreational area availability due to the location of residential developments beside sites attractive for their landscape. Examples of spatial planning decisions with a considerable impact on recreational areas are also presented.

2. STUDY AREA

The areas of interest to this study were *gminas* located in the rural-urban fringe of Poznań. The particular *gmina* to be selected for analysis should, on the one hand, be abundant in natural assets (forest areas and lakes) most suitable for everyday and weekend recreation, and on the other be subject to strong investment pressure. These criteria are met in the *gmina* of Kórnik where nearly half of the area is under some kind of natural environment protection. The southwestern part of the *gmina* features part of the Rogalin Landscape Park, and in the central and southern parts the protected landscape area of the Zaniemyśl-Kórnik lakes drainage basin is located. There are also *Natura 2000* areas within the *gmina*, and all forests are classified as protected. According to the Recreation Study for the Wielkopolska *Województwo* (2004), the Kórnik-Zaniemyśl District is one of two (with the Zielonka Forest) considered the most attractive in respect to recreation in those areas surrounding Poznań. The *gmina* of Kórnik is also one of those in the *powiat* of Poznań (together with Dopiewo, Komorniki, Rokietnica and Suchy Las) with the most rapid population increase over the past 10 years (regional data bank of the Central Statistical Office – GUS www.stat.gov.pl). In 2009 Kórnik *gmina* the inhabitants had increased by nearly 33% since 2000. The most intensive development was observed in villages situated close to the boundaries of Poznań, namely in Kamionki, Borówiec, Koninko and Szczytniki. Within Kamionki alone the developed area increased by 600% between 1998 and 2007 (PONIŻY 2008).

3. STUDY PROCEDURE

3.1. CHANGES IN THE SIZE OF RECREATIONAL AREAS

In order to verify the hypothesis advanced at the beginning of this paper, a comparative analysis of land use in 2004 and 2009 was made. The analysis employed data from the Digital Sozological (Environmental Impact) Map of Poland (Central Office for Geodesy and Cartography – GUGiK 2004) and an orthophotomap available at www.geoportal.gov.pl (data from 2006), which was updated with Google Earth satellite images (data from 2007-9). The trends in land use are given in table 1.

Land use change is dominated by an increase in the area under development; over the past five years estimated at over 110%. It was found that most of the new development was on land previously used for farming (90.2% of the area developed), 2.7% (0.197 km²) as forest, while 7.2% (0.525 km²) as

'grassland'. Apart from this, however, no other instances of valuable natural areas being used for other purposes were noted. A pond of over 9 ha has been formed from an excavation on a former natural aggregate extraction site near Żerniki, but nearby post-extraction areas hinder its recreational use.

Table 1. Land use changes in the *gmina* of Kórnik between 2004 and 2009

| Land use form | Surface area in 2004 (km ²) | Change in surface area in 2004-9 | | Surface area in 2009 (km ²) |
|--------------------------------|---|----------------------------------|----------|---|
| | | km ² | % | |
| Developed areas | 6.626 | +7.340 | +110.787 | 13.966 |
| Forests in total | 50.832 | -0.197 | -0.388 | 50.635 |
| Arable land in total | 108.376 | -6.713 | -6.194 | 101.663 |
| Grassland and pasture in total | 12.593 | -0.525 | -4.165 | 12.069 |
| Surface water | 4.408 | +0.094 | +2.143 | 4.502 |
| Cultivated 'green' areas | 2.609 | 0 | 0 | 2.609 |
| Wasteland | 0.119 | 0 | 0 | 0.119 |
| Total | 185.562 | x | x | 185.562 |

Source: Own research based on the Digital Sozological Map of Poland (Central Office for Geodesy and Cartography 2004), orthophotomap (www.geoportal.gov.pl, access date 15.04.2010), Google Earth satellite images (access date 16.04.2010).

The above analyses show that the hypothesis presented is incorrect as the implications of investment pressure in the rural-urban fringe only slightly translates into a decrease in the size of attractive recreation and leisure areas.

3.2. INVESTMENT PRESSURE AND RECREATIONAL AREA AVAILABILITY

Valuable natural areas, in particular forests, pull development into their surroundings because they are attractive not only for recreation but also settlement. Areas with a valuable environment and landscape act like a magnet, and estate agencies emphasise the vicinity of forests or lakes as a great asset for increasing the standard of living.

In relation to this, areas developed both before 2004 and from 2004-9 were analysed with regard to the vicinity of forests. The increase in the contact boundary length reached 509% (with an increase in surface area of just below 111%). In 2004 the contact boundary length between developed and forest areas was 4.71 km, which with a developed area of 6.63 km² gives 0.71 km/ km². In 2009 the areas developed after 2004 have a boundary of 23.97 km which with a developed area of 7.34 km² gives 3.27 km/ km².



a
b
Fig. 1. Open space with a line of forest on the horizon (a);
residential development interfering with open areas (b)

Photo L. Poniży

The 'informative' potential of landscape (capability of providing a viewer with desired information – Gayer 1983, further WOJCIECHOWSKI 1993) is significant for leisure and recreational forms only in that it should invoke associations giving the impression of being in a healthy and unpolluted environment. For many of those who live in highly urbanised countries this would mean associations linked with the naturalness of landscape (WOJCIECHOWSKI 1993), a naturalness lost as a result of building on open spaces, in particular those of neighbouring forest areas. New housing development 'appropriates' the landscape, making it monotonous and uniform (Fig. 1).

Development in open spaces restricts access to recreational areas. This restriction has a twofold character. First of all, it is a restriction of physical access, i.e. a restriction on the actual possibility of accessing forests as the most attractive areas for recreation and leisure. Secondly, it is a restriction of visual access, i.e. depriving the viewer of the possibility of aesthetic visual reception through stripping landscape of its natural qualities. The perception potential of the natural environment and particularly its landscape-related features, together with the size and the quality of ecologically active areas, constitute a significant value to the viewer. In the opinion of Pietrzak the perception of the aesthetics of landscape influences the activity performed within it (in particular tourism and recreation) and the aesthetic criteria are considered as important premises for landscape management (in particular recreational landscape).

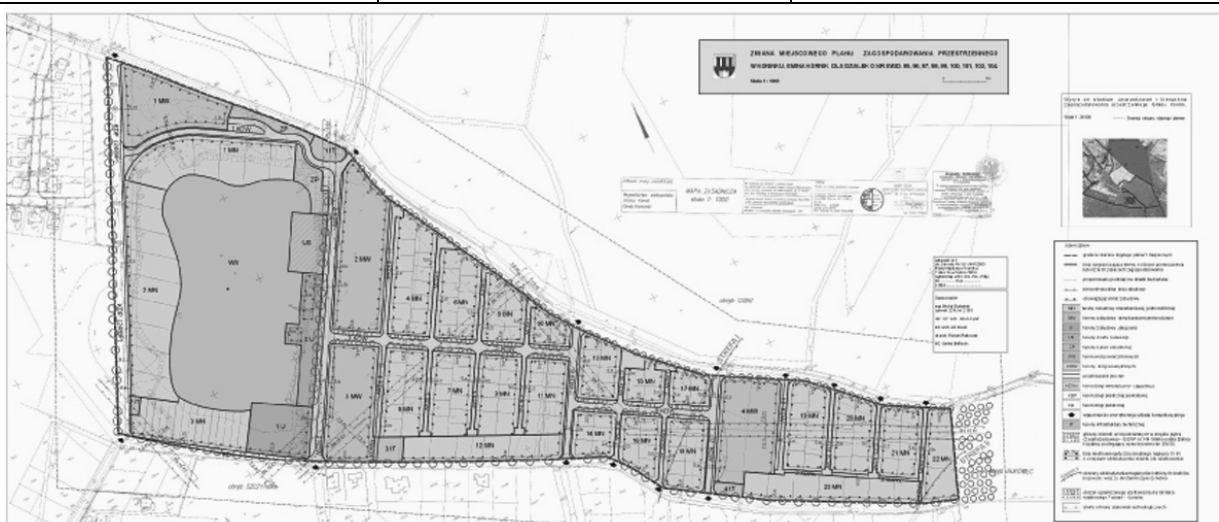
3.3. PLANNING DECISIONS AND RECREATIONAL ACCESSIBILITY – SELECTED EXAMPLES

Restricting both physical and visual access is a consequence of planning decisions made by local government. An example of a local spatial management plan for part of the village of Koninko is given below whose implementation is undoubtedly going to influence the recreational accessibility of the pond and the surrounding green areas. The pond, with a surface area of 5 ha and formed as a result of an excavation on a natural aggregate extraction site, is surrounded by vegetation – poplars, birches and willow thickets (Fig. 2) – and currently used by the local population for recreational purposes (fishing, sunbathing, walking, cycling). The western part of the area included in the plan is bordered by a *powiat* road which overlooks the pond and the green area around.

Implementing the local spatial management plan will cause the pond to diminish compared to its current size and will entail removing a considerable part of the vegetation. The plan provides for locating single-family and terraced housing as well as commercial buildings along 4/5^{ths} of the pond's shoreline which will considerably restrict physical accessibility. Besides, the visual accessibility will also be restricted, particularly from the south, where terraced housing is planned. The view over the pond from the *powiat* road as well as local roads and paths will be seriously spoiled by housing development. The pond and the green areas surrounding it will lose the character of a generally available public space, and enclosing the pond within a settlement can restrict its leisure and recreational use.



A



B

Fig. 2. Area of the local spatial development plan, Koninko (Kórník) – current status (A, 1, 2, 3); proposed amendments (B)
 Source: Google Earth, Kórník Council Resolution no. XLIV0441/2009 of 16th September 2009, photos 1, 2, 3 – L. Poniży

Another example concerns the issue of an emergency aircraft load drop zone for the military airfield in Krzesiny planned for the *gmina* of Kórnik. All military airfields require such a zone where pilots can eject or drop a redundant load to facilitate landing in emergency situations. The armed forces applied for such a zone for F-16 aircrafts to the Marshal of the province in 2009 and proposed an uninhabited area near the boundaries of the *gminas* of Mosina and Kórnik (a forest complex in the western part of the *gmina*). The zone needs to be taken into account in spatial management plans for the *województwo* and the local plans for the *gminas*.

It is very unlikely that the zone will officially become a no-entry area but still a decrease in the recreational use of the forest area in question should be expected for psychological reasons. The fear of the possible effects of load drops could be an important factor discouraging recreation in the forest complex within the load drop zone, in particular during training flights of jet-fighters. The decrease in the use of the recreational areas is therefore going to be periodic – during the flights (almost every day from 9.00 to 14.00) for as long as the airfield in Krzesiny operates. Closing the airfield in the area where it is currently located would most probably entail removing the zone.

4. SUMMARY AND CONCLUSIONS

As a result of the analysis conducted, the following trends of the impact on recreational areas were identified and given in the figure below (fig. 3).

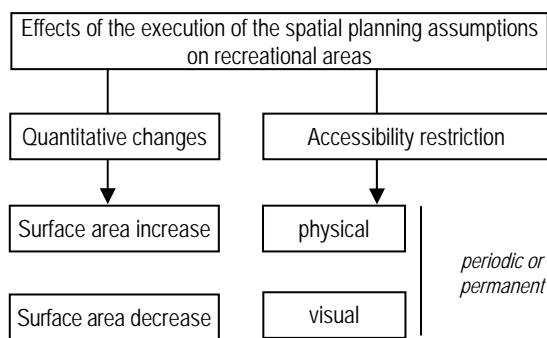


Fig. 3. Changes within the recreational areas brought by the execution of spatial planning assumptions
Source: author's research

In the case of the *gmina* of Kórnik, no changes in the size of areas attractive for recreation and leisure were noted in the analysed period. However, some changes regarding recreational areas were observed. These consisted of accessibility restrictions both

physical, the actual possibility to access recreational areas, and visual. The restrictions can have a permanent character such as when development is constructed in the immediate vicinity of forests and surface water, or periodic, as it is in the case of the emergency load drop zone.

Intensive rural-urban fringe housing development, increasingly common near forests and surface water, will make those areas accessible only by the roads and paths crossing the settlements.

As MARKOWSKI & DRZAZGA (2009) state, development, often sprawling chaotically, gradually destroys the landscape and the natural value which originally determined the investment location. Hence, the initial attractiveness of the area disappears once the open space is divided into plots and turned into another housing estate.

Therefore it is suggested that the land neighbouring valuable natural areas should be protected against development and remain in agricultural use (arable land, grassland). Those areas would act as a kind of a buffer to preserve open spaces, create views over valuable landscapes and improve the physical and visual accessibility of areas attractive for recreation and leisure.

The above considerations should be taken into account in the documents which create land use policy in *gminas*. As was observed by PAWLUSIŃSKI (2005), special attention needs to be paid to the protection of landscape assets, including maintaining the spatial structure and landscape aesthetics. The activity of local government should encompass not only actions aimed at keeping order but it should also consider creating regulations which would specify the type and size of development, areas of dense development etc.

Spatial planning should have a stronger influence on the management of recreational space as incorrect planning decisions result in 'landscape appropriation' through introducing chaotic development particularly in the vicinity of exceptionally aesthetic areas. The process, whose implications are very hard or even impossible to correct, is going to continue. According to KOZŁOWSKI (2008) the reasons for this should be sought in Polish law which lacks landscape protection regulations. Landscape protection was not included in the act on spatial planning and management (Legal digest 2003, 155, item 1298), and the lack of a definition of a landscape and rules for its protection exempts spatial planning institutions from classifying landscape types and defining protection principles.

According to GIEDYCH (2008) the management principles for the natural landscape are ignored in planning documents because of low awareness in those local governments which have a statutory right and responsibility to manage the landscape and its

functioning. It must also be noted that difficulties linked with implementing management principles in planning practice in such areas add to the problem.

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PROFILES OF FIRST-YEAR STUDENTS OF TOURISM AND RECREATION AT THE UNIVERSITY OF ŁÓDŹ FACULTY OF GEOGRAPHICAL SCIENCES IN THE ACADEMIC YEAR 2010/11

Education for the tourism industry has been associated with the University of Łódź since 1977 (LISZEWSKI 2008) when the *Podyplomowe Studium Turystyki* (Post-graduate Course in Tourism) was founded at the Institute of Geography. This course operated until 1992, and in 1999, after a break of a few years, they were re-launched. In addition three other courses have been run: a geography of tourism specialization as part of a degree in geography (after the second year, 1982-1998), *Geografia Turyzmu i Hotelarstwa* (Geography of Tourism and the Hospitality Industry – 1994-2008), and *Turystyka i Rekreacja* (Tourism and Recreation – since 2004). The current course is divided into two separate stages: a three-year *licencjat* (bachelor equivalent) and a two-year *magister* (masters). Courses are run both as full-time and weekend part-time.

From 1994-9 there was a two-part examination during the recruitment process for the Geography of Tourism and the Hospitality Industry, consisting of written and oral stages (LAWIN & SZKUP 2000). On the written part there was a questionnaire on students' interests, reasons for choosing the course, plans for the future and knowledge of Poland and Europe (JAKÓBCZYK-GRYSZKIEWICZ & WŁODARCZYK 1995). This questionnaire was then a basis for the oral exam. From the data collected from the candidates, profiles were prepared and published in the *Turyzm* journal (JAKÓBCZYK-GRYSZKIEWICZ & WŁODARCZYK 1995, JAŻDŹEWSKA & WOLANIUK 1996, STASIAK & WŁODARCZYK 1997, RZEŃCA & SZKUP 1998, LAWIN & SZKUP 2000).

In the following years such research was abandoned. This situation should perhaps be reversed because knowing students' expectations may (at least to some extent) contribute to a better adjustment of the curriculum to their needs. For this reason it was

decided to undertake similar research, this time among students of Tourism and Recreation.

Because candidates no longer take an entrance exam (recruitment is by computer and based on the results of final school exams), a questionnaire was prepared for first-year students. Research was conducted during classes on November 24th 2010 (full-time course) and 25th-26th November 2010 (weekend part time course). The questionnaire used consisted of seven questions (both open and closed) and seven further giving background personal details.

The main objective was to find answers to the following questions: where did students find out about the course and why had they started it, and what were their expectations and future plans. In addition, students were asked about their certificates in the field of tourism, membership of tourism organizations and whether Tourism and Recreation was their first degree course. The goal was to question all students, but after conducting the survey and checking the data, it proved impossible to achieve.

A total of 85 students filled in the questionnaire correctly: 47 from the full-time course and 38 from the weekend part-time course. There were more male than female (47 out of 85 respondents). It should be noted, however, that among full-time students female respondents dominated (seven more). The overall higher number of male respondents is due to their domination among part-time students (17 more).

As to age structure, a strong predominance of those aged 19-20 can be seen (74.1% of respondents) (Fig. 1).

Overall, for the vast majority of respondents (75.3%), Tourism and Recreation is their first degree course. This was particularly evident among female respondents – 36 from 38 gave this answer, while

among male the proportion who had already studied another course was higher – 28 from 47.

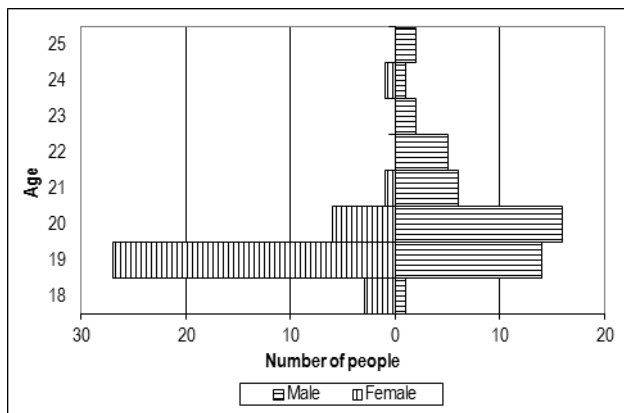


Fig. 1. Gender and age structure of respondents
Source: author's research

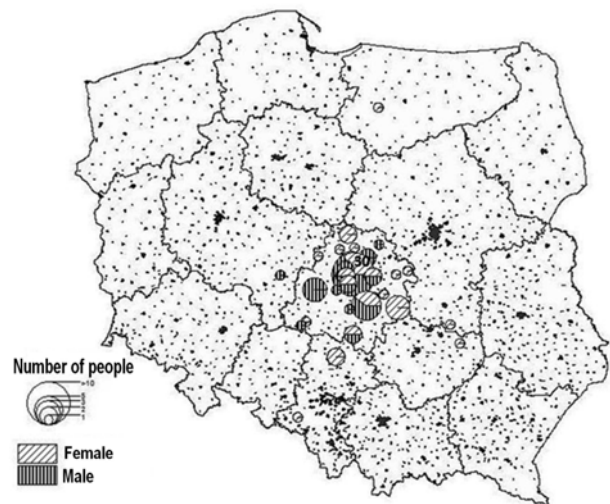


Fig. 2. Students' home towns
Source: author's research

The majority had attended a *liceum* (secondary/high school) but significantly less a *technikum* (technical secondary school) (Table 1). Among the 14 from a *technikum*: eight were from a hotel administration profile, two from catering and one from information management. Two chose 'others' as they were from schools abroad (in Belarus and in Kazakhstan). Those from a *technikum* studied mostly on weekend part-time courses – 71.4%.

Table 1. Schools attended

| Type of school attended (n = 85) in percentage | |
|--|------|
| Liceum (secondary/ high school) | 76.5 |
| Liceum profilowane (vocationally specialised secondary school) | 4.7 |
| Technikum (technical secondary school) | 16.5 |
| Others | 2.4 |

Source: author's research.

The respondents were asked about their home town (Fig. 2). Out of 85, three came from abroad: Angola, Kazakhstan and Belarus. As for Poland, the majority of students (88.1%) came from *Województwo łódzkie* while all but two of the remaining came from neighbouring *województwos*. Of the others from further afield – one was from the southern part of *Województwo śląskie* (Silesian) and one from *Województwo warmińsko-mazurskie*. This situation shows the wide regional range of the Tourism and Recreation course at the University of Łódź with those from the city representing only slightly above one third of respondents (35.7%), and with more than half coming from other places in *Województwo łódzkie*.

The respondents were also asked to state their current place of residence (Fig. 3). All respondents live in *Województwo łódzkie* – the vast majority in Łódź itself (67.1%). Taking the type of course into account, more full-time students live in Łódź. This situation is probably caused by the practical reason that daily commuting from other locations is expensive and often simply impossible. Other full-time students live in places located close to Łódź (Zgierz, Konstantynów Łódzki, Aleksandrów Łódzki) or towns with convenient communication (Koluszki). As all classes are held during weekends, part-time students are able to commute from places further from the city.

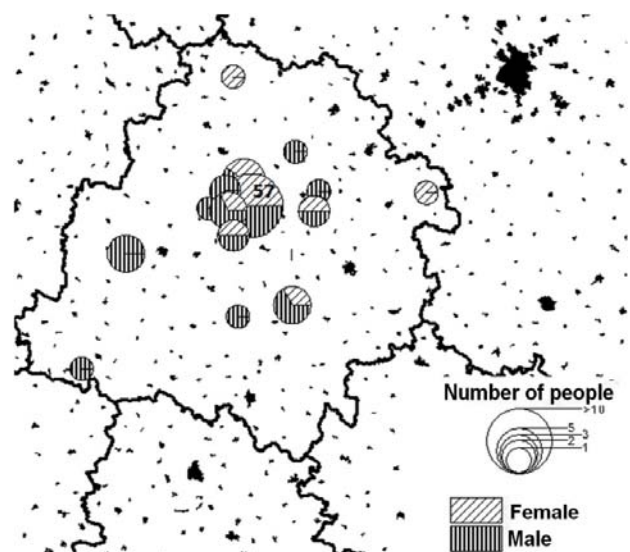


Fig. 3. Respondents' current places of residence in *Województwo łódzkie*
Source: author's research

The most common sources of information about the Tourism and Recreation course at the University of Łódź were the official web page of the *Instytut Geografii Miast i Turyzmu* (Institute of Urban Geography and Tourism), and also information collected from friends or family. Those sources covered 74.1% of the total (Fig. 4). From the perspective of the course designers this should be considered successful. ‘Word of mouth’ information demonstrates the positive image of the Tourism and Recreation course among those interested in higher education, while the importance of the official web page shows that it is well-constructed, well-run and that it should be further developed. The large role of the web page suggests that candidates are aware of the existence of the Tourism and Recreation course and that they are seeking information about where they can begin such a course.

Educational fairs were a third, but considerably less important, source mentioned by 10% of respondents. It should be noticed that fairs were far more important among full-time students (15%) than among part-time (5.3%, Fig. 4). Respondents were asked about specific fairs and mentioned *Łódzkie Targi Edukacyjne* and *Salon Maturzystów*. Other sources of information were less common (up to 7% of responses) including web pages (other than the official page of the Institute of Urban Geography and Tourism) such as the official page of the University of Łódź, *kie-runkistudiow.pl* and *perspektywy.pl*.

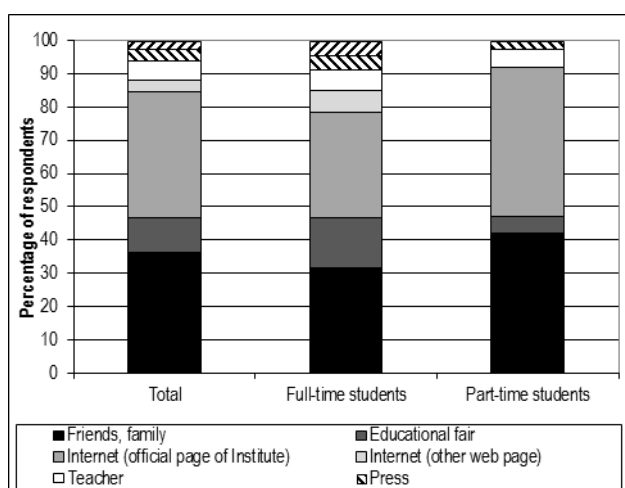


Fig. 4. Sources of knowledge about the Tourism and Recreation course at the University of Łódź
Source: author's research

Another issue considered were the reasons for choosing this course at the University of Łódź (Fig. 5). Respondents gave a total of 250 responses, giving ranks from 1 (the most important) to 3 (the least

important). All students named at least two reasons and 80 mentioned three. The most common were ‘own interest’ (76 responses) and ‘willingness to travel and learn about the world’ (73).

A common (but less often specific) reason was willingness to pursue a career opportunity in tourism following the course (51 responses). It should be mentioned that this reason was generally given in second or third place. Among full-time students only 6.4% considered it as the most important, among part-time students – 10.5%. The fourth reason for choosing Tourism and Recreation as a course (but only with 22 responses) was a willingness to study foreign languages. In fifth place (19) were suggestions from friends and family.

Further reasons were given only by a very small number of students and those who chose the answer ‘other’ declared that: ‘the course seemed to be interesting’, ‘it is a continuation of *technikum* studies’ or ‘the course will help in my current career’.

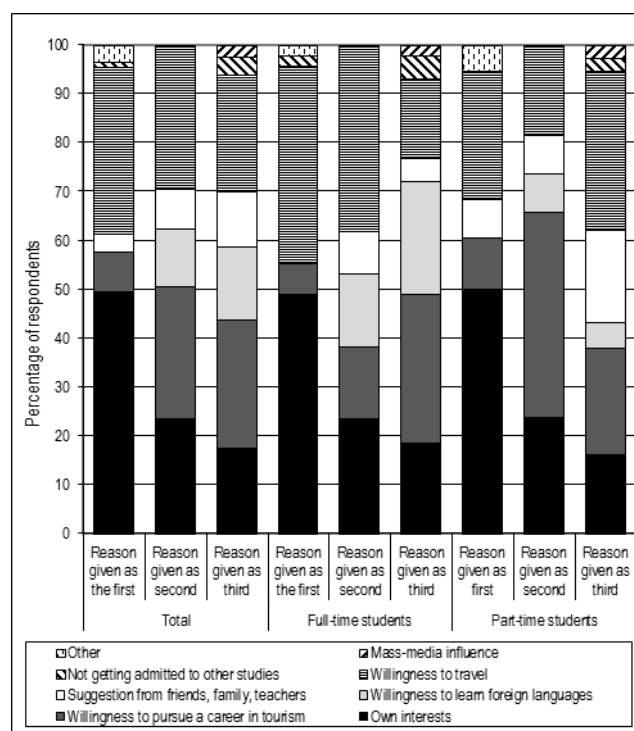


Fig. 5. Reasons for choosing Tourism and Recreation at the University of Łódź
Source: author's research

The reasons for choosing Tourism and Recreation as a course were to a large extent consistent with the reasons given by candidates for the Geography of Tourism and the Hospitality Industry in 1994-1999 (JAKÓBCZYK-GRYSZKIEWICZ & WŁODARCZYK 1995, JAŻDŹEWSKA & WOLANIUK 1996, STASIAK & WŁODARCZYK 1997, RZEŃCA & SZKUP 1998, LAWIN & SZKUP 2000).

In this period the primary motivation was 'learning about the subject' which in 1994-6 given by between 20% and 40% of respondents. An important reason was also 'own interest in geography and tourism' mentioned by 25.9% (1994) and 50% in 1996, while between 1997-1999 this was the most common reason. Aspiring students also mentioned 'willingness to travel and learn about the world', a factor for 33% of candidates (1996) to more than 70% (1998-1999). Among other reasons 'willingness to pursue a career in tourism', 'an interesting programme of study', 'fulfilling dreams' and 'willingness to learn foreign languages' were mentioned.

The next question referred to expectations from the course (Fig. 6). Respondents were asked to select to what extent they expect to fulfil each of five given elements (on a scale from 'very high expectation' to 'no expectation').

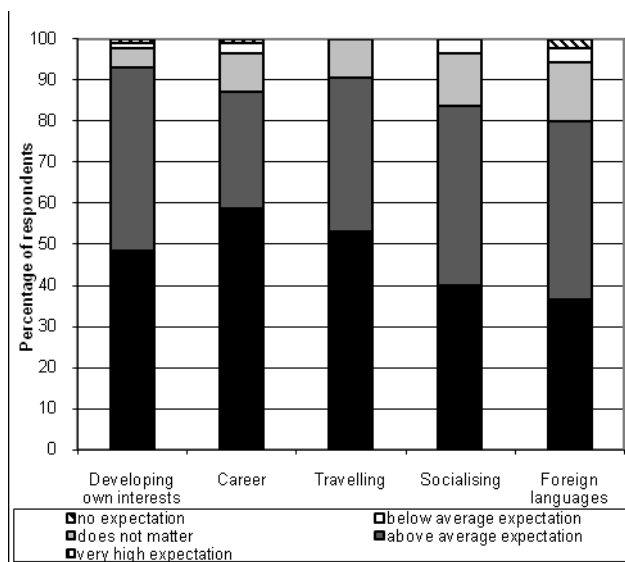


Fig. 6. Students' expectations from the course
Source: author's research

Students expect to develop their own interests: 92.9% had an 'above average expectation' or a 'very high expectation'. An equally common level was travel expected by 90.6% of students. These two answers are complementary because for many people travelling is a hobby. Nearly 90% (87.1%) expected to find a job after the course. It should be noted though that this expectation was the most frequent chosen in the 'very high expectation' category (58.8%) meaning that although a career was not the main reason for choosing a course, it was an important expectation. The least important was to learn foreign languages, but it still had a high rate of responses (80%) in the top two categories (for 14.1% however this element 'did not matter').

Respondents were also asked about certificates already held in the field of tourism and about their membership in tourism organizations. In both cases negative answers dominated. Only 15.3% students had any certificate and just 4.7% were members of tourism organizations. Among those having a certificate five were as a 'professional hotel worker' *technik hotelarza* (after finishing a *technikum*), four were entitled to look after children on summer camps (*opiekun kolonijnego*), and two lifeguards (*ratownik WOPR*). There were also single examples of a certified mountaineer in the Tatras (*uprawnienia taternickie*), a qualified sailor of yachts (*patent żeglarski żeglarza jachtowego*) and a qualified holiday organiser (*certyfikat animatora turystyki*). It should be noted that fewer declared being certified 'professional hotel workers' than had actually graduated from *technikum* in this field which may be because students do not consider it a tourism certificate. As for tourism organizations, two were members of *Polski Towarzystwa Turystyczno-Krajoznawczego* (Polish Tourist and Sightseeing Society) and one each of the Polish branch of Hostelling International and *Polski Związku Alpinizmu* (Polish Mountaineering Society).

This situation is worrying in the context of reasons for choosing a course as the most important factor was 'own interests'. So why are those interests not followed up by practical action? Although it can be expected that some respondents will try to gain certificates in the later years of course, the low rate of membership in tourism organizations is very surprising. It should be noted that this situation to some extent continues a negative trend visible among candidates for Geography of Tourism and the Hospitality Industry in 1994-9 (LAWIN & SZKUP 2000). During this period membership of such organizations dropped significantly from 33% in 1994 through 25% in 1996 to 9.1% in 1999. It could be said that students' own interests are 'theoretical' rather than practical.

In the following question, students were asked to state their future plans (both personal and professional). Respondents usually mentioned several and in total 85 career-related plans were presented (some students have no plans, some have more than one), with 82.4% connected with tourism. The biggest group was 'Career in tourism' (unspecified) – almost a third, followed by just less than a fifth who declared that they simply want to have a professional job, not necessarily in tourism (Fig. 7).

As for personal plans, the most common answer was 'Travelling' – 19 times, while 12 just want to graduate, 8 – to start a family, 5 – to meet new people and learn about other cultures, 4 – to learn foreign languages. Other plans were mentioned by just one or two respondents, and among the most original were

being a missionary and helping people in need, gaining a *concierge* certificate, and becoming a certified guide in the Tatra Mountains.

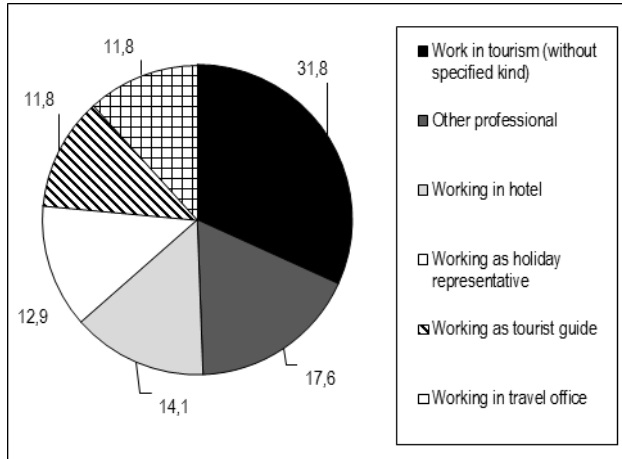


Fig. 7. Professional plans of respondents
Source: author's research

Table 2. Future plans declared by candidates for Geography of Tourism and the Hospitality Industry (1994-6), and by first-year students of Tourism and Recreation in 2010

| Plans | Year | | | |
|---|------|------|------|--------------|
| | 1994 | 1995 | 1996 | 2010 (n=104) |
| | % | | | |
| Travelling | 23.1 | - | 27.0 | 18.3 |
| Working as a tourist guide | 23.8 | 23 | 47.7 | 9.6 |
| Working in travel office/ hotel | 36.2 | 50 | 26.7 | 21.1 |
| Working in tourism industry (unspecified) | - | - | 11.1 | 26.0 |
| Working as a holiday representative | - | - | - | 10.6 |
| Other professional plans | 6.8 | - | - | 14.4 |

Sources: JAKÓBCZYK-GRYSZKIEWICZ & WŁODARCZYK 1995, JAŹDŹEWSKA & WOLANIUK 1996, RZEŃCA & SZKUP 1998, STASIAK & WŁODARCZYK 1997, LAWIN & SZKUP 2000 and author's research.

The future plans of respondents were compared to those declared by candidates for Geography of Tourism and the Hospitality Industry in 1994-1996 (JAKÓBCZYK-GRYSZKIEWICZ & WŁODARCZYK 1995, JAŹDŹEWSKA & WOLANIUK 1996, STASIAK & WŁODARCZYK 1997, RZEŃCA & SZKUP 1998, LAWIN & SZKUP 2000,

Table 2). In this period – similar to this research – the majority wanted to pursue a career in tourism (in the broad sense). In 1994-6 the most popular was 'job in travel office or hotel' (from 26.7% to 50%) and 'working as a tourist guide' (from 23% to 47.7%). From 1997-1999 these tendencies stayed the same with the majority of candidates wanting to work in a travel office, hotel or as tourist guide.

Having taken into consideration the aims of the research it can be stated that:

1. The most common sources of information about the Tourism and Recreation course at the University of Łódź were the official web page of the Institute of Urban Geography and Tourism (37.6% responses) and information collected from friends of family (36.5%).

2. The most important reasons for choosing this course were students' own interest (30.4%) and willingness to travel (29.2%). Slightly less significant (20.4%) was the possibility of pursuing a career in tourism.

3. In the future most are willing to work in the field of tourism (82.4% of professional plans). The most frequent personal plan is to travel around the world.

It may seem worrying that most students do not have a tourism certificate and do not belong to any tourism organizations. This means that their personal interests are not being followed by practical action.

Undertaking this kind of research among first-year students may provide better understanding of their needs and expectations and furthermore allow adjustment of the curriculum to those needs (of course as long as appropriate standards are maintained). It is especially important in the context of the recruitment process. Current recruitment, by an electronic computer system based on points from final school exams as the only criterion, does not allow advance knowledge of those who are going to begin the course at the University of Łódź. This is why research such as this should be developed and conducted on regular basis, preferably annually.

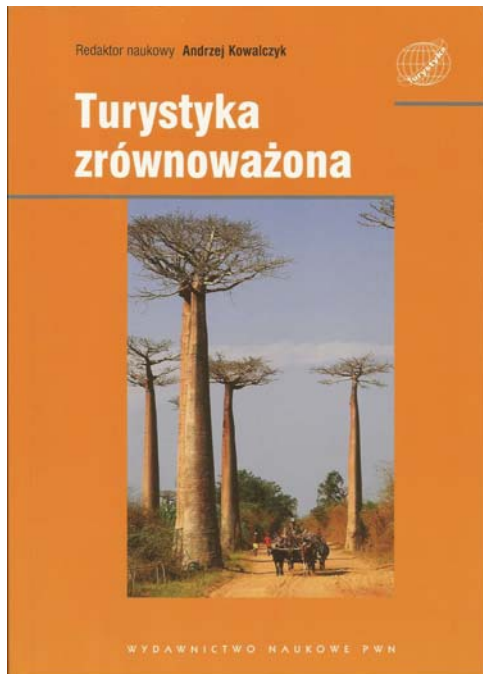
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REVIEW

Tourism 2010, 20/2



ANDRZEJ KOWALCZYK (ED.)
TURYSTYKA ZRÓWNOWAŻONA
WYDAWNICTWO NAUKOWE PWN SA
WARSZAWA 2010, 323 pp.

Turystyka zrównowazona, published by PWN SA in 2010, is a textbook written by a team of ten authors under the editorship of Andrzej Kowalczyk – mostly lecturers and post-graduate students from the Department of Tourism and Recreation Geography (*Zakład Geografii Turyzmu i Rekreacji*), Warsaw University. The book contains six chapters with an introduction and conclusions. It has 323 pages of text, supplemented with 39 colour photographs.

The text on the cover informs the reader that the book consists of three parts. The first contains a theoretical and methodological discussion, the second presents environmental issues, and the third cultural aspects of sustainable tourism. The very interesting Introduction by Kowalczyk is strongly factual, and Chapter 1, *Definicja i zakres pojęcia 'turystyka zrównowazona'* (*The Definition and Scope of 'Sustainable Tourism'*), partly repeats its contents. However, the authors go a step further and expand on the problem as well as setting out the definitions and concepts of sustainable tourism. The authors present their understanding of the notion and show the affinity of their opinions to those presented by R.W. Butler. They define sustainable tourism as (...) a phenomenon in which tourism activity does not cause irreversible

changes to the natural environment, while at the same time bringing benefits to the tourists themselves, the local communities, the areas visited, as well as the people and institutions providing tourism services (p. 33). Chapter 2 concisely informs the reader of the theoretical concepts which are important for the modern understanding of tourism (mainly from a geographical perspective), and which Kowalczyk believes to be close to the idea of sustainable tourism. The relations presented here may leave the reader dissatisfied due to the absence of final conclusions or a comparison showing the author's professional opinion on which concepts and which aspects are the most useful or relevant. The third chapter presents the principles of tourism development which reflect the concept of sustainable tourism. The authors focus mostly on the presentation of legal regulations (Polish and European) and tourism infrastructure in protected areas. This chapter is definitely shorter what follows and intentionally does not exploit the issue to the full because, according to the authors, in order to have a deeper insight we should refer to the literature suggested in the chapter. The next two chapters are the longest. They show the environmental (Chapter 4) and cultural (Chapter 5) aspects of sustainable tourism.

Environmental tourism is analysed in the context of global and local threats in mountainous, forested, coastal and arid areas. More attention is devoted to geo-tourism (geological tourism) and eco-tourism (ecological tourism). As regards the numerous forms of cultural tourism, the authors decided to analyse those which they believed to be 'particularly important from the point of view of sustainable tourism and at the same time are increasingly often chosen by tourists' (p. 164). They include ethnic, industrial, oenological and literary tourism which are described in separate sub-chapters. The last, sixth chapter, presents active tourism as a form of sustainable tourism. Out of its many forms the authors point to ski tourism as unconnected with the idea of sustainable tourism (disregarding differences between downhill skiing - harmful for the natural environment - and the environmentally-friendly cross-country skiing or ski-touring). The forms regarded as important for local development and at the same time not causing considerable change to the natural environment, cycling and horse-riding, are discussed in more detail. Golf tourism is presented as a controversial form. In the Conclusions the authors stress that sustainable tourism '[...] should not be understood as a separate form of tourism behaviour (p.290), but as an approach to tourism'. They make it obvious here that considering the present role of tourism in economic development, it can hardly be expected that sustainable tourism will replace mass tourism (35). However, the former should not be rejected because as history teaches us: '[...] many illusions and utopias come true after some time, even if only partly' (p. 292).

The book, especially the fourth, fifth and sixth chapters contain numerous figures (38) and tables (32). Case studies, additional and often very interesting illustrations of the issues presented, are included in the chapters (in frames and highlighted in grey), as well as the colour photographs at the end of the book. The figures are mostly the authors' own. The presentation of the data is clear, easy to understand (except

Table 12 - pp. 117-8 - with too much text) and supplements the authors' text well. However, the brief commentary (without examples) on the almost three-page-long Table 5 (p. 40-3), presenting the final version of sustainable tourism indexes, recommended by *VISIT*, seems insufficient. Table 7 (p. 98) requires an erratum as Szczeliniec (Poland) was mistakenly ascribed to volcanic activity, probably in the editing process.

The bibliography, especially that in English, has been well selected and is up-to date, consisting of articles from foreign journals usually hard to reach by an average reader, which is undoubtedly an advantage in an academic textbook. On the other hand, however, the authors did not take into consideration some interesting publications in Polish, e.g. Butler 2005, Kozuchowski 2005, Niezgodna 2008, Wnuk 2005. An important source of information was the internet (mainly statistical data), as well as reports on the authors' own observations (supplementing some of the included photographs).

The book presents a modern approach to tourism, especially the conditions and possibilities for its sustainable development. Touching on important issues the book becomes a significant but, as the authors point out, it is not the only source of information. It is most certainly, nevertheless, an important voice in the discussion on sustainable tourism. In appreciation of its accessibility and above all the wide spectrum of the presented issues, as well as the interesting way of presenting them, the book is worth recommending to both those professionally involved in tourism and those who are interested in contemporary tourism, its different faces and challenges.

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REPORTS

Tourism 2010, 20/2

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THE 26TH FIELD SEMINAR *RESEARCH WORKSHOPS ON THE GEOGRAPHY OF TOURISM*, SPAŁA, 23-25TH SEPTEMBER 2010

The 26th Field Seminar 'Research Workshops on the Geography of Tourism' took place from September 23-25th, 2010 in Spała (Łódź *Województwo*) and opened a new era in the organization of the oldest tourism conference in Poland. The new supervisor of the seminar was Prof. Włodarczyk from the University of Łódź, replacing the late Prof. Dziegieć who had coordinated the conferences jointly with Prof. Stanisław Liszewski from the very beginning. The next change concerned the conference venue. The team from the Tourism Geography Department, University of Łódź, who organized the research workshops, decided that the meetings would be permanently moved to the University of Łódź research centre at Spała. A new element on the seminar agenda was a theme-based session to replace the terminology session. The chosen topic was 'Polish Tourism in 1989-2009: theory and practice'. For the first time in the history of the workshops, the organizers decided to publish the presentations as a separate monograph whereas before it had been possible to publish them in 'Turyzm'. Finally, for the first time, the workshop programme formed a part of the World Day of Tourism celebrations, organized in Spała by the Regional Tourist Organization (*Regionalna Organizacja Turystyczna*) of Łódź *Województwo*, and called 'Tourism and Biological Diversity'. The other elements of the seminar remained unchanged. Traditionally, the workshops were above all a forum for presenting the results of current tourism research at different research centres in Poland and abroad.

The seminar was opened by Prof. Włodarczyk who greeted the participants, briefly mentioned the main aims of the conference and presented new suggestions regarding the organization of the subsequent seminars. The first session consisted of four presentations: first,

Dr Potocki (University of Economics, Jelenia Góra) presented the conclusions of his post-doctoral dissertation on the significance of the tourism function in the development of the trans-border region of the Sudety Mountains. Next, Dr Derek (University of Warsaw) spoke about the tourism-induced transformation of cities in the context of turning a typical industrial city into a city of entertainment. The third presentation by Dr Szpara and K. Skala M.A. (College of Computer Science and Management in Rzeszów) referred to the main theme of the workshops and concerned changes in tourism in the Podkarpackie *Województwo* in 1989-2009. In the last presentation of the first session, K. Krzesiwo M.A. (Jagiellonian University in Kraków) talked about the main problems of ski tourism and tourism development in the Polish part of the Carpathian Mountains.

The second day consisted of three further sessions. Session II started from a presentation by A. Stasiak (College of Hotel Management and Tourism in Łódź), and concerned the regional tourism development strategies devised and used by local authorities at different levels in Poland. The lecture had been prepared in cooperation with Dr Rochmińska. Next Dr Zmysłony (University of Economics, Poznań) talked about the functioning of tourism partnerships in Poznań, formed on the basis of the pricing policy followed by the different partners operating on the tourism market in this city. The third concerned the role of local government and the tourism industry in creating the system of tourist information in the Zachodnio-Pomorskie (West Pomeranian) *Województwo*. The authors of this presentation were Dr Milewski, Dr Pawlicz and A. Gardzińska M.A. (University of Szczecin). The first session of the second day of the conference ended with a presentation by

M. Malarz M.A. who discussed the changes in the process of making hotel reservations resulting from the new forms of booking.

The next session included three presentations: in the first Dr Latosińska (University of Łódź) discussed changes in the tourism function of Spała, co-authored by M. Żak M.A. (University of Łódź). In the next, M. Pabich (Spatial Planning Office in Łódź) discussed the tourism development plans in Łódź *Województwo* while the last during the third session concerned the tourism recorded in 2009 in different *powiats* of Łódź *Województwo* and its presenters were Prof. Włodarczyk and Dr Szafrąska (University of Łódź).

The fourth session was the last on the second day. The first presentation by J. Śledzińska (Polish Tourist Country-Lovers' Society (PTTK) Main Board of Directors) concerned the development of marked tourism trails in Poland over the last 20 years. The topic of PTTK activity was continued in the next presentation, in which Dr Tanaś (University of Łódź) focused on the role of active tourism in the development of modern tourism. This was followed by a presentation on Polish tourism for the elderly, recently supported by the EU program, Calypso, by Dr Kowalczyk-Anioł (University of Łódź). At the end of the session, Dr Awedyk (Academy of Physical Education in Poznań) talked about Polish tourists travelling to exotic destinations.

After the lunch break the participants went on a trip around Spała and sailed down the River Pilica, both events being parts of the World Day of Tourism celebrations.

The third day of the seminar included two workshop sessions. The first started from a presentation by B. Piziak M.A. (Jagiellonian University) on tourism in the Polish-Slovakian border area. Next, Dr Miedziński (Pomeranian Pedagogical Academy) presented changes in spa and recreational tourism in Kołobrzeg in the

last 20 years. The sixth and last session of the conference was held after a discussion and a break and was started by Prof. Erdavletov (State University in Alma-Ata - Kazakhstan) who spoke about tourism development in Kazakhstan. After that Ł. Quirini-Popławski M.A. (Jagiellonian University) presented the present functional and spatial problems of the Ukrainian spa of Truskawiec. A. Zienkiewicz M.A. presented an evaluation of the tourism attractiveness of the geographical environment in the context of tourism development in the *gmina* of Stężycza in the Kaszubian Lake District. At the end of the last session Dr Makowska-Iskierka presented some issues on the spatial consequences of developing tourism activity in the rural-urban fringe zone of Łódź in 1989-2010.

After the workshops finished, Prof. Włodarczyk thanked everyone for their participation, summed up the seminar, and presented the preliminary ideas for the next conference.

The 26th Field Seminar 'Research Workshops on the Geography of Tourism' hosted 38 participants from 14 academic centres in Poland, represented by seven Polish Universities (University of Łódź, University of Warsaw, Adam Mickiewicz University of Poznań and University of Szczecin), one foreign university (State University in Alma-Ata, Kazakhstan), two universities of economics (Poznań and Jelenia Góra), one pedagogical university (Pomeranian Pedagogical Academy, Słupsk), the University of Life Sciences, Poznań, the Academy of Physical Education, Poznań, as well as three private colleges of higher education (College of Tourism and Hotel Management, Łódź, College of Computer Science, Rzeszów and College of Economics, Bydgoszcz). The seminar was divided into six sessions comprising 21 presentations. It was supervised by Prof. Bogdan Włodarczyk, and the secretary was Dr R. Wiluś.

Translated by Ewa Mossakowska

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RESEARCH AND TEACHING METHODS IN TOURISM AND RECREATION: THE 2nd POLISH CONFERENCE ON TOURISM AND RECREATION AT STATE HIGHER EDUCATION INSTITUTES AND FACULTIES, ŁÓDŹ, 4-6TH NOVEMBER 2010

On 4-6th November 2010, the 'Geographical Sciences' Faculty at the University of Łódź organized the 2nd Polish Conference on Tourism and Recreation at State Higher Education Institutes and Faculties, entitled 'Research and Teaching Methods (*Nauka i dydaktyka*) in Tourism and Recreation'. The conference was the second meeting of representatives from those state institutions which run tourism and recreation degree courses, and which were initiated by Prof. Grzegorz Gołębski in 2008 at the College of Higher Vocational Education in Sulechów.

The conference in 2010 was organized by the Institute of Urban Geography and Tourism, University of Łódź, which runs a 'Tourism and Recreation' course. The subject of the presentations and discussions was the study of social, spatial and economic phenomena associated with tourism and recreation, as well as teaching issues on higher education courses in tourism, tourism economics, and recreation. The title of the conference - 'Research and Teaching Methods (*Nauka i dydaktyka*) in Tourism and Recreation' - was to encourage the participants to discuss the relations between Research, teaching methods and practice in tourism and recreation. The conference was attended by about 70 participants from 31 higher education institutions. The conference academic council included Professors Grzegorz Gołębski (the chairman), Ewa Dziedzic, Włodzimierz Kurek, Stanisław Liszewski, Andrzej Rapacz, Ryszard Winiarski and Janusz Zdebski. The conference academic secretary was Dr Sławoj Tanaś and the office was managed by Margita Musiał. The organizers were helped by members of the student 'Tourism Geography Society' (*Studencki Koła Naukowego Geografów Turyzmu*), University of Łódź.

The main objectives concerned a number of topic areas including the results of research conducted at institutes and faculties of tourism and recreation,

common research areas important for the further development of these disciplines, exchange of experiences on curricular Research and teaching standards at institutions offering tourism courses, a discussion on the quality and prospects for tourism and recreation education at present, as well as a professorial meeting on the integration of research dealing with issues in tourism and recreation.

The topics discussed included the standards, quality and form of education on tourism and recreation courses, as well as educational prospects in this field, depending on the profile of the institution. Another topic related to a newly introduced course - 'tourism economics'.

The conference programme was divided into three main parts: the plenary session with a panel discussion entitled 'Tourism Studies: situated within multiple disciplines or a single independent discipline (*Nauka czy nauki o turystyce?*)', didactic sessions and academic sessions.

The conference was opened by Prof. Stanisław Liszewski, Director of the Institute of Urban Geography and Tourism, who welcomed the participants and in a short speech referred to the idea, aims and history of the conference. The next speaker was Prof. Jacek Kaczmarek, the vice-dean of the 'Tourism and Recreation' course at the University of Łódź. He presented his expectations from the didactic part of the conference.

The plenary session concerned curricular Research and the particular character of education on 'Tourism and Recreation' and 'Tourism Economics' courses, as well as on selected courses at those institutions offering an education in the field of tourism and recreation. Prof. Grzegorz Gołębski presented the ideas and curricular Research of the new course launched at the University of Economics in Poznań - 'Tourism Economics', and Prof. Bogdan Włodarczyk discussed

the special character and evolution of education in Tourism Geography, Tourism Geography and Hotel Management, as well as Tourism and Recreation at the University of Łódź. Other speakers during this session included representatives of physical education academies. A review of the approaches on educating tourism specialists was presented by Prof. Marek Styczyński from the Physical Education Academy in Poznań, and a lecture on the practical application of tourism and recreation studies was given by Prof. Wiesław Alejski from the Physical Education Academy in Kraków. Prof. Andrzej Świeca and Dr Teresa Brzezińska-Wójcik presented the special character of education and research in tourism geography at the Lublin centre.

The second half of the first day was devoted to a panel discussion, entitled 'Tourism Studies: situated within multiple disciplines or a single independent discipline (*Nauka czy nauki o turystyce?*)' The first presentations were given by representatives of three disciplines which include tourism studies: Prof. Antoni Jackowski from the Jagiellonian University Kraków (geography), Prof. Ryszard Winiarski from the Physical Education Academy in Kraków (social science) and Prof. Bogusław Sawicki from the University of Life Sciences in Lublin (environmental science). The majority agreed that each discipline dealing with tourism is distinctive, therefore it is difficult to find one single 'tourism discipline'; we should rather talk about 'tourism disciplines'.

From the organizers' point of view, the first day was a success because the panel discussion gathered many outstanding academics, including many professors from all the leading Polish state universities where tourism and recreation research is undertaken.

The day closed with the 'Manufaktura by Night' excursion to the Factory Museum and the Museum of Art, led by Dr Maciej Kronenberg a former student of tourism geography and hotel management at the University of Łódź. Following the excursion, the conference participants met for a ceremonial dinner at the Wilhelm Teschmacher Villa.

The second day of the conference was divided into two academic and two didactic sessions, with 17 presentations.

The academic sessions featured presentations by representatives of the Universities of Economics from Poznań, Katowice and Wrocław, as well as the Colleges of Higher Vocational Education from Wałbrzych and Sulechów. The presentations concerned study issues in hotel management, tourism reception, agri-tourism, tourism products, marketing and tourism infra-

structure. There were also presentations regarding tourism development in the Sudety Mountains and the evolution of the local inhabitants' attitudes in the evolution cycle of a tourism destination.

The didactic sessions consisted of presentations by researchers from the University of Life Sciences in Poznań, Warsaw University, the Universities of Economics in Wrocław and Poznań, the University of Łódź, the University of Szczecin, the Physical Education Academy in Poznań, the Technical University of Białystok, as well as the College of Hotel Management and Tourism in Częstochowa and the College of Commerce and Services in Poznań. The presentations concerned the educational offer and experience, professional competence and the preparation of students to work in tourism and recreation against staff expectations and the relation between education and practice.

After a very substantial day the conference participants visited the Geological Museum of the University of Łódź, guided by Dr Jan Ziomek the founder and manager, who provided the guests with thorough information about the exhibits. The day ended with a dinner and a social meeting.

The third and last day was also divided into academic and didactic sessions. During the first the presenters were representatives of the Colleges of Higher Education in Kalisz and Legnica, as well as the University of Economics in Katowice and the University of Łódź. This very interesting session was dominated by discussion over the physical condition of the students of tourism and recreation (the College of Higher Education in Biała Podlaska and the University of Szczecin), as well as the significance of economic and statistical issues (University of Łódź, Academy of Physical Education and Sport in Gdańsk, Pedagogical University in Kraków).

The conference was summed up by Prof. Stanisław Liszewski (on behalf of the organizers) and Prof. Grzegorz Gołembski (on behalf of the academic council). Participants received a tourist souvenir from Łódź in the form of 'Tuwim's Bench'.

Part of the conference, a monograph - 'Research and Teaching Methods in Tourism and Recreation' - under the editorship of Sławoj Tanaś has been published. The publication consists of 358 pages with 32 articles divided between two sections: 'Research perspectives in Tourism and Recreation' and 'Educational perspectives in Tourism and Recreation'. The monograph was published by the Łódź Scientific Society (*Łódzkie Towarzystwo Naukowe*).

Translated by Ewa Mossakowska