

## CULTURAL TOURISM

WOJCIECH J. CYNARSKI

Faculty of Physical Education, University of Rzeszow, Rzeszów (Poland)

e-mail: ela\_cyn@wp.pl

### Castles as the heritage of Polish fortification art and as a tourist attraction<sup>1</sup>

Submission: 23.08.2011, acceptance: 01.09.2012

**Key words:** tourism, military defence engineering, Polish castles, Malbork

#### Abstract

**Aim.** This study analyzes Polish castles as: 1) heritage of Polish fortification art; 2) tourist attraction; 3) their tourist use. For the sake of a more thorough description and explanation, the humanistic dimension of this type of culture tourism was also taken into consideration.

**Methods.** The methods used for this study are analysis of the contents of subject's bibliography, tourist guidebooks and popular content from the scope of mass culture as well as participant observation. The interpretation is conducted from a systemic theory of tourism and anthropology of tourism perspective.

**Results.** The Castle of Malbork, one of the biggest in the world and in its time the true pearl of the European fortification art, is properly used for its tourist purposes. Other Polish objects of military defence engineering amounting to 16,000 are used at various levels. They present high historical, cultural and landscape value, thanks to which they enjoy a raise in popularity as tourist attractions. There were 7 ways of using castles for tourist or non tourist purposes characterized.

**Conclusions.** A tourist is an observer, in a way conducting a field research like in cultural anthropology. Sociological participant observation of the author and a reflection from the anthropologically - systemic theory of tourism indicates a relatively high interest of tourists (native as well as foreign) in Polish tradition of fortification art and the monuments of military defence engineering. The remaining heritage is still not promoted or put to a proper tourist use efficiently enough in Poland. A lot of castles still require rebuilding or renovating, many others just an appropriate tourist management and information in the offer for travel companies in Poland and abroad.

#### Introduction

The art of fortification, an offshoot of the art of war, covers constructions made from wood and ground, like old fortified burghs, stone – like castles, citadels and forts, fortified lines with bunkers, tunnels and traps, underground passages, etc. The characteristic historical example is the Great Wall of China, one of the biggest tourist attractions of China. Nevertheless, in this study, the author confines himself to castles in Poland.

<sup>1</sup> The study was conducted as a part of statutory activities of the Faculty of Physical Education of the University of Rzeszow – project URWWF/S/08/03 “Humanistic aspects of tourism”, funded by the Ministry of Science and Higher Education, and in co-operation with the Committee of Tourism and Committee of Scientific Research Idōkan Poland Association.

The art of fortification has a few centuries long tradition in Europe. In Poland the period of castles and fortified cities would be between 13<sup>th</sup> and 15<sup>th</sup> century, when castles were built mostly in gothic style with towers or bastille system. Castles made of bricks or stone are specific for the medieval times. After the popularisation of artillery they lost their original strategic purpose. Still, they were built later as castles-palaces where the outer walls and cannons had a defensive function, while residential buildings inside had more of a role of a palace (residential castles). Author does not confine his reflections and analyses just to the medieval castles.

“Military cultural tourism” is “tourist trips aiming at achieving personal experience or education, where a crucial part of the programme, deciding on going for the trip or taking part in it, is visiting places and objects of defensive military



**Photo 1.** From direct observation. In front of the entrance to the high castle (field research, photos: author, Malbork, July 2011)

character or related to history of military conflicts, as well as army and weapons, commanders and soldiers” [Mikos von Rohrscheidt 2008: 115].

In the defensive military construction tourism, being a part of cultural tourism, information (gaining knowledge) and education are the central element of the tourist product. One of the types of quality research used in studies like this is observation [Gulda 2009: 197-199; Munsters 2010: 54].

Methods used are analysis of the contents of subject’s bibliography, tourist guidebooks and popular content from the scope of mass culture as well as participant observation (photo 1). The interpretation is conducted from a systemic theory of tourism and anthropology of tourism perspective.

### Theoretical perspective

Anthropologically-systemic concept of theory of tourism – as the foundation for the undertaken analyses – focuses on the tourist and his needs. The assumptions of this anthropologically-systemic concept were presented in a few works [Obodyński K., Cynarski 2004, 2006a, 2006b; Cynarski, Obodyński M. 2009]. That is where the humanistic approach and the validity of questions about values and goals come from. Tourism itself is treated here as a part of higher culture and a tool to study culture

On the other hand, analyses regarding a man visiting objects of military defensive construction are close to the humanistic theory of martial arts, sociology of martial arts and sociology and psychology of architectonic space [Trzeciak 1988; Cynarski 2005, 2010a]. There is also a historical aspect – context, which cannot be omitted.

Let us now try to analyse our knowledge. What has so far been written about Polish military defensive constructions, especially medieval castles, from a perspective of their tourist attractiveness?

Military defensive buildings are points of interest for the martial arts fans and one of the destinations during their travels in martial arts tourism. This is how a Shogun’s castle in Nagoya was described by a Polish *kendōka* W. Nowakowski [2002]: “...Nagoya-jo is one of the finest examples of Japanese military architecture. Built in years 1610-1612 on order of Ievasu Tokugawa, served not only as a castle but also as a residence for *daimyo*. Despite being situated on a plain it was almost unconquerable, with two moats – wet and dry, and a swamp in the north. The main tower is connected to a donjon by a famous wall with thirty-centimetre long spears sticking out of it. The inner courtyard is accessible only through three bridges and three gates surmounted with watchtowers.”

Tadeusz Jędrzyak and Armin Mikos von Rohrscheidt [2011] write generally about military defensive constructions or military cultural tourism. They provide explanations on what “military cultural tourism” and military heritage are and what elements of military heritage can be observed in Poland. There are over 16 thousand different military buildings - citadels, forts and fortification lines, keeps, castles, city walls. They largely enrich, both culturally and in terms of landscape, tourist potential of Poland. The author refers to the history of Polish weapons; its’ traditions, art of fortification, weapons, symbolism, therefore the elements of medieval martial arts. Somehow then, military cultural tourism is closely related to the “martial arts tourism”, which is also a type of cultural tourism [Cynarski 2009a]. The book *Military cultural tourism* is enriched by lots of pictures of military cultural heritage of Poland. Also the attractions of military cultural tourism and forms of its’ organisation in Poland are shown. This book is destined for people curious about historical, material and cultural heritage of the art of fortification in Poland, especially modern fortifications [cf. Chylińska 2006; Sienkiewicz T. 2011].

The castles themselves and their tourist management are topics of only a few works. In “Ido – Ruch dla Kultury / Movement for Culture” and in “Turystyka Kulturowa” (“Cultural Tourism”)





Photos 2-3. Castle in Malbork – today's (Wikipedia)

Mikos von Rohrscheidt [2010a, b] wrote about it. This author described the remaining heritage of medieval castles and other military buildings in Poland, then he described and analysed the ways of using Polish castles for cultural tourism. He also analysed the offers of chosen military defensive buildings from the cultural tourism's point of view.

Polish castles in today's Western Ukraine in terms of their tourist use are described in Orest Maciuk's book [2008], *Zamki i twierdze Ukrainy*

*Zachodniej. Wędrowki historyczne. (Castles and keeps of the Western Ukraine. Historical travels.)* This book presents content interesting for historians, military construction (monuments of military defensive architecture) passionate and for the cultural tourism phenomenon researchers. A richly illustrated book composed of 10 chapters is complemented by a bibliography – separately Polish, Russian and Ukrainian literature (pp. 221-223) and *Indeks topograficzny (Topographic*

*index*) (pp. 224-230) with geographical names which makes it easier for the reader not to get lost in cluster of Polish and Ukrainian names. This monograph is aimed at mostly Polish readers (Polish language) but also for a reader, or rather a tourist from abroad, who can use English descriptions of tourist routes before every chapter. Indeed, these areas as rich in Polish monuments (or, generally, European) attract mostly Polish tourists. Those are cultural, ethnic, sentimental tourists [Cynarski 2009b; Cynarski, Cynarska 2009], or also, more and more commonly, businessmen. Ukrainian author proposes and designs a few tourist routes. The value of this publication is strengthened by archive pictures and contemporary photos of military defensive buildings and lots of graphic drawings. Most buildings are ruined thus the high-quality reconstruction drawings presenting the buildings in times of their glory are of the greatest value. This book is an interesting guide through worthy places of Polish military architecture heritage [Cynarski 2010b; cf. Aftanazy 1988-1993].

Just as in Western Ukraine castles (or their ruins) built by Polish kings and nobles remained, in the Czech Republic we can find German knights' castles (e.g. Bouzov Castle), and in Slovakia the Hungarian ones. For instance, the Orava, Trenczyn and Bojnik Castles are treasures of the old military architecture turned into museums today [Wasilewski 2008]. Let us get back to the castles which still remain on Polish territory.

### **Malbork Castle, as an example**

Built from bricks by the Teutonic Knights the gothic Castle of Lady Mary (Ger. *Marienburg*) is situated on the banks of the River Nogat (an arm of the River Vistula in the lower running). The construction was started in between 1278-1281, and finished in the mid 15th century. From 14<sup>th</sup> September 1309 until 1457 the Malbork Castle was a residence of the Grand Master of the Teutonic Knights and a city – a capital of the military state of the Teutonic Knights. In 1410 the castle was besieged after the Battle of Grunwald<sup>2</sup> by Polish and Lithuanian forces under king Władysław II Jagiełło (photo 4). As it was not conquered then nor later, it is known as unconquerable. In 1457 the castle was bought by Polish king Kazimierz Jagiellończyk. It was later a residence of Polish kings [cf. Jackiewicz-

<sup>2</sup> In the great Battle of Grunwald (15<sup>th</sup> July 1410) the united forces of Poland and Lithuania under leadership of king Jagiełło destroyed the Teutonic Knights army.

Garniec, Garniec 2006: 212-253].

It is a beautifully preserved three-part citadel in the gothic style, of a cubic capacity of over 250 000 m<sup>3</sup>. It consists of the lower castle, the middle castle and the high castle. Mighty fortifications are accompanied by rich infrastructure worthy of a residence of this military and invasive state. After receiving a lot of damage, double renewal and partial reconstruction of the castle (by Germans at the end of 19<sup>th</sup> century and Poles after the 2<sup>nd</sup> World War) the high and middle castles remain along with numerous original elements of the lower castle – the castle boroughs.

In this castle, since 1961 a Castle Museum is functioning, offering a standard 3-hour tour for the visitors (with a guide). There is also narration offered in 9 languages. There is also a castle restaurant and souvenir shops for tourists, as well as other attractions like an outdoor show “light and sound” entitled “With a Cross and a Sword”, the display of besiege machines, knights' camps and meetings with history (lectures), the besiege drama, shows and knight tournaments, archery and crossbow tournaments, choir concerts. Since 1999 in the second part of July (after the reconstruction of the Battle of Grunwald, photo 5) Polish knights besiege the castle in Malbork.

Ulrik Schöber [2002] shows in his album and describes 79 European castles, including 19 German and only 1 Polish - Malbork Castle. He claims that in the ranking of the biggest castle complexes in Europe Malbork is on the third place – after the king's castle in Prague (*Hradčany*) and Moscow's Kremlin [Schöber 2002: 300].

It is odd, this authoritarian decision without giving the criterion of greatness. Malbork Castle is undoubtedly one of the biggest gothic castles in Europe and according to the area it covers – the biggest castle in the world (143,591 m<sup>2</sup>). This way, the castle jumps in front of Mehrangarh Fort in India, Hradčany, Spis Castle (*Spišsky hrad*), German, French, British and Japanese (Himeji, Matsumoto-jo or Nagoya-jo)<sup>3</sup> castles. First and foremost though it is an exceptional castle complex from the perspective of the art of fortification – the most modern in Europe in its' time.

<sup>3</sup> One of the biggest castles in the world, and according to *Guinness Book of Records*, the biggest ancient castle, Prague Castle (*Hradčany*) is about 570 meters in length and an average of 130 meters wide. And according area there are: 1) Malbork Castle (143,591 m<sup>2</sup>), 2) Mehrangarh Fort (81,227), 3) Hradčany (66,761), 4) Windsor Castle (54,835), 5) Hohensalzburg Castle (54,523), 6) Spis Castle (49,485), 7) Buda Castle (44,674), 8) Himeji Castle (41,468), 9) Citadel of Aleppo (39,804), 10) Edinburgh Castle (35,737).





Photo 4. “The Battle of Grunwald” – Jan Matejko (1878)

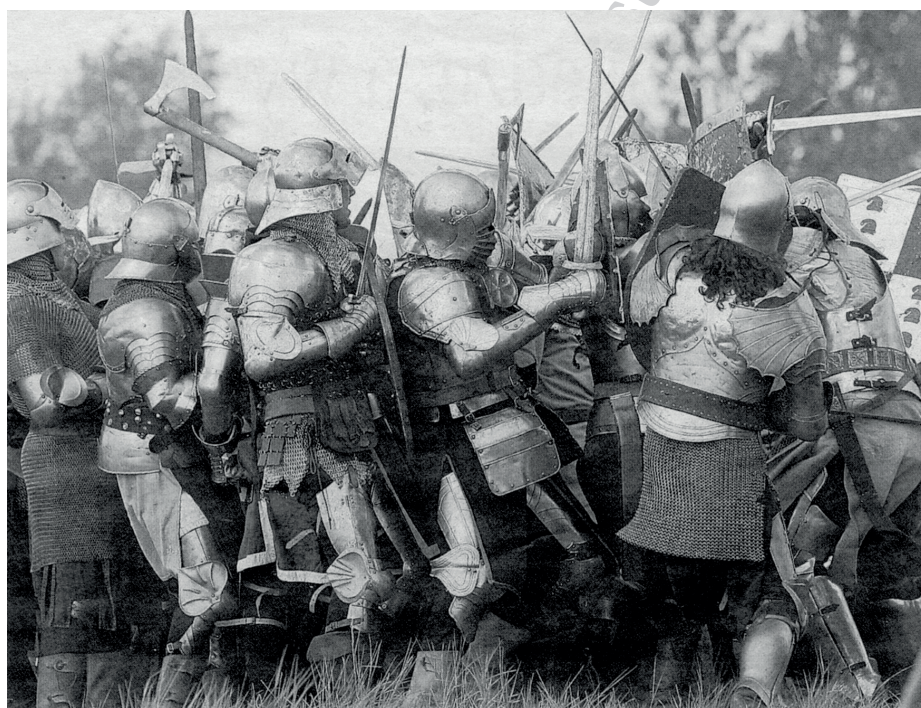


Photo 5. The Battle of Grunwald / re-enactment [„Gazeta Wyborcza”, 2005, no. 165, p. 6]

Although fighting over which castle is the best seems quite childish, it is quite important for the tourist marketing. It is always worth seeing something the best or the biggest in the world.

### Defensive aspect – art of fortification

Polish Kingdom was a Central European power first in 11<sup>th</sup> century, in times of Bolesław Chrobry (967-1025), later from 14<sup>th</sup> until 17<sup>th</sup> century. In

Chrobry’s times wooden boroughs surrounded with dykes and moats were still dominant in Poland. Ever since the reign of Kazimierz III Wielki (1310-1370) the fortifications changed into stone made – castles, walls, city gates, defensive monasteries etc. Since that king’s reign and based on his idea, bays – a cheaper but equally efficient form of defending the wall’s flanks, were used in a few Polish castles [Bogdanowski 1996: 64]. This solution, used in municipal fortifications as well, became a distinguishing mark of Polish fortification art.



**Photo 6.** Kamieniec Podolski (today in Ukraine) [Wikipedia]. Because of the defensive position in the curve of the River Smotrycz, the complex network of fortifications and forcing many besieges back, it was commonly believed to be the mightiest fortress of the Republic on the Eastern Frontier.

Moreover, Poland was gaining knowledge and technique from Western Europe, for instance flanking the gates with semi-circular towers or raising a fortified barbican (Krakow's Barbakan). Especially the Teutonic Knights Order was pioneering in European fortification art, building on conquered or appropriated territories about 200 castles [Jędrysiak, Mikos von Rohrscheidt 2011: 148]. The jewel of their architecture is Malbork Castle, which was an inspiration for a Lithuanian castle in Troki. That one though is smaller, consisting of two parts (high and lower castle); it has been rebuilt recently, but using modern brick and furnishing from beyond the period (mostly 17<sup>th</sup> – 19<sup>th</sup> century) [Stanisławski 2007].

Since the turning of 14<sup>th</sup> and 15<sup>th</sup> century Polish-Lithuanian state was covering vast areas in the east, previously owned by Ruthenian dukes. Since the times of last Jagiellons the majority of Lithuanian and Ruthenian nobles were polonised, gladly adapting to the language, faith, customs, laws and coats of arms of Polish houses. In the Eastern Frontier line they lived in constant fear of the Tatar, Wolosk, Seven Borough or Moscow attack.

Especially the Frontier castles, like Kamieniec Podolski (unconquered royal castle, photo 6) were not built for pleasure, like Neuschwanstein Castle and other works of Louis II of Bavaria [Sieber, Cynarski 2010]. They were first and foremost fortresses protecting Polish south-eastern Frontier. Also noble's courts built here in 16<sup>th</sup> and 17<sup>th</sup> century reminded of small citadels. "Surrounded with a moat and stockade, frequently with a drawbridge, with a dyke and towers, built from thick logs with massive doors and window shuts fitted with iron – could despite small number of defenders face

a bunch of rebelling peasants as well as a Tatar incursion. Cossack rebellions and full troops attacks could only be sustained by stone built castles of the barons and those few royal fortresses like Kamieniec or Kudak. But the most crucial framework of Polish presence on the eastern Frontier was the court. You can say that Polish, Christian bulwark was spiked with a wooden stockade..." [Rosalak 2011].

### Personal experiences from "castle tourism"

In his childhood, the author had a chance to participate in trips on the so-called "Eagles' Nest Trail" and visited the museum in the late renaissance castle in Baranów Sandomierski (Castle and Park Complex in Baranów Sandomierski) which, because of the similarities, is called the Small Wawel. This residence of the house Leszczyński was built according to the designs of Santi Gucci between 1591-1606.

Another castle-villa known more commonly as the Potocki Family Palace in Łańcut I visited on numerous occasions, hosting my international friends, as it is probably the most interesting cultural tourism attraction in Podkarpacie region. Curiously, the first conference of the European Association for Sociology of Sport (EASS) took place at a hotel of the Castel "Schloss Wilhelminenberg" in Vienna (2002), and the second one in Rzeszów and the nearby Łańcut in the Potocki Palace (2004) [Cynarski, Obodyński K. 2007].

The author also visited Polish Kings' castles in Kraków (Wawel, photo 7) and Warsaw, the royal castle in Poznań, castle in Rzeszów from the beginning of 17<sup>th</sup> century with four stands





Photo 7. Royal Castle on Wawel Hill, Cracow



Photo 8. Castle in Rzeszów – today District Court

and towers on their corners (photo 8). He visited, among others, the family castle of king Jan III Sobieski in Olesko, currently a museum. For a real life history lesson, he took his family for a trip to Ukraine. Sightseeing of the trail called the *Golden Horseshoe of Lviv Region* was a result of a strong inner drive to visit the monuments of Lviv and the exceptional jewels of architecture spread around the city (including Olesko, Podhorce with the house Koniecpolski castle, Złoczów with Jakub Sobieski's castle and Stare Sioło with house Ostrogski castle). He could confront the chapters devoted to this region in the descriptions by Maciuk [2008: 15-48], with his own experience [Cynarski, Cynarska 2009].

The author had planned to visit Malbork Castle with his family in advance and drove 700 km to get there. He was lucky to come in the time of the Castle Museum 50<sup>th</sup> birthday celebrations and see among others the displays of amber art, silver plates and jewellery encrusted with silver coins<sup>4</sup> (interesting especially to a numismatics passionate), archery competition and finally the display of besiege machines advertised as "the biggest in the world". Obviously throughout the history the partner of

<sup>4</sup> Exhibition: "Srebra monetami inkrustowane" from the collections of History Museum in Troki (Lithuania).

the fortification art was the art of conquering. The machines such *pluteja*, *trebusz*, *onager*, *wineja*, tower, ram, *perierre* and a basket were used in many countries of the medieval Europe.

The second, after Malbork, huge castle that was visited by the author, also enrolled in the World Heritage Sites UNESCO list is **Spis Castle** (Spišský hrad). It was during an interesting trip to Polish mountains and Slovakian terrains, of which the case study was [Cynarski, Obodyński K. 2004]. This huge, yet ruined in most parts castle, a witness to the history of a few neighbouring states, has a small museum installed in a renovated part.

During his martial arts studies in France (1989) the author had a chance to visit **Mont Saint-Michel** – a fortress on a quasi-island on the coast of Normandy, the fortified monastery looks impressive. This Benedictine abbey with the sanctuary of Archangel Michael is known to be an impregnable fortress, similarly to the famous for its' *Matka Boska Częstochowska* painting, **Jasna Góra Sanctuary**. This fortified monastery complex of St. Paul (photo 9) order remained impregnable during the Swedish Deluge in 1655, which was later made a famous story by the motion picture *Potop* based on *Trylogia* by Henryk Sienkiewicz.

Another monument of Christian culture and noble fame is **Rhodes Castle** built in 13<sup>th</sup> century by the Knights of St. John of Jerusalem. The author could admire high walls rising from the seaside rocks during the scientific conference in Rhodes, in fact being devoted to tourism. The castle is situated in Lindos, a small village on Rhodes, where the ancient Greeks had built a fortified acropolis as early as 6<sup>th</sup> century BC, which was later rebuilt into a knights' castle by the Hospitaller Knights of St. John the Baptist. At present, the Greek Ministry of Culture is partly rebuilding and partly converting the ruins of the castle into an old Greek temple [Obodyński K., Cynarski 2009].

But let us get back to castles remaining in Poland.

### The utilisation of castles in tourism

What should be particularly taken into consideration during the development of tourist facilities of the given monument of military defensive architecture? The form of development should bring sufficient income to ensure maintenance (including preservation) of the object and its' surroundings, while fulfilling the needs of tourism movement [Górski 2004]. Nevertheless, the economic aspect is not the only one to consider, bearing in mind the value of cultural heritage. Chylińska [2006]



**Photo 9.** Jasna Góra, Częstochowa (Order of St. Paul the First Hermit monastery) – panoramic view from St. Roch's stand

recommends determining functions of fortified objects or complexes based on their types or categories.

There are around 16,000 different military defensive construction objects (castles, city walls, fortresses, forts, citadels, fortification lines) in Poland. Nearly all of them were built in strict harmony with the lay of the land, adjusting to the environment (mountains, rivers, lakes). They present rich historical, cultural and landscape values, thanks to which they are becoming increasingly popular as tourist attractions [Sienkiewicz T. 2011].

Generally speaking, both the medieval samples of military defensive constructions as well as the later ones such as forts, citadels, fortification lines are used today in many ways. The researchers and tourist business representatives are developing projects regarding military monuments as tourist attractions, especially on borderlines. The exemplification of this phenomenon was a scientific conference held in Hradec Kralove (Czech Republic) from 17<sup>th</sup> to 18<sup>th</sup> March 2011, titled “Military monuments and tourism. Weapons, bunkers, fortresses.” It concentrated on the project within the framework of Glacensis Euroregion co-operation for the sake of utilising military monuments (of the defensive architecture) for the purposes of tourism.

Castles-villas and palaces frequently attract the attention through their collections of art, their architecture, sentimental motifs. This refers to a number of objects of this kind and stylised manor houses [Michałowicz-Kubal 2006, no date; Plenzler 2010; Sieber, Cynarski 2010]. There are 270 objects of this type in Podkarpacie province alone [Michałowicz-Kubal 2006: 5], but only numerous can be classified as more interesting monuments of fortification art.

In the fortified knights' castles, the defensive elements dominate over the living spaces. This concerns for instance a small “private” Kamieniec Castle in Odrzykoń. This home of count Aleksander

Fredro, the author of a comedy “Revenge”, is a ruin today. In many studies monastic, castellan, prefect castles, defensive royal residences, fortified churches and palace-castles are mentioned. The latter are castles that had used to be defensive and were later converted into palace residences. The Łańcut Castle is an example of a gothic castle converted into a renaissance-baroque palace. Frequently only the ruins of a castle remain, like on the “Eagles' Nests Trail”.

Castles as tourist destinations are placed along thematic trails. The aforementioned Malbork Castle is an object included in tourist trails offer. It is a part of Brick Gothic Trail, national Gothic Castles Trail and three regional: Teutonic Castles Trail (12 castles), Copernicus Trail and the Amber Trail.

The Piast Castles Trail covers military defensive constructions in the Lower Silesia, built by the Piast dukes between 13<sup>th</sup> and 15<sup>th</sup> century. Those are castles or castle ruins in Grodno near Wałbrzych, Książ, Świn, Bolków, Płonin, Bolczów, Sokolec, Wleń and Grodziec near Złotoryja. The Eagles' Nests Trail runs in a direction from Kraków towards Częstochowa and covers the following castles and castle ruins (12 objects):

- Korzkiew – Knight's Castle in Korzkwia (renovated)
- Ojców – Ruins of the Royal Castle on the Golden Mountain in Ojców
- Pieskowa Skała – the Royal Castle in Pieskowa Skała
- Rabsztyn – Ruins of the Knight's Castle in Rabsztyn
- Bydlin – Ruins of the Knight's Castle in Bydlin
- Smoleń – Ruins of the Knight's Castle in Smoleń
- Pilica – Ruins of the Knight's Castle in Pilica
- Ogrodzieniec – Ruins of the Knight's Castle in Ogrodzieniec
- Morsko – Ruins of the Knight's Castle „Bąkowiec” in Morsko
- Bobolice – Reconstructed Royal Castle in Bobolice





Photo 10. Castle in Będzin - on the Eagle's Nests Trail

- Mirów – Ruins of the Knight's Castle near Mirów
- Olsztyn (near Częstochowa) – Ruins of the Royal Castle in Olsztyn

It is a 163,9 km long walking trail. The castles built on mountain rocks resemble eagles' nests. Royal castles in this area were castles in: Będzin (photo 10), Bobolice, Brzeźnica, Krzepice, Lelów, Ojców, Olkusz, Olsztyn, Ostrężnik, Rabsztyn, Wieluń and Żarnowiec.

Photo 10.

The castles themselves are becoming tourist destinations. An example of such a destination is Malbork Castle (approximately 500,000 visitors per year). Trips “to the castle” refer to such well preserved castles, where the main attraction is the building itself rather than the collections inside it or additional offers.

Mikos von Rohrscheidt [2010a] enumerates 7 ways of utilising castles regardless of tourist trails and sole destinations. Those are: 1) museum function, 2) event tourism and live history places, 3) historical and heritage tourism objects, 4) important points of city tourism, 5) stages of biographical tourism, 6) castles-hotels and 7) the category of castles used “beyond tourism”.

Ad.1. In Poland thematic, historical or regional museums function in several dozen of castles and in nearly all others at least museum displays. The most valuable collections are situated in the Wawel Castle in Kraków (approx. 900,000 visitors per year), the Royal Castle in Warsaw (over 400,000 visitors per year) and in Malbork. Those and a few other castles-museums can be destinations for tourists interested in collections of art and museum trips.

Ad.2. Various events – periodical historical events like knight's tournaments, reenactments of battles or renaissance fairs are organised inside the castles and around them. Since 1977 in Golub-Dobrzyń castle the International Knight's Tournament is organised. Similar tournaments,

including the international ones, are organised annually in castles in Czersk, Dębno, Iłża, Gniew, Słupsk, Bolków, Łęczycza, Łagów Lubuski and Uniejów [cf. Komorowski, Kurkowski 2008; Jędrysiak, Mikos von Rohrscheidt 2011: 234-237]. The knights brotherhoods<sup>5</sup>, whose role as an accelerator in the development of tourist potential is overwhelming, take part in these events.

Ad.3. Castles are used as a specific attraction in cultural tourism, as objects of historical heritage – of material culture, technique, fortification art; as historic events monuments; places important to mankind heritage (the UNESCO list) and Polish national heritage (the list of Historical Monuments).

Ad.4. Castles and city fortifications are among the most popular objects in city tourism. For instance in Chełmno one of the local knight's brotherhoods resides in one of the Gothic churches in town. The whole city at the same time is attractive for tourists because of its' remaining fortifications, like 23 donjons. “It is the fortifications that are the biggest tourist attraction of Chełmno and an important element creating its' unique atmosphere” [Tarnawa 2011]. Kalisz, which was developed from an early medieval borough on Zawodzie, proposes a sightseeing tour of the medieval city walls [Woźniak 2005?: 28-29; Piękniewski 2007]. Similarly Gdańsk offers a sightseeing tour of the city fortifications.

Ad.5. The examples are the aforementioned castles in Odrzykoń (A. Fredro) and in Olesko (Jan III Sobieski). Meaning that the tourist wants to explore the place where a famous writer, king or literary character or a TV show hero was born.

Ad. 6. In cases of medium-sized and small, private, especially rebuilt or converted castles, they are often turned into hotels. A castle-hotel is an attractive place to spend a night, but also to hold a conference or a business meeting (the author provided the examples of Vienna and Łańcut). An increasing number of Polish castles is being turned into hotels: Łagów, Krasiczyn, Krokowa, Pułtusk, Ryn and others. Some castles function today as institutions of higher education, schools, courts of law or other public facilities (ad. 7) [cf. Komorowski, Kurkowski 2008; Smoczyński 2009; Mikos von Rohrscheidt 2010a].

Tourist routes, like the “Eagles' Nests Trail”, are using the interest in Polish history or military defensive constructions. Are Polish castles and other

<sup>5</sup> Knights brotherhoods and the attempts at restoring Polish historical martial art are interesting phenomena from a sociological perspective. They seem to be an answer to dissemination and great popularity of the Far-eastern martial arts [Zabłocki 2000; Cynarski 2006, 2009c]. This phenomenon is observed not only in Poland but in Europe in general and in the USA.

monuments of fortification art well promoted? For instance three authors from Palermo [Italia, Panzarella, Scannaliato 2010] implement a concept of Integrated Related Tourism (IRT) here, referring to the local thematic itineraries (as “the Pilgrims, Knights and Travellers Path” in Sicily). The legacy of old knights and pilgrims is of a considerable economic but even greater commercial value today, advertising attractive tourist destinations on the Internet and for the offer of thematic trails of cultural tourism.

Unfortunately, multiple Polish travel agencies offer (almost exclusively) trips to the Western-European castles – British, French, German and others, bypassing Polish defensive and palace buildings.

### Motifs, values and objectives

For a tourist the objectives of visiting castles in Poland and the former Eastern Frontier are, like in my own case, patriotic reasons, cognitive-touring, the effect of being interested in fortification and military history, the drive to have a close look at places of national historic importance. The patriotic motifs for going to a given castle can come from the will to educate young people on history or from personal feelings towards the motherland. In many cases sentimental motifs regarding places of the tourist's youth come into play. Therefore the emotions and needs resulting from one's biography or one's family biography appear.

**Sentimental tourism**, as a type of cultural tourism and ethnic tourism, is also categorised as “cognitive tourism”, meaning tourism motivated mostly by the will to realise the cognitive needs of a tourist. Thus, “in case of ethnic tourism of a sentimental character we are dealing with travels of people, who are characterised by a group bonding and the feeling of common origin and culture, who live outside the territory of their country or region. Those can be members of emigration groups, people relocated or evicted, or members of ethnic groups established in a given country as a result of the changes in borderlines” [Mika 2007: 216]. This refers to Polish Diaspora tourism or Polish trips to Ukraine and Lithuania.

What is interesting, both older and younger generation of Polish people shows interest and a firm imperative of seeing the Eastern Frontier, despite the lack of biographical factors – the origin of those people from these territories. This cultural heritage interests and motivates both the faculty and the students of Rzeszów University to travel [cf. Fil 2008; Andrusiewicz 2011; Lach 2011].

### Summary and conclusions

All in all, motifs and objectives (Merton's values-goals) are individual to each tourist. The higher needs, aesthetic, cognitive and self-realization can be distinguished, though, in the same sense as in humanistic psychology. Those motifs apart from snobbish factors, turn people to travelling. In case of old defensive objects tourism there are also specific interests and emotions.

A tourist is an observer, in a way conducting a field research like in cultural anthropology. Sociological participant observation of the author and a reflection from the anthropologically-systemic theory of tourism indicates a relatively high interest of tourists (native as well as foreign) in Polish tradition of fortification art and the monuments of military defence engineering. The remaining heritage is still not promoted or put to a proper tourist use efficiently enough in Poland.

A lot of castles still require rebuilding or renovating, many others just an appropriate tourist management and information in the offer for travel companies in Poland and abroad. Moreover, Polish castles trails could be covering the territories of Poland and western Ukraine. Even more interesting would be an international thematic trail of castles of the Both Nations Republic, covering the territories of Belarus, Lithuania, Poland and Ukraine.

### References

1. Aftanazy R. (1988-1993), *Dzieje rezydencji na dawnych kresach Rzeczypospolitej*, vol. V-XI, Wrocław-Warszawa-Kraków.
2. Andrusiewicz A. (2011), *Uniwersytecka podróż na Kresy Wschodnie*, "Gazeta Uniwersytecka Pracowników i Studentów Uniwersytetu Rzeszowskiego", no. 3, pp. 46-48.
3. Bogdanowski J. (1996), *Architektura obronna w krajobrazie Polski. Od Biskupina do Westerplatte*, PWN, Warszawa-Kraków.
4. Chylińska D. (2006), *Nowożytnie fortyfikacje stale – wybrane problemy zagospodarowania turystycznego*, "Turystyka i Rekreacja", vol. 2, pp. 52-63.
5. Cynarski W.J. (2005), *Architektura a antropologia dalekowschodnich sztuk walki: architektura dōjō – szkic z socjologii przestrzeni*, "Ido – Ruch dla Kultury / Movement for Culture", vol. 5, pp. 75-95.
6. Cynarski W.J. (2006), *Narodowe tradycje sportowe a globalizacja. Interpretacja socjologiczna* [in:] A. Andrusiewicz [ed.], *Polska i jej wschodni sąsiedzi. Studia Wschodnioznawcze*, UR, Rzeszów, vol. 7, pp. 114-122.
7. Cynarski W.J. (2009a), *Rozdział XIV. Turystyka sztuk walki* [in:] K. Buczkowska, A. Mikos von Rohrscheidt [eds.], *Współczesne formy turystyki kulturowej*, vol. 1, AWF, Poznań, pp. 346-359.



8. Cynarski W.J. (2009b), *Turystyka sentymalna w aspekcie symboliki odwiedzanego miasta na przykładzie Lwowa* [in:] J. Rut, P. Rut [eds.], *Aktywność turystyczno-rekreacyjna w obiektach dziedzictwa kulturowego i przyrodniczego*, UR, Rzeszów, pp. 13-21.
9. Cynarski W.J. (2009c), *Próby restauracji polskiej sztuki militarnej na przełomie XX i XXI wieku / Attempts at restoration of the Polish military art at the turn of the 20<sup>th</sup> century*, „Ido – Ruch dla Kultury / Movement for Culture”, vol. 9, pp. 44-59.
10. Cynarski W.J. (2010a), *Spotkania, konflikty, dialogi. Analiza wybranych obszarów kultury fizycznej i turystyki kulturowej*, 2<sup>nd</sup> edn., UR, Rzeszów.
11. Cynarski W.J. (2010b), *Orest Maciuk, Zamki i twierdze Ukrainy Zachodniej. Wędrowki historyczne, Centrum Europy, Lwów 2008* [in:] A. Andrusiewicz [ed.], *Polska – Ukraina. Teraźniejszość i przyszłość. Studia społeczno-polityczne*, Rzeszów-Sanok, pp. 450-452.
12. Cynarski W.J., Cynarska E. (2009), *Turystyka sentymalna Polaków na Kresy wschodnie / Sentimental tourism of Polish people to the Eastern borderland*, „Ido Ruch dla Kultury / Movement for Culture”, vol. 9, pp. 201-209.
13. Cynarski W.J., Obodyński K. (2004), *An organised sight-seeing tour case study: Tour to the Polish and Slovakian mountains* [in:] G.M. Timčák [ed.], *Geotour 2004. EU and tourism development perspectives*. Proceedings of International Conference, 21-22.10.2004, Košice – Herľany, pp. 63-65.
14. Cynarski W.J., Obodyński K. (2007), *Three Conferences EASS: Vienna – Rzeszów – Jyväskylä*, “Physical Culture and Sport. Studies and Research”, vol. 1 (XLV), pp. 334-342.
15. Cynarski W.J., Obodyński M. (2009), *Cultural tourism in the light of Polish humanist theory of tourism*, “European Journal of Tourism Research”, vol. 2, no. 1, pp. 138-141.
16. Fil K. (2008), *Walory turystyczne obwodu lwowskiego w percepcji turystów polskich* (master thesis under direction of W.J. Cynarski), Faculty of PE, UR, Rzeszów.
17. Górski M. (2004), *Kryteria wyboru współczesnych form użytkowania założeń obronnych w aspekcie ochrony wartości kulturowych. Zarys problemu* [in:] *Fortyfikacja europejskim dziedzictwem kultury*, vol. XVI, Towarzystwo Przyjaciół Fortyfikacji, Warszawa, pp. 127-137.
18. Gulda M. (2009), *Socjologia: wprowadzenie do socjologii turystyki*, Wyższa Szkoła Turystyki i Hotelarstwa, Fundacja Rozwoju Uniwersytetu Gdańskiego, Gdańsk.
19. Italia A., Panzarella A., Scannaliato M. (2010), *The small business and the smart relational network by a territorial thematic itinerary “the Pilgrims, Knights and Travellers Path” in Sicily*, “Tourism Today”, Special Issue: “Integrated Relational Tourism and Tourism in the Mediterranean”, no. 10, pp. 40-57.
20. Jackiewicz-Garniec M., Garniec M. (2006), *Zamki państwa krzyżackiego w dawnych Prusach: Powiśle, Warmia, Mazury*, Studio Wydawnicze ARTA Mirosław Garniec, Olsztyn.
21. Jędrzyak T., Mikos von Rohrscheidt A. (2011), *Militarna turystyka kulturowa*, Polskie Wydawnictwo Ekonomiczne, Warszawa, 294 pp.
22. Komorowski P., Kurkowski J. (2008), *Zamki, turnieje, rycerze*, Hachette, Warszawa.
23. Lach A. (2011), *Śladami polskiej kultury we Lwowie. Przewodnik turystyczny dla polskich studentów* (master thesis under direction of W.J. Cynarski), Faculty of PE, UR, Rzeszów.
24. Maciuk O. (2008), *Zamki i twierdze Ukrainy Zachodniej. Wędrowki historyczne*, Centrum Europy, Lwów, 232 pp.
25. Michałowicz-Kubal M. (2006), *Zamki, dwory i pałace województwa podkarpackiego*, Wydawnictwo Arete II, Krosno (pp. 396 + map).
26. Michałowicz-Kubal M. (no date), *Podkarpackie Castles, Palaces, Manor Houses*, Wydawnictwo Arete II, Krosno.
27. Mika M. (2007), *Formy turystyki poznawczej* [in:] W. Kurek [ed.], *Turystyka*, Wydawnictwo Naukowe PWN, Warszawa, pp. 198-232.
28. Mikos von Rohrscheidt A. (2008), *Turystyka kulturowa. Fenomen, potencjał, perspektywy*, GWSHM „Millenium”, Gniezno.
29. Mikos von Rohrscheidt A. (2010a), *Obiekty obronne okresu Średniowiecza w Polsce jako destynacje i atrakcje turystyki kulturowej / Medieval defense objects in Poland as tourist purposes and attractions for cultural tourism*, „Ido – Ruch dla Kultury / Movement for Culture”, vol. 10, pp. 102-117.
30. Mikos von Rohrscheidt A. (2010b), *Wykorzystanie średniowiecznych obiektów obronnych w Polsce w ramach różnych form turystyki kulturowej*, “Turystyka Kulturowa”, no. 6.
31. Munsters W. (2010), *The cultural destination experience audit applied to the tourist-historic city* [in:] G. Richards, W. Munsters [eds.], *Cultural Tourism Research Methods*, CABI, Oxfordshire – Cambridge, MA, pp. 52-60.
32. Nowakowski W. (2002), *Nagoya-jo – zamek Tokugawy*, “Budokan”, no. 3, pp. 4-7.
33. Obodyński K., Cynarski W.J. (2004), *System paradigm of the theory of tourism* [in:] W.J. Cynarski, K. Obodyński [eds.], *Tourism and Recreation in the Process of European Integration*, PTNKF, Rzeszów, pp. 19-24.
34. Obodyński K., Cynarski W.J. (2006a), *The theory of tourism in system formulation* [in:] J. Kosiewicz [ed.], *Environmental Differentiations of Tourism*, Economical and Technical College, BK, Legionowo, pp. 17-29.
35. Obodyński K., Cynarski W.J. (2006b), *Teoria turystyki w ujęciu systemowym* [in:] J. Kosiewicz, K. Obodyński [eds.], *Turystyka i rekreacja. Wymiary teoretyczne i praktyczne*, UR, Rzeszów, pp. 19-27.
36. Obodyński K., Cynarski W.J. (2009), *Współczesny rozwój turystyki i hotelarstwa – IV Międzynarodowa Konferencja Naukowa Uniwersytetu Egejskiego, Rodos 2009*, “Przegląd Naukowy Kultury Fizycznej UR”, vol. XII, no. 2, pp. 178-180.
37. Piękniewski J.M. (2007), *Średniowieczne mury obronne Kalisza. 750-lecie lokacji miasta*, Urząd Miasta, Kalisz.
38. Plenzler A. (2010), *Wielkopolska: Szlak Zamków, Pałaców i Dworów*, Wielkopolska Organizacja Turystyczna, Poznań.
39. Rosalak M. (2011), *Gniazda sielskie, rycerskie*, “Uważam Rze”, no. 28 (16 VIII), pp. 16-17.

40. Schöber U. (2002), *Marienburg* [in:] U. Schöber, *Burgen und Schlösser in Europa*, Du Mont Monte Verlag, Köln, pp. 300-305.
41. Sieber L., Cynarski W.J. (2010), *Walory turystyczne Bawarii w świetle systemowej koncepcji antropologiczno-turystycznej / Tourist qualities of Bavaria (Bayern) in the light of systemic and anthropologic conception of tourism*, "Ido – Ruch dla Kultury / Movement for Culture", vol. 10, no. 1, pp. 128-132.
42. Sienkiewicz T. (2011), *Stan fortyfikacji na Podkarpaciu i możliwości wykorzystania ich dla celów turystycznych* (master thesis under direction of W.J. Cynarski), Faculty of PE, UR, Rzeszów.
43. Smoczyński J. (2009), *Zamki*, Carta Blanca, Warszawa.
44. Stanisławski B. (2007), *Troki – twierdza na wyspie*, "Gazeta Rycerska", no. 3, pp. 33-35.
45. Tarnawa J. (2011), *W stolicy Ziemi Chełmińskiej*, "Polonia Christiana", no. 18 (Jan-Feb), pp. 72-76.
46. Trzeciak P. (1988), *Historia, psychika, architektura*, PIW, Warszawa.
47. Wasilewski A. (2008), *Zamki i zamczyska Słowacji*. Przewodnik, Oficyna Wydawnicza Rewasz, Pruszków.
48. Woźniak A. (2005?), *Kalisz. Najstarsze miasto w Polsce*, Oficyna Wydawnicza Kulawiak, Ostrzeszów.
49. Zabłocki W. (2000), *Polskie sztuki walki. Miecz oburęczny i szabla husarska*, "Ido – Ruch dla Kultury / Movement for Culture", vol. 1, pp. 114-115.

## Zamki, jako dziedzictwo polskiej sztuki fortyfikacji i jako atrakcja turystyczna

**Słowa kluczowe:** turystyka, budowle obronne, polskie zamki, Malbork

### Streszczenie

Cel badań. Podjęto się analizy polskich zamków, jako: 1) dziedzictwa polskiej sztuki fortyfikacji; 2) atrakcji turystycznej; 3) turystycznego ich wykorzystania. Dla pełniejszego opisu i wyjaśnienia uwzględniono także wymiar humanistyczny tego rodzaju turystyki kulturowej.

Metody. Zastosowanymi metodami badań są analiza treści literatury przedmiotu, przewodników turystycznych i treści popularnych z obszaru kultury masowej oraz własna obserwacja uczestnicząca. Interpretacja prowadzona jest z perspektywy systemowej teorii turystyki i antropologii turystyki.

Wyniki. Zamek w Malborku, jeden z największych na świecie i w swoim czasie perła europejskiej sztuki fortyfikacji, jest dzisiaj właściwie turystycznie wykorzystany. Inne polskie obiekty budownictwa obronnego w liczbie około 16,000 są wykorzystywane w różnym stopniu. Przedstawiają one bogate wartości historyczne, kulturowe i krajobrazowe, dzięki czemu cieszą się coraz większą popularnością jako atrakcje turystyczne. Scharakteryzowano 7 sposobów wykorzystania zamków dla celów turystycznych lub pozaturystycznych.

Konkluzje. Turysta jest obserwatorem, realizującym w pewnym sensie badania terenowe, jak w antropologii kulturowej. Własna socjologiczna obserwacja uczestnicząca autora i refleksja z perspektywy antropologiczno-systemowej koncepcji teorii turystyki wskazuje na względnie duże zainteresowanie turystów (zarówno krajowych i zagranicznych) polską tradycją sztuki fortyfikacji i zabytkami budownictwa obronnego. Zachowane dziedzictwo jest jednak w Polsce wciąż w niedostateczny sposób promowane i turystycznie wykorzystywane. Wiele zamków wymaga wciąż odbudowy lub renowacji. Wiele innych – jedynie właściwego turystycznego zagospodarowania i informacji w ofercie dla firm turystycznych w kraju i zagranicą.