

ELŻBIETA CYNARSKA, KAZIMIERZ OBODYŃSKI

## New Polish publications about self-realizational and cultural tourism – comments and remarks in a scientific description of Elżbieta Cynarska (IPA) and Kazimierz Obodyński (UR)

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**Abstract:** The authors of the following study make a content analysis of the new Polish scientific literature devoted to tourism, focussing on in particular their cultural and educational aspects. New studies have appeared concerning cultural and self-realizational tourism, for example 7 studies published in the 10<sup>th</sup> volume of “Ido movement for Culture”, in the section devoted to Cultural Tourism<sup>1</sup>. Textbooks, monographs and other research papers have also been published. Some researchers try to present this phenomenon as a whole, while others treat it in a fragmentary way, thus creating contributory papers. In the first category we can distinguish the authors realizing their theoretical concepts **on the basis of sociology**.

### Sociological perspective

In 2009 a textbook entitled *Sociology: introduction to the sociology of tourism* (*Socjologia: wprowadzenie do socjologii turystyki*) by Mieczysław Gulda [2009] was published. The author is a sociologist representing the Higher School of Tourism and Hotel Management in Gdańsk. In this book the author attempts to combine general sociological knowledge with its application to the domain of tourism and basic information on the methodology of social research (on the basis of the empirical sociology). In the *Preface* the author clearly points at the target reader of the textbook – the students of faculties connected with tourism.

The content of the book is divided into 10 chapters. The first one is devoted to the sociological classics. The subsequent five chapters and the ninth to the elementary sociological notions and basic

issues: social relations, social personality, group, family, culture and social structures. Chapter 7 (*Social time and leisure time*) refers to the sociology of time and sociology of leisure time. This excerpt is interesting though somewhat brief. There is a lack of connection between the sociology of leisure with sociology of tourism [Prahl 2002; Cynarski 2005]. It is mainly chapter 8 (*Tourism as a symptom of the contemporary times*) which is devoted to tourism, a tourist, agrotourism and pilgrimage tourism in a social view. Whereas, in chapter 10 (*Methods of sociological research*) the sociologist from Gdańsk presents the elementary knowledge of methodology of social research having in mind the needs of the students who want to obtain a diploma in that field. Some doubts are raised by building, by the author of the aforementioned book, the explanation of the issue of the social macro-structure on the Marxist doctrine. A rhetorical question should be posed here: Can a theory based on faulty foundations have a proper explanatory power? It should be appreciated that M. Gulda has written a chapter on culture in both a competent and accessible way. However, should not the textbook on sociology of tourism make links to some general theory of tourism, in particular new paradigmatic holistic and humanistic formulas? A reflection of this kind has been realised for

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<sup>1</sup> 10<sup>th</sup> volume “Ido – Ruch dla Kultury / Movement for Culture” contains – in the section *Cultural Tourism* – 7 papers of authors from Finland, Germany, Poland and Russia. Three studies were published in English and four in Polish. A special attention should be given to a study by Dr Armin Mikos von Rohrscheidt, regarding tourism to Polish medieval castles and a research paper of Dr Hanna Vehmas – about the active leisure time based on the example of Finland.

a few years in Poland [Obodyński K. 2008; Cynarski, Obodyński M. 2009]. Research from the perspective of sociology of culture has been carried out, referring even to the barriers in tourism as well as the regional and global conditioning of the development of tourism. [Obodyński K., Cynarski 2005; Krawczyk, Lewandowska-Tarasiuk, Sienkiewicz 2007; Cynarski 2010].

It is worth mentioning that Gulda [2009] refers to a few foreign studies. They include books by J. Dumazedier, M. Weber, W. L. Warner i P. S. Lunt and a methodological one by S. L. Payne. He does not take into account German sociology of leisure [Prah 2002] and completely neglects the reflection on tourism and recreation realized from the perspective of the theory of physical culture and sociology of physical culture [Krawczyk 1995, 2007]. There is a shortage of references to the world's thought in the area of sociology of tourism. For example, last year, under the editorial supervision of Graham Dann and Giulia Liebman Parrinello there came out a book as the 12th volume in the series of *Tourism Social Science (Nauka społeczna o turystyce)* which is interesting for sociologists and anthropologists of culture. It contains 11 papers by authors from various countries [Dann, Lieberman Parrinello 2009]. Obviously it is more difficult for one author to create independently a publication completing the undertaken topic.

In general, the textbook in question is more worth recommendation than a few other existing positions – it may be compared with the book by Krzysztof Przeclawski [1996] and it is considerably better than several others, for example the one by Suprewicz [2005 cf.: Cynarski 2005a Cynarski, Obodyński K. 2008]. The content is delivered to the reader in a way evoking interest in sociology, which not many authors are able to achieve. Gulda did not, however, take into account the phenomenon of cultural, educational, ethical and sentimental tourism [Golka 2008; Cynarski 2009 Cynarski, Cynarska 2009], as well as many other issues interesting in view of the sociology of tourism.

The sociological perspective appears most frequently in the methodology of empirical research of tourism where methods, techniques and research tools typical of social and cultural research and proper terminology are readily used. As examples may serve the dimensional analyses of the individualism/collectivism [Vespestad, Mehmetoglu 2010] or the question of dialogue and social communication [Cynarski 2010, 2010a].

## Interdisciplinary perspective

The authors of several recently published studies present the phenomena of recreation and tourism in an interesting way. Jan Oździński [2009] takes on the **humanistic perspective**, taking into consideration the following aspects of recreation: a self-realizational, self-creational and transgressive one. Undoubtedly, the educational, creative and spiritual needs confirm personal maturity of a participant of recreational activities. Similarly, the educational dimension of tourism, in particular when connected with sightseeing, is described by Kazimierz Denek [2010] in his publication entitled *Sightseeing and tourist activity of the school goes (Aktywność krajoznawczo-turystyczna młodzieży szkolnej)*.

Another book devoted to the sociological and philosophical aspects of sport contains a paper by Zbigniew Krawczyk [2010] on personal patterns of tourists. It is a book interesting from a perspective of the sociology of tourism and sociology of leisure. The author makes a synthesis of the conclusions referring to the personalities of wanderers of such authors as Z. Bauman, E. Cohen and D. MacCannell. He also adds his own thoughts and presents his suggestion of classifying this topic. The second edition has also been published, with an enriched content, of the book by Cynarski [2010] which in particular develops the concepts of tourism of martial arts as well as the anthropological and systematic paradigm.

Among the interdisciplinary approaches it is worth mentioning a few positions referring to the cultural tourism, one on horse riding tourism and one on physical recreation. The book edited by Krystyna Chmiel [2009] is the outcome of specialist conferences and it contains 23 papers divided into three thematic sections (concerning horse riding recreation, horse riding tourism and staff training). It includes a particularly interesting study of the horse riding tourism from the regional perspective: Mieczysław Adamowicz and Iwona Świtek, Horse riding tourism in the region the Świętokrzyskie mountains. (pp.113-148). Whereas Tadeusz Jędrzyak [2010] has written a book on the rural cultural tourism. He described fragmentarily regional rural cuisine and folk attractions. The phenomenon of the rural cultural tourism undertaken by multitude of authors is certainly difficult to close (describe and interpret) in a monograph of a modest size. Jędrzyak's book is more a popularizing than a scientific one.

Collections of contributinal studies are appearing – the fruits of the diverse research realized from different perspectives usually undertaken by

independent researchers. They contain analyses of the cultural heritage in relation to tourism on a local and regional scale, with an emphasis on a culinary component of the tourist events [Orłowski, Puchnarewicz 2010], or a sightseeing aspect of the research [Puchnarewicz 2010]. "Culinary tourism" is included also in the capacious category of "balanced tourism".

The association of the European Academy for Carpathian Euro-region has published a book entitled *Cultural heritage as a cultural chance for the development of tourism in a region (Dziedzictwo kulturowe szansą rozwoju turystyki w regionie* [Obodyński K., Ďuriček, Nizioł 2009]. The book has come out in Polish. It contains at least two texts worth mentioning written from a perspective of the sociology of tourism by the authors already familiar to the readers of "Ido Movement for Culture". They are: Cynarski W.J., Obodyński K., Regional tourism as an element of the global processes (*Regionalna turystyka jako element procesów globalnych*), [pp. 11-18, an introductory chapter] and the article by Anna Dłużewska *Sacral values and socio-cultural tourist dysfunctions (Walory sakralne a społeczno-kulturowe dysfunkcje turystyczne)*, [pp. 139-146].

Under the editorial supervision of Marek Kazimierzczak [2010] a collective study titled *Contemporary culinary travel (Współczesne podróże kulturowe)* has also been published and is reviewed by M. Golka. The content of this 344-page book has been divided into four chapters. They refer respectively to: philosophical-cultural theoretical reflection, forms of cultural tourism and tourist experiences. It is worth drawing attention to the anthropological systematic concept [Cynarski, Obodyński K. 2010], present in the second chapter. While several studies contained in the fourth chapter present the experiences of the travellers, mixing scientific reflexion with a journalist description and poetics.

Some research papers deal with the cultural or educational and self-realizational tourism only in a marginal way or *implicité*. Sometimes it results from an accepted economic perspective (tourism marketing), or as is the case with an interesting on agrotourism published in Lublin [Sawicki, Mazurek-Kusiak 2010].

Engrossing empirical studies, devoted to methodology of research, are also being written. In Rzeszow a method of A. Mikos von Rohrscheidt concerning valorisation of tourism potential [Rut, Rut 2010], whose effect has been highly appreciated by M. Ďuriček (the book's reviewer). The American researchers from Indianapolis – Amanda K.C., Yao-Yi Fu, Suosheng Wang and Sotris Avgoustis [2010] – have presented the results of their five-

year-long research study, in which they were trying to make a connection between tourist attractions of their town, expenditures on promotion of tourism, an evaluation of the quality of life of the inhabitants and numerical data. Unfortunately, the quantitative research, satisfaction indicators and statistics are helpful here to a slight degree. Is it possible to describe social life and people's choices in numbers? That is why we welcome with pleasure a book devoted to methodology of research on cultural tourism and its main emphasis is on the quantitative methodology [Richards, Munsters 2010].

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## Nowe polskie publikacje o turystyce samorealizacyjnej i kulturowej

**Słowa kluczowe:** turystyka kulturowa, turystyka edukacyjna, publikacje naukowe

### Streszczenie

Autorzy niniejszego opracowania wykonują przegląd treści nowej polskiej literatury naukowej poświęconej turystyce, zwłaszcza turystyce kulturowej i edukacyjnej. Rozważania koncentrują się na ujęciach socjologicznych i interdyscyplinarnych.

Na temat turystyki kulturowej i samorealizacyjnej powstają kolejne prace, jak chociażby 7 prac opublikowanych w 10 tomie „Ido Movement for Culture”, w dziale Turystyka Kulturowa. Powstają podręczniki, monografie i inne prace zwarte. Część badaczy próbuje ująć ten fenomen całościowo, inni bardziej fragmentarycznie, tworząc prace przyczynkowe. Powstają też interesujące prace empiryczne i prace poświęcone metodologii badań.