

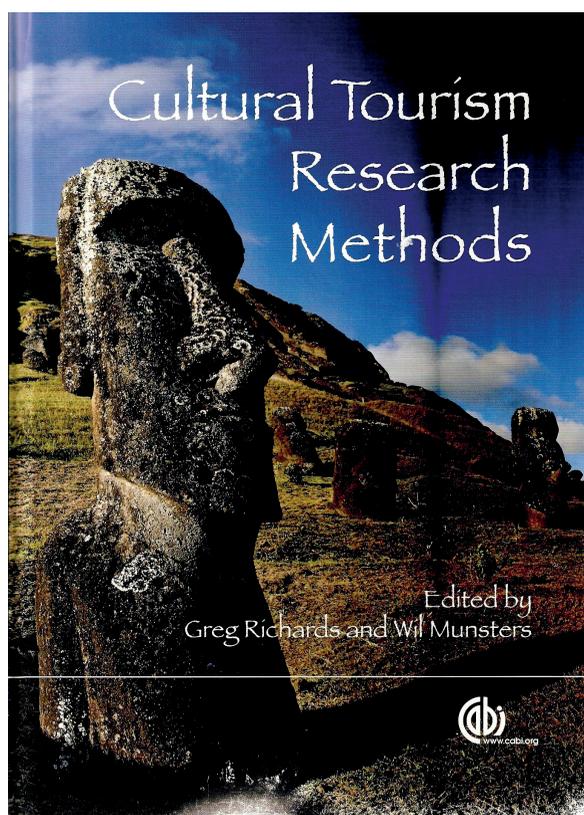
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About qualitative research of cultural tourism

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Greg Richards, Wil Munsters [eds.] (2010), *Cultural Tourism Research Methods*, CABI, Oxfordshire – Cambridge, MA, pp. 228.

The aforementioned book has its origin in the Cultural Tourism Research Project of the Association for Tourism & Leisure Education called “ATLAS”¹ since 1991. Researchers from the ATLAS Cultural Tourism Research Group are not the only ones who contributed to this volume.

Greg Richards and Wil Munsters have written in their *Preface* that the work “is more of a handbook of

cultural tourism research methods than a textbook consisting of analysis of case studies” (p. IX).

The book provides us with specific methods and examples of using them – how they have been applied in the field (of cultural tourism). There are 31 authors of 17 chapters which are divided into 5 parts. Four of chapters and *Preface* are written by Richards and Munsters, the scientific editors. Who are they?

G. Richards works in the Department of Leisure Studies at Tilburg University (the Netherlands). Prof. Wil Munsters is the a head of the Centre for Cultural Tourism Research at the Zuyd University in Maastricht (the Netherlands). He is a member of the Scientific Board of the “Ido Movement for Culture”, too. He has been cooperating with the Journal for some years both an author as well as a reviewer of the articles. Among authors of chapters there are researchers from some European countries as well as Australia and New Zealand.

Contents of the book gather thematic sections: 1. The Evolution of Cultural Tourist Research (it consists of 4 texts); 2. Mixed Qualitative-Quantitative Approaches (5 texts); 3. Qualitative Approaches (4); and 4. Interdisciplinary Approaches (3). Additionally, the structure of the textbook shows a direction of methodological evolution – from quantitative to qualitative and interdisciplinary approach. It is consistent with a new systemic-anthropological paradigm in the theory of tourism [Obodyński, Cynarski 2004; cf: Munsters 2008]. The contents are presented by editors in the first chapter (pp. 1–12).

Part 1 shows a theoretical perspective for the next investigation. Richards writes on 2 general definitions of **cultural tourism**. 1) The technical definition: “all movements of persons to specific cultural attractions, such as heritage sites, artistic and cultural manifestations, arts and drama outside their normal place of residence.” 2) The conceptual definition: “the movement of persons

¹ Details there are written on the website at WWW.tram-research.com/atlas.

to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs” [Richards 2010, p. 15].

What **methods** are presented in the book? After mixed quantitative/qualitative approaches in the part 2, we can find some examples of qualitative and interdisciplinary approaches in the next two parts. There are: 1) an application of the Grounded Theory; 2) an analysis of video reportages and photo-based interviews (something like “visual sociology” [Dawn 2010]); 3) Collage Technique as an image of tourist destination; 4) ethnographic research; 5) an actor-network approach.

And what is the role of ethnography and **anthropology** in the study of tourism? From Xerardo Pereiro’s point of view, the contributions to the study have been very positive and are of three specific kinds: 1) methodological – the holistic and comparative method, anthropological fieldwork with participant observation; 2) theoretical-conceptual; 3) the whole set of ethnographies (p. 180 in the textbook). We can also agree that an objective and functional definition is not sufficient enough; it is necessary to understand tourism as a human, social and cultural phenomenon.

Analysing the cultural phenomenon we must remember about the human dimension. The man (tourist, traveller) should always be in the centre of our attention. The evolution of methodologies reflect the evolution of paradigms - towards the systemic-anthropological one [Cynarski, Obodyński 2010] (?).

In spite of absence of authors from Poland, the book contains a reference to the Polish mountains. There appear names: Zakopane, Krupówki and “oscypek” (a kind of cheese). Exemplifications originate from a lot of parts of the world. From the perspective of “glocal ethnography”, as Noel B. Salazar focuses his interest (p. 188–198), we can see many temporal, contextual and mental or also spiritual factors².

The book is well written and not boring – clear on complicated problems. As a textbook it contains an index of notions, which is helpful in such methodological studies. However, the index of names would be useful, too.

Concluding, editors and authors of the textbook follow in the direction shown earlier [Tsartas 2006]. The book is important for the scientific area of cultural tourism research. I can only recommend it for a researcher of this field.

² The author of the article is specially interesting in cultural globalization and glocalization in relation to physical culture and cultural tourism [see: Cynarski 2010].

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O jakościowych badaniach turystyki kulturowej

Słowa kluczowe: turystyka, metody badań, metodologia jakościowa

Streszczenie

Autor przedstawia artykuł recenzyjny na bazie refleksji o książce Grega Richardsa i Wila Munstersa. Opisuje zawartość tej książki i swe opinie na temat proponowanej tu metodologii. Odnosi się też do bardziej ogólnej perspektywy teoretycznej dla badań w zakresie turystyki kulturowej.