

TURYSTYKA KULTUROWA / CULTURAL TOURISM

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Cultural tourism in the humanist theory of tourism / Turystyka kulturowa w humanistycznej teorii turystyki¹

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Summary

The main aim of the study as well as of the conference held in Poznań was theoretical and practical reflection of cultural tourism in the perspective of its further development. The event reviewed above served in particular as means of exchanging views and experiences on studies of socio-cultural and axiological potential of modern trends of cultural tourism. The scope of realized here discourse was significant. The issues of cultural tourism were discussed in many aspects and dimensions: axiological, educational, economic, historic and socio-cultural. The discussion was undertaken by practitioners including: representatives of museum staff, regionalists, tourist and tour guides, and managers of travel companies. The main theses were published before the conference in a collective monograph.

The most important value of such scientific meetings is probably the opportunity for direct scientific discussion and integration of the environment and undertaking further common scientific projects. The conference in Poznań was an important step towards the humanist theory of tourism or the general theory of tourism as well.

To sum up, the process of developing the humanistic theory of tourism is being continued by the circle of Polish theoreticians. There are consecutive scientific events and mentioned in the study published results of the scientific research. The conference reviewed above led to further common projects (past and future conferences, published and planned studies).

Introductory reflection

Indicated in the title humanist theory of tourism has still been developing and it has been created by the environment of theoreticians of this field operating in Poland, by, among others, philosophers, sociologists, psychologists, pedagogues and historians. It is a process which has been occurring for the last few years including research work of scientists, their scientific meetings and publishing the effects of their scientific investigations [Obodyński, Cynarski 2005a, 2005b; Krawczyk, Lewandowska-

Tarasiuk, Sienkiewicz 2007, 2009; Cynarski, Obodyński 2008; Winiarski 2008]. This purpose has been served well especially by consecutive symposiums and conferences [Cynarski, Obodyński 2004; Cynarski 2006] devoted strictly to this deepened humanist and socio-cultural scientific reflection.

An expression of a certain phenomenon of popularity of cultural tourism in Poland (as a field of science) has been independent publication of 6 books with 'cultural tourism' in the title this year in our country. Those are *Turystyka kulturowa. Przewodnik metodyczny (Cultural tourism. A methodological guidebook)* by Karolina Buczkowska [2008], *Spotkania, konflikty, dialogi. Analiza wybranych obszarów kultury fizycznej i turystyki kulturowej (Meetings, conflicts, dialogues. Analysis of selected areas of physical culture and cultural tourism)* by Wojciech J. Cynarski [2008], *Turystyka kulturowa (Cultural tourism)* by Tadeusz Jędrzyak [2008], *Turystyka kulturowa. Fenomen, potencjał, perspektywy (Cultural*

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tourism. Phenomenon, potential, perspectives) by Armin Mikos von Rohrscheidt [2008], *Turystyka kulturowa. Spojrzenie geograficzne (Cultural tourism. A geographical outlook)* edited by Andrzej Kowalczyk [2008], or finally the book prepared for the next conference entitled *W kręgu humanistycznej refleksji nad turystyką kulturową (In the circle of humanist reflection on cultural tourism)* edited by Marek Kazimierzczak [2008]. Dr. Buczkowska wrote a valuable academic handbook which includes the necessary minimum of knowledge about cultural tourism – its definitions, history and present-day signs. Professor Cynarski showed the areas of dialogue of cultural tourism and sportive culture, material heritage (architecture) and mass culture in his monograph [Obodyński 2008]. The book by Jędrysiak includes quite a lot of interesting contents about the factors of development of cultural tourism, cultural heritage, the forms of cultural tourism, perspectives of development, economic aspects, chances and threats of its development. Dr. A. Mikos von Rohrscheidt presented basic terms, the division – types of cultural tourism, the potential and offer of cultural tourism in Poland as well as a proposal of a tool for evaluation of a given area with respect to tourist-cultural values. The book by A. Kowalczyk is a collection of works devoted to theoretical aspects and empirical premises and examples. Finally, the collective monograph by Kazimierzczak includes the total of 43 texts. On 434 pages the team of authors present numerous issues and problems analyzed on various levels of abstraction and with the use of various methodological premises.

Interesting contents can be found in the new academic handbook *Turystyka w naukach humanistycznych (Tourism in humanist sciences)* [Winiarski 2008]. It includes works by 10 authors whose names are significant in the environment. This collection has chapters devoted to, respectively, philosophy of tourism, history, anthropology, sociology, psychology, pedagogy, theology, semiotics and methodology of studies in tourism. The introduction for the book shows tourism from the socio-cultural perspective.

Moreover, the Scientific Year's Issue "Ido – Ruch dla Kultury / Movement for Culture" (IRK-MC) has a separate section entitled "Cultural Tourism" [*Turystyka kulturowa* 2008] and e.g. volume 8 issued in 2008 included interesting pieces of work by Professor Wil Munsters [2008] and Dr. Anna Dłużewska [2008], published in English.

Tourism in humanist perspective, Poznań, October 24–25.2008

The Department of Cultural Bases for Tourism at the Faculty of Tourism and Recreation at the Academy of Physical Education in Poznań organized the 3rd All-Polish Scientific Conference "Tourism in humanist perspective" with its topic being "Cultural tourism. From the studies on trends in tourism and travelling at the beginning of the 21st century". The President of the Scientific Committee was Professor Marek Kazimierzczak and the Organizational Committee was represented by Dr. Karolina Buczkowska – the Secretary of the Conference. The place of the proceedings were the Malta Lake and Malta Hotel-Camping, which names come from the Knights of Malta Order operating there in the past centuries. A plenary session, a practical part and 27 presentations in theme sections were planned. The participants of the conference could also buy a majority of the above-mentioned books and other similar publications.

In the plenary session the author of the first lecture entitled *Cultural tourism for everybody* was Professor Krzysztof Podemski. Accepting the wide understanding of cultural tourism [Smith 2003] he indicated the fact of great popularity of cultural tourism in postmodern society. However, on the other hand, he doubted the sense of using the term 'cultural tourism' because, according to him, all tourism is a form of cultural activity. The next presentation by Professor Wojciech J. Burszta was a polemic with the previous one. In his work *Przeznaczenie: kultura. Cztery uwagi o antropologii globalnego turystyki (Destination: culture. Four remarks on the anthropology of global tourism)* he stated, among others, that 'global tourism' as participation in culture (cultural practice) is 'avant-garde of cultural capitalism'. Thus, we deal with socio-economic and political factors co-organizing this phenomenon. In turn Dr. A. Mikos von Rohrscheidt presented his concept of terminological order within the tourist problems. All lectures provoked heated discussion with the active participation of several people.

In the practical part the presentation of two cultural trails *Royal-Imperial Route in Poznań* and *Trail of Wooden Churches around Zielonka Primeval Forest*, meeting with the traveler Michał Kruszona, a trip along the Royal-Imperial Route and a 'Greek Eve' with Greek cuisine, music and dance (Dimitris Zorbas's band).

On the second day presentations were realized in three sections: 1. Conditions and forms of expressing cultural tourism; 2. In the sphere of cultural experiences of a tourist; 3. Developmental

tendencies of cultural tourism. The most interesting, according to the authors, session 3, which presided W.J. Burszta, included presentations by M. Kazimierzak, D. Żywiecka, W.J. Cynarski, B. Frydryczak, I. Wyszowska, P. Koralewska, T. Jędrzyak and K. Buczkowska. Their papers concerned respectively the ethical dimension of balance in cultural tourism, rules and wishes in this variety of tourism, cultural dimensions of martial arts tourism, esthetical aspects of tourist experience, biographical tourism, development of tourism in Poznań, cultural tourism in India and educational mission of cultural tourism.

Summary of the Conference

The main aim of this Conference held in Poznań was theoretical and practical reflection on cultural tourism in the perspective of its further development. Especially the exchange of views and experiences based on studies on socio-cultural and axiological potential of modern trends of cultural tourism were important. The range of scientific discourse was wide. The problems of cultural tourism in historical, socio-cultural, economic, axiological and educational dimensions were taken into account. Apart from the representatives of many fields of science also practitioners like representatives of museum staff, regionalists, tourist and tour guides, managers of travel companies took part in this important scientific meeting.

The main theses were published before the conference in Kazimierzak's monograph. However, the meeting allowed for this extremely needed discussion serving well the exchange of views (cognitive and applicable values) and the integration of the environment of humanistically oriented researchers on tourism. It was an interesting meeting of specialists in cultural sciences and specialists in tourism. It was another step in the development of more general theory of tourism and respective field of science [Cynarski, Obodyński M. 2009].

Epilogue

The process of creating the humanist theory of tourism has been continuing in the environment of theoreticians of this field operating in Poland. The outcomes which followed the scientific event were the conference in Gniezno and a newly published in Poznań book [Buczkowska, Mikos von Rohrscheidt 2009] and the plans for the future projects.

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Słowa kluczowe: turystyka, perspektywa humanistyczna, konferencja, polskie książki

Streszczenie: Głównym celem powyższego studium, jak i odbytej w Poznaniu konferencji, była teoretyczna i praktyczna refleksja o turystyce kulturowej w perspektywie jej dalszego rozwoju. W szczególności zrecenzowana wyżej impreza naukowa służyła wymianie poglądów i doświadczeń z zakresu studiów nad społeczno-kulturowym i aksjologicznym potencjałem nowoczesnych trendów turystyki kulturowej. Wymiar realizowanego tu dyskursu naukowego był znaczący. Podjęto problemy turystyki kulturowej w aspektach i wymiarach aksjologicznym i edukacyjnym, ekonomicznym, historycznym

i społeczno-kulturowym. W dyskursie uczestniczyli także praktycy – muzealnicy, regionaliści, przewodnicy turystyczni oraz kadra menedżerska firm turystycznych. Ważniejsze tezy znalazły się w opublikowanej przed konferencją zbiorowej monografii.

Bodaj najważniejszym walorem tego rodzaju naukowych spotkań jest bezpośrednia dyskusja i konstruktywny spór naukowy, a także nie sposób przecenić funkcji integrującej środowisko i okazji do podejmowania dalszych wspólnych naukowych przedsięwzięć. Poznańska konferencja była ważnym krokiem w stronę humanistycznej teorii turystyki, czy także ogólnej teorii turystyki.

Konkludując, proces powstawania humanistycznej teorii turystyki jest kontynuowany przez środowisko polskich teoretyków. Składają się na to kolejne spotkania naukowe i wymienione w studium publikacje wyników naukowych dociekań. Recenzowana konferencja doprowadziła do kolejnych wspólnych przedsięwzięć (odbyte lub zamierzone konferencje, wydane lub planowane publikacje).