

## Report

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### Scientific centres and researchers of cultural tourism in Poland.

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**Key words:** cultural tourism, Polish science, scientific community, tourism analysis

**Abstract:** The main objective of this report is to present the research community of cultural tourism in Poland as well as to highlight the main directions of their scientific activity. The report is based on the analysis of the staff from the existing structures which organise research (research institutes), the scope of the analysis undertaken by individual researchers and the activity manifested in their publications, the subjects of academic conferences, and participation in implementation projects. Enriched with a separate report on the educational offer, it gives a relatively accurate representation of how Polish science contributes to the development of cultural tourism.

#### Introduction Context of the report

Cultural tourism is one of the oldest branches of the industry, and simultaneously one of the most popular types of tourist activity these days. It is diverse in form; makes use of modern services, and generates complex products created with constantly tested and developed methods and tools. Scientific research into the field of cultural tourism as a separate area of tourism has been done for several decades now. It is necessary for a number of reasons. It collects, in a systematic way, knowledge about human foundations of cultural tourism (motivations for travelling, changing interests and expectations of the tourists, and reactions to tourist products). Moreover, it studies the tourist and cultural potential of places, areas, events, objects and systems (such as cultural routes), systematising various forms in which cultural tourism is realised and organised. Finally, it creates methodology for tourist interpretation of our heritage, and prepares modern didactic curricula for students of tourism, cultural studies and other subjects. Additionally, researchers into cultural tourism create, co-create, verify and consult programmes (incl. educational ones) and products helpful in organisation of such type of tourist activity. As educators, they prepare future coordinators of local products and systems of tourism, staff of less or more specialised travel agencies, tour guides and leaders, personnel of tourist information points and managers of tourist attractions.

In Poland, the first scientific research related directly to cultural tourism and not general tourism was undertaken in 2000. Barbara Marciszewska published then the first paper devoted to the phenomenon. In 2003, the Department of Cultural Foundations of Tourism was created as part of Poznań University School of Physical Education, and the scientific community started to gather there. The Department organised the national conference entitled 'Tourism from the viewpoint of humanities', which was oriented at foundations of cultural tourism and took place in Dymaczewo near Poznań in 2004. Its result was the first non-serial publication [Kazimierczak 2004] devoted to psychological and sociological basis of cultural tourism. However, the years 2008 and 2009 turned out to be crucial in the development of the Polish research into cultural tourism. Within a short time period, four comprehensive monographs on the subject were published in 2008. At least three of them fulfil the criteria of a scientific publication. These were namely: the longest, by Armin Mikos v. Rohrscheidt, *'Turystyka Kulturowa. Fenomen, potencjał, perspektywy'* (January 2008), Tadeusz Jędrzyński's *'Turystyka kulturowa'* (April), collaborative work of Warsaw scientists entitled

'Turystyka kulturowa. Spojrzenie geograficzne' edited by Andrzej Kowalczyk (June) and Karolina Buczkowska's methodology textbook 'Turystyka kulturowa. Podręcznik metodyczny' (September). In the autumn of the same year, following the encouragements of A. Mikos v. Rohrscheidt supported by K. Buczkowska, the editorial team of a scientific journal 'Turystyka Kulturowa' was formed. At first, it consisted of Poznań-based researchers: O. Artyshuk, I. Wyszowska and P. Ratkowska. On 1 November 2008 the first issue of 'Turystyka Kulturowa' appeared and has done so every month until today. In turn, in 2009 there were more and more collaborators joining the team as editors and reviewers. They were scientists who had so far been operating individually in other academic centres of the country. In April 2009, the national conference under the name 'Modern forms of cultural tourism' was held in Gniezno. For the first time, almost all Polish researchers into the matter (including authors of the abovementioned works) met in one place. That moment marked also the creation of Gniezno Forum of Experts on Cultural Tourism, which functions as a platform for scientific discussion within the structure of 'TK' journal. In the context of connections between scientific research and practical cooperation at the border between tourism and culture, the significance of 'Tourism and Culture' conferences held annually in Łódź since 2007. They are organised by the Regional Tourist Association of Łódzkie Province and an academic centre (at first, the College of Tourism and Hotel Management in Łódź, and then the Institute for Urban Geography and Tourism Studies at the University of Łódź). Results of researchers' analyses were partially put into practice at, among others, reconstructions of tourist systems. Examples could be Armin Mikos v. Rohrscheidt's studies at redevelopment of the Piast Trail and Łukasz Gawel's at the improvements to the Industrial Monuments Route.

## 1. Aims, scope and methods of the analysis, applied criteria and method of presentation.

**1.1. Aims of the study.** The above introduction indicates that scientific and systematic analyses of cultural tourism in Poland have been conducted for 14 years now, and for at 11 years it has been collaborative work. It is also possible to pinpoint its successes and palpable results, namely implementations. So far, however, no publication has been made available which would describe centres for studies on cultural tourism, range of their activities, affiliations of particular scientists and their fields of interest. No depiction has yet been made of this quickly developing community. So far, only bibliographies of Polish scientific research into cultural tourism were published every two years [Mikos v. Rohrscheidt 2010b, 2012, 2014]. There were also works concerning didactics of cultural tourism [Mikos v. Rohrscheidt 2010a, Ochmański 2014]. Yet, in the light of the discussion on the scientific character of tourism (and the need for it to become a separate discipline), it seems appropriate to describe and present the Polish community of researchers of tourism, its accomplishments, potential and areas for practical applications of its studies. Such an image may turn out to be more than just a fleeting image of a given moment; it may give a sense of direction of the studies and (existing and potential) research teams. The capabilities of the teams could be utilised in comprehensive research on tourists, potential and local products, but also be useful to local governments, the industry and other interested parties. They could prepare new projects, programmes and products, or modify the already existing range of tourist and cultural products of cities, microregions, and regions, as well as cyclical cultural events and systems such as cultural routes. Research on cultural tourism, the scientists and teams are an important element of the whole scientific research into tourism in Poland. Hence, such an analysis has been undertaken and deemed appropriate.

**1.2. The scope of the analysis.** The study covers departments and individual scientists who conduct research in fields directly related to cultural tourism. The fields are, namely:

- *foundations of cultural tourism* (fundamental questions and theories analysed and formed within the field of anthropology, sociology, psychology, ethics, protection of cultural heritage and the environment, etc.),
- *economic aspects of cultural tourism* (including demand for services and products, mechanisms and economic tools observed and utilised in cultural tourism),
- *potential of cultural tourism* (including tourist space with its typical *attractions and advantages, existing objects, their typology and organisation, typical destinations of cultural tourists in Poland and abroad*),
- *cultural tourists* as participants of tours and as customers (including their demographic profiles, preferences as regards activities, tourist behaviour, their assessment of destinations and services, etc.),
- *forms of cultural tourism*, analysed on the basis of aims and itineraries of tours (including cultural heritage tourism, and urban, religious, event, military, creative, culinary, industrial tourism, etc.),
- *management of cultural tourism* (including appropriate elements of tourism policy, planning and organisation at the level of attractions and regions, tourist and cultural projects, staff training, information and promoting cultural tourism, etc.),
- *products of cultural tourism* (including their typology, simple and complex services characteristic for cultural tourism, local, regional and national systems, cultural events of tourist significance).

In line with this division and on the basis of research directions laid out by particular researchers and centres, specific areas of interest have been identified.

**1.3. Methodology of the analysis.** The study utilised the method of source and document analysis as well as questionnaires in order to complete the research, analyse its results and prepare the report. The analysis of sources and documents included first of all Polish scientific publications previously enumerated in reports on studies on cultural tourism (cf. the reference list), and additionally, lists of other publications by the same authors, and scientific activity of centres which employ them. Next, preliminary lists of researchers and their fields of interest were established and linked to particular centres. Subsequently, a questionnaire was conducted among selected representatives of all centres cooperating with 'Turystyka Kulturowa' journal. Its (open) questions aimed at: 1) verification and updating of conclusions drawn from source and document analysis, 2) establishment of up-to-date lists of employees of academic centres, together with statuses of the employees, 3) supplementation of analysis results by more researchers working in the field of cultural tourism in given centres, 4) obtaining information on the directions of currently conducted education, conferences directly related to cultural tourism, research programmes and implementations.

**1.4. Selection criteria, methodology of description.** The basis for a scientist to be noted as a researcher into cultural tourism was the fact that they had published at least three scientific papers in journals (or monographs, chapters in monographs etc.) within the last 14 years, or since 2000. They had to refer directly to the field of cultural tourism, according to the list of problems presented in 1.2. It should be noted that due to the scope and aim of the analysis and this report, scientific studies into other fields (including other types of tourism) were not taken into account. Thus, the list does not feature researchers who do not deal directly with cultural tourism or one of its aspects, or have only incidentally attempted at such research (hence the criterion of minimum 3 papers).

For a place to be deemed a research centre, there had to be at least one department specialising in research on cultural tourism or one of its aspects described in point 1.2. The notion of the centre includes researchers who do not work at that particular department, but at the same university or in the same city. The place of residence of employees and researchers was not the decisive factor here; rather, what mattered was their official affiliation by a given department or the fact their didactic or scientific work took place in a given centre. As a result, it was possible to identify several main centres for research on cultural tourism in Poland. It has been noted that departments within a given centre, just as individual scientists, cooperate to a lesser or greater degree,

A scientific department functions in the study as a place where permanent (not one-time or short-term) cooperation between scientists occurs. It should also have a research programme and organisational structure, not necessarily based on full-time employees. A research centre for cultural tourism studies is, therefore, in this report: an academic scientific department at a university, an editorial team of a journal, a team of scientists who conduct research individually and yet work for a bigger research unit (institute or faculty) in line with its statute.

A separate category has been created for people who fulfil the criteria of an active researcher into cultural tourism but have not been ascribed to any centre. Cf. point 2.7: *Independent researchers*).

**1.5. Method of presentation of researchers and centres.** Departments and researchers working in them have been described in tables, separate for each structure. The name of the centre, name of the researcher, his or her scientific title, and fields of study (in line with the typology from 1.2.), as well as any individual publications on cultural tourism were listed.

Descriptions of departments include also: collaborative works published by the given department or edited by its employees, conferences organised by the department referring directly to cultural tourism, and finally, scientific and implementation projects run by the department or with its significant support (also directly referring to cultural tourism). The following commentary summarises types of research undertaken in the centre, pinpoints the scientific activity of its employees, and adds afterthoughts which do not appear in the table.

In case of scientists unrelated to particular departments, their looser affiliations to universities were reported together with their name, surname, title and fields of analysis and publications. Where applicable, titles of their individual publications were listed. Also, the town where researchers conduct their studies (or are employed) has been mentioned for those working out of the centres.

The 'FG' abbreviation next to the names of researchers refers to active participants in Gniezno Forum of Experts on Cultural Tourism, regularly organised by the editors of 'Turystyka Kulturowa'.

## 2. Research centres and departments: a list

### 2.1. The Poznań centre

Table 1 presents the staff, structure, research directions and activity of the centre.

**Table 1: The Poznań centre**

Research unit	Scientific activity in the field of cultural tourism	
The editorial team of 'Turystyka Kulturowa' / Poznań	Researchers research interests / publications (books)	Professor Armin Mikos v. Rohrscheidt, Ph.D., GSW, FG: foundations of ct, management in ct, potential of ct

Research unit	Scientific activity in the field of cultural tourism
	<p>products within ct (routes, trails), forms of ct: (military t., religious t., study t., cultural tourists),</p> <p>Founder and editor-in-chief of 'Turystyka Kulturowa'- the main Polish scientific journal in the field of ct.</p> <p>Coordinator of Gniezno Forum of Experts in Cultural Tourism (FG)</p> <p>Published books:</p> <p>2008: Turystyka kulturowa. Fenomen, potencjał, perspektywy (2. ed. 2010),</p> <p>2010: Regionalne szlaki tematyczne: idea, potencjał, organizacja</p> <p>2011: Militarna turystyka kulturowa (with T. Jędrysiak)</p> <p>2013: Szlak Piastowski w przebudowie: struktura, zarządzanie, oferta turystyczno-kulturowa,</p> <p>2013: Turystyka kulturowa w dobie przyspieszonej zmiany. Problemy zarządzania, promocji i badań turystyki kulturowej w Polsce.</p> <p>Łukasz Gawęł, Ph. D., FG (vide: Kraków)</p> <p>Karolina Buczkowska, Ph. D., FG,</p> <p>Izabela Wyszowska, Ph. D., FG,</p> <p>Ewa Malchrowicz-Moško, FG (vide: Research unit KPT AWF)</p> <p>Magdalena Banaszekiewicz, Ph.D., FG (vide: Kraków)</p> <p>Jacek Borzyszkowski, Ph. D., FG (vide: Gdańsk)</p> <p>Oleksiy Artyschuk, products of ct</p> <p>Przemysław Buryan, FG, potential of ct, products of ct</p> <p>Szymon Czajkowski, potential of ct, products within ct</p> <p>Agnieszka Matusiak, FG (vide: Katowice)</p> <p>Piotr Kociszewski, FG (vide: Warszawa)</p>
Significant collaborative publications journals	<p>2008-2014: 72 issues of 'Turystyka Kulturowa' journal</p> <p>2009: Współczesne Formy Turystyki Kulturowej, ed. K. Buczkowska, A. Mikos v. Rohrscheidt</p> <p>2011: Obcy w Poznaniu: historyczna Metropolia jako destynacja TK, ed. A. Mikos v. Rohrscheidt</p>
Conferences	<p>2009: Gniezno: Modern forms of cultural tourism</p>
Projects (research and implementation)	<p>Research into potential of microregions (56), potential of cultural routes (7), reorganisation of ct products (routes (2), trails (3), packages (4), the European project on military tourism, popularisation of ct in Poland (3)</p>

Research unit	Scientific activity in the field of cultural tourism	
Poznań University School of Physical Education, Faculty of Tourism and Recreation, <b>Department for Cultural Basis of Tourism</b>	Researchers / research interests / publications (books)	Professor Marek Kazimierczak, Ph. D. FG (manager), tourism ethics, sustainable tourism head of the first research unit occupied with ct
		Karolina Buczkowska, Ph. D., FG cultural tourists, forms of cultural tourism, Published books: 2008: <i>Turystyka kulturowa. Przewodnik Metodyczny</i> 2014: <i>Portret współczesnego turysty Kulturowego</i>
		Izabela Wyszowska, Ph. D., FG, (forms of cultural tourism),
		Joanna Poczta, Ph. D., (rural cultural tourism)
		Ewa Malchrowicz-Moško, FG (event tourism)
	Significant collaborative publications	2004: <i>Turystyka w humanistycznej perspektywie</i> , ed. M. Kazimierczak 2007: <i>Turystyka i podróżowanie w aksjologicznej perspektywie</i> , ed. M. Kazimierczak 2009: <i>W kręgu humanistycznej refleksji nad turystyką kulturową</i> , ed. M. Kazimierczak 2010: <i>Współczesne podróże kulturowe</i> , ed. M. Kazimierczak 2013: <i>Jakość życia w kulturowych przestrzeniach podróżowania</i> , ed. M. Kazimierczak
	Conferences on CT	2006, 2008, 2010, 2012, 2014 - a series of all-Poland conferences devoted to cultural tourism
Projects (research and implementation)	Participation of scientists in the international research programme on cultural tourism, ATLAS	
Independent researchers	Name and affiliation	Scientific activity as regards ct / published books (P)
	Agata Wiza Ph. D.	cultural tourists P: 2013: <i>Uczenie się z podróży w narracjach turystów indywidualnych (backpackersów)</i> ,
	Professor Marek Nowacki, Ph. D., FG School of Banking	foundations of ct (heritage and tourism), potential of ct, management of ct (attractions), P: 2012, <i>Atrakcje turystyczne: koncepcje, stan, determinanty zadowolenia osób zwiedzających</i>
	Andrzej Bełkot, Ph. D., IK UAM	cultural events and event tourism
	Piotr Zmysłony, Ph. D., FG UEP, Department of Tourism	economic aspects of cultural tourism organisation of ct, urban tourism P: <i>Turystyka w aglomeracji poznańskiej</i> (with S. Bródka),
	Jarosław Uglis, Ph. D., University of Life Sciences	potential of ct, rural ct,
	Paulina Ratkowska	forms of ct (events in ct and event tourism)

Source: author, cooperation with: x x

**Commentary:** The analysis shows that the Poznań centre gathers the highest number of active researchers into cultural tourism in Poland, and is also most diversified. Researchers

from Poznań research all aspects of cultural tourism enumerated in point 1.2.: its foundations (including sociological and ethical matters), potential, almost all its forms, management of cultural tourism, its products, economic aspects, and cultural tourists themselves (to the largest extent in Poland).

Two teams and a number of individual researchers from other high schools in the city contribute to the overall success of the centre. Apart from the research, the centre regularly publishes the leading scientific journal devoted entirely to the phenomenon of cultural tourism. It organises cyclical conferences on the topic, and several scientists or teams are conducting implementation projects in the country and on an international scale. Poznań is also the place where the national platform for scientific discussion is administered by the editors of 'Turystyka Kulturowa'. The platform, Gniezno Forum of Experts on Cultural Tourism, constitutes an important link in the chain of integration among the Polish community of researchers. Both Poznań departments cooperate closely, and the above list shows that some researchers participate in activities of both entities.

\* A series of activities aiming at integration of the scientific community is an important contribution of the Poznań centre. The activities concentrate around the editorial team of 'Turystyka Kulturowa'. The team is made up of representatives of various centres. It does not matter where they live or work for them to be members of the journal team, and they contribute to its publication daily. Their work is organised via instant messengers and a fully automatic Open Journal System for editing and reviewing. The journal is available online, for free and in full. This lack of attachment to one particular place is an important advantage here, especially in connection with unlimited access to research results. On the one hand, it allows for cooperation above the institutional framework or coordination of research among scientists dispersed all over the country. For researchers outside the larger cities, it is a chance to co-create science at a national level and become part of the scientific community. Also, research methods and publication standards are popularised among collaborators on the journal (editors, reviewers, members of its scientific board and participants in joint projects). In the period of six years, 'TK' has become the main platform for publication of analyses in the field. It is the first, though certainly not the last, place where researchers, Ph. D. students and students of tourism look for studies, materials, concepts and scientific works.

The Gniezno Forum coordinated by the editorial team creates an all-Poland group discussing scientific aspects of cultural tourism. Thus, it contributes to the growth of the Polish scientific community. The fact that owing to the Forum researchers working outside of academic centres also integrate in the community is of utmost importance. The publisher of the journal, Biuro Podróży KulTour.pl from Poznań, is also active as a publisher of books popularising cultural tourism and promoting its modern organisation.

## 2.2. The Warsaw centre:

Table 2 presents the staff, structure, research directions and activity of the centre.

**Table 2: The Warsaw centre:**

Research unit	Scientific activity in the field of cultural tourism	
University of Warsaw Faculty of Geography and Regional Studies <b>Department of Geography Tourism and Recreation</b>	Researchers / research interests / publications (books)	Professor Andrzej Kowalczyk, Ph. D., FG foundations of ct, forms of ct (urban tourism, culinary tourism), potential of ct; management in ct (area organisation), tourism policies Published books: 2000: <i>Geografia Turyzmu</i>
		Małgorzata Durydiwka Ph. D., FG, foundations of ct, potential of ct,
		Sylwia Kulczyk, Ph. D., potential of ct, forms of ct
		Marta Derek, Ph. D., management in ct, forms of ct (urban t.)
		Mikołaj Madurowicz, Ph. D., forms of ct (urban t.)
		Katarzyna Duda-Gromada, Ph. D., potential of ct, forms of ct (beer tourism)
		Piotr Kociszewski, FG, cultural tourists, potential of ct,
	Joanna Tomczak, forms of ct (urban t.)	
Ważniejsze publikacje zbiorowe / czasopisma	2008: Turystyka kulturowa. Spojrzenie geograficzne, red. Andrzej Kowalczyk 2010: Turystyka zrównoważona, red. A. Kowalczyk i inni 2013: Turystyka kulinarna, red. M. Derek	
Konferencje nt. TK	-	
Research and implementation projects	Two National Science Centre projects concerning tourism in post-industrial areas and sustainable management of tourist development	
<b>Higher School of Tourism and Foreign Languages (WSTiJO) in Warsaw</b>	Researchers / research interests / publications (books)	Professor Elżbieta Puchnarewicz, Ph. D. WSTiJO, FG, foundations of ct, forms of ct (exotic t.)
		Joanna Wyleżalek, FG, foundations of ct Dominik Orłowski, forms of ct (culinary t.)
	Significant collaborative publications / journals	2010: Turystyka kulturowa a regiony turystyczne w Polsce, ed. Orłowski and E. Puchnarewicz, Wielokulturowość w turystyce, ed. Elżbieta Puchnarewicz 2011: Dziedzictwo kulturowe regionów świata i jego znaczenie w turystyce, ed. Elżbieta Puchnarewicz, Dziedzictwo kulturowe Polski i jego znaczenie w turystyce, ed. Joanna Wyleżalek, Dominik Orłowski Związki polskiego dziedzictwa kulturowego z turystyką, ed. Dominik Orłowski, Joanna Wyleżalek

Research unit	Scientific activity in the field of cultural tourism	
	Conferences	2009 Multiculturalism in tourism 2013 Social, philosophical and pedagogical aspects of travel and tourism
	Research and implementation projects	-
Independent researchers	Name and affiliation	<b>Scientific activity as regards CT published books (P)</b>
	Tadeusz Jędrzyak Ph. D.	forms of ct (military and rural ct) P: 2008: Turystyka kulturowa 2010: Wiejska turystyka kulturowa 2011 Militarna turystyka kulturowa (with A. Mikos v. Rohrscheidt)
	Magdalena Woźniczko, Ph. D. UWMSC	culinary tourism

Source: author, in cooperation with: Piotr Kociszewski

**Commentary:** This centre includes two separate institutional entities, the larger being the university and the smaller being a private college. Research conducted there is multi-faceted, and concerns: foundations of ct (mostly as regards geographical distribution of resources, their typology and assessment), management of ct (including tourist policies and area organisation), potential of ct, some forms of ct (rural, regional, military, culinary and urban ct), some of its products and to a smaller extent also cultural tourists.

Employees of the Department of Geography of Tourist Studies and Recreation at the University of Warsaw teach cultural tourism within the following majors: geography of tourism, urban geography and tourism (at bachelor, master and Ph.D. level).

They also participate in national research projects, two of which pertain to cultural tourism. As regards the private WSTiJO school, subjects related to cultural tourism are taught as part of the 'tourism and recreation' major at bachelor and master level.

### 2.3. The Cracow centre

Table 3 presents the staff, structure, research directions and activity of the centre.

**Table 3: The Cracow centre**

Research unit	Scientific activity in the field of cultural tourism	
Cracow Physical Education Academy <b>Faculty of Tourism and Recreation</b>	Researchers / research interests / published books	Professor Zygmunt Kruczek AE, FG, products of ct (routes), management of ct, (attractions), forms of ct (thematic t., wine tourism, exotic t.) P: 2006-2014: Editing of a series of publications on tour leading and guiding in ct (Proksenia) Managing Proksenia publishing house, the leader in ct publications in Poland
		Sabina Owsianowska, Ph. D., foundations of ct
		Agnieszka Orzechowska-Kowalska, Ph. D. tourist products, forms of ct (religious t.)
	Significant collaborative publications journals	Paweł Różycki, Ph. D., forms of ct (religious t.)
	Conferences on CT	'Folia Turistica' (2005-2014): publications in the journal pertain partially to ct Proksenia publishing house: Series of monographs on tourism
		-

Research unit	Scientific activity in the field of cultural tourism	
	Research and implementation projects	-
	Conferences	-
Independent researchers	Name and affiliation	Scientific activity as regards CT published books (P)
	Łukasz Gawęł FG, WZiKs UJ,	management in ct, products of ct P: 2011 <i>Szlaki dziedzictwa kulturowego. Teoria i praktyka zarządzania</i>
	Agata Niemczyk, Ph. D., UEKr.	cultural tourists P: 2012 <i>Zróżnicowanie zachowań konsumentów na rynku turystyki kulturowej</i>
	Magdalena Banaszekiewicz, Ph. D., ISM UJ	foundations of ct (anthropology of ct), cultural tourists P: 2012: <i>Dialog międzykulturowy w turystyce. Przypadek polsko-rosyjski</i>
	Dominik Ziarkowski, Ph. D. / UE Kraków	potential and range of products in ct
	Karolina Fidyk, FG, Małop. Inst. Kultury	products of ct (routes).
	Paweł Franczak IGiGP UJ	potential of ct

Source: author, in cooperation with: Magdalena Banaszekiewicz

**Commentary:** Researchers into cultural tourism in Cracow are much dispersed. Their research concerns a relatively wide range of subjects: foundations of cultural tourism, including anthropology, management, selected products, cultural tourists, and its potential. The only entity where several above described researchers work is the Faculty of Tourism and Recreation, where employees of various departments study cultural tourism. The Cracow Physical Education School is also the publisher of 'Folia Turistica' journal which partially takes the matters in question into consideration. On average, one issue per year is devoted directly to cultural tourism (the most recent published in 2013 concerned religious tourism). Other issues also present texts on cultural tourism, but sporadically. Employees of the School teach cultural tourism at the Faculty of Tourism and Recreation at bachelor and master level (within the 'tourism' major, 'tourist traffic management' specialisation).

Other researchers into cultural tourism from Cracow work for several other state universities, with Jagiellonian University at the forefront. They are employed at various faculties. Cracow is also the seat of Proksenia publishing house, a leading Polish publisher of scientific monographs and textbooks on tourism, including cultural tourism. It is run by one of the researchers in the centre, Zygmunt Kruczek.

\* Until 2012, the Faculty of Geography of the Jagiellonian University published 'Peregrinus Cracoviensis' journal devoted to religious tourism and pilgrimages.

## 2.4. The Łódź centre:

Table 4 presents the staff, structure, research directions and activity of the centre.

**Table 4: The Łódź centre:**

Research unit	Scientific activity in the field of cultural tourism		
University of Łódź Faculty of Geography / <b>Institute of Urban Geography and Tourist Sciences</b>	Researchers / research interests / published books	Professor Jacek Kaczmarek, UŁ (ct products, urban tourism)	
		Professor Bogdan Włodarczyk, Ph. D., UŁ (products of ct),	
		Andrzej Stasiak, Ph. D. (organisation of tourism, products of ct, including routes).	
		Sławoj Tanaś, Ph. D. (heritage and tourism, potential of ct, forms of ct, thanatourism) P: 2008: <i>Przestrzeń turystyczna cmentarzy. Wstęp do tanatoturystyki</i> , 2013: <i>Tanatourystyka. Od przestrzeni śmierci do przestrzeni turystycznej</i>	
		Beata Krakowiak, Ph. D. (cultural heritage in tourism).	
Significant collaborative publications / journals	2007 <i>Kultura i Turystyka: Razem czy oddzielnie?</i> , ed. A. Stasiak 2008 <i>Funkcja turystyczna miast: XXI Konwersatorium Wiedzy o Mieście</i> , ed. I. Jażdżewska <i>Kultura i Turystyka, Razem, ale jak?</i> , ed. A. Stasiak 2009 <i>Kultura i turystyka - wspólnie zyskać</i> , ed. A. Stasiak 2011 <i>Kultura i turystyka. Wspólna droga</i> ed. B. Latosińska, 2012 <i>Kultura i turystyka - wspólne korzenie</i> , ed. B. Włodarczyk, B., Krakowiak, J., Latosińska, 2013 <i>Kultura i Turystyka. Miejsca spotkań</i> , Włodarczyk B., Krakowiak B. 'Turyzm' journal, partially devoted to ct		
		Conferences on CT	'Tourism and culture', a series of national conferences: 2007, 2008, 2009, 2010, 2011, 2012, 2013
		Research and implementation projects	
		Independent researchers	Name and affiliation
	None	None	

Source: author, cooperation with: x x

**Commentary:** Employees of Institute of Urban Geography and Tourist Studies focus on urban tourism and products of cultural tourism. They teach on various aspects of cultural tourism within the following majors: geography of tourism, urban geography and tourism (at bachelor, master and Ph.D. level). In collaboration with the Regional Tourist Association of Łódzkie Province, they organise a series of scientific conferences devoted to more cooperation between cultural institutions and projects, as well as organisers of various forms of cultural tourism. Every year, the conference gathers a high number of participants, and is one of the main national platforms for discussion between theoreticians and practitioners. The conferences should be treated as the most important contribution of the Łódź centre to the analysed field of study.

## 2.5. The Wrocław centre:

Table 5 presents the staff, structure, research directions and activity of the centre.

**Table 5: The Wrocław centre**

Research unit	Scientific activity in the field of cultural tourism	
University of Wrocław Institute of Geography and Regional Development <b>Department of Geography Regional and Tourism</b>	Researchers / research interests / publications (books)	Krzysztof Widawski, Ph. D., tourist potential, regional t., cultural heritage, culinary and rural ct P: 2009: <i>Wpływ folkloru i tradycyjnej kultury ludowej na rozwój ruchu turystycznego na przykładzie Hiszpanii</i> , 2011: <i>Wybrane elementy dziedzictwa kulturowego środowiska wiejskiego – ich wykorzystanie w turystyce na przykładzie Hiszpanii i Polski</i>
		Dagmara Chylińska, Ph. D., forms of ct (military and dark tourism)
		Magdalena Duda-Seiferet, Ph. D., management in ct (attraction organisation)
		Janusz Łach, Ph. D., potential of ct
		Agnieszka Rozenkiewicz, forms of ct (archaeological ct)
		Damian Werczyński, forms of ct (archaeological ct)
		Arkadiusz Ochmański, potential of ct
		Significant collaborative publications / journals
Conferences on CT	-	
Research and implementation projects		
Independent researchers	Name and affiliation	Scientific activity as regards CT
	Mieczysław Leniartek, Ph. D., WSZ Edukacja, Wrocław	foundations of ct, potential of ct, forms of ct (cultural heritage t.), economic aspects of ct P: 2009, <i>Terra incognita w turystyce</i> , (ed.), Co-organiser of the conference in Trzebieszowice
	Jolanta B. Jabłonkowska, Ph. D., AWF Wrocław	foundations of ct (multiculturalism in tourism)

Source: author, in cooperation with: Krzysztof Widawski, Arkadiusz Ochmański

**Commentary:** The Department of Regional Geography and Tourism conducts classes on various aspects of cultural tourism within among others: tourism geography major (since 2013) and the more general tourism major, where classes are conducted in English. The main research interests of its employees are: the potential of cultural tourism and its forms: regional, military, archaeological tourism.

\* As regards conferences, the Wrocław-based Higher School of Education, 'Edukacja' is active but does not run a direct cultural tourism major. The school's annual meetings at Trzebieszowice castle near Kłodzko gather a high number of researchers from the whole country, which contributes to the national scientific discussion.

## 2.6. The Szczecin centre:

Table 6 presents the staff, structure, research directions and activity of the centre.

**Table 6: The Szczecin centre**

Research unit	Scientific activity in the field of cultural tourism	
University of Szczecin <b>Department of Management in Tourism</b>	Researchers / research interests / published books	Professor Aleksander Panasiuk, US: management of ct (tourism policies), potential of ct, forms of ct (religious and urban t.)
		Professor Beata Meyer, US: potential of ct, cultural tourists
		Adam Pawlicz, Ph. D., management in ct, economic aspects of ct, forms of ct (urban ct), products of ct (cultural events). P: 2008: <i>Promocja produktu turystycznego. Turystyka miejska</i>
		Marta Sidorkiewicz, Ph. D., products of ct
	Significant collaborative publications / journals	2010: <i>Turystyka Religijna</i> , ed. Z. Kroplewski, A. Panasiuk, 2011: <i>Turystyka Religijna, Zagadnienia Interdyscyplinarne</i> , ed. Z. Kroplewski, A. Panasiuk, 2011: <i>Turystyka Religijna. Atrakcje Turystyki Religijnej</i> , ed. Z. Kroplewski, A. Panasiuk,
Conferences on CT	2009: <i>Turystyka religijna. Spojrzenie interdyscyplinarne (I)</i> , 2011: <i>Turystyka religijna. Spojrzenie interdyscyplinarne (II)</i> ,	
Research and implementation projects	Participation in an international military tourism project (BFR)	
Independent researchers	Name and affiliation	Scientific activity
	Professor US Zdzisław Kroplewski, US (Faculty of Theology)	forms of ct (religious tourism)

Source: author, in cooperation with: Adam Pawlicz

**Commentary:** Employees of the Szczecin centre systematically study the management of cultural tourism at the regional scale, as well as economic aspects of tourism, including marketing of tourist services. The centre may be distinguished for its research into religious tourism as a form of cultural tourism. The department runs classes in tourism at bachelor and master level, and collaborates on research projects concerning among others military tourism, and local and thematic tourist clusters.

Employees of the department form a core of the editorial team of 'Ekonomiczne Problemy Turystyki' journal, which publishes articles and analyses concerning cultural tourism, among others.

## 2.7. Independent researchers

This sub-chapter lists names, places of scientific activity and fields of interests of researchers into cultural tourism who work outside of the centres distinguished and described above. Their work and publications supplement the depiction of this scientific community. Most of them cooperate with the above presented centres or departments, by publishing, editing or reviewing papers in journals, or serving as members of their scientific boards

or correspondents. Some of them also attend the Gniezno Forum of Experts on Cultural Tourism (FG), a platform for scientific discussion of the phenomenon.

**Table 7: Independent researchers).**

City/Town	Name and affiliation	Fields of interest within cultural tourism
Gdynia	Professor AMG Barbara Marciszewska	potential of ct,
Rzeszów	Wojciech Cynarski, Ph. D. Professor URz	foundations of ct (sociology), forms of ct (military t.) editor-in-chief of IDO Movement for Culture. Journal of Martial Arts Anthropology. P: 2008: <i>Spotkania, konflikty, dialogi. Analiza wybranych obszarów kultury fizycznej i turystyki kulturowej</i>
Bydgoszcz	Dariusz Dąbrowski, Ph. D. Professor at UKW, FG,	potential of ct,
Olsztyn	Janusz Hochleitner, Ph. D. Professor at UW-M, FG	potential of ct, management in ct (area organisation)
Sosnowiec	Urszula Myga-Piątek, University of Silesia	foundations of ct (relations between cultural landscapes and tourism)
Gdynia	Tomasz Studzieniecki, Ph. D. AM	products and forms of ct
Koszalin	Jacek Borzyszkowski, Ph. D. FG,	economic aspects of ct, products of ct (events)
Cieszyn	Agnieszka Matusiak, FG Univ. of Silesia (Cieszyn)	potential of ct, forms of ct (culinary t.)
Kalisz	Michał Jarnecki, Ph. D. Professor at WPA UAM, FG	potential of ct, forms of ct (sex tourism)
Katowice	Jan Liniany UŚ WEiNo Edukacji	foundations of ct

Source: author, in cooperation with: Agnieszka Matusiak, Jacek Borzyszkowski

**Commentary:** The above table shows that researchers into cultural tourism who do not belong to departments and centres described above are dispersed all over the country, but the most of them work in the region of Pomerania (3) and Silesia (3). They are interested mainly in the foundations of cultural tourism, its potential and some of its forms. Apart from attending the domestic forum for exchange of ideas (FG), some of them also contribute to Poznań's *Turystyka Kulturowa* journal. One of the independent researchers, Wojciech Cynarski, cooperates with Polish and foreign scientists and runs a Polish -English scientific journal, 'IDO - Movement for Culture. Journal of Martial Arts Anthropology', which is partially devoted to cultural tourism. Besides, those scientists participate in scientific conferences in the community.

### 3. Summary. Conclusions and recommendations.

The analysis of the scientific community researching cultural tourism in Poland indicated that there are six active scientific centres in the following cities (which at the same time are large academic centres): Poznań, Warsaw, Cracow, Łódź, Wrocław and Szczecin. These cities are enumerated in accordance with the number of active researchers. There are eight organisational entities (departments) within these centres. There are two in Poznań and Warsaw (each), and one per every remaining city. Taking into consideration the profile of academic activity, at three departments the phenomenon of cultural tourism is researched as part of tourism and recreation studies. In three others, it is a part of geographical (tourism-oriented) studies, and in Szczecin it is a part of studies in economics. There is one entity where research and project implementation, as well as scientific discussion and publications

concentrate only around cultural tourism. It is the 'Turystyka Kulturowa' journal and its circle of corroborators. Seven out of the abovementioned eight departments (besides the editorial team) conduct classes on cultural tourism as an independent major, minor or specialisation. Apart from 'Turystyka Kulturowa' (Poznań), four other scientific journals regularly publish papers on this branch of the industry: 'Folia Turistica' (Cracow), 'Turyzm' (Łódź), 'Ido-Movement for Culture' (Rzeszów) and 'Ekonomiczne Problemy Turystyki' (Szczecin). Apart from the Rzeszów-based journal, all of them are associated with one of the research departments. Researchers active in the field of cultural tourism perform key functions in three out of four journals (except for Turyzm from Łódź).

The analysis of publications and other scientific activities indicates that there are 67 active scientists in the field according to the criteria assumed here. 40 of them work within academic structures (some of them in more than one), 57 in all abovementioned entities, and 10 are active outside of the centres.

All the important aspects of cultural tourism are analysed in Poland: its foundations (including matters of anthropology, sociology, psychology, ethics, geography, history, religious and cultural studies, and protection and presentation of cultural heritage), economic aspects, widely understood potential of cultural tourism (including attractions, resources, advantages, tourist exploitation, and destinations in Poland and abroad), cultural tourists are participants in tourism and as customers, and finally all forms of cultural tourism besides museum- and hobby-oriented tourism. Areas which enjoy the most interest in our country are: urban, religious, event and cultural heritage-oriented tourism (including pilgrimages). Despite their big potential in our country, the following areas are under researched: military, creative and culinary tourism. Another researched field is management of cultural tourism, for instance tourism policies, management of attractions, towns, microregions, regions and the whole country, as well as of systems and projects. Didactics aimed at personnel, information and promotion of cultural tourism are also under scientific scrutiny.

Products of cultural tourism, such as thematic packages and cultural events, as well as regional and supraregional elements such as cultural routes, are analysed alongside services typical for cultural tourism.

National conferences constitute a form of cooperation and integration between Polish cultural tourism researchers. Conferences are held regularly and pertain solely to the matter at hand. They take place in Poznań, Łódź, Szczecin and Wrocław. They are accompanied by the Gniezno Forum coordinated by the Poznań centre.

As regards topics of conferences and discussions within FG, Polish scientists focus on the philosophical and cultural foundations of cultural tourism, cooperation between the industry and cultural institutions, classic and modern models of organisation, and problems at the contact point between local governments and tourist products. It seems that economic aspects of tourism, management and cultural tourist still deserve more place both in research and in discussion.

One strength of Polish scientific activity in the field is definitely the very rich and diversified scientific literature. Judging by the number of publications, it is the third in the world: after literature in English and German (and before Spanish; moreover in each of these cases contributors come from several countries!). Scientific publications pertaining to cultural tourism are described in a separate report [Mikos v. Rohrscheidt 2014]. Another important value of the Polish community is their own scientific journal directed solely at phenomena related to cultural tourism. Only several other countries in the world have such a tool at their disposal.

However, the Polish scientific research into cultural tourism has its weaknesses and disadvantages. Their roots are in the (non-existent) national cooperation as regards methodology, research programmes and analysis. As of the time this report is published, no scientific conference had been devoted to methodology of cultural tourism research and its

aspects. The author maintains it bears two negative consequences. Firstly, it is often difficult to compare analysis results coming from different scientists, which is an obstacle on the way to more general conclusions. Secondly, so far no national research project concerning cultural tourism, its products, demand or cultural tourists as participants has been implemented. However, it is worth noting that methods known from abroad are already being used (e.g. methods for studying cultural tourists or appeal of attractions and areas). Also, methods for analysing systems typical for cultural tourism (routes) and for studying the tourist potential of microregions and regions have already been devised.

In the context of how big Poland is, how large its scientific needs are, and how many academic centres or schools offer studies in cultural tourism, it must be stated that there are too few educators active in the field.

Another weakness is low scale of international cooperation; Polish scientists participate in only several projects concerning research and creation of cultural tourist products outside of the country. Due to a small number of publications in foreign languages and of translations into other languages, the Polish scientific community and results of their work are rather unnoticed outside of Poland. Only a few individuals represent the country abroad. Recently, an attempt has been made so as to increase the number of papers translated into English, but the authors still have to bear the costs thereof.

The study has also revealed a significant dissonance of factual and partially ethical character. The list of scientific publications on cultural tourism [Mikos v. Rohrscheidt 2010b, 2012, 2014] and the results of this analysis were compared to the list of educational institutions offering studies in the field of cultural tourism [Ochmański 2014]. It turned out that numerous universities or even academic centres (Lublin, Kielce, Białystok, Toruń, and Zielona Góra) offer such studies as either a major - Lublin, Kielce - or a specialisation within the tourism major or a part of arts and humanities studies - without competent scientific personnel. Teachers from these specialisations who possess various scientific titles do not have actual competences necessary for teaching cultural tourism. Current and future students are offered courses of little value, especially as regards the guarantee of reliable classes in tourism, not to mention more detailed phenomena and products of cultural tourism.

It seems that the dishonourable tradition of 'studying nothing' and 'teaching nothing' is maintained by researchers, even at universities which seem to be competent. This definitely does not raise the bar for the Polish higher education or prepare young people to work in the industry. This situation is yet another argument in favour for tourism becoming a separate scientific discipline. A list of suitable teachers could be established on the basis of for instance their work and participation in research conducted in above described centres. It would be a formal requirement that only people from the list are hired as specialists with academic titles; one that would greatly facilitate the fight with dishonest practices.

Polish researchers of cultural tourism need to continue their studies, but also face a number of new tasks. One of them is unification of currently applied research methods and creation of databases, so as to compare research results better. Another desired action is preparation and implementation of a national research programme concerning some aspects of cultural tourism.

Here, the most important areas are: profiles and behaviours of cultural tourists, various aspects of products and services within the field, and methods of management of attractions, products and systems. Cultural tourism should be taught at various universities. So far, students majoring in various fields (tourism, cultural studies, geography, etc.) did not have high-quality classes in cultural tourism. It would also be desirable if more researchers participated in audits, concept works and implementations of projects conducted by existing or newly-created entities in the field. The number of researchers in international research programmes and scientific discussion should grow as well, and their publications should be available in the languages of the conferences.

Taking these tasks into account, integration of the described community seems to be necessary. It should aim at unification of research methods and creation of supraregional teams which jointly conduct standardised and coordinated studies. With the already existing potential of people, their research, centres and platforms (such as the Forum), a background of experts could slowly grow. It would be competent as regards various needs organisations have if they want to participate in culture. It will be necessary to create teams working under supervision of experienced cultural tourism researchers (or better: consisting only of them).

It would be the necessary background for analyses, theoretical support for organisations and management of cultural tourism in Poland, or creation of solid theoretical foundations, textbooks and curricula. The integration of the community and teachers will result in standardisation of cultural tourism didactics in various centres. As a result, personnel will be well-trained and ready to provide services.

Another benefit stemming from further integration of the community could be stronger lobbying for tourism to be viewed as a separate scientific discipline. This report could be a starting point for such activities; it would show the significance of the study and personal potential of the community of cultural tourism researchers. The first step in the execution of all proposals enumerated above would be proper organisation of previously disorganised and geographically dispersed State Institute of Research on Cultural Tourism. The scope of studies and dispersion of their participants both indicate that it should not be probably located in one real-life place. It should be rather based on a network of personal connections. Such a body could function as an inter-centre research platform with specialists in various aspects of cultural tourism. Working closely, they could prepare (and then promote and popularise) standards for research and audits, as well as implement programmes and create comprehensive concepts for areas and systems. They could serve as an expert background for new projects, simultaneously supporting restructuring of other products. Organisation and then functioning of such an institute would require financial support from public entities responsible for research in the field of tourism. It could come from ministries of science, culture and tourism, and economy, as well as from specialised government agendas (Polish Tourist Association) and perhaps also local governments. The support could be imagined as a long-term financing plan for the Institute. It would gather minimal contributions from the abovementioned entities for coverage of the costs: three to four permanent employees for coordination, stationary, meetings between all the formal members and experts. Another scheme of financing would include supplementary grants granted to particular teams, made up of Institute members. The money would be devoted to specific projects which would be supervised. There is a precedent, an example of efficient functioning of such a structure: several years in which the discussion board and dispersed editorial team have functioned.

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## Ośrodki naukowe i badacze turystyki kulturowej w Polsce.

(Stan: październik 2014)

**Słowa kluczowe:** turystyka kulturowa, nauka polska, środowisko naukowe, analiza turystyki

**Abstrakt:** Raport jest próbą prezentacji środowiska badaczy turystyki kulturowej w Polsce oraz głównych kierunków jego naukowej aktywności. Dokonano jej na podstawie analizy składu personalnego istniejących struktur organizujących badania (zakłady naukowe), zakresu analiz podejmowanych przez poszczególnych badaczy i ich aktywności przejawiającej się w publikacjach, tematyki organizowanych konferencji naukowych i udziału w projektach wdrożeniowych. Wzbogacone o odrębny raport dotyczący oferty dydaktycznej, opracowanie daje względnie dokładny obraz tego, co nauka w Polsce wykonuje aktualnie na rzecz rozwoju turystyki kulturowej.