

TOURISM IN POLAND

THE HIGHER SCHOOL OF TOURISM
AND FOREIGN LANGUAGES IN WARSAW

TOURISM IN POLAND

Editor

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INTRODUCTION

The authors of the book are predominantly lecturers and researchers of the Higher School of Tourism and Foreign Languages – HSTFL in Warsaw (Wyższa Szkoła Turystyki i Języków Obcych – WSTiJO w Warszawie). The team was also joined by scientists in the field of tourism in Poland from the University of Warsaw and the University of Rzeszów. The idea of writing the book has been ripening for a long time. Our international contacts as well as students studying under the Erasmus scholarships have made the team to gather important issues from the field of tourism in Poland into a book aimed for foreign readers. We would like the Polish specificity of tourism development to be better comprehensible for lecturers, students and potential tourists, who do not know the reality of our country well enough.

The authors are lecturers, researchers and explorers, they are also experienced practitioners working in tourist business and organizations. The final shape of the publication was affected not only by research interests of the authors but also their passions for travel, work in tourist organizations and other institutions connected with tourism industry.

The works of the authors were collected into four thematic parts. The first one includes reflections on history, identity and their importance in tourism. Here the authors consider the influence of geopolitical turbulences on the sphere of tourism, culture and national identity as attributes of the country, as well as the history of tourism organizations in Poland. In the works collected in the second part – various areas of tourism in Poland – the authors presented their re-

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search on business tourism, urban tourism, health tourism, and incentive tourism in the Polish mountains. The third part includes the considerations of the authors concerning culinary traditions, starting from eating habits in old Poland, Polish regional cuisines and the use of national cuisine to create tourism products such as food fair, culinary feasts and festivals, and finishing with the characteristics of wine tourism in Poland. The last chapter gather two research problems – diagnosis on foreigners coming to Poland and safety resolutions for tourists during their stay in the Polish mountains.

The texts included in the collection are the material for further research studies which will be developed and published in the following volumes. Suggested additional literature to read and problems for discussion are a presupposition of the team aiming at encouraging considerations in a broader context than Polish issues.

Jadwiga Moroz

Chancellor Founder
of HSTFL (WSTiJO)

Elżbieta Puchnarewicz

Editor

PART I

HISTORY, SELF-IDENTITY AND TOURISM

ELŻBIETA PUCHNAREWICZ

The Higher School of Tourism and Foreign Languages in Warsaw

GEOPOLITICS AND TOURISM IN POLAND

Where is it?

It is difficult to give a simple answer to a question: “Where is Poland located?” The area on which our country is situated has various names – the Central Europe, Central-Eastern Europe, Eastern Europe, New Europe, New European Union Countries and Post-communist Europe. They contain meanings coming from the depth of old times, the events of the twentieth-century history or the latest political and economic transformations on the European continent.

Confronted with the question “Where is it?” we instinctively think: neither in the West nor the East of Europe, in the middle, “in between”. It is one of the Baltic countries situated in the central part of the southern coast. If we assume that Poland is located in the Central Europe, then the geophysical arguments will be in the foreground, but are they completely devoid of historical references? The Central Europe with Poland within it is not so much regarded as “the middle” in the sense of being in the centre, but rather this part of Europe is perceived as being “in between”. On one side, Poland borders on the West, having a particular set of cultural, economic and moral connotations, and on

the other side, with the East, located by history researchers at the opposite end of the axis of these meanings.

Poland is a very interesting case of a European country which for over 100 years disappeared from the map of Europe. Throughout the nineteenth century and early twentieth century Poles struggled with the limitations imposed by foreign powers – Prussia, Austria and Russia (The Partition of Poland). Such a long period of enslavement contributed to the strong political, cultural and economic differentiation of subordinate territories. Already in the liberated country, between the First and Second World War, an intensive process of uniting the divided country began. The nation undertook the challenge of becoming independent and of rebuilding the state in all areas of its functioning. Tourism also developed dynamically. Zakopane situated near the Tatra mountains called “the Polish Alps” became the winter capital of Poland. Krynica Zdrój with unique mountain climate and cultural landscape, hosted the elites from all over Europe. A luxury train “Luxtorpeda” was launched, transporting visitors to well-known spa and ski centres in the south of Poland.

Already during the Second World War a new division of Europe began to take shape which had serious consequences also in the sphere of travel freedom. In Yalta the three leaders: Winston Churchill, Franklin Roosevelt and Joseph Stalin placed Poland in the eastern zone of influence. After the war the division into Western and Eastern Europe was finally confirmed. The arms race started, and the “Iron Curtain” fell on the border dividing the two parts of Europe. The new borders of the country established in Yalta forced resettlement of millions of people – Germans to the west, and Poles from the lands lost by Poland in the east to the areas abandoned by the Germans. The country was “moved” from the east to the west.

The border going through the post-war Europe divided the world into black and white, good and evil, free and en-

slaved. Politics defined the spaces in which Europeans lived. The demarcation line crossing the continent was difficult to break through. A lot of effort was put into observing and capturing the enemy. The two sides of Europe turned away from each other, making it easier to preserve the sets of meanings associated with the east and west [Schlögel 2005, pp. 214–215]. The fully planned economy, authoritarianism, lack of freedom of movement and many other restrictions became the main reference points describing the east of Europe. The contact between representatives of both sides became a celebrated event, a significant carefully remembered meeting of travellers from different worlds.

Political changes and tourism development

Such a symbolic breakthrough giving hope for meeting of the worlds, a breath in the sphere of European culture was the 5th World Festival of Youth and Students held in Warsaw in 1955. Thousands of young visitors from around the world came there which gave Polish citizens an opportunity to meet people from countries that were unavailable for them. Until this day there have been rumours around Warsaw about how the students wishing to enter the free world were hidden in trains by the departing participants of the Festival. They hid in the toilets, on the luggage shelves, and even in suitcases. These were the first individual trips, completely beyond the control of the authorities. Tourism developed intensively under the “socialist camp”. With time, there have been numerous facilities, and the trips were quite cheap. Many of them took an organized form, as group tours, youth exchange, training and political courses.

The 1960s witnessed a crystallization of the system of spending holidays in resort hotels owned by the large industrial enterprises or public state institutions. Also a comfort-

able accommodation base was created which was designed for foreigners leaving hard currency in Poland.

At the same time tourism to socialist countries started to develop and was strictly controlled by the state. Employees travelled to holiday houses in Bulgaria, Hungary, the Soviet Union and the eastern part of Germany. Under the guise of political organizations, youth exchange was organized within the Eastern Bloc. It was at the same time trade tourism as with the absence of everything in the country, we tried to carry away what we could and sell it on the beach, at the hotel, at the station. In the neighbouring countries you could buy other limited goods, and thus what followed was spontaneous, interpersonal foreign trade.

Already then, although tourist trips were strictly rationed goods, tourism played a great social role, of confrontation and gaining knowledge about the divided worlds. My generation was hungry for learning about cultural spaces outside our country. The possibility to move to other areas, especially the western countries, was strictly rationed, it marked the social status and gave social ennoblement. Travelling or a tourist trip had their autonomous sense.

Under government control limited number of scholars, artists, political elite had possibilities to visit 'capitalists countries'. They created the discourse about travelling that period. In the mass media we could listen to storytellers relating "what it is like there." Travelling was a kind of distinction, undergoing experiences which later would be widely reported. Someone who made a journey earned recognition in their environment. Voyages abroad also aroused jealousy, just as many goods that were difficult to obtain at that time.

The best example of description of the "distinction by journey" is a theatre play "Laokoon Group" by an outstanding Polish playwright and poet Stanisław Różewicz. An acclaimed art historian feels honoured by the opportunity to go to Greece and contemplate the very sculpture "Laokoon

Group” [Różewicz 1961]. After his return, it becomes the main theme of travel description. Even those to whom this message does not mean anything, treat the interlocutor with admiration and adoration, showing that they fully share his experience gained from the trip.

It was not until the era of the rule of the First Secretary Edward Gierek that trips to western countries and other areas of the world democratized, it became more accessible to average people. It was enough to have \$ 100 on your account to be able to travel outside the Socialist Bloc. We all transferred each other the same amount of money to get a certificate from the bank and submit it in the passport office. I found myself for the first time in the West in the UK to learn the language in its homeland during the holidays. Working in a London hotel, I spent my free time in Hyde Park. On a parcel of land which lies roughly between the site of the old Tyburn gallows and the Reformers’ Tree in London’s Hyde Park I looked at how people publicly express their views. It was something surprising for a person from the Eastern Europe.

At that time, a tourist arriving from Western World to Poland was treated as a rich man throwing his dollars about. In terms of purchasing various goods and services, and especially the rental of hotel rooms, there were two kinds of prices– lower for domestic tourists and much higher for visitors from abroad. Working as a waiter, cloakroom attendant or a porter was the pinnacle of success in employment in tourism services. Near hotels and at railway stations you could often meet money changers named “cinkciarz”. Due to the exchange rate, small donations in hard currency became the beginnings of large fortunes, a possibility to settle down. Over time, the number of tourists increased, visits of scientists, scholars, representatives of culture and business proceeded. A specific relationship to the foreigner started to emerge, burdened with a variety of complexes summed

up in the phrase – “What will they think about us?” We were bending over backwards, we did our best to “come off best,” in the meantime leaving aside many important issues. Some part of it stayed in us and indiscriminate imitation of everything revealed “abroad” has many enthusiasts [see: Keck-Szajbel 2011, pp. 131–146].

Martial law introduced in 1981 limited all kind of travels, crossing the Polish border and mutual visits became difficult. In Poland, a new type of tourist from the West appeared. In this period visitors were mostly concentrated on social and political aid to Polish citizens. The need for support and to provide assistance united, although in an unofficial discourse, both worlds again. You could say that we experienced responsible tourism.

Our friends from the West, students and pensioners especially the latter ones having time and some savings, moved for some period to Poland to activate voluntary service. They taught languages and organized material aid including also the one that enabled the opposition to undertake its activity.

Revolution of Solidarity and political transformations in 1989 as well as the fall of the Berlin Wall, generated a fundamental change in terms of political and economic activity and the freedom of movement. The important political change for the development of tourism in Poland was Polish accession to the European Union in 2004 and the inclusion of the country to the Schengen Agreement in 2007, abolishing control of persons crossing borders within the EU countries. In this period a wave of young people looking for work started from Poland toward Western Europe. They showed their distinctiveness, otherness in diversity, willingness to work and education. It is from them that the inhabitants of different Western European countries learnt how to spend a weekend or holidays in Poland where to go and how much it would cost.

Tourism after 1989 plays a special role. Mutually visiting tourists confirm or rectify their ideas about their neighbours

from the East and West. Tourist space in Europe enlarged, enabling people to visit new areas of cultural landscapes, customs and taste the local kitchen. Poland started to be visited not only by classical leisure and heritage tourists but also by on one-day shoppers and migrants in search of work from Eastern European countries: Ukraine, Belarus and other countries of the Central Europe. They play a similar role as Polish workers in the West - show their skills in practice, study at Polish universities and promote culture of their native countries. Newcomers are a great promoters of tourist values in Poland – they transfer and popularize films, photos and guide-books invite families and friends, causing that, inbound tourism from the East is developing promisingly. Travel facilities, growing tourist industry and changes taking place in Polish society contribute to the growth of arrivals from many other directions of the world. The descendants of migrants of the Jewish Diaspora, of old and new migration of Poles on all continents, are finding reasons to visit the country of their ancestors. What is taking place is a closer getting to know each other and reading the mutual relations anew.

The young generations of tourists write a new chapter in relations with the inhabitants of the country once abandoned by their ancestors. Erica T. Lehrer writes in her book – *Jewish Poland Revisited: Heritage Tourism in Unquiet Places (New Anthropologies of Europe)* – that with the end of the communist era, Jews from every corner of the world set off to Poland to visit places associated with the Holocaust. After several such ventures members of the Jewish Diaspora wished for something more – to know their roots and to have a closer contact with the inhabitants of Poland. In Erica Lehrer's opinion, the number of Poles fascinated with the history and contemporary life of Jews is constantly growing. She researches the intersection of Polish and Jewish memory projects that are born from knowing the essence of the historic neighbourhood of Kazimierz in Kraków. The

author's personal journey becomes a part of the story in which she reveals how Jews and Poles form the space together, find common history, develop friendships, and their multicultural representations give meaning to the historical heritage [Lehre 2013].

The free market responded quickly to the new needs of tourism. Three regions of the country most attractive to tourism – the Baltic region, mountain region and Mazury Lakes region – invested most quickly in accommodation base and recreational facilities. Terms such as tourist development, revitalization, ecotourism entered the planning documents of regional and local governments. The use of cultural heritage, natural resources, creating new tourism products in the form of regular events, festivals showing local characteristics found a permanent place in the tourist offer.

Now, with the support of European funds, a great promotion of regions of eastern and southern Poland was launched. Podlasie, Lublin and Podkarpacie regions are ready to receive masses of tourists, but first one needs systematic information on why it is worth to go there. Multiculturalism there creates cultural landscapes, sacred and secular, that will not be found anywhere else. Thus we, the inhabitants of our country, have our East filled with beautiful culture of the Eastern Orthodox Church, the charm of dialects, customs, and also unique nature. Not without a reason, the eastern regions of the country were called 'green lungs of Poland' [Bera 2013, pp. 5–24].

Malopolska Province, in the south of the country, is identified with Kraków, the former capital city of Poland, the Jagiellonian University one of the oldest in the world and with the Tatra mountains. The residents of the area are masters of self-promotion and may an anecdote of mountain inhabitants serve as an example. The Highlanders have their own version of the creation of mountains called the Tatras. When God already created the Alps and gave them a per-

fect form, he decided to put the rest of the Alps in Northern Carpathians so that the shepherds had a place where they could graze their sheep.

Still, where is it?

The discussion about the need to develop a concept of Central Europe after 1989 revived, although agreeing on a single plane of references outside the community of political fates of the last several dozen years is not easy, with all the historical and cultural complexities of this part of Europe. Countries in the region, wanting to clearly determine their place in the united Europe and, at the same time, to create a significant middle force among the adjacent powers, again want to give a meaning to a common cultural and political space in the changed historical realities.¹ There are also civilization and historical reasons dating back to the cooperation of nations in Central Europe during the reign of the kings from the Jagiellonian dynasty. Many historians acknowledge that the policy of this dynasty from the fourteenth to the sixteenth century, aimed at the integration of the peoples and nations of Central Europe by building up military and economic strength and extensive diplomatic activities.

In the terminology and descriptions of the new reality, however, the term of Eastern Europe dominates, one can sense here the subtext of civilization and economic backwardness. The term carries a historical burden, presumably emphasizes the specificity of some members of the European Union once belonging to the Eastern Bloc. Experts of the problem who come from this part of Europe are trying to find out what is the secret of the invariability of this term

¹ Simona Skarbec is sceptical about the need to create such a project. She is afraid of ideologisation of the space defined as Central Europe. Compare: S. Skarbec (2005).

in naming the countries east of the Oder up to Dubrovnik in the south. The documents and papers issued under the aegis of the European Union use the terms: Europe of 27 countries, Europe of 15, countries that joined after 1989, the New Europe. I have not come across the Eastern Europe term there. However, in the texts developed in many other centres, especially in the field of political studies, the term is still alive.

Also quite bold mental constructions appear, such as relating to the close connections of cultural heritage of Southern Europe with the Polish culture and on this basis formulating the question “Does Poland Lie on the Mediterranean?” The authors of volume with such a title are convinced that the reception of Mediterranean culture offers new perspectives of describing the cultural heritage of the Central and Eastern Europe. As explained by the authors of the work the absorption of antiquity in these areas took place not only through intellectual processing and borrowings but also through direct meetings with the residents of southern Europe. After all we had a common cultural borderland before nation states formed [Kusek, Sanetra-Szeliga (eds.) 2012].

Therefore a cultural, economic and partly political community? There will be no East and West anymore? There will because Eastern-Europeanism in all its manifestations is in ourselves, the inhabitants of this part of the continent. The works that are the boldest in undertaking issues of regionalisms of Europe were written by the authors with roots in its eastern part. Leon Marc, a diplomat and writer, Slovenian Ambassador to the Netherlands in a collection of essays on literature strongly supported by historical facts finding in *What's so Eastern about Eastern Europe*, refers to the stereotypes about the region and their origins. He explains to the reader in a communicative way, with erudition and passion, how Slovenes, Croats, Poles and other

inhabitants of Central Europe see themselves. According to the principle of 'I can criticise myself but let others be careful about it', he boldly points out and stigmatizes the weaknesses of societies of countries freed from communism. The essence of Eastern-Europeanism, he writes, are contradictory, mutually conflicting relations towards the heritage – 'The majority of them are certainly proud of their past and their traditions. However, they do not wish to live in an ethnographic museum in which they themselves are the objects of undue attention. They do not wish others to see their respect for tradition as a sign of backwardness – if, indeed, this respect is any stronger in Eastern European countries than it is in countries like Italy, Switzerland, Germany or other places where old folk customs are on the tourist menu. They do not wish to be seen as a living laboratory of the European past, where those from the West can observe how they used to look to themselves ages ago' [Marc 2009, p. 76].

Direct contacts with tourists and sociological studies presenting their reference to the visited communities do not show thinking based on negative evaluations of cultures and their creators, of residents in areas east of Oder river. Tourists visiting Poland manifest curiosity about traditions, customs and history but also the daily life of its inhabitants. One could say that Eastern-Europeanism is a problem of ourselves, residents of the Eastern Europe who need to re-define ourselves in a common Europe. Europeans outside this sphere are not very sensitive to these issues. Simona Škrabec, of Slovene descent, who received a doctorate in literary theory at the Autonomous University of Barcelona, in her work *Geography imagined. The concept of Central Europe in the twentieth century*, puts the sense of her arguments this way – 'Central Europe enables you to expand the perspective and go beyond national borders. In this sense, the past can be considered from a broader perspective,

you must dare to look beyond homely, familiar world. This brings us to the challenge which is the concept of Europe, still relevant and at the same time intangible. And the very limitation of questions only to the central part of the continent shows that we are still very far from the possibility to define what Europe is in general, and to accept its diversity'. Thus, there is a need to define the "centre", to determine its framework, diversity, cultural distinction of its components. Such a way of thinking leads to a better understanding and accustoming to the wider whole – Europe as such. Between a country and Europe as a whole there should be identified and defined indirect areas, categories introducing cognitive order, but also supporting the process of strengthening cultural identity. It is worth quoting another researcher of the concept of Eastern-Europeanism– Karl Schlögel. In the already cited work *Die Mitteliieghtostwarts. Europa im Ubergang* the author extremely vividly shows the formation of a new order in Europe. The emblems of the closed world, which was the Eastern Bloc, now exist only as a legacy – as debris. The author suggests that the dismantling of the old system and installation of new ones does not take place overnight and brings serious consequences for people's lives. In the economic sphere – the author claims – East-Central Europe seems to be on the loser position in relation to the West. The East is a vast intersphere in which there are 'swarms of bankrupts, crises, the unemployed'. However, more important than all this is the need to find one's way in the dismantled world. 'Now you must find your way in different countries, in various social worlds, having to deal with different languages and cultures. There still exists the East other than the Eastern Bloc, there is also a Europe that does not coincide with the Europeans' dream image of themselves. Behind the <system>, which we believe we had known, there is a new land, waiting to be discovered' [Schlögel 2005, p. 219].

Is there any resolution?

Let us return to the question posed at the beginning – are we therefore – the East, the centre of Europe? Or maybe the West?

Open borders, dense network of road, rail and low-cost airlines communication as well as – superimposing on it – modern mass tourism, one of the most important branches of national economies, dealing annually with transportation of hundreds of millions of people in the global scale, has also left its stamp on European tourism, its directions and land development. Tourists hurry to the destinations promoted in the media and catalogues, the places they have chosen themselves.

Three events that I picked out during trips and meetings with tourists should not be taken literally but rather as metaphors of different time sequences of contemporary history.

At one of the get-togethers during my stay in Britain in the 1970s, one of the students asked for an explanation – if Poland is in the east, do you have access to the sea, then? The conversations stopped and everyone was expecting my response. The next sequence is the end of the 1980s. Participants of a trip from Poland to the south of France within the program of youth exchange inquire the guide 'How far is it from Monaco to Marseille? Can we get there on foot? We heard that it was somewhere near'. The third sequence is a negation of the previous ones. It is 2014 – a group of foreign tourists in the Old Town in Warsaw considering loudly: 'We still have 5 days. If two days are enough to sightsee Kraków, there is a chance for the jazz festival in Stare Sioło near Wetlina in the Bieszczady. And where are we going to stay in Cisna or in Ustrzyki Górne?'

The Internet and other media of obtaining information and communication, open borders, more and more efficient transport invalidated the first two cited examples forever. Tourists of the twenty-first century are precise, they know how they want to sightsee and hang out, then they determine where and why they want to be. It depends on contemporary young and future generations whether Europe will mean something more than an area circled in the map, whether – through mutual familiarisation – the process of accustoming to new space and cultural close-ups will deepen.

There is no clear answer to the question ‘where is Poland’ and geopolitical factors have a lot to do with it. Considerations on this subject are ongoing, and as it is clear from the presented points of view, Poland is placed in a differently called place of its location in this part of Europe – the Western, Eastern, Central, New. Maybe notions change their vectors and, in such a case, we will start everything from the beginning? The new European Community comprising 25 state organisms must take great organizational challenge in the area of tourism, which in turn may have a significant impact on future structural and geographical patterns of development. However, apart from the commercial element, it will significantly influence the mutual perception of history and contemporary achievements of the inhabitants of East and West.

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Problems to discuss:

1. How may geopolitical conditions influence tourism?
2. How is tourism in Poland determined by political changes in Europe?
3. What chances and limitations for tourism development result from geopolitical location of Poland?
4. How do geopolitical conditions influence tourism in your country?

JOANNA WYLEŻAŁEK

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WHY POLAND? CULTURE AND NATIONAL IDENTITY AS NATIONAL ATTRIBUTES

These days, when we think about cultural diffusion, on the one hand, there is ambivalence to human behaviour caused by globalisation, on the other we appreciate what belongs to us and what is unique more and more. Tourism may become more meaningful educationally. Preserving cultural identity is becoming an essential element in determining the attractiveness of a place of visit. Tourism in places of cultural heritage is significant in terms of learning, as oppose to mass culture, often stemming from following trends and gaining short term financial benefits thoughtlessly. If we are aware of the fact that in the long term perspective depriving a place of identity will make the place less attractive, which means lowering incomes, then the choice is obvious [*The Impact of Culture on Tourism* 2009]. The above statement is even clearer when it comes to non-material culture, including values, norms and customs, only the unrepeatable in a given place is exceptionally valuable. Various places around the world, just as humans do, constitute a unique character which should be cared for.

What then, is unique for Poland and Polish people? Why is our country worth visiting?

Poland is not a big country, the territory is 312,685 km², where each region has its own landscape diversity. This is of undoubted value for the tourist because it is relatively easy and quick to get there, change surrounding landscape and enjoy a variety of tourist attractions. It is enough to move from the North to the South (the longest distance 710 km) and from the East to the West (the longest distance 705 km), to be able to experience new and unique aesthetic and cognitive sensations.

Polish cultural heritage includes achievements of music, architecture and literature, as well as regional diversity of ethnicity, folk customs of everyday life and festive celebrations. These are at the core of the national identity, thanks to which the nation survived partitions and the imposed communist regime. A thousand-year-old Christian tradition and the culture based on it, has been the basis for the Polish identity, thanks to which they were able to survive a long period of foreign occupation [Galbraith 2004, pp. 51–81].

The universal values such as love, family and respect for human life have always been an immutable pillar of many Poles' identity. Preserving this identity is essential, especially in the climate of ubiquitous globalisation and life unification, which are not explicit in building ethical pillars of human awareness and awareness beyond culture. The remains of a long lasting history are a series of beautiful cathedrals, basilicas, orthodox churches and synagogues in different architectural styles but also roadside chapels, adding to natural and architectural landscapes. Tourists visiting Poland can visit many places dedicated to John Paul II. In Poland there are 13 papal trails, which commemorate the places where Karol Wojtyła wandered, first as a priest, then as a bishop a cardinal and as Pope [Własiuk 2010–2013].

Polish language is an important element of Polish culture, which is the basis for recording ancient times and the flourishing of Polish literature [Apostolakis 2003, pp. 795–812].

Each of the literary eras in Poland had its masters. Gal Anonim and Wincent Kadlubek in the Middle Ages, Mikolas Rej, Andrzej Frycz Modrzewski and Jan Kochanowski in the Renaissance, Jan Chryzostom Pasek and Jan Andrzej Morsztyn in the Baroque.

The Enlightenment era brought considerable engagement in public issues. In the 18th century Poland a crisis of nobility, (*szlachta*) democracy and independence began, therefore a lot of the Polish literature of the period dealt with social and political issues.

This kind of literature was produced by Ignacy Krasicki and Adam Naruszewicz. The loss of Polish independence influenced Polish literature, which functioned in romanticism as national awareness building. The three Polish bards were Adam Mickiewicz, Juliusz Slowacki and Ignacy Krasinski, all their literary works are full of yearning for independent an Poland and the criticism of political solutions leading to the downfall of Poland. Masterpieces such as Konrad Wallenrod are still valid as a warning against lack of ethics in politics, and “Dziady” gives hope for future freedom and “Pan Tadeusz”, an epic about the end of Polish nobility constitute the core of Polish literature in the romantic era. The greatest individual of romantic poetry on immigration was Cyprian Kamil Norwid, who wrote many pieces reflecting Polish national identity [Milosz 1969].

After the emotional period of romanticism, full of sadness and hope, there came positivism – the time of rationalism. Lack of faith of regaining liberty through military resistance and interest in scientific discoveries changed the role ascribed to Polish literature of this period. It was to be utilitarian and ready to react to contemporary matters and social problems. There were such masters as Maria Konopnicka, Henryk Sienkiewicz, and Adam Asnyk.

Young Poland needed to be associated with names like Kazimierz Przerwa – Tetmajer, Jan Kasprowicz, Tadeusz

Miciński, Leopold Staff, Stanisław Wyspiański, and Stefan Żeromski. At that time there were popular movements such as modernism, dekadentism, symbolism, expressionism, neoromanticism, impressionism, catastrophism. Literary personae of the Young Poland period rejected the rational philosophy of positivism and referred to the romantic tradition as well as to the superiority of feelings and emotions over reason and faith in a special position of an artist in society, hence the different name of the period – neoromanticism.

In the 20th century Poland regained its independence and four Poles won a Nobel Prize for literature, including Henryk Sienkiewicz, Władysław Reymont, Czesław Miłosz and Wisława Szymborska. It can be divided into three periods, such as Inter-war period, Second World War literature and a literature of second half of the 20th century. Each period had its eminent representatives, apart from the Nobel Prize winners, they were Krzysztof Kamil Baczyński, Stanisław Barańczak, Tadeusz Boy – Żelenski, Zbigniew Herbert, Jarosław Iwaszkiewicz, Sławomir Mrożek, Maria Pawlikowska-Jasnorzewska, Tadeusz Konwicki, Julian Tuwim and many others. Plays and films have been made based on literary works from various epochs. Watching them can be an extremely helpful way of delving into cultural traditions of the country and understanding the identity of Poles.

Music is also a part of Polish art. The most popular Polish composers of classical music include Frederic Chopin, Wojciech Kilar, Witold Lutosławski, Stanisław Moniuszko, Ignacy Jan Paderewski, Krzysztof Penderecki, Karol Szymanowski and Henryk Wieniawski. Chopin Competitions initiated in 1927, held in Warsaw every five years, attract thousands of followers of this great composer, whose last will was that after his death his heart returns to Poland. Chopin's heart lies in Holy Cross Church in *Krakowskie Przedmieście* in Warsaw [Zamoyski 1993].

Polish architecture, both secular and sacred, is also diverse and unique. It would be difficult to mention all interesting places. However, places listed by the World Cultural Heritage UNESCO should be remembered while travelling around Poland, these include the Historic Centre in Krakow, the Salt Mine in Wieliczka, the Historic Centre in Warsaw, the Old City in Zamosc, the Medieval Town of Torun, the Castle of the Teutonic Order in Malbork, Kalwari Zebrzydowska, Churches of Peace in Jawor and Swidnica and the Wooden Churches of Southern Malopolska. Also the Museum of Auschwitz – Birkenau, called “death laboratory”, created and used during Second World War by Nazi German. On the natural UNESCO list there are two places, Bialowieza Forest and Muskauer Park [Wyleżalek 2011]. While visiting Poland, seeing Wawel castle is a must, the seat of Polish Kings when Krakow was the capital of Poland. This is a place where eminent Poles rest in peace, including Stefan Batory, Jan III Sobieski, Tadeusz Kosciuszko, Jozef Pilsudski, and in 2010 President Lech Kaczynski and his wife.

Polish customs differ widely, which to an extent, has been caused by its history. The customs diversity goes back to feudal times, when separate, relatively autonomous folk cultures were formed in different regions of Poland. The biggest ethnographic groups in Poland are Kashubians, Kurpies, Silesians and Polish Highlanders, but also among other communities such as Bombers from Greater Poland or Cracovias from Lesser Poland are cultural differences. A knowledge of the most interesting Polish folk customs and the times when the folk festivals take place, allows tourist to participate in the ceremonies, which are in something of a renaissance at the moment. The four seasons also influence the diversity of the customs. Spring is usually associated with the drowning of *Marzanna*, the Slavic goddess symbolising long winter and death. Also interesting spring traditions are practices related to Easter, such as Easter

palm preparation, Easter egg painting and so called *smigus dyngus*, Wet Easter Monday. The most interesting summer tradition is associated with Eve of St. John's festive called Kupal Night. The tradition of the summer solstice, when girls make wreaths from flowers and herbs and float them down the rivers and boys burn huge bonfires called *Sobotka*. In autumn there is Harvest Festival called *Dożynki*, when the completion of harvest and work in the fields work is celebrated. Late autumn, the beginning of November is the time for All Souls Day, celebrated a day after All Saints day, when all who have left this world are reminisced.

St. Andrew's Day tradition has a completely different nature: it is a night of future telling and fun celebrated on the eve of St. Andrew. Winter season is associated with *Jaselka* and *Herody*, religious performances and carol singing as well as *Zapusty*, a folk style carnival celebration. In folk customs, pagan and Christian traditions coexist, enriching each other.

Each custom has its own unique character within a certain region, or may be present only among certain folk culture representatives in relation to the specific character of a particular place. Good examples of such differences are Silesian celebrations of *Barborka*, Miners' Day and the still present tradition of robberies, an interesting attraction for tourists visiting Highlanders in the Tatra region.

Despite a relatively small area, Poland has many neighbours. It has borders with Germany in the West, Czech and Slovakia in the South, Ukraine in the South East, Belarus in the East and Lithuania and Russia (Kaliningrad Oblast) in the North East. Our neighbourhood determines to a large extent the presence of national and ethnic minorities in Poland. In 2013 the population of Poland constituted 38.5 million people, 96.74% of which were of Polish nationality. Poland is also resided in by ethnic minorities such as Belarusians, Czechs, Lithuanians, Germans, Armenians, Russians, Slo-

vaks, Ukrainians and Jews, as well ethnic minorities including Silesians, Kashubians, Romes, Lemkos, Karaites and Tatars. The minority cultures constitute a unique mosaic of beliefs, customs and cuisines. In the areas of their origin variety of festivals, music, songs and customs are take place. Nurturing cultural traditions is reflected by organising festivals and meetings of Jewish culture, organising summer schools for Polish youth Diasporas and city and town cultural events. Multicultural coexistence in Poland has a very long tradition. The people have produced proven, friendly forms of relationships, where coexistence of different cultures and religions representatives works well [Davies 1986, pp. 79–87].

Contemporary Poland is a country where a lot has changed. After 10 years of European Union membership, Poles are more aware of both advantages that come from being a part of this community as well as problems facing European Union. The Polish ability to combine both a warm heart and cool reason allow us to think that Poland has got a great opportunity for further development. Cultural heritage promotion is an essential element of cognitive and educational tourism development. These efforts are appreciated by the tourists whose visits to Poland are increasing.

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Problems to discuss:

1. Cultural identity as a type of heritage tourism
2. Language, belle literature, painting, music as a tourist attraction
3. Cultural proposals for tourists in Poland

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FOLLOWING THE TRAIL OF CULTURAL TRADITIONS – TRAVELLING IN THE SPHERE OF VALUES AND SYMBOLISM

The authorial introduction

Tourism is not only some phenomenon, a social and cultural fact, an economic reality, but also, in my opinion, some kind of task. It is a commitment. An inter-dependent mechanism between tourists' expectations and the values available in a particular region, provides a positive effect on the tourists' offer, improvement of the stay, development of the infrastructure, it eases accessibility of the tourist attractions and improves the appearance of the whole range of tourist services. All of the above fits within rational behaviour of businesspeople, organisations or state institutions. This is the rational side of tourism development.

The residents of the countries visited by tourists gain yet another value, an aspect of getting to know themselves better through showing, bringing out the unknown elements of cultural heritage, presenting not only cultural goods but also their own history. A living image of the most important national, societal and citizen values which are seen by the tourists, not only brings a reflection of identity and boosts

self-evaluation, but also opens up a positive attitude towards others, strangers. Showing the trauma and tragic history of a country's inhabitants and its different ethnic and social groups have salutary effects. Stating the truths, showing many different ethnic groups' history clears relationships with others and brings the opportunity to reset, to start "from scratch".

In over a thousand years of Polish statehood, a lot has happened. And for those identifying themselves with their past, reaching back to heritage from different historical periods is always a difficult thing. Polish history is exceptionally interesting. We lived through golden ages with territorial and economic development, full of battle victories; but there were also tough times, when the country was under a powerful neighbours' rule. In the twentieth century Poles faced threats and damage done by two great imperial totalitarian systems – Nazi Germany and Soviet Russia. We came through it and are building new relationships with our neighbours playing an important role, especially through tourism and personal contact with residents and their history. So it can be said that diplomacy through tourism tends to be more advantageous than heads of state meetings in good neighbourly relations.

National values – specific nature of Polishness

In cultural anthropology terms such *emic* and *etic* describe human mentality and local circumstances. [Kottak 2006]. It is impossible to understand Polishness without minimum knowledge of over a thousand of years of statehood history, a canon of belles-lettres, and especially separation from the Roman Catholic religion. Over the centuries this very religion, Polish language and history have shaped Poles' identity. Polish culture grew from a Latin core of civilisation. Famous Poles came from the Roman Catholic religion, the great astronomer Nicolas Copernicus, the great composer

Fryderyk Chopin, the great scientist Maria Curie-Skłodowska and, of course, Pope John Paul II –now a Roman Catholic saint. It is worth visiting their museums when in Poland but also art galleries with paintings by Jan Matejko, Artur Grottger and works from the dynasty of Cossacks. Memorial tourism shows its interest in great historical projects such as The Warsaw Uprising Museum and The Museum of the History of Polish Jews. The Uprising Museum captures the horror and the overall situation, where heroic glory of the nation and tragic destruction intertwined. Around 200,000 Poles–mainly civilians, were killed by the German Nazi occupiers. The Museum of the History of Polish Jews shows and commemorates almost a thousand years of history of Jews and Poles' coexistence, a history of the development of tolerance and mutual respect. The museum is also a memorial to all Jews killed by Nazi Germany in occupied Poland. During the Second World War, 6 million Polish citizens were killed, half of them were Jews. Jews and Poles were killed in extermination camps in Auschwitz – Birkenau, Treblinka, Majdanek, Belzec, Sobibor Chelmno, which are now visited by people from all over the world, creating a live chain of memorial and tribute to those killed in the mass destruction of human life.

Perhaps those visiting Poland would not only want to encounter a piece of Polish cultural tradition, but also learn the language in order to read Polish masterpieces in their original form; especially when they have Polish ancestry. Because this used to be a country welcoming all ethnic and religious groups, the Jagiellonian tradition of the Polish-Lithuanian Commonwealth is a good example of generally compatible coexistence of Poles, Lithuanians, Russians, Jews and people of other origins for today's Europe. Enculturation connected with tourism concerns learning the models of foreign culture or also historical culture, which no longer exists. Therefore former synagogues and Jewish cemeteries are a memorial

of old, common history. There are still many Protestant and Orthodox churches, mainly in areas where both religions were present for many centuries. “The Wooden Architecture Trail” in the Małopolska and Podkarpacie regions show well preserved, old, wooden Catholic and Orthodox churches. Education and upbringing, socialization or enculturation processes fit in tourist events, and therefore cultural tourism also has an educational meaning. The educational dimension is at the centre of cultural tourists’ motivation [Munsters 2008]. Especially when it comes to ethnical/sentimental, science or self-fulfilment (in humanistic psychology terms) tourism we can talk about tourism which is not only entertainment. It is more like a mission when tourists aim towards higher values, nevertheless, it does not exclude the motivation which comes from leisure and recreation, as well as the cognitive needs [cf. Cynarski 2012a].

Noble and romantic tradition

The Polish state was established in the IX and X centuries, however, our ancestors were building settlements on the lands much earlier. In a place called Trzcynica in the Podkarpacie region, a settlement dated 2,800 BC was reconstituted. Also homes of indigenous people from later eras were recreated and precious art and cultural remnants from ancient eras were placed in a museum complex. The film “Carpathian Troy” shows the discovery process of the ancient world by archaeologists, portraying the development of the living environment of the local residents. A defensive settlement of one of the Piast princes from the early Middle Ages was recreated there. This place has been named one of the most interesting sites in Europe’s archaeotourism.

The firsts kings of the Piast Dynasty, mainly Boleslaw I the Brave, expanded on western Slavic lands, from the Baltic Sea to Czech and Moravia, between the Laba and Odra

rivers and Cherven Cities in the east. When Polish rulers converted to Christianity, Poland was introduced to Latin Europe, which had a magnificent effect on the shape of the “Polish soul”. Following “The Piast Trail” tourists can find out about the beginning of Polish history [Mikos von Rohrscheidt 2013]. The remainders of the noble culture of the Polish Kingdom are Royal Wawel Castle, “The Eagle’s Nests Trail” and Museum Castle in Malbork. [Mikos von Rohrscheidt 2010; Cynarski 2012b]. Every year in July the Battle of Grunwald is re-enacted. It commemorates the battle that took place in 1410, when a joint army of Lithuanians and Poles led by the Polish King Władysław Jagiełło won a crushing victory against the army of the Teutonic Order. The annual re-enactment is a good opportunity for members of chivalric orders from all over Europe to meet up and have fun, although the battle is re-enacted with a great care and requires a lot of logistics. Malbork Castle founded in the Middle Ages by the Teutonic Knights is generally accepted as European heritage of a great fortification. It is well restored and reconstructed and can fulfil the cultural tourism needs [more: Cynarski 2012b]. The noble class made up ten percent of the Polish nation. The class considered to be the first power of the country, fully aware of their territorial and cultural identity from the very beginning. Knight kin descendants, including clergy and later intellectuals were cultivating historical memory. Many noble families sacrificed their fortunes and lives when men fought in wars and national uprisings for the homeland. During the partition, when our country was divided between Russia, Prussia and Austria every manor house remained a bastion of Polishness.

The Polish King Jan III Sobieski led the united European Army in battle of Vienna, and contributed to the victory over a great Turkish army. His monument can be found in Łazienki Park in Warsaw.

The First Polish Republic was a European power. Painful coincidences led to its collapse, and the borders of the

country were changed as a result. A lot of important places for Polish cultural tradition such as necropolis, castles and palaces, churches and other monuments are now located within Lithuanian, Belarusian and Ukraine lands. Also many famous people in Polish history and literature are connected with these places. Following the trail called “Golden Horse-shoe around Lviv” in modern-day Ukraine the tourist would find Maria Konopnicka’s grave in Łyczakowski cemetery, the Adam Mickiewicz monument in Lviv, the King Jan III Sobieski Castle in Otock, the Juliusz Slowacki Museum in Krzemieniec and many more. [Maciuk 2008]. This is also a home for literary characters from “The Trilogy” written by Henryk Sienkiewicz.

The Polish Hussars were one of the unique formations of cavalry in military history. They enabled a great victory for Polish Army, the battle of Kircholm, today’s Latvia, in 1605, which was one of the major battles in the Polish-Swedish War, ending in decisive victory for the Polish forces. In the battle of Klushino in 1610, the outnumbered Polish forces secured a decisive victory over Russian-Swedish army, and won many more battles with the Turkish and Tatars. By the way, every year in September, next to the Lubomirski Castle in Rzeszów, a stage production “The return of King Jan III Sobieski after a victory battle in Vienna in 1683” with Polish hussars parade takes place. There are also other military formations important for historical traditions of the Polish nation’s struggle, such as heroic defenders of Eastern Borderlands in Kamieniec Podolski and so-called wartime mobilisation of Polish nobility.

Polish noblemen, descendants of medieval chivalry, showed conservatism and localism, which manifested in maintaining traditions, localism and daily matters. On the one hand, this resulted in misunderstanding about wider European politics, but on the other, it strengthened many positive values. Apart from Polish, the common spoken language among the nobility was Latin. In poor households,

where they couldn't afford a teacher, writing and reading in Latin were passed onto children from parents, grandparents or other relatives. Mansions and country houses contributed to nobility culture, with great management skills, introducing new agriculture techniques, social and enlightenment work for the benefit of inhabitants of the surrounding villages. After the Second World War, legitimate house owners were removed and their houses were given over to public institutions. Many historical buildings were destroyed. Nowadays, manor houses are converted into hotels, spa & beauty centres, restaurants and local culture centres. The Museum of Nobility Culture with Kopytowa Court from the 18th century was established in the Sub-Carpathian region. There is an 18th century manor house recreated in the Ethnographic Park in Sanok, and in many open air museums the interior of regional manor houses are shown.

Chivalry and then nobility and their descents –intellectuals, created a basis for high culture. Such ancestry creates opportunity for the outstanding works to arise dating from the 17th century to present day. There is a belief that this high culture shaped Polish identity, criticising their evil deeds, educating and entertaining. It showed a struggle, resistance and heroism, keeping the chivalry ethos, I dare say, right until the present time. Guided by the ethos of heroes in the battles of independence, precious cultural values were kept alive.

Regaining independence after the First World War was mainly due to First Marshal of Poland Józef Piłsudski and national uprising heroes, whose legend inspired the Marshal. The ethos of chivalry was also kept by the Polish soldiers, who during the Second World, showed evidence of bravery which can be compared to the heroism of Greek Thermopylae's defenders. Just like Spartans, they would fight to the death, with examples of the defence of Wizna, and the battles of Zadwórze, Hodów and Węgrów.

The Second Polish Republic brought up the Polish nation elite in the spirit of patriotism. An educated man was able to put the interest of the country and the nation over his own. An ideological testament “The memory and the identity” by John Paul II harmonises with this tradition. Our own identity can be lost without loving the homeland and loyalty to indigenous culture [John Paul II 2005]. A romantic tradition was also present, to some extent, in “Solidarity”, a national movement which at one point comprised of approximately 10 million Poles. This was the main driving force behind abolishing the domination of socialism, giving an example to other Eastern bloc countries.

The symbolism of urban space

Warsaw is a Phoenix city, rebuilt from the ashes. Therefore next to the Warsaw Mermaid memorial with her shield and sword or sabre, there is a statue of Nike, the goddess of victory. There are also other monuments commemorating important people, such as Chopin and Pilsudski or Heroes of the Warsaw Uprising. At the same time we pay tribute to Jewish people who contributed towards Polish history and cultural heritage, increasing economic wealth. The greatest monument and tribute to this nation is the newly open Museum of the History of Polish Jews, revealing almost a thousand years of Jewish presence in Poland, and their input in building social and state community.

The capital city of Poland is a big, modern city, with a rebuilt old town, with at least partly recovered atmosphere of pre-war Warsaw. Still there is a problem here with attitude towards the bygone era and its achievements. A foreigner might not understand our polemics around the problems of “reversing” the symbols left over after the socialist period—should we change the street names, or get rid of monuments, and if so, then which ones, how to change the content of

historical message to express the truth about the time of communism? There are ongoing heated discussions about this. In the centre of the capital Warsaw stands a palace-monument statue –Palace of Culture and Science (originally called Joseph Stalin Palace). Should this socialist realism statue of Polish dependence on the Soviet empire stay here? The fact is that the palace-monument melted into the mental landscape of Warsaw and there are as many opponents of its existence as supporters of leaving it. Should not Warsaw, about which the Swedish heavy metal band “Sabaton” sings, return to its appearance from before 1939? Perhaps it will be possible to rebuild the Saski Palace at Piłsudski Square. Here is the Tomb of the Unknown Soldier –a minor defender of Lviv. Tourists are witnessing the transformations taking place in space and culture of our country, there are those who return after an extended period of time to evaluate our efforts, to experience new sensations, positive surprises in places already known to them.

Rzeszów is a provincial city in the south-eastern part of Poland, with a population of about 200,000 inhabitants. The city partly took over the role of Lviv, the centre of scientific and cultural life of the region before World War II. Here, in Rzeszów, an important role in the development of the region is played by the University of Rzeszów and Rzeszów University of Technology. The students set the tone to the cultural life of the city by organizing many club and open-air events. The universities organize a number of international conferences integrating scientific actions of countries in the Carpathian region. There are numerous festivals such as the annual Festival of Polonia Folk Groups. The space of the city is multi-threaded. Important places of the city are – a monument to Tadeusz Kościuszko, the Wanda Siemaszkowa Theater in the building of the Gymnastic Society “Falcon”, the Basilica of the Assumption of the Blessed Virgin Mary of Bernardines, Parish Church of St. Adalbert and St. Stanislaus, renovated

town hall and the market square and – more recently – monuments to soldiers of the independence underground, heroes who fought with the communist regime. The emblem of the city is the Maltese cross.

The author lives in a small town in Podkarpacie region, Strzyżów, with barely 10 thousand inhabitants, although a bit older than Rzeszów. Many of the streets and public institutions underwent a great change in their naming. The change of political and economic option launched the need to give new identity meanings by introducing names related to the history and culture of our country. However, there are immutable traits of this city. Since the thirteenth century there has been a Roman Catholic parish church, announced relatively recently a collegiate church, testifying about the history of long standing of people and the place. The cultural landscape of the town and the surrounding area is made of beautiful panoramas of Pogórze Dynowskie, with gentle hills and gorges, green forest areas, which merge with the regional architecture, the layout of roads, field management, where history, culture and nature come together into indissoluble unity.

Summary

The spiritual heritage of the Polish knighthood seems to be the most original, and the cooperation and freedom rights granted to religious and ethnic minorities – the most glorious. This does not mean that one should ignore the economic development of the country, commemorated by monuments of science and technology, places of interesting folk culture, values of exceptionally delicious Polish cuisine. Drawing the reader's attention to the elements of Polish culture and history that have been parts of the identity of the inhabitants of this country will help to decipher more easily the twists and turns of our customs, mentality and emotions.

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Problems to discuss:

1. Is a little knowledge of a nation necessary before visiting a given country?
2. Give the examples of learning Polish history through visiting cultural places.
3. Make a list of 10 places tourists must see in Poland, why exactly should they go there?
4. Make a similar list of important tourist places in your country and explain your choices.

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THE HISTORY OF POLISH TOURISM ORGANIZATIONS IN POLAND

Since the mid-19th century tourism began to lose its elite character. This change was caused by: the industrial revolution, the improvement of public transport, the establishment of the middle class and the increased leisure time in society. Since 1833 in Great Britain and 1848 in France shortened daily and weekly working hours were introduced. This situation had a positive impact on tourism development. Words such as tourist and tourism become more frequently used. The turn of the 19th and 20th century, is the beginning of intercontinental tourism between Europe and North America. Around big urban agglomerations infavourable, natural conditions, by water and forest environment, summer house estates are built.

The rapid development of tourism resulted in the necessity to create organizational forms and standards of conduct that would apply to both tourists and employees of tourism. Tourists were mostly fascinated by high mountains. Therefore the organizations first formed were related to mountain tourism. These included: The British Alpine Club in 1857, Osterreichischer Alpenverein in 1862, Schweizer Alpen Club in 1863, Club Alpino Italiano in 1863, Deutscher Alpenverein in 1869, Galicyjskie Towarzystwo Tatrzańskie in 1873,

UngarischerKarpaten Verein in 1873 and Club Alpin France in 1874. [H. Heiss 2004].

Also in this period associations of tourist industry employees were established, starting with the hoteliers associations, such as The Swiss Hotelier Association in 1882 and The Austrian Hotelier Association in 1886. Thanks to such dynamic development of tourism and related services, in the early 20th century the first national institutions coordinating tourist activities were set up, consecutively in New Zealand, Austria, France, Spain, Portugal, Switzerland and Holland [Gaj 2008].

Tourism on the Polish lands under the annexation¹, was following European trends, but due to socio-political conditions and remote location in relation to contemporary centres, with considerable delay. The 19th and early 20th century was definitely an unfavourable period for Poland, as it remained under partition. The invaders' politics aimed at disposing of national identity. "After the fall of the January uprising in 1863, the tsar oppression was dominating, therefore none of the polish organizations related to our tradition and culture could exist. In the Prussian partition anti-Polish Bismarck policy was running rampart. It was a period of Kulturkampf and implementation of Hakata's goals. Acute anti-Polish acts prevented any attempts to create patriotic organizations" [Kulczycki 1968].

Light was shed on the possibilities of scientific and educational activities in the Russian partition, by articles published in periodicals. On the 20th anniversary of The Polish Tourist Association, PTK, in 1926, the journal "The Earth" published an article which said that an increase in public awareness was: "... persecuted with full determination of political toughness, and undertaking any scientific studies

¹ Poland lost its independence in 1795, in favour of the invaders, the neighbouring powers, i.e. Russia, Germany and Austria. It regained its independence in 1918, after 123 years of occupation.

for a general welfare was unacceptable [Skowron 2013]. At the same time it emphasised there were groups of people who were passionate about continuing scientific work from various fields such as physiography, ethnography and other sciences related to knowledge about Poland. They operated at different associations, including The Polish Tourist Association, carrying out and promulgating research.

The difficulties in travelling in those times in the Russian zone are indicated by a note found in the PTK Year Book from 1907, which said: “Authentic adventures of some of the travellers from that time, who were sent to prison dozens of times because of a suspicious book, map, camera or a too large penknife which were found on them, together with doubtful passport, sound like fantasy tales from the Middle Ages. (PTK Year Book from 1907)

Or another example: “Decent clothes, worn for a trip, were not only a sign of culture, but also in the case of control, as all sorts of neglected vagabonds, and Russian tramps, were closely watched. Collective expeditions were always suspicious to the authorities. Students had to have holiday certificates stating the length of the holiday issued by schools, or sometimes even by the police. The lack of those documents led to serious consequences, such as compulsory apprehension, return home or even remove from high school” [Czarnowski 1996].

The only acceptable forms of associations at the time were sports associations. Therefore “Sokol” Gymnastic Society was established in the Austrian partition, in 1867 in L’viv, spreading their activity illegally to the Prussian partition in 1884 and Russian partition in 1905. [NEP 1997]. Also in Russian partition in Warsaw in 1878 The Warsaw Rowing Association was established and in 1886 The Warsaw Cyclist Society. Cracow and L’viv Cyclist Society were formed almost in parallel, organising cycling trips up and down the Vistula River, and also to Warsaw suburbs [Gaj 2008].

The first Polish true tourist organizations were The Galician Tatra Society established in 1873 in The Austrian partition, where the most liberal conditions existed, and The Polish Tourist Association formed in The Russian partition only in 1906, was a result of socio-political changes in Russia after 1905².

The business objectives of both The Tatra Society, since 1920 known as The Polish Tatra Society and The Polish Sightseeing Society were divided into two streams. The first stream, especially in the initial period, was associated with patriotic activities, due to the political situation, and they served the movement in sightseeing-cognitive and academic capacities. Countrywide trips were the other trend, organised by The Tatra Society, mainly in the Tatra Mountains. Apart from their cognitive character they had a sporting, recreational aspect.

The invasive officials closed the scientific activities related to tourism, therefore associations firstly Tatra and after 1906 Tourist, created a platform for scientific work by running it as tourists activities.

In those kinds of associations scientists played a very important role in conducting scientific activities. They were the representatives of various scientific disciplines such as geography, ethnography, history, etc. Among them were Professor Ludomir Sawicki, Zygmunt Gloger, Ludwik Krzywicki and others.

The scope of this research is indicated by the results of undertaken work published in the periodicals of The Tatra Society and The Polish Sightseeing Society, such as "Tatra's Dairies", "Summits", "The Earth" and PTK Year Books. The articles published there concerned disciplines such as geology, morphology, Carpathians physiography, soil science, meteorology, limnology, hydrology, speleology, botany, zoology, entomology, anthropology, musicology, the history of the Tatra Mountains and wildlife conservation etc.

² Russia lost a war with Japan in 1905, and had a revolution in 1906.

Speaking of patriotic aspects in PTK's activities, attention should be brought to its meaningful symbol. It consisted of metal ring, connecting the capitals of the three partitions-Warsaw in Russian, Krakow in Austria and Poznan in Prussian. The ring was surrounded by mighty castle ruins in Ogrodzieniec, which was the symbol of the past greatness of Poland. This medal was a symbolic call for Poland to get reunited and reborn, which was fulfilled in 1918. Touristic, cognitive walkabouts were the second direction, promoted and organized in the early 20th century by M. Orłowicz, continuing Dr Tytus Chalubinski work.

After Poland gained its independence in 1918, both PTT and PTK, the most important Polish tourist organizations, and developed their activity. PTT mostly organized mountain tourism, like hiking in the Carpathian Mountains, skiing, caving, and mountaineering not only in Poland but also on mountain ranges of all continents. On the other hand PTK organized trips putting emphasise on cognitive aims, regardless of the forms. They paid most attention to working with the youth, creating special organizational structures such as committees or school clubs. They also published the journal "Eagle flight".

On the eve of Second World War in 1939, the population of these organisations was as follows, PTT 15,000 members and PTK 7,700 members, and 600 school clubs with 32,000 students. After the war, despite the huge losses in the material base and among the activists, the associations vigorously began their activities. [Bieńczyk 2007]. In the new socio-economic and political situation in 1950, supported by state and party authorities, PTT and PTK merged to form The Polish Tourism-Sightseeing Society (PTTK). As a result of this joining, in 1950, there were almost 20,000 members and 120 branches and hundreds of school clubs. The following years brought very dynamic growth, resulting in nearly 770,000 members in 1979. But after 1989, the socio-economic and political transitions led to a dramatic

drop in membership, making the number 62,000 in 2012 [Bieńczyk 2007; The Board of Polish tourist Society 2012].

The newly established association is the organizer of various forms of active tourism, such as hiking, water polo, skiing, cycling, motor cycling, mountain and high mountain tourism. It also has tourist/sightseeing, mass and groups trips in its offer. This means that PTTK, from the forerunners PTT and PTK, continues its current activities in tourist disciplines called qualified tourism. This activity, in addition to improving qualifications of its participants, has also a cognitive-sightseeing goal.

A parallel mainstream in the society's activity is sightseeing based on cognitive content, as well as promoting monuments' protection and wildlife conservation. Within the sightseeing, knowledge of the country is popularized, starting from the immediate surroundings, so called "Little Homeland", to country wide regions. This activity also takes other forms such as lectures, film shows, sightseeing competitions and tournaments. Sightseeing congresses play an important role in the Society's activity, there have been six so far. The first one took in 1929 and was organized by PTK. The congresses were restarted in 1970, with the last taking place in 2010. They are held every 10 years and are known as meetings of sightseers with an active presence of science representatives. They are an opportunity to assess the sightseeing activities of past decades and to give directions of those activities for the next decades. The topics of these congresses relates to, for example sightseeing as the programme's underlying idea and intellectual foundation of tourism. The programme consists of broadening knowledge about the country demands and the need for connecting tourism with national culture in order to promote its material and spiritual culture. To facilitate the implementation of the goals, PTTK has organizational structures, such as rings, clubs, committees and branches with the Board at its

front. Working for the Society is voluntary. Society members fulfil their needs and cognitive passions and improve their tourist skills, they collect objects including the ones related to historical events or traditional, regional folk culture.

To make the tourist and sightseeing activities more attractive, PTTK introduced a system of badges, which can be won by completing the tasks described in the regulations. The tourist badges can be achieved by doing hiking, skiing, cycling, motorcycling, horse riding, kayaking, sailing and scuba diving and the sightseeing ones by visiting historic and natural monuments, of which a selection of 400 were described in a book called “Polish Touring Canon” published by PTTK. The badges are mostly achieved during trips and events such as rallies, cruises, rafting, organised by clubs, rings and branches. In 2012, 20,000 of these kinds of events were organized by PTTK, with 570,000 participants. During these events and individual trips in 2012, over 16,500 tourists and almost 12,000 sightseeing badges were achieved. Alongside of the events for more experienced tourists there are also events accessible to the public, and that year 7,300 of them took place with participation of over 215,000, starting from children to seniors. What is also important is the fact that the participants of the qualified and popular tourist events are also non PTTK members. [The Board of Polish Tourism and Sightseeing Society 2012].

For the smooth organisation and performance of the events, appropriate training and refresher courses are provided to the staff by the Society. In the active, qualified tourism there are instructors and leaders of a specific discipline³. And in the public, popular tourism there are tourist guides and event organizers. The staff for sightseeing activities includes

³ A leader in qualified tourism is a tourist who leads a specific tourist discipline, such as cycling, hiking or skiing and has got a great experience in this discipline.

sightseeing guides and social carers of nature and historical monuments⁴. Sightseeing has always been an essential hallmark of PTTK activities, qualified tourism linked to cognitive objectives since the society forerunners of the PTT and PTK. In addition to cognitive objectives, recreational purposes also played an important leading role, associated with upgrading skills in represented qualified tourist disciplines, such as cycling, kayaking, skiing or scuba diving [Nykand, Kus 1973].

PTTK created and disseminated a qualified tourism model in Poland, through organising rallies, jamborees, rafting and cruises for both individual and group tourists. This is a tourist model strictly associated with sightseeing – getting to know the Homeland, its regions, and understanding its natural and cultural heritage. This model has been copied by other organisations.

The material supply base is particularly important in the qualified tourism, including accommodation, tourist equipment rental and hiking trails. It is adjusted for both qualified tourism with mountain and riverside hostels and campsites, as well as for common tourism with tourist hostels and resort hotels. The accommodation varies in standards, according to its purpose, a riverside or mountain hostel has got different equipment compared to a tourist hostel. There are 200 accommodation places with nearly 20,000 places.

For qualified and common tourism the Society dedicates and maintains 60,000 tourist trails of various uses, like hiking in the mountains and lowlands, cycling, kayaking, sailing, skiing and horse riding. The PTTK activities have never been focused just on their members. Since the first statute, the main task of its purpose was defined as: theoretical and practical public awareness of the principles of carrying out

⁴ The social nature carers taking care of the nature objects entrusted to them, and the social historical monuments carers looking after their objects do not receive any payment for doing the job.

various forms of tourism, such as: hiking, water tourism, skiing, cycling, motor cycling, hill hiking. The organisation also offers mass and group sightseeing trips.

Thanks to cooperation with various organisations, such as trade unions, youth organizations, the military and other institutions, the society has been able to promote tourism principles on a wide scale. The Polish Tourist and Sightseeing Society has been the only organisation in Poland providing activities from such a wide range of tourist disciplines. This function is the core of the organisation, alongside other forms of sightseeing and common tourism.

Qualified tourism, organised by PTTK, features sightseeing content, taken over from its forerunners, PTT and PTK. This content has been the basis of merit programme for rallies, jamborees, rafting and cruises as to opposed tourism in other sport associations and abroad, where the tourism consists of a lot of sport elements, and the aim is physical recreation, therefore is it called sport tourism.

To sum up, it is important to state that PTTK, the successor of the Polish Tatra Society and The Polish Tourist Association, the first Polish tourist organisation and one of the first in Europe, is an organisation of highly cognitive and patriotic character. The Polish Tourist Association has played a major role in shaping polish tourism, particularly qualified tourism, rich in sightseeing content.

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Problems to discuss:

1. The roots of tourism organizations in Europe and Poland.
2. The educational importance of tourist NGOs in Poland.
3. The character of tourist NGOs in your country.
4. What is the future of NGOs tourist organizations?

PART II

DIFFERENT TYPES OF TOURISM IN POLAND

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BUSINESS TOURISM IN POLAND

The development of business meetings in Poland

Business tourism includes various trips made by business owners, board members, companies' employees and members of various organisations and representatives of universities, research institutes and diplomats either commercial, scientific or diplomatic, rather than trips made for leisure or recreational reasons. Commonly, business tourism is described as “meeting industry”, “business tourism” or “business travel” [Iwan 2012, pp. 18–19].

Poland has all the advantages to become an important business destination due to its location in the centre of Europe, more than a thousand years history, extensive cultural heritage and natural and anthropological tourist attractions. Joining the EU and other international organisations has also played an important part in business tourism development. Polish cities have been actively investing in modern conference facilities, fair and exhibition centres, luxury hotels and other infrastructure facilities important for business tourism. Higher category hotels are no longer just accommodation, they are business centres with modern equipped conference and training rooms. For the business travellers, interesting essential programmes are as important as other

leisure attractions they can see after training sessions. The clients of the meeting industry, in other words business tourists, appreciate the comfort, safety and high standards of the places they stay. According to the data provided by International Congress and Convention Association (ICCA) the number of hosted international association meetings in Poland has grown from 82 in 2001, 114 in 2006 to 150 in 2012. The greatest number of these kinds of events took place in 2011, 193 meetings, which means 2.3 times more than in 2001. That resulted in Poland climbing the ICCA ranking, going up from 32nd place in 2001 to 25th in 2012, for the meeting industry organisers. According to this ranking Poland is behind USA and Japan, and also behind German, Spain and France in Europe [ICCA 2011; ICCA 2012].

The number of meetings and the national events hosted in Poland in 2012 came to 22,300 in total. That included 10,622 conferences and congresses, which means that 44.9% of the events were business events. So it can be concluded that Poland did not use its full potential in hosting international meetings and events. A lot needs to be done in promoting Poland as a good business tourism destination. This is the main responsibility of the Convention Bureau of Poland (CBP), which is a part of the Polish Tourist Organisation (POT). Convention Bureau of Poland should intensify promotional activities on the international arena. Poland really has a lot to offer in the field of organising international meetings and business events; including modern conference facilities, fair and exhibition centres, a rich historical heritage and traditional Polish hospitality.

Figures show the growing tendency in hosting business meetings in Poland [*Poland Meetings and Events Industry in 2010 – 2015 Report* 2015]. The number of business meetings in total was growing rapidly, particularly in 2009 – 2011, however in 2012 – 2014 the number dropped slightly. The result was that the dynamic rate reached 470 in 2014, taking

2009 as the base year for 100. Also the number of hosted congresses and conferences was growing rapidly up to 2012, with 5 times more meetings taking place than in 2009. In the studied period, the congress and conference meetings constituted from 35% to 55% of all business meetings in Poland. Cooperate events and meeting were also booming. Their number was increasing rapidly until 2011 only to decrease significantly in 2012. In 2013 an increase in corporate events was observed, reaching 6,200. A slight decline in corporate events occurred again in 2014.

Incentive events grew 18 times, from just 295 in 2009 to 5,305 in 2012, with a drastic decline to just over 2,000 in 2013, with a slight growth in 2014. The development of trade fair and exhibition tourism ran similarly to incentive tourism. The total number of business meetings in the period of 2009 – 2014 was influenced by a change in the number of individual business events. The majority of meetings and business events take place in Warsaw, Krakow and Poznan. A relatively new place in the business meetings market is Kielce; until 2011 Kielce was not included in the PCB POT statistics. It appeared in the statistics in 2012, holding 635 business meetings in total, including 111 trade fairs and exhibitions.

Kielce is an emerging market for business meetings in Poland. There is a vibrant company there called Targi Kielce S.A. – (Kielce Trade Fair) an international trade and development company. Kielce Trade Fair started its business operations in 1992, with the first trade fair and expo held in 1993. Prior to this, Kielce was already known for the International Defence Industry Expo. In the 90s of twentieth century Kielce was a venue for just a few exhibitions and fairs a year. Nowadays, every year there are 70 trade shows and 700 conferences and congresses, and the number is still growing. Kielce Trade Fair organises national and international business events.

The best known fairs and exhibitions in Kielce include: the world famous Europe defence industry expo MSPO; the International Fair of the Road and Construction Industry – Autostrada Polska; PLASTOPOL - Poland's most international plastic processing trade show; AGROTECH – the agricultural fair; SACROEXPO – Europe's largest church and devotional articles fair; and NECROEXPO – a funeral and cemetery fair.

In 2013 Kielce Trade Fair completed the largest facility modernisation and expansion in its history, with a total cost of 189.9 million Polish Zloty (PLN) [<http://targikielce.pl/pl/historia,3967.htm>]. The Kielce Trade Fair is the second biggest fair and exhibition centre in Poland, after the Poznan International Fair. The total fair and exhibition space is 100,000 m² and 7 fully equipped exhibition halls with a total space of 36,000 m². It is also the only place in Poland with an open area for dynamic shows for construction, transport and military equipment. The Kielce Trade Fair is a member of UFI - The Global Association of the Exhibition Industry, and a member of CENTREX - The International Exhibition Knowledge Provider [http://www.targi.com/index_eng.php]. Membership of those organisations raises importance and positive image of Kielce centre on the international business arena. The exhibition centre attracts 217,000 visitors and guests from around 60 countries as well as 6,000 exhibitors. Kielce Trade Fair is also a professional event organiser, hosting conferences, seminars and concerts. The most modern exhibition centre in Poland is 5,355 m², and can host 4,500 people. In addition, in 2013 a new Congress Centre was completed, it can host 1,000 people.

Kielce Trade Fair owns one third of the Polish fairs market. It is the second biggest in terms of the number of exhibitors and space leased, staying ahead of HUNGEXPO Budapest, Trade Shows Brno and International Contract Fair Kiev. As well as organising large international and national business

events, Kielce Trade Fair also offers a small, cosy atmosphere, business gatherings, staged at the top of a 57m-tall viewing tower [<http://targikielce.pl/pl/o-firmie>, 35.htm].

The changes in business meeting participant numbers in Poland

Meetings and business events attract millions of business travellers participating in congresses, conferences and other business events, including fairs. In recent years the number of business travellers is estimated at several million. Based on CBP POT data and dynamic indicators a few interesting observations can be made.

The number of conference and congress participants was increasing rapidly, especially in years 2009 to 2011. After some decline in 2012, it started going up again to reach a number almost 0.5 million higher in 2013. In 2014 there was a slight decrease in the number of business event participants. All in all, in the period of 2009 to 2014 the number of business travellers taking part in conferences and congresses grew by almost 2.5 times.

A drastic decline in the number of corporate tourists in relation to previous years took place in 2012 and 2014. The largest increase in the number of corporate tourists occurred in 2011 and 2013, however, it did not reach the level from 2011. Comparing the indicators of dynamics of the number of corporate events with the indicators of dynamics of the number of participants, shows a decrease in the number of participants in the average event, from 107 in 2009 to around 60 in 2014. A similar phenomenon happened in terms of congresses and conferences.

The number of incentive events participants showed a similar tendency to the corporate events. As a result the number of incentive events participants grew 2,7 times in 2014 comparing with the base year 2009.

The high growth in the number of tourists participating in trade fairs and exhibitions remained throughout the study period, reaching the highest level in 2010 and 2014. It should be stressed that trade fairs and exhibition events was the only category with an increased number of participants in an average fair and exhibition event, from 1706 in 2009 to 3143 in 2014, almost twice as many. Making it contrary to the trend in the other three categories of business events.

In total, the number of business travellers in the four described business meeting categories increased almost three fold in 2014 compared to 2009. This is a positive trend which should continue in the coming years, as business tourists generate relatively high revenues for the city budgets where meetings and business events are held [*Przemysł spotkań i wydarzeń w Polsce za lata 2010–2015* 2015].

The economic aspects of business meetings and events in Poland

Business tourism is a dynamically growing segment in the tourism market and is of growing economic importance. It has an enormous impact on budget revenues, generating from a fourth to a third of all expenses of people for tourist travel in developed countries. It is difficult to estimate the full income from business tourism as it effects the economy of many types of businesses. The direct expenses of business travellers play an important part. Mostly the money is allocated to purchase services such as: accommodation, trade fair, exhibition or conference space leasing, catering and management of business meetings. Transportation and tourist attractions would also come under the expenses. An indirect effect is an increased demand for local retail stores [Celuch 2014, p. 27].

So the business events industry generates demand for services related to various areas of national economy. The

Report - 'Meeting and events industry in Poland 2014', says that the amount of accommodation purchased by business travellers in 2013 was 5.19 million, with estimated 1195 million Polish Zloty (PLN) revenue [Celuch 2014, pp. 28–29].

To sum up, it is important to say that business tourism plays a significant part in the whole tourism industry, due to bringing the most revenues in tourism in total. The customers of the business tourism are usually wealthy individuals, business or other organisations' representatives. Therefore business travellers are the most desirable guests around the whole country, using luxury hotels, restaurants and other tourist attractions.

Business tourism development factors

There are many factors effecting business tourism and tourism in general, including demographic, political, economic, social and cultural. Tourism infrastructure, good economic situation and stable political conditions, as well as tourist services prices also belong to the general market factors. In the hierarchy of the factors influencing business tourism development, professional promotion of the business tourism products and services on the national and international level is also crucial. Economic conditions with infrastructure investments at the forefront play an essential role in the basis of business tourism development [Sidorkiewicz 2011, pp. 134–135].

An important factor in the development of business tourism is the particular country's state policy in building a positive image in the international arena. Promoting Poland as an optimal business meeting destination is closely related to foreign policy. This should be done, in addition to POT (Polish Tourist Organization), by particular cities and regions – potential centres of business tourism. One of the factors for further development of "meeting industry" is GDP

growth. Consequently, Poland is perceived as a politically and economically stable country. The lack of terrorist attacks and social tensions as well as internal security, encourage business tourism development.

Another important factor in the dynamic development of business tourism in our country is further expansion and improvement of transport infrastructure adapted to the requirements, especially road and air transport. In addition, several Polish cities are investing in new conference and trade fair and exhibitions centres. The development of business tourism is also supported by high quality hotels and catering facilities. Hotel facilities offering services for business tourism is the fastest growing hospitality sector in Poland. The hotels offering services for business matters introduced so called conference packages providing accommodation, catering, conference rooms, fitness centres, spa and wellness treatments and other services at an agreed price. One of the advantages for Poland is the cost of the business events - lower than in Western Europe, USA or Japan. An important factor of the analysed tourist sector is also well developed customer service staff training and improvement of information centres home and abroad [Para, Kachniewska 2014, pp. 150–163].

Summary

Poland has got many attributes thanks to which it can become an attractive destination for business tourism, such as geographical location, rich cultural heritage, natural environment tourist attractions and worldwide known traditional Polish hospitality. As a result, Poland hosts increasing numbers of national and international business meetings. According to the statistics on the business meetings in Poland as per 4 categories, the number was growing rapidly in years 2009 to 2014, with some variations in some periods [Poland

Meetings Destination. Tourism and Meetings Industry: Big Potential 2014].

The majority of the business meetings take place in Warsaw, Krakow and Poznan. A relatively new place on the business meetings market is Kielce, with Kielce Trade Fair, a company which is the second biggest player in Poland in organising fair trades and exhibitions, as well as congresses and conferences, seminars, corporate and incentive events. The growing number of business meetings also generates millions of business travellers, in the period of 2009 to 2014 the number increased three times. Many different factors affect business tourism, with the key factors of economic globalization and the global market, as well as socio economic conditions of a particular country.

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Problems to discuss:

1. The international position of business tourism in Poland.
2. Kielce – a new business tourism centre in Eastern Europe?
3. What is the future of business tourism in Poland?

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URBAN TOURISM IN POLAND

Renaissance urban tourism

Urban tourism is one of the most common forms of tourism nowadays. Form, because it's not about tourism in the city, nor tourism in urban areas, but specific behaviour, manifesting itself in visiting and getting to know the city treated as cultural heritage and regarded as an indivisible part of tourist space, which is associated with the treatment by a tourist visited city in terms of symbolism and being under the influence of his *geniusloci* [Kowalczyk 2005].

Urban tourism has its long traditions, with urbanization development, the cities have grown in importance as centres of culture, education, economy and finance, as well as developing as intense communication spaces. The collapse of the era of energy-intensive and material-consuming industries brought a lot of cities down and a new electronic and manufacturing era based on knowledge, caused many urban spaces to become barely useful. A new, dynamic period of development of urban tourism is connected with shifting the city dwellers' activities more towards their cultural, educational and business functions. According to [Gravari – Barbas 2013]“ it happened because of the recession – loss of jobs and release of city central areas, meant that tourism came

to be seen as one of the new engines for economic growth, urban regeneration and change of their image“.

In the 80s, urban tourism began to be reborn, influencing urban spaces massively. The scale as well as the nature of this influence depends on the type of city and its tourist space. In Poland, this process started later, the cities' renovation began with the revitalization of central areas, historic buildings, squares and markets in the central, representative streets. Then factory districts had their turn. At the same time spa towns grabbed their chance [Włodarczyk, 2011].

Due to the advantages of some of the functions, the tourist towns are being divided into three basic types. The first group is comprised of resort cities (fr . Stations), made for the tourists' needs precisely. The examples of typical resort cities in Poland are Krynica Zdrój, Polanica Zdrój and Ciepochocinek Zdrój. Tourist-historic cities had also been distinguished, characterized by an outstanding historical and cultural heritage. The examples of those are numerous European cities, the witnesses of the centuries-old culture created by their inhabitants. In Poland, Krakow, Gdansk, Wrocław, Gniezno and Zamosc will be at the top of the list mentioned by every tourist. The third category consists of converted cities, with a changed function where the infrastructure was invested in, in order to attract tourists. In those cities, the space created this way is isolated from the rest of the city.

In the space of each city urban layout plays a fundamental role. Long-established cities tend to have their central point clearly marked, from where their development had begun. It is usually a so called Old Market, with a distinctly selected marketplace and a network of streets adjacent to it. There are rare cases of preserved medieval towns with whole structures and surrounding walls. The examples of these urban complexes are – Lucca in Italy, Carcason in France, and, though not so well known, Paczków in Poland, in the Śląsk Opolski region.

Each city has objects connected with its history. Some are closely related to the history of the city from the beginning of its existence, while others were created more recently. Kowalczyk [2005], defines the city role in a way which seems accurate, using a quote [Ashworth 1992], which says that “cities that are of particular interest to tourists considered as World Heritage resources are promoted as a whole but sold in parts”. It is difficult to separate a part from the whole, however the examples from Polish territory may exemplify this interesting statement. Poznań for instance, plays at least a dual function, as a historic city and a business centre, with its international fairs. While Warsaw can add onto it other offers, in order to sell itself to tourists, such as palaces and castles together with adjacent parks, religious buildings, art galleries and historic museums, and a range of art and sporting events. The menu is arranged according to tourists’ tastes, the length of the stay and budget.

Modern tourists expect something more than just sight-seeing. They want to take advantage of various options offered by the city, such as recreational, sporting or entertainment. In order to keep the tourists for longer, the city authorities expand their offer with more and more new attractions. They have to try to fulfil expectations of all sorts of tourists groups, from organised to individuals, conferences and congresses attendees, business travellers, as well as taking the age of the guests into account. City authorities compete with ideas on how to make visiting their city more attractive, so the tourists stay longer than just to see the most popular historical treasures. So the canon of tourists’ attractions might consist of The International Chopin Piano Competition in Warsaw, The Festival of Mountain Folklore in Zakopane, The Jewish Culture Festival in Krakow and St. Dominic’s Fair in Gdansk.

These events are closely linked to the city’s specific infrastructure, local and central authorities’ political will,

transport accessibility, as well as the residents' will, a result of history and tradition. This infrastructure translates into the tourist capacity of each city, directly concerning accommodation, eating facilities, communication bandwidth, local authority service capability and capacity of the museum, recreation and sport facilities [Maitland 2007]. Cities are barely financially self-sufficient. The organisation of an international event requires acceptance from local government and help in promoting it. While national or local events do not require such effort, nevertheless, the residents' approval is a must.

Urban tourism in Poland

During the ongoing political system transformation since 1989, as well as changes in economic management, tourism perception also modified. Tourism is the main source of national income in many countries. Until the 90s, tourism in Poland was only regarded as mass leisure and recreation. Cultivating national heritage played an important role. This meant that only certain towns and urban centres with flagship monuments connected with Polish history were able to develop so called urban tourism. These included primarily Krakow and Warsaw, and besides – Gdansk, Torun, Sandomierz, Malbork, Gniezno and Poznan. The fundamental form of the tourism there was so called educational – historical tourism. “Among many forms of urban tourism the most popular are the ones based on cognitive motivation, associated with sightseeing the historic parts of the city, visiting museums and art galleries, and participating in cultural events” [Mika 2011].

Tourists visiting Polish cities anticipated seeing only the selected objects. The city guides did not pay much attention to either the history of the city or its functions, ignoring other important but not highlighted monuments and traces

of historical events. With Poznan being an obvious example, after the political incidents in 1956, local authorities tried to bring its role just for being a market town. The Old Market Square was the exception, where the City Hall with its goats was exposed. Likewise, specially selected objects were shown in Gdansk, Malbork, Gniezno, Klodzko, Wroclaw and Warsaw. Cultural values played an important element in the attractiveness of the city. They are ranked between national and international, according to their uniqueness and attractiveness, and what is most important in tourism, the way they are promoted. In many small towns in Poland, heritage objects have been preserved, which could not have been found in other parts of Europe. But because of the bad promotion, they are only known to sightseers and enthusiasts. For examples of such cities with interesting and important objectives for Polish history, these places have to be mentioned: the 12 Apostles Weavers' Houses in Chelmino Slaskie; the ruins of the royal castle in Checiny; fortress and huge garner in Modlin; the museum of Polish classic comedy called "Sami Swoi"; Benedictines complex of monastery buildings and the Virgin Mary's Church in Lubomierz; the perfectly preserved city walls and medieval street layout in Paczkow; and a beautiful baroque palace in Milicz.

More and more small towns have begun to seek their place on the Polish tourist map. There is great potential, which could and should be used. Big cities have always been and will continue as authority headquarters with various branches of industry, science centres, culture, transport and trade, with their names being associated with certain functions, played in less or more explicit manners. Following Mirosław Mika [2011] there has always been a cause and effect relationship. Although "cognitive orientated trips such as sightseeing and cultural events participation, are one of them, this only applies to cities recognised as historical – culture centres, like Warsaw, Krakow, Poznan

and Wrocław. These cities are known as *historic city*. Once a city is assigned as a particular faction, it is difficult to convince potential tourists to visit for a different purpose. Łódź would be a good example. An industrial city in the past, from 2000 it has been trying to change its image from industrial to tourist. The most important cultural values of this city are the remains of 19th century palaces, mansions and townhouses, as well as 19th century factories, with an extraordinary architectural value - nowadays revitalized and converted into business, culture and amusement centres. They are the attractions bringing artists, film directors and composers to Łódź.

Many Polish cities are undertaking similar action. They manifest themselves in various forms – building new museums in non-tourist districts, such as the Modern Art Museum and Schindler’s Museum in the Zabłocie district in Kraków. Based on close observation, the most visited tourist areas are equipped with information boards, for instance in Nowa Huta in Kraków or the Praga district in Warsaw. There are organised trips around unusual and non-tourist areas. The History Meeting House offers tours around Warsaw districts, including Ursynów, Brodno, Targówek, Bemowo, Wawer or Koło – places rarely visited even by residents. Grass roots initiatives gain more support, for example an interest in exploring a Gdańsk shipyard resulted in the “Subjective Bus Line” project run by Grzegorz Klman. Within the project framework, the city bought an old style Jelcz RTO bus. Regardless of whether the new, virgin trails are initiated by local authorities or the tourists themselves, reaching out for those pathways often means significant changes are made to urban spaces. The cities in the Upper Silesia region are going through a similar transformation. The Trail of Industrial Technology Heritage is created based on 24 cities. Several towns located along this trail have interesting cultural values, with Pszczyzna, Mysłowice, Częstochowa, Bielsko-Biała,

Zywiec, Tarnowskie Gory among them. Others, due to their primarily industrial nature, have built an interesting tourist offer, based on existing industrial facilities. Most interesting are: the Power station "Szombierki" in Bytom, the "Queen Louise" Historic Mining Museum in Zabrze, Nikiszowiec and Giszowiec miners estate in Katowice.

Another way to raise city attractiveness is to use the remains of historical military objects. Successful cities in using these resources are Miedzyrzecze in Lubuskie Province, Ketrzy, Malbork, Lidzbark Warminski, Olsztyn, Ketrzyn, Swinoujscie and Torun. These objects mainly come from the First and Second World War period, but also consist of castles and strongholds.

Urban tourism is also strongly linked to the existence of religious buildings in the city. Many of them, mostly the catholic ones, have got a sanctuary status, with a great number of believers visiting places such as Gietrzwald, Czestochowa, Lichen, Piekary Slaskie, Kodon and Sejn. Swidnica Jawor is also an important religious centre, with so called "Temples of Peace", visited by evangelists from all over Poland. For Orthodox believers Bialystok, Hajnowka and Bielsk Podlaski are as important. Until 1939 in many Polish cities, a Jewish minority was present, leaving indelible traces. Then ethnic neighbourhoods called ghettos existed. After the Second World War, the whole group was wiped out, leaving only memories and architecture, mainly cemeteries, extermination camps, sometimes the whole district, like Kazimierz in Krakow. Other cities with "death factories" were Lublin and Auschwitz. There are also tourists among the pilgrims who, while worshipping their ancestors, can also visit Warsaw and Krakow, as well as other cities situated in the so called Lublin Triangle, including Kazimierz Dolny on Vistula River, Naleczow and Pulawy. Every year thousands of Hasidim visit Rabbi Elimelech's grave in Lezajsk. The Hasidic Jews believe that 3 days before and

3 days after the anniversary of his death, Rabbi Elimelech Weisblum will descend from the heavens and answer their prayers, by taking them straight to God.

Some cities, not only in Poland but also around the world, play the role of so called gates or what are commonly referred to as “hubs”. That will include all cities with airports, even if they are located not in the city itself like in Poznan and Warsaw, but at least in a short distance like in Krakow, Katowice and Gdansk. And of course the cities with international transport routes, both railway and road. According to this study, the author regards the cities as gates, with a wide range of supply bases allowing different tourist forms to be practiced. Zakopane, Szczyrk, Ustrzyki Górne, Mikołajki, Hel, Iława and Kołobrzeg are good examples of “city gates”. Each being attractive, with many tourist assets, and at the same time make a good base for mountain climbing and lake and sea trips.

Despite many different functions and roles the cities play in urban tourism, regardless of their size and number of assets, the main goal for the authorities is to keep the tourists for at least 24 hours. In order to achieve that, special conditions have to be in place, so after sightseeing they could also get a good rest. To be able to fulfil this, the cities need to invest in aquaparks, recreation and leisure centres. Referring to their traditions, cities organize various festivals, reconstruction spectacles, shows, concerts and fairs [Cudny, Michalski, Rouba 2012]. So Rzeszow has a festival of Folk bands, Zielona Gora – Russiansongs festival, Lublin – City Bugle Call Competition, Jelenia Gora – Street Theatres Festival and Poznan – Animated Films Festival and Fairs. Other tourist magnets for particular groups are sports events, especially international sport competitions. However, they can only be held in cities with logistic facilities, such as stadiums, swimming pools and other sport facilities. The European Championship in 2012 undoubtedly raised the

standard of several Polish cities and created even better conditions for the development of urban tourism in Poland [Zmysłony, 2014].

Summary

The factors affecting urban tourism development mostly relate to big cities or metropolitan areas, with an established position in the tourist ranking. However, attention should be drawn to the fact that small towns so far considered as to be devoid of tourist attractions, can also attract tourists, and interest of cultural and industrial tourism is on its growth. Warehouses, productions halls and other industrial buildings preserved from the last century are converted into art galleries, show rooms, concert halls and performance spaces.

Yet another way tourists are attracted to cities is when a popular novel or series is set there, or a famous poet lived and worked there. The range of such personalities is large and creates a great marketing opportunity. These characters are not always real, sometimes there were just a figment of an artist's imagination. Examples using such characters as their icons include Sokolowsko, where for a period of time famous poet Marek Hlasko lived and wrote; Przemysl is identified with a legendary character called Dobry Wojak Szwejk; and Krynica Gorska uses famous Nikifor for their promotion aspects. These are just few examples, but there are many more. Polish cities have great tourist opportunities ahead of them. After revitalisation, embellishment and constant promotion, the time has come to make urban space more alive with various offers of active ways of spending free time.

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Problems to discuss:

1. Elements of city tourism.
2. Resort cities and historic cities in Poland.
3. Strong and weak sides of city tourism in your country.

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SPA TOURISM IN POLAND

The growth of health resorts

Since ancient Rome there has been an interest in using spas and thermal waters for medicinal purposes. The Romans highly valued social gatherings in baths and rich Patricians bathed in asses' milk which was a parallel for today's beauty treatment. Ancient Roman spas still exist in Europe, such as Aqua Calida, Vichy and the Gaul settlement called Diolklecjan Vichlacus, founded by Caesar in 52BC. Other Roman spas established in the Roman Empire related to Claudius' conquests in the first century AD and can be found in Bath, England or Baden, one of the most popular spas in Germany [Erfurt-Cooper, Cooper 2009, pp. 49–130].

The collapse of the Roman Empire on the European continent resulted in the decline of healing and relaxing baths in existing spas. It partly came back in the 13th century. During this period the concept of the modern spa resort arose in Bath, which was then followed by other places in Europe such as Karsbad and Marienbad. After a period of time spa resorts changed their profile, moving away from just patient convalescence to wider uses. A stay in a spa resort was not only for health reasons, but also for relaxation [Miller 2005, pp. 84–102].

The 19th century brought a further development to the spa resorts industry with the introduction of hydrotherapy. Spa resorts' popularity was increasing until the First World War, and this period is known as the Golden Century of spa resorts. It was also a time of prosperity for spas in Central Europe, including Poland. After the Second World War the spa industry was evolving differently in Western Europe compared to Eastern bloc countries. Nowadays both western and central European spa resorts have offers apart from classic treatments and services based on preventative and aesthetic ideology, which is Spa wellness and beauty.

In the present territory of Poland, spa resorts were first recorded in the Middle Ages, with the oldest brief references to Cieplice Zdroj from 1132, Ladek Zdroj from 1242 and Iwonicz from 1520. In Kudawa Zdroj the mineral springs were used only in the first half of the seventeenth century and in Duszniki Zdroj they formed the basis of a spa resort in 1905. The 19th century was a period of rapid development for health resorts in the Sudeten region, both the South and North part [Kepinska 2002, pp. 10–17].

The spa resorts were visited by Polish rulers and their wives, for example Queen Jadwiga was treated in Busko and Marysienka Sobiecka in Cieplice. In recent times the spa resorts have been used by famous Poles; Frederic Chopin was treated in Duszniki, Ignacy Paderewski, Boleslaw Prus and Stefan Batory in Naleczow. General Wladyslaw Sikorski was cured in Innowroclaw, while Krynica and Rabka were the favourite spa resorts to Jan Kiepura and Mieczyslawa Cieplinska.

The first charter on hydrotherapy in Poland was written by Marcin from Miechow in 1522, however, Wojciech Oczko wrote the first scientific study called "Cieplice" published in Krakow in 1576. A large contribution to the study of spa treatment should be attributed to professor and chancellor of Jagiellonian University, Dr Jozef Dietl, who wrote many scientific papers on the subject [Hadzik, Ujma, Gammon, 2014].

The qualities of Polish spa resorts

Poland has a well-developed spa resort network, located in major areas of landscape and climate. The spa industry is such a competitive area around the world that in order to stay ahead of others new treatments and organisational rules have to be introduced. The majority of Polish spa resorts are located in the most attractive regions, with favourable conditions and rich, natural resources of medicinal deposits [Dryglas 2012, pp. 30–38].

Polish spa resorts have got good catering facilities serving regional dishes to their clients, both Polish and foreign tourists. Also accommodation, recreational and cultural facilities are well developed, and their standard does not differ from those in other countries. In particular there is a rich culture offer, organising events for clients, tourists and also the local people. The events vary from music, theatre and poetry to dance and many others. There are also numerous events linked to sightseeing, short trips around neighbourhood areas as well as journeys to architectural sights, places associated with Polish history and the most interesting natural habitats. A prime example of such an event is the famous tourist attraction of rafting on The River Dunajec, with easy access for tourists staying in Szczawnica. Sporting event offers are also as interesting, including outdoor chess, Nordic walking and sport bridge. The spa resorts' clients with a better health condition can take part in cross country events, mountain trips, kayaking and many other activities. Ecotourism can also be an interesting offer, as the majority of the spa resorts are located close to protected areas such as national and landscape parks and nature reserves [Przybyłka 2014, pp. 114–124].

The examples of new trends in spa resorts and health and wellness tourism in Poland are the resorts which have been revitalized; a lot has been invested into new spa infra-

structure and a new look is given to the towns involved. One of the innovation leaders is Ciechocinek spa resort. One of its attractions is the flower carpet, the layout and composition of which is changed every year. In recent years there have been revitalization works in the main parks.

Brain graduation towers are located in the centre of the resort, creating a special air suffused with brain waters. The Graduation Tower Park is not only popular for the spa clients, but also for sport lovers, with a newly opened rope park and a climbing wall. In addition, there are tennis courts with an artificial surface, outdoor gym, a multipurpose sports field surrounded by greenery and a new playground. Just by the graduation towers there are four illuminated fountains, also serving as inhalers [Jeziorski 2008].

Around the parks many plants supporting the health treatments can be found, temporary stages and water cascades were also fitted. Under the EU's revitalisation programme in both parks fifteen thousand trees, shrubs and ornamental plants were planted. New paths, cycling routes and illuminations were built. Local authorities invested in the new spa industry infrastructure with cafes and tea houses. Modern camping sites are equipped with facilities for disable people. A local cinema was also renewed and modernized, it was converted into a multipurpose and multimedia rooms, where apart from showing films, concerts and conferences, other events are organised. Money is invested not only in infrastructure but also in health treatments. The health and spa centres are well equipped with state of the art machines. A prime example of a modern spa resort is hotel Villa Park, with renewed spa space, as the only place in Poland offering treatment with a KMI method taking away headaches and backaches. Lila health resort has a Turkish Hamman massage steam room on offer; Hotel Austeria offers Russian massage using honey; Lazienki II offers algae compresses; York Willa offers manual therapy using the Japanese method Yumeiho;

Hotel Termy Ciechocinek offers a new clinic using Thalasso therapy using seawater as a form of therapy; and Jubilat Hospital carries out specialist cardiac rehabilitation treatment, using various equipment such as exercise bikes and treadmills connected to computers and phototherapy beds.

Kuyavia and Pomerania Organisation of Employers Lewiatan runs a project co-financed by the EU. The project concerns medical staff training focused on providing service to foreign tourists and marketing. Information leaflets in French, Danish, Norwegian and Swedish are distributed around the spa resorts. Ciechocinek offers countless cultural and recreational attractions, among them is a particularly interesting event called The International Gypsy Culture and Songs Festival [www.staypoland.com/about_ciechocinek.htm].

Busko Zdroj is an example of dynamic changes in the spa industry and space modernization. The town received a prestigious award for renovating Mickiewicz Avenue, Busko's boardwalk is recognised as the best managed public space in Poland. The town has good infrastructure for disabled people with great transport facilities connecting the old town with spa resorts, using electric cars called "Sun Express". There are also good sport and recreation facilities in town, two football pitches, tennis, basketball, volleyball and badminton courts, a roller skate park, athletics track and swimming pool. Many cycling trails and walking paths are built around the town. A lot of sport events take place in Busko, among them: The Polish Championship in Nordic Walking; The Akiba Rubinstejn Chess Tournament; Poland Old boy Basketball Championship; and Bike Marathons [www.staypoland.com/about_busko-zdroj.htm].

Solec Zdroj is a spa village, recognised not only in Poland but also abroad, attracting people from Germany, France, Great Britain, Canada and The United States. In the vicinity of the spa resort, as a result of geological surveys brain waters containing eight times more hydrogen sulphide than

so far exploited was found. It is a unique mineral water. On the back of the mineral waters, complex of pools and other recreational and rehabilitation facilities were built. They are ranked as unique, offering a wide range of hydrotherapy treatments using waters rich in sulphur and additional wellness services. Inside the complex there are children's play areas and restaurants. These buildings are fully accessible for disabled people. The entire spa complex is a regional branded product, making the tourist offer more attractive, using the advantages of rich resources of natural mineral waters and cultural, natural and sightseeing values of the Solec Zdroj Spa Centre [http://www.staypoland.com/about_solec-zdroj.htm]

The peculiarity of Iwonicz Zdroj spa town is its unique centre with its spatial and architectural historic complex. Iwonicz is believed to be the only spa town in Poland with exceptional artistic aspects. Iwonicz spa centre is an example of a unique wooden architecture complex, dating mainly from the 19th century. In recent years beautiful gazebos were built alongside the walking paths, with stylish benches. Many existing foot trails were modernized, as well as new places built, among them an Amphitheatre and Romantic Garden with a pond full of fragrant plants. All spring waters are now accessible for disabled people. It is a beautiful mountain health resort town surrounded by hills and forests with numerous streams, where nature itself is the most beautiful setting for this place [Guzik, Kolos 2003, pp. 356–368].

Polanica Zdroj is a modern spa resort located in the heart of The Sudeten Mountains, with many mineral spring water and mud baths, offering treatments with the use of algae and Dead Sea minerals. Many new spa resorts have been opened, offering a wide variety of medical spa as well as relaxing wellness and spa treatments. From 2010 to 2011 with EU funds and the Ministry of Culture and National Heritage programme, a concert shell and Spa park were modernized, and made accessible for disabled people. At present the park

consists of many walking paths and interesting places and it is a good starting point for relaxation. It is decorated with magnificent cascades and fountains, and in the evenings a dancing fountain show can be seen, with water being thrown over twelve meters in time to music.

The above examples show that Polish spa resorts have undergone considerable changes in their infrastructure, adopting new solutions in land use and planning. It continues the search for better organizational solutions and treatments, using medicinal raw materials in the philosophy spirit of wellness spa and beauty. As for further recommendations, there is a need for intensive promotion especially of the spas with healing geothermal waters. [Dej, Huculak, Jarczewski 2013, pp. 12–21].

Measures improving the health resorts offers

First of all the travel offers should be defined for spa patients according to different age groups, which are linked with the design of spa space, surroundings and infrastructure appropriate for clients' psycho – physical conditions. The wider the offer of the facilities, the better. The current facilities are designed for different age groups, sometimes interfering with each other and having a common zone for relaxation, leisure and catering. Nowadays more and more spa towns have regional features, standing out both in terms of historical, ethnographic and aesthetically aspects [Tempting tourists 2013].

Transport accessibility to the spa resorts is based on the knowledge of the groups of patients arriving and where they need to be picked up from, based on the information a means of transport is matched, for example minibus transport from particular cities or airports. The current priority of the spa resorts is maximizing the usage of green energy sources, including solar panels, geothermal energy, wind and clean,

eco transport. Examples can be observed in thermal spas in different regions of Poland [Szromek, Romaniuk 2014, pp. 9–16].

An interesting offer could be the use of the bubble method, appropriate in places exposed to air pollution. The method involves covering whole buildings in special transparent material, and then pumping clean, oxygen rich air with addition of forest phytoncides. Currently, specialized treatments are planned for a specific user groups, such as athletes, children with families, elderly people or people with certain ailments. Finally the natural and cultural values surrounding the spa resorts are adapted to the needs of the resorts clients. In many places, in order to make the stay even more attractive, local artistic groups are involved.

The spa resorts are dynamically entering a new wellness era. This lifestyle philosophy based on ones way of living and their state of consciousness, assumes that man is composed of body, spirit and mind. All three elements should stay in balance in order to guarantee good mental and physical condition [Dorocki, Brzegowy 2014, pp. 89–116]. Of course people suffering from various health ailments related to their health condition in general or age should not be forgotten. Excessive commercialization of the spa industry could bring serious problems in them being accessed by people with all financial statuses, turning them into luxury, snobbish enclaves.

Summary

Nowadays spa resorts are seen as a chance for social and economic development of the resorts themselves as well as the local communities. The changes in social and economic policy in the 20th century brought new challenges for the health market. Spa tourism is constantly developing and widening the service offers. Today, spa resorts are not only

sanatoriums, hotels and guesthouses with restaurants and cafes, not only spa parks, promenades and walking trails. Their offer is much more varied with Nordic walking trails, cycling routes with varying level of difficulties, cross-country and alpine skiing trails. They also offer water and sport recreation facilities, skate parks for children and youths, outdoor gyms and rope parks. Modern spa and wellness centres are opening in spa towns. The national and EU funds invested in the industry in the last seven years reached seven billion Polish Zloty (pln) [Cichła, Hayes 2012, pp. 40–41].

In the global market of tourism and spa services, a new trend of healthy lifestyle and protection of the elderly and disable people is present in the media. These trends and increased life expectancy have a great impact on the development of the spa industry and tourism in general. This also affects the Polish spas, medicines and tourism services, which generate an increasing share of employment and revenues.

Each year the spa industry gets more competitive in acquiring new prosperous and commercial customers, who appear to be even more demanding. Their expectations and requirements should be the base in creating spa and tourist offers, but they should also pay attention to building friendly client –spa patient – tourist relationships. Poland has got many advantages to stay competitive, including well trained staff, services at reasonable prices, treatments based on natural medicinal resources and the latest solutions in health and rehabilitation treatments. By offering a competitive, branded tourist product, Poland has excellent potential to become one of the most important destinations for health and spa tourism. In order to achieve it every effort should be made in promoting all the elements, including medicinal, rehabilitation, wellness, spa and tourist (recreational, sports, cultural and sightseeing) aspects.

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Problems to discuss:

1. Tradition of health tourism in Poland and in your country
2. Revitalisation of old spas in Poland
3. Spa dependency on mineral sources and new resolutions

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INCENTIVE SKI TOURISM IN A POLISH MODE

Incentive, motivations and skiing

Incentive trips are ventures of a gratification and appreciation character, they are trips aiming at motivating employees or rewarding them for the realisation of a task. They are always financed by the employer and they are mostly characterized by a very attractive program. The nature of this type of trips requires a very high quality of services, including services of leisure, recreation and animation. Physical recreation proposed during incentive trips has enormous power, it fills the participants with childlike joy, refreshes the mind, rejuvenates and integrates. All of these values are smuggled in a very natural way and, thus, very effectively. A well-composed recreational program guarantees healthy entertainment, proper rest and satisfaction from newly mastered recreational skills [Davidson, Cope 2003].

Incentive trip in the mountains is an up-to-date and attractive form of gratification. It has an exclusive nature, it is something special. Participants have an opportunity, often for the first time in their lives, to taste true alpine skiing under the supervision of qualified and charismatic instructors. It is long after returning from a ski trip that the participants

boast of mastered skills, which have been immortalized in photographs and films. A popular form of teaching skiing is the so-called video-coaching, which is at the same time a keepsake for life – the participants receive a recording of their ski exploits.

Incentive tourism with the elements of integration, focused on building loyalty and involvement of employees and good relational atmosphere in the delegating institutions, requires a very attractive, almost unique program that will provide participants with something more than just a popular and worn-out entertainment on quads or paintballing. The “reward trip” program should guarantee experience of an extraordinary adventure and contain elements of entertainment and sports. The task is more difficult in winter, when the typical range of outdoor attractions is a bit limited. Skiing is a very good opportunity for an attractive outdoor activity for incentive trips [Wojtyczek, Pasławska, Raschner 2014, pp. 29–40].

It is no secret that a trip to the Alps, to one of the popular resorts, is associated with relatively high costs. So why not give a chance to our home ski slopes? Incentive trips as a form of business tourism are very often organized in the off-season (for example in March), which can make skiing easier. Moreover, the trip is a compilation of skiing attractions, which are obviously the core, and other elements of entertainment, whose wealth mountain tourist centres offer. It is also worth remembering about superb conditions for cross country skiing. It can become a perfect complement or an alternative option for downhill skiing [Hallmann, Müller, Feiler 2014, pp. 327–349].

Business trip in Poland can be organized with a slightly lower cost and, at the same time, it can be very attractive, with a series of outstanding entertainment. Skiing gives participants a lot of joy and opportunities for integration. A huge role is played not only by the ski slope but, above

all, by good ski instructors, who can certainly be found in Poland. A good instructor-animateur is able to motivate the group and create a professional and safe training environment. Successfully acting Polish organizers of incentive trips, *as Businessman Fun Club* and *AB Active* prepare their winter offer around the ski activity [Wojtyczek, Pasławska 2012, pp. 149–157].

Centres of skiing and incentive tourism in Poland

In Poland there are favourable conditions for downhill skiing and the most attractive ski resorts offer excellent accommodation facilities, adapted to the needs of demanding business guests. The greatest example is Krynica Zdrój located in Beskid Sądecki which already in the late nineteenth century became a fashionable tourist resort with rich health-resort qualities. Currently it is a popular winter sports resort with Jaworzyna Krynicka rising 1,114 meters above sea level. Jaworzyna Krynicka resort offers numerous and varied slopes, where the longest downhill track is 2,600 meters. There are ski runs both for beginners and experienced skiers. A modern gondola lift and several chairlifts take tourists to the peak. The ski runs are illuminated after dark, which guarantees a possibility to organize night skiing with torches, which is very attractive and popular entertainment in the incentive trip programs [*Poland Meetings & Events Industry Report 2014* 2014].

In the neighbourhood of Jaworzyna Krynicka in Krynica Zdrój there are attractive four-star hotels: Hotel President Medical Spa & Wellness and Pegaz Hotel, located at the foot of Jaworzyna. Both buildings have an elegant conference and training centre and a wide range of SPA. Hotel President is a high-class hotel, with an elegant and spacious music club, fully equipped Medical SPA, elegant conference rooms and VIP rooms. The hotel also organizes activities such as rope

courses, shooting competitions and, today more and more popular among business tourists, off-roading. Pegaz Hotel offers integration events, outdoor events, bonfires, sleigh rides, barbecue feasts with folk performances, horse carriage rides or rafting through Dunajec Valley [Dorocki, Brzegowy 2014, pp. 88–116].

After a successful day of skiing you can enjoy a relaxing spa treatment or a taste of highland folk music during an evening event. Both hotels represent a high standard and enable good access to the ski slopes of Jaworzyna Krynicka. Both hotels have their own unique atmosphere and their offer is clearly addressed to business tourists and incentive trip organizers.

Another unusually charming and attractive winter sports centre is Ustrzyki Dolne, located in Bieszczady, known as the winter capital of Podkarpacie. In Ustrzyki Dolne and immediate surrounding area there are excellent conditions for winter sports on the nearby slopes, as well as for cross-country skiing. Participants of incentive trips can experience the charm of not only downhill skiing, but also cross-country skiing in a fairy-tale location. Downhill skiers can choose from four resorts: Gromadzyń, Laworta, Arłamów and Mały Król, and the first two resorts have routes with the FIS homologation which indicates a high level of ski services. Everyone will find conditions suitable for their skills.

Moreover, on the picturesque slopes of Żukow, in the village Ustjanowa Górna there are some of the longest routes in Poland, designed for cross-country skiing. They run along the educational nature path of Bieszczady National Park. Without a doubt, it is worth to choose this place for incentive trip, there are favourable conditions for recreation and active rest. Nothing integrates as effectively as a common activity, common physical effort in nature, mutual assistance in the face of hardships and satisfaction with newly acquired skills and well spent time.

The luxurious tourist centre located in Arłamów, about 30 km from Ustrzyki Dolne, is an absolute number one of Bieszczady. It is an ideal venue for incentive trips. Staying in it and the ability to take advantage of the countless attractions is already a reward in itself. In the immediate vicinity of the hotel there are three ski runs, equipment rental and a ski school. The hotel has a huge sports and holiday centre, where business guests can actively and absorbingly spend their time. You can organize thematic recreational events, which can become a perfect complement to the trip program. The centre offer includes, among others, the possibility to play golf, hall tennis, squash or participation in fitness classes. The sports-recreation complex has a climbing wall, shooting-range, a sports hall which is suitable for the organization of international sports competitions. Participation in a high-level sporting event can be a perfect element of an incentive trip. In addition, the hotel offers a hunting centre with wooden villas as an outing base for hunting. Arłamów hotel also has a horse riding centre with an indoor riding school. The hotel offers a highly developed conference centre, where business meetings, presentations of new company products or strategies can take place. After all, an incentive trip program includes both recreation and entertainment, as well as elements of training or presentations. Arłamów hotel guarantees realization of all these objectives [The Polish Mountain Hospitality market 2009].

Another centre of winter sports is Białka Tatrzańska situated in municipality of Bukowina Tatrzańska. There is the largest ski resort in the municipality – Kotelnica Białczańska. Kotelnica Białczańska Ski Resort is one of the most popular, if not the most popular ski resort in Poland. This is due to the diversified ski runs, their length and modern infrastructure. Guests can use 8 ski runs, including two with FIS-homologation. Six chairlifts take skiers to the top and illumination of the ski runs guarantees night

skiing. Kotelnica is particularly recommended for night skiing, which ensures more comfortable conditions on the slope. It may, therefore, take place in the second part of the day, after provided training courses, workshops and presentations.

At the foot of the ski runs of Kotelnica there is a four-star hotel Bania Thermal & Ski. The hotel has a climate of native mountain regions, it combines modernity, comfort and a wooden folklore. The hotel is dedicated to demanding customers. It is destined for the needs of business guests, it has a meeting facilities, two restaurants, an inn, bars, clubs and a barbecue. The menu includes native dishes that, with their homely flavours, appeal to the guests' palates. A great strength and attraction of this ski resort are geothermal pools, located next to hotel Bania.

After a long and very active day on the slope, it is time to relax and – so important after skiing – biological regeneration. Guests can enjoy the view of beautiful mountains directly from the open pool filled with hot water. Nothing relaxes so well as the soothing warmth of water, the smell of mountain air and the view of monumental mountains. Terma Bania complex has numerous pools, wellness & spa area, saunarium and a food zone with restaurants and cocktail bars. The entire wellness offer was also extended by a proposal for organized groups for whom the VIP zone is open. The distinctive element of this part of the hotel is its purpose. It allows you to organize business meetings in pleasant, informal atmosphere, providing the guests with a place where you can relax and, at the same time, take part in a training or conference [Vanat 2014].

Another attractive and worth recommending ski resort on the map of Poland is Szczyrk, located in Beskid Śląski and being part of the Beskid Euroregion. Szczyrk Ski Resort attracts tourist by a multitude and variety of ski runs. The potential of the resort is enormous, encouraged by the

Slovak company TMR – Tatra Mountain Resorts. Thanks to TMR entering the Polish market, they started dynamic development of this mountain resort. This mountain tourism resort has a rich history and traditions of skiing. Currently, there are 25 km of good quality ski runs. Szczyrk has a very large accommodation base that can accommodate 10,000 skiers. The resort is only 50 km away from the Slovak border crossing Skalité. This well-known winter sports town is aiming at becoming the winter capital of Poland. In the context of cooperation with TMR, in the near future Szczyrk will become a paradise for skiers.

The resort Czysta - Solisko consists of two main resorts, Czysta and Solisko. Czysta-Solisko has 13 ski runs with a total length of 25 km, adjusted to different skill levels of skiers. Two ski runs, the black “Bieńkula” and red “Golgotha” are approved by FIS - International Ski Federation. After intense activity, incentive trip participants can relax within the walls of a beautiful, four-star Klimczok hotel with the complex of swimming pools “Terma”. The hotel has extensive conference and relaxing spa facilities. For evening entertainment, you can go bowling or to the casino. The so-called “casino evening” is one of the most favourite and popular pastimes among business guests. What is important, the hotel organizes integration events and team building – it is, therefore, an ideal place for a ski incentive trip. The offer includes, among other things: the Scottish evening in the pub “Highlander”, a gambling evening in the sport game casino, highlander feast in the “shack”, events at the pool and a feast in country style. The events are run by professional staff, whose skills and experience guarantee the achievement of team building goals, which are one of important elements of incentive tourism [Celuch 2012].

Opportunities for ski tourism in Poland are broad. Accommodation facilities have a high standard and all the conditions to meet the demands of a business tourist. The

organizers of this form of tourism should not hesitate to appreciate the potential of trips combined with a recreational activity. Skiing has an elitist character, it is a leading element of contemporary fashion. Ski incentive trip is an effective tool to support employees and promote the most effective ones. At the end of the trip there is a possibility or even a need to organize slalom competition, where the tourists can show their real skills and have real fun. During the competition it may turn out that the employee has exceptional skills and fighting spirit, which makes him or her in the eyes of the team a synonym of an athlete and star. Skiing helps you gain a sense of power, efficiency, fortitude and victory (also over your own weaknesses) – that are the values that are essential in contemporary business. Skiing is one of the most active forms of practising tourism, the most appropriate for the young and ambitious, who can show their fortitude [Butler 2011, pp. 3–33].

Incentive trips “on the ski slope” is simply a perfect way to win the hearts of employees. One of the most desirable contemporary recreational activities is downhill skiing, which enjoys an excellent reputation among business tourists. Add to this ever better developed skiing infrastructure, hotels that meet high standards, the magic of Polish cuisine, authentic highland climate, Polish hospitality and the success of your trip is almost guaranteed [Paśławska, Wojtyczek, Raschner 2012, pp. 139–145]. Krynica Zdrój, Białka Tatrzańska with Kotelnica Białczańska and recreation complex Terma Bania, Ustrzyki Dolne with a wonderful Arłamów hotel, or Piłsko resort in Korbielów are just some of the recommendable places guaranteeing active leisure in a group and rest, joy and satisfaction that is difficult to achieve in conditions of everyday life.

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Problems to discuss:

1. Incentive meetings target groups
2. Active tourism as a part of incentive programs
3. Basis for incentive meetings in Polish mountains
4. What is the future of incentive meetings

PART III

CULINARY TRADITIONS
AND TOURISM

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CUSTOMS IN POLISH CUISINE AS TOURIST ATTRACTIONS

Over the last few years there has been an increasing interest in the food of different national, cultural, religious and social groups as a result of growth in tourism, as well as migration and communication due to the development of mass media such as radio, television and internet.

As a result of the development of tourism and migration, traditional, national cuisine has been influenced by regional cooking by way of dishes, ingredients, seasoning, as well as the style of cooking. The food and gastronomic industry play an important role in every form of tourism. It is estimated that 10–15% of all tourists are people only interested in good authentic, traditional or regional cuisine. From this perspective culinary heritage, that is the traditional products and dishes as well as table etiquette, should be utilized in the promotion of the country and all its regions.

In the recent years the concept of culinary tourism has become commonplace, as a part of cultural tourism. People who participate in this form of tourism are seeking not only taste sensations but also dissimilarities, diversity and religious and traditional faith in order to determine the attractiveness of each region [Mikos von Rohrscheidt 2008, pp. 46–62]. Poland subscribes to this view and offers

increasingly more attractive options available for different tourists groups.

Polish cuisine has long been praised in written sources for its exquisite dishes, renowned chefs, and beautiful crockery. I would like to present the view of 18th century –English pastor, writer and teacher, George Burnett, on Old Polish cuisine. After having lived in his Zamoyski family home, on return to his homeland, he published a memoir of his Polish experiences entitled “View of the Present State of Poland” in London in 1807. In this way he relates his observations: “Every dinner, as likewise super, begins with soup. While this is taken, the joint which is to succeed (consisting almost uniformly of boiled beef) is removed to the side table, to be carved by the steward or attendants. When the soup-plates are removed, the beef, thus cut into pieces of no very delicate proportions indeed, is handed round. This is dressed to rags, the more savoury parts having been extracted in the soup. It is usually eaten without any other vegetable than bread; rarely, with ill-boiled cabbage” [Burnett 1807, pp. 206–207].

Eating habits in Poland

The habits and the original, traditional and regional resources as well as the dishes, are the elements which make the tourist’s experience more appealing. Many of these are linked to regional cooking. Polish cuisine is not of one origin. What makes Polish traditional cooking diverse is the influence of different cultures and nations, historical events, the pace of regional economic development, the availability of natural resources, the farming and husbandry possibilities, the ways in which food was made and utilized, local traditions, the national temperament, religious and folk legends and customs, rituals and ceremonies connected with preparation and consumption of meals and traditional hospitality. The regional products owe the special character above all to the

methods of the production for which each region is famous, as well as the ingredients used and natural environmental factors. These have a recurring influence on the quality of the local produce [Borowska 2011, pp. 7–22].

The current state of Polish regional cooking is a result of easy access to natural resources, the influence of neighbouring countries and their particular regions, as well as the influence of exotic cuisine. These influences were affected by different economic situations, in particular regions, trade agreements and migration. Polish cooking found itself under the influence of its Austrian, German and Russian occupiers. These permeated food preparation methods and their seasonings, leading to a need for new food resources. The influence of Jewish cooking which greatly enriched many regional dishes can also be seen.

Among the national cuisines, Poland is represented by Old-Polish cooking, which makes it stand out from the rest. The wide variety of seasoning, both national and foreign, was an important element of Old-Polish cuisine, including juniper, caraway, marjoram, mint, sage, rosemary, black pepper, ginger, cinnamon, saffron and bell peppers. Characteristic of this cooking were dishes made of barley and flour, as well as vegetables such as cabbage, cauliflower, broccoli, onion, beans, asparagus, turnip, parsnip, carrots, broad beans and pumpkin. Vegetables were boiled in salted water and served with batter and breadcrumbs. Different salad were prepared from raw vegetables, for example carrots, sauerkraut and pickled cucumber. Cabbage was a very popular vegetable served in a variety of ways, one of which was bigos. Old-Polish cuisine also included fish, mushrooms and dairy dishes [Dembińska 1999]. Nevertheless, at the turn of the century, people's diet was dictated by social status and the wealth of the household.

Meat dishes were reserved as delicacies of the nobility. Meat was predominantly baked. Game was among the most

popular meats and the art of cooking also compromised the sport and pleasure of hunting. The meat was prepared in a hundred ways. Escalops, which could be beaten flat, chopped or rolled into different sizes, were very popular. Pates were made of meat or fish, and baked in decorative moulds, garnished with pickles, covered in aspic and set in gelatine. They were served hot or cold, baked in either short crust or French pastry. For centuries, the most popular animals slaughtered for food were pigs, bred mostly in the Lublin, Greater Poland, Central Poland, Mazury and Podlasie areas. There were smoked meats and cold cuts such as ham, sausages, traditional Lithuanian ham called *kindziuk*, bacon and ribs, as well as fats including scratches, lard and gizzards. Offal was used to make pate filled sausages, haggis and brawn. In the Mazury and Zulawy region, beef and veal were eaten. Beef was a must on menus at wedding receptions. The traditional meat of the Low Highlanders and Highlanders in the mountains were mutton and lamb. In the richest households game was consumed, including wild boar, hare, partridge and venison. Chickens were rarely slaughtered, mainly for broths as a “recovery” food when people were ill. Refined Polish cooking used ducks and geese, mainly in Greater Poland and Pomerania, and guinea fowl, turkey and capons.

In Polish households, wild plants and fruits of the forest were commonly used. Wild sorrel, fat hen, goosefoot were eaten in the time of poor harvest. Elderflower was used to make marmalade; birch juice and juniper were used as a seasoning and an ingredient in beer production. Wild roses, hawthorn and medicinal herbs were also used. The most popular seasoning included caraway, marjoram, sage, mint, mustard seed and loveage. With time these herbs appeared in household gardens. The offering of the forest were mushrooms, hazelnuts, blueberries, wild strawberries, raspberries and blackthorn.

Polish cuisine is well-known for its soups, of which there are more than two hundred types, and nowadays they can be found served in stylish, traditional inns and restaurants. These soups include borsch, chicken broth, cabbage soup, sour rye soup, blood soup, fruit soups. Polish cuisine is also famed for its variety of cakes: gingerbread, cheesecake, apple pie, fruit cakes, tarts, crisp pastries and doughnuts. Cakes were an essential element of gatherings and celebrations. Typical Polish products included honey, which was initially harvest wild from the forest. The first apiaries were established in Krupie, Mazowsze, Upper and Lower Silesia, as well as the Beskid Sadecki region. The honey was used for sweetening dishes, cakes, mainly gingerbread and fruit liquors.

For centuries Polish cooking has been modified by different influences and fashions. The remnants of Italian can be seen in stock making, in bouquet garni vegetables: carrot, parsnip, celeriac and leek. Queen Bona introduced these vegetables into Polish cuisine. In addition through her influence snails became popular and were served in the regional councils of the sixteenth century. The fashion for snails continued until the 19th century.

Polish cuisine is more sour, sharp and salty rather than spicy. Many dishes were based on cabbage. The famous Polish bigos is made from sauerkraut and another popular dish "golabki" is made from cabbage leaves stuffed with mincemeat. Sour ingredient include pickled herrings, onion, sausage, marinated mushrooms, pickled cucumber and rye bread. Despite some of the common characteristic of Polish cooking, regional cooking has its own special trademarks.

As Poland is known as one of the most Catholic countries in Europe, religion plays an important role in Polish society; therefore the majority of festivals have a religious connotations. Different special dishes are served depending on the festival.

Fasting was introduced in Poland in the 18th century [Szymanderska 2008, p. 19]. Meat, milk, cheese, butter and eggs were forbidden during the fast. Olive oils and oils were used instead, and fish replaced meat. There are three different types of fast in Poland. Strict fasting is obligatory on Good Friday, Ash Wednesday and Christmas Eve. During these days meat is forbidden and only one proper and two small meals are allowed during those days. Regular fasting takes place every Friday when meat is avoided. The third type of fasting according to Cannon Law is called the Eucharist Fast, which means eating is not allowed one hour before taking Holy Communion.

Before the most important Catholic festival of Easter, there is the Lenten Fast. This is the time when Catholics prepare themselves for the most jubilant of festivals, Jesus Christ's resurrection, through forty days of penance. During this time people have to observe restraints. It begins with Ash Wednesday and last 40 days, during which meat is not allowed, moreover the strict fasting applies on Ash Wednesday and Good Friday. According to Lenten traditions, bread should be spread with plum jam instead of butter or dipped in oil. People would eat pickled herrings without cream and would have coffee with no sugar. The only sweets allowed were special cookies, called "eternal", ready to be eaten half a year after having been baked.

The fasting days were preceded by Fat Thursday, which is the last day where people could eat freely and moderation in eating and drinking did not apply. Popular dishes served on the day were deep fried crisp pastries and doughnuts. Meat, which was not allowed during fasting, was replaced by mushrooms, in dishes such as bigos and dumplings among others.

Christmas is a significant festival in Polish tradition with Christmas Eve retains a special atmosphere where many customs and believes were followed. It is also one of the

most family orientated festivals. In the past it was believed that Christmas Eve sets the mood for the following year. Therefore it had to be spent in harmony and with goodwill to others. Like today, people began preparing the Christmas Eve feast at dawn and all chores had to be finished before dusk, when the supper, which is the most important part of the celebration, took place.

The Christmas Eve celebration begins when the first star appears in the sky and the supper is preceded with prayer and a reading of the scripture describing Jesus's birth. This is followed by sharing the holy wafer, which signifies reconciliation, love, friendship and peace, and the exchange of good wishes. The supper usually consists of twelve fasting dishes, representing the months of the year, or, according to another interpretation, the number of Jesus's disciples. The separate ingredients of a dish could be counted as an individual course. The more dishes there are on the table, the more prosperous the following year. Each dish should be at least sampled. This comes from a tradition of paying respect to the earth's gifts and the food it provides. After supper, in many households carol singing begins. Midnight mass is the climax of the evening.

Nowadays the Christmas Eve supper rich and plentiful. The most common dishes include mushrooms or beetroot borsch with little dumplings, wild mushrooms soup, one cabbage dish which could be either cabbage and mushrooms or dumplings, poppy seed pasta with honey, cakes, fruit, nuts and other sweets, as well as dried plum, pear and apple compote.

Fish takes pride of place. Polish cuisine is famous for its variety of fish dishes: soups, pickled herring salad, fish in sauce, cream or jelly, either baked, fried or steamed. Carp or pike serve in grey sauce with vegetables, almonds, raisins, roots, wine or beer is a traditional delicacy. Cakes and deserts are an essential part of the feast: poppy seed strudel,

honey gingerbread and desserts based poppy seed, honey and dried fruit and nuts.

Polish cuisine was believed to have been finally formed in the 19th century, having been influenced by Old-Polish and international traditions. During the Partition, each occupied area differed according to the cuisine of the invading country. According to Polish tradition during the festive period should be joyful, rich and exceptional regardless of one's status. Christmas and Easter meant the consumption of certain dishes. Preserves and canned food appeared in Polish shops at the turn of the 19th and 20th centuries. Previously the food was prepared from scratch, without using ready made products. These preserves were only affordable for the elite classes. After the Second World War, due to transport development, fruit and vegetables could be imported from southern Europe. The later growth of Polish gastronomy and easy access to those products meant that they are now part of Polish diet and have become tourist attraction [Łebkowski 2003, pp. 6–7].

Modern consumers are not always aware of the fact that the aforementioned products have been produced and used in Poland for centuries. They have been an indisputable part of the cultural heritage, which is advantageous for Polish farmers in all regions. Cultivating traditions and national cuisine sets the precedent for the popularisation of Polish cooking as one of the tourist attraction, as well as effectively promoting the country on European and worldwide tourist market.

Polish regional cuisine

Regional cuisine, which has been shaped over centuries, is an essential part in folk culture. Originality, uniqueness, long standing traditions and availability in its own region makes it distinctive. Regional dishes prepared according to traditional recipes are passed down the generations. Local

products sourced from local suppliers are used. As a result the dishes have a unique taste, not found in other parts of the country. The diversity of local cuisine emerges from regional factors such as the natural environment, migration, the urban layout, the influences of other cultures and traditions of a particular area, beliefs, customs, religion and history. Due to financial constraints in different parts of the country, people have been obliged to use only the product available. The many ways of exploiting these products are still present in these regions, which leads to the national cuisine being regenerated [Applebaum, Crittenden 2012].

Polish cuisine is divided into the following regional cooking: Beskid; Pomorania; Kaszuby; Greater Poland; Podhale; Silesia; Galicja; Warmia and Mazury; Mazowsze; and Kresy. The cuisine is a specific product of a particular region, which makes it attractive to tourists when choosing their holiday destination. In many regions similar food resources are used what makes the regional cuisine distinctive is the way the products are combined, different methods of producing and serving as well as use of different terms. Therefore the dishes in different regions vary. All the aforementioned makes regional cooking exceptional. Because of the specific way of producing the food and unique sensory advantages they have become the trademark of each region.

One of the causes of regional cooking was the availability of food resources and products. In particular regions this was affected by the agricultural development and resources [Markuza-Bieniecka 1978, pp. 3–4]. In the mountains oats were mainly farmed therefore oat flour was predominantly used for baking. The rearing of sheep was common which resulted in the production of many types of cheese.

The production of local goods does not require imported resources. This means that only locally exploited products from certain regions are used. Those products have a regional identity. They have become trademarks of regions

and remain in tourists' memories. When it comes to food industry production customers do not identify products with the producers or the place of origin. That is the difference between regional good and products available nationwide. The relationship between the food quality and tourism plays an important role in local development. The goods are made using tried and tested traditional methods, which guarantee the high quality and consistency [Montari, Staniscia 2009, pp. 1463–1483].

Regional cuisine is one part of the tourism industry. While travelling, food is purchased for different reasons, not only to satisfy hunger, but out of interest in discovering new tastes and traditions. Regional delicacies attract visitors so that they buy, taste and get to know them.

Currently the traditional peasant food industry is expanding its offer. More and more bars, restaurants and inns specialising in traditional cuisine are appearing along tourist trails. Not only do they serve traditional dishes but also attention is given to decoration, presentation and dress. These places are extremely popular [Cebrynski 2000, pp. 34, 8, 43]. The places specialising in regional cooking are usually individual, privately owned businesses. Some of the chain restaurants add local dishes to their menu in order to widen their appeal to tourists [Eirinberg 2008, pp. 42, 24, 26].

Summary

Despite changes in society, culture and eating habits over the centuries, there are still some traditional dishes which to this day form part of the everyday and festive food cannon. Festivals play a very important part in Polish life. Christmas is associated with carp, pickled herrings, cabbage with wild mushrooms, borsch and desserts such as poppy seed or cottage cheese strudel. Likewise Easter is the time for sour soup and special Easter sweets.

Bigos, traditional breaded pork cutlet served with cabbage and potatoes, stuffed cabbage leaves, chicken broth served with pasta and tomato soup have always been staples of the tourists' diet. Milk bars have always held an attraction, serving food popular in the past, such as potato cakes dumplings and pancakes, nowadays mostly replaced by fast-food bars. The characteristic features of these places are atmosphere and hospitality offered to every tourist, regardless of their origin.

There is still no such thing as homogeneous cooking. It is very diverse in particular parts of the country. Over the last few years there has been a clear renaissance of regional cooking and thanks to this dishes previously only known in a few villages are becoming popular around the county and even beyond its borders. However, despite the influence of international cuisine, our cooking retains its popular character. Therefore both the Polish and foreigners appreciate Polish cuisine.

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Problems to discuss:

1. Cooking tradition as a part of culture.
2. Culinary regionalisms in Poland.
3. Culinary tourism as a main motive of travel.

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POLISH CUISINE AND ITS IMPORTANCE IN CULINARY TOURISM

Culinary tourism as a new segment of the tourist economy

In scientific literature there are various terms for tourism related to gastronomy, such as gastronomic tourism, food and wine tourism and culinary tourism [Kowalczyk 2005, pp. 163–186]. These concepts are have a similar scope, however, the most common term is culinary tourism, which was first introduced to literature by Lucy Long [Long 2003, p. 1] from Bowling Green State University in Ohio, USA, in 1998. This author identified an interest in other cuisines particularly culinary traditions, as a way to learn about other cultures [Wolf 2004, p. 5].

Culinary tourism is a very pleasant form of tourism, popular among many tourists and gourmets. This kind of travelling is linked directly to cognitive tourism, and in this case the subject to explore is food. Culinary tourism involves travelling to various parts of the world and tasting dishes typical for that particular country or region. It is easy to see

that this is one of the most enjoyable forms of tourism that allows getting to know a variety of national and regional cuisines. Culinary tourism can easily be defined as a journey to places where certain dishes or products can be found. Every country in the world is famous for its cuisine or certain food products. There are the main ways to attract tourists to visit these places and sample their cuisine.

In recent years studies show that culinary tourism has become more and more popular among tourists who are interested in different aspects of cultural heritage, especially in everyday and festive culinary traditions. This is closely linked with migration, mainly on the international stage but also with the tourist movement. It often happens that living close to other national or ethnic groups, people begin their interest in others' habits and culinary traditions, which can be the beginning of becoming potential culinary tourists. As a result of this interest people decide to travel to other countries or specific regions, in order to explore the unknown national or regional cuisine. This is a fine example to show the relationship between culture and culinary traditions of the communities visited by the tourists [Richards 2012, pp. 13–46].

Characteristics of Polish cuisine

The secret to the taste of Polish cuisine comes primarily from skill and experience, the richness in taste combinations and the fresh meat and vegetable products. All these aspects allow rich traditions to be cultivated in Old Polish cooking. One of the main factors associated with manufacturing fresh food products in Poland is the use of specific micro flora, through which cucumbers and cabbage can be pickled; and cottage cheese, sour cream and sour milk are created. Another factor is the ecological approach to agriculture, which means that soil is not polluted with chemicals. Also the natural approach to animal husbandry, which leads to better qual-

ity meat products. The other factor is maintenance of clean forests, lakes and rivers, providing wild mushrooms, wild fruit, game, fish and crayfish. In Poland old varieties of apple, pear, plum or fine vegetables can easily be found, without which an appropriate flavour of many Polish dishes would be difficult to achieve [Russak 2005, p. 2–3].

Polish cuisine is famous for farinaceous and cereal dishes such as various noodles, dumplings and groats. It is also rich in choice of soups as well as bakery and confectionary products. A variety of vegetables, fruit, herbs, mushrooms, dairy, game, meat and cold meats especially different kinds of sausage, as well as freshwater and saltwater fish are also popular. Polish cuisine has its own distinctive flavours; salty, slightly fermented and pickled: like pickled cucumbers, sauerkraut or sour milk. Some dishes are moderately spicy thanks to the use of herbs such as horseradish, garlic and mustard seeds. Dill, chives, cumin and poppy seeds are also popular additions. A characteristic feature of Polish cooking is adding sour cream to fatty or spicy dishes in order to ease the spiciness. Apples, cranberries and other fruit have also got their use in cooking, bringing out the sweet and sour taste when added to dishes. [Sznajder, Przezborska 2004, pp. 166–177].

If we wanted to describe Polish cuisine in few sentences, we could say that it is above all delicious, prepared according to traditional recipes and methods, cold meats, appreciated around the world, bread missed by all expats scattered around the world, soups such as red borsch, rye soup, mushroom soup, cabbage soup, barley soup or chicken broth, a variety of meat, roasted, stewed or fried, with cutlet as a must, as well as beef roulade, and different kind of dumplings filled with meat, mushrooms, cottage cheese or fruit, and famous “Russian style” dumplings at the top. Also there is cabbage stew, called bigos, and stuffed cabbage leaves, so called “doves”, which are popular in every household. Among

the fish, herrings lead the way, prepared in many ways: in oil, sour cream or vinegar, served as an appetizer. For desserts, yeast cakes, poppy seeds strudels, Easter short crust tart, apple pies, cheesecakes, ginger breads, doughnuts and deep-fried pastry ribbons called faworki should be mentioned. We cannot forget about vodkas, beers, spirits and meads [Sznajder, Przezbórska 2004, p. 166–177].

Polish national cuisine consists of thousands of dishes, some simple and some refined. Depending on the household, different herbs, product quality and the way of serving would be used to adapt a dish. Polish cuisine is divided into regional cuisines, with those typical for a particular region or food resource and dishes. The most distinctive regional cuisines in Poland are Kashubian, Kuyavian, Podlaskie, Lubelskie, Kurpiowskie, Greater Poland, Silesia, Podhale and Lesser Poland [Orłowski, Woźniczko 2008, pp. 107–109].

Kashubian cuisine has been affected by German cooking. It is quite simple and tasty. Fish, served in many different ways, is an essential ingredient in the kitchen, but also potatoes, beans, carrots and buckwheat and swede were in the past. The saltwater fish mainly used are herring, salmon and cod, with eel as the most common freshwater fish. Meat plays a second important role, mostly poultry is served including geese, ducks and chickens [Richardson 2013]. Kuyavian cuisine is based on the fruits of the earth and small husbandry. It has a lot in common with Kashubian and Greater Poland cooking. This region is rich in lakes, meadows and forests. Therefore wild mushrooms and fish are the main ingredients of many dishes. But grains and vegetables are crucial in this cuisine, especially potatoes, cabbage and beans as well as fruit, mainly plums and apples. Poultry, such as geese and ducks are also an important component of this diet. [Polish Cuisine – richness of flavour 2013].

Podlaskie cuisine is a combination of traditional Polish, Lithuanian, Belarusian and Tatar cooking. It specializes in

potato dishes. Groats are also a popular ingredient, especially buckwheat, millet and pearl barley. Common dishes are potato based dumplings and soups. In comparison to other regions vegetables are less commonly used, and dishes are highly calorific, rich in cream and fat. Lubelskie cuisine, like Podlaskie, is associated with Eastern border, Lithuanian and Belarusian, influence. In this region hops are commonly grown. Therefore they are one of the main ingredients in the regional cooking. Groats and vegetables are also frequently used. However, the most characteristic dish of this region is pierogi, served in many different ways [Bekier-Jaworska, Bochenek 2014, pp. 263–267].

Kurpiowska cuisine, like Podlaska and Lubelska, was influenced by Eastern borderline cooking, including Lithuanian and Belarusian. It consists of simple dishes not very sophisticated, with potatoes, groats, flour, peas, beans, vegetables and forest treasures such as game, wild mushrooms and berries. Greater Poland's cuisine is simple and like Kashubian, associated with German influences and resembles Silesian cuisine in many respects. Greater Poland is famed for potatoes and its variety of vegetables, mainly asparagus, but also cabbage, beetroot, onion and duck dishes.

Silesian cuisine is one of the most recognised in Poland, associated with Czech, German and Austrian influences. Just as the Silesian region is diverse, so is the cuisine, thus the cooking style from different cities such as Bytom, Katowice, Opole, Cieszyn or Wroclaw differs. Frequently used ingredients are potatoes, red cabbage, kohlrabi, beef and rabbit meat. Silesian cuisine is high in fat and calories but is tasty. The cuisine includes thick soups cooked with meat, bacon roux, stewed meat in thick sauces, flavoured with flour and sour cream, fried meat as well as farinaceous and potato dishes served with bacon.

In Podhale the dishes are simple, hearty and tasty, with cabbage and potatoes as the main ingredients. Regional dishes,

like the highlanders nature, are expressive, sharp and decisive. The cuisine stems from culinary traditions in the villages of the Beskidy Mountains and highland Podhale. It specializes in a large number of flour dishes, such as traditional mountain dish called bryjka, noodles, pies and cakes. Also popular are dishes made of cabbage, mutton or lamb as well as sheep cheese products, such as soft, rennet cheese called bryndza; bundz, which is sheep cottage cheese; oscypek, hard, smoked cheese; and zetyca- whey from sheep milk. In Lesser Poland tourists can find dishes influenced by Russian, Hungarian and Austrian (Galician) cuisines, especially Viennese, such as Viennese style eggs or cheesecake with yolks, coated in chocolate. Dishes made of flour, groats, potatoes, cabbage, milk or vegetable soups are the most popular in this region.

Nowadays, despite some harmonisation of national cuisine, some regional differences remain. Every region has traditional dishes, which should be promoted and introduced to menus in local bars as well as hotel restaurants. Regional cuisines can be a trademark of regional tourism and become a branded tourist product. Today Polish cuisine abroad is primarily known for a variety of cold meats, such as “Polish sausage” and in The United States, vodka. Sometimes it gets confused with German cooking, due to similar ingredients like sauerkraut, beer and pork or with Russian cuisine because of borsch, vodka or dumplings [Koszalka 2003, pp. 227–234].

National cuisine in culinary tourism in Poland

For generations Polish cuisine has been attractive due to its richness and extraordinary diversity of flavours. The potential of culinary tourism has not gone unnoticed in cities, towns and regions. New culinary trails have been appearing, with food festivals, during which real masters of the culinary arts can be observed and local food products can be sampled.

At the culinary workshops both residents and tourists can master the preparation of traditional delicacies. Culinary traditions are becoming more popular among tourists. Increasingly the potential of regional cuisines is appreciated and used in tourism promotion by different regions. Culinary heritage has become one of the most important elements, taken into consideration when designing tourist products in particular regions or towns. In many regions around the country the number of inns and restaurants serving traditional dishes is growing.

Culinary events are an important element of promoting regions in tourism, motivating tourists to visit new destinations and making the stay even more attractive. For the last few years cities have been competing in promoting their regional dishes. Food fairs, markets and festivals are becoming more and more popular, creating opportunities for promoting unknown regional dishes. Church fairs and annual festivals are the remnants of the former medieval fairs, where souvenirs and traditional food products are sold. Various tasting and cultural events now take place. Nowadays the most popular markets in Poland are “St. Dominic Fair” in Gdansk, “Jagiellonian Fair” in Lublin and “St. John’s Fair” in Poznan [<http://www.polandculinaryvacations.com>].

The spring and summer seasons encourage the organisation of culinary events. Thanks to regional and local festivals, tourists are given unique opportunities to discover new flavours. For true food lovers, attending a food festival is a must when culinary travelling. At the festival stalls, local food products can be sampled and purchased, which could then also serve as a souvenir. There are many different food festivals organised in Poland including; “Malopolska Festival of Taste”, which takes place in different sub regions of the province, with the grand finale in Krakow; “Polish National Good Taste Festival” in Poznan; “Europe on a fork” in Wroclaw; “Silesian Tastes” organised in many different parts of

the province; “Taste of Warsaw Culinary Festival” in Warsaw; “International Food Festival” in Białystok; and “The European Festival of Taste” in Lublin.

Another important element of culinary tourism in Poland, is presenting food production technologies. In this case the most facilities available for tourists are sites associated with beer production [Nadulski 2010, pp. 227–228]. Beer manufacturing processes as well as the ins and outs of the profession related to the beer industry are the most interesting aspects for tourists. The biggest attraction for visitors is the opportunity to look behind the scenes, seeing places normally excluded for public. Some breweries open for visitors are in Żywiec, Warka, Książce Brewery in Tychy and Lech Brewery in Poznań.

In the last few years new culinary trails have been established around Poland, in order to promote natural and cultural tourist attractions, in particular regional culinary traditions and local food products. Among those trails different types can be distinguished. Trails around restaurants serving local, regional or national cuisine include: Culinary Route in the centre of Gdynia, Polish Cuisine-Culinary Tourist Trail, Culinary Trail in Białostok, The Tastes of Bieszczady Mountains, Janosik’s Trail, Malopolska Gourmets Route, and Silesian Flavours. There are trails with wine and honey as the main theme, including The Lubuskie Route of Wine and Honey, Malopolska Wine Trail, Subcarpathian Wine Trail, Grodziec Honey and Wine Trail. Trails promoting local, regional or traditional food products are Malopolska Mineral Water Trail, Malopolska Fruit Trail, the Apple Trail in Sandomierz, Oscypek Cheese Trail, Bean Valley Trail and Malopolska Village Herbal Aroma Trail. Trails promoting local, regional or traditional dishes are Culinary Trail in Iława, Culinary Trail “Forest Tastes”, Food Trail in Mazury and Rural Accommodations’ Delicacies Trail. It becomes apparent that each region or city has got a lot to offer from

its cuisine, and the smart ones are even able to sell it. It is beneficial for both tourists seeking new flavours and restaurant owners, to focus on tradition and uniqueness [Woźniczko, Orłowski 2011, pp. 107–108].

In recent years there has been a growing interest in events promoting traditional Polish cuisine and regional food products for tourists. As a result the number of exhibitions and entire museums related to cooking has been increasing. The most popular ones are museums linked with the history of alcoholic drink production such as beer, wine or vodka and particular region's culinary heritage, for example breweries or old style food processing such as milling, bakery, confectionary or dairy industry. Some of these places show local specialities or traditional Polish food products such as bread, ginger bread and various dishes. The most interesting ones include The Museum of Zywiec Brewery, Tyskie Browarium in Tychy, The Distillery Museum in Lancut, The Wine Museum in Zielona Gora, The National Museum of Agriculture and Agrifood Industry in Szreniawa, The Museum of Milling in Jaracz, The Museum of Meat Industry in Sielinko, The Bread Museum in Radzionkowo, The Gingerbread Museum in Torun, Bakery and Confectionary Museum in Ustka and Dairy Museum in Rzeszow [Orłowski, Woźniczko 2014, pp. 42–44].

In Poland living museums also play an important role in culinary tourism, organising variety of events promoting regional cuisines' heritage from the beginning of May until the end of September. Visiting these unique outdoor museums tourists have got the opportunities to see the interior features of appearance and furnishings of country kitchens belonging to different social groups and gain the knowledge about antique items and kitchen appliances. This takes place through active or passive participation in events related to people's food. The climax of these culinary events is sampling regional dishes, discovering their flavours and smells. Examples of such events are "The Tastes of Podlasie" in Bialostockie

Country Museum in Osowicze, “Traditional Products Fair” in Upper Silesia Ethnographic Park in Chorzow, “The Tastes of Potatoes” in Folk Architecture Museum in Olsztynek, “Good and tasty because it comes from Lubuskie Fair” in Ethnographic Museum in Zielona Gora with a branch in Ochla, “Podlaskie Bread Festival” in Agriculture Museum named after Krzysztof Kluka in Ciechanowiec, “Cooking in a glade” in Museum of Mazovian Countryside in Sierpce, “Farewell to Summer. The autumn asks what summer has done” in Museum of Slovinc Countryside in Kluki, “Goose Meat Festival” in The Museum of Pomeranian Folk Culture in Swolowo and “Blueberry Festival” in Oravian Ethnographic Park in Zubrzyca Gorna [Woźniczko, Orłowski 2014, pp. 96–102].

Using the “living museum” concept in organising open air folk events during tourist seasons enhances the offer of living museums and fulfils the expectations of culinary tourism development. These kinds of events enjoy popularity among residents of certain regions, as well as Polish and foreign tourists. Discovering new flavours and smells characteristic for regional cuisines are important to culinary tourists.

Summary

Despite the fact culinary tourism in Poland has only recently been discovered, it is becoming popular in many regions, following the trend from other European countries. People who participate in this form of tourism are seeking not only taste sensations but also a broadening of their knowledge about gastronomy, to purchase goods and enjoy sampling different dishes and beverages representing certain national cuisines.

In culinary tourism exploring ethnic cuisines is like looking at a patterned carpet. Certain themes, just like dishes, ingredients or seasonings repeat regularly on the entire surface, while other elements suddenly disappear, only to reappear in the most unexpected corner. As a whole it makes

a consistent pattern, creating an amazing structure, craft and diversity, when looked closely by culinary tourists. It is important to know that Polish cuisine is above all a great repository of knowledge and taste sensations, where traditional food products are a regional trademark and become a tourist magnet to travel to particular culinary destinations.

Polish culinary traditions play an important part in the cultural heritage of the country. In the near future culinary tourism will undoubtedly become more popular among people interested in gastronomy, which is culinary culture and art as well as the catering industry. In recent years there has been an increase in the number of new museums related to food and its manufacturing, new culinary trails marked out by Polish farmers have been established, and more culinary events and festivals take place in spring and summer season.

Thanks to diverse and distinct regional cuisines, Poland is an attractive destination for both domestic and international tourists. The traditional setting of having a meal, as well as a solemn way of celebrating festivals all around the year, builds a unique atmosphere that attracts a great number of tourists, visiting different regions in order to explore local eating habits and customs. Culinary tourism could become leverage for Polish tourism, influencing the basis of tourist service development. It could also be an important asset for trips offered by travel agents and should be treated as an important element of local, regional and national development.

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Problems to discuss:

1. Growing interest in culinary tourism
2. Regional specificity of culinary tourism in Poland
3. Name and describe three dishes which you associate with Poland
4. How to promote culinary tourism in Poland and in your country

WINE TOURISM IN POLAND?

Wine tourism defined as enotourism, especially in Europe, is becoming a more and more popular form of spending free time. It is an attractive element of lifestyle and a social status indicator of those participating in this form of tourism. Wine tourists find pleasure in following vineyard trails and broadening their culinary and geographic knowledge through tasting local wine and cuisine specialities, as well as meeting people and visiting places associated with wine. Wine making traditions and local wine production is one of the essential attributes of regions, where wine tourism can play an important role. Based on this, writing about wine tourism in Poland may seem like a joke. Can a country, which is believed to have a climate which does not allow viticulture, still be a wine tourism destination focused on visiting vineyards and wine production? Our aim is to give a positive answer to this question.

Viticulture – *Vitisinifera* and wine production in Polish territory¹ date back to the Middle Ages. This relatively peaceful period in history, with a mild climate, encouraged

¹ “Polish territory” – this term has been adopted for this study, and it is the land which, regardless of the period in world history, belongs to today’s Poland

settlement expansion, agricultural development and farming enlargement. This was the joint work of Benedictines, Cistercians and Dominicans. Monasteries established between the 10th and 13th centuries were teeming with innovations. The Abbeys were becoming important centres of cultivation and promoting culture, scientific and medical achievements, and producing agriculture and handcraft progress. In the grounds of monasteries, monks cultivated horticulture and arboriculture, including viticulture, as well as breeding sheep and other animals. The handcraft and wine production for both liturgical and consumption purposes flourished [Clark 2011, pp. 189–254].

Today, it is difficult to accurately retrace the scale of viticulture in Poland in the middle ages. However, it is certain that vineyards were established on sunny and warm slopes of river valleys and hillsides. Usually they were situated at the foot of monasteries and castles, usually the establishments they belonged to. Most vineyards were located in southern Poland, mainly in the Carpathian piedmont and Lesser Poland upland, owned by Benedictines from Tyniec and Dominicans. Vineyards were functioning along ancient trade routes in Silesia and in the Vistula River valley, reaching Plock and Torun; and in the west of Poland in the Odra River valley, around today's Zielona Gora. Wine growing was also developed by, apart from monks, settlers from Western Europe, mainly from Flanders and Germany. Slavic rulers of Lower Silesia, especially Henry IX, who was the Prince of the Zielona Gora region, had a great influence on vineyard development in this region [Toczewski 2004]. The names of the towns of medieval origin related to wine such as Winna Gora (The Wine Mountain) or Winnica (Vineyard) as well as coats of arms with grape images, indicating the scale of wine growing and wine making traditions.

The consumption of local wine spread gradually, finding its place in the cellars and on the tables of the wealthy as

well as in inns along the trails. It was also exported, mainly to Scandinavian countries. An increasing number of secular vineyards were appearing near the monastery's plantations, often leased to townspeople. In addition, royal privileges bestowing the right for wine production and trade contributed to the development of vine plantations. Wine was becoming a consumptive drink, a product increasingly desired with high commercial value, competing with meads and beer [Berend, Urbańczyk, Wiszewski 2013].

In Poland, the traditions of vineyards, wine making and its consumption were already well established when, in the 16th century, the favourable cultivation climate gradually deteriorated. That is when the *Little Ice Age* started. From the point of view of human life, a long term, ongoing climate cooling process, lasting in Europe for over 300 years. It had a massive impact on economies and civilisations, especially in the northern hemisphere. As a result of the cold weather some cultivation contacted, including food crop. In Poland establishing new and nurturing old vineyards became less profitable than it was before. The grape harvests were smaller and the wine produced from them was overly acid, bitter and definitely worse than the wines that began to be imported from the south of Europe.

Imported wine, mainly from Hungary become a substitute for the domestic wine. Wine was also imported from Mediterranean countries but in less quantity. Poland quickly became the main market for Hungarian wines, especially Tokay, and their supply struggled to keep up with the growing demand. The 16th and 17th centuries were the golden period for Hungarian wine trades.

According to wine making traditions, and the techniques of wine storage and preservation that existed in Poland in the 16th and 17th centuries, the imported wines were maturing in the wine cellars of many cities. Young wine imported from Hungary to the south side of Carpathian, resting in barrels

in the cool cellars of many cities such as Jaroslaw, Biecz, Sandomierz and Krakow, was taking on proper Hungarian flavour and aroma. Today these cellars, old wine warehouses and preserved barrels are important points on enotourism trails. A tribute to the artisanal craft was a well-known saying, which praised good wine, describing it as a “...in *Hungarianatum, in Polonia educatum*”.

The Second World War caused the almost complete fall of viticulture in Poland, and the post-war period concluded the work of destruction. As a result of redrawing borders, wine growing areas in Eastern borderlands became Ukrainian and Poland lost centuries-old vineyards in vicinity of Zielona Gora city. They were the only major vineyards in Poland. However, that was not the end of wine making traditions. Numerous documents have remained, as well as the names of towns related to viticulture or wine trades, the memory of trails where wine was transported and the cellars where it was stored. Nowadays, those are the most precious treasures for the developing enotourism [Toczewski 2001].

The past 25 years have brought Poland changes in all spheres. Wine tourism appeared among the changes unexpectedly. Its origin and development was caused by the synergism of many factors, and alignment of various conditions and beneficial coincidences, rather than the effect of one particular factor or the implementation of specific plans for regional development. Certainly, opening up to the world and joining European Union played an important role, which resulted in an exponential increase in tourist trips abroad and foreign tourists visiting Poland. New products which appeared in Polish shops, including a wide range of imported wine, reminded Polish people about their own wine making traditions [Kosmaczewska 2006, pp. 153–162].

Along with tourist development and travelling to Mediterranean countries, wine, like Mediterranean cuisine and lifestyle has become more fashionable. It is simply a good

time for wine in today's climate, and a growing wealthy Polish society considers wine more refined than beer, for example.

After centuries in Poland an interest in wine growing and wine making was reborn. Global warming also plays an important role in development of viticulture in different regions of the country [Dobrowolska-Iwanek et al. 2014, pp. 1–9]. According to the Agricultural Market Agency in 2012 there were already 400 vineyards occupying an area of around 500 hectares, and estimated wine production for the year 2013/2014 was expected to be around 150,000 litres. However, it is important to note that the statistic includes only the producers who meet the requirements set by the law and who are legally allowed to sell their products. Apart from those, there are hundreds of other small wineries not registered. For legal reasons wine cannot be purchased from these vineyards but can be tasted during visits. [<http://www.winerist.com/regions/region/Poland>].

Changes in legislation implemented between 2008 and 2011 also contributed to the viticulture development. Before that, wine making and wine sales were severely restricted. Today, local wines find their way into shops and are becoming trade products [Poland's Podkarpacie Region Is Focusing on Contemporary Winemaking 2013].

Another factor contributing to the rebirth of winemaking and national enotourism development is, observed for the last decades, *global warming*. This factor is completely independent of political and fashion changes, and resembles the medieval warm period, when viticulture appeared in Poland. The climate is beginning to significantly improve wine growing in Poland, giving viticulture traditions a chance to return to its glory [Ziernicka-Wojtaszek, Zawora 2007, pp. 1–7].

The areas where the vineyards are being set up at present are overlapping with old wine growing areas, which often have medieval origins. Traces of old vineyards and even feral vines can be found in many places, such as the vicinity of

Sandomierz and Krakow. The areas around Zielona Gora is an important wine growing region. In the early 20th century vineyards occupied as much as 2,500 hectares. Old vines can still be found in the surrounding fields, including varieties as respectable as Pinot Noir, Traminer, Pinot Gris, and so called *Magenta*, with the original name Tauberschwarz. A well know vineyard, “Milosz” boasts noble wine made from these old varieties of grapes, grown here since at least the 16th century. The chances of restoring “wine landscapes” are increasing as new varieties of vines have been bred, that are well adapted and suitable for the moderate climate.

The increase in wine consumption, wine growing development and wine making production in Poland, are not the only (though most easily noticeable) elements indicating the depth of the changes in culinary preferences and interests of Polish people. Numerous publications related to wine can be found on the market, including albums, course books and amateur and professional magazines. Various wine training courses are conducted by qualified foreign sommeliers take place. There are more and more wine events being organised, and also sections devoted to wine and wine accessories are finding their place in non-professional magazines. All this proves that wine tasting is increasing in the Polish preferences ranking. In Poland, the number of enotourists is increasing proportionally with the increase of vineyards and wine lovers [Kubal, Piziak 2010, pp. 135–144].

In Poland, enotourism is usually associated with agro tourism. Small farms with their own vineyards and wine are great tourist attractions. These places are beneficial for both visitors and land owners, it creates opportunity for the vigneron to sell their wine, share their knowledge and experience and spread the love for wine, passing on their passion for fine spirits [Kuźniar 2012, pp. 117–120].

The places for enotourism in Poland vary, from cheap, small wineries where wine tasting take place in very basic

conditions, to palatial buildings, with restaurants, hotels, spas, horse stables or private ski lifts for wealthy and more demanding customers. Most winemakers gradually upgrade the equipment of their estates for enotourism purposes, by building gazebos, cellars, tasting rooms and accommodation. They also broaden their offers by, apart from visiting vineyards and wine tasting, organising training and workshops and offering other attractions. The guests can visit apiaries, herbal gardens and sport fields as well as go horse riding and cycling. Trips to interesting historical places and bird watching expeditions are also arranged. [Tempting tourists: Rural tourism in Poland 2013].

In Poland there are several wine trails operating in popular tourist regions, known for decades for, other than wines, anthropogenic and natural attractions. Zielona Gora is the most well-known winemaking region with long traditions dating back to the 12th century with the oldest and most well-known trail in Poland: Lubusz Wine and Meads Trail. Wine festivals and grape harvest events managed to survive through the socialist economy period. After 1989 the development of both wine growing and wine production took place, joining the tradition of beekeeping and honey production popular in this region. Today on the wine trail, apart from vineyards, places such ethnographic parks and Wine Museums can also be visited. The Museum was established in 2006, and was visited by 26,705 tourists in 2013, some by accident but others intentionally as enotourists.

Sandomierz Wine Trail is another well-known wine trail, established as a result of cooperation between apple producers associated under the Sandomierz Apple Trail and the viticulture and winemaking enthusiasts. Both groups exploit the unique climate conditions offered by the Vistula River valley, running through the highlands of southern Poland, from *Sandomierz Valley* to the *Naleczowski Plateau*. Nowadays, the Sandomierz Wine Trail is about 60km long and consists of 6

vineyards, whose owners host several thousand visitors a year offering their own wine tasting. The vineyards can also be visited with local wine tasting in Lesser Poland Vistula River gorge, for example in vicinity of *Kazimierz Dolny*, *Opole Lubelskie*, *Podgorze* and *Bronowice*. A wine festival taking place in ruins of Janowiec Castle by the Vistula River is also a great enotourist attraction [www.sandcastlewinery.com/events.html].

There are over 150 vineyards along the Carpathian Wine Trail, occupying an area of 100 hectares. Over 60 wineries under this trail welcome enotourists. Most vineyards are located around *Jaslo* and *Rzeszow*, some can also be found round *Debica* and *Jaroslaw*. Most cultivated vines for white wine production include *Aurore*, *Dawn*, *Odessa Muscat*, *Siberia* and *Seywal Blanc*, and *Rondo* and *Regent* are the red wine vines [Lachowicz 2014, pp. 3–13]. The local wines were named after the cultivated vine variety as determined by the producers. Proper names were given to so-called coupage, wine mixed of different varieties. Carpathian winemakers implement various strategies, depending on their focus. The ones interested in wine tourism, establish small wineries near their guest houses or restaurants in order to attract more tourist by having a richer offer than their competitors. Even though it is only the beginning of the wine adventure in Poland there are true viniculture enthusiasts.

The vineyards owners, especially the ones committed to welcoming enotourists, are aware of the difficulties such as gaining new customers, obtaining the funds for business development or getting support from the local authorities or research centres. Therefore they are willing to unite in various local or regional winemaking associations. These organisations are usually set up by amateurs, who are also fascinated by viniculture and wine making. One of their clearest objectives is a desire to show Poles the beauty and the mystery of wine, the pleasure of its consumption and remind them of a thousand years of winemaking traditions

in Poland. They do it through organising numerous promotions of domestic wines, mastering wine growing and wine making techniques as well as promoting wine tourism. All actions undertaken towards recovery of wine growing and wine making in regions with old viniculture tradition play an important role [Sancewicz-Kliś 1992, pp. 13–14].

Wine production in Poland certainly will not threaten traditional wine producers in the European Union. It will also not be a threat to wine tourism in Europe or other continent's safe havens. Poland, however, has a chance to produce good regional wines, and the wine tourism industry could become a great complement to rural tourism in many regions.

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Problems to discuss:

1. Traditions of Wine tourism in Poland
2. What Poland can offer to win tourists?
3. Development chance of wine tourism in Poland

PART IV

DIAGNOSIS ON FOREIGN TOURISTS AND THEIR SAFETY

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FOREIGN TOURISTS IN POLAND

General diagnosis

Due to the vast number of tourist attractions, beneficial location on the European continent and intensive pro-tourism politics, there has been an increase in tourist visitor numbers in Poland. They do not only follow the common tourist trails promoted by tourist guides and recognised travel agencies. Younger tourists especially long for becoming explorers of unknown places and architectural constructions, landscapes showing the achievements of indigenous people, natural wild lands, mountain backwaters, caves, lakes and rivers surrounded by forests.

On foot or by bike backpackers reach places where exclusive groups of insiders meet. However, the mass tourism still dominates, following the historical monument trails, the witnesses of the former cultural splendour and management, heading to leisure complexes by the sea, in the mountains and lake areas, opting for spa treatments.

Let's begin with the ones visiting Poland in recent years. In the early 21st century, a steady increase in the number of foreign tourists occurred, to reach 15.7 million people in 2006. But in the following three years a decline took place. It was caused by the global financial and economic crisis in

2008 and 2009, and partly by Poland entering the Schengen zone in 2007. This made it more difficult for people from non EU countries to visit Poland, especially from Russia, Belarus and Ukraine. After 2009 Poland returned to the map of Europe as a popular tourist destination, with a steady increase in the number of tourists. Last year Poland noted the highest number of visitors in the last decade, with a more than 2 million surge in comparison to 2003.

Polish accession to the Schengen zone caused the Polish eastern border to become the external European Union land border. To facilitate the cross border movement of people in border areas, in 2009 and 2012, a local border traffic agreement was ratified between Poland and Ukraine and Russia.

From 2009 to 2013 small border traffic came to 23.6 million people. [Kaperka 2013, pp. 55–63]. Our neighbours preferred short stays related with shopping and weekend trips.

In 2013, 72.3 million foreign tourists visited Poland. That is 8.8% more than in the previous year. With around 15.8 million tourist arrivals with at least one night stay, this makes 6.8% more than in the previous year. 2014 confirmed the upward trend of foreign tourists arrivals, preliminary estimates indicate that the number has reached 16.4 million people. [TTG Tourist Journal 2015]. Poland was visited mostly by Germans, 40% of all visits, and our other neighbours. The arrivals from Russia and Asian overseas countries also increased.

Accommodation

In recent years, the makeup of the main accommodation for people visiting Poland was as follows: hotels, family and friends apartments, guest houses, private and farmhouse accommodation.

According to the Central Statistical Office in 2013 collective accommodation facilities were used by 5.3% more

foreign tourists that in the same period in previous year. The number of provided accommodation rose by 5%. At the same time the number of overnight stays in guest houses and farmhouses decreased by 2.6%. The countries with the largest increase in accommodation usage are our east neighbours Belarus 25% and Ukraine 23%. And among European countries such as Romania, Norway, Sweden and Turkey. There were 2.5% more visitors from European Union in total. In regards to German tourists the number increased by 6% [Central Statistical Office 2014].

From the countries outside Europe a significant increase is noted in use of collective accommodation by visitors from Asia, particularly from South Korea with 130 percentage points, Hong Kong, Japan and China. An increase in accommodation usage by tourists from United States and Brazil has been reported.

The group of countries with the largest decrease in using accommodation facilities are those countries who took part in Euro championship in 2012 – Ireland, Greece and Portugal. Less noticeable, although still an apparent decrease, was noted for Finland, Czech Republic, Denmark and Canada. A total of 45% foreign tourists used hotel type accommodation. This means a substantial increase. The increase interest in overnight accommodation in hotel use among “new” EU members’ citizens and our eastern neighbours is worth pointing out. Almost 51% of the tourists surveyed at the airports used hotel type accommodation facilities [Polish Tourist Organisation 2013].

Reasons for foreign tourists visiting Poland

Last year the main reasons and motives for tourists visiting Poland were as follows: professional issues, business 23%, tourism, leisure, sightseeing, activity 22%, visiting relatives and friends 19%, shopping 12%, medical tourism

7%, and transit 5%. For years the first three reasons have been very close.

In 2013 the reasons for the stays changed slightly. The biggest difference was noted in the business arrivals, a decrease in 3 percentage points. More changes were noted within particular countries or groups of countries. In the group of “old European countries” apart from Germany, we can see a doubling in medical tourism and decrease in traditional tourist visits. As for the Germans, they increased the traditional tourist visits and medical tourism, and tended to visit Poland less for business purposes. The countries of “New Union” significantly cut back on transit arrivals, but on the other hand they increased private training and odd job visits. Among our eastern neighbours there is an increase in shopping visits, which resulted in opening the small boarder traffic in Kaliningrad Oblast.

The length of stay and methods of organisation

In 2013 the average tourist stay in Poland increased considerably reaching 4.5 nights, compared with 3.8 in 2012. This was mainly due to the increase of over 8 day stays. The rule which says that arriving by air is associated with longer visits in Poland also proved true this time. Tourists arriving by plane spent in Poland on average 6 nights and the those coming by land stayed round 6.5 days. The shortest stays in Poland were by our eastern neighbours - 2.3 days, especially tourists from new EU countries – 2.2 days.

Overall, it is estimated that in 2013, around 23% of tourists bought a tourist package or a part of it. As a result two thirds of visitors came to Poland on self organised trips – and this has been a trend for quite some time. The package offers were mostly purchased by tourist from non EU countries – around 40%, and still apparent among tourists from old EU countries – around 32%. However, in the case

of these countries, the renewed increase in the number of full package users was noted.

The visited counties and the frequency of visits

In 2013 the most visited counties in Poland were malopolskie 17%, dolnoslaskie 15%, pomorskie 12%, zachodniopomorskie 11%, mazowieckie 9%. It has been like this for few years. These counties are the most attractive for foreign tourists. The estimated numbers of visits of the most popular counties in 2013 are as follows: malopolskie 2.5 million tourists, dolnoslaskie 2.2 million, pomorskie 1.7 million, zachodniopomorskie 1.6 million and mazowieckie 1.3 million.

The main character of the tourists' arrivals to Poland hasn't changed, which means that large percentages of the arrivals are repeat visits. Around 31% of the respondents visited Poland once in 12 months and around 34% visited Poland five or more times. When it comes to our eastern neighbours the figure was as high as 69%.

Average spending

The average spending per person ranged from 153 USD – this is how much Czechs spent, to 871 USD mostly spent by overseas tourists. In relation to previous years the gap between the highest and lowest spending decreased, on average remaining at a slightly lower level. An increase in spending is noted for all of our eastern neighbours, Russia, Ukraine, Belarus and Hungary. It is encouraging that, after a period of decline, the travel spending of tourists from France and Great Britain have increased. For the next consecutive year, it is apparent that travel spending of tourists from Italy and Czech and also tourists from wealthy EU countries such as Germans is declining. Germans especially were saving in comparison to previous years. It is worth noting that the

organisation of European Championship in 2012 attracted tourists, generating more spending. At the same time it is apparent that the increase in tourist flow on the eastern border and the travel spending related to it is mainly due to the local border traffic agreement with the Russian Federation.

The biggest year to year growth in travel spending is for Ukraine, Russia, and Belarus. The apparent increase in interest in our country and the travel spending among tourists from wealthy Asian countries such as Japan, South Korea and China is indeed also noteworthy. The biggest fall-off in visiting Poland was among tourists from Italy and Sweden.

Data analysis

The data obtained in relation to foreign tourism in Poland in 2013 shows primarily that there was a return to the previous trend, on the one hand broken from organising Euro 2012, and on the other the result of economic recession, underpinning cost cutting in business expenses. Another reason for some of the changes is the wider openness to eastern markets. This has a direct effect mainly on the increase number of daily visitors not using accommodation. Generally speaking, there has been an increase in foreign visitors with a slight decrease in their travel expenses and an increase in daily visitors' spending.

It is worth mentioning few specific phenomena. The importance of our eastern neighbours' arrivals has increased. Meanwhile the arrivals of the tourists from "old" EU decreased. We are observing an increase in interest in our country in the context of health visits and traditional tourist visits, but a decrease in business and transit arrival is apparent. For the daily visitors, visits to Poland are, more than last year, associated with shopping.

The diversity in tourists' spending is the main characteristic of 2013. A slight decrease in the level of travel

expenses is accompanied by an increase in travel expenses of daily visitors; the increase applies more to eastern countries, Russia in particular. As for the tourists, in the survey period, the travel expenses dropped mainly from Italian tourists and our southern neighbours, Czechs and Slovakian, and slightly from Germans. An increase in spending is noted for all of our eastern neighbours, Russia, Ukraine, Belarus and Hungary. It is encouraging that, after a period of decline, the travel spending of tourists from France and Great Britain has increased. In the segment of one day visitors, there was an increase in both the number of arrivals, more than 2% and expenses more than 2%. In the survey period there was also an increase in most countries citizens' spending, apart from our southern neighbours, Czechs and Slovaks. An important thing for Poland was that the German market has a renewed increase in travelling, after last year's decline. This applies for both the number of visits as well as the average spend for one day visitors. By contrast, German tourists spent in Poland 9% less per capita than in the similar period of the previous year. The average level of spending by one day visitors from Germany grew marginally, adjusting together with an increased number of visits, there was a decline in earnings from tourism. An observation of the eastern markets shows the increased importance of arrivals from Russia and Ukraine. The growth of Belarusians' arrivals in Poland slowed down, but the level of their spending has been rising significantly from year to year. It is worth noting the border traffic with Russia. It is estimated that the combined income from foreigners travelling to Poland will increase by over 9%, giving a total amount of approximately 12.8 billion USD. This is mainly due to the increase in one day visits (13.5%), and tourists' spending revenue (6.2%). In addition, the process of extended visits in Poland has a positive effect. The structure of revenue shows a small (and still declining) predominance of tourist

revenue – currently 52.2% and in 2012 – 53.8%. In 2013 the largest increase in total revenue came from following markets: Ukraine, Russia, Belarus, Lithuania and Germany and the largest decrease in revenue applies to Czech, The Netherlands and Austria. It is important to note that the number of visits to counties offering package tours increased. Fully or partly organized trips were recorded in counties such as malopolskie, mazowieckie and zachodniopomorskie. If we look at full package visits, then the counties such as warminsko – mazurskie, zachodniopomorskie, mazowieckie and slaskie are the frontrunners. The counties with the least number of package visits are eastern counties, (visited mostly by eastern neighbours, who visit predominantly for shopping) and lubuskie county in the west. Similar trends are shown when it comes to using collective accommodation, with the highest numbers in malopolskie, mazowieckie, zachodniopomorskie and pomorskie regions.

Who are the guests visiting Poland?

In 2013 63% of visitors were men. An even greater majority in male tourists was observed in previous years. It is associated with the aims of the visits, business and transit trips are almost completely dominated by men. In terms of even gender parity (even with women majority) are areas of tourism such as leisure and visiting friends and family. The age structure of the tourists visiting Poland can be illustrated by a regular pyramid with a considerable dominance of people age 35 to 44. The number of youth up to 24 years old visiting Poland is still negligible, and in 2013 reached only 7%. Young tourists visit Poland in self organised trips. The youngest tourists often say that the aim of their visits in Poland is mostly to relax and meet family and friends, they would also go shopping, and stay in private accommodation or with family or friends. However, older tourists, will quite

often buy a full package trips with travel agents, often visiting the places of their origin as well as for business purposes. They stay in hotels and motels.

What do you associate Poland with?

In 2013, in a study conducted by the Polish Tourist Organisation on foreign tourists, 324 people participated, mostly from Japan, Italy, Germany, Hungary, Ukraine, Holland and France. 67% of respondents had already been to Poland, one third had visited Poland ten times or more, 97% rated their last visit very positively, and three quarters are planning to come back to Poland in the next 5 years.

When asked “Which of the listed tourist attractions and leisure opportunities do you associate Poland with?” most answers given by the respondents were visiting the historical monuments and cities, then visiting forests and national parks, mountains and lake regions, with the least popular lying on the beach, shopping and active tourism. Foreign tourists associate Poland with beautiful monuments, cities, and also with nature, glorious national parks and forests. Our large cities also seem attractive. For example, in 2013 one Dutch tourist portal considered Krakow as one of the best travel destinations in Europe. The strengths mentioned were atmosphere, culture, nightlife, hotel quality and the city popularity. In this competition Krakow defeated Barcelona, Venice, Seville and even Rome. According to foreign tourists it is good to get to know our country because it is full of vitality and Polish people are known to be nice and friendly. Poland is also becoming an attractive medical tourism destination, mainly due to high quality of medical treatments at a low price. Medical service is 80% cheaper in Poland compared to other parts of the world. A good example is dental implant procedure, which costs on average 600 euro in Poland and in Great Britain it can be as expensive as 3000 euro.

So, Russians choose to visit spas, English comprehensive dental treatment, Germans beauty & spa centres, while Italians prefer cosmetic treatments. Also when it comes to accommodation and cost of living Poland seems to be much cheaper [Brignall 2014].

Poland also seems attractive for Russians. Pomerania and Tri-city is particularly popular among tourists mainly from the Kaliningrad Oblast. They like to go there on holiday and at the weekends, but also on weekdays. They go sightseeing and shopping in big shopping malls, use accommodations and catering, participate in cultural events, leisure and outdoors sports. They are pleased with Russian speaking staff, websites and restaurant menus in their native language [Anisiewicz, Palmowski 2014, pp. 79–86]. They spend quite a lot of money. Since last year a project called “Russian Friendly” has been implemented in Pomerania. The main aim of this project is to provide Russian tourists with an information guide, and also to create an opportunity for Poles and Russian to get to know each other, which will then make a better mutual image at the average person level. It shows that when politics is set aside, there is quite a lot of good feeling between us. A growing interest in the Husqvarna Tour sled dog race among adults and children has been increasing every year. The best sled dog teams from Germany, Austria, Switzerland, Holland, Spain, Czech, Slovakia, Lithuania and Russia will take part in this year’s competition.

Over the last few years a so called “Tourist Emergency Helpline” project has been running in the summer. This is a shared initiative of the Polish Tourist Organisation, The Ministry of Sport and Tourism and Police Headquarters. It is mainly for foreign tourists experiencing difficulty, where they can obtain help and useful information. The Contact Centre staff provide information in English, German and Russian. Not knowing the language and procedures in unpleasant circumstances and a sense of being lost can have

a negative influence on tourist opinion about our country, even if previous experience was very positive. According to a study, 45% of foreign tourists believe that security is a very important aspect when planning a visit abroad, and 42% say that it is rather important. And it is not only about direct health and life threats, but also feeling a sense of security in difficult circumstances, such as health problems, documents loss and theft. Here a tourist will get immediate help or will be referred to appropriate services.

Level of satisfaction of foreign tourists

In 2013 the Polish Tourist Organisation conducted a study on the level satisfaction of foreign tourists visiting Poland. Overall satisfaction of foreign tourists visiting Poland is high. The average satisfaction index value measured on a five point scale was 4.1. Most respondents declared their desire to have a similar trip again. They were ready to recommend Poland as a holiday destination. In particular tourists' groups, German and tourists from old EU countries would recommend visits to Poland, the least recommendation would come from tourists from European countries of Soviet Union. The recommendation was based mostly on three aspects: the availability of different ways of travel, security and nature. The quality of Polish services was valued highly. Foreigners consider Polish travel services to be relatively cheap and good quality. With the exception of getting to Poland, which was considered to be rather expensive in comparison to other attributes surveyed. Positive opinions on the attractiveness of Polish tourism dominate, with opportunities to spend time in a way of your choice. Foreigners also believe that the positive aspects of Polish tourism should be more advertised. There are still obstacles in moving around the country and communicating with Poles. German tourists have a quite positive opinion about the road infrastructure

in Poland, whilst tourists from old EU countries and other distant countries note language barriers. This view is not shared by tourists from former socialist countries, who don't have problems with communicating with Poles.

The most frequently mentioned aspects, which tourists can be encouraged by to visit Poland, are beautiful landscapes, monuments, good food and low prices. Bad weather and difficulties in getting to Poland are the greatest obstacles. The majority of respondents would decide to visit Poland again in the future, because the latest visit was better than previous ones. They will be willing to recommend Poland as a tourist destination. The aspects of polish tourism are perceived as rather positive. The quality of travel services was valued highly and considered to be relatively cheap, apart from getting to Poland. Some people pointed out some weaknesses in the travel offers, such as road infrastructure and language barrier when communicating with local people. According to some of the visitors Poland appears to be rather clean.

To sum up, Poland gets quite high marks as a country for a holiday destination. However, it has been pointed out that tourist advertising is insufficient, and this is an important task for the government and other tourist organisations.

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Problems to discuss:

1. EU changes and foreign tourists in Poland.
2. Factors of tourist preferences in Poland.
3. Polish borders, politics and tourist flow.
4. Poland and your country in the world ranking of tourist inflow. Compare and explain the difference.

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SAFETY OF TOURISTS DURING THEIR STAY IN THE POLISH MOUNTAINS

Subjective introduction

„In the mountains you have to make an effort without getting a reward. It is a kind of mysticism, searching for something unique. You need imagination and philosophy of life. Not everyone can afford it, not everyone wants it. Because in the mountains there are no boundaries, there is looking for freedom. And the very being in the mountains soothes, eliminates aggression (...).” [<http://gorskie-wedrowanie.blogspot.com/>]. With this beautiful motto of an anonymous blogger any mountain lover can agree. People who love mountains are happy to be there, even though mountaineering and mountain sports involve difficulties and dangers resulting from the type of terrain and harsh climate, which is characterised by significant thinning of the air, large variations in temperature, heavy rain and intensive sunlight. In the Tatra Mountains, the Giant Mountains one can meet more and more foreign tourists appreciating the beauty of the mountains, the challenges connected with their specificity as well as security offered by the mountain rescue [Żemła 2014, pp. 95–106].

In Poland, mountain areas are characterised by different shaping and height, diverse vegetation and degree of difficulties in the movement of tourists in their area. Part of the Carpathians lying on the Polish territory includes various mountain ranges, among which the highest mountain range are the Tatra Mountains. Beautiful landscapes, an extensive network of hiking trails and well-organized accommodation are the reasons why it is the most frequently visited region in the Polish mountains. Also Beskid Sądecki, Beskid Śląski and Bieszczady are gaining more popularity. Especially Bieszczady are very popular among tourists as they are surrounded with legends and showing their dangerous and wild nature they attract people of all ages who want to test their psycho-physical abilities. All areas of the Polish Carpathians are monitored by special rescue service, they have modern equipment and in a short time they are able to transport the injured to a specialised clinic [Commission of the European Communities 2014].

The Sudetes, located in the south-western part of Poland, are also strongly diversified in terms of height, climate, flora and fauna as well as tourist development. The Giant Mountains are located in the central part of the western Sudetes. It is the highest mountain range located in these mountains, attracting masses of tourists all year round. Instead of a detailed description of their horror, beauty and travel conditions, allow me to place here a statement of a blogger, mountain lover – „For several years I have been hiking in the Giant Mountains, I was there 205 times (as of March 2015). I have walked absolutely all routes on the Polish side from the Szklarska Pass up to Rýchory, all the routes in Pogórze, and most routes on the Czech side, including all of the trails in the upper parts” [<http://karolnienartowicz.blog.pl>]. There are no particularly difficult tour routes here, however, accidents do happen. Tourists safety is ensured by the Giant Mountain Group of Mountain

Volunteer Search and Rescue whose headquarters are in Jelenia Góra.

Safety of mountain tourists in Polish legislation

The basic rules regulating safety in the mountains have been included in the Act of August 18, 2011 about safety and rescue in the mountains and on organized ski areas [Dziennik Ustaw 2011]. The Act defines safety conditions in the mountains, which consist in labelling sites, facilities and equipment used for sport, recreation and tourism. It also sets rules of using a given site, facility or equipment and it imposes providing the entities authorised to perform mountain rescue with conditions to organise help for those in need.

The Act also obligates people staying in the mountains to behave properly in order to protect the life and health of their own and of other people. It obligates tourists to become acquainted with the rules of using mountain routes and downhill trails. It also includes a regulation which obligates anyone to immediately inform the mountain rescue units about an accident or situations causing danger for the health and life of tourists. According to the Act, the entities that can perform mountain rescue include: Mountain Volunteer Search and Rescue, Tatra Volunteer Search and Rescue and other entities that have obtained the consent of the Minister of Internal Affairs to carry out such activities. [Leciak 2014, pp. 483–497].

As part of mountain rescue, emergency actions are carried out consisting in receiving notification about an accident or other occurrence, reaching the place of the accident with rescue equipment and giving first aid. Then providing security is required and evacuation of people at risk, transport of the people involved in the accident to places where one can provide them with further help. Particular attention

was paid to taking immediate action in order to search for missing people in the mountains.

Apart from the above activities, mountain rescue organisations organise and give trainings of mountain and ski rescuers, give rescue and instructor rights within mountain rescue, keep records of rescue operations and perform educational activity in the field of safety in the mountains. This is an important task carried out in an organised form such as courses and special training. The units of the Mountain Volunteer Search and Rescue are located in different points of the mountains, particularly at high altitudes and places distant from human settlements. At any time of the day one can visit such a unit and every tourist will obtain advice, description of further routes, the risk connected with the weather, they can also count on first aid and, in a difficult situation, on accommodation and a meal.

The Act also regulates issues connected with safety on organised ski areas. The responsibility for ensuring safety conditions of tourists staying on organized ski areas lies with the managers of these areas. Ensuring safety means preparing, marking, securing areas, facilities and equipment used for skiing and snowboarding. Ski slopes must be secured by ski rescue. Tourists must be regularly informed about ski conditions, carrying out preventive activities concerning security while skiing and snowboarding. Particular attention in the Act was paid to creating facilities for the disabled staying in the ski areas.

Ski areas after dark should be illuminated in a way allowing assessment of downhill conditions and the clarity of marking and security measures. A skier or snowboarder under 16 should be using a protective helmet while skiing and snowboarding. It is forbidden to ski or snowboard while being unsober or intoxicated. Skiers and snowboarders are obliged to comply with the prohibitory and mandatory signs, to go downhill with the speed adjusted to their skills and the

difficulty of the route and weather conditions, to use technically efficient equipment. The users of ski routes are obliged to immediately inform ski rescuers about an occurring accident or any other risk for persons staying on the slope.

Organization of safety in the mountains

The tradition of mountain rescue in Poland dates back to the early twentieth century. Created in 1909 Tatra Volunteer Rescue was the first, apart from the Alpine rescue organization. After World War II, rescue courses were conducted in the Beskids and Sudetes. In view of the need to ensure safety for tourists, on all mountain areas field groups started to be formed and uniform organizational solutions were adopted, those of the Mountain Volunteer Search and Rescue (in Polish: GOPR). In 2002 – GOPR as a whole and Groups: Krynicka, Beskidzka and Karkonoska celebrated their 50th anniversary. Currently the following rescue groups of GOPR are operating – Tatra Volunteer Search and Rescue and 7 regional groups: Bieszczadzka, Krynicka, Podhalańska, Jurajska, Beskidzka, Wałbrzysko-Kłodzka and Karkonoska. In order to become an authorized GOPR rescuer one needs to do an intensive training and obtain positive results of qualification exams. Candidates must possess not only theoretical skills, such as medical knowledge and terrain topography, but they should also demonstrate high level of physical fitness and skills necessary in the mountains. They should be good skiers and have the ability to drive vehicles which greatly improve their work, such as off-road cars, quads, snowmobiles. Currently, mountain rescue services have modern equipment and rescue groups possess adequately equipped helicopters designed for mountain rescue, and more recently, in operations of searching for tourists lost in the mountains, they have started using drones, avalanche detectors and other equipment facilitating assistance.

The members of rescue groups improve their skills by taking part in medical rescue championship and training trips to Alpine towns to gain the necessary knowledge there. For example, this year the Bieszczady Mountain Rescue Group went to the Alps to improve their skills and gain experience in the mountains higher than Bieszczady. Polish rescuers went for a week on ski tours in Italy in the Gran Paradiso massif. Also rescue dog handlers together with their rescue dogs improve their skills. The place of training is Kaunertal glacier, where – under the supervision of experienced instructors – the handlers and the dogs, for five consecutive days, improve their skills in avalanche rescue with the use of rescue dogs [<http://www.podkomisja-psow-ratowniczych-gopr.pl>].

How to prepare for mountain tourism

Many organizations look after the safety of people relaxing in the mountains and practising sports, especially winter sports. The main ones are Mountain Volunteer Search and Rescue, police, the Ministry of the Interior, local government organizations, the Office of Technical Inspection and others. These organizations, on their websites and by means of other media, inform about the dangers in the mountains and about appropriate preparation for safe holidays, so that after the stay in the mountains one could come back home safe and sound [Saunders, Narozna 2006].

For practising winter sports and mountain tourism, mainly winter tourism, you should be prepared in advance, and in many ways too. You should remember, above all, about choosing appropriate clothing. The clothes should provide protection against strong wind, as well as rain and snow. You should protect especially these parts of the body that are most exposed to the cold, harsh sun and wind. This applies particularly to the head, face, hands and feet. Comfortable,

already used footwear should guarantee the comfort of hiking. Caloric and nourishing food, not occupying much space in your backpack, and a metal thermos of hot tea is a proper menu for the time of wandering. It is very important to take a charged mobile phone, as well as a mini first aid kit with medicines to be at hand. You should start your hiking in the mountains early in the morning, because the weather usually gets worse in the afternoon.

Tourists should report every outing in the mountains to their family or friends, the reception of the hotel where they are staying, and even the Mountain Volunteer Search and Rescue, providing the hiking route and the expected time of return. They should check and carefully plan the route, including mountain hostels and other facilities that, if necessary, can provide shelter; check the weather forecast for the next hours, the avalanche risk, and also they should not go alone in the mountains, because in case of danger, two persons can ensure safety to each other more easily. Before starting the route, it is worth to save in your mobile phone ICE contacts with the telephone numbers of people who should be informed in the event of an accident. Weather forecast and avalanche risk can be found on the websites of GOPR and TOPR (Tatra Volunteer Search and Rescue).

Before you go out on a hike in the mountains, you should make an appropriate hiking plan. You should plan your outing in detail, check the hiking route on the map and identify difficulties that may occur on your way, and check the location of mountain hostels on your route, as they might be useful in difficult and necessary situations. It is also essential to plan the return route, in case it is necessary to stop your hike. Before you leave, you must check if there is avalanche risk, it is also necessary to inform the reception of the hotel about your departure and the place where you are going, and to give an expected time of return. When tourists notice symptoms of weather deterioration, they

should hastily come back to the place of accommodation or to the nearest mountain hostel. If they get lost, the best thing is to go back following their own footprints to the trail. In case of major problems and growing danger, they should inform GOPR providing the approximate place where they are [Mrozowicz, Puciato 2010, pp. 99–107].

When hiking in the mountains, you should walk on marked trails. Do not shorten the route, do not cut across, because this is the first step to getting lost. The length of trails in the mountains is given in hours, not in kilometres. One hour is covering a distance from 4 to 6 kilometres, depending on the type of terrain, and for every 100 metres of uphill terrain you should add 20 minutes to going up, and 5 minutes to going down. You should march in a row, with spaces of not more than 3 metres. You should go slowly for the first kilometres. Do not run up or down. You are likely to have an accident then, which often has very serious consequences.

Safety and risk while practising winter sports

Practising winter sports involves a high risk of accidents. Such sports include mainly skiing, especially professional skiing. Practising skiing causes many accidents, particularly broken limbs, broken ligaments, spine injuries, bruises, frostbite. There are various kinds of risks resulting from practising skiing. Static risk resulting from nature complexity and impossibility of complete forecasting of potential incidents, e.g. avalanche. Technogenic risk connected with the operation of equipment and technical devices, e.g. breaking of the funicular railway cable, breaking of ski binding, while the anthropogenic risk is connected with decisions of people, e.g. recklessness, alcohol, intoxicating substances, overestimating one's abilities. Practising skiing is connected with the risk of permanent health damage and

also with life endangering. Among the factors determining the level of risk there are most often indicated factors that are dependent and independent of our will [<http://www.skimag.pl/archiwum.php?art=102>]. Dependent factors are physical fitness and general state of health, skiing technique, equipment and its condition as well as mental aptitude. Independent factors include the type of terrain, snow, air temperature—particularly low below zero—wind, fog, sun, ski lift devices, as well as behaviour of other skiers. While practising skiing you should not forget about the factors increasing safety on the slopes, such as checking the equipment before downhill rides, warm-up at the beginning of the rides, and after longer breaks in downhill rides, being aware of your own capabilities on a given day and assessment of your own fatigue.

Calling for help in the mountains

The rescuers of GOPR receive every notification about an accident or missing tourists and they will set off in the mountains after every signal. Providing the rescuers with information must be precise and detailed. Mountains are vast spaces and it often takes a long time to reach an injured tourist. The problem is often solved by possessing GPS satellite navigation or a mobile phone with such a function. There are several basic rules of behaviour while calling for help, namely –never to leave the injured alone. If the weather conditions make it impossible to go for help, it should be called for by an international optical or acoustic signal repeated every 10 seconds, followed by a minute break. When the signal is picked up, it should be confirmed 3 times per minute using the following signals [http://www.goryizerskie.pl/?file=art&art_id=232].

A distress signal for a helicopter pilot is raising both arms and keeping the silhouette of the letter Y (YES). You

should never use this signal without a reason, because a flying helicopter might be on its way to an accident. In case help is not needed, you should raise your right arm, and the left one should be kept slightly tilted down. The silhouette should resemble the letter N (NO) [http://www.oc.zebrzydowice.pl/?page_id=47]. If there is mobile coverage in a given place, one can use an emergency number of GOPR/TOPR – 601-100-300 or 985, or the number of international emergency system – 112. After selecting the phone number and receiving a call you should introduce yourself, determine the place where you are, inform about what happened, describe how many persons are injured, what their condition is and whether they were given any help. You should not hang up until the rescuer confirms receiving your notification.

Summary and conclusions

Holidays in the mountains, going on mountain hikes and practising sports, both in summer and winter, is a wonderful way of spending your free time. In order to avoid risk in the mountains, you should carefully prepare in many ways, particularly in terms of your physical fitness, technical preparation, equipment and health condition. Knowledge in this respect can be gained in Poland directly in appropriate institutions dealing with a safe stay in the mountains and on their websites, as well as in available guides and tourist maps. Quick help for people staying in the mountains in Poland is given by Mountain Volunteer Search and Rescue, which has well-trained rescuers and proper equipment. Rescue centres are ready for action twenty-four hours a day, seven days a week, they react instantly to every call.

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Problems to discuss:

1. What does mean responsible tourist in the mountains?
2. Rescue mountains organizations in Poland
3. Why international cooperation of the mountain services in necessary?

