Tourism and Transition in a Time of Change
Pre-Congress Meeting
Kraków / Pieniny Mts, Poland
13-17 August 2014

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Pre-congress meeting organized by:
Marek Więckowski
Dieter K. Müller
Denis Cerić

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Tourism and Transition in a Time of Change
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VENUE

Royal Hotel; św. Gertrudy str. 26-29, 31-048 Kraków

Hotel Czorsztyn-ski; Kamieniarska str. 30 a; 34-440 Kluszkowce

PROGRAM

13 AUGUST

17.00-19.00 – arriving and registration of the participants in the Royal Hotel in Kraków

http://hotelewam.co.uk/510-hotel-royal-cracow.html

20.00-22.00 – official dinner (reception) Gościniec pod Zamkiem; Stradomska str. 11, Kraków

14 AUGUST

8.00-9.00 – breakfast

9.00-11.00 – transfer to the Pieniny Mts

11.00-12.00 – registration in the hotel Czorsztyn-ski

12.00-13.00 – lunch
13.30-15.30 Opening ceremony with the special lectures

Dieter MÜLLER (Umeå University, Sweden): ‘Tourism Geographies are moving out’ – A comment on the current state of Institutional Geographies of Tourism Geographies

Thor FLOGNFELDT, (Lillehammer University College, Norway): Forty years of changes: a personal review of tourism education, research and management in Norway and elsewhere

Marek WIĘCKOWSKI (Institute of Geography, Polish Academy of Sciences, Poland): Tourism development in the Polish Carpathians

15.30-16.00 - coffee break

16.00-17.30 Session 1. Sustainable tourism and innovation system

Alison M. GILL (Simon Fraser University, Canada): Challenges to the resilience of Whistler’s journey towards sustainability

Tatjana THIMM (HTWG Konstanz, Germany): Green Destination – Measuring Sustainability: Innovative Management Cockpit for Sustainable Destinations in Germany and Switzerland

Rudi HARTMANN, (University of Colorado Denver, USA): Virtual Museums and Digitally Documented Heritage on the Internet: Innovations that Support or Detract from Real Time Visits of Sites?

17.30-19.30 – presentation of the Czorsztyn-ski resort, meeting with the owner

20.00-22.00 – official dinner

15 AUGUST

8.00-9.00 – breakfast

9.00-11.00 Session 2. Local tourism development

Sanette FERREIRA (University of Stellenbosch, South Africa): Re-development of the local tourism system: Melange Province of Angola

Carolin FUNCK (Graduate School of Integrated Arts and Sciences, Hiroshima University, Japan): Chances and problems of development based on art tourism: from the example of Naoshima

Michal JALOCHA, Stephen BOYD (University of Ulster, United Kingdom): Tourism development opportunities for the Lublin Region of Poland: Emphasis beyond dark heritage

Takumi ISONO (University of Tsukuba, JSPS Research Fellow, Japan): Development of the Geopark Movement in the Kanawinka Region, Australia
11.00-11.30 – coffee break

11.30-13.30 Session 3. Perceptions of tourism and by tourists

Dorina Maria BUDA (University of Groningen, The Netherlands) presented by Anne-Marie d’Hauteserre (University of Waikato, New Zealand): ‘Psychoanalysing’ Tourists in Places of Socio-Political Turmoil

Dieter K. MÜLLER (Umeå University, Sweden): Destinations, Accessibility and Scale: On Public Perceptions of Tourism Opportunities and Constraints in Northern Sweden

Andrzej TUCKI (University of Maria Curie-Skłodowska, Poland): Measuring tourist attractiveness of destination. A factor analysis approach.

Jie ZHANG, ZHANG HL, WU RH, LIU ZH, ZHONG S-E, NIAN S-F (School of geography, Nanjing University, China), ZHA QZ (Tourism Administration, Mt. Sanqingshan National Park, China): Geographic analysis on the congestion and monitoring of the destination congestion of mountain park-case of Sanqingshan, a world natural heritage park

13.30-14.30 – lunch

14.30-17.30 – excursion to the wooden church in Dębno (UNESCO heritage list), and to the Niedzica dam

18.00-20.00 – excursion by boat on the Czorsztyn Lake

20.00-21.00 – dinner at the restaurant “Pod wulkanem” in Hotel Czorsztyn-ski
16 AUGUST

8.00-9.00 – breakfast

9.00-12.00 – rafting on the Dunajec River - the biggest tourist attraction in the Pieniny Mts

12.00-13.30 – short walk in the tourist center of Szczawnica

14.00-15.00 – lunch

15.00-16.15 Session 4. Public projects, programs and discourses

Patricia A. STOKOWSKI (University of Vermont, USA; BOKU University of Natural Resources and Life Sciences, Wien, Austria): Transitions in Community Sense of Place across Tourism Development Stages: The Role of Public Discourse in Gilpin County, Colorado

Diana MARQUARDT (Rhine-Waal University of Applied Sciences, Kleve, Germany): Tourism Development Cooperation in a changing economic environment –challenges in project implementation and project impacts in Lao P.D.R

Davis GRUBER SANSOLO (São Paulo State University – UNESP, Brazil): Capabilities and limitations for developing a public use program in seven conservation units of the state of Amazonas, Brazil, in the area of influence of the highway BR 319.

16.15-17.30 Session 5. Spatial competitiveness in mountains and sea

Rita de CÁSSIA ARIZA DA CRUZ (São Paulo University, Brazil): Maritime Cruises: oligopoly, centralization of capital and corporate use of Brazilian territory

Denis CERIĆ (Institute of Geography, Polish Academy of Sciences, Poland, IGiPZ PAN): Geographical spatial patterns of cruising itineraries in the Mediterranean on the example of the leading regional operating companies

Robert STEIGER (MCI Management Center Innsbruck, Austria), Bruno ABEGG (Institute of Geography, University of Innsbruck; alpS – Centre for Climate Change Adaptation, Austria): Ski areas’ competitiveness in the light of climate change: comparative analysis in the Eastern Alps

17.30-18.00 – coffee break
18.00-19.35 Session 6. Experience, attitude and impact of tourism

Aija van der STEINA, Maija ROZÎTE (University of Latvia): Tourism development in Riga: the attitude of residents

Marta DEREK (University of Warsaw, Poland): Tourist precincts in Warsaw – structure and functions

Anette HAY (University of the Free State, South Africa): Second home tourism - social and economic impacts in developing countries like South Africa

Xu HONGGANG (Sun Yat-sen University, China), Jia BICEN (Asian Institute of Technology, China): The tourist experiences of mage infrastructures in China, the case of Three Gorge Dam

19.45-22.00 – official dinner

17 AUGUST

8.00-9.00 – breakfast

9.00-9.15 – transfer to Łopuszna

9.30–11.00 Session 7. Join session with IGU Commission on Political Geography (6)

The transborder heritage conservation and tourism

9.30-9.45 Ewa DAWIDEJTDROBEK (Silesian Institute in Opole, Poland), Wiesław DROBEK (Opole University of Technology, Poland) – The trans-border heritage protection in Euroregion Praded

9.45-10.00 Dallen TIMOTHY (Arizona State University, USA), Alon GELBMAN (Kinneret College of the Sea of Galilee, Israel) – Internationalization of domestic borders in the former Yugoslavia: contemporary implications for tourism

10.00-10.15 Marek WIĘCKOWSKI (Institut of Geography and Spatial Organization, IGiPZ PAN) - New cross-border tourist attractions in Poland. from periphery and the doubled national trails to the cross-border thematic trails.

10.15-10.30 Adi WEIDENFELD (Middlesex University, UK) – The emergence of regional tourism innovation systems in cross border regions

10.30-10.45 Marta JAŻWIECKA (University of Gdańsk, Poland) – Business tourism in Euroregion Baltic (ERB)

10.45-11.00 Discussion

11.00–11.30 Summarizing panel discussion and closing of the conference

After 11.30 transfer back to Kraków (the end of the conference). Arriving to Kraków approx. 13.30-14.00
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ABSTRACTS
The dominant academic discourse is that tourists need to feel safe while traveling abroad, they want to spend their money in a place that can offer them peace and tranquility. Yet, tourists travel to places of ongoing political turmoil and experiences in such places have been largely ignored in tourism studies. I draw on the psychoanalytic concept of the death drive as postulated by Freud and Lacan to examine tourist performances in places of ongoing turmoil. The death drive refers to a constant metapsychological force at the junction between life and death: it is not understood in a biological sense of physical demise of the body, nor in opposition to life. Empirical data for this project draws on individual and group interviews undertaken with 25 tourists and 54 tourism industry representatives in Jordan and the West Bank in Palestine from July to November 2010. Findings show that tourists reflect on, negotiate and purge embedded family memories and archaic traumas as they access the death drive in places of conflict and socio-political turmoil.
GEOGRAPHICAL SPATIAL PATTERNS OF CRUISING ITINERARIES IN THE MEDITERRANEAN ON THE EXAMPLE OF THE LEADING REGIONAL OPERATING COMPANIES

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Ten years ago United Nations World Tourism Organization reported that the cruising tourism is a relatively small segment of the touristic sector in whole, with only 0.6% of total world’s accommodation capacity, but also an important one because of its highest relative increase (UNWTO, 2003)1. Since then, the growing trends have not been changed: the global cruise market has grown 8% annually in the last decade (Cruise Baltic, 2013)2. Between 2002 and 2012 global demand for cruising has almost doubled from 11.1 to 20.9 million passengers, while number of cruising passengers in Mediterranean region has even more than doubled over the similar period: from 1.7 to 3.8 million passengers (CLIA Europe, 2013)3. The Mediterranean rose in a region of increasing cruising tourism above the global average with total share of almost one fifth of the global cruising passengers.

Scholars were dealing with many aspects of cruising tourism, but there is no research on spatial movement of cruising vessels inside the region. The article is analyzing the cruising itineraries in the Mediterranean region. Special interest is given to every single sailing relation between all of the ports included in every itinerary of analyzed vessels through all of the seasons of one year for vessels of Costa Cruises and MSC Cruises companies. With its 11 vessels, company MSC Cruises is the market leading cruising company in the Mediterranean, while company Costa Cruises with 15 vessels offers the biggest and best selection of sailings throughout the Mediterranean (CLIA, 2014)4. Cumulatively those two companies are present in global market share in terms of passengers with 13.3%, while their share in the Mediterranean region is significantly higher (Cruise Market Watch, 2014)5. Analysis should bring out the maps of the most frequent sailing relations and the maps of the sailing relations with the highest number of transported cruise passengers in the waters of the Mediterranean throughout every season and entire year, respectively. Those maps could be the example of entire cruise vessels movement in the region. The maps will stress the location of pressure of cruising tourism to sea environment in the Mediterranean. Patterns used by cruise companies in the Mediterranean will be discussed, concerning the seasonal intraregional and interregional repositioning of the vessels, seasonal changes in length of cruising itineraries and number of hours spent in ports of call, important for present and possible cruising ports in terms of destination management and spatial planning.

1 Worldwide Cruise Ship Activity, 2003, United Nations World Tourism Organization (UNWTO), Madrid
2 Fact Sheet, November 2013, Cruise Baltic, www.cruisebaltic.com
3 Contribution of Cruise Tourism to the Economies of Europe, 2013, Cruise Lines International Association Europe (CLIA Europe), www.europeancruiseindustry.com
4 Cruise Lines International Association (CLIA), 2014, www.cruising.org
MARITIME CRUISES: OLIGOPOLY, CENTRALIZATION OF CAPITAL AND CORPORATE USE OF BRAZILIAN TERRITORY

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Introduction and theoretical basis: according to Klein (2006)\(^6\), between the 1970s and early 1980s, cruise ships carried on about 500-800 passengers. In the wake of the general development of shipbuilding industry and the gigantism of cargo ships produced in the last decades of the twentieth century, the industry of cruise ships entered the twenty-first century producing vessels capable to carry more than 6,000 people, including crew. The analysis we propose about the use of Brazilian territory in relation to cruises and its tourist flows is based on a reflection about significant structural changes engendered by globalization processes and involving what Chesnais (1995)\(^7\) calls global oligopoly, while a space of rivalry, and the centralization of capital while a process strongly associated with economic crises (Smith, 2008)\(^8\). These crises that hit the countries of central capitalism in recent decades, coupled with the recent positive performance of Brazilian economy helped to put Brazil on the route of major carriers cruise lines on the planet. This, however, materialized speculatively and socio-geographic costs even still poorly analyzed. The flows of ships and people, resultant of the increase of cruises along Brazilian coast impact directly the domestic port sector. Attaching social, economic and spatial complexity of this universe of "globalized and deterritorialized" tourism as Wood points out (2004)\(^9\), is the research challenge we address in this work.

Methodology: Based on an analytical perspective founded on the spatial dialectics and political economy of the territory we seek to understand the existence of socially and spatially selective processes in Brazil, considering social and economic effects of cruises on places on which there are embarkation/disembarkation ports. These ports form a topology that can be redone every season due to spatial strategies of those companies in their search for lower port charges as well as for possible economies of scale and comparative advantages offered by ports and places.

Results/Conclusions: among the results above we should highlight the recognition of a partial control of certain points of Brazilian territory by logics interested only in its individualized aspects. Brazilian coastal ports are being called to respond to demands brought by global operators cruises, adapting its ports to space, administrative and technical requirements of these enterprise and at the expense of high public investment. Stands out the fact that only three global operators dominate the cruise market in Brazil: Carnival Coporation & plc, Royal Caribbean International and MSC - Mediterranean Shipping Company. These processes are socially and spatially selective and hosting the World Cup in Brazil in 2014 is contributing to exacerbate them.

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\(^7\) CHESNAIS, François. La mondialization du capital, Ed. Syrus, 1995


TOURIST PRECINCTS IN WARSAW – STRUCTURE AND FUNCTIONS\(^{10}\)

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Theoretical background

Tourism and leisure influence urban space in a significant way. Geographers, as well as urban planners, take tourism as one of the important factors responsible for spatial, functional and social changes in cities. The influence of tourism on urban space has been widely discussed in tourism literature (e.g. Jansen-Verbecke 1986, Burtenhaw et al. 1991, Getz 1993, Law 1993, Page 1995, Judd and Fainstein 1999, Cohen-Hattab 2004). Hayllar et al. (2008, 5) argue that “tourism, from both supply and demand perspectives, was not dispersed evenly and seamlessly throughout the city but rather was concentrated into relatively small, quite distinctive geographic areas – precincts – and the tourist’s experience was most commonly one of moving between these precincts in search of the city’s highlights”.

The aim and methodology

The aim of the study is to explore aspects of the spatial and functional structure of tourism in Warsaw. It was inspired by D. G. Pearce's (1998) research in Paris, who analysed the structure and functions in three districts of Paris: Ile de la Cité, Montmartre and the Opera quarter. In this paper three precincts of Warsaw will be analysed showing how their tourist space is organized and what are their functions.

The three precincts will be as follows:

- the Old Town – Warsaw’s most important tourist area, a UNESCO site;
- the western part of the city centre – a district for business tourism with five-star hotels;
- Powiśle, the off-the-beaten-track district (Maitland and Newman 2009), where a tourist precinct is just about to emerge.

The main method used in the paper is field work which examines patterns of land-use within the districts. The results of this field work will be shown in maps representing these areas. The historical context of these parts of Warsaw will also be drawn upon to explain the results.

Results and conclusions

Warsaw is neither a metropolis of international renown nor one of the major urban destinations in the world. However, it is the number one destination in Poland (in terms of numbers of visitors). As it was totally destroyed during World War II, its spatial structure changed a lot after 1945. Since the end of communism we have observed new areas of the city emerging, and in the tourism domain too. In 1994, for example, there were only 2 five-star hotels compared to 10 in 2011 (Derek et al. 2013).

Tourist districts in Warsaw are not organised similar to western European cities, with a core tourist district. The Unesco site “The Old Town” is mainly explored by tourists, in particular international ones, but is not a meeting place for locals. The district for business tourism is relatively new, dynamically changing area, developing partly in the post-industrial areas near the centre. The off-the-beaten-track district of Powiśle is a new and trendy precinct for locals, mainly students, but its recent attractions and riverside investments have been a great help to its tourist development.

\(^{10}\) The title is inspired by D. G. Pearce's (1998) article “Tourist districts in Paris: structure and functions”, *Tourism Management, 19*, 1, 49-65
RE-DEVELOPMENT OF THE LOCAL TOURISM SYSTEM: MELANGE PROVINCE OF ANGOLA

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Angola’s civil war ended in 2002 bringing with it the characteristic post-war reconstruction boom. From a touristic point of view, Angola is still perceived to be a very inaccessible and under developed tourism destination. The Melange Province has been severely affected by the war and is currently trying to recover its local economy. The first step in the reconstruction process is the creation of an appropriate environment for all forms of development. Two of the major priorities are to improve the level of security and the provision of adequate infrastructure. The Melange Province boasts a diverse range of natural and cultural resources – most of these resources have great potential to be developed in special tourist attractions. In order to provide a framework for responsible tourism development and attract focused investment into the region, it has become necessary to develop a spatial development framework (SDF) to guide tourism development for the Melange Province. The research reported here focusses on the evaluation of the post-war developmental context of the Malange Province. The research process started with a desktop study (secondary information) on pre-war known tourist places. Second, aerial photographs were used to identify these existing and also potential tourist sites, these information was captured in a tourism inventory (primary information). Third, field work was required to extend the ‘work in progress database’, where a SWOT analysis was conducted for each potential site. Fifthly, recommendations for a spatial framework are made covering nodes (primary, secondary and tertiary points of interest), networks and spaces. Lastly, insights from these processes are shared with other countries that have to reconstruct their tourism systems after events of crises.
FORTY YEARS OF CHANGES: A PERSONAL REVIEW OF TOURISM EDUCATION, RESEARCH AND MANAGEMENT IN NORWAY AND ELSEWHERE

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When you are close to entering a full time research possibility – namely the status as retired – looking back to what has happened the last five decades. This paper will focus on three subjects:

- Tourism education in Norway with a side-kick to the other Nordic countries
- Tourism research in Norway – mostly with a sidekick to other rural destination research fields
- Tourism management in Norway – at three levels
  - Destination/community – with side-kick to personal involvement in some case areas
  - Regional mostly “landsdeler” (statistical units higher than counties)
  - National – mostly politics of marketing and development

Since my early start was at the age of sixteen as a guide on a daily bus route from Lillehammer up to the mountain area and, in addition I grew up as an inhabitant in a Winter resort town, I will start by describing each decade both from a local and an international point of view. This was the innocent times when the Norwegian were “poor” and the American, Swedish and British tourists were the rich ones.

Then came the finding of oil in the North Sea and this complicated the resource basis. Work force became more and more expensive, capital for investment became easier to attract and still nature was “unspoiled” even though hydroelectric development had taken place. Some thought that education and research in the field of tourism were good ideas, and a premature system was established. The changes in Norwegian economy forced the traditional parts of recreation tourism into a hard restructuring for the workforces, especially for the traditional hotels and restaurants. A new focus was put on developing attractions and activities based on heavily governmental financed investment. At the same time another focus was on rural or agriculture based small scale production. Those two production elements were difficult to combine into a national international marketing strategy – and it still is. The organization models of coordinating bodies for marketing and production management on local, regional and national levels have been reorganized every fifth year sins mid 1980ies.

From a system of research founding which did not regard tourism as a proper research field, the research founding has slowly been improved. The development of Regional Colleges (Distrikts-høgskoler) into University Colleges (Høgskoler) and new Universities and establishing of Regional research foundations have enhanced the research, but the tourism industries, mostly because most companies are small scale ones, have not been either demanding or financing tourism research.

The intention of the paper is to show that national economy and welfare development have had a more important role in the tourism development in Norway than international trends. The fact that the ordinary Norwegian citizen has a strong personal economy growth, and thus higher growth in wages, compared to others means that local traditional tourism trades are in strong competition also on the home markets. To travel abroad is often more less expensive than taking a hotel holiday domestically.

The main aim by the presentation will thus be to look at the long term changes. This will be based both on personal experiences as well as national and local trends of production and demand. The role and focus on tourism research and education subjects in this period will also be discussed.
CHANCES AND PROBLEMS OF DEVELOPMENT BASED ON ART TOURISM: FROM THE EXAMPLE OF NAOSHIMA

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The town of Naoshima on Naoshima Island (Kagawa Prefecture) has received attention as a site of art tourism. Art tourism is increasingly seen as a tool for regional development, as it is expected to attract new types of tourists especially from the so-called creative classes and allows for active participation of local citizens in the development process.

This paper aims to examine art tourism in Naoshima from two aspects. On the one hand, it investigates the characteristics of tourists, their image of Naoshima and their interest in art and architecture. On the other hand, it analyses the activities and opinions of actors in the tourism industry. A questionnaire was conducted in November 2012 and received responses from 255 tourists and 40 actors in the tourism industry. Additionally, interviews were conducted with Naoshima Tourism Association and Benesse Art Site, the company that developed art tourism in Naoshima.

It was found that tourists to Naoshima include many women from the urban areas of Kanto and Kansai and many young people. Although art is their most important aim to visit Naoshima, it is not so important as a general travel motive. They express a general interest in art and architecture mainly through watching TV programs or searching information on the Internet on that subject, rather than visiting museums frequently. Especially younger visitors enjoy to stroll around the island with their friends, so art seems to be a secondary motive. It can be concluded tourists to Naoshima are not art specialists or specialized culture tourists; however, art tourism definitely has contributed to a very diversified visitor structure different from other locations in the Seto Inland Sea, like Miyajima.

For actors in the tourism industry, it was found that many moved to Naoshima in the 21st century, especially after the opening of the Chichu Art Museum. In consequence, many new restaurants and accommodation facilities opened after 2004. They offer only limited services, and very few of them engage actively in attracting international visitors. However, although their service is basic, they make up for it through strong personal engagement. Very few have connections to the Benesse art site or show a strong interest in art. As a conclusion, rather than art itself, it is the success of art tourism that draws new visitors and actors in the tourism industry to Naoshima.
CHALLENGES TO THE RESILIENCE OF WHISTLER’S JOURNEY TOWARDS SUSTAINABILITY

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The concept of sustainability is well established in political rhetoric, but interpretations of the concept are variously understood and implementation is challenging. Often the concepts of growth and sustainability are viewed as antithetical. The objective of this paper is to examine the challenges that the resort of Whistler, British Columbia, Canada, is facing in maintaining the integrity of its innovative comprehensive sustainability model (Whistler2020) that was introduced in 2005. As the first resort governance model of its kind that incorporated policy designed to operationalize a journey towards sustainability through broadly-based, transparent stakeholder engagement in decision making supported by a comprehensive monitoring program, it has gained widespread interest from resort destinations globally. However, since 2011 there have been a number of challenges to the resort’s sustainability journey. These include: changes in local government priorities reflecting declining support (and/or inertia) relating to issues of sustainability especially amongst the business sector; and, the emergence of a new stakeholder group, that of First Nations (aboriginal) partners, as the result of legacy agreements associated with hosting the 2010 Winter Olympic Games.

These challenges to the recently established sustainability pathway raise issues concerning the resilience of the new model. Building on previous research in Whistler I employ an evolutionary economic geography approach to examine this issue through the lens of path creation by focusing on human agency and the real-time effects that are creating stressors on the resort’s sustainability path. Theoretically, I examine the situation in Whistler with reference to recent research applying evolutionary economic concepts that suggests more nuanced and complex interpretation of path constitution and reflect on whether or not recent events suggest a possible reversion in the resort community to more growth-oriented path dependence.

Keywords: sustainability, resilience, resorts, evolutionary economic geography, Whistler
VIRTUAL MUSEUMS AND DIGITALLY DOCUMENTED HERITAGE ON THE INTERNET: INNOVATIONS THAT SUPPORT OR DETRACT FROM REAL TIME VISITS OF SITES?

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The use of the internet in the travel market has increased considerably over the past few years. Consequently, tourism providers and destinations of all kinds have started to create elaborate websites to appeal to potential visitors. A new trend in internet marketing is to enable a virtual tour of the advertised site. This paper focuses on virtual museums and the increased practice of a digital documentation of heritage sites. It reviews the beginnings and advancement of virtual museums also called digital museums or cyber museums. It is important to understand that the new practices of presenting digitally documented artifacts – whether they are part of the interior of a museum or make up a larger outdoor ensemble of structures – have changed the dynamics of heritage tourism.

An example of this trend is the Anne Frank House in Amsterdam, The Netherlands. In 2010, the non-profit Anne Frank Stichting in charge of the management of the historic site where Anne Frank wrote her diary 1942-44 decided to ‘go virtual reality’. They presented a high quality 3D version of the Secret Annex and the front of the house on their website. Interestingly enough, the annual number of visitors to the site has increased from one million to close to 1.2 million in 2013. While it enabled surfers on the internet from all over the world to satisfy their curiosity to gain a close-up view of the famous site, this may have wetted the appetite of others to see more and finally visit the ‘real place’.

The last part of the paper introduces a continuum model. It is argued here that a virtual reality presence on the internet plays out in a variety of ways for real time visits at sites. There seems to be a relationship between easy physical accessibility of sites – even if their management has chosen to launch highly elaborate forms of visual presentations for the internet - and an increase in visitation at the site.
SECOND HOME TOURISM - SOCIAL AND ECONOMIC IMPACTS IN DEVELOPING COUNTRIES LIKE SOUTH AFRICA

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This paper is based on a research project on the social and economic impacts of second home owners on rural communities in South Africa. The existing research focuses mainly on economic issues related to second home development – but this research was specifically undertaken to better understand the social perspectives and resultant impacts of this phenomenon on rural communities.

Rosendal in the Eastern Free State of South Africa was deployed as a case study and included the predominantly white town of Rosendal, the black township of Mautse and the surrounding farming community. The area is known as a retreat for city dwellers from the Gauteng region and other metropolitan regions.

The literature review revealed that social and economic impacts of second home development on host communities, worldwide and locally, play an important role and contribute to the shift of communities from a productivist to post-productivist countryside. Furthermore, social change serves to undermine the social utility of traditional farming – resulting in a differentiated or post-productivist countryside of which second home development is an example.

A mixed methods approach within the interpretivist paradigm was utilised for this thesis, where a combination of both qualitative and quantitative research was implemented. Furthermore, a case study approach was used because the study aimed at providing a platform and agenda for future studies on social impacts of second homes. Case studies within the interpretivist paradigm have received relatively little attention from social scientists, especially geographers – therefore it may be argued that this is new territory for second home research in South Africa.

The findings revealed that research in South Africa on people with lower incomes as second home owners is almost completely absent. One of the main contributions of this study therefore, is the unraveling of the socio-economic profiles of lower income earners who have second homes, and do not necessarily come from cities. Secondly, research on high amenity rural places often focuses on the potential impacts of rapid growth in tourism and second home ownership on the ‘host’ community. Part of this worldwide research is the seasonal and weekend resident attachment to such a landscape, but for the current study farm dwellers’ migration was also investigated – who travel during month-ends to town locations or ‘informal dwellings’, which may lead to the erosion of (or in constructive terms rather change in) the existing socio-cultural fabric, as rural values are mixed with the urban (and farm) values of incomers. Thirdly it was found that the six indicators of a post-productivist countryside of Wilson and Rigg (2003) can only be partially applied to the current case study. This indicates that developing countries are probably moving partially to a post-productivist state in the rural areas, but that certain factors not known to developed countries are also at work and contribute to permutations of the mentioned indicators.

The paper closes with a suggestion that post-productivist theory may have to be reviewed for developing country environments.
THE TOURIST EXPERIENCES OF MAGE INFRASTRUCTURES IN CHINA: THE CASE OF THREE GORGE DAM

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The mega infrastructure projects as the tourism attractions have been observed worldwide. These mega infrastructures include famous hydro-projects, bridges, roads, tower and others. The building of these mega infrastructures always brings controversies. On the one hand, these mega projects are very much associated with the great achievement in the moderation process in China. On the other hand, the reports on these mega infrastructures also bring many negative images, such as the re-allocation of the settlements, the environmental impacts etc. Yet, these controversies do not have impacts on their heritage and touristic process. To some extent, the touristic process and heritage process of these mage infrastructure begin in the early stage of the construction. Even during their construction period, they already in the process to turn into the heritage. The facilities are often built for the future tourists, such as the museums, the lookout, and other interpretation signs. Yet, up to now, few studies have been done on the tourism of the infrastructure from the heritage tourism perspective and from the tourist experience perspective. This study attempts to meet the gap through the study of the tourist experience of the Three Gorge Dam in China. Three Gorge Dam is the most influential mega infrastructure in modern China. Starting from the design and construction, tourism was already integrated and now tourism has become one of the key activities there and also tourism industry becomes the pillar industry in the region. Studies have been done mainly from the development perspective. The understanding of this tourism phenomenon from tourists is limited. In the perspective of constructivism the core of heritage tourism can only be found from tourist motivation and perception which are the tourists’ individual value. Therefore, the means-end chain theory is employed. This study used the methods of laddering interview and content analysis to find out tourist motivation factors, and then analyzed the hierarchical relationship between different motivation factors to construct a means-end chain. The study has found out that overall, the tourists are much attracted and impressed by the magnificence of the construction and consider this to be an important heritage to help to built national identity.
DEVELOPMENT OF THE GEOPARK MOVEMENT
IN THE KANAWINKA REGION, AUSTRALIA

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The Newer Volcanic Province in south-east Australia is one of the best studied regions among the world’s many young basaltic monogenetic lava fields today. The Kanawinka Region, a part of the province, occupies an area of approximately 26,910 km² across the two southern states of Victoria and South Australia. It has many volcanic and significant geological sites and formations. Local actors have made an effective use of these sites for tourism for a long time, and have been engaged in the geopark movement since the 2000s. This study examines the manner in which the geopark movement has been evolved in the Kanawinka Region, and analyzes community activities in the light of the nationwide trend of geopark in Australia.

The geopark movement in Australia began with the introduction of a system of conservation and assessment of geoheritage as a primary tourist resource. In 1975, when the Australian Government set up the Australian Heritage Commission (AHC), one of the tasks assigned to it was to compile the Register of the National Estate (RNE). The register was meant to be a catalog of information about places of natural, historic and aboriginal heritage, to be preserved for the present and future generation. Soon the AHC began to consider the Geological Survey of Australia’s heritage subcommittees as expert nominees to the RNE and the heritage sites were categorized in a level of significance ranging from regional, state and national, to international. By 2008, there were a total of 691 geological sites in the register, of which more than 50 sites belonged to the Kanawinka Region, including some six sites of international and 14 sites of national significance.

The geopark movement in the Kanawinka Region arose in the 1980s, out of a need to promote tourism utilizing the volcanic sites in the eastern part of the region of few tourist attractions. To promote the volcanic sites as a symbol of tourism in the region, local actors communicated with each other and established the Volcano Discovery Trail Committee (VDTC). In 1998, local government bodies of the region, in partnership with tourism bodies and members of the community, commenced operation of the VDTC to promote the four precincts of the region. As a result, the range of VDTC’s activities expanded to the west and more and more actors in the region began to participate in the decision-making process of promoting circuit tourism.

In 2006, VDTC was rebranded as the Kanawinka Geopark Board and was listed as the 57th Member of the Global Network of National Geoparks in 2008. The Kanawinka Region is now active as a national geopark and places a very high premium on local-oriented activities despite aiming to be recertified as a global geopark in the future. The geopark movement in Australia has developed for the following reasons: conservation and assessment of geoheritage sites and promotion of circuit tourism utilizing the volcanic sites. The Kanawinka Region represents both these aspects, and has thus played a central role in the context of the geopark movement in Australia.

Keywords: Geopark movement, Volcanic landscapes, Circuit tourism, Kanawinka Region, Australia
TOURISM DEVELOPMENT OPPORTUNITIES FOR THE LUBLIN REGION OF POLAND: EMPHASIS BEYOND DARK HERITAGE

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Dark tourism has emerged as a popular niche that destinations have chosen to identify with, develop their brand around, particularly as part of their cultural heritage. There is a growing fascination toward places of and associated with death and suffering. According to Stone (2006) destinations may be placed on a dark to light spectrum, where the darkest sites are most associated with death and suffering, have a high educational orientation, are history centric and have perceived authenticity. In contrast, lightest sites are associated with death and suffering, have a strong entertainment focus, are heritage centric and perceived as inauthentic. This paper examines a destination that can be placed at the darkest end of the spectrum, but where the opportunity exists to promote more than its dark past.

The Lublin region is located in eastern Poland close to the border with Ukraine. Given its border location with a mix of cultures and religions, the city of Lublin has an interesting and varied cultural heritage that has formed over the centuries as a result of a dynamic and dramatic history. From a tourism perspective it is little recognised as a region that appeals to the out-of-state visitor, with the exception that it possesses one of the lesser known German concentration camps, Majdanek, located within the city limits of Lublin, and the remnant sites of two other concentration camps, Sobibor and Belzec, which were closed before the end of the war. Today the region predominantly appeals to the Israeli, US and German visitor, the former attracted to the region as all three camps are all located on the Jewish heritage trail. The majority of visitors go to the Majdanek State Museum, the site of the concentration camp and hence the reason why Lublin is recognised for its dark heritage.

This paper provides a chronology of tourism development from Lublin since 1944, tracing the flow of visitors to Majdanek over time. Field research was undertaken in 2012 at the Museum and in the city centre Lublin to ascertain visitors’ perceptions of tourism opportunity beyond visitation to the concentration camp toward other niche opportunities such as cultural tourism. Deep interviews were also conducted with city officials, representatives from the local tourism body, the city regional development office and the State Museum at Majdanek. Across both survey sites (the city centre and the museum) 306 visitor surveys were completed in September 2012. The overall research findings revealed that the city of Lublin would prefer to be recognised as a cultural tourism destination, with a ‘city of inspiration’ brand as opposed to its current association with dark heritage. There exist a disconnect between the city and the museum; the latter does not see itself as a tourist space, but rather a place of remembrance, whereas the former is looking beyond a dark heritage association. This has major implications as the region moves forward with its tourism planning and development.

Keywords: dark tourism, culture, Majdanek, Lublin.
TOURISM DEVELOPMENT COOPERATION IN A CHANGING ECONOMIC ENVIRONMENT – CHALLENGES IN PROJECT IMPLEMENTATION AND PROJECT IMPACTS IN LAO P.D.R

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Introduction
Lao PDR, which is in transition from planned to market economy, opened its’ borders for international visitors in the early 1990th. A decade later, tourism is a major business sector that can also contribute significantly to socio-economic development and poverty reduction in the country (Lao PDR 2004). Transition to a global destination is accompanied by international donors. Aiming at qualitative pro-poor tourism development, their work focuses on policy formulation, capacity building and implementing sustainable community based projects in cooperation with Laotian authorities. Generally, there is a lack of information about problems associated with tourism development cooperation and about pro-poor impact of the work (Ashley & Mitchell 2010). Basing on an analysis of tourism initiatives and qualitative expert interviews in Laos (Marquardt 2010), this paper contributes to fill this gap.

Challenges
Development cooperation in Laos operates in a difficult environment of new economic dynamics and longstanding political structures. Pressing issues in tourism are the lack of qualified personnel and low capacity of Laotian partners in management and planning. Tourism is a new and rapidly expanding economic activity, but there were no correspondent training facilities. So, cooperation worked at a much lower standard than planned. Advisors had to invest significant time in basic training of counterpart staff rather than fulfilling complex work, e.g. developing conjoint strategies. Furthermore, institutional framework for tourism is weak: budget constraints, good governance issues, absence of Laotian counterparts and high staff turn-over are difficulties that often occur. Strong social hierarchy and socialist structures impede implementation of participative projects. Authorities usually follow a top-down approach; people are not used to discuss problems openly and to take part in decision-making.
Insufficient cooperation with tourism economy is another challenge. Communistic administration is reluctant to collaborate with private enterprises which are rather regulated than promoted. Several experts criticized also the lack of political commitment for sustainable tourism. Government shows a ‘recipient attitude’ and invests not much.

Impacts and outlook
It is important to consider that much effort had to be invested in laying a foundation for tourism. Foreign aid helped to establish a comprehensive strategic framework, provided basic knowledge about planning and management processes and successfully created model projects for ecologically and socially sustainable (alternative) tourism.
Results regarding poverty reduction are mixed: due to lack of cooperation with tourism business and concentration on niche products, some projects have a low economic sustainability and therefore marginal relevance for the target group. Pro-Poor benefits depend on implementation specifics, size of sector and linkages to the target group.
Future development will focus on creating an enabling environment for small and medium tourism enterprises and on promoting cooperation with economy (ADB 2012). Furthermore, instead of selective on-job trainings, a broad based systematic vocational training approach is needed which should be developed together with tourism businesses (Government of Laos & UN 2013). Projects have to adopt a stronger pro-poor focus and rather than concentrating only on alternative niches, donors now also work on regulation of mainstream tourism to assure its’ sustainability and pro-poor value chain management.

References:
DESTINATIONS, ACCESSIBILITY AND SCALE:
ON PUBLIC PERCEPTIONS OF TOURISM OPPORTUNITIES AND
CONSTRAINTS IN NORTHERN SWEDEN

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Destinations can be seen as functional touristic regions targeting specific demand markets. Against this background accessibility is a crucial factor for success as is the scale of the destination. The latter is however seldom considered in the scientific literature and in reality destinations are overlapping and sometimes hierarchical. This creates challenges with respect to content of marketing and development strategies. In peripheral areas with this may imply a particular challenge because of the vastness of the land and the problems of internal communication. In northern peripheries tourism has often been seen as remedy to various problems. However, despite being promoted intensively, many northern communities have failed to achieve a viable tourism development. Often the scientific literature identifies, accessibility, lack of human capital and a lack of power as important reasons for the limited development. In order to cope with this constraints multiple governmental programs have been initiated to change the situation to the better. This paper asks how public and semi-public stakeholders in northern municipalities try to develop tourism and what opportunities and constraints they seize for such a development. This is done for the case of northern Sweden. A phone survey among all municipal administrations, DMOs and Tourist information offices was conducted. The results indicate that there are varying visions of tourism development in the region and moreover they reveal a dissonance on how the destination is understood with respect to scale and content.
This paper presents a brief description and a situational analysis of the conditions for the tourism and environmental education development in 7 protected areas in the state of Amazonas, Brazil, in the area of influence of the highway BR 319: Igapó Açú Sustainable Development Reserve, Igapó Açú Extractive Reserve, Sustainable Development Reserve of the Maturpiri River, Matupiri State Park, Sustainable Development Reserve of Madeira River, Tapauá State Forest, Canutama State Forest and Canutama Extractive Reserve. The objective is to offer subsidy to the development of public use programs (ecotourism and environmental education), within the management plan of these protected areas. These areas are located on the interfluve between the Purus and Madeira rivers, at the south of Amazonas State. The study aimed to conduct a situation analysis and description of the protected areas with a view to identify the potentialities and limitations for the development of tourism and environmental education.

The present study was carried out by crossing information from secondary and primary sources. We obtained information and secondary data, and crossed with information gathered in preliminary semi-structured interviews, that have indicated the general context of these protected areas in relation to BR 319 and on the state of Amazonas. We conducted a fieldwork for empirical observations and for recording impressions of various social actors on tourism in these protected areas.

We analyzed the secondary and field information through an adaptation of the SWOT methodology, finding potential and limitations in the seven protected areas being classified as priority, medium priority and major difficulties. Finally were prepared proposals of the development platforms of the public use program for the priority units.
SKI AREAS’ COMPETITIVENESS IN THE LIGHT OF CLIMATE CHANGE: COMPARATIVE ANALYSIS IN THE EASTERN ALPS

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Ski areas are an important source of income in many alpine regions. The mature skiing product has reached its saturation with globally stagnating skier days in the last 10 years. Consequently, competition between ski areas and winter tourism regions has been increasing, as gains are only possible at the expense of competitors on a regional (e.g. valley) or national scale. Enhancing competitiveness is therefore vital for future prospects of winter destinations. Climate change is likely to impact competitiveness, as the skiing product is highly dependent on snow and thus sensitive to climate variability and global warming.

A comparative analysis of ski areas’ competitiveness in the Eastern Alps was conducted in the light of climate change. Guest surveys have repeatedly shown that snow reliability, size of the ski area and comfortable ski lifts are the most important factors for skiers to choose a destination. Therefore, the variables analysed in this paper are: snow reliability of ski areas with and without snowmaking today and in +0.5°C increments up to a warming of +4°C to be expected by the end of the century; past development and status quo of 1) the share of ski slopes covered by snowmaking facilities; 2) of modern ski lifts; 3) of demand (i.e. skier visits). Snow reliability is analysed using a ski season simulation model (SkiSim2). All results are aggregated on the level of provinces/cantons (i.e. all Austrian provinces except Vienna and Burgenland, Bavarian Alps/Germany, Grisons/Switzerland and South Tyrol/Italy).

Current snowmaking coverage is especially low in the Bavarian Alps (18 %), Grisons (37 %) and Vorarlberg (50 %), compared to e.g. Tyrol or Carinthia (90 %). Today snowmaking creates the highest benefit (concerning snow reliability) in Styria, Upper and Lower Austria. With a 2°C warming, the two biggest ski areas in Upper Austria and the biggest in Styria would lose snow reliability despite snowmaking. Further investments in snowmaking appear reasonable both from a climate and competitiveness perspective in Grisons and Vorarlberg, as current snowmaking coverage is quite low and big sized ski areas threatened by a warming of 2°C could be made snow reliable with snowmaking. In the Bavarian Alps, no large or very large ski areas exist and thus this region is not competitive to the neighboring regions, even with snowmaking. Consequently, ski areas in Bavaria provide an additional but not the main product for winter tourism in this region, and/or attract niche markets and serve as recreational facilities on a local to regional scale.

This analysis has shown that climate change impacts differ greatly across the Eastern Alps. Investments in snowmaking can be suitable to keep or increase competitiveness in some regions, but is less effective in other regions. It is likely that the ski market will contract in the less competitive regions (Bavarian Alps, Upper & Lower Austria) and that some other regions, e.g. Grisons, Tyrol and Salzburg could even benefit from climate change at least until the middle of the 21st century.
TOURISM DEVELOPMENT IN RIGA: THE ATTITUDE OF RESIDENTS

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Over the past decade the Latvian capital Riga has experienced rapid tourism development. The institutions responsible for tourism development and marketing in Riga have primarily focused on inbound tourist behaviour and satisfaction studies. The focus was also analysing the economic benefits of tourism. Tourism impact research is distinguished as one of the significant areas of city tourism research as city tourists are in a dialectical relationship with the residents (Edwards et al., 2008; Ashworth, Page, 2010). Existing research in the case of Riga has failed to analyse the economic, social and cultural dimensions of tourism impact. One of the indicators used in measuring tourism impact is the attitude of residents towards tourism development. Resident attitude studies in tourism impact research have been used since the 80’s of the previous century, e.g. Brougham and Butler (1977) in Scotland, Belisle and Hoy (1980) in Columbia, etc. The negative impacts of tourism back then such as noise, pollution, hustle and bustle were considered alongside positive impacts (infrastructure and recreation development, commercial opportunities and creation of new workplaces).

The first research analysing residents attitude in Riga was carried out in 1998 (Upchurch and Teivane, 2000), when international tourism in Riga started re-emerging after the independence of Latvia. However, as highlighted in existing research it is necessary to carry out repeated longitudinal research to monitor the residents’ attitude, changes in attitude and residents support for tourism (Upchurch, Teivane, 2000; Andriotis, Vaughtam, 2003).

The aim of the research is to ascertain the attitude of residents of Riga towards tourism development and simultaneously study the economic, cultural and social impact of tourism.

The research was carried out during the 2012 tourism season by conducting a survey among Riga’s residents. Altogether a random sample of 698 respondents from various locations of Riga was chosen. The survey questionnaire included an evaluation of the following questions: economic impact of tourism (11 statements), infrastructure (12 statements), impact on the society and culture (13 statements). In addition questions regarding the social demographic profile of respondents were also included which enabled the differences to be assessed among the various analysed groups.

As a result, the attitude of Riga residents towards the development of tourism and the impact of tourism on the city infrastructure, economic, social and cultural environment has been assessed. On the whole the attitude of Riga’s residents towards tourism is positive, as 85% of the respondents supported the development of tourism in the city. In the respondents' opinion, the city nightlife development, a rise in commodity prices, facilitation of prostitution and the commercialization of tradition were seen as the most negative aspects of tourism impact. Residents of Riga have assessed positively the development of tourism services, tourism impact on job creation, a rise in people's income and as well as improving the city’s environment.

Although this research is more detailed and broader than previously there has been a shift in the attitude of Riga’s residents over the decade.
TRANSITIONS IN COMMUNITY SENSE OF PLACE ACROSS TOURISM DEVELOPMENT STAGES: THE ROLE OF PUBLIC DISCOURSE IN GILPIN COUNTY, COLORADO

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Introduction / Conceptual Background: Macro-scale economic and social issues associated with tourism development are of considerable interest to researchers, but most people experience tourism growth and impacts on a local scale. One issue in community tourism development is how sense of place is affected as tourism expands. This paper presents a longitudinal analysis of transformations in socio-cultural place meanings held by people throughout several decades of casino gaming developments in Gilpin County, Colorado (USA). Building on prior research, I use a qualitative interpretive approach based in social constructionist theorizing and discourse analysis methods to investigate how residents and others spoke about the community and its landscapes over time, how changes in expressed senses of place were mapped across years / events of the development, and the implications of discourse practices for community resilience in tourism settings.

Methodology: Data were the letters to the editor and occasional opinion columns published in the Gilpin County Weekly Register-Call (WRC), the primary newspaper in the county between 1980 (well before gaming began) and 2012 (well after casinos opened). Given the volume of letters available during this lengthy time period, newspapers were sampled. All letters published in all issues of the newspaper during the year casino gambling began (1991) and every fifth year before and after that (1986, 1996, etc.) – along with every year immediately before and after each fifth year (1990 and 1992, etc.) – were chosen for study. Using qualitative research methods based in discourse analysis, the letters were read, reviewed, and analyzed for narrative and semiotic qualities, and propositions were inductively developed to study patterns in the data.

Results: Analysis is on-going, but an initial finding is that community sense of place qualities were discursively marked when authors observed transformations in both the physical landscape and in aspects of local cultural heritage. Published letters and columns in the WRC showed over time a growing sense of the economic and political centrality of the gaming tourism industry, contrasting with a nostalgic yearning for earlier cultural images associated with the isolation and “uniqueness” of the mountain towns. WRC letter writers organized their discourses around important community symbols (notably, the mining heritage) and deployed narratives of past history and events to frame, compare, and critique contemporary circumstances.

Conclusions: Casino gaming tourism development in Gilpin County, CO, presents a real-life laboratory for the study of tourism-induced community change. To enhance understanding of socio-cultural aspects of community during tourism development, this research reveals how authors of local newspaper letters proactively attempted to shape public discourses so as to reinforce desirable sense of place qualities in the local community, influence political processes and policies related to the visible evidence of a community’s sense of place, and retain a public space for community discussion of sense of place issues. Thus, one unexpected consequence of large-scale tourism development may be that it can stimulate discursive practices of community building over time, thus contributing to local resilience during tourism development processes, especially during times of rapid community transformation.
GREEN DESTINATION – MEASURING SUSTAINABILITY: INNOVATIVE MANAGEMENT COCKPIT FOR SUSTAINABLE DESTINATIONS IN GERMANY AND SWITZERLAND

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Theoretical background: Developed in an interdisciplinary team of tourism and computer science researchers, the project “Green Destination” examined sustainable management of a destination with the help of a management information system (management cockpit). Management software for destinations and indicators that define a sustainable destination have been existing before, but they never were matched in a successful way. The concept for the cross-border project “Green Destination” bases on individually designed sustainability indicators related to EMAS, GSTC etc. depending on the requirements of the respective destinations. Upon these specific sets of indicators individual management cockpits were built conceptually. The challenges of sustainable tourism destination management according to Wehrli et al. 2013 are taken into account.

Methodology: A method mix was used to collect material and data: The results are based on desk research, qualitative in-depth-interviews and workshops with tourism experts and practitioners (key stakeholders) of the Lake Constance (Germany) and Lake Zurich (Switzerland) areas. The individually designed management cockpits for destinations were developed in an interdisciplinary (tourism management and computer science) and at the same time a transdisciplinary approach.

Results: The result of the project “Green Destination”, funded by the International University of Lake Constance as a feasibility study, was the conceptual framework for a sustainable management information system for destinations. Individually designed and therefore flexible sustainable management cockpits in the form of concepts are the output on the practical level. The pilot destinations in the project were single companies like the island of Mainau, but also entire regions like Lake Zurich.

Conclusions: Sustainable management of a destination via management information software is possible, but requires specific needs. A transdisciplinary approach is essential for the success of such a research project. The sustainable management cockpits must be easy to handle and must not lead to massive extra or on top work for the destination. Otherwise they are not accepted and therefore not implementable. The level of the destination, be it a small company or be it an entire region influences the design of the sustainable destination management cockpit as well as the already existing processes that have to be matched with sustainability indicators.
INTERNATIONALIZATION OF DOMESTIC BORDERS IN THE FORMER YUGOSLAVIA: CONTEMPORARY IMPLICATIONS FOR TOURISM

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This paper examines tourism in the context of the dissolution of Yugoslavia into seven independent states between 1991 and 2008 and the wars and other political tensions that followed. These new states are trying to move beyond their dark past, but that dark past defines the boundaries of the new states, travel policies and restrictions, and many tourism products and practices. The paper highlights two perspectives on the dissolution of Yugoslavia and tourism. First, the dark political heritage of the seven former Yugoslavian countries is examined, with particular attention paid to how the wars and tensions are utilized as tourism narratives and heritage products in some of the republics, while in other states cautious attempts are being made to discount the salience of the wars. Second, the paper describes the ways in which the borders and border-related travel policies are affected by the successor states’ dark past and emerging present as some of them become more closely aligned with Western Europe. The study clarifies how some of the countries still hold on to their war-torn past as a way not only of driving the tourism economy but also continuing to remember the atrocities of war, while others have let go of the darkest elements of recent history and now focus on nearly antithetical tourism narratives. It also provides an understanding of the current border mobilities among the states of the former Yugoslavia, and how travel mobilities are changing with some states entering the European Union.
MEASURING TOURIST ATTRACTIVENESS OF DESTINATION.
A FACTOR ANALYSIS APPROACH.

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Tourist destinations are the central elements of the tourism system, classified under two main headings. Primary features include climate, ecology, culture and traditional architecture. Secondary destination features are those developments introduced specially for tourism such as hotels, catering, transport and entertainment. Together these two main groups of features contribute to the overall attractiveness of a tourist destination. Destination attractiveness research is closely associated to the analysis of destination image and satisfaction since they both are closely tied and conceptually interconnected. The aim of the paper is to empirically test methodology for the destination attractiveness assessment. This is achieved through the calculation of index of destination attractiveness, which is a managerial tool that could be used for quantitative description of destination attractiveness level. The six-point Likert scale with 19-item questionnaire was employed to collect data for the study. This paper presents an example of empirical study for one of main tourist destination of Roztocze, located in the south-eastern part of Poland.

Keywords: attractiveness, sociodemographic characteristics, factor analysis, Poland
THE EMERGENCE OF REGIONAL TOURISM INNOVATION SYSTEMS IN CROSS BORDER REGIONS

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Knowledge management and exchange of ideas between firms that result in innovations, are vital for gaining and retaining competitive advantage in tourism destinations. Knowledge creation is a key element in the innovation process that includes identifying knowledge resources, capturing tacit knowledge and codifying explicit and tacit knowledge in order to prepare it for transfer within or between firms or organisations. There is a growing body of studies on the relationship between tourism and borders, which focus on aspects related to border crossing, development, policy and management as well as recent studies on border communities and enclaves and the development of hostile borders into tourism destinations and attractions. However, it is surprising that tourism innovation systems in the context of cross border regions have been ignored. The ideas behind 'national', 'regional' and 'sectoral' innovation systems remain to be tested in tourism. Conceptualising tourism innovation within destination localities into existing theoretical frameworks underlies new empirically grounded theories that take into consideration the distinctive features of tourism, and compares it with other sectors of the economy that have received the attention of the world’s best innovation researchers for so long. The paper will suggest a conceptual framework for studying the knowledge transfer and spatial diffusion of innovations in Tourism Cross-Border Regions.
NEW CROSS-BORDER TOURIST ATTRACTIONS IN POLAND. FROM PERIPHERY AND THE DOUBLED NATIONAL TRAILS TO THE CROSS-BORDER THEMATIC TRAILS.

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In Polish conditions during the socialist period, the closed nature of boundaries led to the existence of strong barriers hindering the flow of people to and from border zones, as well as obstacles to the development of tourist infrastructure (it was characteristic that the location of businesses in the border zones, and particularly – in the direct vicinity of the border – was “discouraged”). As a result, for decades Poland and its neighboring countries developed (for touristic purposes) separately. On both sides of borders tourist routes, paths and huts existed simultaneously, even a few meters apart. There were also many tourist routes ending at the border.

Since 1989 the process of opening up boundaries (a change of function) has been a new impulse for the development of tourism in the areas neighbouring the state boundary. The disappearance of a boundary as a barrier has caused an increase in the flow of people, and has lead to a higher role of the localities situated next to the border, which had marginal significance before. A new zone of tourist activity gives rise to linkages between two economic systems or two regions. The opening up of boundaries constitutes a new stimulus for the development of the borderlands. New attractions, needs and capacities are being created. The general systemic changes help in the use of endogenous potential, which can be modified through uncovering new resources and innovations. Hence, new tourist infrastructure has been developed, along with accompanying services, or the existing ones are being extended. Factors of cooperation with the aim of creating joint tourist products are visible in many cases: the tripoints, cross-border paths, cyclotourist routes, museums. An important factor of tourist cross-border region development is the cooperation between its stakeholders and cross-border governance. New cross-border symbolism has also appeared. The majority of new cross-border products are connected with the cooperative realization of projects financially supported by EU funds. The EU funds help in cross-border cooperation and the construction of new attractions, but there are also many examples of competition between neighbouring countries (e.g. rafting through the Dunajec River Gorge, ski-resorts).
GEOGRAPHIC ANALYSIS ON THE CONGESTION AND MONITORING OF THE DESTINATION CONGESTION OF MOUNTAIN PARK-CASE OF SANQINGSHAN, A WORLD NATURAL HERITAGE PARK

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In the mass tourism era of today’s China, mountain tourism destinations face a serious problem of congestion. In 1980’s, accident happened in the National holiday’s congestion of tourist flow in the famous mountain park Mt. Huashan which is famous for its dangerous feeling cliff track. And in recent years, more crises emerge because of congestion. In this study, supported by UNESCO and with case of a UNESCO natural heritage site, the mountain national park of Mt. Sanqingshan, we analyzed the factors influenced congestion with special respects to geographic aspects as follows:

1. Revealing the spatial and temporal patterns of tourist in the park with statistics of the video records of the closed circuit TV (CCTV) system, and the main congestion spot and time in a day.
2. Analyzing the connectivity of park track system by means of spatial syntax techniques,
3. Analyzing the accessibility in the regional scale, i.e., the connection of park to regional highway system and the related railway transportation as well as the airline.
4. Analyzing the outline of the demand of regional transport system by means of the geographic segmentation of the arrival.

Normally, the congestion problems of a park could be classified into to scales: the in-park congestions at node, path or sightseeing spot; and the out-park congestion in regional accessing gate and highway as well as the transportation transfer node.

It is proposed that the congestion problem of the mountain park is influenced by the spatial organization and topology as well as the transportation maintaining of the in-park visiting transportation system like track and path system and topology and the transferring of cable way and other transportation, this is the micro level of circulation of tourist or arrival. The regional transport connecting mode with the highway, railway and airline.

The suggestions for management and monitoring were proposed in tow scales, including that both of inpark level, the optimizing connectivity of the track system and time mediation of the entrance as well as formatting the circulation visiting circuit, and of regional level, the highway controlling and direct broadcasting or disseminating of the congesting information.
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PRE-CONGRESS MATERIALS

prepared by Denis Cerić
Poland

Poland is a country with more than 1000 years old history, a land inseparably associated with the fate of Europe, and the motherland of numerous outstanding “citizens of the world”. Numerous known personalities originate from Poland, the great individuals representing religion, politics, science and art. Among the most known are: Karol Wojtyła (St. John Paul II), Lech Wałęsa, Maria Skłodowska-Curie, Henryk Sienkiewicz, Adam Mickiewicz, Czesław Miłosz, Mikołaj Kopernik (Nicolaus Copernicus), Frédéric Chopin.

The surface area of the country is 312 685 km², it is located in Central Europe and it is bordering with seven countries (Germany, Czech Republic, Slovakia, Ukraine, Belarus, Lithuania and Russian Federation (Kaliningrad Oblast exclave). Poland is inhabited by the community of more than 38 million. The capital of the country is Warsaw, and it is the largest city in Poland (1.7 million inhabitants). More than 62% of population lives in 886 towns and cities, while the remaining 14.7 million live in more than 53 000 villages. Almost 99% of the citizens of Poland are Poles, who are nowadays among the youngest nations in Europe, with the median age of 35 years. Poland is divided in 16 voivodships (provinces), in which one can find 379 counties or 2 478 municipalities. There is three-partite division of power: law making power (lower chamber of parliament), executive power (Prime Minister, Government, President), and judicial power (independent courts and tribunals).
Poland is located over the Baltic Sea - the length of the maritime border is 528 km. It is considered to be a lowland country – the average altitude is 173 m a.s.l. and as much as 75% of the territory is situated below 200 m, while only 9% - higher than 300 m a.s.l. Yet, the southern regions of the country are mountainous, with two important ranges – Sudetes (Sudety) and the Carpathians (Karpaty). The highest elevation is the peak of Rysy (2 499 m a.s.l.) in the Tatra Mountains – the mountains chain of Alpine character. Despite the overwhelming domination of lowlands the landscape of Poland is differentiated, since it is characterized by the belt-like pattern of geographical regions and a rich relief. The seacoast is mostly flat, formed by accumulation, with steep cliffs, appearing in only few places. The belt of the coast-adjacent plains stretches along the Baltic Sea, and to the South of this belt – the lake districts, characterized by the late glacial landscapes. Then, there is the belt of Central Polish Lowland. Along the South of the country there is the belt of the mountains and uplands, strongly differentiated in terms of their geology and relief.

Climate in Poland has the intermediary character of the moderate zone, as shaped by the interaction of different air masses, first of all the polar-oceanic air masses and polar-continental ones, which brings about frequent weather changes and significant fluctuations in the length of particular seasons of the year.

With the respect to land use Poland can be classified as an agricultural-forest country. Agricultural land occupies more than 58% of the total area of Poland, while forests account for 29% of the territory. The area most valuable from the point of view of nature and culture are subject to legal protection. There are now in Poland 23 national parks accounting altogether for 1% of total area of the country. The highest value should be attributed to the Forest of Białowieża (Puszcza Białowieska), the last natural fragment of the lowland forest in Europe.

The most comprehensive assessment of Poland’s geographical environment suitability for tourism has been included in „Directorial Plan of Tourist Development in Poland“ (1971). It points to, among others, more important holiday areas and more significant sightseeing areas and sites in Poland. The best documented attempt to work out tourist regionalization of Poland has been done by Mileska (1963). The most popular today is proposal of distinguishing regions and tourist districts included in „Geography of Tourism of Poland“ (Lijewski, Mikułowski, Wyrzykowski, 2008); upgrading work of Mileska. According to above mentioned authors, 7 large tourist regions have been distinguished, and within them 44 smaller districts. Large tourist regions are: the Baltic Coast, 3 lake regions (Pomeranian, Mazurian and Wielkopolska), Upland (Malopolska upland) and 2 mountainous regions (Sudetes and the Carpathians). A few further districts of smaller size or lesser concentration of tourist movement have been distinguished beyond the limits of tourist regions (Warsaw and surroundings, Lodz and surroundings, Upper Silesian Agglomeration surroundings, Wroclaw and surroundings, Lublin and surroundings, The Leczna-Wlodawa Lake District and The Roztocze).

The isolation, marginalization and political blockade that communist Poland was subjected to ensured that the significance of international tourism was always very much limited. After Second World War, the tourist traffic bound for the communist countries was very effectively controlled. While there was the odd period with rather more intensive tourist traffic, it was really only after 1989 that freedom to cross the borders virtually at will reappeared. Likewise, after the very major political, social and economic changes that took place in Eastern and Central Europe, the significance of Poland as a destination for tourists began to increase markedly. In 1990, some 3.4 million visits by foreigners were made. Currently, Poland is destination for upwards of 14 million tourists annually, placing it at the top of the second ten world tourist destinations, and in 8th place in Europe. The record year of 1997 brought 19.5 million tourist visits. The numbers visiting Poland are obviously much higher. The figure obtained for the number of border crossings made in 2004 is 62 million.
The causes underpinning this development are very complex and do not simply reflect the opening of borders and increased mobility. Purchasing power parity and the level of earnings ensure the existence of transboundary movements and tourism of a “commercial” nature. Also to be mentioned are improved accessibility, the quality of the overnight accommodation base and offer made available to tourists, and other services. Heritage cities are going in significance, as are attractive natural environments under protection (like the Mazurian Lakes and Carpathians) and history-related factors (i.e. the sentiment Germans still feel for Poland’s “regained territories”).

Tourism is a social phenomenon that has considerable spatial implications. The intensiveness of tourist traffic varies greatly across Europe, with more than 2/3 of all those engaged in it heading for the western and the southern European countries. The world’s largest tourist region – the Mediterranean Basin – receives more than 360 million visits a year. This intensively visited area also extends northwards to take in the rest of France, the Alpine countries, the Benelux countries and the UK and Norway. Indeed, in the last 10 or so years it has also extended eastwards to include Poland, Hungary and even a couple of tourist centers in Russia. Poland can in no way match the leading European destinations of France, Spain or Italy when it comes to tourism, not can it really compete with these or other countries when it comes to the most popular form of tourism encapsuled by the abbreviation of “the 3 S” (Sea, Sun and Sand).

Within the EU, tourist activity depends mainly on the dynamics to regional clientele (be these domestic or international, or – as in the decided majority of cases – from neighbouring countries). Tourists from neighbouring countries represent 76% of all foreign tourist coming into Poland, and as much as 94% of those making day-visits. Polish tourism remains very much dominated by domestic traffic, the share of total it accounts for being among the highest in the EU. At the registered tourist objects, some 83% of the total are from within Poland (cf. 86% in Germany, 78% in Sweden and 73% in Finland).

Arrivals of foreign tourists during the last decade show ups and downs. The tourists visiting Poland are usually from one of the four main groups representing the most important directions of migration: 1. countries behind east border: Russia, Belorussia and Ukraine; 2. Germany; 3. other 15 countries of the „old“ EU; 4. important overseas countries such as USA with all the remaining (the least numerous group). The most important trend observed in the last decade is substantial drop of the number of tourists from the eastern border and rise of German tourists (i.e. in 2001 there were 41% tourists from east group and 29% of Germans, while in 2009 some 21% tourists belonged to the „east group“ and 39% were Germans. The share of other 3 groups ranges from 30% (2001) to 42% (2008, 2010).

Estimated international tourist arrivals to Poland, 2000-2013 and est. 2014 (in 1000)
Source: own elaboration based on national statistical reports and Polish Tourism Institute research
In 2010 over 58 millions of people arrived to Poland and almost 12.5 million of them were tourists. Citizens from EU countries counted for over 80% of all arrivals and 68% of all tourists. Around 55% of all tourists were coming from „old EU countries”. The most numerous group of foreigners were Germans (4.5 million, 1/3 of all tourists), and they were followed by citizens of Ukraine (1.35 million), Lithuania (0.62 million), United Kingdom (0.5 million), The Netherlands (0.3 million), Austria (0.3 million), USA (0.24 million) and Czech Republic (0.175 million).

Considering the purpose of arrivals (2006-2010), majority came to Poland for business purposes (50%): visits to represent companies (28%) and visits to represent private business (27%). Tourist aims counted for additional 23%, VFR (visiting friends and relatives) for 18%, transit 10%, shopping 10% and other aims 14%. The average length of stay during the last decade is ca. 4 days (61% of tourists chose 1-3 nights, 30% of tourists chose 4-7 nights, below 10% of tourists chose 8-28 nights and only 1% of tourists chose over 4 weeks stay – mainly from overseas.

Małopolska Voivodeship

Poland is divided in 16 voivodships and Małopolska Voivodeship (Lesser Poland Voivodeship) one of them, situated in southern Poland. It has an area of 15 108 square kilometres and a population of 3 267 731 (2006). The province's name recalls the traditional name of a historic Polish region which was much larger than the current province. Current Lesser Poland Voivodeship covers only small part of the broader ancient Małopolska region which, together with Greater Poland (Wielkopolska) and Silesia (Śląsk), formed the early medieval Polish state.

Voivodeships in Poland
Source: Gmina Szczurowa, oficjalny portal - http://www.szczurowa.pl/
From the tourism point of view, Małopolska Voivodeship is one of the most attractive voivodeship in Poland. Four national parks and numerous reserves have been established in the voivodeship to protect the environment of Małopolska voivodeship. The region has areas for tourism and recreation, including Zakopane (Poland's most popular winter resort) and the Tatra, Pieniny and Beskidy Mountains. The natural landscape features many historic sites. The salt mine at Wieliczka, the pilgrimage town of Kalwaria Zebrzydowska, and Kraków's Old Town are ranked by UNESCO among the most precious sites of world heritage. At Wadowice, birthplace of St. John Paul II (50 kilometers southwest of Kraków) is a museum dedicated to the late Pope's childhood. The area of Oświęcim, with the former Nazi concentration camps Auschwitz-I and Auschwitz-II-Birkenau, is visited annually by a million people. Another tourist destination is the town of Bochnia with its salt mine, Europe's oldest. Visiting Małopolska is a unique opportunity to see real highlanders wearing their folk costumes: woollen trousers with the embroidered parzenice, a hat with a feather, and the characteristic shoes called kierpce. One can also admire the rakish Kraków folk costumes with an exquisite peacock feather attached to a red, four-cornered cap, as well as the glistening bodices and flowery skirts. But there is much more to the traditional culture of the region than just folk costumes. There are a number of original religious rituals and customs, which are still cultivated by the locals during important festivals. The legends and tales about the olden days, as well as the mysteries and ghosts, are part of the rich cultural heritage of Małopolska. Other important components of this heritage are local products and original local dishes created with their use. The still existing folk culture is the strongest expression of the variety of Małopolska, whose every region has its own particular costumes, customs, traditions, dishes and delicacies.

Małopolska Voivodeship
Source: Gmina Szczurowa, oficjalny portal - [http://www.szczurowa.pl/](http://www.szczurowa.pl/)
Research concerning tourism in Małopolska Voivodeship in 2013 shows increasing. During last year the region has received 12.6 million of tourists (9.9 million – domestic, 2.7 million – foreign tourists). It is an increase of 4.2% in comparison to 2012. The increasing trend is present from the year of 2009.


Domestic tourists are coming mostly from neighbouring Silesia (Śląsk) Voivodeship (21.4%), Mazowieckie (13.9%), Małopolska (11.9%) and Podkarpackie Voivodeship (9.1%). In foreign tourist arrivals there is a domination of British (28.8%) and German tourists (16.4%). From other countries, there are many tourists from Russia, Italy, USA and France.

Considering the purpose of arrivals, leisure and sightseeing is the most important both for domestic and foreign tourists. There is a trend of popularity of active tourism (mostly in skiing and trekking) within domestic tourists visiting Małopolska Voivodeship. Tourism connected with religion is growing, since in 2012 there was beatification of Polish pope John Paul II and in 2013 a canonization took place. In 2016 this type of tourism will show new increasing, since in region will be organized The Days of Catholic Youth. The most attractive places for tourists in the region are Kraków, Zakopane and Salt Mine Wieliczka, followed by mountains, Wadowice (born place of St. John Paul II) and Muzeum Auschwitz-Birkenau in Oświęcim. Tourists find the natural beauty, clean air, richness of specific cultural heritage, hospitality and diversity in tourist offer as the good points of Małopolska Voivodeship. From the other side, they find poor transport infrastructure (mainly roads) as something what should be improved. Level of satisfaction is very high for 56% of questioned tourists, while high has reported from 39% of them. Tourist offer is on average marked with 4.2 points, out of 5. Domestic tourist spends on average 155 €, while foreign one 333 €, while staying in region. During 2013 the Małopolska Voivodeship got approximately 2.53 billion of euros.

**Kraków (Cracow, Krakow)**

Kraków, formerly the capital of Poland, is today “only” the headquarters of its voivodeship (Małopolska Voivodeship), though this city of 780 000 is still perceived as much more, being for example the major center of Polish and cultural life, as well as significant seat of industry (making steel, coke, machinery, medicines, rubber and food products). Strategically located by the Vistula River, it is also a communications hub, with
its own airport. The name seems to go back to the legendary Prince Krak (Grakh), and was certainly being mentioned by 966 AD, making this one of the earliest recorded localities in Poland. Cracow had a bishopric from the year 1000, the town having taken shape around the defensive settlement on the Wawel Hill originating in prehistory. Cracow was in fact a Czech town in the 10th century, becoming Polish from 990 onwards. It became Polish capital in the days of the king Kazimierz I “the Restorer” (reigning 1034-1058), and when the country was fragmented post-1138, it was acknowledged that the Prince reigning in Cracow had ultimate control over all Polish lands. King Kazimierz the Great founded the Cracow Academy – Poland’s first university, in 1364. Medieval Cracow was a Hanseatic town, as well as a center of the Gothic style whose influence extended across Poland. The capital-city status was actually lost in the early 17th century, notwithstanding the fact that Kings continued to be crowned in Cracow. As Austria metamorphosed into the Austro-Hungarian Empire, Cracow post-1867 become more recognizably a centre for Polish artistic, scientific and political life (even if the country itself remained off the map). Alas, the Nazi Occupation began harshly enough in Cracow, 184 professors and scientific personnel of the Jagiellonian University being rounded up and sent to the Sachsenhausen concentration camp (a number were murdered). The Wawel Castle become the seat of a merciless Governor-General, on whose orders Cracow’s 68 000 Jews were first confined to a Ghetto, and then exterminated. After the War, Cracovians proved less than enthusiastic about the new communist masters, taking part in large displays of Polish patriotism. The powers-that-be thus decided to treat this bourgeois society to an “injection of proletarian blood”, this bearing fruit in the mammoth Nowa Huta steelworks and workers’ residential district. Hardly cutting-edge technology even at the time, the works produced such pollution and acid rain that much damage to (old) Cracow’s architectural heritage was done. Nevertheless, things began to look up, particularly from 1978, when Archbishop of Cracow Karol Wojtyła became Pope John Paul II, while the city’s heritage buildings found a place on the UNESCO list of World Heritage Sites.

Wawel Castle in Cracow
Source: Denis Cerić

Tourism in Małopolskie Voivodship concentrates in its capital. In Cracow (at the end of July 2012) 241 tourist accommodation establishments were recorded, which possessed 26.5 thousand bed places in total. In 2012 there were 1778.6 thousand persons accommodated in tourist accommodation establishments in Kraków, i.e. more than a half (51.3%) of total tourists accommodated in Małopolskie Voivodship. Both number of domestic and foreign tourist arrivals is increasing during last few years period. In 2013 almost 1/3 (28.7%) of tourist are the foreign ones.
### Tourist arrivals to Cracow between 2009 and 2013

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Source: Badanie ruchu turystycznego… 2013

Cultural tourism is the most important type of tourism for Cracow. The historic centre of Cracow, with its countless elements of cultural heritage that have witnessed the 1000–year–long history of the city, is a true pearl of tourism. For 700 years the medieval urban layout has been preserved intact, together with the former cities (now districts) of Stradom and Kazimierz. The winds of history have saved a fragment of the city walls with the unique Barbican, Arsenal and St Florian’s Gate, as well as the Royal Castle on Wawel Hill. Streets most worthy of a mention include Grodzka – Cracow’s high street where the Romanesque St Andrew’s Church, Gothic and Renaissance city residences, Collegium Iuridicum, and the Baroque SS Peter and Paul’s Church stand shoulder to shoulder – and Kanonicza – formerly inhabited solely by canons and high clergy, and today reckoned to be the most charming and romantic corner in the city. Jews play very important role in Małopolska, in particular in Cracow. Among manmade heritage, seven major synagogues have survived in Cracow’s district of Kazimierz, with the most interesting and largest being the Old Synagogue (Alte Schul), currently a museum. The other six are named Isaac, Kupa, Poppera, Remuh, Tempel, and The High Synagogue. There are also cemeteries: Remuh and the New Cemetery, and numerous reminders of the Holocaust and the martyrdom of the Jews. On the last Saturday of every June the week-long Festival of Jewish Culture begins in Kazimierz.
Czorsztyn Lake

The Lake Czorsztyn was created after the construction of a hydro-electric power dam on the Dunajec River between the Pieniny and the Gorce Mountains in the village of Niedzica. The dam itself was completed in 1995, after 25 years of construction. The dam is 56 meters high, 400 meters long and 7 meters wide on top. Usual area of the lake is ca. 11 km², with the length of 9 kilometers and width of 1.5 km. Maximum depth is 50 meters, and average depth is 17.6 meters. Total length of the shoreline is 29.7 km. Below the dam there is a much smaller Sromowce Lake, which regulates the water level of Czorsztyn Lake.

Main purpose of the reservoir is to prevent floods in the Dunajec river valley. Furthermore, it attracts a growing number of tourists. The dam is equipped with a 92 megawatt power plant. The lake is located in close proximity of several popular tourist spots, such as Pieniny National Park, Niedzica Castle, Czorsztyn Castle, and the tourist village of Kluszkowce. Among villages located by Czorsztyn Lake are Niedzica, Falsztyn, Frydman, Debno Podhalanskie, Maniowy, Kluszkowce and Czorsztyn.

Czorsztyn Lake map
Source: www.czorsztyn.pl
The changes in ichthyofauna have been a consequence of the creation of the Czorsztyń Lake (reservoir). The construction of the dam has influenced the rate of river flow as well as the water temperature (the water temperature has risen in winter time). These factors affect the capability for self-purification of the river. The average flow and residual high concentrations of pathogenic bacteria (despite the construction of a sewage treatment plant) have resulted in the elimination of the montane species which once lived in the Dunajec.

From the other side, Dunajec river provides suitable habitat for wetland birds, which may have benefited from the construction of the Czorsztyń reservoir. Some species can be seen more commonly since its creation including Herring Gull (Larus argentatus), Great Crested Grebe (Podiceps cristatus), Barnacle Goose (Branta leucopsis), Common Heron (Ardea cinerea), Common Tern (Sterna hirundo) (which nests on the specially built small island), Bank Swallow (Riparia riparia) (that nest in the natural recess at the top of the Czorsztyń dam) and others such as Dipper (Cinclus cinclus), Mallard (Anas platyrhynchos), Black Stork (Ciconia nigra) and Grey Wagtail (Motacilla cinerea).

Czorsztyń Lake and Tatra Mountains from Wdżar view-point
Source: Denis Cerić

The lake administratively belongs to the three municipalities: Czorstyn (Northern and Easter part), Łapsze Niżne (Southern and Western part) and Nowy Targ (Western part). On the banks of the lake there are several villages (Dębno, Frydman, Falsztyn, Niedzica, Czorsztyń, Kluszkowce, Mizerna, Maniowy, Huba), and two castles (Czorsztyń and Niedzica). After the Dębno wooden church inscribed on the UNESCO World Heritage List, the most interesting attractions in the vicinity of the lake are the Pieniny National Park (organized rafting, trekking, hiking), lake cruising, above mentioned castles from 14th and 15th, man-made attractions in Kluszkowce – utilized slopes of Wdżar (chairlifts and drag lifts, trails for skiers and snowboarders, alpine slide, mini zoo, magnetic anomalies), and preserved elements of highlanders folk culture. Different kind of accommodation and catering (hotels, motels, inns, guesthouses, lodgings, farmhouses, as well as restaurants, bars and canteens) can be found in the region. From year to year, there are also more and more private accommodation and other places to stay, offering comfortable rooms with full catering home.
Archangel Michael’s Church at Dębno Podhalańskie

Wooden sacral architecture is a feature of Polish culture. Wooden churches are scattered across the country, although the greatest concentration of such structures are found in Opole, Silesia and in Carpathian foothills. The wooden churches of southern Poland represent a unique regional legacy of religious art and architecture. An inseparable element of the cultural landscape, these historic sanctuaries reflect the artistic and social aspirations of their local communities. Together with churches in Binarowa, Lipnica Murowana, Sękowa, Haczów and Blizne, St. Michael Archangel Parish Church at Dębno is forming Timber Architecture Tourist Trail. Those six timber churches are situated in Małopolska region and the Polish Carpathian foothills, and they are all inscribed on the UNESCO World Heritage List.

Nestled among the foothills of the Pieniny and Gorce mountains, Debno Parish Church is an exceptional example of local building traditions and the wooden Gothic churches of southern Poland, distinguished by good preservation status and its remarkable painted program. The origins of the small church in Dębno date back to the 15th century. The exact date of its construction is unknown, but it is believed that it was 1490. According to the colourful legend, the church was built by highland robbers, to whom St. Michael Archangel revealed himself on the oak tree. It appears from the preserved church documents and the inscription on the lintel that the tower crowned with a pointed-arch dome was added in 1601. Throughout its long history, the church did not undergo any major changes, and the renovations did not leave a mark on its stylish Gothic shape. In 2003, the artistry of the small church and its precious furnishings were appreciated and the church was inscribed on the UNESCO list.
The church was made from fir and larch wood without the use of nails, and the individual elements are joined by crossing wooden logs. The building is oriented toward the east (i.e. the chancel is directed east, which was typical of medieval churches) and has one nave. The steep roof is shingled.

The harmonious exterior hides a magnificent interior. The interior design of the church is a unique combination of Gothic art and highland folk tradition. The unique, perfectly preserved polychrome from the turn of the 15th and 16th centuries makes the strongest impression. The paintings resembling fabric cover all ceilings and walls (except the whitewashed fragments of nave walls), and even the choir platform, the pulpit and benches. Among the colourful decorations, as many as 77 motifs occurring in 12 arrangements and 33 colour variants were distinguished. Apart from plant and geometric ornaments, the most frequent patterns include Gothic architectural forms: arches, spires and traceries. The paintings were made with the use of templates called stencils, and the width of the strap corresponds to the wall logs and ceiling planks. The walls also feature rhythmically arranged painted consecration crosses, i.e. zacchaeuses. While admiring the paintings, one should pay attention on to the precious church furnishings. The Crucifixion group located on the decorative rood beam beautifully harmonises with the painted décor. The crucifix is the oldest work of the art preserved in the church and it is dated back to the end of the 14th century. It is also worth mentioning the main altar: a painted triptych from the turn of the 15th and 16th centuries. It is recognized as a splendid example of Gothic art. Its beauty is emphasized by the golden background on which fall reflections of the light. What also influences the atmosphere of the interior are the modest, but centuries-old furnishings: the low pulpit and patron’s pew, as well as the portals with Gothic-style forms.
More interior information:
- The high altar has a superb triptych dating from the end of the 15th or beginning of the 16th century. It represents so-called Holy Conversation and was made by the school of Krakow-Sacz. It makes a good example of transition from Gothic to Renaissance art.
- The beautiful crucifix on the rood-screen, so-called Tree of Life, dates back to 1380. The author availed himself of the natural cross-shape of a bough to make the crucifix.
- The side altars, in baroque style, date from the 17th century.
- The five Gothic figures on the left-hand altar constitute a so-called Procession of Five Virgins, sculptured in 1440.
- The Gothic wooden tabernacle on the wall is the only relic of its sort nearby, dating back to the 14th century. It has not been used for more than 300 years.
- The Gothic figure of Saint Nicholas next to the tabernacle was sculptured in 1420.
- The banner made of painted linen dates from the 16th century. It was left here when king John III Sobieski was coming back from Vienna after having won the victory over Turks.
- The two cloths with flower patterns on the side wall and under the gallery are altar curtains, dating from the 16th century. They are very shabby now.
- The curious glockenspiel on the stairs of the high altar was made in the 15th century and is used instead of bells while a mass is said. Its thinner bar produces low notes and the thicker one high notes, i.e. against the law of physics.
- The modern figures were mostly carved by the late Jozef Janos, a self-instructed folksculptor of this place.
- Popular tradition says that Janosik, the greatest mountaineer hero, often used to be in this church.
- The church is still used for religious purposes and supported by parishioners' contribution.

Information for visiting:
- address: ul. Koscielna 42, 34-434 Debno, Poland
- tel. +48 18 275 17 97
- homepage: http://www.debno.diecezja.pl/indexang.htm
church visiting:
  o Monday - Friday 9:00 a.m. to 12:00 a.m. and 2:00 p.m. to 4:30 p.m.
  o Saturday: 9:00 a.m. to 12:00 a.m.
  o Sunday: church open during church services only; no possibility of sightseeing!
- note: on rainy days church is not accessible to high air humidity which is dangerous to the building.
- visitors are kindly requested to bring offerings for upkeep of this church. Please, drop them into collecting-boxes.

The Pieniny National Park and Dunajec River Rafting

National Parks cover a mere 1% of Poland’s territory. There are 23 national parks in total. Most frequented by Poles are the Wielkopolski, Tatrzanski and Karkonoski National Parks. There are also many foreign visitors each year, particularly to those national parks which are noted for their bird life: Słowinski, Biebrzański, Narwiański, Poleski and the park at the mouth of the Warta. The oldest Polish national park is Pieniński (The Pieniny National Park), founded 82 years ago (in 1932). It is also the first transboundary national park in Europe. The first meeting of Polish Pieniny National Park's and Slovak Nature Reserve's representatives happened in January 1934.

National parks in Poland

The Pieniny Mountains are a distinct mountain range 35 kilometres long and 6 kilometres wide in the centre of the Pieniny Klippen Belt, a belt which extends over 550 kilometres: from western Slovakia to the Laborce valley in the East. The Pieniny Mountains lie between the Outer Carpathians (Karpaty Zewnętrzne), which are made up of soft sedimentary rock (flysch), and the Inner Carpathians (Karpaty Wewnętrzne), comprised of hard crystal and limestone rocks. The Gorce and Sądecki Beskid mountains are found to the north and the Magura Spiska lies to the south of the Pieniny range.
The most attractive part of the mountain range, from both natural and scenic points of view, is the Pieniny Właściwe range, which extends between Czorsztyn and Szczawnica and culminates with the Okrąglica peak (982 metres ASL) in the Three Crowns massif. By climbing this summit, a splendid, panoramic overview of the vast area can be gained and enjoyed. The peaks here are beautifully jagged and the valleys often form rocky gorges. The northern faces slope gently into the valleys; the southern and eastern picturesque limestone cliffs (which are up to 300 meters high) drop down suddenly to the Dunajec River.

Pieniny Właściwe is divided into three physiographic sections:

1. **Pieniny Czorszyńskie (Western)** – the least scenically beautiful part of the Pieniny, occupies the area between Czorsztyn and Szopka Pass. It is characterized by forests, meadows and small patches of farmland. This western extension of Pieniny rises up to 902 metres ASL (Nowa Góra) and to 856 metres ASL (Macelak).

2. **Three Crowns massif** – the central part of Pieniny Właściwe, stretches from Szopka Pass in the west to the Pieninski Potok valley in the east. In terms of landscape, it’s the most varied and spectacularly scenic part of the Pieniny Mountains. Numerous craggy steep slopes and scree scarps provide habitat for unique and remarkable wildlife species.

3. **Pieninki** – this very picturesque ridge covers the area between Pieniński Potok valley in the west and Dunajec valley (near Szczawnica) in the east. The highest summits of this part rise up to 300 metres above the Dunajec water level (Czertezik — 774 m ASL and Sokolica peak 747 m ASL)

**The Dunajec River** is a right-bank tributary of the Vistula River. It is formed near Nowy Targ at the confluence of the Black Dunajec (Czarny Dunajec) and the White Dunajec (Biały Dunajec). Nowy Targ lies within this bifurcation. The Black Dunajec is formed as a consequence of the merger of two streams (Chocholowskiego and Koscieliski) which rise in the Tatras. White Dunajec is formed from many similar Tatra streams: Cicha Woda, Strążyski, Bystra, Olcza, Poroniec and Sucha Woda.
The Dunajec enters the Vistula River at a place called Ujscie Jezuickie. The chief Dunajec tributary in the Podhale region is Białka (40.2 km long). Tributaries in the Polish part of the Pieniny region include e.g. Głęboki Potok, Cisowy, Limbargowy, Straszny, Macelowy, Sobczański, Pieniński, Ociemny and Krośnica streams. Many more tributaries exist in the Slovak part e.g. Starowiński, Rieka, Jordaniec, Hawka, Lipnik and Leśnicki streams. The streams are characterized by steep gradients, fast-flowing water and densely overgrown banks that shade the water. The water level is influenced by great periodic fluctuations. Water temperature is rather low and varies from 6.5°C to 14°C (in the summer time).

Between 65 and 73 km from its source, the Dunajec washes the Pieniny Spiskie region and then from 73-75 km flows into the Czorsztyn reservoir. Further on, between 87 and 95 km from its source, the river flows through the beautiful Pieniny Gorge following a winding course. This 8 km section covers a straight line distance of just 2.8 km! The average gradient through the gorge is 20 m; the river level drops by 45 m between Katy (the rafting marina – 466 ASL) and Krościenko (421 ASL).

The main attraction of the Pieniny National Park is the raft trip down the Dunajec river through the picturesque limestone ravine known as the Dunajec canyon. This experience has been available for over 170 years, since the Dunajec river trip was described for the first time as an organized event already in 1840. It is also the best way to see the park. The rafting marina is located at Sromowce Wyżne-Kąty. Facilities found at the marina include toilets, a restaurant, a car park, a tourist information office and souvenir shops. There is an exhibition called: “Dunajec Ecosystem and the History of Pieniny Rafting” in the pavilion. The duration of the trip varies from 2 to 3 hours depending on the chosen destination and also on the level of the Dunajec water. The destination marinas are located in Szczawnica Niżna and Krościenko.
Szczawnica

Szczawnica is the border spa town at the height of 430 - 560 m ASL with 7 500 inhabitants. The town is covering 8,789 hectares, of which nearly two thirds are exquisite forests that have enormous influence on its climate. Thanks to the specific microclimate and presence of mineral springs, the town specialized in treatment of respiratory, alimentary and urinary tract diseases, as well as limb affections. The spa town has the treatment base, among others in Nature Treatment Institute and Inhalation House, equipped with unique pneumatic chambers for treatment of lung diseases, and brine chambers, in which patients take inhalations, very effective in asthma therapy. The town is rated among the oldest spas in the Carpathian group, because - judging by its name (szczawa - sour water) - one knew about its mineral waters from the very beginning.
The first mention of the settlement comes from the beginning of the 15th century. In 1820 was built the first, modest spa buildings. However, the greatest development falls on the thirties: in the period 1933-1936 the Inhalation House was built, in 1938 Modrzewie guest-house was erected, in 1935 electrification works started, and in 1937 first sewage system was built. At the moment there are seven main springs in Szczawnica. Two of them, placed near the cable railway, are made available to the public, whereas the other springs can be used in the sanatorium and in the pump-room "Magdalena" and the "Old" pump-room.

The town is also the perfect tourist base for hiking, cycling or skiing nowadays. Szczawnica can receive at the same time several thousand visitors, to whom it can offer accommodation in rooms of diverse standard – from apartments in sanatoria, villas, resort houses to lodgings, hostels, huts and camping sites.

The attractiveness of Szczawnica and the tourist offer increased after opening border checkpoints for hikers and bikers, especially at the nearest Slovakian place, Lenica. A modern, 6 km long educational hike and bike path, built thanks to EU subsidy, became the common tourist offer of both border communes.

In the very center of Szczawnica you can take the chair-lift to Palenica, from which you can admire the panorama view of the Tatra, Pieniny, Beskid Sdecki Mountains and the whole Szczawnica. On the neighbouring Szafranówka a 700 m long summer slide was built, attractive to both children and adults.
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Tourism and Transition in a Time of Change
Pre-Congress Meeting
Kraków / Pieniny Mts, Poland
13-17 August 2014

POLISH CUISINE
Overview:
If you want to try traditional Polish cuisine, stop counting your calories. Typical meals are very hearty and often contain a lot of meat. Just sampling them is enough to discover that they are really delicious and worth putting on a few ounces. The most recommendable dishes are: **bigos**, **kotlet schabowy**, **pierogi** and **gołąbki**. Poles boast that their two basic products are bread and sausages. The most typical ingredients used in Polish cuisine are sauerkraut, beetroot, cucumbers (gherkins), sour cream, kohlrabi, mushrooms, sausages and smoked sausage. A meal owes it taste to the herbs and spices used; such as marjoram, dill, caraway seeds, parsley, or pepper. The most popular desserts are cakes and pastries. A shot of vodka is an appropriate addition to festive meals and help you to digest the food. Poland's culture has always integrated elements from its neighbors, and there are also many recipes of Jewish origin. Nowadays the Polish menu is still changing, being influenced by various and sometimes exotic tastes.

A short cuisine glossary:

**Soups:**
- **Chłodnik litewski**: cold yoghurt-and-beetroot soup served with a hard boiled egg, originally from Lithuania.
- **Barszcz biały**: sour thick wheat starch soup with marjoram, potatoes, sometimes with cream.
- **Barszcz czerwony**: refreshing beetroot soup with vegetables and sour cream or served clear with dumplings.
- **Żurek**: sour rye soup with potato, sausage or an egg, sometimes served in a bread loaf.
- **Krupnik**: barley soup with a smattering of vegetables and smoked meat.
- **Kapuśniak**: sour cabbage soup.
- **Zupa ogórkowa**: hot sour cucumber soup.
- **Zupa koperkowa**: dill soup.
- **Rosół z kurczaka**: golden chicken consommé with noodles.
- **Zupa pomidorowa**: tomato soup, often with rice or noodles.
- **Grochówka**: thick pea soup.
- **Zupa grzybowa**: mushroom soup with cream.
- **Flaki wołowe**: beef tripe soup.
Hors d’Oeuvres:

**Smalec**: partially double fried lard with onion, marjoram and sometimes with apple or prune. It is spread over bread and served together with pickled cucumbers as an appetizer before the main meal.

**Kabanos (plural: kabanosy)**: a long thin dry sausage made of pork, typically long around 60 centimeters, with a diameter of only around 1 centimeter.

**Korbacze or korboce**: highland type of cheese shaped like a long thread of pasta, produced from cow's milk.

**Oscypek (plural: oscypki)**: a smoked cheese made of salted sheep milk exclusively in the Tatra Mountains region of Poland.

**Bundz**: a sheep milk cheese, traditionally produced in Podhale region, Northern part of Carpathian Mountains in Poland.

**Śledzie w śmietanie**: herring in sour cream, usually with onion.

**Boczek ze śliwką**: bacon stuffed with plums.

**Tatar**: steak tartar; raw minced beef with chopped onion and raw yolk.

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Main Course - Beef & Veal:

**Eskalopki z ciełęciny**: veal in a blanket.
Polędwiczki wołowe: beef sirloin, often with rare mushroom sauce.
Ozór wołowy: soft steamed beef tongues.
Sztuka mięsa w sosie chrzanowym: boiled chunk of beef in horseradish sauce.
Zrazy zawijane: beef rolls stuffed with bacon, gherkin and onion or red pepper, in a spicy sauce.

Main Course - Pork:
Golonka w piwie: fat, but tasty pork knuckle, sometimes in beer sauce, always with horseradish; very traditional, originally from Bavaria.
Karkówka: tenderloin, usually roasted
Kotlet schabowy: traditional breaded pork cutlet (a tasty choice if you do not want any risk).
Kiełbasa: Polish sausages - white sausages are especially very tasty. They go well with pickled cucumbers (gherkins) in combination with beer or vodka and fresh air.
Żeberka w miodzie: spare pork ribs in honey.

Main Course - Poultry:
Kaczka z jabłkami: baked duck in apple.
Kurczak de volaille: chicken steaks spread with butter, filled with mushrooms and bread crumbed, originally French.
Wątróbki drobiowe: chicken liver.

Main Course - Other meat courses:
Baranina: roasted or even grilled lamb – great, especially in the mountains.
Klopsiki: meatloaf, often with tomato sauce.
Bigos: appetizing, seasoned "hunter" stew made from sauerkraut with chunks of various meats and sausages, extremely traditional.
Dziczyzna: game.
Fasolka po bretońsku: cheap bean and sausage stew.
Gołąbki: cabbage parcels originally from Lithuania, they are stuffed with meat or meat and rice.
Kaszanka: grilled or baked solid pieces of buckwheat blended with pork blood and shaped as sausages.
Szaszłyk: originally Caucasian dish; chunks of meat grilled on a spit.
Main Course - Fish:
Karp po żydowsku: carp in aspic with raisins, originally Jewish.
Łosoś: salmon, often baked or boiled in a dill sauce.
Pstrąg: trout, sometimes flambé.
Sandacz: pike perch.

Vegetarian dishes:
Pierogi: very traditional small white dumplings, larger than ravioli, filled with sauerkraut with mushrooms, cheese and potatoes or with fruit. They can be also with meat (z mięsem).
Naleśniki: omelettes or pancakes stuffed with jam, fruit, cottage cheese etc. and very similar to crepes.
Knedle: potato dumplings stuffed with fruit, usually plums.

Side dishes:
Frytki: chips.
Kopytka: hoof-shaped dumplings.
Kluski śląskie: Silesian dumplings, made from boiled potatoes.
Kasza gryczana: buckwheat groats.
Placki ziemniaczane: potato pancakes.
Moskole: breads baked on a baking tray (cuisine of Podhale region, Northern part of Carpathian Mountains in Poland)

Sweet Titbits:
Faworki: pastry twisters.
Galaretka: very sweet jellies.
Makowiec: sweet poppy cake.
Pączki: doughnuts.
Sernik: delicious fat cheese cake.
Szarlotka: cake with apples, sometimes served with whipped cream.
Naleśniki z powiñiami: pancakes with plum stew. Unlike jam or marmalade, and unlike the German Pflaumenmus (plum puree), Polish powidł (plum stew) is prepared without additional sweeteners or gelling agents.
## Useful Polish expressions

<table>
<thead>
<tr>
<th>English</th>
<th>Polish</th>
<th>pronunciation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>good morning</strong>&lt;br&gt;(or good afternoon)</td>
<td>dzień dobry</td>
<td>Jean Dough-bree</td>
</tr>
<tr>
<td><strong>good evening</strong></td>
<td>dobry wieczór</td>
<td>DOH-brih VEE-etch-OO-r</td>
</tr>
<tr>
<td><strong>good night</strong></td>
<td>dobranoc</td>
<td>doh-BRAH-nots</td>
</tr>
<tr>
<td><strong>hi</strong></td>
<td>cześć</td>
<td>Cheshch</td>
</tr>
<tr>
<td><strong>good bye</strong></td>
<td>do widzenia</td>
<td>d-oh veedzenia</td>
</tr>
<tr>
<td><strong>please / here you are</strong></td>
<td>proszę</td>
<td>prosh-eh</td>
</tr>
<tr>
<td><strong>thank you</strong></td>
<td>dziękuję</td>
<td>Jen KOO yeh</td>
</tr>
<tr>
<td><strong>I'm sorry / excuse me</strong></td>
<td>przepraszam</td>
<td>psheh-prasham</td>
</tr>
<tr>
<td><strong>yes</strong></td>
<td>tak</td>
<td>t-ah-k</td>
</tr>
<tr>
<td><strong>no / not</strong></td>
<td>nie</td>
<td>Nee-eh</td>
</tr>
<tr>
<td><strong>Enjoy your meal / Bon apetit!</strong></td>
<td>smaczne</td>
<td>sma-tchne-go</td>
</tr>
<tr>
<td><strong>I don't know</strong></td>
<td>nie wiem</td>
<td>Nee-eh vee-em</td>
</tr>
<tr>
<td><strong>Don't disturb me, don't you see I'm busy?</strong></td>
<td>Nie zawracaj mi głowy, nie widzisz, że jestem zajęty (M)/zajęta (F)?</td>
<td>Nee-eh zaf-rah-tsaɪ me gh-wh-oh-vih, nee-eh vi-tsiʃ, sh-ə yə-a-stem zah-yea-th-ih/zah-yea-th-əh</td>
</tr>
<tr>
<td><strong>How are you?</strong></td>
<td>Jak się masz?</td>
<td>Yah-ʃ sheh mahʃ</td>
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<tr>
<td><strong>What's up? (lit. how's it flying?)</strong></td>
<td>Jak leci?</td>
<td>Yah-ʃ l-ə-e-chee</td>
</tr>
<tr>
<td><strong>Have a nice day!</strong></td>
<td>Milego dnia!</td>
<td>mee-ɰə-go dɲe-əa</td>
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<tr>
<td><strong>I don't speak Polish.</strong></td>
<td>Nie mówię po polsku.</td>
<td>nee-ə moov-ee-ə po polskoo</td>
</tr>
<tr>
<td><strong>I don't understand.</strong></td>
<td>Nie rozumiem</td>
<td>nee-ə roh-zoo-ə-mee-əm</td>
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<tr>
<td><strong>Cheers! (or Bless you!) (lit. For health!)</strong></td>
<td>Na zdrowie!</td>
<td>nah zdroh-vee-əh</td>
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<td>name and surname</td>
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<td>institution</td>
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