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PUBLISHER'S FOREWORD – A WORD FROM THE RECTOR

The idea of celebrating the fiftieth issue of "Folia Turistica" at the University of Physical Education in Krakow, is not accidental, even though it does not mark the round anniversary of thirty years of the journal publication, which will occur in 2020. However it provides a splendid opportunity to commemorate people who, over the last few decades, have established the journal's image, bolstering the scientific status of the Academy and creating its unique atmosphere. The team editing the journal has analyzed the academic articles pertaining to tourism. They have aimed to show the evolution of "Folia Turistica" over the past thirty years, successively adapting to the demands of the publishing market, academic communities, and the conditions for specialist journals at various times. The results of the analyses unequivocally show that "Folia Turistica's" path has been effective. Over the years it has made its mark, and become one of the most highly rated and widely read academic tourism periodicals, which can only make my University proud. The journal is becoming more recognized around the world year by year, which can be measured by the annually increasing number of cited works in the Web of Science and SCOPUS databases. The editors support innovative publishing initiatives and accept original publications, especially those supporting socio-economic development, thus improving the status of the journal. This is largely the work of many passionate scholars, employees of the Tourism and Recreation Faculty at our University, and in particular, the members of the Academic Council and the editorial board of "Folia Turistica", who have created the image of the journal for years.

And here, on behalf of myself and the heads of the University, I would like to extend my warmest gratitude to all those involved with "Folia Turistica" for their creativity, commitment, passion and energy they put into editing the journal. For my own part, I shall make every effort to help "Folia Turistica" carry out its ambitious aims in the years to come.

Professor Aleksander Tyka
Rector of University of Physical Education in Krakow

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FROM THE EDITORS

Our editorial team's idea of making a special edition of the fiftieth issue of *Folia Turistica* (FT) was born quite suddenly, but it ripened slowly. Over time, however, we gained the conviction that it is right to look back and even critically appraise the articles we have published over nearly thirty years, in one of the oldest and, or so we gather, most respected journals exploring tourism from an academic standpoint. For while at present there is a greater support for publishing initiatives that are entirely original and based on innovative approaches, particularly those that support socio-economic development, scholarship perhaps cannot progress without evaluating the path it has come. This is all the more true when it comes to a journal, which is, after all, a work in progress, merging and integrating the academic reflections of scholars from many different fields and a range of academic communities, generating discussion and critical appraisals of theoretical concepts and methodological approaches. Making this kind of self-evaluation of our journal also seems justified in that it has been attempted by one of the world's top academic tourism journals, *Annals of Tourism Research*. There we find a compelling metaphor, in which book publications are compared to static lakes and ponds, as opposed to academic journals, which are more like rivers and streams, constantly filling with new content [Xiao, Jafari, Cloke, Tribe 2013, p. 359]. In this sense, it is far easier to evaluate a single book than the work of an academic journal, which is determined over the long-term, cyclical publication of collections of articles, raising what are hoped to be the most pressing theoretical and methodological issues.[1]

Having this in mind, we sought to find out how *Folia Turistica* has fared in its mission over its publication period. More precisely, we sought answers to the following questions:

1. Has FT indeed been a forum for the interdisciplinary exchange of thoughts among scholars with an academic interest in tourism – at least domestically (in Poland)?
2. Has FT had real input into the development of academic thought in tourism in fields of study like the social sciences, humanities, natural sciences, and physical education?

[1] We should recall that *Folia Turistica* has featured an article summing up the contribution of *Annals of Tourism Research* to the development of anthropological study of tourism, which to some degree (like the aforementioned article by the editors of ATR, written for the fortieth anniversary of the periodical), inspired us to make a similar attempt for the jubilee of *Folia Turistica* [see: Alejziak 2016].

3. Looking back over thirty years, can FT be regarded as a magazine that attempts to follow the changing needs of academic communities and functions of academic periodicals?
4. What role has FT played in transferring knowledge from tourism studies to a wider tourism sector and the institutions cooperating with this sector?
5. What challenges stand before FT, particularly given the major changes in academia and knowledge management, as well as how the tourist industry operates?

It was, of course, impossible for the small group of FT editors to provide answers to these questions. This is why we invited people who had been part of the *Folia* community for years, through membership in the Academic Council, or in the extended editorial team, representing diverse fields and disciplines, various centers of study and generations of scholars. In expressing our gratitude to all these people, we would like to stress that the articles in this issue are their accomplishment, allowing us to answer the questions posed above and generating a picture of the journal, one that is the result of hard work by many people tied to Krakow's University of Physical Education, their friends and coworkers, and many other cities and schools (from Poland and abroad) making up the Academic Council, the team of reviewers, and, finally, the large group of authors. Here we ought to make special mention of the University of Physical Education in Krakow board, who, for almost forty years, have made every effort to help the journal accomplish its aims, as expressed in the introduction by the Rector in the present issue.

These texts can be gathered in three thematic blocks. The first includes articles that allow us to view *Folia* as a multi- or interdisciplinary journal. This is the conclusion we reach from the article by **Bartosz Szczechowicz**, presenting the results of the basic bibliometric contents of all forty-nine issues published to date, which altogether ran nearly 500 academic articles and several dozen pieces of other kinds. This analysis shows that the profile of our periodical – evaluated in terms of the fields of study that figure in the articles it contains – has changed with the passage of time, and in recent years chiefly focuses on the social sciences. Among the authors publishing in *Folia* Poles have been in the majority (over 400 people from nearly 100 schools), yet the journal has also included the work of foreigners with a very high status on the international scene. Among them have been Professor Richard W. Butler and Professor Eric Cohen, to name only the winners of the Ulysses Prize, the world's most prestigious academic award, given by the World Tourism Organization.

An extension of this work is provided by **Tomasz Rusin**, who alerts us to the fact that the work and role of many journals with a reach more domestic than international tends to elude the quantification schemes officially used for academic periodicals. This article includes an analysis of the quotations of works published in *Folia* in 1990-2016 (i.e. in issues 1 to 41) in sources indexed in Google Scholar, Scopus, and Web of Science. It turns out that, although our journal has been indexed in lesser known academic databases (not counting the list of journals created by the Ministry of Education and Higher Schooling and the Index Copernicus International, where FT has appeared for many years), an analysis of the citations of each one of the journal's article generates a picture of *Folia* as a journal whose articles have been generously cited in international databases – bearing in mind that it was long published only in Polish and has only recently been attempting to build relationships with foreign scholars and institutions.

These reflections correspond with the two following articles, which fill in the more general reflections on *Folia* by addressing its general methodological profile, identifying the approaches and methods its authors have used. **Wiesław Alejziak** presents his innovative method of Methodological Imaging of Academic Works©, demonstrating the methodological profile of academic articles published in the journal in 2014-2018. This article puts forward a universal method for visualizing all kinds of academic works using radar charts, ascribing scores to various methodological attributes in pairs of opposites (quantitative/qualitative, analysis/synthesis, induction/deduction etc.). The test of this method the author conducts on the above-mentioned articles reveals that they were highly diverse in terms of methodology. Taking only selected findings, we demonstrate that the most prevalent research was empirical (not theoretical), multidisciplinary (not monodisciplinary), qualitative (not quantitative), and focused on culture (not nature). We should add that the article identified not only the profiles of the articles published in this period, but also juxtaposed the profiles of various sorts of issues (varia versus thematic issues).

A detailed analysis of the research methods and techniques in articles published in FT, and the ways of presenting study results in the journal are presented by **Stanisław Matusik**. His findings show that in the entire analyzed period (1990-2018), statistical tools and methods of various kinds were used in one of three academic articles; statistical tests (including advanced multidimensional methods) were most often used to verify the hypotheses. The author also stresses the wealth of different graphical presentations of study results, and the fact that twelve publications featured independently produced maps. He also emphasizes that the sense of progress in applying statistical methods is a result of technological progress, which increased access to computer equipment with every year, and saw its programming improve (from the first versions of MS Excel to statistics packages like Statistica, Statgraphics, SPSS, or R.), increasing capabilities not only in terms of calculating power, but also the graphical presentation of research results.

The second announced thematic block includes articles whose authors evaluated their contribution to *Folia* to date, to the development and popularization of knowledge in various fields and disciplines – though, we might add, these authors took various approaches to reach their aim. Focusing his analysis on texts related to geography, **Andrzej Kowalczyk** wonders "where do the boundaries of 'geography' lie in tourism research?" (this is part of the title of his work). The author's thoughts, based on an analysis of all the articles published in *Folia Turistica* in 1990-2018, lead him to conclude that many texts filed under geography were written by authors with no formal ties to geography, which comes from the fact that the differences, and all the more, the limitations in tourism studies from a geographical stance, or from that of other disciplines, are not so sharply drawn, or even imperceptible. Proceeding from the assumption that "a geographical approach" means apprehending the research subject in terms of the spatial differentiation of a phenomenon, the author established that 140 works (nearly 1/3) correspond to this "geographical approach." By the same token, the author notes that some articles written by authors formally linked with the field of geography are also hard to call "geographical," given their lack of reference to space. These opinions confirm the interdisciplinary nature of tourism, and the need for such research into the phenomenon.

Economics scholars took a different approach. **Grzegorz Gołembski** conducted a qualitative analysis of over forty articles published in *Folia* dealing strictly with economics. These he arranged in six thematic groups, concerning the concepts of "the tourist economy," macroeconomic issues, tourism supply and consumption, the tourist region (including sustainable development), the competitiveness of hotel services, and the transfer of knowledge in tourism. We may note that the articles under analysis concerned micro-, mezzo-, and macroeconomic issues; more detailed and more general ones; and more theoretical or methodological one. These author believes this wide range of articles bears two important attributes. Firstly, despite appearances, it yields a remarkably coherent and complex image of tourism economics; in other words, reading these articles gives us a picture of the pivotal economics issues in tourism. Secondly, at least a few of the articles the author analyzed could be seen, at the moment of their publication, as entirely innovative in the issues they raised and the research methods they used.

Michał Żemła made a similar expert evaluation (expanded with a basic citation analysis), but focused on articles on marketing. Right from the introduction, the author shows that, although *Folia* has published many pieces with marketing aspects, precious few have involved marketing theory as such. Focusing on the latter authors, Żemła notes that they can be put into the following groups: marketing as a collection of tools, strategic and partner marketing, and marketing in tourism facing new trends. Leaving it up to readers to get acquainted with the article's various points, we shall only mention one conclusion: owing to its interdisciplinary nature, *Folia*

Turistica is not a key venue for publishing works on marketing. Nonetheless, it has featured a few articles whose originality and number of citations mean they should be regarded as having had a considerable impact on shaping marketing knowledge in the Polish tourism scholar community [Żemła 2019, p. 175].

Although over the last few years *Folia* has chiefly printed articles in the social sciences, in particular economics, the humanities have always had a strong presence as well. This is expressed in three consecutive pieces for the present issue. In the first, **Ewa Roszkowska** undertakes an analysis of all the works published in 1990-2018 and claims that forty-three articles addressed historical issues, and that these can be placed into three groups. The first is made up of general historical inquiries into travel, tourism, recreation, and free time, the second is articles on the history of various disciplines of tourism (railway, motorized, automobile, mountain, Tatra mountains, Alpine, skiing, Alpine ideology etc.), and the third is biography writing, i.e. works devoted to outstanding personalities in various aspects of tourism development (practical and academic), people who made an indelible mark on the history of tourism. In summing up the analyses, the author claims that most of the publications were original, while some filled gaps in knowledge or were a fundamental point of departure for further research and historical study into tourism.

In the second article, **Maria Zowisło** does an overview and critical analysis of the philosophical articles, inquiring into what she herself calls the "categorical, thematic, and issue-based contribution of the philosophical reflections they contain for multidisciplinary tourism studies" [Zowisło 2019, p. 217]. The thoughts in this text, both synthetic and interpretive, show that the fairly numerous philosophical articles published in the journal (some of which were collected in thematic issues) reveal a wealth of possible explanations of the essence and significance of modern man's spatial mobility. We should stress that this article also includes a suggestion for grouping the articles by content, and thus, the issues that especially pertain to a philosophical approach to tourism. This is especially important when we realize that the philosophy of tourism remains a discipline *in statu nascendi*.

An important supplement to the humanist image of *Folia* is found in the article by **Sabina Owsianowska**, who creates an overview, as well as a critical and a qualitative appraisal of the anthropological articles published in this journal and those that draw from what she calls anthropologising sociology. Yet without presenting the author's highly detailed reflections, which are deeply rooted in the subject literature, concerning the issues, methods, and research techniques found in anthropology and sociology, or at least the contexts surrounding the articles published in *Folia* (in varia issues, as well as the Polish- and English-language thematic issues entirely devoted to anthropological concerns), we might note that in the summation of her article, the author makes a general observation that is vital to the questions we posed at the outset. She writes that "the articles published in *Folia* have reflected the stages of development of tourism studies in Poland" [Owsianowska 2019, p. 239]. This convincingly shows that a journal is not merely a jumble of more-or-less random texts, but is always a sort of continuum, whose long-view analysis allows us to grasp the growth of knowledge in a field or discipline, or to perceive a different structure in the thoughts of a community of scholars.

The three following articles see *Folia* as a forum for the exchange and popularization of tourism knowledge. They are joined in that they pertain to issues that have rather infrequently been the subject of academic tourism interest. These pieces are: **Andrzej Matuszyk's** article on education themes, **Ryszard Winiarski** on recreation in tourism studies, and **Zygmunt Kruczek** on the reconnaissance approach to the significance of contemporary tourism. Reading these three articles lets us formulate a general opinion: a contemporary academic approach to tourism largely focuses on issues that are the fruits and reflection of contemporary study, while the spheres inherently tied to the sense and function of travel – recreation, reconnaissance, learning – seem to be somewhat overlooked, and their academic and social potential remains untapped.

With regard to this survey of the articles, we ought to add that they do not exhaust all the fields and disciplines of study that have been represented in *Folia*. The journal has included articles that explore academic fields other than those named above, such as law or the natural sciences, to which separate thematic issues have even been devoted. Perhaps they too, in some future issue, will receive a proper overview.

The third block of articles is works that differ from those that came before. These include one by **Magdalena Kachniewska**, which, although it does not pertain to *Folia* directly, holds content that surely weighs upon its future. Surveying the literature and empirical studies, the author outlines contemporary and future challenges standing before the system of scholarly communication, including academic journals. Though we wholeheartedly urge readers to acquaint themselves with this highly interesting piece, we shall content ourselves with presenting only its main conclusions. It states that academic journals – despite the necessity of adapting to new ways of functioning, arising from the progressive evolution of the digital world, including the *open access* movement and the growth of interest in self-publishing in academic circles – are not fighting a losing battle. The advantage of academic journals compared to the alternatives (including academic repositories) is the developed method of evaluating the quality of articles – though this may be not without its weaknesses.

Returning to the articles devoted to *Folia*, we come to an important and interesting piece by **Wojciech Biernacki**. This is a transcription of seven interviews that the author conducted with people who launched the journal, as well as editors and secretaries. The picture that emerges from these conversations shows organizational difficulties linked to the creation and operations of the journal over a space of over thirty years, depicting a crucial side of publishing. The last article, by **Sabina Owsianowska,** is also tied to *Folia*. It recalls Professor Graham M. S. Dann – an unquestioned world authority in the anthropology of tourism, and a many-year member of the Academic Council of our journal, whose disinterested aid and support was always something our editors could count on.

The collection of articles in this issue of *Folia* provides answers to the opening questions, though they may be more or less certain. We leave it up to the reader to formulate them – and thus, to form a private opinion on how *Folia* has achieved the tasks it has set itself over the past few decades. Here we would like to pass on our gratitude to our large stable of authors and reviewers for their active part in creating FT's content; the members of the editorial team and the Academic Council for their direct help in solving ongoing problems tied to the journal's operations and making decisions concerning its future; the heads of the University of Physical Education in Krakow, for their continuous help in carrying out tasks tied to the publishing process; all the people and institutions who, over the past years, have somehow participated in how *Folia* operates.

To conclude these jubilee reflections, we ought to say a word about the future of our journal. There is, at present, a lively discussion on the tasks of academic journals in an era of transformations in academic communication, a result of the development of the Internet, the growing significance of the "academic blogosphere," podcasts, some social media (Twitter) and specialist sites like Academia.edu, ResearchGate etc. The editors of *Folia Turistica* and its wide range of collaborators (especially the Academic Council) are fully aware of this, yet perceive these changes less as threats than as opportunities, which an academic journal should attempt to incorporate into its development to better serve scholarly development. For we are convinced that academic journals, traditionally perceived as a fundamental tool for the transfer and dissemination of knowledge – although in recent years it has lost its long-standing dominant place in the field to other, more modern forms of academic communication – will remain a basic instrument for the transfer of specialist academic knowledge and a forum for the exchange of pivotal information on scholarly research, and the development of study a such.

Wiesław Alejziak, Bartosz Szczechowicz

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"FOLIA TURISTICA" IN 1990-2018 – A BIBLIOMETRIC ANALYSIS

Bartosz Szczechowicz*

Abstract

Purpose. The aim of this article is to investigate the characteristics of "Folia Turistica" (FT), covering such questions as thematic profile, authors, and affiliations, internationalization, taking into account the content of issues from the origins of the magazine (1990) to the present (2018).
Method. The aim of the work was achieved through two research methods, which were used in a complementary fashion: bibliometric analysis (in which data that quantitatively expressed the content of the relevant issues of FT was gathered, processed, and interpreted) and participatory observation, from the author's participation in FT's editorial staff.
Results. FT is predominantly concerned with issues in the social sciences, it is closely tied to the humanities, and the natural sciences are also present, though this profile has changed over time. Contributors to FT have included more than 400 Polish authors over thirty years, representing almost ninety schools, from academies of physical education and universities to economic, agriculture, natural science, and technical colleges, and others. Though the number of foreign authors is limited, we should stress that they represent academies on four continents, and in many cases are figures with very high positions in the international community.
Research and conclusions limitations. The limitations derive from the properties of the methods used, primarily displayed in the identification of FT's thematic profile. This arbitrarily identified profile subordinates every article to a single overriding field of study – while many articles published in FT are multi- or interdisciplinary.
Practical implications. This diagnosis of FT includes postulates for how the magazine might develop in the future.
Originality. The specialist literature (especially Polish) fairly seldom makes critical evaluations of scholarly publications.
Type of article. Empirical.
Key words: tourism, scholarly journal, „Folia Turistica", interdisciplinary, bibliometrics.

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Introduction

„Folia Turistica" (FT), published by the Bronisław Czech University of Physical Education in Krakow, is among the oldest and most highly rated academic journals in Poland, its range of subjects embracing tourism studies in its widest definition [cf. Alejziak, Liszewski 2016, pp. 100-103]. The approaching jubilee tied to the periodical's fiftieth issue, and the thirtieth anniversary of the first issue, presents a fine opportunity to ascertain the true thematic profile of the journal and to have a critical look at its contents – especially since, ever since it went on the market, FT has been described by its publisher as printing articles that span various fields and disciplines of study. As far back as the introduction to the first issue of the periodical the Head of the Editorial Team wrote: "We will publish in its pages original research and scholarship both theoretical and empirical, concerning tourism in its broadest sense" [Jarosz 1990, p. 3]; while at present, on FT's back cover we read: "This journal publishes articles on tourism, in its interdisciplinary sense." Meanwhile, the magazine's web site states that "FT also remains open to interdisciplinary work whose tourism-related theses pertain to issues at the intersection of the above fields and academic disciplines" [http://www.folia-turistica.pl/index.php/pl/, 16.01.2019].

The justification for this evaluation is also found in a more general view, in the function normally ascribed to academic journals, and particularly those in the field of tourism [see: Alejziak, Liszewski 2016; Lopes et al. 2017]. Sparing the reader a catalogue of functions that could be served by academic journals of various sorts, the present work gives us a look attempts to answer some questions: Has the presence of FT on the national publishing market spread academic knowledge in tourism and integrated the academic community – the editorial staff, authors, reviewers, and readers? Or, to borrow a metaphor from a leading academic journal in tourism, "Annals of Tourism Research" [see: Xiao et al., 2013, p. 359]: Is FT a stream which, in its constant flow, nurtured by its authors, reviewers, and editors, updates and develops, at least on a national (Polish) level, our knowledge of tourism? This article is a step toward solving this issue as well.[1]

[1] We might add parenthetically that an analysis of *Annals of Tourism Research*'s contribution to the development of the anthropology of tourism was written by W. Alejziak in an article published in 'Folia Turistica' [2016].

The creation and development of "Folia Turistica"[2]

„Folia Turistica" (ISSN 0867-3888, e-ISSN 2353-5962), first released in 1990, is published by the Bronisław Czech University of Physical Education in Krakow, or more precisely, a unit within its structure, whose task is to conduct teaching and research in tourism. Owing to the changes in the school's structure, this unit was first the Faculty of Tourism and Recreation (1990-1991), then the Institute of Tourism and Recreation (1992-2008), and, since 2009, it is once more the Faculty of Tourism and Recreation.

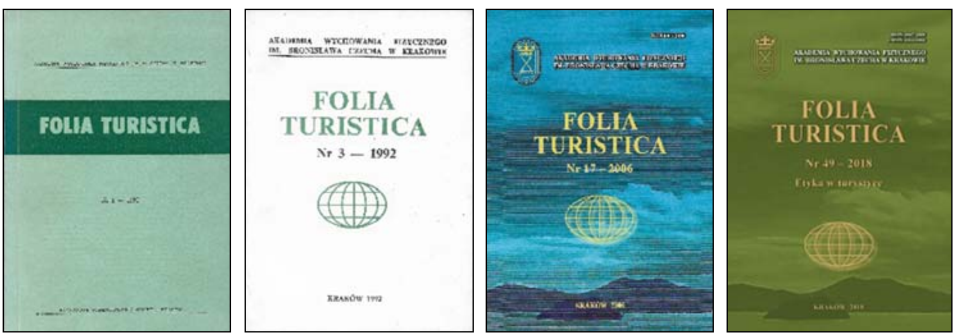
Over the entire, nearly thirty-year period of the journal's operations we can isolate four phases, which reflect the changes in the editorial team, but above all, the main actions taken through the years by the university's editors – responding to transformations in legal regulations (especially in terms of the parameters and financing of the magazine), the transfer of data and information, and the expectations of the academic community. These phases were set apart and outlined with all possible precision in *Folia Turistica in 1990-2015* [Szczechowicz 2017], presenting for each phase the staff responsible for the journal (editor-in-chief, vice-editor-in-chief, subject editors, editorial secretary, editorial board, academic council), the initiatives and the activities, the main achievements, and other vital facts. Here we shall only summarize the characteristics of these phases, in a way that should suffice to draw reference during the presentation and interpretation of research results for the empirical part of this article. These phases, relevantly named and chronologically ordered, are as follows:

1. **"The beginnings" (1990-1994).** The first Head of the Editorial Board was Docent, and later Professor Antoni Jarosz; the editorial secretary was Dr. Wiesława Marczyk. The Editorial Board was assembled, though it later underwent changes. The journal was meant to come out annually, yet only four issues were released in this period. The look and layout of the first issue might be called "standard," though editorial corrections were made in the following three issues. All the issues were reviewed, and contained: a table of contents in Polish and in English, and editorial page, academic articles, and information for authors seeking to submit. Published articles represented various fields and disciplines, and the journal's community of authors gradually grew.
2. **"Development and stabilization" (1995-2004).** The Chairperson of the Editorial Board was Professor Anna Nowakowska, and the secretary remained Dr. Wiesława Marczyk. The position of Vice-Chairperson was created, and was filled by Dr. Zygmunt Kruczek. A fundamental change

[2] This section was written on the basis of *Czasopismo naukowe 'Folia Turistica' w latach 1990-2015 [Scientific Journal „Folia Turistica" in the years 1990-2015]* [Szczechowicz 2017], in which the creation and development of FT in 1990-2015 are outlined in greater detail; it has been updated with the years 2016-2018.

occurred in the Editorial Board, with the first foreign-born members brought in. Thematic issues were introduced, and the look was streamlined: the title page of each article now featured the journal logo, and the cover and the credits page included the journal's ISSN, and the cover used better quality paper. The number of authors working with the journal increased.

3. **"Strengthening the position on the domestic market" (2005-2013).** The Chairperson of the Editorial Board became Professor Andrzej Matuszyk, and the editorial secretary, Dr. Sabina Owsianowska. The Chairperson replaced the function of editor-in-chief, the Editorial Board was renamed the Academic Council (its membership grew), while an independent Editorial Board was created to participate in ongoing program decisions. Issues were released more frequently (twice annually), the number of authors and reviewers was increased, the visual side of the magazine was adapted to prevailing standards, a web site was created, and issues began to be published in English, opening up to the international community. FT advanced to List B of the Ministry of Science and Higher Education's point-earning journals, and to the Index Copernicus International database.
4. **"Internationalization" (2014-present).** The editor-in-chief became Professor Wiesław Alejziak, and the editorial secretary, Dr. Bartosz Szczechowicz. The posts of vice-editor-in-chief, theme-based editors, statistics editor, and Open Access agent editor were created. The Editorial Board and the Editorial Council were enlarged, joined by acknowledged scholars from Poland and abroad. FT began appearing more regularly, becoming a quarterly; the web site was expanded and now had two language versions: Polish and English. Authors were now compelled to fill in a form with their submissions; the previous "content outline" of ar-



FT 1–1990 **FT 3–1992** **FT 17–2006** **FT 49–2018**

Fig. 1. Selected covers of "Folia Turistica"
Source: Compiled individually.

ticles was replaced with a structured "abstract"; the first recollections of outstanding figures in tourism studies were produced; the idea for an "article of the year" competition emerged; the magazine's place rose on List B on the Ministry of Science and Higher Education's point-earning journals list, and on the Index Copernicus International.

As indicated above, among the many changes that occurred in FT's operations, there were also those that may have escaped readers' attention (such as the editorial staff changes), as well as those that were quite visible. An example of the latter would be the change in the cover – from mint-green, to white, to color (Fig. 1).

To wrap up this brief presentation of the changes undergone by FT, we should add that, at the moment this article is going to press, the future of the journal is wide open. Publishers in Poland are faced with changes in how academia is financed, including academic journals. We can only hope that FT will maintain its high position among Polish journals related to tourism and physical culture as such, and will continue its path of development.

Aims and methods

The aim of the present article is to explore the characteristics of „Folia Turistica", taking into account the content of its issues published from its inception, in 1990, to the present moment, late 2018, a period of twenty-nine years. Attaining our goal means answering ten research questions, which, for the sake of clarity, have been grouped in four blocks. These questions are presented in Table 1 (Column 2).

In seeking responses to these questions, two complementary research methods were used. One was bibliometric analysis.[3] This meant gathering, processing, and interpreting the data which, in a quantitative manner, characterizes the content of FT issues during a certain period. With this goal in mind, I first created a set of measurements and indicators, with which to gain responses to the above questions, and second, by analyzing the contents of all the issues published in the relevant period, I created a database for calculating the value of the measures and indicators. This set is presented in Table 1 (Columns 3 and 4).

The second method might be called participatory observation. This was possible due to the fact that the present author has served as secretary of FT since early 2014, as well as the economics editor for the journal. Participation in the work of the editorial team, in helping to make strategic decisions, in maintaining contact with members of the Academic Council, the

[3] The basics and techniques, as well as the advantages and shortcomings of bibliometrics are explored in-depth in: Klincewicz, Żemigała, Mijal 2012.

Editorial Board, the reviewers and authors, as well as surrounding subjects allowed me to bring qualitative data into the text, which in turn facilitated a deeper reading of the bibliometric results.

Tab. 1. Research questions and their measures and indicators for bibliometric analysis

No.	Research questions	Measures	Indicators
1	Does FT serve its function as an academic journal, disseminating knowledge of tourism studies? Has it mainly published academic articles, popular pieces, or other kinds of texts?	1. Number of issues. 2. Number of academic articles. 3. Number of other sorts of publications. 4. Number of source texts mentioned in the academic articles.	1. Number of academic articles compared to number of issues. 2. Number of other sorts of texts compared to number of issues.
2	What was the true thematic scope of FT? Has it agreed with the profile the publisher declared in various issues and on the web site? Did the true thematic profile change with the passing of time, or has it remained unchanged over twenty-nine years?	1. The number of academic articles falling into a given field of study (throughout the publishing of the journal and in four sub-periods). 2. The frequency of certain words' appearance in the titles of the academic articles (throughout the publication history and in four sub-periods). 3. The number of thematic issues tied to certain fields of study.	1. The number of academic articles falling into a given field of study compared to the overall number of academic articles (throughout the publishing of the journal and in four sub-periods).
3	How many authors were there whose articles appeared in FT? What cities and academic centers did these authors come from?	1. Number of authors of academic papers. 2. Number of schools represented by the authors of academic papers.	1. Number of "single" authors of academic authors compared to the overall number of authors. 2. Number of "single" schools compared to the overall number of schools.
4	What was FT's level of internationalizaton? Did it publish scholars from outside of Poland? How many were there, what schools did they represent, what was their position in the international community?	1. Number of issues published in English. 2. Number of countries represented by the authors. 3. Number of foreign schools represented by the authors.	1. Number of foreign authors compared to the overall number of authors.

Source: Compiled individually.

Results

Basic data on the journal

The basic numerical data for „Folia Turistica" in 1990-2018 is presented in Table 2.

Tab. 2. Basic data on „Folia Turistica" for 1990-2018

No.	Variable	Overall number
1	Issues, including: – varia, – thematic	49 34 15
2	Academic articles*	481
3	Authors**	411
4	Countries represented by the authors	15
5	Schools represented by the authors (affiliations)***	86

* Here we omit non-academic articles.

** We provide the number of "single" authors given that some published several times (in other words: if several works by a single author were published, the author was counted only once in the 411 people).

*** We provide the number of "single" schools given that some were represented by several authors (in other words: if several works from a single school were published, the school was counted only once in the 86 institutions).

Source: Compiled individually on the basis of the contents of many issues of the journal.

In the period under analysis, 49 issues of FT were published. Among these, 34 issues (almost 70% of the total) were "varia" issues – ones whose articles spanned a variety of fields and disciplines. The remaining 15 issues (somewhat more than 30% of the total) were thematic – they were collections of articles that explored one issue or scholarly problem, joined by a single idea. A single issue counted 212 pages, on the average.

The journal's main language is Polish, though two issues (FT 25–2011, FT 28–2013) were bilingual. This means that they featured the same content in Polish and English. Four issues were published exclusively in English (FT 33–2014, FT 37–2015, FT 44–2017, FT 46–2018).

A combined total of 481 academic articles were published. This allows us to state that in an average issue of the journal 9.82 articles were printed. In the entire period investigated, a given article referenced, on average, 22.43 source publications. Nonetheless, when we juxtapose the data from each of the four phases of development we note that, with each successive phase, the average number of source items in an academic article substantially increased. In the first phase (1990-1994) it was merely 12.26, in the second (1995-2004) it rose slightly to 14.74, in the third phase (2005-2013) we saw a very significant leap to 31.99, and in the fourth (2014-2018), there was another increase, to 43.12. These numbers and the increases they show, we might assume, primarily reflect the authors' real opportunities to access source materials. Owing to the development of computer and communication technologies, these opportunities were incomparably greater in the early twenty-first century than they were in the 1990s.

If we were to take every single author as a separate individual, then the contributors to FT would number 666. Yet since among them were those who published in FT repeatedly, we have determined that the number of "single" authors in the relevant time period was 411. The majority of them were Polish authors, but the sum total of countries to which authors declared affinity was 15. A more detailed analysis of these affiliations shows, in turn, that the authors represented 86 various "single" schools, as well as a group of other subjects – which we shall soon describe.

Types of publications

In the period under analysis, 554 articles were published in 49 issues. Among these (cf. Table 3), academic articles were most prevalent. As we have mentioned, there were 481 altogether, or over 86% of the publications. Thus, in one issue of the journal, on the average, there were around ten articles. Apart from the academic articles, there were also other kinds, particularly reviews of academic works (on the average, 0.53 per issue), an-

Tab. 3. Types of publications in "Folia Turistica" during 1990-2018

No.	Types of publications	Number	
		absolute	relative [%]
1	Academic articles	481	86.82
2	Reviews of academic publications	26	4.69
3	Announcements/reports	12	2.17
4	Reports from academic conferences	8	1.44
5	Memories	6	1.08
6	Reports on research	4	0.72
7	Other	17	3.07
Sum total:		**554**	**100.00**

Source: Compiled individually based on the contents of many issues of the journal.

nouncements or reports (an average of 0.20 per issue), reports on academic conferences (averaging 0.16 per issue), memories (averaging 0.12 per issue), research reports (averaging 0.08 per issue) and "other pieces", appearing from time to time.

This data shows that FT serves to spread the results of academic research, mainly through publishing articles, but also by reviewing academic titles (mainly scholarly works and textbooks). In this last respect, we ought to note that, although reviews appear with relative frequency (every other issue, on average), they are not a regular feature. The editorial team's attempts to increase the number of reviews they publish – which seems justified, considering that every year many interesting tourism books appear both domestically and abroad – have not been terribly effective. This seems to result from the fact that the system for evaluating academics' individual achievements in Poland undervalues the publication of reviews, as well as the academic discussions or polemics that take place in journals.

Among these forms of publication, we ought to single out reports on academic conferences. Often, these have less taken the shape of a synthetic report or an overview of the program and the speeches of the conference participants than they have contained a "heavy dose of content." This has come about in presenting the main and most compelling themes in the conference discussions (e.g. FT 42–2017), or in the course of formulating conclusions from these discussions, or postulates concerning certain organizations (see: FT 13–2002). The memories also call our attention. These are pieces that highlight people who made a special contribution to developing study and knowledge of tourism, whose attitudes nurtured values worth spreading in academia. Though there have been few such memories to date (the editorial team only began this initiative in 2015), they have won reader recognition.

The other forms of publications that appeared in the journal are also noteworthy – though from the perspective of time we might call them incidental. Here I especially have in mind the bios of tourism scholars of particular importance in the international community (FT 25–2011, "The Master Classes"). This allowed the journal's readers to come in contact with the career paths of figures whose publications they knew and often cited in their own work. Another interesting initiative was the introduction of a "From Doctoral Workshops" section in two issues (FT 17–2006 and FT 18–2007), where young talents could publish their theses for PhD dissertations and the research results. A third special initiative involved publishing a new Polish translation of The Global Code of Ethics for Tourism (in a desire to promote the code in the Polish scholars' community and to standardize the Polish quotes taken from this document) in a thematic issue (FT 49–2018, "Ethics in Tourism"). The same issue featured another new sort of publication, an interview with a philosopher who enjoys international recognition. Only time will tell if this last initiative will be repeated in later issues of FT.

The authors

If each of the journal's authors were to be taken separately, then in 49 issues of FT we would have had 666 authors. Yet many authors have appeared two or three times. Bearing this in mind, we find that 411 "individual" authors have published in the journal, of whom:

- 284 (or 69.10%) published only one academic article,
- 97 (or 23.60%) published two or three academic articles,
- 30 (or 7.30%) published four or more academic articles.

In this last group there stand out a few figures who have published in FT practically from the outset to the present day. Among them are Zygmunt Kruczek (14 articles), Wiesław Alejziak (12 articles), and Adam Mroczka (11 articles). The journal also has a stable of collaborating authors, and a very large group who more seldom submit, or have only done so once.

As such, we should note that the great majority of academic articles published in FT (almost 75%) are by a single author. Articles by two authors are also frequent – one in five. It is fairly rare that FT publishes works by larger teams of scholars. A detailed chart with numbers of academic articles and their relevant number of authors appears in Table 4.

Tab. 4. Number of academic articles in „Folia Turistica" in 1990-2018 by number of authors

No.	Number of authors of an academic article	Number of academic articles published	
		absolute	relative [%]
1	1	353	73.39
2	2	91	18.92
3	3	25	5.20
4	4	7	1.46
5	5	2	0.42
6	6	3	0.62
Sum:		**481**	**100.00**

Source: Compiled individually based on the contents of many issues of the journal.

The information here ought to be supplemented with data on the national belongings of their authors and their affiliated institutions. Throughout FT's history, it has published academic articles by authors from fifteen countries. This number might be seen as relatively large, yet given the overall count of 411 "individual" authors, relatively few hail from outside of Poland – only 23 (i.e. 5.60%). However, among the foreign authors publishing in FT, there have been scholars of international renown, including recipients of the most prestigious tourism award – the Ulysses Prize from the World Tourism Organization. These authors are professors Richard W. Butler and Eric Cohen.[4]

Taking the 666 authors published by FT as the basis for further reflection, we note that the authors mainly represent schools – they account for almost 95% (Polish schools take a commanding lead). We should also note that the authors also represent institutions outside of academia, which proves the journal is open not only to tourism in higher education. These were various sorts of public organizations, among which was the Polish Academy of Sciences, public administration units (such as the Ministry of Tourism and Sports, the Polish Tourist Organization), industry associations (Polish Association of Medical Tourism), national parks (Ojców National Park, Tatra National Park), tourist attractions (the Royal Wawel Castle), and private businesses. An overview of this data appears in Table 5.

Tab. 5. Kinds of subjects represented by the authors of academic articles published in „Folia Turistica" in 1990-2018

No.	**Type of subject**	**Number of subjects**	
		absolute	**relative [%]**
1	Schools, including: – domestic – foreign	632 608 24	94.90
2	Public organization other than a school or social organization	21	3.15
3	Company	9	1.35
4	No affiliations	4	0.60
Sum:		**666**	**100.00**

Source: Compiled individually on the basis of the contents of many issues of the journal.

An analysis of the 632 school affiliations shows that some appeared several times. With this in mind, we can isolate 86 "individual" schools, of which 65 (i.e. 75.58%) are domestic (Polish), and 21 (i.e. 24.42%) are foreign. These general remarks might be supplemented by a list of schools with which the authors of academic articles have been most often affiliated (Table 6).

[4] [See: http://know.unwto.org/content/unwto-ulysses-prize-excellence-creation-and-dissemination-knowledge, 08.02.2019]. We might add that members of the FT Academic Board or reviewers have included other winners of this award, such as professors Chris Cooper, David Airey, and Jafar Jafari.

Tab. 6. Schools represented by authors of academic articles published by „Folia Turistica" in 1990-2018*

No.	Name of school	Frequency of affiliations appearing	
		absolute	relative [%]
1	Bronisław Czech University of Physical Education in Krakow	209	33.07
2	Jagiellonian University	32	5.06
3	Poznań University of Economics	30	4.75
4	Krakow University of Economics	28	4.43
5	Eugeniusz Piasecki University of Physical Education in Poznań	20	3.16
6	University of Lodz	19	3.01
7	Commission of National Education Pedagogical University in Krakow	19	3.01
8	Józef Piłsudski University of Physical Education in Warsaw	16	2.53
9	Jerzy Kukuczka University of Physical Education in Katowice	13	2.06
10	University of Warmia and Mazury in Olsztyn	13	2.06
11	Maria Curie-Skłodowska University in Lublin	12	1.90
12	University of Wrocław	12	1.90
13	Wrocław University of Economics	11	1.74
14	University of Szczecin	11	1.74
15	Warsaw School of Economics	10	1.58
16	Adam Mickiewicz University in Poznań	10	1.58
17	University of Warsaw	10	1.58
18-86	Other	191	30.22
Sum:		**632**	**100.00**

* Only those schools with which at least ten authors have been affiliated are mentioned.

Source: Compiled individually on the basis of the contents of many issues of the journal.

The affiliated schools are decidedly led by the publisher of the journal, the Bronisław Czech University of Physical Education in Krakow. Yet here we should clarify that the authors from this school mainly held the majority in the early issues – this was an essential impulse behind FT entering the domestic tourism journal market. In later years, there were far fewer authors from the *alma mater*; in the last period we have marked out (i.e. 2014-present) it was a mere 11.09%.

Apart from the school that publishes FT, other main academic centers in Poland were often represented, whenever their staff chose tourism as the subject of their research. Among this set – if we look at the institutions that were credited at least ten times – we can single out academic centers such as (by frequency): Krakow (288), Poznań (60), Warsaw (36), Wrocław (23), Łódź (19), Katowice and Olsztyn (13 each), Lublin (12), and Szczecin (11). Apart from these most often affiliated academies, authors of academic articles published in FT have represented many other domestic and foreign schools. We could not possibly name them all here, though suffice to say they included schools from various urban centers, as well as schools of various types, including: universities of physical education, economics, agriculture, and natural sciences; technical, theological, arts, medical and maritime schools; and others. This shows that FT is a forum of exchange between centers with different academic traditions, varied research potential and various levels of academic activity, as well as people from various fields of study – a point to which we will return.

Turning to the foreign institutions represented by the authors of the academic articles, we note the aforementioned fact that, although the number of foreign authors is relatively small, they tend to command international recognition. They also represent centers on several continents. We can see this from the a list of countries where the affiliated schools are found (in alphabetical order): Australia, Austria, Canada, Czechia, Great Britain, Holland, Israel, Mexico, Norway, New Zealand, Slovakia, Switzerland, Turkey, Ukraine, and the USA.

Thematic overview

The aforementioned thematic overview anticipated by the publishers of FT should be verified and compared with the actual thematic profile – revealed through analyzing the various issues. This sort of verification was conducted by matching academic articles to fields of study (Table 7), which requires two explanations. Firstly, we structured the various articles according to one of several possible classifications of disciplines – the one made mandatory in Poland on 1 October 2018. This set out eight fields of study, and in each of them, disciplines of art or science (detailed in the table below). Secondly, they were structured in an arbitrary fashion, giving each article a single main field, based on an analysis of its contents. With the majority of these academic articles the structure was natural, though for some articles – those with a particularly multi- or interdisciplinary approach – it was possible to indicate main and auxiliary fields of study.

Analyzing the data in the table, we clearly see that FT has been dominated by academic articles in the social sciences – these account for nearly half of all the texts. A significant number of the pieces published in the

Tab. 7. Main fields of study in the academic articles published in „Folia Turistica" in 1990-2018

No.	Main fields of study (and the scientific or artistic disciplines tied to them)	Frequency of appearance	
		absolute	relative [%]
1	The social sciences (economics and finances; socio-economic geography and spatial economics; security studies; social communications and media studies; politics and administration; management and quality studies; legal studies; sociology; education; canonical law; psychology)	226	46.99
2	The humanities (archaeology; philosophy; history; linguistics; literary theory; culture and religious studies; art studies)	103	21.41
3	The hard and natural sciences (astronomy; computer studies; mathematics; biology; chemistry; physics; Earth and environmental studies)	98	20.37
4	Medical sciences and health (pharmaceutics; medicine; physical education; health)	48	9.98
5	Agricultural studies (forestry; agriculture and gardening; food technology and nutrition; veterinary studies; zootechnics, and the fishing industry)	4	0.83
6	Engineering and technical studies (architecture and city planning; automatics, electronics and electrical engineering; technical computer studies and telecommunications; biomedical engineering; chemical engineering; land engineering and transport; material engineering; mechanical engineering; environmental engineering, mining, and energetics)	2	0.42
7	Theological studies (theology)	0	0,00
8	Art (theater and film; music; fine arts and art conservation)	0	0,00
Sum:		**481**	**100.00**

Source: Compiled individually on the basis of the contents of many issues of the journal. *Rozporządzenie Ministra Nauki i Szkolnictwa Wyższego z dnia 20 września 2018 r. w sprawie dziedzin nauki i dyscyplin naukowych oraz dyscyplin artystycznych* [Dz.U. of 25 September 2018, Item 1,818].

journal also represent the field of the humanities (one in five) or the hard and natural sciences (also one in five); articles on the medical sciences and health might said to have "made their presence known" (almost one in ten). Articles from the remaining fields might be seen as incidental. Given that, as we have stated, a single issue of FT contained around ten articles in the period in question, we can say that throughout the journal's history each issue had, on the average, five texts on the social sciences, two on the humanities, two on the hard and natural sciences, and one on medicine and health. In making a quality analysis of the above fields of study most prevalent in FT, we might note that:

- most of the articles in the social sciences concerned economics and management, law, sociology and psychology, socio-economic geography, and spatial economy;
- the texts in the humanities chiefly involved philosophy, history, and anthropology;
- articles in the hard and natural sciences mainly dealt with biology, Earth studies, and the environment;
- articles in medicine and health mainly concerned physical education.

We might supplement this profile of FT with an illustrative word cloud. This technique makes a cloud based on a collection of words derived from the titles from all the articles published in FT over its entire history. (Fig. 2).

Fig. 2. Thematic profile of „Folia Turistica" visualized in a word cloud

Source: Compiled individually using a WordArt word cloud creator (wordart.com, 07.01.2019).

An analysis of the word cloud leads us to similar conclusions. FT publishes academic articles from various fields and disciplines. We can see this from the words that are printed in the largest fonts, and therefore most legible. Most prominent are words refer to the subject matter of every article printed in the journal (*tourism*, *tourist*, *travel*) and references to the regions that are used in many of the journal's case studies (*Poland*, *Polish*).[5] Furthermore, our attention goes to the general term *developing* and terms from various fields and disciplines of study, e.g.: socio-economic geography and Earth studies (*nature*, *mountain*, *park*), spatial economy (*region*, *area*), economics and management (*market*, *product*, *service*, *quality*), anthropology (*culture*) etc. The whole group includes words which, by the Polish nomenclature, fall within the scope of physical education, and in the international community are known as "leisure studies" (*recreation, active, ski*). This results from the fact that the tradition of academic writing in Poland, especially in tourism studies, is often joined to the travel, or recreation in its broadest sense.

To complete the FT thematic profile, we should also note that, apart from the issues of the magazine in which collections of texts were published that pertained to various fields or disciplines of study (the "varia" issues), there were also thematic issues with texts on a single topic or research problem, or where the articles were joined by one idea. A list of the thematic issues – which would seem to reflect the diverse fields and disciplines of study – appears in chronological order in Fig. 3.

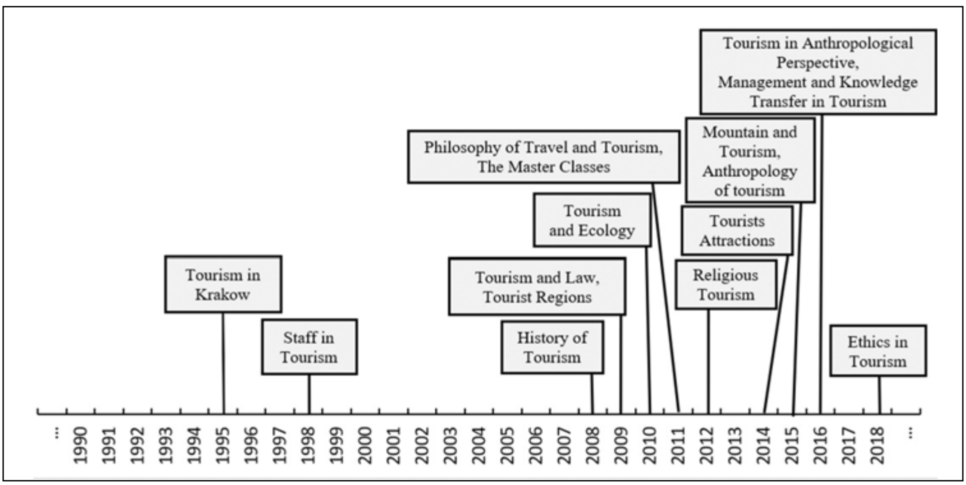


Fig. 3. Titles of the thematic issues of „Folia Turistica" published in 1990-2018

Source: Compiled individually.

[5] The first two terms here, i.e. *tourism* and *tourist*, appeared most frequently by a long margin. The first was used 230 times, and the second 125 times.

Other than the issues whose titles are provided above, the varia issues include issue-related groups of articles. This is chiefly true of issues: FT 10–2001, in which several articles concerned tourism in Krakow (with relevant information on the topic supplied in the editor's introduction), FT 13–2002, entirely devoted to the work of guiding in the mountains, and FT 29–2013, which isolated blocks of text dealing with tourism and recreation for people with handicaps.

* * *

We gain interesting observations on the academic profile of FT by analyzing the main fields of study represented by articles in various phases of the journal's development, as stated in the openings of the articles (Table 8).

Tab. 8. Main fields of study in the academic articles published in „Folia Turistica" in the various stages of its development

No.	Main field of study	Phase of FT's development							
		Beginnings (1990-1994)		Development and stabilization (1995-2004)		Strengthening the position on the domestic market (2005-2013)		Internationalization (2014-present)	
		Frequency of appearance							
		absolute	relative [%]	absolute	relative [%]	absolute	relative [%]	absolute	relative [%]
1	The social sciences	23	60.53	49	48.04	58	37.18	96	51.89
2	The humanities	1	2.63	6	5.88	49	31.41	47	25.41
3	The hard and natural sciences	13	34.21	36	35.29	28	17.95	21	11.35
4	Medicine and health	1	2.63	11	10.78	21	13.46	15	8.11
5	Agriculture	0	0.00	0	0.00	0	0.00	4	2.16
6	Engineering and technology	0	0.00	0	0.00	0	0.00	2	1.08
7	Theology	0	0.00	0	0.00	0	0.00	0	0.00
8	The arts	0	0.00	0	0.00	0	0.00	0	0.00
Sum:		**38**	**100.00**	**102**	**100.00**	**156**	**100.00**	**185**	**100.00**

Source: Compiled individually on the basis of the contents of many issues of the journal. *Rozporządzenie Ministra Nauki i Szkolnictwa Wyższego z dnia 20 września 2018 r. w sprawie dziedzin nauki i dyscyplin naukowych oraz dyscyplin artystycznych* [Dz.U. of 25 September 2018, Item 1818].

Looking at this data, we can see that, while the four above-mentioned fields of study have been the journal's main subject of interest, each of their meanings underwent a change. This leads to the following observations:

1. The social sciences reigned in every period, but most clearly in the first phase.
2. In the first two phases the humanities were occasionally represented. Their significance grew considerably in the third phase, to gain a high position in the fourth.
3. The significance of the hard and natural sciences, high in the first and second phases (at around 35%), significantly waned in the third and fourth periods. Although it remains at a high level, it is on the decline.
4. The significance of medical and health studies was marginal in the first phase, but in later phases it appreciably grew, to hold a relatively steady level of ten per cent.
5. The remaining fields were mostly or totally absent throughout the various phases.

Phase I:
Beginnings (1990-1994)

Phase II:
Development and Stabilization (1995-2004)

Phase III:
Strengthening the position on the domestic market (2005-2013)

Phase IV:
Internationalization (2014-present)

Fig. 4. Thematic profile of „Folia Turistica" in its phases of development visualized as word clouds

Source: Individually compiled, using the WordArt word cloud creator (wordart.com, 07.01.2019).

Following these observations, let us now look at four word clouds generated for the collected articles in each phase of FT's development (Fig. 4). These clouds omit the two terms that appeared most frequently in the titles in every phase, i.e. *tourism* and *tourist*. This makes the differences between the clouds more visible.

Comparing the four word clouds, we conclude that FT's thematic profile has evolved over time. In the first period (1990-1994), the focus was on social issues and tourism, as well as recreation in the local environment (Krakow). In the second period (1995-2004), the hotel industry and health were highlighted. In the third period (2005-2013), we see a move from Krakow toward a national Polish scope – this is coherent with the editorial strategy, which, in this phase, was focused on strengthening FT's position on the domestic market, in part by inviting authors from academic institutions outside of Krakow. In phase four (2014-present), we continue to see a balanced approach to themes, with the words "Poland" and "Polish" indicating a national perspective for analyses, and partly as well an international approach to tourism in the journal's home country.

Conclusions

These research results allow us to state that FT serves the basic function expected from academic journals, including those tied to journalism. Above all, I see it as a medium used to disseminate academic knowledge on tourism in its broadest definition, mainly on the domestic (Polish) market. It is broadly defined because the journal has not only published articles on tourism as such, but also on issues related to tourism. Here we have in mind articles on leisure, recreation, the hotel industry, and physical fitness.

With reference to introductory research questions, we might formulate the following more precise observations:

1. Over its nearly thirty-year history, FT fulfilled its role as an academic journal, disseminating knowledge of tourism. Academic articles were decidedly in the majority – works that presented theoretical concepts or referred to empirical research. Its popularizing function is complementary – considering that, in FT's various phases of development, another type of article appeared with varying frequency, one that was not academic, yet still communicated information important to the academic community.
2. FT's true thematic profile was coherent with the one declared by the publisher in various issues and on its web site. A special trait of this journal (distinguishing it from Poland's other tourism journals) is the wide array of issues it covers in the academic articles within. The social sciences are most prevalent, though the humanities are also a major

presence, and the natural sciences make their mark as well. The true thematic profile of FT has changed over time; this is most visible in the increase in articles in the humanities, at the expense of those in the natural sciences. The main questions addressed by the academic articles have also changed.

3. The group of domestic (Polish) authors writing for FT might be seen as quite numerous – it is made up of over 400 people, of which at least one third have published more than one academic article. These authors have represented a large and diverse number of academic institutions – nearly 90 different schools, including physical education academies and universities to economics, agriculture, natural science, and technical academies. This is coherent with the journal's broad thematic profile.
4. FT's level of internationalization, taking its whole existence into account, would seem to be rather low. The number of authors representing foreign academies is negligible. Nonetheless, these authors have represented schools on four continents, most of which hold a high position in the international community.

It would be difficult to relate the results of this study on FT to observations on other tourism-related academic journals on the Polish market. On the one hand, this is because critical articles on publications of this sort are rare, and on the other, FT has an acknowledged position on the domestic tourism journal market, yet stands out (especially among journals with an economic or geographic profile, or tied to a certain kind of tourism) with its wide thematic profile. It is hard to compare FT to more renowned and highly rated foreign magazines, given that a range of institutional factors – legal, economic, historical, and cultural – have considerably shaped the real acting potential of the publishers and editorial teams. The limited sense in such direct comparisons also derives from the fact that an observation of how domestic and foreign periodicals function should lead us less in search of paths for building a competitive edge than to identify best practices, whose implementation might support the development of the magazine and help spread academic knowledge.

Given our research results, then, we might indicate desirable directions for FT's development, or at least ones worth considering. First up is the continuedeffort to internationalize the journal by increasing the number of issues released in English and the number of foreign authors. Meeting these goals would build FT's significance as a journal participating in the transfer of knowledge between the Polish and international communities. We might thus question the choice of FT's optimal operating model when it comes to language of publication. Transforming the journal to strictly English-language editions would seem justified in reaching this goal, yet maintaining Polish-language issues also seems justified, particularly given the numerous pieces that pertain to the humanities. Concerning FT's profile, then, it would seem advisable to continue the initiative of thematic issues, to involve issues that have, in recent years, appeared relatively seldom in the journal, yet are important fields of tourism research. I have in mind issues in the natural sciences and in health studies in their broadest definition.

This overview of FT brings us to one more conclusion, one that goes beyond suggestions for the editorial team. The system for evaluating individual academic employees is the basic factor that decides upon their readiness to publish their work in academic journals. While this proclivity of representatives of the Polish tourism studies community to publish their articles in FT since practically its inception has been relatively high, their tendency to join academic discussions, to introduce critical or polemical opinions in the periodical has been slight. There are few signs that this state of things will change in the near future, given the absence of required systemic changes.

Parenthetically speaking, we should note that identifying the thematic profile might well assist the board of editors gain new readers, authors, reviewers, and aid the process of evaluating the journal. This might be done *a posteriori*, much as in this article, but also *a priori* – for example, by attaching to each article, alongside an abstract, information from the author on the fields and disciplines an article concerns. This solution would permit us to search databases in various fields and academic disciplines – which, in a multi- or interdisciplinary profile, is not insignificant.

All this allows us to reach the cautious conclusion that, drawing once more from the metaphor used by the editors of "Annals of Tourism Research", „Folia Turistica" is a stream which, nurtured for almost thirty years by several editorial teams, nearly 500 authors representing almost 100 schools, and a large number of reviewers constantly flowing in, has been spreading, updating, and developing the state of knowledge on tourism in Poland. It remains for us to hope that the circumstances in which the editors will operate and the activities they take up in the years to come, as well as the further interest of authors and reviewers will, in the near future, only make this stream more vital and nurturing for the places it irrigates.

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ANALYSIS OF QUOTES FROM ARTICLES PUBLISHED IN "FOLIA TURISTICA" IN 1990-2016

*Tomasz Rusin**

Abstract

Purpose. The aim of this article is to acquire as much knowledge as possible on the changing impact factor of publications in "Folia Turistica" („FT") in 1990-2016, the subjects of these works, the most frequently cited articles, and their authors. The aim is also to explore the works citing the articles in the periodical (including the time and countries in which they were written, their subjects, authors, and the sources of the publications).
Method. The analysis was conducted from 4 February to 8 March 2019, using Google Scholar and the Scopus and Web of Science (Core Collection) databases. The data acquired was processed using statistical methods.
Findings. The analyses found the numbers of citations of articles published in FT and the sum total of citations of published works in 1990-2016 in sources indexed in Google Scholar, Scopus, and Web of Science. This allowed us to establish the changing percentage of citations over the years and the average impact of articles published in various issues of the journal. Based on the data from the analyzed sources, an h-index was established for the journal, with the most frequently cited articles and their fields, as well as the most frequently cited authors of works of articles published in the relevant period. Data collected at Web of Science and Scopus allowed us to establish the number of references to articles published in „FT", appearing in various years, titles, authors, sources, and fields, and the most often quoted publications published in „FT" and the countries with which these publications were affiliated.
Research and conclusions limitations. The analysis concerns citations in Google Scholar and the Scopus and Web of Science (Core Collection) databases, accessed 8 March 2019 and limited to articles published in "Folia Turistica" in period 1990-2016.
Practical implications. This analysis could be a source of information for defining the later publishing policies of "Folia Turistica" and a basis for future comparative analyses.
Originality. This is the first analysis of citations of articles published in "Folia Turistica".
Type of work. This article presents the results of empirical studies.
Key words: "Folia Turistica", citation analysis, citation, Google Scholar, Scopus, Web of Science.

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Introduction

The fiftieth anniversary publication of "Folia Turistica" („FT") – a journal that has been in academic circulation for nearly thirty years – is a good opportunity to reflect upon and inquire into the publication's contribution to the development of contemporary study. The journal's resonance could be measured in many ways, one of which is the impact factor of the articles it publishes. "Bibliometric interpretations are based on the premise that the more frequently a publication is cited, the more it affects academic progress, and journals publishing frequently-read articles are better than those whose articles are not cited" [Wilkin 2013, p. 46]. Though we may not fully agree with this statement, in general the impact of articles in journals might be seen as an objective measure of their popularity and a point of reference in verifying evaluations based on expert opinions [Phelan 1999, quoted in: Osiewalska 2008].

The aim of this work is to analyze the citations of all the articles published in "Folia Turistica" and to find answers to the following questions:
- What proportion of the articles published have been cited in the academic literature?
- How many times have the articles in the publication been cited?
- What is the average number of citations of articles published in „FT"?
- From what period and issues were the articles most frequently cited?
- How did the scores for the relationship between cited articles compare to all those published, and did the average number of citations change over time?
- Articles from what field had the most citations in other literature?
- Which articles published in the journal were most often cited?
- Which authors whose works appeared in the journal have the most citations?

In this part of the study, our aim was also to identify the journals that cited articles published in "Folia Turistica" and to find responses to the following questions:
- In what years were works published in the journal most frequently cited?
- Which authors wrote the most frequently cited articles in „FT"?
- From what countries are the writers quoting articles published in „FT"?
- What are the subjects of the articles in „FT" with the most citations?
- What sources and types of publications cite the articles published in the journal?

An overview of the literature

The Science Citation Index (SCI), begun in 1963 at the Institute of Scientific Information in Philadelphia (ISI), allows us to gauge the impact of texts. The potential of the data gathered at SCI was first used in 1965 by

D. J. de Solla Price, publishing a work in "Science" titled *Networks of Scientific Papers: The pattern of bibliographic references indicates the nature of the scientific research front* [Price 1965]. From then on, analysis of citations became an important, and almost independent department of bibliometrics [Osiewalska 2008].

The methodological bases of bibliometric study have been presented by É. Gauthier [1998], A. F. J. van Raan [1996], and J. A. Wallin [2005]. A wider discussion of the opportunities presented by tools that produce bibliometric analyses and analyses of citations have also been outlined by A. W. Harzing and S. Alakangas [2016], J. Mingers and E. A. E. C. G. Lipitakis [2010], and N. Bakkalbasi, K. Bauer, J. Glover, and L. Wang [2006]. Among the most interesting articles of recent years analyzing the most popular databases of academic literature citations – Google Scholar, Scopus, and Web of Science – we might mention *Google Scholar, Web of Science, and Scopus: A systematic comparison of citations in 252 subject categories* [Martín-Martín, Orduna-Malea, Thelwall, López-Cózar 2018]. The results of this analysis show that Google Scholar holds 92-95% of citations in the Scopus and Web of Science databases, and the majority of citations (48-65%) found in Google Scholar come from sources other than periodicals (such as printed matter, conference materials, and unpublished materials). Moreover, Google Scholar, as compared to the other databases, has a far greater number of citations in languages other than English.

Bibliometric studies, and citation analyses in particular, have a practical application in evaluating academic activity, whether of entire research groups, such as Polish geographical institutes [Bański 2017], or particular academic institutions, such as the Polish Academy of Sciences [Siłka, Śleszyński, Jaworska 2016]. They have also been used to analyze the impact of academic journals; G. Racki, for instance, performed such an analysis for "Przegląd Geologiczn"y [2004], and A. Styszyńska for "Problemy Klimatologii Polarnej" [2015]. Studies of Polish academic journals have also been written by E. Kulczycki. In a report of 2018 he presented a range of detailed data, including the impact of various journals, such as Impact Factor (Clarivate Analytics), Source-Normalized Impact per Paper 2016 (Scopus), SCImago Journal Rank 2016 (Scopus), and h-index [Kulczycki 2018].

The use of bibliometric studies in tourism and recreation has been investigated by M. A. Koseoglu, R. Rahimi, F. Okumus, and J. Liu [2016], or more recently, by C. Mulet-Forteza, J. Genovart-Balaguer, E. Mauleon-Mendez, and J. M. Merigó [2018]. Bibliometric analyses have been used to investigate the presence of tourism in the "Sustainability" interdisciplinary journal [Niñerola, Sánchez-Rebull, Hernández-Lara 2019], and there have been detailed bibliometric analyses of academic tourism journals, such as "Asia Pacific Journal of Tourism Research" [Guzeller, Celiker 2019], as well as analyses of particular issues in tourism, such as enotourism in international databases [Sánchez, Rama, García 2017].

A separate group of bibliometric tourism studies is citation analyses. Three studies for significant journals were published in 2001-2010: "Annals of Tourism Research", "Journal of Travel Research", and "Tourism Management", conducted by J. Jiang, K. M. Woosnam, and J. Draper [2012]. In 1999, D. M. Samdah and J. J. Kelly analyzed the impact of "Journal of Leisure Research and Leisure Sciences" [1999], and in 2010 C. M. Hall attempted such an analysis for "Tourism Recreation Research" [2010]. Another example of impact analysis of a tourism journal is by K. Tokić, examining the Croatian journal "Turizam" [2012]. A detailed bibliometric analysis and analysis of citations on the 25th anniversary of the publication of a leading tourism journal, "Journal of Travel & Tourism Marketing" was also performed by C. M. Forteza, O. Martorell-Cunill, J. M. Merigo, J. Genovart-Balaguer, and E. Mauleon Mendez [2018].

Method

To gain our responses to the questions posed in the introduction, we conducted a detailed analysis of citations of articles published in "Folia Turistica" in 1990-2018, based on the data in the two best-regarded databases: Scopus and Web of Science (previously Core Collection), and in Google Scholar. Although Google Scholar is not a typical database, more a search engine for academic texts on web sites, bibliographical databases and repositories of academic works compelled us to analyze its data, because, as G. Racki and A. Drabek emphasize, "(...) despite its many shortcomings, Google Scholar is, in Polish circumstances, the most representative approximation of data showing impact in the social sciences and humanities" [2013, p. 43].

The source material was a list of academic articles published in various issues of the periodical in 1990-2018. The analysis was conducted from 4 February to 8 March 2019, and the number of citations of various articles was established using search engines of the three aforementioned databases.

In Google Scholar, the number of article citations was obtained by searching articles by title (in English and Polish). Information on the number of an article's citations is supplied in the search results, at the bottom of the record. As an auxiliary tool to verify the accuracy of the data, the Publish or Perish app was used. Despite search options by source title (Publication/Journal) or ISSN, there were three reasons why this program could not be used for swiftly determining the number of citations of articles in the journal. First, because of a periodical with a similar title: "Folia Turistica: Zborník Vedeckých Prác", published by Univerzita Mateja Bela in Banská

Bystrica (Slovakia). Second, because, with the appearance of bilingual issues there were citations of the same work in various languages. And third, because of errors in the indexing of some descriptive elements.

We should note that "Folia Turistica" is not indexed in Scopus and Web of Science, though it is possible to establish the number of citations of articles published in indexed sources. The Scopus database interface allows us to search key words and phrases in the bibliographies of indexed sources (References). To establish the number of articles indexed in Scopus that cited articles published in „FT", we used this option. After inserting the work's title (in Polish and in English), the search results give us a list of works referencing the article in question. In each case, the citation was confirmed in the bibliography of the work of the author making the citation.

The Web of Science database also facilitated searching the bibliographies of indexed sources (Cited Reference Search). In order to define the works citing articles published in "Folia Turistica", we made a detailed examination of the index of sources in the bibliographies (Cited Work) and searched for variant spellings (FOLIA TOURI IN PRESS, FOLIA TOURISTICA, FOLIA TUR, FOLIA TURIST, FOLIA TURISTICA, FOLIA TURISTICA AWF, FOLIA TURISTICA SPEC, FOLIA TURISTICA TOUR, FOLIA TURISTICA VARI, FOLIA TURISTIKA, FOLIA TURSITICA). We thus gained a list of works that mentioned the articles in the periodical. As with the Scopus database, here too the citations were always confirmed in the bibliography of the work with the citation.

Through this search, the aforementioned list was supplemented with information on the number of citations of various articles published in the magazine in 1990-2018. This facilitated more statistical analyses, resulting in the figures presented below. Considering the duration of the publishing cycle, the citations of recent articles will appear with some lag. For this reason, we have limited our analysis period to 1990-2016. Because of difficulties in precisely establishing the sources quoted in Google Scholar, analyses of the publications citing the articles published in „FT" have been limited to data from Scopus and Web of Science.

Results

According to data collected from Google Scholar, among 431 articles published in the journal in 1990-2016, 241 were cited. This means that 56% of the articles published in FT in this period were cited in other publications. According to Google Scholar, works from this period were cited 1,045 times, an average of 2.42 citations per published article. In turn, the sources indexed in Scopus and Web of Science cite 16% and 15% of the works the periodical published in 1990-2016 (respectively). The average impact of the articles published in „FT" during this time is, according to Scopus, 0.26, and according to Web of Science, 0.21 citations per published article.

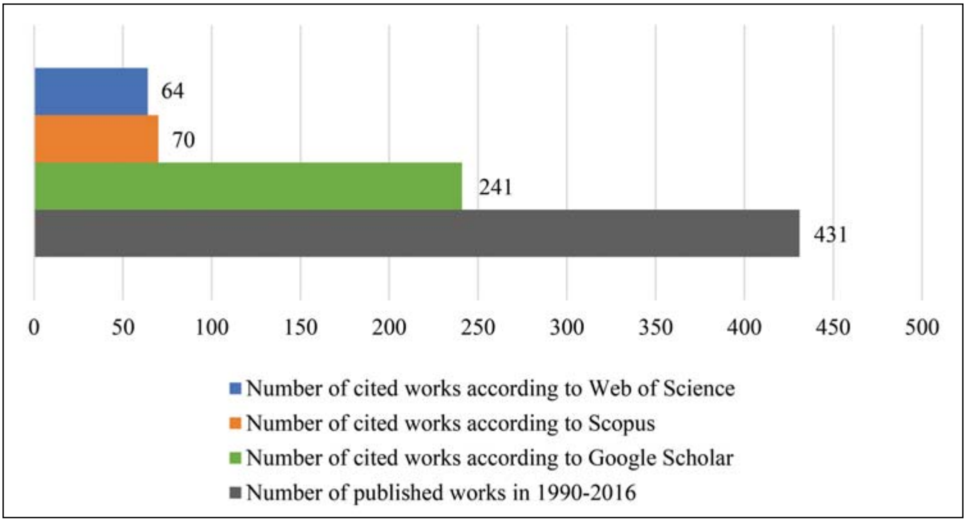

Fig. 1. Number of cited works according to Google Scholar, Scopus, and Web of Science with regard to articles published in "Folia Turistica" in 1990-2016

Source: Own elaboration.

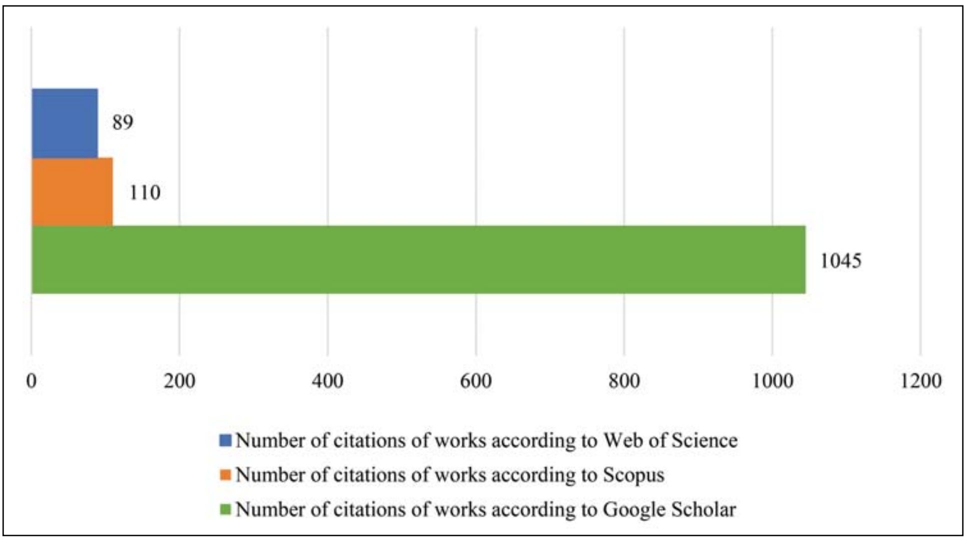

Fig. 2. Number of citations of works published in "Folia Turistica" in 1990-2016 according to Google Scholar, Scopus, and Web of Science

Source: Own elaboration.

A detailed analysis of data from Google Scholar shows that the percentage of cited articles published in „FT" was highest in 1997-2000, 2005-2006, 2009-2011, and 2014. This score varies through these years, from over 57% in 2006 to over 81% in 2010. The score for the average number of citations for one published article was highest in 2009, 2010, and 2011, reaching 5.26, 4.96, and 4.48, respectively.

The sources indexed in Scopus cite over 20% publications in „FT" during 2004-2005, and in 2012, over 30% of the articles published in 2009-2010 and in 2014 and over 50% of the articles from 2011. The average number of citations per published article, which, for the whole period, according to Scopus data, is 0.26, was exceeded in 1993, 2005, 2009-2011, and 2013-2014.

According to Scopus databases, the most frequently cited articles were published in 2005, 2010, and 2011 – the impact score was 0.56, 0.70, and 0.97 citations per published article, respectively.

The high impact of the articles published in 2010-2011 and in 2014 is also confirmed by the Web of Science data. In those years, the percentage of cited articles exceeds 37%, and the average number of citations per article oscillates between 0.74 in 2011 and 0.53 in 2014. 2001 and 2013 also deserve mention, in which, statistically speaking, one in five articles had citations indexed by Web of Science, In 2003, it was one in four. Detailed data on the citations of articles published in "Folia Turistica" in various years according to Google Scholar, Scopus, and Web of Science are shown in Figures 3 and 4.

An analysis of Google Scholar data shows that the articles published in issues 7/1997, 9/2000, 16/2006,17/2007, 20/2009, 28/2013, 31/2014, 32/2014, 35/2015, and 41/2016 have an above-average impact, over 56%. In the most cited issues – 21/2009, 22/2010, 25/2011, 32/2014, and 41/2016 – the percentage of articles cited in Google Scholar sources is from 80% to almost 86%, and in the most frequently cited issue, 21/2009, it is nearly 92%. Issues 21/2009, 22/2010, and 25/2011 also have the highest number of citations per single published article. In issues 22/2010 and 25/2011, each work was cited an average of seven times, and in 21/2009, the score is nearly nine.

Analyzing the data from Scopus and Web of Science, we might say that in the sources indexed by these databases the articles in issues 21/2009, 22/2010, 25/2011, and 32/2014 are most frequently cited. Sources in the Scopus database cite, on the average, every other work published in issues 22/2010 and 32/2014, over 58% of the articles from 21/2009 and nearly 89% of the articles in 25/2011.

In turn, the impact of articles published in issue 22/2010 according to Web of Science exceeds 60%, and for issues 25/2011 and 32/2014 it rises above 71%. Owing to the frequent appearance of issues 22/2010, 25/2011, and 32/2014 in the literature indexed in either database, the score for the average number of citations per article published in these issues exceeds 1, and for issue 25/2011 – according to Scopus data – it reaches 1.67. Detailed

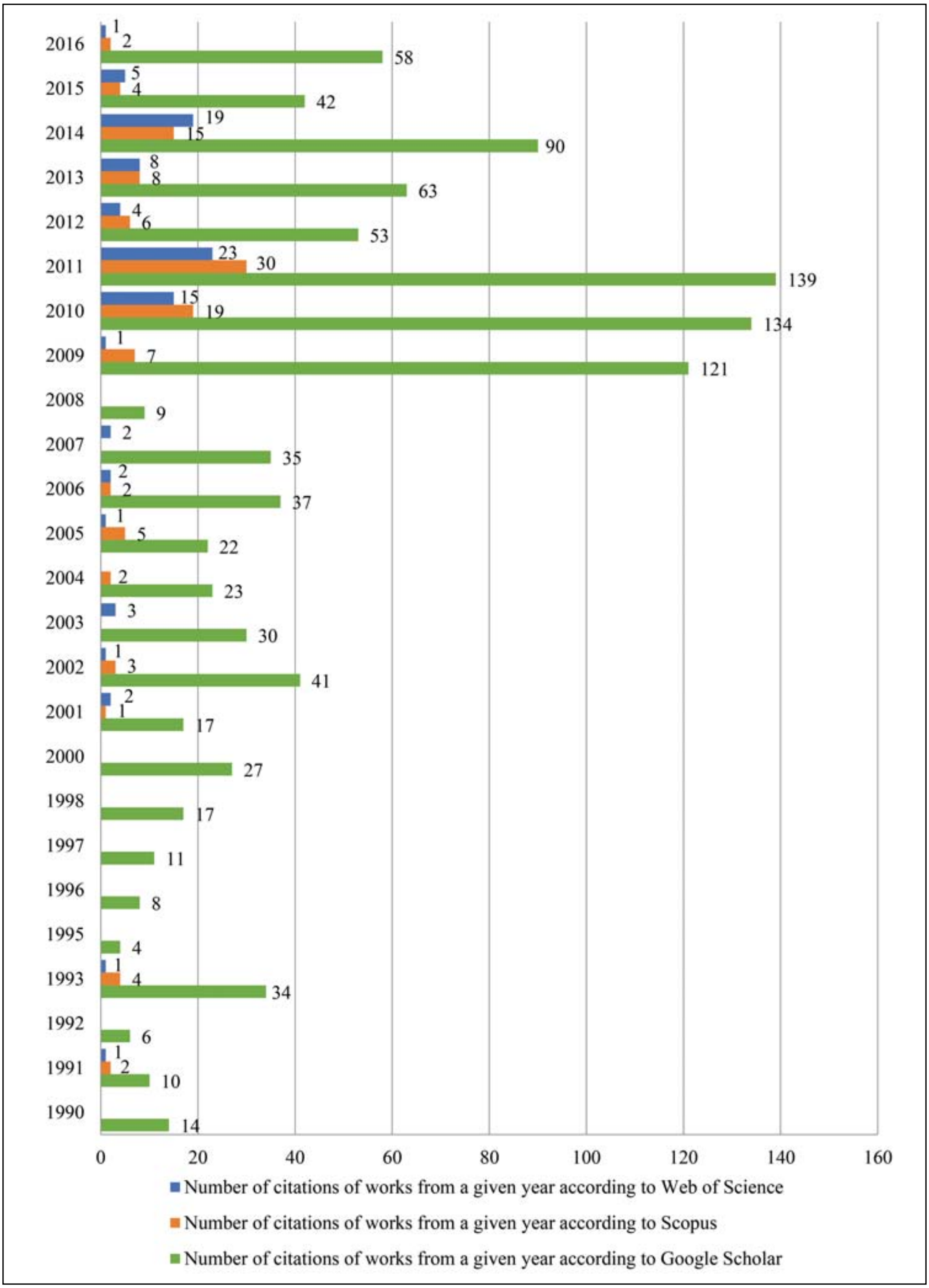

Fig. 3. Number of citations of works published in "Folia Turistica" in various years according to Google Scholar, Scopus, and Web of Science

Source: Own elaboration.

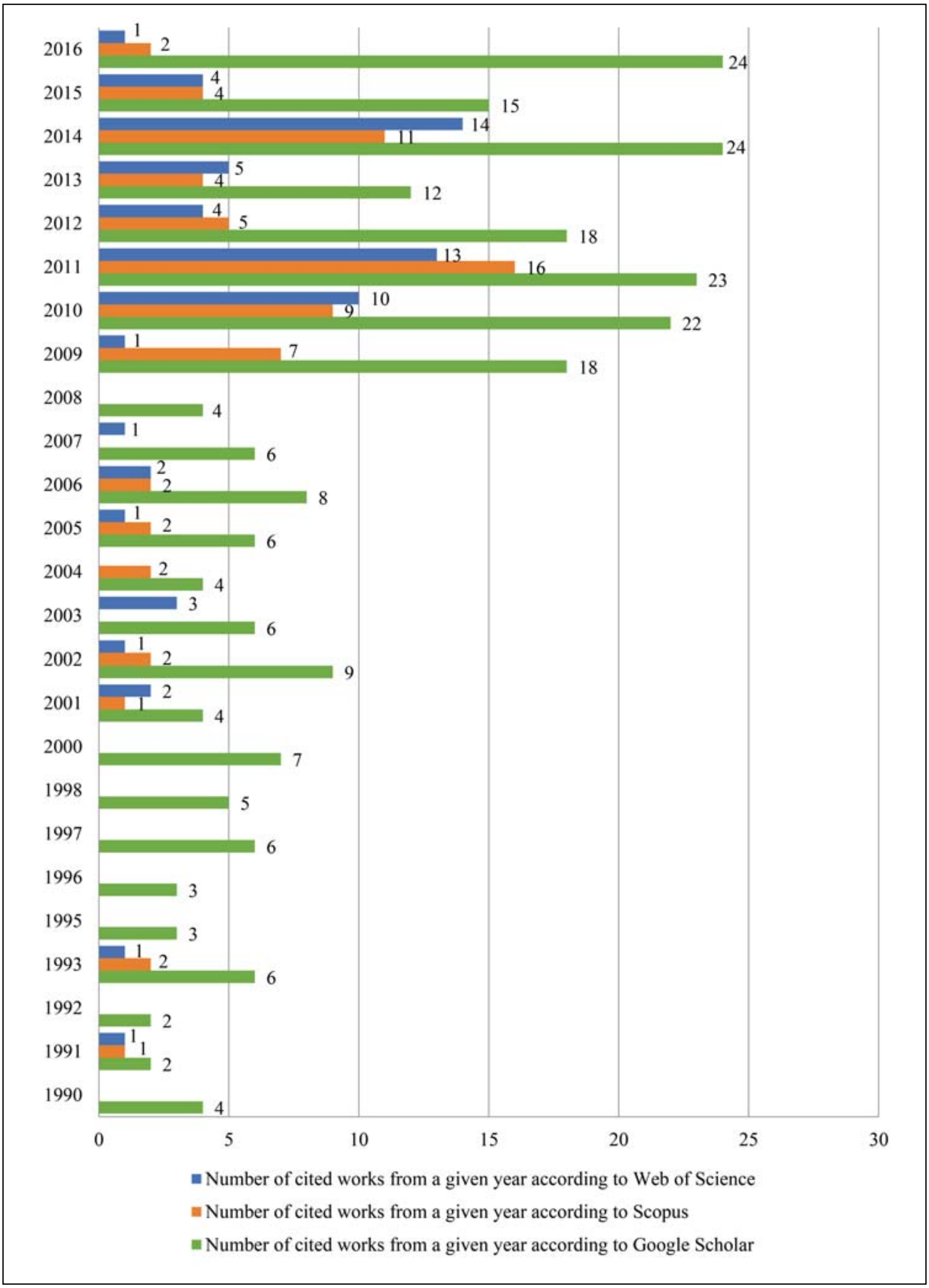

Fig. 4. Number of citations of works published in "Folia Turistica" in various years according to Google Scholar, Scopus, and Web of Science

Source: Own elaboration.

data on the number of citations of works published in various issues of "Folia Turistica" in 1990-2016 according to Google Scholar, Scopus, and Web of Science, is found in Figure 5.

Analyzing the percentage of articles cited in various periods of "Folia Turistica's" development, marked out by B. Szczechowicz in his work on the development of the journal [Szczechowicz 2017], we can safely say that the most articles in the literature come from the "strengthening the position on the domestic market" period in 2005-2013. In this period, 68% of the articles published were cited in sources indexed in Google Scholar. In turn, Web of Science cited one in five, and Scopus one in four publications appearing in „FT" during this time. In contrast, in the first two periods of development the impact according to Google Scholar was under 37% in the "beginning" period (1990-1993) and over 44% in the "development and stabilization" period (1995-2004).

For articles published in the same period, the impact according to Scopus and Web of Science hovered between 4.47-7.89%. An earlier analysis of data of citations of articles published in „FT" in various years shows, however, that the most evident impact growth occurs midway through the "strengthening the position on the domestic market" period, in 2009. Detailed data on the percentage of articles cited in various stages of the development of "Folia Turistica" are presented in Figure 6.

Analyzing the data presented in Figure 6 we should note the considerable growth of impact in articles published in "Folia Turistica" recently. While the scores for the earlier periods ("development and stabilization" and "strengthening the position on the domestic market") cover nine and eight years, respectively, the "internationalization" period is merely two years (2014-2016, as data for the last two years were not considered in these analyses).

The sources indexed in Google Scholar and Web of Science most often cite publications in which, according to B. Szczechowicz [2019], the main field is the social sciences. Publications from this field make up 52% (in Web of Science) and 62% (in Google Scholar) of all the cited articles published in "Folia Turistica" in 1990-2016. The Scopus database most often cites articles in the hard and natural sciences: 41% of all the references there. Interestingly, the impact of articles B. Szczechowicz classified as hard and natural sciences in Web of Science is 26%, and in Google Scholar only 14%. The number of citations of articles in the humanities compared to the sum total ranges from 10% in Web of Science to 18% in Google Scholar. In turn, works pertaining to medical science and health range from 7% in Google Scholar to 15% in Scopus. Detailed data on the citation count of articles in various fields of study are presented in Figure 7.

An important indicator of the citations of publications of a given periodical is the Jorge Hirsch Index, developed in 2005. This indicator shows how many works published in a journal were cited more than this number [Śleszyński 2013]. Analysis of data from Google Scholar on citations of arti-

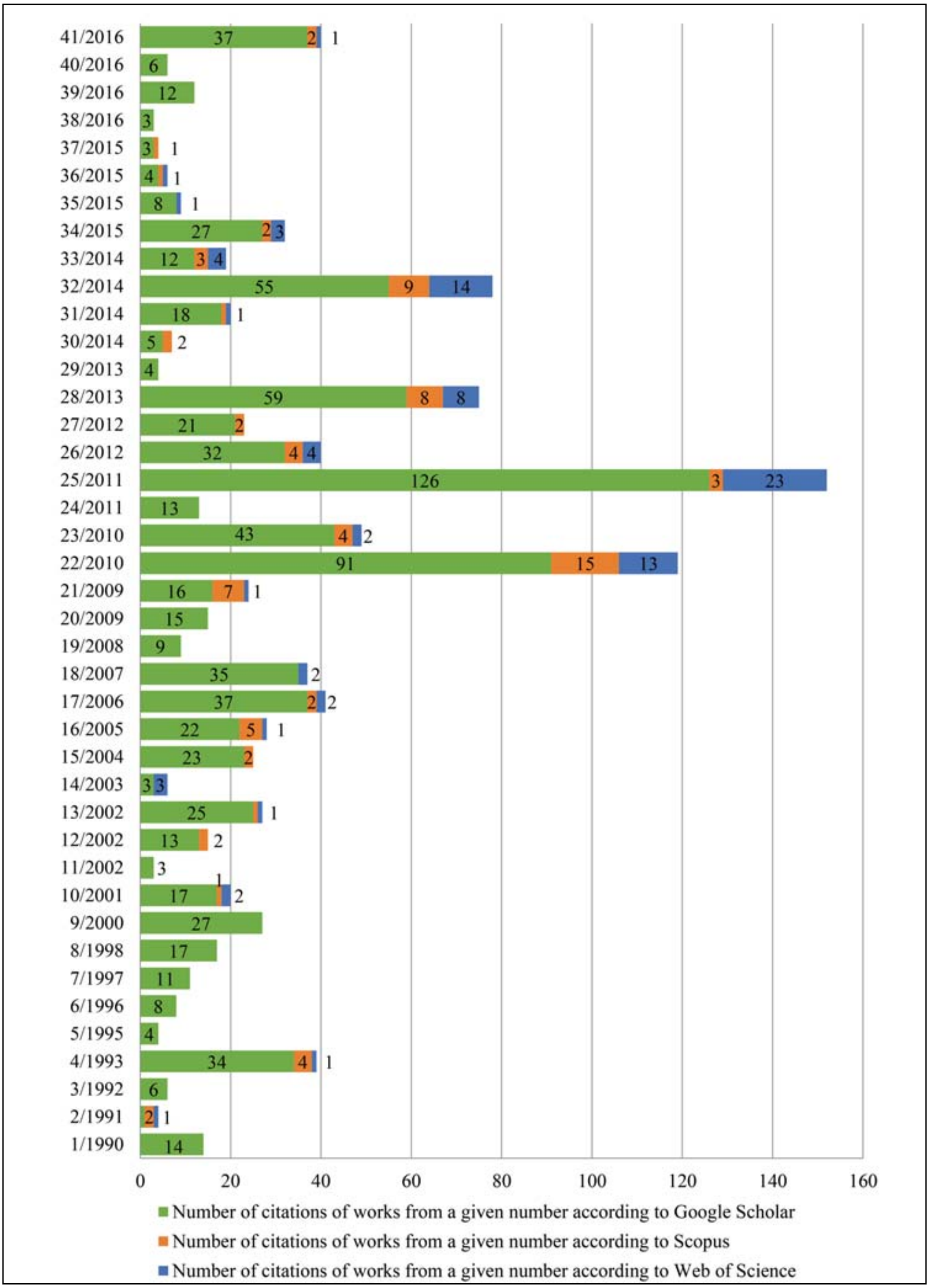

Fig. 5. Number of citations of works published in “Folia Turistica” from 1990 to 2016 according to Google Scholar, Scopus, and Web of Science

Source: Own elaboration.

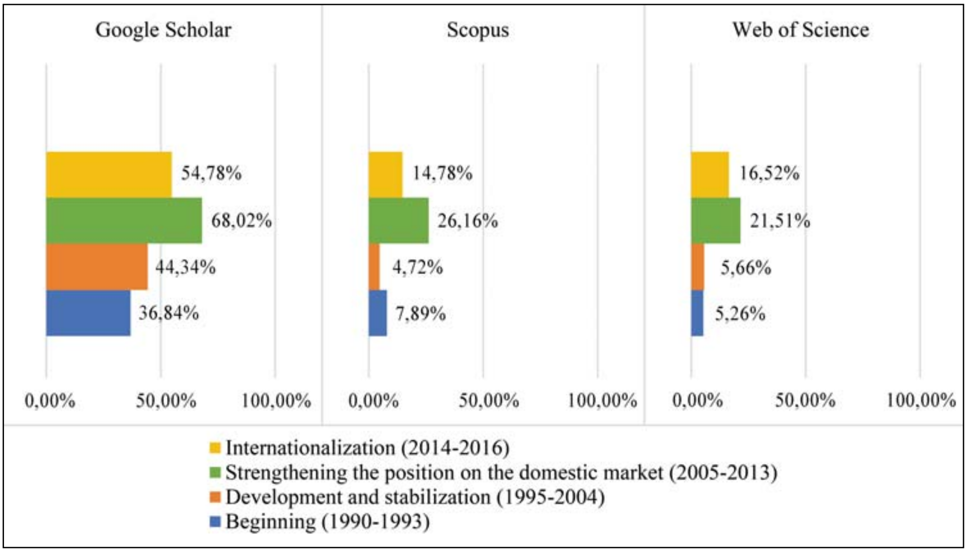

Fig. 6. Percentage of articles cited for articles published in various periods of development of "Folia Turistica" according to Google Scholar, Scopus, and Web of Science

Source: Own elaboration.

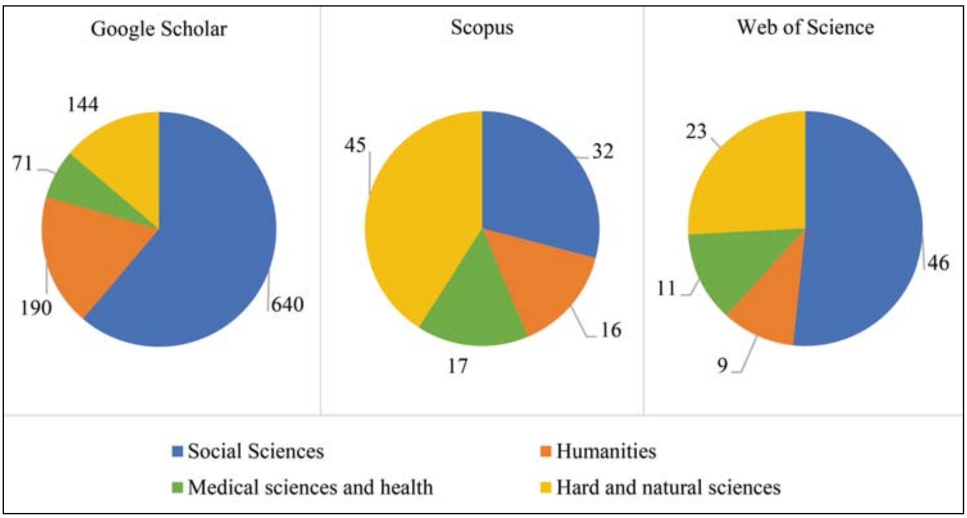

Fig. 7. Number of citations of works published in "Folia Turistica" in 1990-2016 ascribed to various fields of Google Scholar, Scopus, and Web of Science

Source: Own elaboration.

cles published in „FT" in 1990-2016 shows that thirteen articles were cited at least thirteen times. This means the Hirsch Index for this journal, based on Google Scholar, is thirteen.

The most frequently cited work in the periodical in the relevant period is, according to Google Scholar, an article by S. Liszewski of the Institute of the Geography of Cities and Tourism at the University of Lodz, titled, *Przestrzeń turystyczna Polski. Koncepcja regionalizacji turystycznej* [*The Tourist Space of Poland: The Concept of the Regionalization of Tour-*

Tab. 1. Most often cited articles (according to Google Scholar) published in "Folia Turistica" in 1990-2016

No.	Description of cited work	Number of citations according to Google Scholar
1	Liszewski S. (2009), *Przestrzeń turystyczna Polski. Koncepcja regionalizacji turystycznej*, "Folia Turistica", Vol. 21, pp. 17-30.	26
2	Dann G. (2011), *'Take Me to the Hilton'. The Language of Tourism Paradigm*, "Folia Turistica", Vol. 25, pp. 23-40.	25
3	Partyka J. (2010), *Ruch turystyczny w polskich parkach narodowych*, "Folia Turistica", Vol. 22, pp. 9-23.	24
4	Cohen E. (2011), *The changing faces of contemporary tourism*, "Folia Turistica", Vol. 25, pp. 13-19.	23
5	Kazimierczak M., Malchrowicz-Mośko E. (2013), *Turystyka sportowa – specyfika i trendy rozwojowe*, "Folia Turistica", Vol. 28, pp. 67-90.	19
6-9	Kruczek Z. (2002), *Atrakcje turystyczne: metody ich odbioru – interpretacja*, "Folia Turistica", No. 13, pp. 37-61.	17
	Wojciechowska J. (2006), *Geneza oraz ewolucja turystyki na obszarach wiejskich w Polsce*, "Folia Turistica", Vol. 17, pp. 99-119.	17
	Alejziak W. (2007), *Inhibitory aktywności turystycznej. Teoretyczne i metodologiczne aspekty studiów nad ograniczeniami i barierami uczestnictwa w wyjazdach wypoczynkowych*, "Folia Turistica", Vol. 18, pp. 59-87.	17
	Nowacki M. (2010), *Autentyczność atrakcji autentyczność doświadczeń turystycznych*, "Folia Turistica", Vol. 23, pp. 7-21.	17
10	Kukuła K. (1993), *Próba waloryzacji województw ze względu na zagospodarowanie turystyczne oraz środowisko naturalne*, "Folia Turistica", Vol. 4, pp. 133-149.	16
11	Nowacki M. (2003), *Wrażenia osób zwiedzających atrakcje turystyczne*, "Folia Turistica", Vol. 14, pp. 117-132.	15
12-13	Mazurski K. (2009), *Region turystyczny jako pojęcie*, "Folia Turistica", Vol. 21, pp. 7-15.	14
	Krukowska R. (2009), *Pojezierze Łęczyńsko-Włodawskie – funkcja turystyczna regionu*, "Folia Turistica", Vol. 21, pp. 165-184.	14

Source: Own elaboration.

ism, 2009], which was cited twenty-six times. Twenty-five, twenty-four, and twenty-three citations (respectively) went to: G. M. S. Dann of Finnmark University College in Alta *'Take Me to the Hilton': The Language of Tourism Paradigm* [2011], J. Partyka from the Ojców National Park, *Ruch turystyczny w polskich parkach narodowych* [*Tourist Traffic in Poland's National Parks*, 2010], and E. Cohen of the The Hebrew University of Jerusalem in Israel, with *The changing faces of contemporary tourism* [2011]. Google Scholar also gives a high number of citations for an article by M. Kazimierczak and E. Malchrowicz-Mośko of the Tourism and Recreation Faculty of the University of Physical Education in Poznań [2013] (nineteen citations) and articles by Z. Kruczek [2002] and W. Alejziak [2007] from the Institute (presently Faculty) of Tourism and Recreation at the University of Physical Education in Krakow, J. Wojciechowska of the Chair of City Geographies

Tab. 2. Most often cited articles published in "Folia Turistica" in 1990-2016 (according to Scopus)

No.	Description of cited article	Number of citations according to Scopus
1	Pearce P. L. (2011), *Respecting the Past, Preparing for The Future; the Rise of Australian Academic Tourism Research*, "Folia Turistica", Vol. 25, pp. 187-205.	7
2-3	Skrzypczak A. (2005), *Ocena przydatności rekreacyjnej naturalnych zbiorników wodnych dla wędkarstwa*, "Folia Turistica", Vol. 16, pp. 115-129.	4
	Witkowski Z., Mroczka A., Adamski P., Bielański M., Kolasińska A. (2010), *Nielegalna dyspersja turystów – problem parków narodowych i rezerwatów przyrody w Polsce*, "Folia Turistica", Vol. 22, pp. 35-65.	4
4-8	Skawiński P. (2010), *Zarządzanie ruchem turystycznym w Tatrzańskim Parku Narodowym*, "Folia Turistica", Vol. 22, pp. 25-34.	3
	Dann G. (2011), *'Take Me to the Hilton': The Language of Tourism Paradigm*, "Folia Turistica", Vol. 25, pp. 23-40.	3
	Owsianowska S. (2011), *Tourism Promotion, Discourse and Identity*, "Folia Turistica", Vol. 25, pp. 231-248.	3
	Dryglas D. (2013), *Prawne determinanty rozwoju inwestycji w zakresie infrastruktury turystyczno-uzdrowiskowej w gminach uzdrowiskowych w Polsce*, "Folia Turistica", Vol. 28, pp. 149-166.	3
	Kozak M.W. (2013), *Turystyka jeździecka w Polsce: stan rzeczy, szanse i bariery wpływu na rozwój lokalny*, "Folia Turistica", Vol. 28, pp. 205-224.	3

Source: Own elaboration.

and Tourism at the University of Lodz [2006], and M. Nowacki of the Chair of Human Ecology at the University of Physical Education in Poznań [2010] (seventeen citations each). Articles whose impact was significant in setting the Hirsch Index score for the journal (thirteen citations or more) are presented in Table 1.

Based on data acquired from Scopus and Web of Science databases, the Hirsch Index for "Folia Turistica" comes to three. With the Scopus database it was grounded in citations of an article by P. Pearce of James Cook University, *Respecting the Past, Preparing for The Future: the Rise of Australian Academic Tourism Research* [2011] (seven citations in Scopus), A. Skrzypczak of the Chair of Lake and Manual Fishing at the University of Warmia and Mazury, *Ocena przydatności rekreacyjnej naturalnych zbiorników wodnych dla wędkarstwa* [*Evaluation of the Recreational Applicability of Water Reservoirs for Fishing*, 2005] and Z. Witkowski, A. Mroczka, P. Adamski, M. Bielański, and A. Kolasińska of the Faculty of Tourism and Recreation and PhD studies at the University of Physical Education in Krakow, *Nielegalna dyspersja turystów – problem parków narodowych i rezerwatów przyrody w Polsce* [*The Illegal Dispersion of Tourists – The Problem of National Parks and Natural Reserves in Poland*, 2010] (four citations each in Scopus). Works with the greatest number of references indexed Scopus are presented in Table 2.

The most frequently cited article published in "Folia Turistica" in 1990-2016 according to Web of Science data is by W. Alejziak of the Faculty of Tourism and Recreation at the University of Physical Education in Krakow, *A Global Tourism Policy – Utopia, Alternative or Necessity?* [Alejziak 2011], which was cited five times. An impact on determining the score of three for the h-index in Web of Science was also made by articles by the team of Witkowski, Mroczka, Adamski, Bielański, Kolasińska (University of Physical Education in Krakow) [2010], G. Dann of Finnmark University College in Alta [2011], M. Kozak of the EUROREG Centre for European Regional and Local Studies at the University of Warsaw [2013] and by A. Rapacz and D. Jaremen of the Faculty of Economics, Management, and Tourism at the University of Economics in Wrocław [2014]. All these articles were cited three times in the Web of Science.

Data from the three databases shows that the most frequently cited authors of articles in "Folia Turistica" in 1990-2016 were: W. Alejziak[1] (75 citations in Google Scholar, 7 citations in Scopus, and 11 in Web of Science), Z. Kruczek[2] (48 citations in Google Scholar and 4 each in Scopus and Web of Science), M. Nowacki[3] (43 citations in Google Scholar), A. Mroczka[4] (27 ci-

[1] Faculty of Tourism and Recreation, University of Physical Education in Krakow

[2] Faculty of Tourism and Recreation, University of Physical Education in Krakow

[3] Faculty of Finances and Banking, WSB University in Poznań

[4] Faculty of Tourism and Recreation, University of Physical Education in Krakow

Tab. 3. Most frequently cited articles published in "Folia Turistica" in 1990-2016 (according to Web of Science)

No.	Description of cited work	Number of citations according to Web of Science
1	Alejziak W. (2011), *A Global Tourism Policy – Utopia, Alternative or Necessity?*, "Folia Turistica", Vol. 25, pp. 313-356.	5
2	Witkowski Z., Mroczka A., Adamski P., Bielański M., Kolasińska A. (2010), *Nielegalna dyspersja turystów – problem parków narodowych i rezerwatów przyrody w Polsce*, "Folia Turistica", Vol. 22, pp. 35-65.	3
3-5	Dann G. (2011), *'Take Me to the Hilton': The Language of Tourism Paradigm*, "Folia Turistica", Vol. 25, pp. 23-40.	3
	Kozak M.W. (2013), *Turystyka jeździecka w Polsce: stan rzeczy, szanse i bariery wpływu na rozwój lokalny*, "Folia Turistica", Vol. 28, pp. 205-224.	3
	Rapacz A., Jaremen D. E. (2014), *Rola władz lokalnych powiatu jeleniogórskiego w pobudzaniu przedsiębiorczości w turystyce*, "Folia Turistica", Vol. 32, pp. 215-240.	3

Source: Own elaboration.

tations in Google Scholar, 7 citations in Scopus and 5 in Web of Science), P.L. Pearce[5] (7 citations in Scopus), M. Bielański[6] (6 citations in Scopus and 4 in Web of Science), Z. Witkowski[7] (5 citations in Scopus and 4 in Web of Science), and P. Adamski[8] (25 citations in Google Scholar and 4 each in Scopus and Web of Science). Data on the most frequently cited authors of articles published in "Folia Turistica" in 1990-2016 according to Google Scholar, Scopus, and Web of Science are provided in Table 4.

The first citation of an article published in "Folia Turistica" appeared in the Scopus database in 2003, when A. Tucki, in "Annales Universitatis Mariae Curie Skłodowska. Sectio B", cited an article by H. Guzik and B. Ostrowska, *Syntetyczna ocena atrakcyjności turystycznej gmin południowo-wschodniej Polski* [*A Synthetic Evaluation of the Tourist Appeal of the Districts of Northeast Poland*, 1993]. The first citation of „FT" in foreign journals appeared in 2012. M. Wu and P. L. Pearce of James Cook University, in "Tourism and Hospitality Research", released by SAGE Publications cited *Respecting the Past, Preparing for The Future; the Rise of Australian Aca-*

[5] James Cook University

[6] Faculty of Tourism and Recreation, University of Physical Education in Krakow

[7] Faculty of Tourism and Recreation, University of Physical Education in Krakow

[8] Faculty of Tourism and Recreation, University of Physical Education in Krakow and Polish Academy of Sciences Institute for Environmental Protection

Table 4. The most frequently cited authors of articles published in "Folia Turistica" in 1990-2016 (according to Google Scholar, Scopus, and Web of Science)

Name of author	Number of citations according to Google Scholar	Number of citations according to Scopus	Number of citations according to Web of Science
Wiesław Alejziak	75	7	11
Zygmunt Kruczek	48	4	4
Marek Nowacki	43	2	2
Józef Partyka	28	2	2
Adam Mroczka	27	7	5
Stanisław Liszewski	27	-	-
Graham Dann	26	3	3
Paweł Adamski	25	4	4
Marek Kazimierczak	25	-	1
Erik Cohen	23	2	-
Paweł Różycki	21	-	1
Leszek Butowski	20	3	2
Philip L. Pearce	10	7	-
Mikołaj Bielański	19	6	4
Zbigniew Witkowski	17	5	4
Andrzej Skrzypczak	8	4	-
Anna Kolasińska	15	4	3
Marek Kozak	15	4	3
Sabina Owsianowska	9	4	3
Wojciech Kosiński	11	3	-
Diana Dryglas	5	3	2
Paweł Skawiński	13	3	2
Andrzej Rapacz	3	1	3
Bożena Alejziak	8	-	3
Daria Jaremen	3	1	3

Source: Own elaboration.

demic Tourism Research [Pearce 2011], published in the twenty-fifth jubilee issue of "Folia Turistica". In turn, the first source citing a work published in „FT" that appears in Web of Science was M. Luberda's materials for the 12th Conference on Business and Non-Profit Organizations Facing Increased

Competition and Growing Customers' Demands [2013]. The next publications in Web of Science citing articles published in „FT" are: M. Żemła's *Inter-destination cooperation: Forms, facilitators and inhibitors – The case of Poland* [2014], *The Internationalization of Tourism Research* [D. Pearce 2014] and G. M. S. Dann's *Why, Oh Why, Oh Why, Do People Travel Abroad?* [2014]. The most dynamic growth in sources in the Scopus and Web of Science databases citing articles in the periodical begins in 2015, and at present, amounts to a few dozen articles per year. Detailed data on the number of publications indexed in Scopus and Web of Science databases citing articles published in "Folia Turistica" in various years is shown in Figure 8.

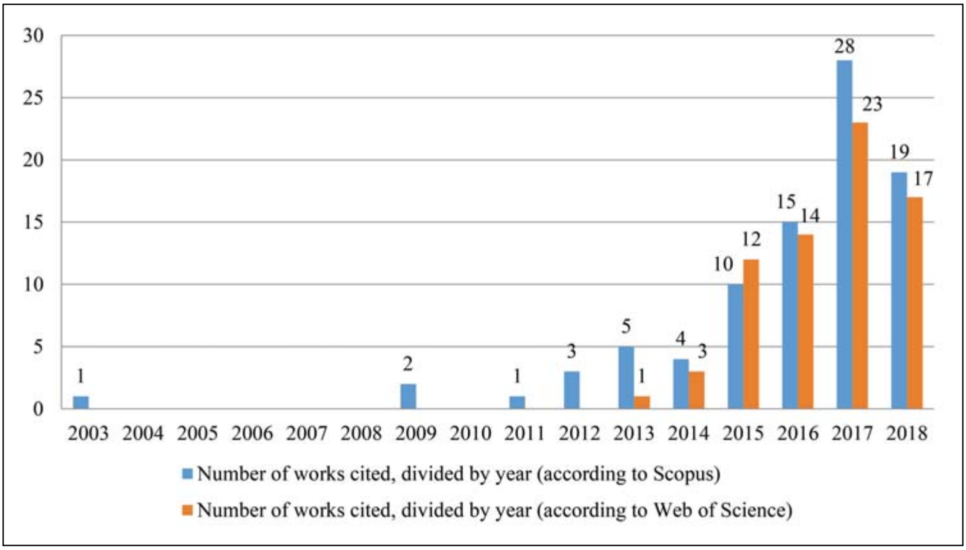

Fig. 8. Number of works cited, divided by year
Source: Own elaboration.

Articles published in "Folia Turistica" in the relevant period according to data acquired from Scopus and Web of Science databases were most often cited by P. Pearce[9], A. Tucki[10], P. Adamski[11], and Z. Głąbiński[12], as well as L. Butowski, D. Dryglas, S. Owsianowska, E. Skowronek, A. Skrzypczak, Z. Witkowski, and M. Wu. The work of the remaining authors have fewer than

[9] James Cook University

[10] Institute of Earth Studies, Maria Curie-Skłodowska University

[11] Faculty of Tourism and Recreation, University of Physical Education in Krakow and Polish Academy of Sciences Institute for Environmental Protection

[12] Faculty of of Earth Studies, University of Szczecin

Table 5. Authors of the largest number of works citing articles published in "Folia Turistica" in 1990-2016 (based on Scopus and Web of Science)

Name of author	Number of cited works according to Scopus	Number of cited works according to Web of Science
Philip Pearce	5	2
Andrzej Tucki	4	-
Paweł Adamski	3	3
Leszek Butowski	3	2
Diana Dryglas	3	2
Sabina Owsianowska	3	2
Ewa Skowronek	3	-
Andrzej Skrzypczak	3	-
Zbigniew Witkowski	3	2
Maoying Wu	3	-
Wiesław Alejziak	2	-
Teresa Brzezińska-Wójcik	2	-
Ganghua Chen	2	-
Grażyna Furgała-Selezniow	2	-
Zbigniew Głąbiński	2	3
Tazim Jamal	2	2
Marta Jóźwik	2	-
Renata Krukowska	2	-
Zbigniew Podgórski	2	-
Karolina Taczanowska	2	-
Katarzyna Wiszniewska	2	-
Paweł Wojtanowicz	2	-
Michał Zemła	2	-
Szymon Ciapała	-	2
Peter Cuka	-	2
Ruslan Harasym	-	2
Adrian Lubowiecki-Vikuk	-	2
Franciszek Mróz	-	2
Renata Rettinger	-	2
Jacek Rodzinka	-	2
Tomasz Skica	-	2

Source: Own elaboration.

three works indexed in Scopus and Web of Science that cite „FT". Data on the number of publications by authors most frequently citing works published in "Folia Turistica" in 1990-2016 is arranged in Table 5.

A detailed analysis of sources in Scopus and Web of Science databases citing articles published in „FT" shows that 68-69% of these publications were by authors with Polish affiliations. Works written by authors from Australia make up 6% of all the citations in Web of Science and 9% in Scopus. 2% to 5% of the citations have affiliations with countries like the United States, China, Norway, Denmark, Iceland, Austria, Russia, Spain, Great Britain (England), and Czechia. Detailed data on the number of publications indexed in Scopus and Web of Science citing articles published in "Folia Turistica", by country, is shown in Figure 9.

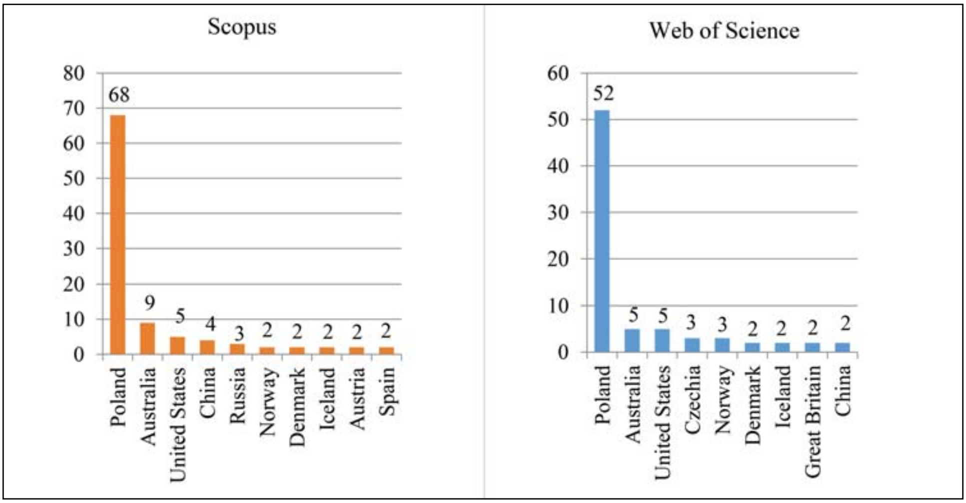

Fig. 9. Number of publications indexed in the Scopus and Web of Science databases citing articles published in "Folia Turistica" in 1990-2016, by country

Source: Scopus, Web of Science.

According to Scopus and Web of Science databases, in other countries there were only single mentions of works appeared citing "Folia Turistica" in 1990-2016.

Both Web of Science and Scopus classify indexed publications in the database (in Web of Science under "Web of Science Categories," in Scopus under "All Science Journal Classification," showing in the results as "Subject Area"). The analysis of data acquired from both databases shows that the largest group of publications citing articles published in "Folia Turistica" in the relevant period come from the social sciences ("Social Sciences" in the Subject Area in Scopus, "Social Sciences Other Topics"; in Web of Science, “Categories”). These make up 29% of the total number of publications in Scopus and 39% in Web of Science. One in five (20-22%) of the works is on economics, business, management, and accounting. Over ten per cent of works citing articles published in „FT” concern geography, Earth sciences, and environmental studies. The remaining fields, including agriculture and biology, the humanities, and art studies, public administration, history, and geology, are less than 8% of all the cited articles. Detailed data on the number of publications indexed in Scopus and Web of Science databases citing articles published in “Folia Turistica” by various disciplines of knowledge is displayed in Figure 10.

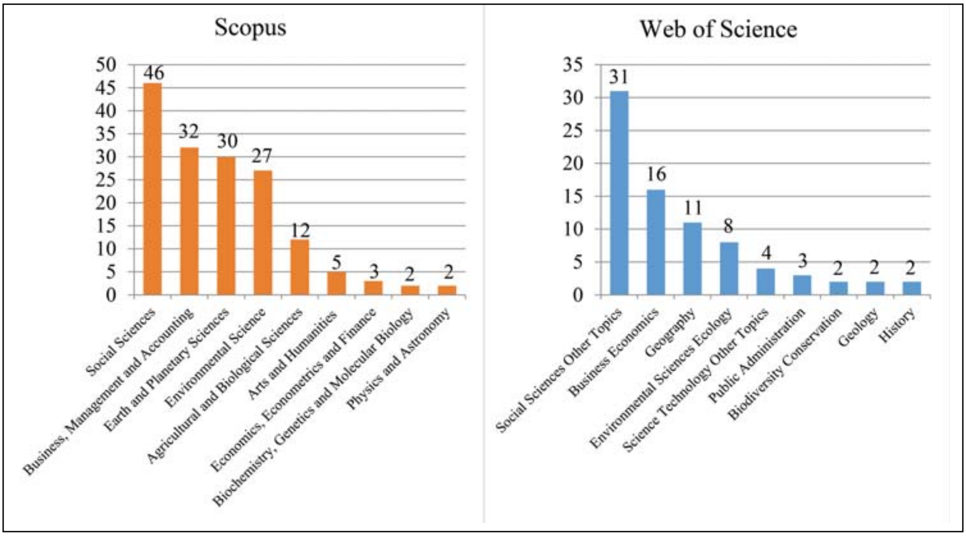

Fig. 10. Number of works indexed in Scopus and Web of Science databases citing articles from “Folia Turistica” in 1990-2016, by field of knowledge (fields set by Scopus and Web of Science in their original script)

Sources: Scopus, Web of Science.

The great majority (76-78%, depending on the database) of publications citing „FT” are articles in journals. Apart from the periodicals released in Poland,[13] a large group is made up of foreign journals, such as those published by Taylor & Francis: “Anatolia: An International Journal of Tourism and Hospitality Research”, “Journal of Tourism and Cultural Change”,, and “Current Issues in Tourism”, Elsevier publishers: “Tourism Management

[13] Among these we might mention: *Annals Universitatis Mariae Curie Skłodowska. Sectio B*, *Prace i Studia Geograficzne*, *Polish Journal of Natural Sciences*, *Bulletin of Geography. Socio-economic Series*, *Ekonomia i Środowisko*, and *Prace Komisji Geografii Przemysłu PTG*.

Perspectives", "Journal of Destination Marketing and Management", and "Journal of Hospitality and Tourism Management", and MDPI: "Sustainability". Detailed data on the sources indexed in Scopus and Web of Science that most often cited works published by "Folia Turistica" in 1990-2016 are presented in Table 6.

Table 6. Works in sources indexed in Scopus and Web of Science most frequently citing articles published in "Folia Turistica" in 1990-2016

Title of source	Number of citations according to Scopus	Number of citations according to Web of Science
"Annales Universitatis Mariae Curie Skłodowska. Sectio B"	10	-
"Prace i Studia Geograficzne"	5	-
"Polish Journal of Natural Sciences"	4	
"Anatolia"	3	3
"Journal of Tourism and Cultural Change"	3	3
"Tourism Management Perspectives"	3	-
"AIP Conference Proceedings"	2	-
"Bulletin of Geography"	2	2
"Current Issues in Tourism"	2	2
"Journal of Destination Marketing and Management"	2	-
"Journal of Hospitality and Tourism Management"	2	2
"Ekonomia i Środowisko"	-	3
„Prace Komisji Geografii Przemysłu Polskiego Towarzystwa Geograficznego"	-	3
"Springer Proceedings in Business and Economics"	-	3
"Business and Non Profit Organizations Facing Increased Competition and Growing Customers Demands"	-	2
"Journal of Destination Marketing & Management"	-	2
"Sustainability"	-	2

Source: Own elaboration.

Conclusions

Our analysis of citations of articles published in “Folia Turistica” in 1990-2016 allows us to formulate the following conclusions.

The impact of articles published in the periodical has grown systematically since 2014, and works from the past decade are cited most frequently. There is a notable difference between Google Scholar, in which indexed sources cite works published in „FT” from the beginning of its publication, and the Scopus and Web of Science databases, whose indexes hold articles published before 2009 only to a limited extent. We also see a considerable difference between the number of articles cited and the number of citations in Google Scholar and the two other sources, yet considering the prestige of Scopus and Web of Science and their selections of indexed sources, these citations should be seen as of special value.

In the entire analyzed period, the authors of works indexed in Google Scholar cited articles published in „FT” over a thousand times. Over half of the articles published in „FT” in this period were cited, and the average impact of a single article was nearly 2.5. With the Scopus and Web of Science databases, these scores are around four times lower for the numbers of cited articles, and around ten times lower for the average impact scores. Of course, these parameters changed over the years, and varied by issue. For example, over 70% of the articles published in 25/2011 were cited by Web of Science, and by nearly 90% of the sources indexed in Scopus. The average impact score for this issue was 1.28 in Web of Science and 1.67 in Scopus. The high impact of the articles in this issue probably arose from three factors: the issue was released in two language editions (Polish and English), which considerably increased its scope; it was a jubilee issue, which meant its authors were specially chosen high-ranking specialists; and it was widely distributed in academic centers in Poland and abroad. By way of comparison, in Google Scholar articles from issue 25/2011 were cited seven times on average, and from 21/2009, almost nine times.

Based on Google Scholar, the Hirsch Index for the journal is an even thirteen. For the Scopus and Web of Science databases, it comes to three. The most frequently cited article published by „FT” has twenty-six citations in sources indexed by Google Scholar, seven citations in Scopus, and five citations in Web of Science. The most frequently cited authors published in „FT” have seventy-five citations according to Google Scholar, seven in Scopus, and eleven in Web of Science. The author who most often cited works published in the periodical is P. Pearce of James Cook University, who mentioned articles published in „FT” in five of his works indexed in the Scopus database.

The largest group of cited articles in “Folia Turistica” includes works from the social sciences and, interestingly enough, also from the hard and natural sciences in Scopus. Works with citations indexed in Scopus and Web of Science are also, above all, from the social sciences, but also economics and business, geography, Earth sciences, and environmental studies. Around 77% of these works are journal articles, while chapters in books and conference materials amount to 20% of publications citing articles published in „FT" in 1990-2016. The analyses show that 68% of the citing works are affiliated with centers in Poland; the rest have affiliations with institutions in countries such as Australia, the USA, China, Norway, Denmark, Iceland, Austria, Russia, Spain, Great Britain (England), and Czechia. Apart from the journals published in Poland indexed in Scopus and Web of Science, there is a large group of prestigious publishing houses, like Taylor & Francis, Elsevier, and MDPI (Multidisciplinary Digital Publishing Institute).

Afterword

The first analysis of "Folia Turistica" concluded on 8 March 2019. After three months had passed, the analysis was redone; owing to the large amount of work required to establish the present number of citations, it was limited to the source most representative of the social sciences and humanities, Google Scholar. The second analysis showed a change in around 40% of the scores for articles „FT" published in 1990-2016. Over three months, both the number of cited publications and the general number of and the overall number of citations grew by around 10%. According to the count on 16 June 2019, the number of articles cited on Google Scholar was 252, with 1,153 overall citations; over 58% of the articles published by „FT" in the relevant period were cited in the literature (according to data of 8 March 2019, this was 56%), the average impact of one article rose from 2.42 to 2.67, and the h-index went from 13 to 15. The largest number of citations noted in the group of articles that was decisive in setting the h-index for the journal was in the group of articles published in the most recent years, not covered by the study (2017-2018).

The results of the analyses of citations, despite providing a great deal of valuable data on the articles, swiftly goes out of date. Thus they would seem worth regularly repeating, to perform periodic check-ups of the changing bibliometric parameters for the periodical, and to create more complex comparative analyses.

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METHODOLOGICAL IMAGING OF ACADEMIC WORKS© AS A METHOD OF VISUALIZING ACADEMIC ACTIVITIES
(BASED ON ARTICLES PUBLISHED IN "FOLIA TURISTICA" IN 2014-2018)

Wiesław Alejziak*

Abstract

Purpose. The basic aim of our research was to establish the applicability of an innovative method of academic visualization, which the author has tentatively called Methodological Imaging of Academic Works© (in Polish – Obrazowanie Metodologiczne Prac Naukowych – OMPN©), as an instrument to enhance the information content of traditional abstract systems used in academic periodicals, with graphic abstracts presenting the methodological profile of articles. The method was verified by identifying the study methods and procedures in academic articles in *Folia Turistica* and by defining and comparing the methodological profiles of various issues and annuals of the magazine published in 2014-2018. The identification and comparison of the authors' research methods is an additional, though no less important aim of the work, especially given the anniversary issues.

Method. The OMPN© method is based on information acquired from authors (through surveys) on the methodology they use in their work. This information has been used to create profiles of various academic articles, to define an overall profile of the journal, as well as profiles of the thematic and varia issues. The surveys used a eighteen-part set of methodological traits, arranged in nine pairs of opposites: quantity research – quality research, analysis – synthesis, induction – deduction, etc., and the authors gauged (on a scale of 0-5) how far a trait applied to their publication, attempting to identify more with one side of each pair. The research covered all the articles published in the relevant period (N=186), gaining information on 60% of the articles.

Results. Graphic methodological abstracts using OMPN© could become an interesting tool to enhance the traditional abstract, informing readers of the basic methodological attributes of various articles and entire issues, and even of the methodological profiles of entire academic magazines, in a simple fashion. In analyzing the profile of *Folia Turistica* the research shows that, in the relevant period, its academic articles contained a wide variety of methodologies. The majority was empirical, multidisciplinary, and quality research (as opposed to theoretical, monodisciplinary, and quantity research, respectively), which far more often concerned culture in its broadest definition (i.e. economy, society) than nature. Respondents somewhat more frequently saw their work as positivist than interpretive; the knowledge it produced, they believed, was more idiographic than nomothetic.

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Research and conclusions limitations. This research method is based on the authors' opinions from a special survey. This makes it highly subjective. Taking this into consideration, and trying to objectify the study as far as possible, each of the authors, along with the survey and a letter outlining the aim of the research, received a specially-produced ten-page "methodological glossary," with a brief outline of scholarly approaches and methodological traits that form the basis for OMPN©. We should stress that the authors were entirely free in describing the methodological traits of their works.
Practical implications. The research demonstrates that OMPN© can be used in a variety of magazines, regardless of the field of study, as a graphical supplement to descriptive abstracts.
Originality. This article presents the author's innovative concept.
Type of article. This article presents a new way of analyzing and depicting the methodological aspects of academic studies, based on empirical research.
Key words: tourism, research, methodology, methodological profile, methodological imaging, academic journal, graphical abstracts.

Introduction

Tourism studies are quite diverse, both in their field of interest (the particular issues directly or indirectly tied to this topic) and the methodologies they use [Dann, Nash, Pearce 1988; Winiarski 2003; Alejziak 2008]. This arises from the fact that tourism interests scholars in various disciplines, who use the methodology of their chief discipline in their studies. This is one reason why general paradigms or even research methods specific to tourism have yet to emerge [Tribe 1997; Winiarski, Alejziak 2005], which not only limits the development of tourism studies, it also complicates distinguishing "tourism studies," like management, media, or (in Poland) physical education studies, which, having dealt with similar problems, have long achieved the status of independent disciplines.

We see evidence of diverse methods being used in tourism studies in publication analyses in academic journals [Hunt, Gao, Xue 2014; Lopes, Silva, Castela, Rebelo 2017; Alejziak, Liszewski 2016; Xiao, Smith 2006], which reveal that there is a great deal of diversity not only in "varia" issues (understandably enough), but also in theme-based issues [Alejziak 2016]. In academic tourism journals, it is often difficult to see their prevailing methodological/subject profile, which generates certain problems in deciding where (i.e.: in which magazine) the authors might publish their work. This undoubtedly hinders them in following the latest research and the most worthwhile publications (without which, work in academia is hard to imagine), as decisions here depend on how much a given study and its resulting publication suit a journal's profile, basically determined by its main paradigms and methodology. A methodological profile is most likely of value not only for authors seeking to publish their work and for journal editors seeking submissions of a certain profile, but also for readers wanting to know if a piece falls within their sphere of interest or academic competence.

This explains the ongoing search for a simple way to describe and explain the basic approaches and methods in research and articles published in academic journals. In our day, when research is progressing so quickly, with stores of knowledge increasing apace, it is vital that information on the methodology in research be clear and unambiguous, but also presented in an appealing, eye-catching form. It seems that these traits are found in profiling techniques and the methodological visualizations of studies and publications themselves, in other words, in attempts to create simplified and easy-to-read profiles of academic articles, based on the main characteristics of methodological attributes.

In response to these problems and expectations, various attractive ways of presenting study results and their methodologies have emerged in various fields and disciplines. One of the more interesting and swiftly developing movements here is "knowledge visualization,"[1] whose cognitive and aesthetic assets allow us to attractively depict various aspects of research and present scholarly procedures. A similar trend is "mapping science," which, owing to its great capacity to show relationships between various aspects of study, can create particularly interesting ways of presenting methodology [Börner, Theriault, Boyack 2015; Gudanowska 2011]. For the time being, both are mainly used in depicting research results and with reference to scientometrics and bibliometrics,[2] but the capacity to use these methodological profiling tools seems considerable indeed. This is confirmed by several recent publications, such as *Visualizing Social Science Research: Maps, Methods & Meaning* [Wheeldon, Ahlberg 2011] and *Visualizing Research: A Guide to the Research Process in Art and Design* [Gray, Malins 2004], and especially two books by K. Börner: *Atlas of Science: Visualizing What We Know* [2010] and *Atlas of Knowledge: Anyone Can Map* [2015], who is considered the leading figure in this new field of knowledge.

Although visualization and mapping knowledge have a universal appeal and can be used in any field of study, we should stress that a disciplinary perspective presently prevails, concentrated on certain fields and disciplines of study). Meanwhile, in many cases (especially when it comes to interdisciplinary study), the key differences between studies (and the publications that arise from them) derive from choices in general methodology,[3] as these are of

[1] The shaping of this movement and the demonstration of various opportunities for using visualization in academia were described in an interesting way in *Visualizing Knowledge Domains* [Börner, Chen, Boyack 2003].

[2] According to J. Herbut and P. Kawalec in *Słownik terminów naukoznawczych. Teoretyczne podstawy naukoznawstwa* [*A Dictionary of Logological Terms: The Theoretical Bases of Logology* 2009], "Scientometrics is a discipline that uses published academic information to evaluate the state of science and technology. It often uses bibliometrics, which measures the impact of academic publications" [Herbut, Kawalec 2009, p. 24].

[3] The basic differences between a general methodology and particular methodologies has been described in: *Ogólna metodologia nauk* [*A General Methodology of Study*, Hajduk 2005] and *Metodologia ogólna* [*An Overview of Methodology*], Apanowicz 2002].

fundamental significance for the overall research process. Considering that they are decisive not only in the research results, but also have great significance for the proper reception and evaluation of a study procedure, they ought to be openly declared by the scholar [Haber 2007; Grobler 2006; Hajduk 2005; Pytkowski 1985]. In times of major changes, such as those presently observed in academic communication [Cisek 2008; Alejziak 2016; Kulczycki 2018], readers (particularly if they are also scholars) expect reliable information on the approaches and research methods an article uses; this not only facilitates the reading, but also the evaluation of the research and results.[4] This information is generally sought in abstracts, before moving on to a careful reading, in order to establish if the article is based on empirical research or only on theory, if it chiefly has an analytical or synthetic approach, if the author more uses deduction or induction etc. This information allows readers, regardless of their methodological background, to get a sense of the general profile of the work and to make decisions about whether to read it, or possibly use it in some other way (to verify its results, recommend it to other academics, draw inspiration for their own research etc.).[5]

These factors inspired the present attempt to invent the method with the working title "Methodological Imaging of Academic Works" (OMPN©). Initial research shows that, in addition to the above applications, methodological imaging could be significant in cataloging publications and in related issues, such as: seeking shared research interests, collaborating with various academic centers, carrying out joint research projects etc. Yet it seems that the main application of methodological profiling and visualizing would be academic journals, as graphical abstracts, becoming a widespread supplement to the "classic" descriptive abstracts and summaries in academic periodicals, as we shall see in a moment.[6]

The present research covers all the academic articles in *Folia Turistica* over a five-year period (2014-2018). An important factor in choosing this

[4] The importance of these issues is covered in an interesting discussion on research methodology and changes in academic communication (including references to the visualization of research results) presented in E. Kulczycki's blog *Warsztat badacza* [*The Scholar's Technique*], in the articles "*Dzieci sieci i krytyka na blogach naukowych*" [*Children of the Net and Criticism in Academic Blogs]*, http://ekulczycki.pl/teoria_komunikacji/dzieci-sieci-i-krytyka-na-blogach-naukowych/, accessed: 15.02.2019] and "Zbyt szczerze o swojej metodologii…" http://ekulczycki.pl/warsztat_badacza/zbyt-szczerze-o-swojej-metodologii/, accessed: 15.02.2019].

[5] In broader terms not covered in this article, methodological information also has vital significance in formally evaluating academic activity [Kulczycki, Drabek, Rozkosz 2015].

[6] A graphical depiction of abstracts, illustrating research issues and results (but not their methodologies) is featured in L. Cox's *Are Graphical Abstracts Changing the Way We Publish*, published on the International Society of Managing and Technical Editors web site [Cox 2015: https://c.ymcdn.com/sites/www.ismte.org/resource/resmgr/EON_Shared_Articles/Are_Graphical_Abstracts_Chan.pdf, accessed: 15.02.2019] and in the description of recommendations on the Elsevier publishing company site: https://www.elsevier.com/authors/journal-authors/graphical-abstract (15.01.2019)

journal was its interdisciplinary nature; we assumed that testing the capacity to create methodological images of its articles would be of special interest, providing insight into both the concept's advantages and drawbacks.

"Methodological Imaging of Academic Works"© as an innovative method in the movement of visualizing research

Attempting to trace the genesis and evolution of applying various techniques and tools for visualizing (imaging) knowledge, we should be aware that the first such attempts were made in Antiquity, and progress in this field has always "naturally" accompanied the development of study [Pamuła 2004; Spence 2014; Börner, Theriault, Boyack 2015]. We should also stress that our present capabilities in this field are mainly tied to the dynamic development of information technologies. This has allowed us to make progress in computer imaging, which, in the several decades of its existence, "…has gone from simple charts and drawings made on the first graphoscopes, to two- and three-dimensional modeling, to virtual reality" [Pamuła 2004, p. 26]. Undoubtedly, the issues surrounding how the visualization of research has been changed by scholars from various fields over centuries of academic progress and the opportunities that arise from developments in information technologies could be an interesting sphere for scholarly exploration. The OMPN© method in the heading of this sub-chapter – which we are applying to study the methodological profile of *Folia Turistica* – was created not only as a result of the author's general interest in scholarly methodology, but also in the various (especially graphical) ways of portraying research results.[7]

In-depth study of the literature has revealed not only a wealth of various concepts in visualizing studies, but also a heavy disproportion between research development and practical application in terms of the presentation of study results and the methodological apparatus they use, to the deficit of the latter. On this basis it was decided that, regardless of the use of advanced methods based on modern technologies, there is a need to develop methods for visualizing the results of academic research themselves, graphically showing the methodological profiles of publications in a legible fashion, demonstrating their differences and juxtaposing various academic articles. At the heart of this premise is the picture's rising significance in contemporary communication and study, conceived as "…something which instantly presents an intellectual and emotional complex" [Pamuła 2004, p. 15]. One example of these tendencies is the title of a work by A. Sagan, *One Picture Shows More Than Ten Numbers, or: How to Build a Map of Customer Satis-*

[7] Vital inspiration for the Methodological of Academic Works© project was supplied by studies of the literature in bibliometrics and scientometrics, and works created on the basis of the aforementioned new fields of academic study: visualizations and mapping studies.

faction Using the Statistica Program [Sagan 2004], and even more, its content, which synthetically shows the assets of imaging, conceived as a multi-criteria visualization of academic research results.[8]

The core of the OMPN© method, as an instrument for analysis and creating methodological profiles of academic publications, was developed in 2014, during a project[9] on research approaches and methods used in tourism-related PhD and post-Doctoral theses.[10] Works created in Poland in 1990-2010 were analyzed to create graphical visualizations of their methodological profiles. This research showed many diverse approaches, methods, and research techniques, both in the PhD and the Post-Doctoral works, which is well illustrated with the resulting methodological profiles, created both on the basis of the characteristics of the works submitted by various authors, and the author's evaluation of the project. Sample methodological profiles produced during this study are displayed in Figure 1.

The concept of methodological profiling and the methods of its visualization were, over the next few years, improved through my research, in the selection of methodological traits characterizing the works' profiles, standardization, and objectification of evaluations and values ascribed to the various attributes.[11] The main aim of the OMPN© method is to create a singular, legible, and straightforward image of an article, clearly rendering a profile based on the values of selected methodological traits. These values (provided on a scale from 0 to 5) allow us to isolate variables (and later, entire articles) in a number of categories, depending on our requirements, with regard to various fields of study, the nature of the phenomena being explored etc.

The method is still being perfected, and the research in this article is part of a broader research concept, using methodological imaging to create a universal graphical system for methodological abstracts, applicable in any academic journal (nearlly regardless of the field).

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[8] The title of another article communicates something similar: *Jeden obraz bywa wart więcej niż tysiąc słów, czyli o korzyściach z wizualizacji wyników liniowych metod ordynacyjnych* [*One Picture Can be Worth More Than a Thousand Words, or: The Advantages of Visualizing Ordinative Line Method*], Misztal 2002, Online: *https://www.statsoft.pl/.../wizualizacja_wynikow_liniowych_metod_ordynacyjnych.pdf].*

[9] Research project No. 47/BS/KPT/2014: Wiesław Alejziak "Obrazowanie Metodologiczne Prac Naukowych – na przykładzie badań nad turystyką (profile metodologiczne prac doktorskich i habilitacyjnych)" [*Methodological Imaging of Academic Works – Based on the Example of Tourism Research (Methodological Profiles of PhD and Post-PhD Projects*].

[10] Using the resources of various academic databases, including the Data Processing Center (OPI) and the Ministry of Education, and the Central Commission of Degrees and Titles, as well as academic libraries of Polish schools where relevant PhD and post-Doctoral papers have been written.

[11] We should add that the idea to create OMPN© has a certain connection with the author accepting the position of editor-in-chief at *Folia Turistica* and the desire to improve its publishing procedures. This particularly concerns the introduction of graphical abstracts, which could inform readers of the methodological profile of an article in a quick and easy way.

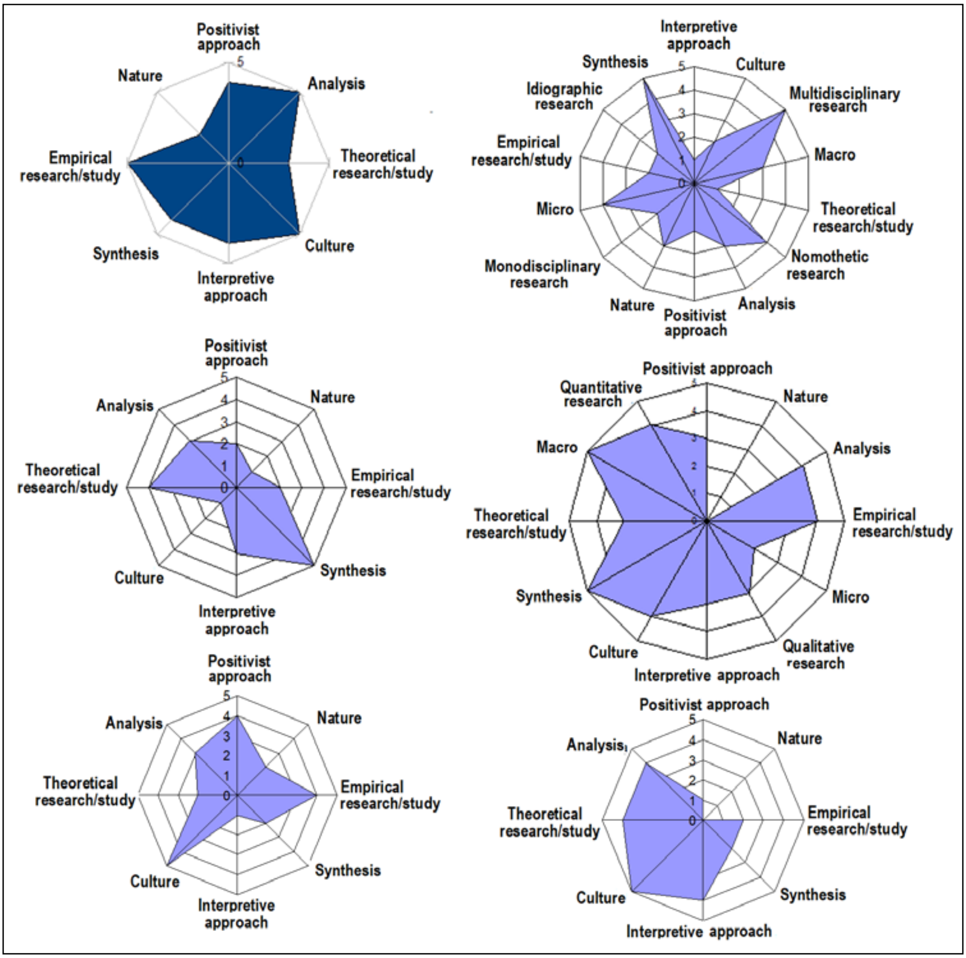

Fig. 1. Sample methodological profiles of PhD and post-Doctoral works on tourism

Note: the picture presents charts produced at various stages of the study; thus, the number, scope, and character of the methodological traits taken into account and their presentation are not always the same.

Source: [Alejziak 2015, pp. 6-7].

The research method

The choice of Folia Turistica for studying the methodological imaging of publications and focusing attention on the profiles of academic articles they contain has two basic justifications. Above, this journal enjoys a great deal of prestige among tourism scholars in Poland, and is in a high point category (11 points from the Ministry of Education in 2018). Nor is it insignificant that *Folia Turistica* is the longest published (apart from *Turyzm*, by the University of Łódź) tourism journal, with an uninterrupted publishing history dating back to 1990. The interdisciplinary slant of the journal is also pivotal, as this has cognitive assets in researching the methodological diversity. Another decisive factor in choosing *Folia Turistica* with a view to testing the OMPN© method was the opportunity to analyze profiles of the articles it has published and the profile of the journal as a whole, which is all the more significant in that the publication of the article is slotted for its fiftieth anniversary issue.

The basic aim of the study was to identify the research methods and procedures used in articles published in *Folia Turistica* in 2014-2018, determining their methodological profiles[12] with a projection of the results to deduce the overall profile of the journal.[13] Another aim was to test out the Methodological Imaging of Academic Works© method and its resulting graphical abstracts, as supplementary abstracts for articles in academic journals, especially interdisciplinary ones. The basis for these analyses was information provided by the authors of the articles, who, with the invitation to join the study (and an explanation of its goals), were sent a questionnaire and a specially produced "Methodological Glossary," outlining the basic methodological traits to be evaluated by the respondents. These traits were placed in nine pairs of opposites, which means that eighteen methodological traits were evaluated each time. Owing to technical aspects, such as the nature and legibility of data presented on the charts, whose main goal is to present research results (on eight axes at once), one pair of methodological traits was initially held in reserve (in the analyses for the purposes of this article, this was the "macro-micro" pair). The authors were asked to assign a value of 0 to 5 for each of the traits for every articles they published (5 signified a trait being present to the highest degree, and 0 indicated that the trait was absent from the work), assigning a dominant trait in each of the nine pairs (on a scale of 0-5) and a secondary trait (on a scale of 0-3). The pairs were as follows:

1) positivist approach – interpretive approach;
2) empirical research – theoretical research/study;
3) quality research – quantity research;
4) monodisciplinary research – multi- and interdisciplinary research;
5) analysis – synthesis;
6) nature/body – culture/spirit;

[12] We should stress that in this work the term "methodological profile" is a mental shortcut, which should be understood as the varying regularity of appearance of selected methodological attributes in various publications.

[13] The study included articles published in *Folia Turistica* from the moment it first appeared as a quarterly, when a structured, uniform system of abstracts was introduced.

7) induction – deduction;
8) nomothetic knowledge – idiographic knowledge;
9) macro (scale) – micro (scale).

The individual profiles of articles thus created (through the authors' assessments) formed the basis for further analyses to define the profiles of various issues, annuals, or the journal as a whole. These profiles were examined from dynamic (from quarter to quarter and year to year) and topic-based (varia issues vs thematic issues) perspectives. In articles by multiple authors, I gained their opinions separately, and the ultimate profile was the average of all their opinions. Only the academic articles were studied, omitting the other works published in the journal, such as: book reviews, conference reports, and scholarly polemics.

As our method is primarily based on opinions expressed by the articles' authors, it is subjective (at least in terms of the material collections). In an attempt to standardize the declarations in the questionnaires, all those invited to take part were sent a specially produced ten-page "Methodological Glossary" with the survey and the letter describing the research aims; this glossary contained brief outlines of research approaches and the methodological traits of studies forming the basis of OMPN©. Yet we should stress that this tool is only being treated as a supplementary material; the authors had total freedom in defining the methodological traits of their work. In some articles with multiple authors, there was a major discrepancy between the various authors, which would be an interesting topic for analysis and further study. Owing to our present space limitations, we have not addressed this issue here.

The empirical part of the study was conducted from 1 September 2018 to 15 January 2019. The study took into account all the academic articles published in *Folia Turistica* in the five-year period of 2014-2018. Because of the fact that, from 2014 onward, the journal became a quarterly, twenty issues qualified, of which the majority (fourteen) were "varia" issues, while six were theme-based (we might add that four issues were released in English, including one theme-based issue). In all of these issues together, 186 academic articles were published, written by 285 authors,[14] given that sixty-seven articles had more than one author. Detailed data on the numbers of articles and their authors, and the number of questionnaires they submitted for the study, is presented in Table 1.

Based on the data received from the authors we have created a Microsoft *Excel database*. It turned out to be quite sufficient for performing the analyses and visualizing the data.

[14] Here I would like to express my warm gratitude to all those who agreed to take part in the study and sent back their questionnaires.

Table 1. Basic data on the empirical part of the research (concerning the number of articles considered and questionnaires submitted)

Issue	Number of articles	Number of multi-author articles	Number of authors	Number of questionnaires received	Ratio: number of questionnaires/ number of articles**)	Ratio: number of questionnaires/ number of authors)
30-2014	6	2	11	3	50%	27%
31-2014 *)	7	3	14	7	100%	50%
32-2014	14	6	22	11	79%	50%
33-2014	9	1	10	8	89%	80%
34-2015	9	5	13	6	67%	46%
35-2015	8	2	13	11	138%	85%
36-2015 *)	9	0	9	7	78%	78%
37-2015 *)	10	3	13	4	40%	31%
38-2016	8	5	13	7	88%	54%
39-2016 *)	13	2	15	10	77%	67%
40-2016	9	1	10	5	56%	50%
41-2016 *)	13	11	24	18	138%	75%
42-2017	11	6	19	10	91%	53%
43-2017	8	3	13	9	113%	69%
44-2017	8	3	16	10	125%	63%
45-2017	8	3	12	8	100%	67%
46-2018	7	3	11	6	86%	55%
47-2018	7	2	10	9	129%	90%
48-2018	12	5	26	12	100%	46%
49-2018 *)	10	1	11	10	100%	91%
SUM	**186**	**67**	**285**	**171**	**92%**	**60%**

*) Theme-based issues.

**) The percentages can exceed 100, owing to the fact that some articles have several authors (which does not mean that, in these cases, we always received a questionnaire from each of the authors in a given issue).

Source: Own research.

Basic approaches and study methods and other methodological traits of articles published in 2014-2018 – general and quantitative

In this part of the paper we will present the study results which, taken together (in quantitative fashion) aim to show how far various methodological traits appeared in all the works in the period of interest. Table 2 presents data showing what values respondents assigned to the traits in the articles they published. The first data column provides values arising from adding all the scores (from 0 to 5) from the pairs of opposing methodological traits.

Table 2. Responses concerning methodological traits of articles published in Folia Turistica in 2014-2018

Combined value of indications of various methodological traits																		
Positivist approach	Interpretive approach	**Empirical research/study**	Theoretical research/study	Monodisciplinary research	**Multidisciplinary research**	**Analysis**	Synthesis	Nature	**Culture**	**Induction**	Deduction	Macro (scale)	**Micro (scale)**	Quantitative research	**Qualitative research**	Nomothetic knowledge	**Idiographic knowledge**	SUM
511	465	**547**	459	365	**513**	**565**	475	223	**643**	**533**	394	425	**504**	396	**543**	365	**567**	8493
52%	48%	**54%**	46%	42%	**58%**	**54%**	46%	26%	**74%**	**57%**	43%	46%	**54%**	42%	**58%**	39%	**61%**	100%
976 100%		1006 100%		878 100%		1040 100%		866 100%		927 100%		929 100%		939 100%		932 100%		

*) Traits in bold or color (green) were dominant in the various sets of pairs.

Source: Own research.

This data shows that the authors somewhat more frequently used a positivist approach (52%) than an interpretive one, the research was more often empirical (54%) than theoretical, and that multidisciplinary studies (58%) took precedence over monodisciplinary ones. The studies much more often concerned culture (74%) than nature, and the authors claimed to more frequently use analysis (54%) and induction (57%) than synthesis and deduction. Qualitative studies prevailed (58%), on a micro-scale (54%), and the knowledge acquired through the research was more often idiographic (61%) than nomothetic.

The analysis of numbers assigning values to the various methodological traits also proves interesting. Information is found in Table 3, which first (in the upper part) shows the number of times each category (trait) was indicated, showing which values were attributed to given traits most and least often, and then (below) indicating which traits received the highest and the lowest score with regard to each value (i.e.: 0, 1, 2, 3, 4, and 5).

Table 3. Number of indications of the values of various methodological attributes in the questionnaires

	METHODOLOGICAL TRAIT																		
RATING VALUE	**Positivist approach**	**Interpretive approach**	**Empirical research/study**	**Theoretical research/study**	**Monodisciplinary research**	**Multidisciplinary research**	**Analysis**	**Synthesis**	**Nature**	**Culture**	**Induction**	**Deduction**	**Macro (scale)**	**Micro (scale)**	**Quantitative research**	**Qualitative research**	**Nomothetic knowledge**	**Idiographic knowledge**	**SUM**
Number of scores, and the most and least chosen values for the various methodological traits (vertical layout*)																			
5	**46**	32	**66**	38	28	**45**	41	21	10	**78**	33	19	**32**	**38**	38	**62**	17	**56**	**700**
4	38	37	34	19	25	40	**48**	34	10	32	**57**	23	27	41	22	24	24	35	570
3	17	23	13	26	11	23	31	**42**	13	27	25	26	25	24	21	18	25	30	420
2	25	25	13	36	28	20	28	37	23	17	19	40	25	26	13	30	31	18	454
1	28	**38**	16	**43**	36	19	19	34	48	10	27	**49**	**32**	26	29	23	**47**	21	545
0	17	16	29	9	**43**	24	4	3	**67**	7	10	14	30	16	**48**	14	27	11	389
∑ questionnaires	171	171	171	171	171	171	171	171	171	171	171	171	171	171	171	171	171	171	∑ indications 3078
Number of scores, and the most and least chosen values for the various methodological traits (horizontal layout *)																			
5	46	32	66	38	28	45	41	21	10	**78**	33	19	32	38	38	62	17	56	700
4	38	37	34	19	25	40	**48**	34	10	32	57	23	27	41	22	24	24	35	570
3	17	23	13	26	11	23	31	**42**	13	27	25	26	25	24	21	18	25	30	420
2	25	25	13	36	28	20	28	37	23	17	19	**40**	25	26	13	30	31	18	454
1	28	38	16	43	36	19	19	34	**48**	10	27	49	32	26	29	23	47	21	545
0	17	16	29	9	43	24	4	3	**67**	7	10	14	30	16	48	14	27	11	389
SUM	171	171	171	171	171	171	171	171	171	171	171	171	171	171	171	171	171	171	3078

*) Bold font (and green boxes) indicate the highest values, while the lowest values in their categories are shaded in orange.

Source: Own research.

The table shows data acquired throughout the study, and also features variables that will not receive more in-depth coverage in this article (macro scale–micro scale). Fundamentally, they will be used for various sorts of calculations and separate comparisons for the analyses presented below. They will be suitably processed, as in Table 4, which includes calculations needed to create both charts in Figure 2, concerning the main study approaches used in the relevant articles. Owing to limited space, I have omitted detailed information on the calculations behind the creation of further charts included in this part of the work, such as Table 4.

In terms of the methodology of the studies and the attempts to outline a profile for the analyzed works, the authors' basic paradigms and scholarly approaches are significant. This is why the first pair of methodological traits has been given the most attention here.

The positivist approach vs the interpretive approach

In its interdisciplinary form (the form it most often takes), tourism crops up in studies which take concepts from both a positivist and an interpretive (humanist) paradigm. Both paradigms have their pros and cons; the choice of which is better suited in a given case mainly boils down to the subject and aim. Below we provide brief outlines of either approach, to precede our findings on the subject.

The positivist approach is based on convictions of the universal nature of cognitive processes and the singularity of a methodological model of study. Method plays a key role, as a manifestation of human rationality, which, together with detailed research techniques, regulates (standardizes) the whole research process, ensuring the study can be repeated, with the guarantee that the results will be identical every time. This approach strives for parameterization and a quantitative grasp of phenomena, and the main tool of verification and formal analysis of accuracy is statistics. In the positivist approach, the aim is to find and formulate universal laws beyond culture and history, describing phenomena and processes, and accuracy (including the correctness of theories and prognoses) mainly depends on the proper approach to the research procedure.

In the interpretive approach the "reality"[15] studied is not a product of objective laws and rules, but is largely created by its participants. The researcher has to accept the existence of "many realities," which are variously perceived and defined. Knowledge acquired in this way is of an individual nature, which means that it can be described through statistics to a much lesser degree than the positivist perspective. It is contingent on the context, marked by a great diversity of factors and value systems ascribed by the scholars and those they study. In this approach, the whole research process is interactive, and its description is performed without the scholar imposing

[15] For the purposes of this article, this term is taken to mean diverse phenomena, processes, objects, facts etc.; in other words, everything that is or might be a subject of academic research.

his/her own conceptual frameworks. This scholarly perspective presupposes that the laws and properties of the investigated phenomena, which can be context dependent (or even one-of-a-kind), and the results of a study often refuse to submit to generalizations (statistical or otherwise). A pre-established research procedure is less important in an interpretive approach, and in many cases, even undesirable.

The study results – partly represented already in Tables 2 and 3 – indicate that the two approaches (paradigms) are both popular in tourism research. Table 3 does show that more of the highest values (5) go to the positivist approach, but if we consider the values from 5 to 3, marking the relatively frequent application of a given approach, the differences between the two are insubstantial (102:92); the same applies to the values for 1 and 2 (53:63). These results confirm that either approach is applicable in studying tourism, and that either can take us to the aim of our research: uncovering and explaining the mechanisms prevailing in the "tourist reality."

Table 4 shows calculations of respondents' scores, taking into account the summary values they ascribed to each of the approaches, to make comparisons and interpretations and present the results in a graphical form.

Table 4. Respondents' scores for the application of the basic research paradigms (approaches): positivist and interpretive

Value of the trait	Combined number of scores of a given value **for both approaches**	Combined value of scores in a given category **for both approaches** (e.g. 5x78)	Positivist approach – value of traits multiplied by number of scores (∑ – e.g. 5 x 46) and percentage of the approach in the overall value of scores			Interpretive approach – value of traits multiplied by number of scores (∑ – e.g. 5 x 32) and percentage of the approach in the overall value of scores		
	∑ = 342 (2x171)	∑=1078	n	∑=511	%	n	∑=465	%
5	78 (46+32)	390 (5x78)	46	230 (5x46)	59.0	32	160 (5x32)	41.0
4	75 (38+37)	300 (4x75)	38	152 (4x38)	50.1	37	148 (4x37)	49.9
3	40 (17+23)	120 (3x40)	17	51 (3x17)	42.5	23	69 (3x23)	57.5
2	50 (25+25)	100 (2x50)	25	50 (2x50)	25	25	50 (2x25)	75
1	68 (28+38)	68 (1x68)	28	28 (1x28)	41.1	38	38 (1x38)	59.9
0	33 (17+16)	0 (0x33)	17	0 (0x33)	51.5	16	0(0x16)	48.5

Source: Own research.

The data in the table and the resulting differences are aptly shown by Figure 2. We clearly see, above all, a greater "blurring" (larger surface-area) of the field representing the interdisciplinary approach, indicating a greater diversity of opinions from respondents here. We may also note that the differences between approaches were seen in the scores for the 2 value (where the interpretive approach was definitely greater at 75%, making the positivist approach 25%) and the 5 value (where the positivist approach reigned at 58%, vs. 42% for the interpretive approach).

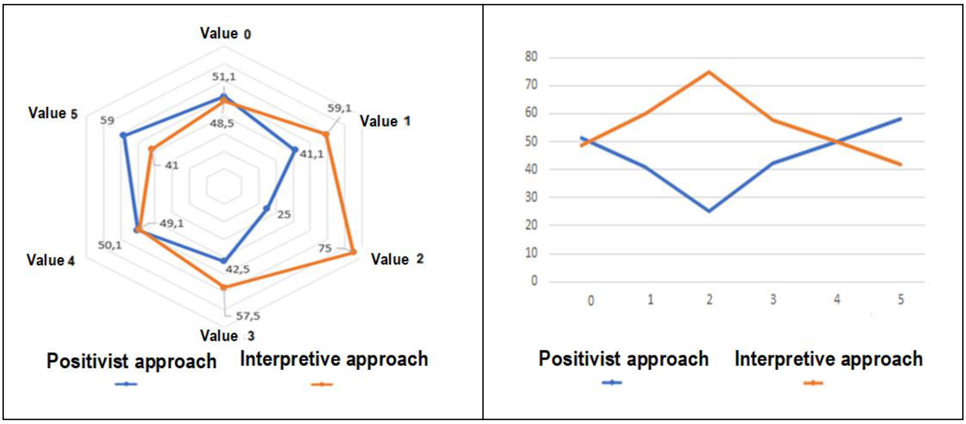

Fig. 2. A break-down of respondents' analyses of the basic paradigms (research approaches) (% scores for the values from 0 to 5)

Source: Own research.

The research shows that a positivist approach was taken somewhat more frequently in *Folia Turistica*, mainly decided by scores of respondents for values of 2 and 5, while the scores for the other values were practically identical (values of 0 and 4) or fairly similar (1 and 3).

Empirical studies, sources, and original data vs. theoretical studies and secondary sources

A pivotal variable between academic studies is whether they are empirical and based on original data acquired during their process, or theoretical, mainly using secondary data. It is the *Folia Turistica* editors' policy to publish both kinds of works. I have decided to explore which appears more frequently.

The basic aim of **empirical research** is to obtain as precise knowledge as possible, with a great deal of concrete information, in the form of "empirical data," acquired in contact with reality. This data is the basis for analyses and backs up statements on research subject, and serves to verify the resulting hypotheses. Thus, in the publications based on such research, the empirical work is always highlighted, detailing the methods and techniques for gathering the study material, and then, through the systematization and analysis of data, moving on to their statistical processing and conclusions. First-hand sources are data acquired through direct observation, experiments, surveys etc. They include historical and legal documents, eyewitness reports, audio and video recordings Internet communication (e.g. e-mails), blogs, chat groups etc. We should add that empirical studies have a special role to play in socio-economic practice, and their subject is most often clearly determined in time and space. The most frequently used research techniques include: the representation method (e.g. polls and surveys), field studies, monographs, documents, experimental and panel methods etc.

Theoretical research chiefly differs from the above in that it basically has no practical aim. This does not mean it ignores ties with practice or the potential applications it could have in many fields of life.[16] Studies that focus on theoretical issues are marked by an extensive overview of the relevant literature, which generally serves as an introduction to investigations into new concepts, theories etc. There are some works that omit this last feature and limit themselves to systematizing the results of various studies and attempts to diagnose the present state of knowledge. These works might take the form of survey articles, which – in describing he present state of knowledge on a certain topic (sometimes taking into account controversial or disputed topics) – make them a fine "guide" through the source literature, particularly for beginning scholars. Secondary sources are publications that do not describe an author's original research, but gather and present data from other authors/institutions. Their advantage is that the costs in acquiring them are much lower than in original data. Their drawback is that they are seldom entirely adapted to our intentions and research aims, they are often incomplete or out-of-date. Technological development has allowed us to gather and archive enormous quantities of study material, which is now easily accessible for study purposes, including secondary research.

Research shows that *Folia Turistica* was slightly dominated by empirical research, which took 547 points (number of x scores times their values, from 0 to 5), which was 54% of the respondents' scores in this pair of traits (empirical research vs. theoretical research). We should add that, in this pair of variables as well, the differences were especially visible in the higher and lower ends of the scale: in terms of empirical studies, as many as 64% of subjects gave their works the highest values (5 and 4), while this number was far lower in theoretical studies (around 36%). The results are shown in Figure 3.

[16] The significance of this research category and the functions of theory in the context of their relationship with practice is well rendered by a quote by famed German mathematician Carl F. Gauss, who said "... there is nothing more practical in this world than a good theory." Quoted in: [Szymański 1991, p. 95].

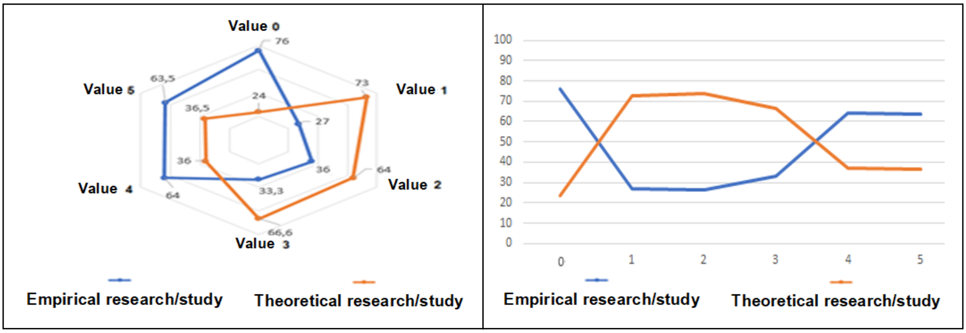

Fig. 3. A comparison of the values assigned to "empirical research and empirical sources and data vs. theoretical studies and secondary sources" (in %)

Source: Own research.

In interpreting these two charts, we should recall that they concern values of traits analyzed in pairs, which means that, in every case, 100% is a joint score for both traits of a value (e.g. both 5 and 0 separately etc.). Thus the highest percentage value marked on the left-hand chart (76%) means that this many respondents believed their work had no empirical value. It is the exact reverse for theoretical studies, where only 24% of subjects gave a 0.

Other traits affecting the methodological profile of academic works

Owing to space limitations, the subsequent parts of this chapter (the collective characteristics of the methodological traits for the entire five-year period) will not feature detailed descriptions of the analyses and interpretations; we limit ourselves to presenting six charts (for the six pairs of methodological traits) in Figure 4.

We should stress that, in interpreting line graphs (such as those in Fig. 4), the right-hand side is most important, as this is where we find the maximum values (5 and 4), which best render the different values of the analyzed variables. Using the example of monodisciplinary studies vs multidisciplinary studies, the higher scores for the latter studies mean that they are more frequently represented in works published in *Folia Turistica*.

The charts in Figure 4 show that the respondents' opinions on their methodologies were quite diverse, which probably reflects the diversity of works *Folia Turistica* publishes. Based on these results, we may conclude that, in the period under analysis, the articles far more frequently concerned "culture" (in its broadest definition) than "nature." According to data from Table 1, respondents gave the former 643 points (74%), while "nature" received only 223 (26%). These results confirm our previous ob-

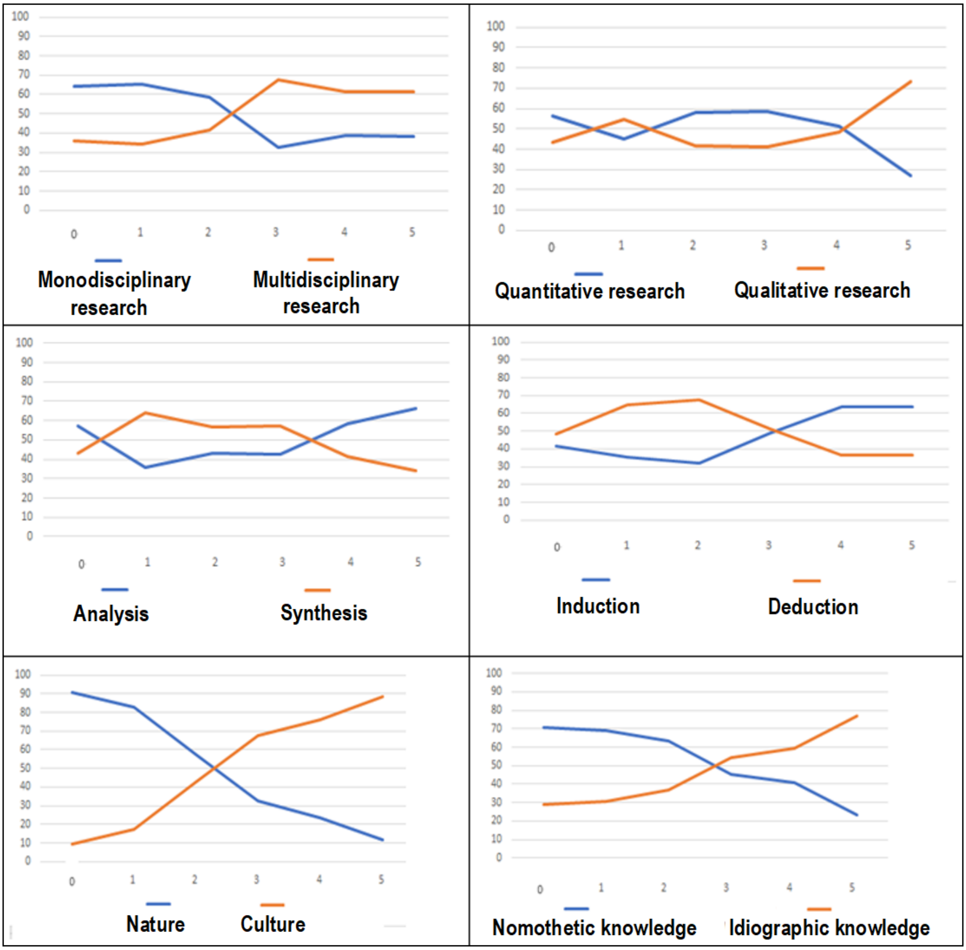

Fig. 4. Selected traits affecting the methodological profile of academic works published in *Folia Turistica*

Source: Own research.

servations (partly based on analyses of the articles' titles and abstracts), which suggested that the journal's present profile clearly differs from years past (and particularly from its first phases), when there was a much greater representation of nature articles (geography, ecology etc.). The analyses also demonstrate that the respondents more often preferred multi- or interdisciplinary research (as opposed to monodisciplinary research), and qualitative over quantitative research, which, to some degree explains the major advantage of idiographic knowledge over nomothetic. This last category (tied to a positivist approach and quantitative research) achieved a total score of 39%, while idiographic knowledge (more involving an interpretive approach and qualitative research) scored 61%. Respondents' replies on "meta-methods," i.e. analysis and synthesis or induction and deduction, are also of interest. It turns out that an inductive methodology and analysis prevail in the articles, which score fairly similarly (in terms of proportion) with regard to deduction and synthesis.

The quantitative method of analysis presented in this chapter has aimed to give readers a (qualitatively) deeper analysis of methodological profiling, found in the concluding part of the article.

General methodological profile of the journal and comparison of varia issues and thematic issues

In this section we will present thoughts on the journal's methodological profile and a hypothesis that the thematic issues have a methodological consistency, whose profile differs considerably from the overall profile, as well as that of the varia issues. These analyses are based on the same research presented in the previous chapters, though here their basis is not, as before, all the opinions in the author surveys, but the profiles of the various articles. The basic difference arises from the fact that 36% of the works (67 articles) had several authors, which made it necessary to average out the values of the various methodological traits the authors supplied,[17] so that an entire work would have a single profile for further analysis.

General methodological profile of **Folia Turistica** *in 2014-2018*

Based on an analysis of the titles and abstracts of the articles and the responses taken from the 171 authors, we might say that *Folia Turistica* is quite interdisciplinary. This conforms with its mission statement. On the journal's official web site [cf. http://www.folia-turistica.pl/index.php/pl/ (29.01.2019)], we read:

> *…the academic articles published in FT might be classified in the* ***humanities and social sciences,*** *including cultural anthropology, philosophy, psychology and sociology, history, geography, law and economics, management, and marketing. FT is also open to interdisciplinary articles, whose theses involve tourism but pertain to issues at the crossroads of many fields and disciplines of study. Above all, FT publishes work that reports the results of empirical studies, yet we also present particularly insightful and original survey articles.*

This quote on the interdisciplinary nature of the work is confirmed not only in the articles' varied approaches, but also in the journal's over-

[17] Their opinions were not always identical, as every author contributed an independent questionnaire. For this reason, it was necessary to average out the results for each single article.

all methodological profile, identified through our research. A picture of this profile – the average of all the journal's issues and the works it published throughout the period under analysis – is found in Figure 5. The layout of methodological traits for the chart's various axes was selected to provide maximum ease of interpretation. This is why traits more attached to a positivist paradigm and quantitative studies tend to fall on the left-hand side, while those tied to qualitative studies and an interpretive paradigm are on the right (though it was not, of course, possible to assign all the traits analyzed in these studies in such an unequivocal fashion).

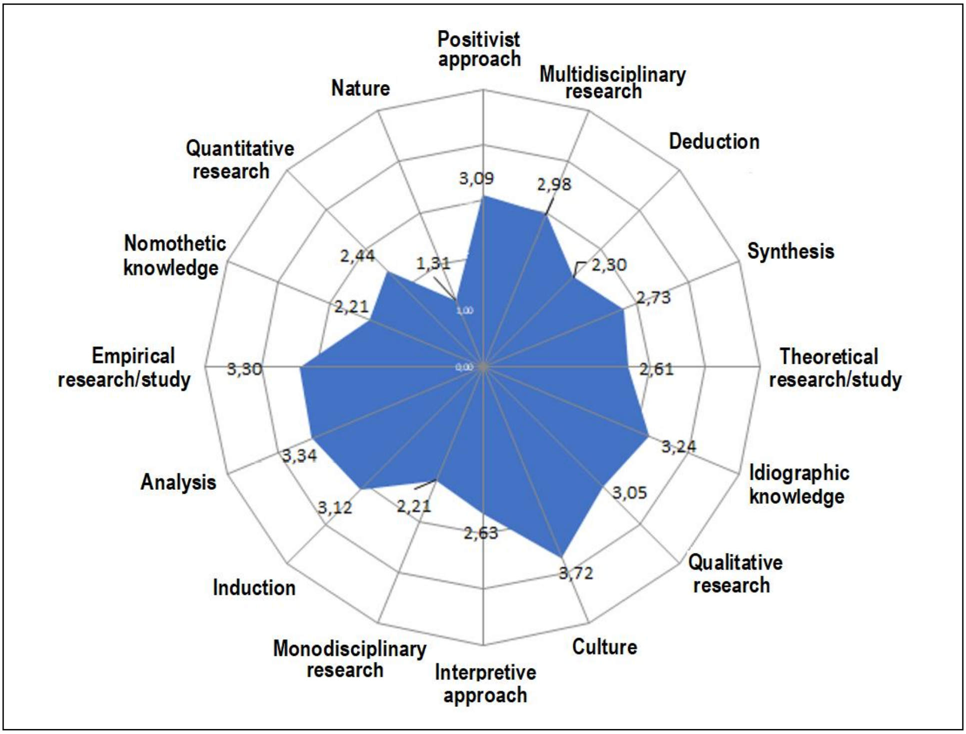

Fig. 5. Methodological profile of all the issues of *Folia Turistica* published in 2014-2018

Source: Own research.

Although the graph was based on data from 186 articles – and thus the values presented for the variables had to be averaged out – we can see which methodological traits had a relative advantage over their opposites. The trait that took the highest score (3.72) was "culture"; unlike the others, it pertained less to methodology itself than the research subject. The large gap between "culture" over "nature" surely results from the fact that tourism – although natural assets and facets thereof are not insignificant – is chiefly an offshoot of culture in its broadest definition. This is true when we analyze it from the perspective of the tourist, and of the system as a whole, facilitating tourism to occur (the whole sphere of its organization, economy, and market), as well as its impact: economic, socio-cultural etc. We are taking a wide-angle look at culture in this study, embracing all of a society's spiritual and material production, in other words, whatever is created by people, by their thoughts and actions. It should come as no surprise, then, that in interdisciplinary tourism studies, "culture" was the subject of study three time more often than "nature."

The second-highest value goes to empirical research, at 3.34, although, we might add, theoretical studies also took a relatively high score; at 2.64 they reached a similar level to the interpretive approach (2.63) and synthesis (2.73), and higher than deduction (2.30), and quantitative (2.44) and monodisciplinary (2.21) studies, or nomothetic knowledge (2.21). High scores (over 3) also went to: analysis (3.34), idiographic knowledge (3.24) and induction (3.12) and qualitative studies (3.05). A bit of a surprise, especially given the relations between some of the variables, is the prevalence of the positivist approach (3.09) over the interpretive (2.63). Yet this ought not to surprise us so much, as, in tourism research, various facets of the positivist paradigm appear quite frequently (and not only with regard to nature, space, and the economy, but also in terms of many social issues).[18]

Methodological of the varia issues published in 2014-2018

Owing to the prevalence of varia issues over thematic ones (a ratio of 14:6), we might suppose that their profile will be quite similar to the journal's overall profile. Yet we note some critical differences, expressed by Figure 6.

The most vital differences include the score for culture (3.41) and qualitative studies (2.81), which are lower than the previous chart, while monodisciplinary studies score higher (2.44). We should note that the "deduction" score, while very low on the previous chart, fell even further in the varia issues, down to 2.16, taking the lowest score in the study apart from "nature." We should also note that the varia issues show a rise in the positivist approach (up to 3.41) and empirical studies (to 3.60).

[18] The positivist paradigm, though dominant mainly in the natural sciences, is generally also accepted in the social sciences, where it is set apart in practically every field and discipline. Even in a field as seemingly remote from the natural sciences as law, the positivist paradigm is generally set apart as one of three – alongside a legal-natural or socio-psychological (realist) approach – the basic paradigms in research conducted in the framework of legal studies [cf. *Teoria i filozofia prawa...* (The Theory and Philosophy of Law) 2010, pp. 59-99; Stelmach, Brożek 2004, p 28]. Interestingly, we find many analogies between the methodologies of legal studies and tourism studies, and the "…search for similarities and differences in paradigms and scholarly approaches" (part of the title of an article that contains thoughts on this subject) could prove quite interesting [Alejziak 2018, pp. 45-89].

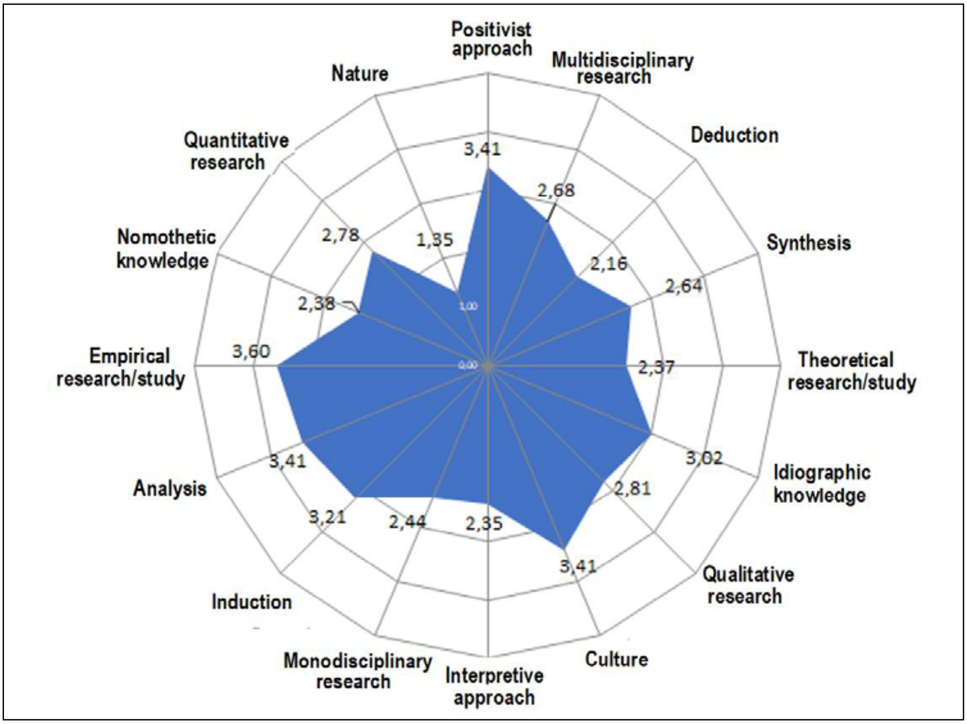

Fig. 6. Methodological profile of the varia issues of *Folia Turistica*
Source: Own research.

The fact that, owing to their averaged results, profiles for large collections significantly “erase” the differences between them is demonstrated by Figure 7, which gathers a collective profile for all of Issue 46 and individual methodological profiles for various articles.

Figure 7 shows a very high degree of methodological differentiation in articles in a single issue. This was a varia issue published in English, containing seven articles, five of whose authors submitted their opinions (for one article the authors failed to submit their opinions on time, while the authors of the remaining piece did not respond to the invitation to take part in the study). The first two articles dealt with research on tourist activities, though the stress fell differently: one (Chart A) was a typical overview, with a strong emphasis on methodological analysis and an international focus, while the other (Chart B) concentrated on conditions of tourist activities for a certain narrow category of tourist. The third article (Chart C) joined the conditions of the tourist activities of Chicago’s Polish population with the choice of destination. The fourth article (Chart D) concerned benchmarks in the hotel industry, based on empirical studies, with many practical assets, while the final text delved into the history of tourism, shown in the dominance of the lower right-hand quarter of the graph, with its predominance of traits found in the social sciences and the humanities. The final chart (F) is a collective profile for the whole issue, showing the aforementioned "obscuring" of methodological differences in interdisciplinary tourism studies.

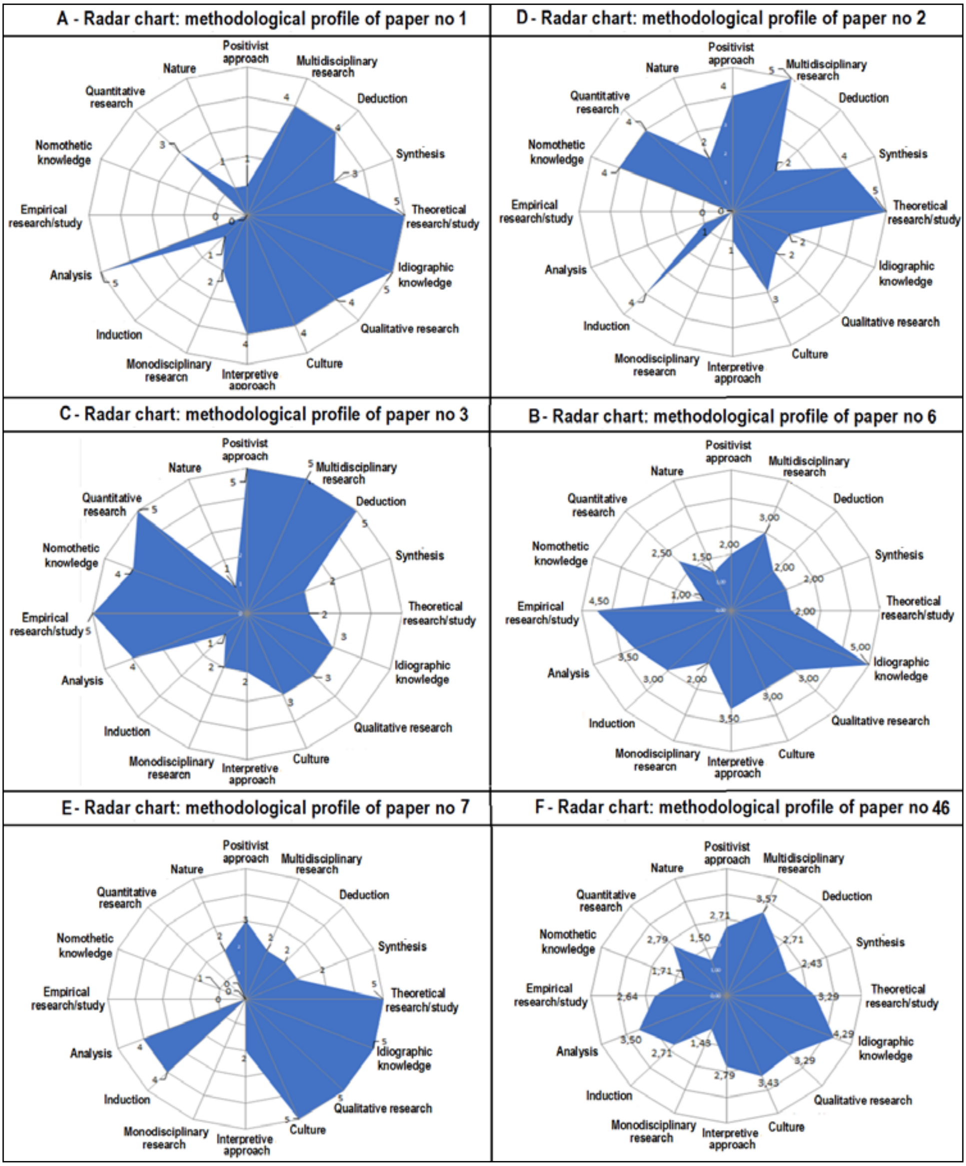

Fig. 7. Differentiated methodological profiles for articles published in Issue 46-2018 of *Folia Turistica*.

Source: Own research.

Methodological profile of the thematic issues published in 2014-2018

The results of research into thematic issues is also of interest. One hypothesis supposed they would involve a lesser differentiation than the varia issues, which the research largely confirmed. Even considering the above-mentioned averaging of the results with regard to the larger groupings, we clearly see that the methodological profile of the thematic issues – depicted in Figure 8 – differs from both the overall profile of the journal, and the varia issues.

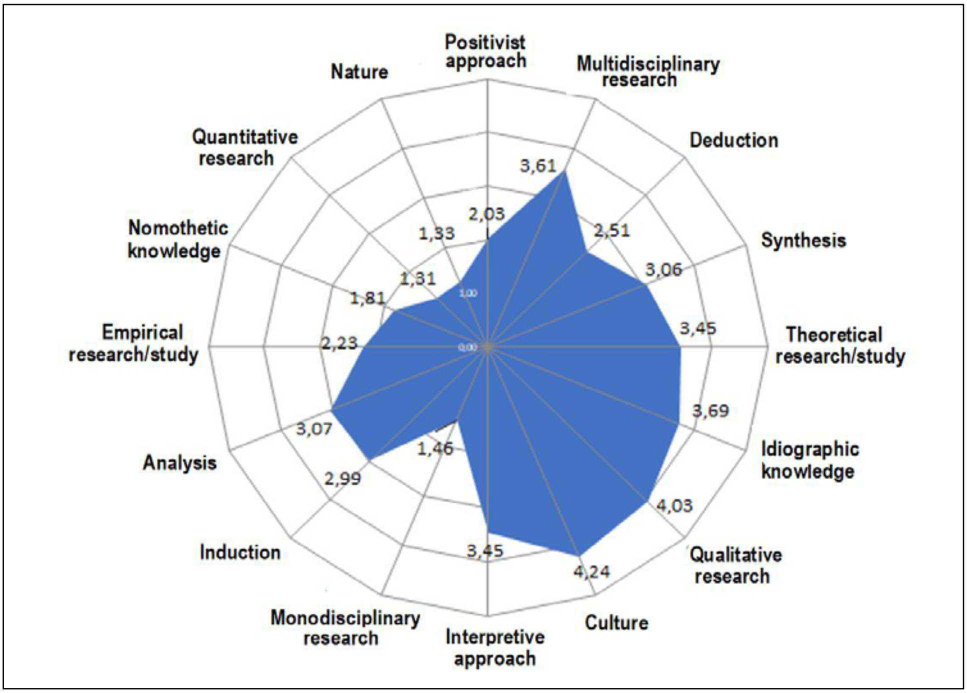

Fig. 8. Methodological profile of all the thematic issues of *Folia Turistica* published in 2014-2018
Source: Own research.

In the period under analysis, six thematic issues were released (with one in English), with a total of sixty-two academic articles. Fifty-six authors responded to our study. Compared to the overall profile of the journal, we note that the thematic profile for the thematic issues moves slightly onto the right-hand side of the chart. This means that these articles have a proportionally greater "slant" toward sociology and the humanities, which are dominated by qualitative and theoretical studies, and knowledge is chiefly idiographic. We have a practically identical occurrence of analysis and synthesis. In the thematic issues, there is a preponderance of the interpretive approach over the positivist (3.45 vs. 2.03), while the positivist approach reigns overall (3.09 vs. 2.63). The low score of monodisciplinary studies might come as a surprise, yet considering the interdisciplinary nature of tourism, the main subject, the higher value ascribed to multidisciplinary studies should seem natural.

The differences between the varia and thematic issues are basically similar to those described above, though the disproportions between some traits can be slightly greater. We should stress, above all, that the varia issues more involve empirical studies and inductive methodology and a wider application of analysis as the basic study method.

With the thematic issues, we might conduct one other sort of analysis, given that in the relevant period there were two issues devoted to the anthropology of tourism, giving us the opportunity to see how close their methodological profiles are to one another. These analyses are all the more interesting in that one issue was published in Polish and the other in English. Another advantage of these analyses was that it provided a test for the Methodological Imaging of Academic Works (OMPN©) system, as we may

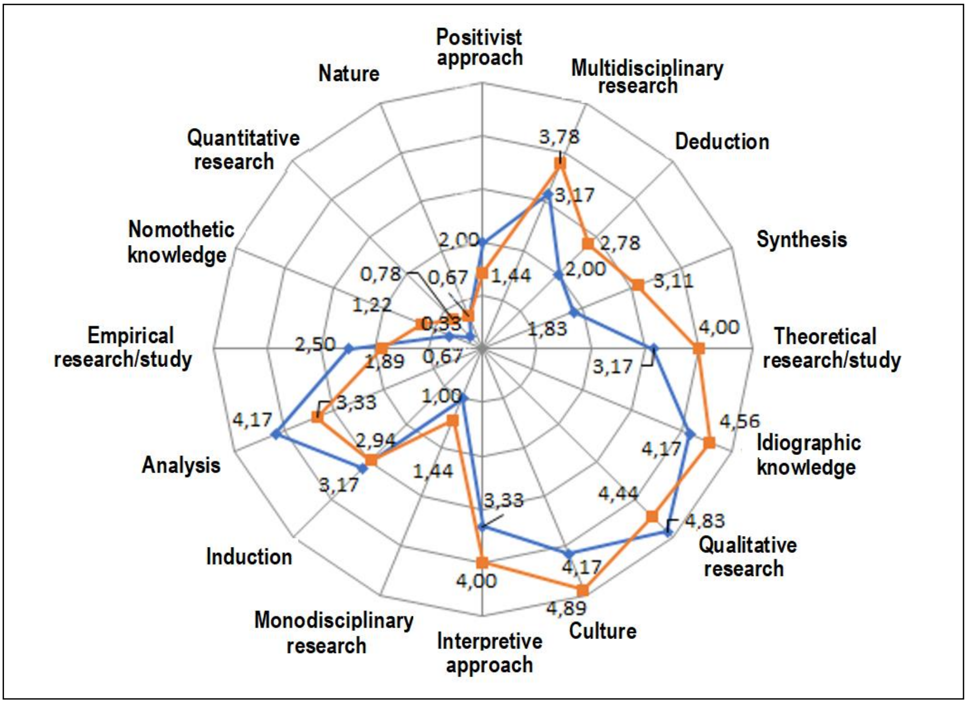

Fig. 9. Methodological profile of the two "anthropological" issues (37-2015 and 39-2016) of *Folia Turistica* published in 2014-2018

Source: Own research.

assume – if this method is to be reliable and useful as an instrument in analyzing academic publications – that the profiles should be more similar than those of the other issues we have compared. The profiles of both anthropological issues is displayed in Figure 9.

As we can see, although the articles in both issues addressed a range of subjects, and their "anthropological" profile was fairly loose-knit – they included articles on cultural anthropology, ethnography, ethnology, sociology etc. (this probably explains the surprisingly low score for monodisciplinary research) – the methodological profiles of the two issues are essentially alike.

Conclusions

The research in this study shows that articles published in *Folia Turistica* have been highly diverse in their methodological approaches, and in many works there is a scholarly approach known as triangulation, which involves joining various approaches and research methods and drawing conclusions based on various kinds of data. This situation, joined with the relatively low level development of tourism research compared to other, more advanced fields and disciplines does not facilitate our task of evaluatizng the various articles and their significance in attaining valuable knowledge. It would seem that this approach, which joins a new method of analysis and a visualization of the journal's methodologies, could be most useful. We have used it to conduct a multiaspectual analysis of applied methodology to all the works published in the relevant period, not only defining the journal's general profile, but also – juxtaposed with the profiles of thematic and varia issues – allowing us to show the similarities and differences in the predominant methodological concepts (traits). It would seem that, in our era of dynamic development and diversification of study – turning the process D. J. de Soll Price once described as going from Small to Big Science [Price 1967, quoted in: Kulczycki, Drabek, and Rozkosz 2015, p. 35] into a phenomenon some call "Multistudy"[19] – this approach could help readers find their footing in the complexities of methodology and the increasing diversity found in contemporary academic scholarship.

The research shows that *Folia Turistica* is dominated by empirical studies, though their prevalence over theoretical studies is slight. As expected, multi- and interdisciplinary studies predominated (though we can-

[19] "Multistudy" is a term coined by E. Kulczycki, A. Drabek, and E. A. Rozkosz, characterizing contemporary study, which they believe is marked by "…varying, sometimes opposite methods of research, publishing, and communicating, less building scholarship than many scholarships [and] a pluralism of methods for disseminating knowledge and diversifying how it is processed" [Kulczycki, Drabek i Rozkosz 2015, p. 54]

not be certain of their clear limitations by survey subjects). Inconsistencies requiring further study include the relationship between a positivist and interpretive approach (which clearly prevails in the thematic issues). Analysis is more often applied than synthesis, and induction more often than deduction; the knowledge acquired was more often idiographic than nomothetic. Given that the article presents and interprets the research results in some detail, this summary outline of the most important conclusions would seem to suffice.

An important conclusion from this study is that Methodological Imaging of Academic Works (OMPN©) can be used to create graphical methodological abstracts to complement traditional abstract systems in academic journals. Though this topic was not directly addressed in the research (i.e. respondents were not asked about it), the way in which the studies proceeded and the approach the authors had to the research project indicate this clearly. They almost universally declared (in our correspondence) that this was a highly interesting and valuable approach. There were also specific postulates, such as that *Folia Turistica* could serve as a kind of testing ground and precursor in introducing graphical methodological abstracts, as an offshoot of OMPN©. These opinions should be reviewed by the journal's editors and publishers. Thus, perhaps, considering the promising results, authors seeking to publish in *Folia Turistica* may soon be asked to include information for creating graphical methodological abstracts. It seems this might receive a warm response from readers, as it would not only facilitate their reading, but also their making a decision if a work is worth reading. Signs seem to show that research on methodological imaging and profiling should continue, especially if it is conducted on a wider scale, and based on other fields and academic disciplines.

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STATISTICAL TOOLS AND METHODS USED IN WORKS PUBLISHED IN "FOLIA TURISTICA" BETWEEN 1990-2018

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Abstract

Purpose. The aim of the study was to discuss the use of tools and methods of statistical analysis, as well as forms of graphic presentation of results obtained in articles published in "Folia Turistica" during the last 30 years of its history.
Method. The basic method was a review of all articles in terms of the use of statistical methods applied in scientific papers published in "Folia Turistica" in the years 1990 - 2018 (volumes 1- 49).
Findings. Out of 486 articles published in 49 volumes of "Folia Turistica" from 1990-2018, 31% used statistical tools and methods. The graphic presentation of analysis of results can be found in 78 articles (including 12 publications with prepared maps), the use of statistical tests in 35 articles, and the use of multi-dimensional statistical methods in 28 articles. An important part of the works are methodological publications. The authors used statistical parametric and non-parametric tests, linear and non-linear regression models, taxonomic and factor analysis and (in individual cases) relatively rare tests, including those related to spatial analyses (I-Moran and Isard coefficient).
Research and conclusions limitations. The work concerns the use of statistical tools and methods in scientific articles in "Folia Turistica" issue No. 1-49. In some works, there was no verification of the applicability assumptions of selected statistical tools or justification for their selection, or the purposes of the research were too general.
Practical implications. The indicated tools and methods of statistical analysis may be inspiration for authors and readers of scientific papers in the preparation of numerical data and forms of their presentation.
Originality. Meta-analysis was prepared on the occasion of the anniversary edition of the 50th issue of "Folia Turistica".
Type of paper. The article is a review.
Keywords: statistical parametric and non-parametric tests, multi-dimensional methods, statistical parameters, statistical charts.

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Introduction

The "Folia Turistica" scientific journal enables the exchange of scientific ideas and research results from the broadly understood area of tourism. Thanks to this, publications cover various areas of life related to tourism, economics, transport, education, ecology, meteorology, philosophy, anthropology, medicine and others. Part of the presented works concerns research conducted based on the analysis of measurable quantities or nominal variables. The reliable and scientific basis for this type of analysis are statistical methods and tools.

The aim of this study was to present and briefly characterise statistical methods and tools used in articles published in "Folia Turistica". All 486 works published in "Folia Turistica" were taken into account, from issue 1 (1990) to 49 (2018). This article briefly summarises those works, the aim of which was to use the results of statistical analyses in a proper way, starting from presenting the percentage structures of the analysed research materials, to multidimensional methods, including modelling and prognosis. Focus was also placed on the use of mathematical statistics via, among others, methods for verification of statistical hypotheses, paying special attention to applied statistical tests, which – based on random samples – allow to formulate conclusions regarding the studied populations. Also included are various ways of graphical presentation of the results of statistical analyses, especially in the form of graphs and prepared maps.

Analyses regarding the applied statistical tools and methods were presented (with a few exceptions) chronologically to partly reflect the intensification and complexity of the applied analytical procedures.

It should be clearly indicated that not all topics discussed in "Folia Turistica" require statistical analysis or data presentation. This results from the aforementioned multifaceted aspect of tourism, its impact on economic and individual life, from the emotions experienced from travelling, sightseeing and leisure, from the cognitive values in many areas of life and building relations with co-participants and the environment, etc.

Results of analysis

Already in the first issue of "Folia Turistica" from November 1990, we find the use of statistical methods in four of the ten scientific articles published at that time. In opening the first volume of the Publishing House, in a relatively extensive article, the authors broadly analyse the distribution of responses obtained on the basis of 330 surveys regarding rest among Kraków residents, presenting them in the form of a set of distribution numbers and their corresponding percentages [Alejziak, Walas 1990]. Similar statistical tools were used in the works [Jarosz 1990; Marczyk 1990], in which percentages and indices of dynamics were analysed. The raised issues concerned the organisational and social sphere of collective leisure supported by the workplace. An article of different, theoretical nature [Kukuła 1990], deals with the linear ordering of data described by multidimensional variables, referring to tourist objects in a similar way to, for example, the development pattern method (other ranking methods – from the best to the worst object – appearing in Gryszel's and Walesiak's works from 2014, published in "Folia Turistica" issue Vol. 31 and 32, discussed later in this article).

Works from the following 16 years (1991-2006), in which statistical methods were used, mostly concerned variable distributions expressed in the form of percentage structure of the studied phenomena, their structure analysis, most often based on a relatively large material collected in questionnaire form. The articles include: [Alejziak 1991] – an analysis of 111 questionnaires, together with the presentation of an integrated indicator of participation in tourist activity among Stockholm residents, [Bator 1991] – 212 surveys on the conditions of spending free time by the residents of Kraków in terms of adults–youth, and [Bator 1993] – 268 questionnaires describing forms and conditions of students' leisure activities (analyses were supplemented with pie charts and histograms), [Bisztyga 1995; Karaś, Krupa 1995] – 1,105 and 150 questionnaires regarding services and accommodation, respectively (both works with bar or pie charts), [Kurek 1995] – 392 surveys concerning Kraków residents' opinions on tourism, including a map of the location of the places from the questionnaire, [Alejziak 1995] – addressing issues of social pathology and proposing a methodology for researching this phenomenon (on the example of 196 crimes in Kraków), [Kruczek 2000] – 693 surveys aimed at examining professional tour guides of foreign trips, and [Różycki 2001] – 476 surveys among men and 408 among women, assessing the place of tourism in the way of spending free time by young people in Kraków, [Kruczek 2001] – analysis of employment and qualifications of employees of the tourist industry in Kraków on samples of over 160 to several thousand (in articles by Z. Kruczek, apart from the presentation of distribution in tabular form, bar and pie charts are also used).

Analyses of percentage structures can also be found in the articles: [Jarosz 1992; Mróz, Rettinger 1992] – concerning accommodation base in the Tarnobrzeg voivodeship and the tourist and tourist base in Yugoslavia, [Jarosz, Żołdak 1993; Kitowski 1993] – showing the infrastructure of the Dynowski and Przemyskie as well as the Bieszczady Foothills, respectively [Orzechowska-Kowalska 1995] – approximately 998 sightseeing objects in Kraków with pie charts on district maps, [Kraus 1996; Rettinger 1996] – a study based on GUS [Central Statistical Office] data and reports [Kruczek 2002] – addressing the attractiveness of the Tatra Mountains and Podhale in terms of various aspects, based on 366 survey responses (using percentage distributions and numerous histograms). Numerical analysis of tourist traffic visiting the Holy Cross, based on tens of thousands of data (region, form of organisation, year and month of visits), supplemented with maps, pie charts and histograms are included in the work [Mróz 2003]. The article [Abram 2003] contains the results of 2,862 surveys among spa visitors from Polish health resorts and a tabular presentation of the distribution of the number of responses along with graphics in the form of histograms and cake charts. In [Koc 2006], an attempt was made to examine the monthly dynamics of arrivals to Poland of 400 people from the Russian Federation, the Ukraine and Belarus. Based on changes expressed in percentages, the work covers the years 2003-2005. The presented graphs enabled clear interpretation of the dynamics of these arrivals. The article [Mazanek 1995] presents analysis regarding the percentage structure of 436 enterprises of the tourist industry in Kraków. In the paper [Dziadkowiec 2000], the results of evaluation of service quality among 69 tourist offices in Kraków were presented, based on 493 responses collected using the "Mystery Shopping" method - mysterious client (the questionnaire contained 27 questions regarding phenomena improving customer service and 14 questions related to decreasing service quality).

A smaller number of surveys was used to prepare articles based on the analysis of the distribution of numbers and percentages: [Paluch 2003] used 51 questionnaires obtained from men and 99 from women commenting on conflicts in hotels, [Kosmaczewska 2003] examined 26 agrotourist farms, [Kaganek, Miller 2004] analysed 68 questionnaires regarding hotels in historic buildings, [Alejziak 2005] studied 54 job offers in tourism, and [Leśniak, Mazurski 2006] researched 70 tourist questionnaires from 3 Polish regions.

In a sense, a separate group of works are articles devoted to students and graduates of studies in the field of "Tourism and Recreation": [Kruczek 1991; Kruczek 2003] – 305 surveys and 111 questionnaires with numerous charts (in the latter, also with a radar chart), [Borne-Falencik 1998] – 458 and 270 questionnaires on the fate of hotel and tourist school graduates, based on a 2-year follow-up, and [Fenczyn et al. 1992], in which for the first time, we find the use of statistical tools in the form of statistical tests, which were applied in order to analyse 147 questionnaires. The author used Fisher-Snedecor's F test in the analysis of variance, the Student's *t* test for 2 means and the U test for fractions). The same analytical apparatus was used in another article by this author [Fenczyn et al. 1993], and in the paper [Surówka-Fenczyn 1992], the U test was used to verify hypotheses for 2 means.

In some articles, in addition to the percentage structure, hypotheses about independence of features were verified via the χ^2 test. In these works, the relationships between nominal features and their determinants, and thus, the statistical significance of stochastic relationships, were analysed. We find such analyses in the works: [Łukasik 1993] – 34 male students and 34 female students (Pearson's contingency coefficient was calculated), [Kołomyjska1997] – 256 fit and 69 subjects with a low level of physical fitness (mean age 69), [Kaganek 2000] – 52 men and 23 women after stroke (the work includes numerous charts and tables).

One of the important topics of publications, from the point of view of statistical analytics, is the issue of ordering (ranking), helpful in assessing the intensity of phenomena described in the case of many variables. Already in the first issue of "Folia Turistica", this subject was undertaken by earlier cited K. Kukuła [1990]. Subsequent works are related to the use of synthetic variables that allow for the "combination" of a single statistical feature of different sizes from many areas of the examined issue (also with the use of weighing). These variables allow clear, linear ordering. They were used in the articles: [Guzik, Ostrowska 1993] (concerning the typology of tourist attractiveness among 361 municipalities of south-eastern Poland using the Z. Hellwig's development pattern, for 1977 and 1987), [Kukuła 1993] (includes ranking via 2 methods – with even and preferential division of points between diagnostic variables, using stimulants and destimulants, and presenting the typology results on maps of Poland), [Majcherczyk, Mroczka 2004] (presents the ranking of tourist attractions of the Krzeszowice commune with its volume depicted on maps), and in [Skrzypczak 2005] (construction and definition of synthetic recreational usefulness index of natural water reservoirs available for fishing). Multidimensional scaling and the use of nonparametric versions of variance analysis in the form of the Kruskal-Wallis H test, as well as Spearman's rank correlation coefficients (based on statements of 423 respondents) can be found in [Nowacki 2005], while Pearson's linear correlation coefficient can be found in [Różycki 1998].

Percentages, average values and statistical charts can be found in the article [Morawska-Horawska, Lewik 1997], and histograms and the use of the Likert scale in the work [Kruczek, Stanisławczyk 1995].

Quite obvious, although not very common in the first period of publishing the "Folia Turistica" journal, is the use of modelling tools, especially based on regression methods. The first work of this type concerns the linear trend of sold accommodations by the "Orbis" Branch in Kraków for the 1986-1992 time frame [Seweryn 1995]. In the article [Rączkowska 2003], we also find the use of the linear trend function to model the number of visitors to the Wieliczka Salt Mine together with the assessment of the appropriateness of the R^2 coefficient of determination, as well as a wide range of statistical charts (linear, pie, bar, ribbon). Pearson's linear correlation coefficient and the linear regression equation of one variable can be found in [Obrębska-Starklowa 1997].

Significant use of statistical methods can be found in works in "Folia Turistica" from the year 2007 in issue 18. In addition to the article titled "Wpływ nowoczesnych metod zarządzania hotelami na efekty ekonomiczne działalności operacyjnej" [*The impact of modern hotel management methods on the economic effects of operative activity*] [Gołembski 2007], where the parameters of the trend line were determined (without examining its significance). The next two items deserve special consideration in the analysis, because for the first time, multidimensional taxonomic analysis using the k-means method was implemented. These are the works by W. Alejziak from the University of Physical Education in Kraków, entitled "Inhibitory aktywności turystycznej. Teoretyczne i metodologiczne aspekty studiów nad ograniczeniami i barierami uczestnictwa w wyjazdach wypoczynkowych" [*Tourist activity inhibitors. Theoretical and methodological aspects of research of constraints and barriers on leisure travel participation*] [Alejziak 2007] and M. Nowacki from AWF in Poznań, entitled "Korzyści wynoszone przez osoby zwiedzające atrakcje turystyczne. Segmentacja rynku" [*Benefits gained by visitors of tourist attractions. Market segmentation*] [Nowacki 2007]. The first of these works, based on the replies of 814 respondents, enabled the isolation of 3 clusters of tourism activity inhibitors using the taxonomic analysis method. Next, the author used factor analysis with Varimax rotation, which allowed detection of invisible factors and the reduction of variables. Among those analysed in statistical terms, it was the first work in which factor analysis was used. The second of the above-mentioned works was based on the results of questionnaire surveys, which included as many as 1,970 respondents in order to separate clusters-segments of the market of people visiting tourist attractions of Wielkopolska and Kujawy. In addition, nonparametric analysis of variance using the Kruskal-Wallis H test was carried out, making it possible to determine statistically significant differentiation of average values for the problems posed (in each of the 6 issues examined, the differences were statistically significant at the significance level of $\alpha = 0.001$). The next step was to use the χ^2 test to verify hypotheses regarding the independence of selected features (gender, age, education and 3 ways of completing the trip) from the created clusters (segmentation). Here too, except for one case (one-day/multi-day trips), the dependences turned out to be statistically significant ($p<0.001$). Similar analysis (using the χ^2 independence test) was carried out for 5 tourist attractions examined by the author. Based on the 30-field grouping table (6 clusters x 5 attractions), a statistically significant relationship ($p<0.001$) of the variables studied by the author was also found. In summary, it can be said that the 18th issue of "Folia Turistica" from 2007, due to these two works, is a time turning point of the use of multidimensional, more advanced statistical methods, in combination with the use of statistical tests to develop research results on tourism issues.

In the article [Rogacki 2009] we find analyzes of indicators of dynamics, concentration and structural transformations of the accommodation base in Poland between 1999 and 2007 in the voivodship system, supplemented with maps, tables and a bar chart.

A significant number of tests and statistical values were used in the article titled "Nielegalna dyspersja turystów – problem parków narodowych i rezerwatów przyrody w Polsce" [*Illegal dispersion of tourists – the problem of national parks and nature reserves in Poland*], in which research results became the basis for discussions on this subject [Witkowski et al. 2010]. It is necessary to emphasise the wide range of statistical tools and methods used, as they can be an inspiration, and in a sense, an example of their use for other authors. Spearman's rank correlation coefficients were used, determining their statistical significance. For multidimensional linear regression models, R^2 determination coefficients were calculated and the significance of regression parameters (F test) as well as the coefficients of these models (Student's *t* test) were examined. Also studied – which is of great importance for the fulfilment of the assumptions of the applicability of methods, and although basic, it is unfortunately omitted in the analysed works – was normality of variable distributions using the Shapiro-Wilk W test. To show statistically significant relationships with the χ^2 test and its variant in the Hoeffding's D version test (requiring the fulfilment of weaker assumptions), as well as for the assessment of statistically significant differences – the Wilcoxon W test for dependent groups was applied. The article [Bielański 2010] uses the G^2 likelihood ratio test, relatively rare in scientific papers. T. Skalska, in the work titled "Wpływ wybranych czynników ekonomicznych na poziom konsumpcji turystycznej nierezydentów" [*Effect of selected economic factors on the level of non-residents' tourism consumption*] [Skalska 2010], represents an econometric approach, building linear regression models of many variables for incoming tourism from Germany, the Netherlands, Great Britain, France, Lithuania, the Russian Republic and the Ukraine and for all countries in general. She uses Pearson's r linear correlation coefficients, the Student's *t* test to examine the significance of regression coefficients and she analyses the size of the R^2 coefficient of determination indicating which part of the variance of the empirical variable explains the built regression model. These analyses are supplemented with regression models for time series of non-resident tourist demand, based on the progressive stepwise regression method. The emergence of this type of analysis should be emphasised, which in a certain range of applications, may be exemplary for the development of numerical data on various issues related to economics and tourism.

Regression models and econometric analysis can be found in the study [Gołembski. Majewska 2010], in which the authors determine non-linear trends based on values from subsequent quarters in 2005-2009. They use exponential, logarithmic, S-shaped and analysis based on 2- and 3-degree polynomials for approximation. For nonlinear models obtained in this way (brought down to linear form), their significance of function coefficients is tested by means of the Fisher-Snedecor F test and the significance of the directional coefficient of the trend with the *t* test (without constant or absolute terms). Earlier, they define and analyse the seasonality of hotel turnover, depending on location (Poznań, Lublin, Sopot, Międzyzdroje), and examine the relationship between Pearson's *r* linear correlation coefficients among revenues and costs in seasonal and year-round hotels.

A similar type of analysis, based on regression with a 2-degree polynomial (parabola), can be found in the same volume in the work entitled "Frekwencja turystyczna w rezerwatach przyrody poza sezonem letnim" [*Off season tourist attendance at chosen nature reserves*] [Mroczka 2010]. The author builds regression models based on polynomials to describe the 27-day time series of tourist attendance during the winter at Homole Cove and Biała Woda Valley. The appropriateness of the obtained models is described by the value of the R^2 determination coefficient. In turn, [Rutkowska, Godlewski 2010] - having a small number of 35 questionnaires – in the analyses of average values and their differences, they use the non-parametric Mann-Whitney U test and the Wilcoxon W test of rank marks for differences. Therefore, it can be concluded that "Folia Turistica" 23 (2010), alike the previous issue Vol. 22 (2010), brings forward the significant use of statistical and econometric methods of regression modelling to analytical apparatus based on measurable variables.

The article [Szromek 2012] demonstrates the use of the logistic regression function of approximation regarding passenger incoming tourist traffic to the island of Bornholm in 1912-2009, and provides forecasts up until the year 2030, including cycles and phases: exploration, introduction, growth, consolidation, flourishing, decline/recovery. Models of this type were also used for the number of passengers visiting the Isle of Man in the years 1884-1980. Analyses, supplemented by historical facts, have allowed, among others, for in-depth verification of hypothetical stages regarding tourism development of a region. It seems that this type of tool may prove to be appropriate in modelling non-linear processes that are described by "S"-type curves.

The percentages of the number of people visiting museums in relation to the number of people visiting national parks in Poland in the years1996-2009 and the arithmetic averages of the number of didactic events organised in educational and museum centres can be found in the work [Wojtanowicz, Sokołowska 2012], where they are presented in the form histograms clearly illustrating an upward trend.

In the area of management [Puciato 2012], the analysis of percentage structures and the χ^2 test were used to demonstrate the independence between various elements of knowledge management systems at travel agencies and hotels. Similar statistical methods were applied in relation to socio-demographic factors (gender, age, marital status, education, occupation, income) of participation in tourism on the basis of a large sample of 4,400 Warsaw residents [Biernat et al. 2012], using the χ^2 test of compliance of empirical distribution. The analyses were supplemented with the results of the Mann-Whitney U and the Kruskal-Wallis significance tests regarding mean values for short- and long-term or foreign trips as well as for the declared number of trips during a year, also specifying confidence intervals. The obtained results allowed to provide comprehensive, statistically justified answers, indicating which of the analysed factors have decisive influence on the tourist activity undertaken among the capital's residents.

A wide range of methods and statistical tools was used to assess the tourist attractiveness of Turkey based on surveys among students from different countries who had visited the country at least 3 times [Zelech, Lewczuk 2012]. Attributes of attractiveness were presented using arithmetic means and standard deviation. Using the "z" test for 2 means from large samples, it was analysed whether gender, field of study, financial situation, region of origin or length of stay statistically significantly differentiate the average attractiveness ratings. The taxonomic method has 5 groups of similar variables (out of 18 considered variables related to tourist attractiveness), and then, based on selected variables, a regressive model of tourist attractiveness was determined. When examining the significance of the coefficients of this model, it was simplified by rejecting statistically non-significant variables ($p>0.05$). The obtained model explained as much as 97.7% of the variability of the synthetic variable – "tourist attractiveness".

Presentation of the structure of the issues examined on the basis of percentages can be found in the works [Gheribi 2014; Klimek 2014; Wojciechowska, Kupis 2014], with the first 2 articles also using single-index dynamics indices. Analyses of percentage values from 1,522 surveys concerning the labour market in tourism are presented by B. Alejziak [2014]. A similar type of analysis, complemented by histograms and pie charts, can be found in [Buczkowska 2012], based on surveys among 181 listeners of the University of the Third Age University in Poznań.

In turn, analysis of the structure based on percentages is found in the studies [Alejziak 2017; Bosiacki, Hołderna-Mielcarek 2017; Sidorkiewicz, Tokarz-Kocik 2017]. We can also encounter a similar type of structure analysis, based on percentage distributions, in [Sobczuk 2013] – 56 respondents, [Jabłonkowska 2017] - 280 respondents, or [Bednarska 2013]. The latter article investigated the relationship between the level of job satisfaction and its 6 determinants (thesis content, salary, job security, development, interpersonal relations, balance in life), broken down into old member states, new member states and candidate countries to the Union European Union.

The author completed the histograms with radar charts and presented correlation coefficients measuring the strength of dependence of the examined features.

In subsequent works [Ciapała, Zielonka 2013; Hadzik, Szromek 2013], we can similarly conjecture that we are talking about Pearson's linear correlation coefficients, because their significance was given ($p<0.05$). K. Kaganek [2013] uses statistical research tools (Student's t test and the χ^2 independence test) in analyses concerning the relationship between the practiced forms of active tourism and various determinants of disabled individuals, giving the values of empirical probability, which allows the statistical significance of the factors to be assessed. Then, using the stepwise backward regression method, the coefficients of logistic models can be estimated, taking only statistically significant variables into account. In addition, the charts show the values of the odds ratio for the considered forms of tourism: lowland, mountain, cycling, canoeing, sailing, motor, ski, horse and others.

The analysis of variation between groups of stabilographic and posturometric parameters using the non-parametric Wilcoxon test can be found in [Mazur-Rylska et al. 2013]. It also assesses the strength of dependence and statistical significance of group-related differentiation with the Mann-Whitney U test. The use of non-parametric tests involves the analysis of features the distribution of which differs from norms, or in the case that the researcher has relatively small samples. In the same issue, D. Dąbrowski et al. [2013] use the Student's t test to assess statistically significant differences in participation in various forms of recreational and tourist activity of disabled people in cities and villages. The analysis is supplemented by the use of the χ^2 independent test to demonstrate the impact of place of residence on tourist and recreational activity (only the first type of activity differentiates the city and the village in a statistically significant way). The rejection of the null hypothesis about the independence of features implies inference concerning their mutual interdependence. Similar statistical tools were used in the work [Adamski et al. 2014] for the analysis of dispersion distributions (understood as descent from the tourist route, departure from normal tourist behaviour) in the Pieniny National Park and the Homole Cove, among others, due to the area of study, age category of tourists, organisation of tourist traffic and reasons for leaving the route.

Various values of statistical measures related to tourist traffic in Zamość were presented in the form of time series on bar and line charts in the article [Superson et al. 2013]. An analogous way of presenting research results is also found in the study [Tomczykowska 2014], where the determinants of tourist activity undertaken by young people were analysed. Numerous bar and pie charts can be found in the work [Dziedzic et al. 2015], where the economic effects of tourism are presented, as well as in the article [Wojtanowicz 2014], in which the author determines the coefficients of the trend line concerning the increase in the number of paths in Polish national parks, also analysing coefficients of correlations between the number and length of paths according to 9 criteria and presenting the results of their analyses on maps. In the same issue, we can encounter an econometrically extended econometric work [Kryczka 2014], presenting the results of stationary surveys (ADF test) and co-integration of time series for 10 selected indicators of tourist consumption and economic variables during the period of political transformation in the years 1990-2010. In addition, econometric models of several variables were determined and the significance of their coefficients was examined.

In turn, in the study [Cieślik et al. 2014], regarding 200 responses, dependence analysis was based on the use, needs and importance of additional hotel services of different groups and social factors, examining the hypothesis of the independence of features using the χ^2 test and calculating Cramer's V correlation coefficient based on its value. It can be assumed that this type of statistical analysis - depending on the purpose – can also be used in other works based on questionnaire responses. A similar method of statistical analysis can be found in [Murrmann 2014], where the Phi coefficient was used as a measure of stochastic dependence, which served to show a statistically significant correlation between having language competences and practicing foreign tourism.

The General Distance Measure (GDM) was applied in the synthetic development measure to determine the level of tourist attractiveness of Lower Silesia counties, based on ranking using 16 numerical variables [Gryszel, Walesiak 2014]. The results of the ranking are clearly presented on maps, which is an additional advantage in their interpretation. In another work [Gryszel 2014], as in the above, we meet with a synthetic variable based on 16 features, created to organise the linear ordering of overall tourism competitiveness of mountain communes, and to present it in comparison to other competitive forms (financial and infrastructure-services), a legible radar chart was used. In the work [Niemczyk, Homoncik 2014], we find histograms (responses of 35 travel agencies, from which they were obtained via an online questionnaire), similarly as in [Borodako et al. 2014], where we also see percentage distributions, and a linear graph of empirical density probability appearing in the study [Szutowski 2014]. In turn, the analysis of 108 surveys from 15 Bydgoszcz travel agencies [Bednarska, Małkowska 2014] was firmly embedded in the assumptions of the applicability of the used statistical tests. The study began with the analysis of the normality of distribution of the analysed characteristics via the Shapiro-Wilk W test, and the reliability of the measurement scale of office employees' involvement (tested using the 5-point Likert scale) was assessed by Cronbach's alpha ratio. Due to the distribution of features deviating from normal distribution, in order to indicate the size of the dependence power, Spearman's rank correlation coefficient was used, as well as the Mann-Whitney U test to assess the significance of the diversity of employee involvement and its consequences. Arithmetic means and standard deviation are also presented.

Extensive statistical analysis based on 40 variables collected using the “mysterious client” method (Mystery Shopping – similarly to the previously mentioned work [Różycki 2001]), is presented in the article [Kruczek, Szromek 2014]. Basic statistical parameters of the distributions of selected variables were used, as well as correlative relationships along with the assessment of their significance. In the next step, factor analysis was performed, and then, assessments of the validity of variables concerning the tourism product created by museums in Kraków, in the space determined by the two factors, were presented. Numerical histograms, line diagrams and significance of Pearson’s correlation coefficient between the number of tourists entering Wołowiec (western Tatras) and visitors to Chochołowska Valley (Poland) and Jamnicka Valley (Slovakia), and verification of hypotheses about the equality of mean values using the Student’s *t* test can be observed in the work [Fidelus 2014]. With great trials, we meet in the works [Głąbiński 2014; Puciato, Grabiński 2014]. In the first (based on a sample of 5,458 respondents from Pomorze), the results are presented in bar and pie charts, while in the second – based on the responses of 3,233 tourists visiting the Opole region – the results were presented in tabular form [Puciato, Grabiński 2014]. In this work, sample size was determined on the basis of the theoretical formula for the accuracy of fraction estimation, and the 11-layer random sampling model was used. Also, only in tabular form are the percentage structures in [Stelmach 2015] concerning strategic planning in the Polish Tourist Organisation. A relatively large sample of 500 LOT Polish Airlines passengers was also examined in [Gierczak 2015], analysing opinions on the quality of the company’s services and presenting them in the form of bar charts. A similar situation, with regard to sample size as well as the method of analysis and presentation of research results, is presented in [Kołodziejczyk 2015], in which 515 respondents’ answers regarding infrastructure on tourist routes were examined.

On the other hand, work on much smaller samples was present in the papers [Omelan et al. 2014; Łapiński 2015], which is related to the nature of the studied populations – in the first case, the study included 98 disabled individuals age 20-25, and in the second, 166 officers of the Prison Service. In both works, the percentage structure of the analysed variables is presented in tabular form. In the former, the results were additionally presented in the form of pie and bar charts, while in the second, the analysis was supplemented with verification of independence between the group of supervisors and the control group (for 3 characteristics), based on the χ^2 test (no statistically significant relationships were found).

In the article [Bednarska 2015], the use of data for 2,200 people resulted not only in the presentation of the percentage structure and basic parameters of statistical distributions of the analysed variables, but also Pearson's correlation coefficients and the significance of differences among the studied variables (job satisfaction and its determinants) between the self-employed group in tourism and those hired, which was done on the basis of the hypothesis of equality of average values with the Mann-Whitney U test because the distributions of features checked with the Kolmogorov-Smirnov test differed from normal distribution.

One-way analysis of variance proved to be an effective tool for verifying the hypotheses of selected determinants of job satisfaction among employees of 3-, 4- and 5-star hotels used in the work [Grobelna et al. 2015]. This is confirmed by statistically significant differences in the average of grades obtained on the basis of responses expressed on the 5-point Likert scale (their reliability was confirmed by calculating Cronbach's alpha coefficients). Econometric models, together with the verification of the significance of their coefficients and the assessments of appropriateness of fit (R^2 determination coefficient and residual coefficients of variation), are found in the article [Wojdacki 2015]. The time series of the dynamics of hotel base changes in Poland in the years 1995-2013 are analysed there. The results are illustrated by line and bar charts prepared according to the category of hotels. In the second stage of analysis, in order to identify the diversity of hotel base development in the territorial system, factor analysis via VARIMAX rotation was used, which was preceded by the selection of variables based on substantive and statistical requirements. The variables extracted on the basis of 4 factors were used to construct the aggregate variable, allowing for ordering according to voivodships (the results are presented on maps).

Also in [Kryczka 2015], we find exponential and power-exponential models along with their econometric analysis, which relate to expenses on short-term tourist trips. They take numerous determinants for the years 2002, 2005 and 2009 into account, and the results are presented in tables, in line and bar charts. It can be concluded that the 35th issue of "Folia Turstica" contains works that make significant use of statistical methods and tools as well as econometric modelling, reflecting the theme of the issue related to the "economic view of tourism as a space for individual and social activity" (*From the Editors*, p. 5).

Analysis of the structure using percentages, based on 183 European and North American websites and the presentation of results in the form of histograms, is found in the article [Klimek 2015], which is also supplemented with pie charts in the work [Komusińska 2015], and related to the results of 744 surveys obtained from tourists visiting Kraków. In turn, tabular summaries and evaluation of the statistical significance of the independence of the tested variables based on the results of the χ^2 test regarding the responses to reservations in different languages (Polish, English, German, Czech) of mountain hut personnel, can be found in [Żemła 2015]. Similarly to the χ^2 test, in a tabular way and using bar and pie charts, the results of their research are illustrated by the authors of the works [Krupa, Cichocka 2016; Kryczka 2016; Matera, Miksa 2016; Zmyślony, Piechota 2016; Fedyk 2016], with the results of analyses presented on a map in the last of the above-mentioned works. Linear modelling with the use of many (6) variables via forward regression for participation in long-term third-party equity and owner's equity, along with the assessment of the significance of coefficients (*t* test) and the entire model (F test), as well as the assessment of the appropriateness of equation conformity to empirical data (R^2 coefficient of determination) can be found in [Gołembski, Bera 2016], in which data was obtained from 35 hotels in Poland based on the Emerging Markets Information Services database. Tabular presentation of analysis results, line graphs, histograms and radar charts, as well as unique graphs by word clouds for leading tourist journals, titles in "Annals of Tourism Research" and key words appearing there in 1982, 1992, 2002, 2012 and 2015, can be found in the elaboration [Alejziak 2016], based on data obtained from the Internet. The most frequently repeated words were: *tourist/m, economic, development*. Numerous tabular presentations and specific charts of "word clouds" can also be found in the comprehensive article [Alejziak, Liszewski 2016]. Line charts, created on the basis of searches by Google - Scholar and Citations, illustrating the dynamics of the phenomenon studied by the authors throughout the decade 2004-2013, can be found in the article [Adamski, Ciapała 2016].

Similarly, using the Google Books Ngram Viewer web tool, a linear chart of the citation dynamics was generated for the years 1980-2007 regarding the concept of ethic tourism in the work [Tomczewska-Popowycz 2016]. Also, on the basis of Wikipedia Commons and the Geosearch Integration Engine application, information about geolocation of photo files and multimedia was obtained within the Kraków Metropolitan area, which are an approximation of the tourist attractiveness of a given place [Majewska et al. 2016]. Next, using Moran's I local statistics, it was determined how the attractiveness of a place (assessed by the number of photos) depends on the attractiveness of neighbouring areas. The results of the analyses are illustrated on maps, also taking seasons into account, for which statistically significant relationships of spatial autocorrelation were presented. It should be emphasised that this type of analysis appeared for the first time in "Folia Turistica".

Unusual graphs of test results, based on responses assessed on the modified Likert scale, showing similarity to the SWOT-type analysis, but based on the benefit-cost/acceptable-unacceptable relationship, can be found in the article [Butowski, Włodarczyk 2016]. Original charts, illustrating the structure of the analysed issues, can also be found in the work [Kaczmarek, Kowalczyk 2016]. In turn, analysis based on as many as 53 measurable variables, Isard indices and location coefficients, can be found in the article [Gryszel 2017] on the regional competitiveness of 20 selected communes of Lower Silesia in relation to "intelligent" tourism specialisation. The analysed features were used for the years 2004 and 2013 to build synthetic variables that enable ranking and taxonomic assessment of research results in the form of presenting them in eponymous, two-dimensional space. The analysis of seasonality ratios of unemployment time series between 2004-2014 in coastal and mountain communes was carried out in [Rembeza, Radlińska 2017], illustrating the results with bar and line charts.

Similarly to the previous work, in the article [Kaganek 2017], we encounter a relatively broadly constructed statistical analytical device, including modelling based on the logistic regression method, taking 13 variables explaining the tourism of disabled people into account, with a division into visual, motor and auditory disabilities. For the constructed models, the significance of the coefficients was verified and the odds ratios were determined. The test results are presented in the form of tables and clear charts. The same volume also contains the results of research on seniors' tourist activity [Omelan et al. 2017]. The results regarding verification of the statistical significance of factors differentiating tourist activity among the 380 surveyed seniors from towns and villages of the Warmia-Mazury voivodeship were based on the results of hypothesis verification with the U test for 2-structure indices (for fractions).

In turn, the Mann-Whitney non-parametric U test was used to indicate significance of differences in responses (expressed on a 5-point scale) among participants of 2 canoe trips. The paper emphasises that the previously used Shapiro-Wilk W test showed that the tested variables differ from normal distribution [Rafalska et al. 2017]. The studies took the age, sex and place of residence of canoeists into account. In the article [Krupa, Mantaj 2017], the χ^2 test for independence was used, analysing education in addition to the abovementioned mentioned conditions. This test was also used in the work [Ziółkowska-Weiss 2018] in the analysis of the dependence of conditions for tourism activities and tourist destinations of the Chicago Polonia, in which a group of 1,014 people was divided into 7 age subgroups. In order to determine the strength of dependence, Cramer's V coefficient (based on χ^2 values) was used, and the percentage shares of factors both positively and negatively affecting the tourist activity were presented in the form of bar charts.

Analysis of the percentage structure of the examined issues can be found in many works from 2017-2018 [Jarosz 2017; Pink 2017; Andrzejczak 2018, Dziedzic 2018; Fedyk 2018; Kromka et al. 2018; Skalska 2018; Wajchman-Świtalska, Jaszczak 2018], and additionally, statistical bar and pie charts are contained in the articles [Banaszkiewicz et al. 2017; Doroz 2017; Gawlas 2017; Żegleń 2017; Gładysz, Wszendybył-Skulska 2018; Głąbiński 2018; Krzesiwo 2018; Mroczek-Żulicka 2018; Zawadka 2018]. Pearson's r linear correlations, together with the evaluation of their statistical significance and the use of the non-parametric Kruskal-Wallis H test (for variable distributions describing the organic pollutants of the Łyna source area, which deviate from normal distribution) can be found in [Parszuto et al. 2017]. The H test was also used in [Nowacki 2017], in which the ski resorts of three neighbouring countries were compared: Poland, the Czech Republic and Slovakia. In turn, in the work [Koźmiński, Michalska 2017], the size and variability of cloudiness of the Polish Baltic coast was investigated using Pearson's r correlation coefficients and verifying their significance with the Student's *t* test and linear regression models, for which R^2 coefficients of determination were also estimated. The percentage of occurrence of 3- and 5-day periods of sunny weather in 2000-2016 in Świnoujście, Koszalin and Łeba is shown in the form of histograms.

Structure analyses, based on percentage values in selected European Union countries, were used in the work [Alejziak 2018] for the purposes of research methodology regarding the tourism activity of Europeans. The paper [Ryśnik et al. 2018] uses basic statistical parameters of distributions and factor analysis, as well as Cronbach's alpha coefficients and the Kaiser-Mayer-Olkin test. The results of this test are an indicator of the desirability of using the factorisation method of variables (two sets of variables with 27 and 28 studied characteristics were used). Bartlett's test was used to verify the uniformity of variance for the considered scales of motivation to participate in international sports events and for its modified version. The results of the survey among 278 randomly selected fans of the European Football Championships up to the age of 2 in 2017 were supplemented with bar charts and a radar chart. Considering 4 ways of coping with stress [Borek et al. 2018] – based on the questionnaire replies of 150 students of Medicine, Public Health as well as Tourism and Recreation – in order to show statistically significant differences resulting from the chosen field of study, the Student's *t* test was used, as well as Fisher-Snedecor's F and Levene's test.

Summary and conclusions

An overview of the used statistical tools and methods in the previously published works in "Folia Turistica" over 28 years allows to notice certain regularities.

In the first period, the use of statistical tools and methods resulted both from the lack of statistical packages, as well as from the relatively low availability of computers and the inability to perform more advanced calculations among larger samples. Technological progress influencing the development of PCs, increased their availability, computing power, memory size, as well as the possibility of graphical presentation of research results. Along with the development of equipment, the third element was the increasing possibilities of using more and more complex statistical software, from the first versions of MS Excel to statistical packages – e.g. Statistica, Statgraphics, SPSS or R. This development prompted (and continues to induce) continuous updating of knowledge and improving skills in working with these programs, and above all, becoming acquainted with the interpretation of a growing number of measures and statistical parameters now possible to achieve (thanks to statistical packages). This also applies to the requirement of knowing the applicability of new, usually multidimensional methods of statistical analysis, appearing in subsequent versions of software. It seems that this fourth element may be important for their implementation and use in scientific work. Finally, the important fifth issue that cannot be omitted is the incredible increase in the possibility of obtaining more and more data from the constantly growing database resources, the increasing number of variables collected and the use of the Internet. The latter option is so extensive, rich and future-oriented that it would deserve separate treatment in research.

During the entire time period analysed in terms of numerical research, in which "Folia Turistica" is issued (i.e. in 1990-2018), the dominant meth-

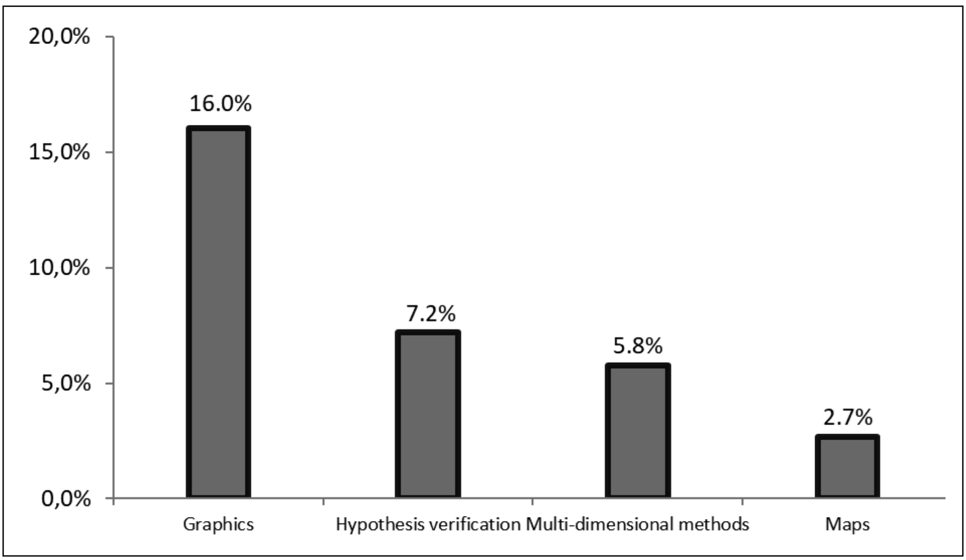

Fig. 1. Percentage share of using statistical methods and various forms of graphic presentation of the results of statistical analysis in articles published in "Folia Turistica" in the years 1990-2018 (100% = 486 articles)

Source: Own elaboration.

od, especially in the initial period, was to present the results of statistical analyses based on percentage structures and their graphical presentation, mainly in the form of bar charts (number or probability histograms). It seems that in some of these works, based on cross-reference tables, it was possible to apply a wider use of statistical tools to verify research hypotheses and demonstrate – for example, based on the results of the χ^2 test and the associated numerous variations of correlation coefficients – the occurrence of statistical dependence.

Significant use of analytical methods was noted in 2010 ("Folia Turistica" 22 and 23), which seems to be a breakthrough in the selection and use of advanced, multidimensional statistical and econometric methods. In turn, in articles from 2016, we find the use of databases available on the Internet and graphic internet tools offered by Google [P. Adamski and Sz. Ciapała, W. Alejziak, N. Tomczewska-Popowycz].

Out of the 486 published works, 151 use statistical methods and tools offered by them, which accounts for 31% of all articles. Figure 1 presents the percentage distribution according to the primarily used statistical tools (in one work, different tools for analysis and presentation of results could have been used). In the articles, we encounter:

1. statistical charts: bar (column), pie, ribbon, layered (surface), linear, radar, dendritic, and charts and graphs of word clouds;
2. basic statistical parameters: arithmetic mean, standard deviation, minimum, maximum, range, modal value; dynamics indicators (there were no asymmetry coefficients or median or quartile position measures);
3. correlation coefficients: Pearson linear r, Spearman's ϱ rank, R^2 coefficient of determination (multiple correlation R), residual coefficient of variation and based on χ^2 values – Cramer's V, Yule's Phi, Pearson's C; Cronbach's alpha ratio;
4. parametric statistical tests: u test for two averages, U test for fractions (for 2 structure indicators), Student's *t* test (for 2 averages, for dependent groups and for the significance of coefficients of the linear regression model), Fisher-Snedecor's F test (for analysis of variance and for matching linear regression);
5. non-parametric statistical tests: compliance test and χ^2 independence test, two-sample Mann-Whitney U test, Wilcoxon test for dependent groups, non-parametric ANOVA – Kruskal-Wallis H test, Kolmogorov-Smirnov and Shapiro-Wilk tests of normality;
6. linear regression models for one variable, trend models, multiple regression, power, exponential, logistic, S-type, forward stepwise regression, backward stepwise regression;
7. grouping methods: linear ordering (often based on synthetic variables), two-dimensional scaling, taxonomy with the *k*-means method;
8. factor analysis method with VARIMAX rotation;

9. unit utilisation: odds ratios and Kaiser-Meyer-Olkin test (for factor analysis), ADF test (for process stationarity), Levene test (for analysis of variance), Hoeffding's D feature independence test, G^2 test of likelihood ratio (variant of χ^2 independence test for bipartite*k*-by-2 tables); Moran's I local statistics and Isard's location coefficient (in the case of spatial analyses).

Due to the nature of the research and the analysed variables, most frequently in the published scientific works, we can find the usage of the χ^2 independence test and the Student's *t* test, and rarely (too rarely due to the lack of normality assumptions), the corresponding non-parametric Mann-Whitney U test (Wilcoxon). For a larger number of categories, the variance analysis test was relatively often used, with Fisher-Snedecor's F significance test (sometimes preceded by normality of distribution, however – except in one case – without checking the homogeneity of variance with the Bartlett test, or without multiple comparison tests – e.g. Duncan) and its non-parametric version in the form of the Kruskal-Wallis H test. Theoretical and methodological works that are important from the point of view of applications in tourism and recreation also cannot be omitted. An important and valuable element of presenting the results of statistical analyses was presenting the results of research on independently prepared maps, enabling clear and intuitive interpretation of them. Such charts, however, usually require specialised graphics software, hence, their appearance in articles is relatively rare (encountered in 13 articles using statistics).

Reading the articles allows to formulate some general comments regarding the use of statistical analysis methods.

1. The use of arithmetic means in the parametric description of the distribution of the variable is appropriate, when the asymmetry of the distribution permits it, and when using scales (e.g. the Likert scale), one can only speak of an "average scale", this being clearly emphasised.
2. Using Pearson's r correlation coefficient, as a measure of the relationship between normal distribution features, this should apply to linear relationships.
3. In scientific works aimed at generalising applications for the studied population, where statistical tests are used as tools for the verification of hypotheses, it should be clearly stated that the sample is random, putting effort into ensuring its representativeness.

The presentation of articles in the bibliography, in which statistical tools were used, may be inspiration to use a similar methodology, with the possibility of broadening it with statistical tests or relatively rarely applied statistical modelling methods, as well as multidimensional methods of variable reduction and taxonomic methods. Investigators still have unused possibilities of applying path analysis, structural equation modelling (SEM) and artificial intelligence methods, including neural networks and various varieties of decision-making (classification) methods, which have been available for some time in the new versions of statistical packages. It should be noted that the knowledge required from the borderline of econometrics and multidimensional statistics is not the subject of teaching students of tourism and recreation, which negatively affects the ability to explore knowledge hidden in the data more fully. However, it should be clearly emphasised that the use of tools and methods of statistical analysis is connected with the planned publishing profile of specific issues, and above all, with the nature of the presented scientific research.

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WHERE ARE THE BOUNDARIES OF THE "GEOGRAPHICAL" APPROACH IN THE RESEARCH ON TOURISM? REFLECTIONS AFTER THE ANALYSIS OF ARTICLES PUBLISHED IN "FOLIA TURISTICA" JOURNAL IN THE YEARS 1990-2018

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Abstract

Purpose. The aim of the article was to assess the place of geography in research, the results of which were published in "Folia Turistica" journal in the years 1990-2018. In the introduction, the author wonders what is characteristic of the subject of geographical research, or what distinguishes it from other areas of knowledge. Assuming that "geographicity" means to include the subject of research in the context of the spatial differentiation of a given phenomenon, the author determined that out of 485 texts published in "Folia Turistica" during the analysed period, 140 correspond to such defined "geographicity". In the further part of the article, the spatial scale of tourism research conducted from a "geographical" approach was addressed, as well as an attempt to answer the question: what problems were most often faced by the authors of the texts in "Folia Turistica" and from which geographical centres did they originate?
Method. After determining which features texts written from a "geographical" approach should have, the article presents the results of the conducted research in this respect, referring to the main problems raised in articles considered as "geographical".
Results. Many of the texts considered to be geographical were written by people who are not formally geographers. In the final conclusions, the author formulated a thesis stating that the border in the method of conducting research between studies on tourism from a geographical position and from the position of other sciences, is often unnoticeable.
Research and conclusions limitations. The criteria for the selection of articles, although consistent with the adopted definitions of geography, were subjective.
Practical implications. The article refers to other studies concerning the place of individual sciences in the achievements of "Folia Turistica" journal.
Originality. The results of the query presented in the article cover all the issues of "Folia Turistica", including the issue already appearing in the course of writing this article.
Type of work. The article is review in nature.
Keywords: geography, tourism, research approaches.

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Introduction

The aim of the presented text is to determine the place of geography in tourism research based on the analysis of the content of articles published in the journal "Folia Turistica" within the years 1990-2018. Although the purpose described above seems to be comprehensible and its achievement does not seem to be a difficult task, these are only appearances. Why? For at least three reasons.

Initially, the first question to be asked is what is geography? According to the widely used definition, it is "... *a natural and social science dealing with the study of the Earth's shell (geographical space), its spatial diversity in terms of nature and socio-economics, as well as links between the natural environment and the activity of human societies*" [keyword geography: https: //pl.wikipedia.org/wiki/Geography (10.01.2019)]. However, another definition often cited by geographers says that it is what geographers do[1]. Although this definition does not inform us of what the actual subject of interest in geography, it well reflects the essence of the problem, which means that due to the considerable eclectic nature of geography as a research discipline, it is difficult to determine its subject matter. The main reason for the difficulties that arise when defining the area of interest of geography is its location on the borderline of broadly understood natural sciences and equally widely treated social sciences. Many definitions of geography strongly emphasise the fact that its main feature is the study of the spatial diversity of phenomena and their relationships. However, these definitions lack precise information on what phenomena are the subject of geographic surveys. Most often, it ends with general wordings such as "natural phenomena", "economic phenomena", "socio-economic phenomena", etc.

Some authors question the existence of one geography and prefer to speak about geographic sciences. Hence, in "Słownik pojęć geograficznych" [Dictionary of Geographical Terms] by S. Pietkiewicz and S. Żmuda [1973], apart from the keyword "geography", there are several equivalent terms devoted to various fields (disciplines) of geography. This means that by creating the "Słownik pojęć geograficznych" [Dictionary of Geographical Terms], S. Pietkiewicz and S. Żmuda were more interested in presenting concepts that function in the subject literature than in the desire to systematise them. The above comment should not be treated as an objection. To the contrary, the authors' statement that "*due to the variety of the subject, object and research methods, the term 'geographical sciences' is also used. The placemental (chorological) treatment of the studied phenomena is common*

[1] This definition has been quoted for at least a few dozen years, however, its author is not known.

for them" [Pietkiewicz, Żmuda 1973, p. 128] seems to reflect the essence of the problem – does geography exist at all, or are we dealing with geographical sciences?

This issue, bothering geographers in Poland and around the world for at least several decades, was unexpectedly resolved by officials (albeit, after consultation with some representatives of the scientific community). Thus, since autumn 2018, in Poland, regulations have been in force (referring to the decisions of the OECD - Organisation for Economic Co-operation and Development) regarding the division into science and scientific disciplines. According to them, the discipline of socio-economic geography and spatial economy can be found in the field of social sciences, while in the field of exact sciences, there is the discipline of science about the Earth and the environment[2], which includes "sub-disciplines" traditionally referred to as "physical geography". This means a formal division of geography into two parts, but their status is not equal, because the discipline of science about the Earth and the environment does not only include physical geography.

The second reason why determining the place of geography in "Folia Turistica" is not simple, is the question of the relationship between geography and tourism. The definition of geography quoted above shows that it deals with the diversification of the Earth's shell, thus, the imitative feature of geographic research is the study of spatial relations. Not only what is located where, but what results from these different locations. Tourism, on the other hand, understood not as an area of economy but a social phenomenon, is defined as "... *the overall phenomena of spatial mobility related to voluntary, temporary, change of place of residence, pace and living environment, and personal contact with the visited environment (natural, cultural or social)*" [Przecławski 1979, p. 38]. When comparing these two definitions, it should be noted that in both, there is a common element, namely the location in space. In the case of geography, it regards studying phenomena resulting from different geographic locations, and in the case of tourism, describing the phenomenon of changing the place of residence.

At the end of the introductory part of the topic, the author must put forward two important declarations.

- The analysed articles were chosen in a subjective way. Their selection was decided on the basis of the author's conviction as to whether, in his opinion, the text was "geographical" or not[3].

[2] *Regulation of the Minister of Science and Higher Education from September 20, 2018 on the fields of science, scientific and artistic disciplines*, Journal of Laws of the Republic of Poland from 25 September 2018, item 1818.

[3] Such an approach does not fit into the traditionally conceived model of science. However, this results from the personal experience of the author, who began his "adventure" with geography in 1973, taking up studies at the then Institute of Geography at the University of Warsaw. Later, co-operating with representatives of sociology, economics, botany, ethnology,

- In the article below, there are no direct indications as to which text is under consideration in a given place. This means resigning from providing the names of authors and article titles. Reference is only given to the issue number of "Folia Turistica" in which the text was quoted. This was done so that the authors of specific texts would not feel affected, that they were considered "non-geographers" or unnecessarily, as "geographers". The second reason for adopting such a solution was to proceed from the assumption that the article is to present the problem, not to discuss specific texts appearing in "Folia Turistica".

The issue

From what has been written above, a very important issue emerges - where are the limits of geography within the context of its research on tourism? The following article does not solve such a problem, because that is not its purpose. At this point, however, it is worth citing the opinion of the author who writing the following words included in the book "Geografia turyzmu" [The Geography of Tourism] [Kowalczyk 2000]. Thus, in the Polish literature on the subject, there are three terms concerning the subject of geographic research in relation to tourism: geography of tourism, tourism geography and tourist geographic tourism. According to the expressed view [Kowalczyk 2000, pp. 20-21]:

- geography of tourism "*... is a discipline dealing with spatial diversity of socio-cultural, economic, legal-political and natural conditions of tourism and tourism development; as well as analysing the course and consequences of tourist traffic for the natural environment and socio-cultural, political as well as economic structures and processes*";
- tourism geography is "*... understood as a discipline dealing with the study of spatial diversity of tourism, as well as the spatial behaviours of tourists (tourist travel)*"; while:
- geographic tourism can be defined as "*... a part of applied geography, which deals with the assessment and description of the natural and cultural (anthropogenic) environment for the needs of tourism*".

Without going into further deliberations on the similarities and differences between the cited definitions, in the presented article, it was decided to treat them collectively. This means that the assessment of the "contribution" of geography to the achievements of tourism research through the prism of articles in "Folia Turistica" was reduced to establishing: (1)

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architecture and several other fields of knowledge, he began to notice the differences between the "geographical" and "non-geographical" perception of reality by researchers representing various scientific disciplines.

research topics, (2) the spatial scale of research, (3) the applied theoretical approach and (4)) the adopted methods of analysis, in texts which were considered to be representative of the 'geographical' approach. However, the question arises as to how to understand the phrase "geographic approach"?

The term "geography" is widely used not only for naming a specific research discipline, but also in other contexts. In 1976, the Canadian geographer E. Relph showed that the concept "geography" can be understood in at least four different ways. Therefore, in his text, E. Relph [1976] uses the following forms of the term:

(1) GEOGRAPHY – which means scientific discipline distinguished in an administrative manner;
(2) Geography – which is a part of knowledge dealing with the distribution of various phenomena in space and the study of the relationship between man and the environment;
(3) Geography – which means the distribution of various phenomena in three-dimensional space;
(4) geography – which can be understood as a property of man, as a consequence of his personal experience resulting from contact with specific places and landscapes[4].

Although many years have passed since E. Relph wrote his text, it seems that the ambiguity of the term "geography" is now even more pronounced than it was in the mid-70s. For many people – especially from outside the geographical environment – "geography" is a field of knowledge that is passed on to students at schools, is a university study field, a term appearing in the names of organisational units (e.g. Department of Urban Geography and Tourism University of Łódź), etc. However, the literal treatment of geography in the above way can lead to a situation in which, for example, people employed at a facility dealing with GEOGRAPHY are automatically treated as "geographers", while some of them have an architectural, economic or mathematical educational profile (as is the case at the Łódź University organisational unit). "Geography" understood by E. Relph as Geography is close to the meaning resulting from the generally accepted definition of geography as a research discipline. Such an understanding of geography may, in turn, lead to an erroneous conclusion, according to which all studies dealing with the positioning of a given phenomenon or the analysis of the relationship between man and the environment should be treated as geographical research. In recent decades, research fields such as environmental psychology and environmental protection have developed, which very often meet the above conditions, but are not geography. Even more difficulties are caused by the term "geography" in the sense of Geography, that is, the po-

[4] E. Relph wrote his text on a typewriter, which meant that he had limited possibilities to write the word "geography" in various ways. If he was using a computer, he would probably use different typefaces, font sizes, etc.

sitioning of any phenomenon, without taking its territorial differentiation into account. However, the last of the meanings of the term "geography" given by E. Relph is close to the understanding of geography by researchers who advocate so-called humanistic geography and postulating that it should deal with the "phenomenology of landscape" [Sauer 1925].

Concluding the above considerations, the author of the presented article has no ambition to convince anyone that the meanings of the term "geography" given by E. Relph are correct. All four meanings of the term "geography" are in wide use and should therefore be treated as social facts. However, it is worth bearing in mind that the same term can be understood differently by different people, which is evidence of the situation that can be called "diversity of geography" not in the sense of "diversification of geography", but "different geographies". It should also be considered that geography is not only a field undertaken by geographers, but also an applied discipline, which in the colloquial perception may be viewed differently than geographers would like. This means that geography (apart from GEOGRAPHY in E. Relph's version) can be successfully carried out by representatives of other fields of knowledge as well as non-geographers. Conversely, researchers who are formally geographers can conduct their research disregarding the location of the object that interests them in geographical space.

In conclusion, in the presented text, the "geographical" approach is understood as a study of a phenomenon (obviously related to tourism), taking its spatial diversity into account, regardless of whether GEOGRAPHERS or Geographers deal with it, or non-geographers undertaking Geography and interpreting the reality that surrounds them in a geographical way (i.e. resulting from the human properties related to their personal experience based on contact with specific places and landscapes).

Analysis

Already in the beginning, it should be recalled that since the creation of "Folia Turistica" journal, as part of its Council of the Editorial Board, and later the Scientific Council, there has been room for a representative of Polish geography[5]. At first, this was Jadwiga Warszyńska (Institute of Geography, Jagiellonian University), and later, for many years Stanisław Liszewski, joined by Marin Bachvarov (both from the University of Łódź, Faculty of Geographical Sciences), and after his death, Andrzej Kowalczyk (University of Warsaw, Faculty of Geography and Regional Studies). For sever-

[5] The author limited this to the members of the Scientific Council representing Polish science, since determining who is a geographer in an institutional sense is difficult. With total certainty, Richard W. Butler and Douglas G. Pearce are consideredgeographers.

al years, members of the Scientific Council have been Bogdan Włodarczyk (University of Łódź, Faculty of Geographical Sciences) and the aforementioned Andrzej Kowalczyk, as well as - formally representing geography but having an economic education - Michał Żemła (for several years,employed at the Institute of Geography, Pedagogical University in Kraków). The participation of these people in the council bodies of "Folia Turistica" proves that from the very beginning, the initiators of its creation have appreciated the role of geography in research on tourism[6].

However, referring to the problem, which is the goal of the presented article and based on subjectivity criteria, the author has analysed the texts published in "Folia Turistica" for the last 28 years, and on this basis, distinguished 140 articles which he considered close within the interest of geography (Tab. 1). In the table, it is demonstrated that, on average, 3-4 issues were published in the "Folia Turistica", which can be considered "geographical", accounting for approximately 1/3 of all texts published in this journal (average for the years 1990-2018, the number of articles per issue was 10-11). Of the 485 articles found in "Folia Turistica", 140 met the conditions to be considered "geographical" (28.9%).

The information presented in Table 1 shows, however, that the number of "geographical" articles in individual issues of the journal ranged from 0 to as many as 11. Of course, the largest share of texts written from the perspective of geography was included in thematic numbers related to the subject of geographical research. This applies, in particular, to the thematic issue devoted to the concept of the region (issue 21 from 2009 "Regiony turystyczne" [Tourist Regions], the issue "Turystyka i ekologia" [Tourism and Ecology] (issue 22 from 2010) and the issue concerning tourist attractions (issue 31 from 2014). The first of them published 11 "geographical" articles and texts close geography (91.7% of all works), in the second 9 (69.2% of all articles in this issue), and in the third, 5 (71.4% of all articles). It is worth noting that the geographical approach can also be seen in some of the texts that have been shown in other thematic issues. For example, in the issues "Turystyka religijna" [Religious tourism] (issue 27 from 2012), "Góry i turystyka" [Mountains and Tourism] (issue 36 from 2015) and "Anthropology of Tourism" (issue 37 from 2015),were published with 2 "geographical" articles, and in the thematic issue entitled "Zarządzanie i transfer wiedzy w turystyce" [Management and Knowledge Transfer in Tourism] (issue 41 from 2016), even 3 such texts were published. Furthermore, 2 texts representing approaches close to geography were also included in the issue devoted to tourism among the disabled (issue 29 from 2013).

[6] Since 1995 (issue No. 5 of the journal), Zygmunt Kruczek has been a member of the Editorial Board - a leading representative of geographical research on tourism in Poland, who, however, is formally associated with the University of Physical Education in Kraków.

Tab. 1. The share of articles proving the “geographical” approach of their authors to the problem under studyin individual issues of “Folia Turistica” in the years 1990-2018

Issue	Articles			Comments	Issue	Articles			Comments
	Total	”Geographical”				Total	”Geographical”		
		Number	%				Number	%	
1	10	2	20		26	14	7	50	
2	8	5	62.5		27	10	2	20	Thematic issue (8)
3	8	3	37.5		28 and 28(2)	13	4	30.8	Issues in Polish and English
4	12	4	33.3		29	12	2	16.7	Thematic issue (9)
5	9	4	44.4	Thematic issue (1)	30	6	2	33.3	
6	9	6	66.7		31	7	5	71.4	Thematic issue (10)
7	10	4	40		32	15	3	20	
8	9	0	0	Thematic issue (2)	33	9	3	33.3	Issue in English
9	9	0	0		34	9	3	33.3	
10	10	2	25		35	8	2	25	
11	9	0	0		36	9	2	22.2	Thematic issue (11)
12	11	5	45.5		37	10	2	20	Thematic issue (12)
13	9	1	11.1	Issue in English	38	8	2	25	
14	12	3	25		39	14	0	0	Thematic issue (13)
15	10	5	50		40	8	0	0	
16	9	3	33.3		41	13	3	23.1	Thematic issue (14)
17	8	2	25		42	11	4	36.4	
18	8	1	12.5		43	8	2	25	
19	8	0	0	Thematic issue (3)	44	8	4	50	Issue in English
20	11	0	0	Thematic issue (4)	45	8	5	62.5	
21	12	11	91.7	Thematic issue (5)	46	7	2	28.6	Issue in English
22	13	9	69.2	Thematic issue (6)	47	7	0	0	
23	14	4	28.6		48	12	2	16.7	
24	13	0	0	Thematic issue (7)	**TOTAL**	**485**	**140**	**28.9**	
25a and 25b	18	5	27.8	Issues in Polish and English					

Note: the following denotation was assumed for thematic issues: (1) ”Turystyka w Krakowie” [Tourism in Kraków], (2) ”Kadry w turystyce” [Personnel in Tourism], (3) ”Historia turystyki” [History of Tourism], (4) ”Turystyka a prawo” [Tourism and Law], (5) ”Regiony turystyczne” [Tourist Regions], (6) ”Turystyka i ekologia” [Tourism and Ecology], (7) ”Filozofia turystyki i podróży” [Philosophy of Tourism and Travel], (8) ”Turystyka religijna” [Religious Tourism], (9) Although the issue did not have a title, it included articles regarding tourism among the disabled, (10) ”Atrakcje turystyczne” [Tourist Attractions], (11) “Góry i turystyka” [Mountains and Tourism], (12) “Anthrophology of tourism”, (13) “Turystyka w antropologicznej perspektywie” [Tourism from and Anthropological Perspective], (14) “Zarządzanie i transfer wiedzy w turystyce” [Management and Knowledge Transfer in Tourism].

Source: Own research.

Also in other issues of “Folia Turistica”, articles written in conventions close to the previously presented understanding of geography were published. Particularly, many such texts were included in issue 2 from 1991 (5 out of 8), issue 4 from 1993 (4 out of 8), issue 6 from 1996 (6 texts out of 9, or 2/3), in issue 26 from 2012 (7 out of 14) and issue 45 from 2017 (5 texts out of 8). In the mentioned issues, at least half of all articles were texts maintained within the “geographical” spirit.

Analysing the data presented in Table 1, it is difficult to see regularity in the time-related distribution of “geographical” articles published in “Folia Turistica”. In other words, it is impossible to determine the general tendency that, for example, before 2000, “geographical” texts in “Folia Turistica” were more frequently published than in the years that followed. However, it can be noted that at the very beginning of the issue of the journal (1991-1997), the share of articles representing a geographical point of view was slightly greater in particular issues.

At the very beginning, the publication of “Folia Turistica” articles of “geographical” nature constituted over 1/3 of all texts published in this journal. It seems that this phenomenon can be explained by two factors. First of all, in Poland, research on tourism was related to geography, or perhaps sightseeing, for a long time (M. I. Mileska, T. Bartkowski, A. Wrzosek, J. Warszyńska, A. A. Marsz and others). The participation of other disciplines was slightly smaller, although already visible in the 1950s-60s. 20th century tourism began to be dealt with by economists, sociologists, researchers involved in the sciences of physical culture, as well as representatives of other areas of knowledge. The role of geographers has, for a long time, been reduced to the inventory of tourism assets and the development of tourist development plans. This meant that the tasks of geographers were, for example, to assess assets and tourist attractions, or to set rules to limit the negative impact of tourist infrastructure and tourism on the natural environment. The second reason why the participation in “Folia Turistica” of “geographical” texts was significant at the beginning and in the mid-90s should be explained by the fact that until that time, interest in tourism of other scientific disciplines was relatively small. In conditions of the so-called centrally planned economy (also known as the ‘shortage economy’) occurring in Poland until 1989, the need for research, for example, on the financial results of hotel facilities and the ways of managing them, was not as important as in the new political conditions. This peculiar “delay” could be noticed until the mid-1990s. Since the following years brought clear development of tourism research in other fields of knowledge in Poland (especially anthropology, but also law), the share of articles in “Folia Turistica” written by authors representing these discipline has clearly increased, which automatically resulted in a decrease in the share of “geographical” texts.

Discussion

Turning to the discussion of the above presented results of the query, one should first consider what the "geographicity" of the texts published in "Folia Turistica" consists in and which texts were considered to be written in accordance with an approach typical for geography. The issues raised in the analysed texts concern various issues. For the needs of the presented article, they were divided into 7 categories:

- determinants of tourism development – 33 texts,
- theoretical and methodical aspects of research on tourism – 26 texts,
- tourist development and tourist services – 23 texts,
- tourist traffic – 16 texts,
- advantages and tourist attractions – 16 texts,
- consequences of tourism – 9 texts,
- others – 17 texts.

From the above, it appears that in the largest number of articles, problems related to various conditions of tourism were discussed. Some texts were related to natural conditions (e.g. to the state of surface waters), but the majority presented non-environmental determinants - e.g. institutional (i.e. concerning tourism policy) or social (tourist motivations and preferences, history). Second place was occupied by texts devoted to theoretical issues and methods used in research on tourism. Because this problem is discussed in more detail later on in the article, there is no need elaborate here. Relatively many texts concerned the broadly understood tourist development - for example, the location of accommodation facilities, the course and principles of creating tourist routes, services offered by entities dealing with tourist services, etc. A slightly fewer number of articles concerned tourist assets and attractions. At this point, however, it should be noted that in some cases, this problem was difficult to precisely separate from the issue of tourism determinants. In the proposed typology, it was assumed that the category encompassing values and tourist attractions included those articles whose authors explicitly referred to the approach of evaluating assets or objects recognised as attractions (e.g. using the point bonitation method). The relatively small number of articles devoted to tourism traffic may be a surprise, but during the query, it was noticed that this topic often appeared not in "geographical" texts, but in articles written from the perspective characteristic of economic sciences. At the end, it is also worth devoting some attention to the category defined by the term "others". It is relatively large, as this group includes articles in which it is difficult to find a dominant research topic. Part of the analysed texts is a description of various spheres of the tourism phenomenon and concerns – to a similar extent – tourist assets, development, consequences of tourism, local authorities' activities in the field of tourism and recreation, etc.

Because, as mentioned at the outset, the distinctive feature of geography is the study of phenomena with regard to their distribution and mutual spatial relations, it was decided to firstly address the spatial scales in which the research was conducted.

Referring to the calculations presented in Table 2, one should note among the Polish texts clear dominance of articles discussing issues related to tourism studied in the region (most often voivodeships or poviats, some-

Tab. 2. The classification of articles under analysis with regard to the spatial range of the research described in them

Issue	Spatial range of research				Theoretical-methodological article	Issue	Spatial range of research				Theoretical-methodological article
	International	National	Regional	Local			International	National	Regional	Local	
1		1	1			27	1			1	
2			3	2		28	1	2	1		
3		1	1	1		29				2	
4		1	3			30		1		1	
5				4		31	1		2	2	
6		1			5	32			3		
7			2	2		33			1	2	
10			2			34		1	1	1	
12				4	1	35		1			1
13			1			36	2				
14		1		2		37		1		1	
15			3	1	1	38	2				
16	1		1		1	41					3
17	2					42	1		2		1
18					1	43			1	1	
21	1	2	3		5	44			1	3	
22		1	1	6	1	45	2		2	1	
23	1	1		1	1	46	2				
25	2			1	2	48			1		1
26	2	2		2	1	**TOTAL**	**21**	**17**	**36**	**41**	**25**

Source: Own research.

times a physical geographic region), and much less often the whole of Poland (generally broken down to the voivodeships). The results obtained should not come as a surprise, given the fact that in general geographic surveys usually cover phenomena subjected to analysis in these spatial scales, and also, geographical and tourist research. This is partly due to the fact that geographers often conduct field research during the collection of research material, which obviously limits the possibilities of collecting materials in larger areas. But the second reason is that in Poland, official statistics on issues related to tourism are insufficient and unsatisfactory enough so that in many cases, it is difficult to conduct research for the entire country, including the division into smaller territorial units. Almost every researcher dealing with tourism in Poland has found far-reaching discrepancies between the official data and the actual state. Obtaining a lot of basic information cannot be achieved, simply because, it is not collected (e.g. about the number of "second homes"). Therefore, most of the research is carried out by geographers so as to take the real possibilities of its execution into account.

Analysis of Table 2 shows one more conclusion. Thus, relatively few articles published in "Folia Turistica" in the years 1990-2018 concerned other countries or regions of the world. It is true that the first issue of the journal contains articles on the conditions and ways of spending free time by the inhabitants of Stockholm (article in issue 2 from 1991) and the diversity of the tourist base in the then collapsing Yugoslavia (text in issue 3 from 1992), but the results of research conducted in relation to the country and the region are presented in them. The situation was similar in the following years. There were articles devoted to tourism, for example, in the Czech Republic, Slovakia, Hungary or Kyrgystan, but the authors presented the results of research simultaneously conducted in several countries much less often. A greater interest in the problems of tourism in Europe or in the world could not be noticed until 2005, which may coincidently coincide with Poland's accession to the European Union. Exceptions still included texts presenting the results of comparative research. Examples of such texts, however, may be:

- the article from 2006 ("Folia Turistica" issue 17) devoted to the problem of making military facilities available to tourists in Poland and other European countries;
- texts published in 2010 on the impact of global warming on the functioning of ski resorts in the Alps ("Folia Turistica" issue 22) and nautical maritime tourism (issue 23);
- the text from 2012, which presents the results of research on the Bornholm Islands and the Isle of Man (issue 26 of the journal);
- the article from 2015 describing the relationship between foreign tourists and the inhabitants of two islands in Indonesia (issue 37);

- the text from 2016 dedicated to metropolitan cities of the world (issue 38 of "Folia Turistica";
- the article from 2017 on the infrastructure of seaports specialising in cruise ship services (issue 42).

The articles presenting the results of research carried out in the regions of the world were also rarely published. Exceptions include the text from 2012 on tourist traffic of the inhabitants of Islamic countries (such an article appeared in issue 27 of "Folia Turistica") and an article from 2016 on the impact of political and economic factors on tourism in the Middle East (issue 38). Interestingly, a significant part of the articles quoted above was written by people who, when providing the name of their workplace, did not provide strictly geographical facilities.

The third conclusion which arises after considering the data presented in Table 2, is the relatively small share of articles published in "Folia Turistica" of theoretical and methodological nature. At the outset, however, it should be noted that methodological and methodical themes occur in virtually all of the analysed texts, but in the majority of cases, the authors' attention is directed towards presenting the existing situation, not deeper reflection on its causes and consequences. The exceptions are the anniversary issues of "Folia Turistica" from 2011 (issue 25 (1) in the English version and 25 (2) in the Polish version), in which articles by the world's foremost tourism researchers (theoreticians) were published (among others, E. Cohen, R.W. Butler, D.G. Pearce, G. Dann).

Theoretical issues relate to several problems that have been the subject of geography in Poland and in the world for years. Undoubtedly, the first of these problems is the issue of valorisation and tourist attractiveness. This may be proved by the fact that in 2014, a special issue devoted to this subject appeared (issue 31). The problem of tourist assets and attractiveness has been presented on the pages of "Folia Turistica" literally from the first issue and only in the last few issues (starting from issue No. 45), were there no articles on this subject. The problem of valorisation and tourist attractiveness is indirectly connected with the topic of natural conditions and consequences of tourism. The significant role of these issues in the contribution of "Folia Turistica" can be proved, above all, by the fact that in 1996, an issue concerning the valorisation of the functional human environment (issue 6) was published, in which as many as 2/3 of the texts fulfilled the criteria to be recognised as "geographical areas ", but also the publication of the thematic issue "Turystyka i ekologia" [Tourism and ecology] (issue 22) in 2010. The third topic, which aroused the interest of many authors, concerns issues related to the concept of tourist region. A measure of interest in this topic may be the fact that in 2009, the thematic issue "Regiony turystyczne" [Tourist regions] (issue 21) was published, in which several articles were included devoted to theoretical issues (also in some other texts, methodological threads can also be noticed). Their authors referred not only to the definition and scope of the term “tourist region”, but they also dealt with the region within the context of cultural tourism, educational tourism, territorial marketing, etc.

The fourth issue often occurring in “Folia Turistica” was the question of tourism development. The articles most frequently devoted to this subject concerned accommodation infrastructure, mainly hotel base. However, the second, clearly marked research topic was the issue of tourist routes. Among the topics of interest to the authors of texts, there are issues related to the designation of routes and their course, marking and usage.

While mentioning the theoretical aspects of the articles that appeared in “Folia Turistica”, it must be stated that the vast majority of them are maintained in the convention of the so-called positivist approach. Further on, the behavioural approach[7] should be mentioned, and the third one, which is close to structuralism. In the latter case, the texts that show the institutional determinants of tourism can be primarily regarded as articles written in a structuralist approach.

Referring to methodical issues, it should be noted that the authors of “geographical” texts published in “Folia Turistica” rarely use mathematical statistical methods (correlation coefficients, regression analysis, factor analysis, etc.), and generally, resort to descriptive statistics, not applying statistical tools at all. It should be noted here that the more advanced methods of quantitative analysis are mainly used by economists. As examples of articles in the early years of the publication of “Folia Turistica”, in which the research results were presented using more complex quantitative techniques, mention should be made of the text from 1991 on the recreational behaviours of the inhabitants of Stockholm, and an article from 1993 on tourism valorisation of voivodships with regard to the infrastructure and natural assets (issue 4). However, in recent years, in an increasing number of texts, it has been noted that their authors are more fluent in statistical techniques. Articles from 2014 on the use of distance measures in the assessment of tourist attractiveness (issue 31) and the text – by the same author – on the taxonomic method for determining the competitiveness of municipalities (issue 32) can serve as an example of such an approach. Also, in the following issues of “Folia Turistica” (No. 33-35 in 2014-2015), several articles appeared, the authors of which used advanced quantitative methods. These texts concerned very different problems: the attractiveness of museums in Kraków, evaluation of tourism products of the Opole region and transformations of the hotel base in Poland. This category of articles

[7] Among others, the text from 2002 was considered as such an article, about the feelings of people visiting tourist attractions (issue 13) and the texts from 2010 about tourists moving outside tourist trails (”Folia Turistica” issue 22), and from 2014 about the problem of excessive tourist traffic on the trails of the Pieniny National Park (issue 31). In turn, the article from 2012 (issue 26) is very close to the approach called humanistic geography.

should also include the text from 2016 on the use of new technologies and information in the description of tourist spaces (issue 41), as well as articles from 2017 on seasonality of unemployment in tourist regions of Poland (issue 43) and on the protection of water reserves in the Łyna basin (issue 44).

While coming to the end of the discussion on the obtained results of the query, it is worth asking the question as to who the authors of the texts published in "Folia Turistica" are, or in other words, what was their affiliation at the time of the article's appearance? It turns out that (apart from foreign authors), only in 35 cases were the authors employed at scientific institutions with a clearly geographical profile. This means that only 25% of articles considered "geographic" were written by geographers![8]

Among the geographic centres from which the authors of the texts published in "Folia Turistica" came from, the following were the most frequent: Jagiellonian University (7 articles), Maria Curie-Skłodowska University in Lublin (6 articles), the Institute of Geography at the Pedagogical University in Kraków (former Higher School of Pedagogy, 5 texts), University of Wrocław and University of Szczecin (4 articles each). Authors employed at the University of Łódź[9] and at the University of Warmia and Mazury wrote 3 texts each, and researchers from Kazimierz Wielki University in Bydgoszcz and Adam Mickiewicz University in Poznań, 2 each. The author of 1 article was associated with the University of Warsaw.

Ending this part of the presented article, the author wishes to devote some attention to the phenomenon of the authors of "geographical" texts definitely not being geographers in an institutional sense. That is, they did not have geographic education, and at the time of the publication of their articles, they did not work at geographical scientific institutions. Among these people, there are definitely researchers associated with the University of Physical Education in Kraków, and then representatives of the higher-education economic schools – above all – the Kraków University of Economics and Poznań University of Economics and Business, as well as the University of Physical Education in Poznań. Moreover, among the authors who published texts representing a "geographical" approach in "Folia Turistica", there were researchers employed at the AGH University of Science and Technology in Kraków, Cracow University of Technology, Koszalin University of Technology, Gdynia Maritime University and a dozen other scientific research facilities.

[8] Some of the articles were written by more than one person. Sometimes, one of the authors represented a geographical institution, while the other, AWF [University of Physical Education] for example. Furthermore, some of the authors with geographical education provided their place of employment as an institution not associated (at the university level) with geography, and the other way around, some employed at geographical institutions did not have education in geography.

[9] In two cases, the authors-geographers from the University of Łódź wrote articles considered not part of the assumed formula of geography adopted by them.

Conclusions

Summarising the results of query comprising 485 works appearing in “Folia Turistica” starting from 1990 and ending in 2018, it should first of all be noted that the share of “geographical” texts was significant, as it amounted to nearly 1/3 of all the articles and statements.

The conclusions following from the performed analyses are as follows:

(1) The articles published in “Folia Turistica”, in which the “geographical” presentation was demonstrated, were in many cases written by non-geographers. In turn, some texts published by persons who formally represent the field of knowledge which is geography, can hardly be called “geographical” because of the lack of reference to space in them. This means that the boundary between geographic studies conducted by geographers and similar research carried out by non-geographers is difficult to determine. This confirms the thesis about the intersection of sciences as well as confirms the necessity of using interdisciplinary and multidisciplinary research approaches.

(2) In the texts covered by the analysis – in contrast to articles written by researchers related, in a formal sense, with economics, management, psychology, anthropology, physical culture or sociology – their authors rarely conduct theoretical considerations and infrequently apply advanced (for social sciences or the humanities) research methods. Most of the texts are dominated by a description of the phenomenon ending in a summary. Seldom in this summary can references to theory be found, and sometimes, the results of research conducted by other authors who also dealt with the problem and/or area.

(3) Relatively few articles concern the spatial aspects of tourism in other countries. Even if the text was based on the author’s own research carried out abroad or concerning a problem occurring in another country or region of the world and familiar to the author only from literature, it is rarely a comparative analysis. Generally, the authors merely endorse the phenomenon they have studied in a given country, region or city. In other words, few articles were created on the basis of a comparative analysis based on research in at least several countries.

(4) Among the articles published in “Folia Turistica”, the texts that present the results of research carried out in the present Małopolska and Podkarpackie provinces are definitely prevalent. This should not be surprising given the significant role of the Kraków centre in research on tourism in Poland.

Concluding this text, the author would like to return to the definition of geography given in the introduction, stating that it is what geographers do. Thus, the query covering the articles that appeared in “Folia Turistica” in the years 1990-2018 showed that this is not the case. The approach typical for geography can be found in many works presenting the results of research conducted by people who are not geographers by education or profession. It is difficult to unequivocally state whether this is good or bad, but in the case of research on tourism, it turns out that the border between, for example, economics, cultural anthropology and geography, sometimes tends to be quite illusory.

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CONTRIBUTION OF "FOLIA TURISTICA" JOURNAL TO THE DEVELOPMENT OF RESEARCH AND POPULARISATION OF ECONOMIC KNOWLEDGE IN THE SCOPE OF TOURISM

*Grzegorz Gołembski**

Abstract

Purpose. The aim of the considerations is to evaluate the contribution of scientific articles published in the "Folia Turistica" journal in the years 1990-2018 to the development of research and popularisation of economic knowledge related to management at the micro, meso- and micro-economic level.
Method. For the implementation of the presented objective, scientific articles have been singled out – of all the works published in the given journal – the issues of which form part of the scope of economic sciences. Then, qualitative (expert) analysis of the content of these articles was performed in terms of the research problems undertaken in them, the methods applied for their solution and the results obtained in this manner. Attention was particularly paid to the methodological correctness of the analysed texts and their contribution to the development of economic reflection on the tourist activity of a human being – taking the state of economic knowledge appropriate for the times in which individual articles were created into account.
Findings. As a result of the above procedure, more than 40 scientific articles, strictly economic in nature, published in "Folia ..." were distinguished. These articles were grouped into 6 thematic blocks, which – in general – concerned: (1) the concept of "tourism economy", (2) macro-economic issues, (3) tourist demand and consumption, (4) tourist region, including sustainable development, (5) the competitiveness of hotel enterprises, and (6) knowledge transfer. Analysis of the content of articles included in each of these thematic blocks revealed that the works published on the pages of "Folia ..." create a broad, yet at the same time, coherent, even comprehensive collection of considerations in the field of tourism management. It is also worth noting that the authors publishing their works in the journal often undertook issues that, at the time of their publication, were innovative; a similar remark concerns the research methods used by them.
Research and conclusions limitations. The assessment of articles in the field of economic sciences published in "Folia ..." is qualitative (expert), thus the formulated conclusions are characterised by subjectivism.
Practical implications. The results of the analysis presented here and the conclusions drawn from them may prove to be useful for the editorial team of the "Folia Turistica" journal - indicating the right directions for undertaking initiatives related to the publishing of thematic issues with an economic profile.
Originality. The article contains an analysis of existing texts. However, due to the ordering nature and the critical view of the texts mentioned in it, it is an original study – relevant to the evaluation of one of the oldest tourist journals in Poland on the development of economic reflection on spatial mobility of people.
Keywords: tourism economy, demand and tourist consumption, sustainable development and competitiveness of regions, hotel management, knowledge transfer.

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Introduction

"Folia Turistica" is a multidisciplinary scientific journal. In research on tourism, such a solution is fully understandable if we assume that the starting point when extracting a tourist product is the demand-approach. As it is known, tourist demand concerns both material and non-material spheres. The latter consists not only of services, but also those elements that condition satisfaction from the broadly understood experiences taking place during a tourist trip. Therefore, research on tourism concerns issues that are subject to generalisations on the basis of sociology, geography or economics. By broadening the scope of these issues, it is also possible to consider the phenomenon of tourism from the point of view of humanistic, pedagogical knowledge, free time, sightseeing, tourism law or marketing as a tool stimulating the growth of demand.

Taking the above into account, a scientist wanting to publish the results of his/her research has two options: either to undertake publication in a journal devoted to tourism – in other words, of multidisciplinary nature, or to use trade-related journals (economics, geography, sociology) in which presentations of research results on tourism arouses interest only in a narrow circle of economists, geographers or sociologists.

In this situation, most researchers decide on the first option, often trying to use the opportunity to publish in thematic notebooks, as well as hoping that the published considerations will reach the environment of the most interested recipients. Such solutions have resulted in the popularity of "Folia ..." and its growing importance in the scientific environment.

Economic issues of tourism were very often addressed in this journal. Although there were very few thematic issues devoted to economic problems (the entire 41-2016 issue – "Zarządzanie i transfer wiedzy w turystyce" [transl. Management and Transfer of Knowledge in Tourism", and part 5-1995 – "Turystyka w Krakowie" [transl. Tourism in Kraków]), there were over 40 published texts being *stricte* economic articles (excluding marketing). The subject matter of these publications was very diverse and seemingly non-uniform, but after thorough analysis, they can be grouped into thematic blocks, making up a single whole. It must be borne in mind that the 49 issues of "Folia ...", which are the subject of analysis, appeared in the years 1990-2018, thus, they concern 29 years, which in the development of science, mark an epoch.

All articles published in the 49 issues of "Folia ...", devoted to economic issues, can be divided into 6 mutually related thematic blocks.

I. The first block includes texts devoted to the explanation of the economic significance of tourism and the concept of "tourism economy".
II. The second block includes publications on tourism economy in macro-economic terms.

III. The driving force of the tourism economy is tourist demand, which determines a certain level of tourism consumption. These issues are devoted to publications included in the third block.
IV. In the fourth block, publications devoted to tourist regions can be distinguished. Articles devoted to issues of sustainable development and competitiveness of regions are particularly noteworthy.
V. From a meso-economic level, one must shift towards micro-economic issues. In the fifth thematic block, a lot of publications on the competitiveness of hotel enterprises, as well as hotel management, can be distinguished.
VI. One of the most important factors improving this competitiveness is the transfer of knowledge. It was decided to include this group of publications in the sixth block.

I. The economic significance of tourism

Very valuable information on the understanding of tourism as a branch of national economy is provided in the text by D. Dudek [2008] on the concept of tourism in the Polish terminological tradition. He states that before World War I, in Europe, diversification of tourism took place. In addition to the relationship of tourism with sport and mass physical culture, tourism was understood as a branch of the national economy. This position was fully accepted, especially in Galicia, where in 1906, the National Tourist Union was established in Kraków. Activists of this union claimed that tourism is an industry, and also that “tourism is related to, on tourism are based, a number of important industries” [Dudek 2008, p. 52]. Apparently already in 1911, Kraków hosted 100,000 foreigners. In order to lead to the development of tourist traffic, it was recommended to modernise the functioning of the post, build modern roads and railways, issue guides, organise sports competitions, congresses (we would say today: events), international exhibitions, construction of catering facilities, hotels, as well as training service personnel. The reminder of these historical views is extremely valuable in the era of “the universal discovery of America” consisting in telling truisms and holding discussions on issues with over 100 years of tradition. The author emphasises that also in the interwar period, already in free and integrated Poland, tourism was understood as a branch of the national economy.

At the beginning of the 21st century, the World Travel and Tourism Council (WTTC) introduced the notions of the tourism industry and economy. “Industry” is a narrower concept concerning only accommodation, food and transportation, and thus, those services directly serving tourism consumption. The economy also includes those types of economic activities that are strictly or partly dependent on travel. L. Mazanek [1995] decided to define tourism economy understood in this way. The author encountered difficult obstacles to overcome when trying to select business entities conducting service activities for the needs of tourism. In the registers that he tried to use, no uniform terminology was implemented when defining tourism services, their type or scope. First of all, it was difficult to determine the scope of business entities. The time range of research fell at the beginning of the transformation period, in which the chaos concerning the legal nature of the surveyed enterprises and their specialisation was still predominant. The 23 years that passed from the presentation of the author's research results to the present day were an era associated with the development of information technology. Therefore, the considerations regarding Krakow's tourism economy seem to be anachronistic. Nevertheless, they should be valuable to the reader, allowing to learn about the realities of past times.

II. Tourism in macro-economic terms

In the last few years, the impact of tourism on the economy is being measured in macro-economic terms using satellite accounts. Even today, with much easier access to statistics, researchers face barriers that are difficult to overcome when attempting to create regional satellite accounts. Using the satellite account, we measure the share of individual sectors of the economy in satisfying tourist demand. That is why it is worth knowing what the basic conditions of tourist consumption are. During the period of socio-economic transformation in Poland in the years 1990-2010, this problem was addressed by M. Kryczka [2014]. On the basis of the conducted research, it was showed that the consumption of tourism is affected by unemployment rate, the value of GDP per capita and the USD exchange rate. The observed dependence seems quite obvious, as claimed by the author herself. Research indicates that the increase in unemployment is negatively correlated with the participation in long- and short-term trips, while the GDP growth per capita is positively correlated. In addition, the increase in the dollar exchange rate translates into more interest in domestic tourism, as foreign trips are becoming more expensive. Noteworthy, however, is the methodological correctness of the conducted research, which allows us to think that these methods can be applied to the study of less obvious dependencies.

An important contribution of "Folia ..." in popularising the significance of the economic effects of tourism is a publication devoted to calculating these effects on the basis of satellite accounts [Dziedzic, Kachniewska, Skalska, Łopaciński 2015]. It is very valuable to indicate a methodical approach to the development of such an account. This methodology has been developed by the United Nations World Tourism Organization (UNWTO), the Organisation for Economic Co-operation and Development (OECD) and Eurostat, and is recommended by the European Commission for use in member countries. According to the authors, the purpose of this account is to obtain data on economic activity related to tourism and to ensure their comparability with results in other areas of the economy. In the present situation, the contribution of tourism to GDP (1.6% in 2011 and 2.1% in 2012, respectively) seems to be understated, for the reason that – as the authors say – Tourism Satellite Account (TSA) does not take the impact of the investment into account. Certainly in the post-crisis years (2013-2017), this contribution was significantly larger.

Another issue that must be considered when constructing TSA is the assessment of the economic effects of the third sector in the field of tourism. This issue was undertaken by T. Skalska [2018]. The aim of her research was to present the scope of the functioning of the third sector in the tourism economy, understood as a group of social economy entities, largely composed of associations and foundations. According to the author, the first task to bring a solution to the problem of the lack of sufficient knowledge about the third sector in tourism is to create a reliable set of statistical data. The need to fully illustrate the activities of the entire non-governmental sector should become an impulse to start work on a satellite account that would provide a complete image of the economic importance of non-profit institutions as a whole. Such action requires, first of all, extension of the scope of statistical data collected for the needs of national accounts.

A key role in the discussion on calculating the impact of tourism (especially foreign incoming traffic) on the profitability of international tourism is played by the considerations raised by H. Leo Theuns [2011] regarding the tourism operational account. The author points out that within the context of efforts to increase tourism revenues, it is not the offset by the outflow caused by residents, but the amount of import expenses (non-tourism) incurred for tourism, which is recorded on the debit side in other items of the balance sheet payments that is significant. This tourist operating account is considered to be a prototype of satellite tourism accounts. However, according to the author, effective construction of TSA requires a wide range of reliable statistical data, which makes this task time-consuming and complicated. In his opinion, TSA focuses solely on the effects of the first spending turnover, excluding the induced effects. In order to obtain the result of the contribution of tourism to national income, another obstacle which consists in measuring and distinguishing direct and indirect income from production factors must be overcome. The considerations in "Folia ..." on the subject of macro-economic effects of tourism are of fundamental importance in understanding of its significance for the global economy. They fit into the current of considerations undertaken by the World Tourism Organization and the World Travel and Tourism Council.

Works related to the preparation of satellite tourism accounts and the improvement of methodological works are of particular interest to research and development (R+D) activities in the tourism economy. Considerations on this topic in “Folia ...” were presented by Ł. Nawrot and E. Bąk-Filipek [2017]. The reflection of this interest are the official R+D statistics, because this research work is the subject of reports for the Central Statistical Office GUS) and the Ministry of Science and Higher Education (MNiSW), as R+D activity in tourism. These authors emphasise that the Ministry (apart from piloting works on TSA), conducted research on the impact of economic factors regarding the development of tourism economy, tax revenues from tourism and expenditure from state and local government budgets on tourism, the competitiveness of Polish tourism, the boom in tourism, the labour market in tourism, especially qualifications and competencies of employees in the assessment of employers and employees. Thus, on the pages of “Folia ...”, a lot of issues devoted to the difficult problems were considered, trying to publish texts that would help to understand these somewhat complex subjects.

III. Tourism demand and the level of tourism consumption

As already mentioned above, the driving force of the tourism economy is tourism demand, which determines the level of consumption. This issue is devoted to publications of “Folia ...” included in the third thematic block. 5 publications devoted to this issue and complementing each other have been distinguished.

Tourism demand depends on the tourist activity of society, which is often limited by factors called inhibitors. This issue – both theoretical and methodological – was undertaken by W. Alejziak [2007]. The author covered 10 of the most important reasons for non-participation in leisure trips. He used cluster analysis, factor analysis and analysis of variance (ANOVA). He managed to distinguish 3 factors that, in total, explained over 50% of the variance of the whole scale. These factors were overloading with work, lack of the need or the possibility for a trip, and above all, lack of money – which, at the time of writing the article, was certainly the main reason for resigning from trips. The author noticed the methodological deficiencies of the current research, which consisted in excessive freedom of selection of inhibitors, which in consequence, led to the inability to compare the results.

The consumption-related behaviour of people participating in tourism is greatly influenced by experience. It is even possible to transpose the “economy of experience” trend to the tourism industry. This issue was addressed by A. Niezgoda [2013]. In her opinion, postmodernism is closely related to consumer behaviour. Its feature is the increase in the importance of fun and pleasure in a person's life [Myśliwska 2011]. The result may be an increasing demand for services and tourist goods. Another feature of tourists is, according to Niezgoda, the pursuit of imitation, which may cause popularisation of tourist offers, in which experience becomes an important component. The role of experience in creating a product is best described in the "experience economy" trend. This is due to the need to personalise and personify an offer, and the need to actively engage the consumer and producer in the service delivery process.

The increase in participation in tourism depends on improvement of the distribution system. This issue was presented both on theoretical and empirical grounds by D.G. Pearce in the article *Model "potrzeby-funkcje" w dystrybucji turystyki* [*The Needs-functions Model in Tourism Distribution*] [2011]. The author distinguishes three places of expected services: the market, where the tourists live, travel and destination. The model of tourist distribution formulated by him illustrates the needs of different market segments and the functions performed by various participants of the distribution channel. In addition to some common features, especially in the case of package tours, the author also presented significant sectoral differences. They make it clear that accommodation, transport and attractions that can be sought for a service recipient require the use of various strategies related to distribution channels, especially in the case of persons for whom the individual offer is adjusted. This is in line with current trends on the market, where a significant increase in the purchase of tailor-made products is noticed.

The issue of tourist consumption has also been undertaken in 2 complementary publications by T. Skalska [2010] on the impact of selected economic factors on the tourism consumption of non-residents (i.e. foreigners) and M. Kryczka [2015] regarding the determinants of tourist expenses of households (and therefore, residents of the country of reception).

The purpose of Skalska's deliberations was to define relationships between selected economic factors and the level of tourist consumption of non-residents. The existence and strength of this dependence was determined by building regression models describing tourist demand and using the methods and procedures proper for so-called stepwise regression. The variable was explained mainly by the number of tourists arriving in Poland, although the data so difficult to establish as the average expenses of various groups of tourists were also taken into account. The value of GDP per capita, price changes or exchange rates were assumed as explanatory variables. It was established that the total number of tourist arrivals is best explained by changes in the prices of hotel, restaurant and travel agency services as well in the level of import. In turn, changes in the price level in Poland affect the arrivals of tourists from neighbouring eastern countries. At the same time, the author rightly noted that the use of econometric models requires special attention due to the fact that they underestimate the impact of random phenomena, which can be very vast. Of course, these studies must be repeated due to the high variability of the studied interdependencies, nevertheless, this article presents valuable methodological guidelines for further research.

The aim of Kryczka's deliberations was to identify factors determining the level of tourist expenses made by households in Poland, and to determine the strength of the recognised relationships. The results of the research seem obvious because tourism expenditure was strongly influenced by co-financing of trips and good financial situation. The author also points to the demographic factor, which is living in a big city. A power-exponential model of the total expenditure on tourist trips was used. The explanatory variables also include the number of people in a household and the number of those working. The merit of "Folia ..." is undoubtedly the perception of the issue of tourist consumption and factors affecting its level in a multi-faceted manner.

IV. Sustainable development and competitiveness of tourist regions

The subject of the numerous studies in "Folia ..." is the sustainable development and competitiveness of tourist regions. Studies on this subject were published at very different times and it can be argued that many of them must be considered precursors.

An introduction to this issue may be the retrospective reflections of R. Butler [2011], the creator of the popular tourist area life cycle (TALC), created in 1980, which is still the subject of scientific discussion. In this article, the author explains the genesis and sources of the theory of evolution based on his own life experiences – from the 1960s, when most tourist areas in northern Europe competed for the mass tourism market with Mediterranean resorts. The most important observation is that despite local differences, in these regions the phases of product life change, and after 50 years, many of those who won the competitive struggle, enter the phase of "decline". Among the reasons for the continuous validity of the introduced model, it is emphasised that it is simple and easy to use, and can accept a variety of data. It appeared at a time when there were no concepts and models then urgently sought for in tourism.

There are many entities operating in tourist areas with diverse objectives, which, however, are "condemned" to co-operation if they want to satisfy the needs of tourists in a satisfactory manner. This problem was noticed in "Folia ..." almost 15 years ago by M. Abram [2004], describing tourism as a component of a borough's economy. He initiated the proper assumption that a set of economic entities in a borough (identified as an area of tourist reception), between which there are various connections, resulting both from co-operation and competition, is a tourism economy. The essence of the problem boils down to the differences that exist between the municipality's self-government and a private enterprise. The co-operation of these entities can contribute to sustainable development, which is based on the harmonisation of tasks in ecological, social, economic, spatial and institutional fields. This development is opposed to narrowly understood economic growth. Co-operation is of particular importance in the tourism economy, which includes entities typical of it, supplementing and providing indirect services also purchased by the local population. This problem is further discussed by B. Szczechowicz [2010]. In his article on sustainable development of tourist reception areas, he precisely defines groups of interests that may be, at the same time, a source of conflicts. In them, he included: business entities, local communities, environments responsible for nature protection, local government units, social tourism organisations, scientific communities, tourists and national tourist organisations. He developed a clear matrix in which he defined the main areas of discussion between entities. In his opinion, the identification of areas of potential conflicts between them is a convenient starting point for seeking new and improving existing institutional solutions, instruments and activities. The author was one of the first who, on the pages of "Folia ...", initiated the considerations of many other authors, who expanded and deepened our knowledge regarding the development of sustainable tourism regions and increase in their competitiveness.

Competitiveness, on a regional basis, becomes the subject of many scientific studies, because – as M. Żemła notes [2011] – on the tourism market, the burden of competition has shifted from the competition of enterprises to competing tourist reception areas. Therefore, the competitiveness of these areas is now becoming one of the most important focal points of modern tourism research. He notes (following Nawrocka and Przeorek-Smyka [2004]) that the regions with tourist products that meet expectations and satisfy the needs of buyers to a higher degree compared to competitive areas, enjoy competitive advantage. In order for this to happen, the product must "possess" value for the customer. This value is recognised by the customer if s/he finds that what is received is better than what is given. The author provides the 5 dimensions of values for the client (functional, social, emotional, cognitive and situational) indicated by J.N. Sheth, B.I. Newman and B.L. Gross [1991]. On the other hand, international competitiveness was the subject of considerations by Ł. Nawrot and P. Zmyślony [2009]. They made an attempt to determine the essence of competitiveness of a tourist region in the international dimension, and to adapt management function in that region. The problem is that tourist regions are considered to be organisationally compact individuals, remaining, at the same time, a set of autonomous entities. The authors state that tourist regions can compete in an indirect and direct way. In an indirect manner, by creating conditions for the development of tourism business, in a direct way, by rivalling economic entities for income and jobs, for access to financial resources and investors, and, above all, acceptance of tourists. Referring to the previous publication, it can be concluded that this acceptance, or lack thereof, is associated with the assessment of their value. The dispersion of entities creating a tourist offer requires – according to Nawrot and Zmyślony – the application of modern management methods to tourist spatial units. This leading plays the most important role among all management functions in the region. The leadership is implemented in the form of purposeful influence, enabling the optimisation of the behaviour of entities involved in creating the tourist offer.

This optimisation may be made by establishing intra-and inter-sectoral co-operation (public-private) in a tourist region. Analysis of the motives and goals of this co-operation is the subject of K. Czernek's considerations [2012]. The co-operation is one of the conditions for gaining and maintaining a competitive advantage by tourism regions. The benefit of this co-operation is – according to the author – a reduction in the costs of actions taken, as well as greater efficiency and a wider scale of implementation of entrusted tasks. The objectives of co-operation in the tourist region can be divided into economic, socio-cultural and ecological. The author is not limited to literature-based considerations. The greatest advantage of this is are the presented research results, obtained with the use of modern and at the same time complicated research methods; so-called triangulation. This is a strategy for solving research problems, which involves combining several research methods, and is used to improve the accuracy of research results. 66 complex interviews were conducted, and the selection of interviewees for research was intentional, allowing the use of the snowball technique. In turn, the method for analysing data from interviews consisted in coding the written text of the interview – so-called transcription.

The effect of co-operation is the creation of network organisations defined as a specific set of relations forming an internally linked chain or system for a specific set of entities that create a co-ordinated structure. The influence of network organisations on the improvement of the quality of the area tourism product was undertaken by J. Maciąg [2016]. She decided that the network organisation was created to promote and improve the existing product offer by building, strengthening and formalising partnership and co-operation in the tourist region. In turn, the quality of the product offered by entities operating in the network is perceived by the author via a technical and organisational standard of customer service built and established in the network. The dimension of this quality includes infrastructure, credibility, responsiveness to customer's needs, reliability and empathy. The author acknowledges that the most important challenge of theoretical nature is the need to develop a model for assessing the impact of network organisations on the quality of the tourism product of the area.

The publication by K. Czernek and M. Żemła [2016] is a classic reflection on the application of the network approach to tourism. The authors indicate the possible applications of the network approach in both scientific research and the organisation of management processes of tourist reception areas. They emphasise that the network approach is highly useful due to the tourism fragmentation of tourism supply, close connection with space and the diversity of tourists' needs.

P. Gryszel represents a slightly different approach to the issue of competitiveness of tourist areas [2017]. He argues that high regional competitiveness can be effectively built thanks to intelligent tourism specialisation, which is to lead to the optimal use of the diversity of development potential of tourist regions, by matching this potential with available resources. According to Gryszel, a competitive region is one that is able to adapt to changing conditions in the on-going competition faster than other regions. Therefore, its aim is to assess the possibility of applying the principles of smart specialisation in relation to municipalities. He proposed (on the basis of a synthetic measure recommended by D. Strahl [1978]) a synthetic measure of regions' competitiveness. This allowed the author to show a connection between the intelligent tourist specialisation of a borough and its competitive position. Based on the conducted research, the author found that the level of competitiveness of boroughs with a dominant tourist function was higher than the average. This may indicate that tourism specialisation is an important determinant of a borough's competitiveness level.

A new, innovative and extremely effective method of determining the tourist attractiveness of regions (and thus, their competitiveness) is proposed by J. Majewska, T. Napierała and M. Adamiak [2016]. They assume that the research so far concerns the supply aspects of the tourist attractiveness of the areas. However, there is a need to appreciate the demand aspects in assessing this attractiveness. Therefore, the authors' goal was to propose and apply a new method of describing the attractiveness of a tourism space with the use of ICT. The most easily available source of online multimedia content and photos, such as Wikipedia Commons, was used for this purpose. The article assumes that the location of photos posted on Wikipedia Commons is an approximation of tourist attractiveness. Images and multimedia content on the Internet can be identified with the presentation of selected tourism assets and tourism development elements, considered attractive by Internet users. The inference is simple: the more photos taken at a given location, the more attractive the location can be. It is worth noting that the Geosearch Integration Engine application was created for the purposes of this study. Its main task is to integrate different sources of geographic data and enable common access to the end-user.

The presented series of articles is internally consistent. It concerns the competitiveness of tourism regions and its determinants, such as co-operation, creation of network organisations, smart specialisation, modern management methods or the inclusion of demand aspects in assessing the attractiveness and competitiveness of areas. The considerations have a strong theoretical foundation, and at the same time, present the results of extensive research using interesting and unique methods. The accessible form of publication allows popularisation of in-depth knowledge of important theoretical and practical issues.

V. Competitiveness of tourism enterprises

The research subject that had the largest number of publications was the competitiveness of tourism enterprises (mainly hotel-related) and hotel management. At the same time, the entire range of factors having the greatest influence on this subject was considered. Thought was given to such factors as: the structure of assets and capital, and the determinants affecting them, innovation in the work of hotels, changes in hotel management methods, their location, the impact of benchmarking or the satisfaction of staff regarding the work performed.

Such numerous publications devoted to hotel issues certainly resulted from the extremely dynamic growth of the hotel base, practically from the beginning of the transformation. This was presented in the publication by K.P. Wojdacki [2015]. He demonstrated a statistical analysis of long-term transformations of the hotel base in Poland in the years 1995-2013. The characteristics of these changes are specified in the estimation results concerning parameters of trend models of empirical values. The best fit for these values was achieved by the author, accepting the lecture model trend. In all the analysed years, both the number of hotels and accommodations has been systematically increasing, and since 2007, this increase has exceeded 5% annually. There were also significant qualitative changes. The fastest increase concerned hotels of the highest standard. The development of the hotel industry is correlated with the dynamics of tourist traffic. Therefore, the most developed hotel base is characteristic of the Małopolskie and Mazowieckie voivodships with the dominant position of Kraków and Warsaw.

Publications in the first issues of “Folia ...”, i.e. immediately after the transformation, were not strictly devoted to hotel industries. The misleading term “tourist enterprise” was used – these considerations can of course also be referred to hotels, and their subject matter indirectly referred to the increase of the competitive position on the market. Examples of such considerations include the article by M. Rawski [1992], devoted to the assessment of the tourism company’s share in the market. According to the author, this share depends on the number of market participants, the physical size of the demand, as well as on the operability and activity of the company and other participating market participants. A valuable feature of Rawski’s article is its methodological nature. The author’s objective was to present methods of causal analysis to determine changes in sales volumes realised on the market by a tourist enterprise, as well as to compare the results obtained by using the chosen method with the results obtained using other selected methods.

The great merits of “Folia ...” are early publications (shortly after the beginning of the economic transformation) regarding such principled issues as profitability thresholds and the structure of assets and capital in tourist enterprises. These issues were discussed by A. Jaklik and B. Micherda. Their first article was devoted to the break-even point [Jaklik, Micherda 1991]. They recognised that one of the key issues in the field of short-term decisions is CVP (Cost-Volume-Profit) analysis, which involves examining the relationship between costs, size of operations and profit, and is referred to as the Critical Points Account. The article is a theoretical analysis with examples showing dependencies, allowing to determine threshold value, which must be exceeded in order for the venture to be profitable. In the era of the beginning of transformation, these considerations have had great impact on the popularisation of economic knowledge among entrepreneurs beginning their careers in business.

In 1992, the same duet of authors published an article on the impact of the structure of assets and capital on the financial results of a tourist enterprise [Jaklik, Micherda 1992]. The increase in the value of property is an expression of material results, and the net result is the net profit. In this connection, they explain the essence of leverage, which can be defined as the impact of the structure of assets and capital on the profitability of a company. The article is not written on the example of a specific company, but the examples given bluntly illustrate the impact of changes in sales volume on the net profit per unit of equity. The authors also give examples of the use of so-called combined leverage, which provides information about the total impact of the structure of assets and capital structure on financial results. Both texts were innovative at their time of publication, and their additional advantage is the simple presentation of this otherwise difficult issue.

G. Gołembski and M. Bera [2016] took up the subject after many years. In their considerations, they did not explain the impact of the structure of assets and capital on financial results (because that is no longer doubted). Their aim was to identify determinants affecting this structure in the hotel industry, an attempt to assess the strength of their impact and to answer the question as to whether the location of hotels influenced the choice of these factors. While selecting the variables for the model, the method of progressive selection was used. As a result of the research conducted among 45 hotels, the authors drew a general conclusion that the location of hotels (tourist regions, cities) affects the structure and use of capital. In both locations, the share of equity in liabilities has material impact on the return of assets. In contrast, in tourist regions, the very high negative correlations between the tax credit and the use of equity in financing the investment attracts special attention. In other words, hotels "overeat" amortisation, hoping for faster current benefits. What is disturbing is that it is difficult to determine the factors affecting the share of foreign capital in the company's liabilities.

All of this supports the need to conduct further, systematic research regarding these phenomena, which to a large extent, helped to identify factors affecting the competitiveness of hotel enterprises.

The merit of "Folia ..." is that it sensed modern trends occurring on the tourist services market. An expression of this was the decision to publish articles on matters today recognised as obvious, but years ago, perceived as precursory in nature. Such considerations on the business plan conducted by M. Sas should also be included [2002]. The author has recognised the business plan as a strategic plan for a company. It assumes that it formulates and concretises the objectives of a company's operation, creating possibilities of supervision and a basis for applying for external sources of financing. In other words, such a plan is the basis for undertaking business operations aimed at the development of a company. The business plan includes the concept of this development, evaluation of competition, estimation of costs and the possibility of obtaining capital from outside areas. The author's considerations had a direct practical dimension and created – especially for smaller business entities – the possibility of competing with 'big leaguers'.

This was of paramount importance, because the effect of the transformation on the tourist market is primarily the expansion of large, international hotel chains, which radically changed the ways of management in the hotel industry. They are expressed in the changes in the break-even point, the share of variable costs in sales, margin of safety, operational leverage and other indicators reflecting the economic effects of the implemented management methods. G. Gołembski [2007] presented the impact of these changes on the economic effects of operational activity. There is no doubt that the rapid development of hotel chains and the ability to reach for the benefits of scale, urges management boards to take action to create a competitive advantage over their rivals. Additional profit can be achieved by lowering the break-even point. These activities include: the introduction of the "Food and Beverage Cost" system for catering activities, central purchases for the entire hotel chain, the "Focus" control system, new techniques and common sales policy, centralisation of procedures, product standardisation or extensive use of outsourcing.

Even large international hotel chains face challenges resulting from crisis phenomena in the economy, which in the years 2008-2011 were a consequence of the financial crisis on the capital markets. One of the factors that can improve or reduce this resistance is location. Therefore, G. Gołembski and J. Majewska undertook an attempt to answer the question regarding the resilience of Polish hotels to crisis phenomena and how their location and the seasonality turnover changing under its influence [Gołembski, Majewska 2010]. For this reason, the authors defined the dynamics of revenues and tried to match the trend functions to it, as well as determine the break-even points, the value of operating leverage and margin of safety on a quarterly basis. As a result of the research, it was found that hotels located in big cities – with low seasonality of turnover – are resistant to crisis phenomena. In turn, the seasonality of revenues reduces the resilience of hotels to the economic crisis. Location (destination effect) can be decisive in the case of serious financial problems of seasonal hotels.

Hotels belonging to large hotel chains, especially those well-located, most often gain a competitive advantage. The chance for other hotels to improve the efficiency of their own organisation is benchmarking. This issue is discussed by B. Gierczak [2012]. According to the author (cit. E. Czyż-Gwiazda [2006]), this tool can be used to identify obsolete structures in a company, optimising the processes taking place in a company, as well as supporting the decision-making process of staff. Those belonging to hotel management surveyed by the author regarded the most important factors limiting the use of benchmarking as the lack of knowledge and experience, as well as the fear of high costs, which results from the previously mentioned barriers. Therefore – according to the author – very often comparison with the best, takes on the form of so-called informal benchmarking, which results from lack of knowledge about the benchmarking procedure.

A continuation of research on the use of benchmarking in hotels was undertaken by B. Gierczak-Korzeniowska together with G. Gołembski [2018]. The aim of their deliberations was to try to answer the question as to what is the subject of benchmarking research in hotels, and what are the benefits of using this method. As a result of the research, 3 main reasons for the use of benchmarking were indicated. The most important of these are the desire to improve customer service, the need to gain a competitive advantage and reduce costs while improving financial performance. The authors concluded that the importance of benchmarking as a method of improving their own competitive position rises along with the increase in the fight for a client. In turn, comparative analysis should refer to objects similar in terms of categorisation, ownership status and regional conditions.

VI. Satisfaction from work and the transfer of knowledge on tourism

Undoubtedly, one of the important factors affecting the improvement of hotel efficiency is job satisfaction experienced by the people employed at them. Thanks to "Folia ...", readers can familiarise themselves with a wide spectrum of views and research results on this issue which is key for the quality of work.

On the pages of "Folia ...", this is widely discussed by M. Bednarska [2013]. The purpose of her deliberations was to diagnose working conditions in tourism within the context of the possibility of building competitiveness potential. It starts from the assumption that in the tourism economy, due to its high labour intensity and the ease of copying material effects of the product, much more importance should be attributed to human resources. Based on the "European Working Condition Survey", she compares working conditions in tourism and the level of job satisfaction in Poland and EU countries. The results of the conducted research are not optimistic. Among the 6 factors determining the quality of work analysed, only 1 – interpersonal relations – turned out to be an advantage of tourism enterprises in comparison with other entities, while the content of work, salary, employment security, career opportunities and work-life balance, were assessed as worse.

B. Gierczak also discussed the contribution of "Folia …" to the development of research on the quality of tourist services [2015]. In her study, she addressed the issue of the quality of tourist services (transportation, accommodation and leisure, culture and entertainment, information, counselling and mediation) carried out on aircrafts. Justifications for undertaking this problem is seen by the author in the observation that the quality of the indicated services is a decisive factor in the competitive position of airlines. When assessing quality, it uses both secondary data (Star Alliance reports) as well as primary data (passenger surveys). As a result, it recognises the quality of tourist services of the surveyed company as average and condemns the legitimate – in her opinion – development trends of this company. In turn, A. Grobelna, M. Sidorkiewicz and A. Tokarz-Kocik [2015] undertook the identification of selected conditions and properties of the work process in the hotel industry. On the basis of this research, the following issues regarding the management team, managing hotel companies, were subjected to analysis by the authors: they deliberated that it is worth considering the autonomy of the work of the staff, stating that new challenges should be offered to employees in the form of interesting and varied tasks, enabling the utilisation of their potential. Finally, they suggest that special attention should be paid to the recruitment process, so that the hotel employees perform work that is also their passion and interest.

In turn, M. Bednarska's [2015] objective was to consider the correlation between employment status and job satisfaction in tourism. This was based on the results of a European survey of working conditions, conducted by Eurofound among 44,000 respondents. The author used methods of descriptive statistics (measures of location and dispersion), and in the study of distribution of variables, the Kolmogorov-Smirnov test was used. The explanatory variable was the level of job satisfaction, which depends on the content of the job, the level of compensation, job security, career development opportunities, interpersonal relations and the balance between private and professional life. Analysis showed that those self-employed better assess social relations and possibilities for one's own development. This should lead to supporting solutions for the development of individual entrepreneurship as part of their own business.

Increasing the form of self-employment in tourism could prevent the phenomenon of professional burnout, understood as a kind of long-term reaction to chronic emotional stress and interpersonal, related to the work performed. This problem is particularly emphasised on the pages of "Folia ..." by A. Grobelna [2013]. In her opinion, the phenomenon of professional burnout threatens the competitiveness of hotel facilities on the modern market. The author's aim was to find factors minimising or limiting the occurrence of this phenomenon among personnel. The necessity to take actions limiting professional burnout results from the fact that the high rotation of personnel is becoming an essential problem of the modern hotel industry. The analysis carried out by the author shows that the reduction of occupational stress is fostered, among others, by a well thought-out incentive system, the support of supervisors, co-workers, managerial coaching, monitoring and ensuring autonomy at work.

On the contemporary global tourism market, knowledge is a key resource and a competitive advantage of economies, regions and enterprises. The issue of knowledge transfer in the tourism market has not yet been extensively and empirically studied in Poland. Recently, the publication of a few valuable texts on this very current issue is undoubtedly the merit of "Folia ...". The authors of these texts consider answering the following question as crucial: Which factors influence the phenomenon of knowledge transfer within the tourism industry and with entities outside the sector? J. Berbeka and Z. Głąbiński [2016] were the first to try to answer this question through the analysis of literature and empirical research. Their research has excellent theoretical foundations. The importance of knowledge is emphasised in literature by numerous theories referring to the macro-, meso- and micro-scale. The latter are particularly numerous, which is also confirmed by the results of surveys using in-depth interviews. The authors wanted to answer the question as to what factors have significant impact on the phenomenon of knowledge transfer, and whether there are transfer processes in Poland, analogous to those observed in developed countries. According to the results of their research, knowledge transfer in Poland takes place primarily within the tourism economy (exchange of knowledge between employees within the enterprise, between enterprises and between competitors). On the other hand, transfer at the meso-level is less visible. Experts participating in the study underline the weak links of the tourism sector with the scientific community in Poland. Tourism economy and academic circles operate in parallel, without developing optimal forms of co-operation.

The problem has been discussed by M. Olszewski and B. Walas [2016]. The authors identified key barriers to knowledge transfer, both on the part of universities, as well as enterprises, and so-called relational barriers occurring on both sides. On the university side, they identified, first of all, the low ability to emit academic knowledge. Relying on A.E. Sobaih and E. Jones's [2015] research, they stressed that institutional structure is a significant institutional barrier, which does not favour engagement in co-operation with practice. The barriers also include the lack of time to undertake commercial activities and insufficient consideration of this type of activity in the employee's assessment. However, sadly, it needs to be stated that many employees lack competences related to the commercialisation and transfer of research results. As for enterprises, they are primarily characterised by a low level of absorption of new knowledge. They also do not have the awareness of the benefits of co-operation with universities. In terms of mutual relations, it is important to emphasise the different goals of both partners. The business sphere is profit-oriented, while the goal of the learning system is to create new knowledge.

This new knowledge is most often transmitted through scientific journals. A comprehensive study on the role of scientific journals in the transfer of knowledge in tourism by W. Alejziak and S. Liszewski [2016] is extremely important in this matter. The purpose of their considerations was to analyse the role of scientific journals in the transfer of knowledge within the field of tourism. It has a separate section in which methods based on historical and literature studies were used, as well as a part containing the results of empirical research. The study is extensive and multithreaded. It identifies the functions of journals, the genesis and development of scientific journals in the field of tourism, while journals published in Poland were treated separately. Previous research on these journals has been reviewed in the aspect of their importance for the transfer of knowledge in tourism and their role in light of the opinion of editors-in-chiefs' has been shown. The authors assumed that the process of knowledge transfer consists of transmission of knowledge from the sender to the recipient and absorption of knowledge by the recipient. Therefore, the basic function of scientific journals is the transmission of information.

In the empirical part, most important should be to answer the following question: Does the transfer of knowledge through tourist scientific journals have the same nature as in other fields of science, and what limits the importance of these journals as an instrument of knowledge transfer? The obtained answers to these questions allowed to conclude that the transfer “from science to practice” through tourist journals is definitely less effective than in the field of natural and technical sciences. The transfer from practice to study was similarly assessed. The conclusions of general importance concerning the future of scientific journals seem to be very valuable. According to the authors, the key issue is the growing competition on the side of modern methods of scientific communication. The article is a mine of knowledge about scientific journals in the field of tourism on a global scale, as well as their place in global rankings.

Regardless of the transfer of knowledge, knowledge management processes must also be considered. This issue was undertaken in “Folia ...” by D. Puciato [2012]. The author assumes that the main research problem is the issue of using the concept of management, as well as knowledge in tourist enterprises. He agreed with the statement that knowledge is information enriched by the recipient’s experience, interpretations and reflections [Kaczmarek, Walczak 2009]. He acknowledged that objective evidence of the great importance of knowledge is the fact that the stock exchange value of companies almost always exceeds their book value. In turn, the knowledge management process is associated with the optimal use of the company’s intellectual resources in order to maximise its value. He conducted surveys among selected tourism enterprises, as a result of which he came to somewhat dubious conclusions that the role of human resources in tourism enterprises is enormous, and the concept of knowledge management is widely used. There is certainly an urgent need for further in-depth research on this matter.

The transfer of knowledge is particularly important in the trade show industry, which is characterised by complex networks of connections. This issue was analysed on the pages of “Folia ...” by K. Borodako and P. Zmyślony [2016]. The aim of these authors’ research was to determine the nature and components of the synthetic indicator of the potential of the impact of selected trade fair events on the phenomenon of knowledge transfer. They assumed that there is clearly a lack of research on the measurement of the impact of meetings and events in the field of knowledge transfer and networking of the industry. In their opinion, the problem is the division of this knowledge and determining which types of meetings bring the highest added value. In the light of the research results, they proposed a list of measures to be taken into account when building a synthetic indicator of the potential of trade fair events in the field of knowledge transfer. These are: the number of co-operating entities, the type of trade fair event, cyclicality of the event and the number of entities from the Knowledge Intensive Business Services (KIBS) industries. They recognised that thanks to the potential indicator of a business event in the field of knowledge transfer, this potential can be determined not only in the real, but also in the potential dimension, i.e. before the event. This is undoubtedly an innovative approach regarding the meeting industry.

This industry is considered in the deliberations of N. Piechota, published in "Folia ..." [2016]. The study focuses on how transaction costs in the meeting industry can be reduced. The importance of these considerations is due to the fact that the basic functions of the institution include organising the process of information exchange, and thus, facilitating the learning process as well as reducing transaction costs. These costs are very high and they occur in various relations (meetings industry – organiser, inside the meetings industry, meeting industry – autonomy and organiser – autonomy). Thus, the very definition of the types and examples of transaction costs – in the author's opinion – has cognitive and practical value, because it at least facilitates determining the criteria for assessing the effectiveness of transactions in the industry and its relations with external entities.

Conclusions

In conclusion: the contribution of the "Folia Turistica" journal to the development of research and popularisation of economic knowledge in the field of tourism is difficult to overestimate. This applies, above all, to the vast scope of issues raised (from macro-, on to meso- and micro-economic issues), as well as its complexity. As it has been attempted to be demonstrated, the discussed issues overlap, creating cohesive content. It is also worth emphasising the role of "Folia ..." as a precursor of research publication, which after many years, is developing in a very dynamic way.

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THE CONTRIBUTION OF "FOLIA TURISTICA" TO THE DEVELOPMENT OF RESEARCH ON MARKETING IN TOURISM

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Abstract

Purpose. The aim of the work is to indicate the impact of publications from the "Folia Turistica" journal on the development of knowledge on marketing in tourism in Poland.
Method. The article analyses citability (as of 20 Oct. 2018) of articles published in the journal, addressing marketing issues. However, the article cannot be treated as a typical bibliometric study, because the most important conclusions were derived by deduction.
Findings. From among the very numerous articles published in the "Folia Turistica" issues, those devoted to the problem of marketing in tourism, or at least aspects related to it, are not very numerous. The contribution of this journal to the development of knowledge on marketing in tourism does not result from a large number of publications, but mainly from the publication of several items whose frequency of quoting makes them considered as very important publications (from those published in Poland) in the development of understanding the essence marketing in tourism.
Research and conclusions limitations. In the bibliometric research, the Google Scholar database was used, which although indexes the largest number of Polish scientific journals, is still very incomplete.
Practical implications. The text is an analysis of scientific publications and contains only a few guidelines for practitioners. Such a suggestion may be an indication of particularly scientifically influential texts on marketing in tourism, which may be of interest to economic practitioners.
Originality. So far, this type of analysis has not been conducted in Poland, not only in the case of "Folia Turistica", but also for other scientific journals related to research in the tourism industry.
Type of work. The article is of review nature.
Keywords: marketing in tourism, marketing mix, relationship marketing, transactional marketing

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Introduction

Among the many perspectives and aspects of tourism, those related to marketing have gained enormous popularity in Poland, the apogee of which took place at the turn of the 20th and 21st centuries. The scale of this popularity can be demonstrated by the significant number of academic textbooks published in this period entitled "Marketing w turystyce" [Marketing in Tourism] [Alkorn 1992; Middleton 1996; Holloway, Robinson 1997; Briggs 2003; Chudoba 2008] or similar ones [Bąk 2000; Mazurkiewicz, 2002; Marcinkiewicz 2003; Dudkiewicz 2009; Dudek, Przeorek-Smyka 2010; *Marketing* ... 2010, *Marketing* ... 2013] published in the years 1992-2010. This is certainly due to the unprecedented popularity of higher education in the field of Tourism and Recreation. It is worth noting that during the same period, the number of published textbooks in the field of tourism management, tourism economics or even tourist geography was clearly smaller. The concept of marketing has become fashionable, also among lecturers and tourism researchers, who showed their interest in the subject not only via the publication of didactic books, but also through more and more extensive scientific research and resulting scientific publications.

The aim of the considerations is to assess the contribution of scientific articles published in the journal "Folia Turistica" to the development of knowledge on marketing in tourism. The investigation uses simple bibliometric analysis – the measurement of citations, however, the article cannot be treated as a typical bibliometric study, as the most important conclusions were derived by deduction. All the yearbooks of the "Folia Turistica" publishing house were analysed, both those available online, i.e. from the years 2006-2018, and earlier from 1990-2005, available online only after conducting research since 2019.

"Folia Turistica" is a journal with an interdisciplinary assumption, presenting the results of research on tourism of authors representing numerous and diverse fields of science. Therefore, in this study, I have adopted the hypothesis that the contribution of "Folia Turistica"' to the development of scientific knowledge on marketing in tourism is not very vast (e.g. comparable with such periodicals in which marketing in tourism is one of the most important topics).

The most important issue in the assessment of the scale of marketing presentation in tourism in the "Folia Turistica" journal is the issue of the definition and approach of marketing as well as the remaining issues raised. The main issue is a clear difference between two characteristic types of published scientific articles:

1. Scientific articles in which the authors undertake reproduction, in an experimental way (approaches, methods, instruments), developed as part of marketing (especially in the application of market research methods),
2. Scientific articles that directly refer to the theory of marketing.

In the first case, the number of articles published on the pages of "Folia Turistica" referring to marketing instruments is significant. However, it is difficult discuss the contribution of such a text to the scientific development of marketing in Poland, because through the implementation of marketing approaches, the authors achieved goals that could be related to other fields of science. It is therefore necessary to look at a much narrower group of texts in which the authors not only used marketing tools, but also referred to the elements of marketing theory. Nevertheless, such an analysis will also provide very different results, mostly depending on the adopted definition of marketing itself, which has not only evolved over the years (let us note that the analysis in this article covered the period of almost 30 years – which when talking about the interpretation of marketing, is quite long), but also, depending on its author and its purpose, which may be broader or narrower.

With all this in mind, the article presents texts referring to the traditional, very narrow scope of marketing (mainly transactional marketing), as well as related to later, more developed concepts of this notion (strategic and affiliate marketing). The methodological difficulty associated with the analysis was the issue of the qualification of individual articles as "related to marketing". Although many texts deal with issues connected with knowledge on marketing, the meaning of these considerations in the whole article, as well as the method of applying particular concepts and tools, are very different - which means that in numerous articles devoted to non-marketing issues, sometimes very short ones appear, "marketing" fragments that are significant from the point of view of the analysis. The qualification of articles for analysis was done by applying two steps. The first was to assign an article to specific keywords by Google Scholar [scholar.google.pl]. The second step was to confirm this qualification based on the subjective, qualitative assessment of the researcher. Especially the second above-described step causes the results of the conducted analysis to be burdened with a dose of subjectivism and, as such, making it controversial. When performing the analysis, the assumption was made to interpret situations arousing doubts "in favour" of the researcher, that is to qualify of all those articles in which any marketing references appeared for further analysis. The lack of application of marginal criteria, which would have to be qualitative and blurred anyway, allows to assume a fairly comparable approach to all of the texts.

Narrow approach – marketing as a set of tools

The concept of marketing has evolved over the years, and its range of meaning has become broader over time. In its early and very narrow interpretation, marketing was primarily seen as a set of tools that effectively meet the needs of buyers. And although in the definitions of books published in Poland, such narrow definitions are not usually quoted, it is enough to look at the table of contents of almost all textbooks published in the 90s of the 20th century to notice that the recipients were told that marketing in tourism is primarily four tools in line with the traditional 4P concept by J. McCarthy [1960]. By adopting this approach, it can be viewed that research on marketing in tourism is primarily a study of product, prices, distribution and promotion in marketing activities of companies and tourist areas.

Publications raising the above themes also appeared in "Folia Turistica", but they were not numerous. From among the marketing-mix tools mentioned, the price was the least often analysed. The only article that treats price analysis as the foreground is the text by M. Nowacki [2017]. This is a study of the price-quality relationship of ski resorts in three countries. Also, individual articles are related to the use of distribution tools in tourism. One of them is the text by K. Klimek [2016], describing online distribution channels, thus, fitting into the current trend of e-distribution considerations. In other categories, the article by D.G. Pearce [2011a], making a significant contribution to the theory of distribution in tourism, must also be emphasised. However, it must be borne in mind that this is a reprint of the text that was originally published in the "Annals of Tourism Research" (which also appeared in the Polish translation [Pearce, 2011b]).

A very popular topic of research on marketing in tourism is the topic of promotion and the use of its various tools. The relatively small number of texts published in "Folia Turistica", in which the topic was the main research problem, is surprising. These include the publication by M. Kryczka [2016], in which the importance of promotion with the use of new information technologies has been shown. It is worth noting that this is another text which - from a marketing perspective - addresses the importance of the development of information technologies. To some extent, the subject of promotion in tourism is also related to the article by E. Szymańska and M. Popławska [2017], presenting the determinants of the effectiveness of one of the key promotion tools, namely personal sales. Another look at promotion is presented in the text by S. Owsianowska [2012], in which the author refers to the content of promotional messages and their meanings rather than to specific tools. The language of tourism, and especially tourism promotion, was also dealt with in the article by G. Dann [2011].

However, the most often analysed marketing mix in "Folia Turistica" is the product. In this case, we are dealing not only with numerous publications, but also ones that are very thematically diverse. The vast majority of articles on tourist products published in the journal present this issue with the products of spatial units as the subject of research. It is worth mentioning, above all, the articles by A. Pudełko [2006], B. Walas [2009], M. Januszewska, D.E. Jaremen and E. Nawrocka [2014], D. Puciato and T. Grabiński [2015] as well as K. Klimek [2016]. The article by B. Walas [2006] is of theoretical and methodological nature, while the other mentioned texts describe products of selected tourist regions in Poland. A clearly smaller number of scientific publications refers to shaping and evaluating tourism enterprise products. This is where the article by E. Markiewicz [2013] should be mentioned, which, however, is of theoretical nature and does not examine or analyse the product of specific enterprises. A fairly wide group of texts referring to shaping and evaluating tourist attraction products can also be indicated [Leśniak and Mazurski 2006; Ziarkowski 2007; Nowacki 2010; Kruczek 2014]. Subsequent articles related to the topic of tourism product deviated from the supply conceptualisation in their analysis and are focused on the consumer's point of view (the so-called broad approach to the tourism product [Middleton 2006]). This is primarily visible in the text by B. Szczechowicz [2010]. Finally, the last group of articles, which refer more broadly to the topic of the tourist product in their considerations are theoretical articles considering the essence of this concept. This can be indicated in such texts by S. Liszewski [2009] and A. Niezgoda [2013], which, although do not make the tourist product the basic subject of analysis, nonetheless, this concept occupies an important place in their considerations. The articles dealing with the attributes of this product, and in particular, its brand and quality, may also be considered as articles regarding tourist products. These articles will be discussed later on in this paper.

The proper application of marketing tools requires proper recognition of the needs and behaviours of buyers on the tourist market. The topic of tourist behaviour was undertaken in numerous articles published in "Folia Turistica", however, analysis conducted in terms of typical marketing, can only be seen in the publications by J. Szumilak [2007], A. Niezgoda [2013] and E. Szymańska and M. Popławska [2017].

Developed conceptualisation of marketing – strategic and affiliate marketing

A wider interpretation of marketing is often performed within the framework of more developed and newer marketing concepts - strategic and affiliate marketing (relations) [Żabiński 2004]. Strategic marketing, moving away from the traditional focus on single transactions and short-term seller-buyer relations, indicates the importance of a long-term perspective and the necessity to also broadly consider other layers of the environment, especially competition, in marketing planning. Therefore, a typical issue for considerations within the framework of strategic marketing is the analysis of competitive position and competitiveness of entities on the tourism market. This topic in "Folia Turistica" was raised in the articles by Ł. Nawrot and P. Zmyślony [2009], M. Żemła [2011] and P. Gryszela [2014, 2017]. It is very characteristic that all these articles analyse the issue of competitiveness from the point of view of spatial units, not enterprises. The issue of benchmarking, presented by B. Gierczak [2012], is also related to this issue.

Among strategic marketing decisions, market segmentation and the choice of target markets are also mentioned. In "Folia Turistica", this issue has been widely presented in the article by M. Nowacki [2007]. Another example of strategic decisions is the choice of brand strategy and shaping its image. These issues became the focal point of many articles published in the journal. The subject matter of brand was addressed above all in the extensive text by M. Kozak and M. Mazurek [2011], which is an overview of the contemporary problems of building the brand of a tourist reception area. More articles were devoted to the subject of image, especially that of the tourist reception area. These articles include those by B. Walas [2009], M. Zalecha and E. Lewczuk [2012] and M. Januszewska, D.E. Jaremen and E. Nawrocka [2014], which are of research or methodological nature. To a certain extent, the subject of the image of tourist reception areas is an important element of the articles written by Ł. Stokłosa, E. Marchiori, M. Piotrowski and L. Cantoni [2013] and K. Król [2017], analysing the perception of selected areas by Internet users and the possibilities of its creation.

Much scientific research uses tools and approaches typical of partner marketing. These tools are also very popular among authors publishing in "Folia Turistica". Affiliate marketing, departing from the perspective of individual transactions, indicates the need to build long-term relationships with some customers. It focuses on issues such as loyalty of the buyer and product quality. The theme of loyalty was undertaken by M. Bednarska and K. Małkowska [2014] as well as I. Michalska-Dudek [2013] in a comprehensive theoretical review. However, the issues of measuring and creating quality in tourism are presented in articles by A. Grzesiek [2009], M. Żemła [2014], B. Gierczak [2015], J. Maciąg [2016] as well as J. Krupa and I. Cichocka [2016]. These are diverse texts referring both to the quality of tourism enterprise services and area-related products, presenting the results of empirical research, as well as important methodological issues.

Developing the approaches proposed in strategic and affiliate marketing, some authors define marketing even more broadly through the prism of providing value to the client. For example, M. Szymura-Tyc [2006, p. 90] defines marketing as "broadly understood management of the process of creating and delivering value to clients". In the marketing process understood in such a way, a key role is played by creating value for buyers. This issue was presented in the works by B. Szczechowicz [2010, 2017], M. Żemła [2011] as well as S. Bosiacki and B. Hołderna-Mielcarek [2017].

Marketing in tourism in the face of new trends

Many scientific researches consider marketing in tourism from the point of view of changes taking place in various spheres of social and economic life. Perhaps the most important trend affecting the contemporary development of marketing, also in tourism, is the development of ICT technologies. A number of articles related to this issue have also been published in "Folia Turistica". These are the previously cited works by Ł. Stokłosa, E. Marchiori, M. Piotrowski and L. Cantoni [2013], K. Klimek [2016], M. Kryczka [2016] and K. Król [2017], and also the article by M. Kachniewska [2014a]. The impact of new trends on marketing in tourism has been discussed in the article by M. Kachniewska [2014b], in which two models of the new marketing in tourism and the proposed change of its paradigm were presented.

A concept strongly affecting contemporary marketing is experience economy [Pine, Gilmore 1999]. It finds very wide application on the tourist market, also influencing the directions of marketing development in tourism. In the field of research on the functioning of the tourism market in accordance with the principles of experience economy, several articles are published on the pages of "Folia Turistica". Primarily, the controversial text by A. Stasiak [2016] and the theoretical lecture by A. Niezgoda [2013] should be mentioned here. One of the few articles in our country showing the results of empirical research in this area is the text by S. Bosiacki and B. Hołderna-Mielcarek [2017]. The work by M. Nowacki also refers to the concept of tourist experiences [2010].

Attempt at bibliometric evaluation

All of the articles published in "Folia Turistica" discussed in the above part of the article were subjected to bibliometric analysis. Given the purpose of the research, as well as the available sources of information, the simplest form of bibliometric analysis based on the measurement of the number of citations was chosen [Hall 2011]. Due to the necessity to search for citations of articles published mainly in Polish, and therefore also cited in Polish-language publications, it was decided to use the most common tool which is Google Scholar [scholar.google.pl], also bearing all commonly known limitations of this tool in mind. Using the scholar.google.pl search engine, the number of citations regarding each of the articles was checked, also taking the number of self-citations, citations in English and citations in other articles in "Folia Turistica" into account. Examination concerning citations of individual articles was carried out in October 2018. The results of the analysis are presented in Table 1, in which – due to its considerable volume – articles not having citations according to the given database were omitted.

Table 1. Citations of articles connected with the topic of marketing in tourism published in "Folia Turistica" according to Google Scholar (as of October 2018)

Author	Title	Year of publication	Number of citations (including self-citations)	Number of citations in English (including self-citations)
S. Bosiacki, B. Hołderna-Mielcarek	Kreowanie wartości atrakcji turystycznej opartej na doświadczeniach [Creating the Value of Tourist Attractions Based on Experiences]	2017	1	0
P. Gryszel	Inteligentna specjalizacja a konkurencyjność regionów turystycznych [Intelligent Specialisation and Competitiveness of Tourist Regions]	2017	1	1
A. Stasiak	Doświadczenie - stary-nowy paradygmat turystyki [Experience - the Old-New Paradign of Tourism]	2017	1	0
B. Gierczak	Jakość usług turystycznych w transporcie lotniczym w opinii pasażerów PLL LOT [The Quality of Tourist Services in Air Transport in the Opinion of PLL LOT Passengers]	2015	1	0
D. Puciato, T. Grabiński	Ocena wybranych aspektów produktu turystycznego Opolszczyzny w świetle badań ruchu turystycznego [The Evaluation of Selected Aspects of the Tourist Product of the Opolszczyzna Region in Light of Research on Tourist Travel]	2015	3 (1)	0
M. Bednarska, K. Małkowska	Zaangażowanie pracowników w procesie kształtowania satysfakcji i lojalności klientów biur podróży [Employee Commitment in the Process of Creating Satisfaction and Loyalty of Tourist Agency Clients]	2014	2 (2)	1 (1)
P. Gryszel	Ocena konkurencyjności górskich gmin turystycznych z wykorzystaniem metody taksonomicznej [Evaluation of the Competiveness of Mountain Tourist Communities Using the Taxonomic Method]	2014	3 (2)	0
M. Kachniewska	Big Data analysis jako źródło przewagi konkurencyjnej przedsiębiorstw i regionów turystycznych [Big Data Analysis as the Source of Competitive Advantage of Companies and Tourist Regions]	2014	8 (3)	1 (1)
Z. Kruczek	Od egipskich piramid po disneylandy. Szkice o ewolucji atrakcji turystycznych [From the Egyptian Pyramids to Disneylands. Outline on the Evolution of Tourist Attractions]	2014	2 (1)	0

I. Michalska-Dudek	Wielowymiarowość i determinanty lojalności nabywców usług turystycznych [Multidimensionality and Determinants of Consumer Loyalty in Tourist Services]	2014	3 (1), including 1 in ”Folia Turistica”	0
M. Żemła	Wybrane problemy metodologiczne pomiaru jakości w turystyce [Selected Methodological Problems of Quality Evaluation in Tourism]	2014	1	1
E. Markiewicz	Rola społeczności wirtualnej w kształtowaniu produktu na rynku turystycznym [The Role of Virtual Society in Product Creation on the Tourist Market]	2013	2 (2)	1 (1)
A. Niezgoda	Rola doświadczenia w zachowaniach konsumenta na rynku turystycznym. Koncepcja ekonomii doświadczeń i marketingu doznań [The Role of Experience in Consumer Behaviour on the Tourist Market. The Concept of Experience Economy and Marketing Sensation]	2013	12 (6), including 2 in “Folia Turistica”	0
Ł. Stokłosa, E. Marchiori, M. Piotrowski, L. Cantoni	Wykorzystanie modelu Destination Online Reputation do oceny obszaru recepcji turystycznej. Studium na przykładzie województwa podkarpackiego [Using the Destination Online Reputation Model to Assess the Area of Tourist Reception. Study on the Example of the Podkarpackie Voivodship]	2013	2	0
B. Gierczak	Benchmarking w zarządzaniu hotelami trzy-i czterogwiazdkowymi na terenie Rzeszowa [Benchmarking in the Management of Three- and Four-star Hotels in the Rzeszów Region]	2012	4 (2)	2 (1)
G. Dann	„Zabierz mnie do Hiltona”: paradygmat języka turystyki [Take me to the Hilton”: The language of tourism paradigm]	2011	20 (1), including 1 in ”Folia Turistica”	20 (1)
M. Kozak, M. Mazurek	Marka obszaru recepcji turystycznej: wartość marki, tożsamość marki, rozszerzanie marki i co-branding [Destination Branding: Brand Equity, Brand Identity, Brand Extensions and Co-branding]	2011	3, including 1 in ”Folia Turistica”	0
M. Kozak, M. Mazurek	Destination Branding: Brand Equity, Brand Identity, Brand Extensions and Co-branding	2011	3	3
S. Owsianowska	Promocja turystyki, dyskurs i tożsamość [Tourism Promotion, Discourse and Identity]	2011	3 (2)	2 (2)
S. Owsianowska	Tourism Promotion, Discourse and Identity	2011	4 (4)	4 (4)

M. Żemła	Współtworzenie wartości a konkurencyjność obszarów recepcji turystycznej [Co-creation of Value and Competitiveness of Tourist Reception Destinations]	2011	3	0
M. Nowacki	Autentyczność atrakcji a autentyczność doświadczeń turystycznych [Authenticity of Attractions and Authenticity of Tourist Experiences]	2010	14 (4)	0
B. Szczechowicz	Znaczenie kultury fizycznej w ocenie wartości produktu turystycznego - perspektywa konsumenta [The Significance of Physical Culture in the Evaluation of Tourist Product Value – a Consumer's Perspective]	2010	2 (2)	0
S. Liszewski	Przestrzeń turystyczna Polski. Koncepcja regionalizacji turystycznej [Polish Tourist Space. The Concept of Tourist Regionalisation]	2009	28 (1)	4
Ł. Nawrot, P. Zmyślony	Regiony turystyczne na międzynarodowej arenie konkurencji: programowanie rozwoju regionalnego czy zarządzanie przestrzenią zorganizowaną [Tourist Regions in the International Competitive Arena: Programming Regional Development or Managing Organised Spaces]	2009	3 (2)	1
B. Walas	Ocena wizerunku i standaryzacja regionalnego produktu turystycznego na potrzeby marketingu terytorialnego [Evaluation of Image and Standardisation of Regional Tourist Products for the Needs of Territorial Marketing]	2009	6 (2)	1 (1)
A. Grzesiek	Prawo a jakość usług w turystyce [Law and the Quality of Services in Tourism]	2009	2	0
D. Ziarkowski	Problemy oceny walorów i atrakcji kulturowych z punktu widzenia turystyki [Problems in Assessing the Advantages and Cultural Attractions from the Perspective of Tourism]	2007	2 (2)	0
J. Szumilak	Racjonalność zachowań nabywców usług turystycznych w aspekcie gospodarowania informacją [Rationality of the Behaviour of Tourist Service Buyers in the Aspect of Information Management]	2007	10, including 3 in "Folia Turistica"	1
A. Pudełko	Rola walorów specjalistycznych w kształtowaniu produktu turystycznego uzdrowiska Wysowa Zdrój [The Role of Specialist Values in Creating the Tourist Product of Wysowa Zdrój Spa]	2006	1	0

M. Nowacki	Motywy, korzyści i zadowolenie osób zwiedzających atrakcje krajoznawcze [Motives, Advantages and the Satisfaction of Tourists Visiting Sightseeing Attractions]	2005	3 (3)	0
J. Krupa, R. Konewecka	Szlak turystyczny „Śladami Łemków” jako propozycja markowego produktu turystycznego Podkarpacia i jego promocja [The ”Traces of Łemków” Tourist Trail as a Proposition of a Tourist Brand Product of the Podkarpacie Region and its Promotion]	2005	5	2
Z. Kruczek, B. Walas	Promocja regionu turystycznego (cele, środki i organizacja promocji) [Tourist Region Promotion (Aims, Means and Organisation of Promotion)]	2004	3, including 1 in ”Folia Turistica”	0
M. Cisło	Podstawowe mechanizmy procesu zarządzania jakością oraz metody pomiaru poziomu jakości usług na przykładzie hotelarstwa [Basic Mechanisms of Quality Process Management and Methods of Measuring the Level of Service Quality on the Example of the Hotel Industry]	2002	1	0
J. Dziadkowiec	Wykorzystanie metody Mystery Shopping w konsumenckiej ocenie jakości obsługi w biurach podróży [Using the Mystery Shopping Method in Travel Agency Consumer Quality Evaluation]	2000	5 (2)	0

Source: Own elaboration.

The data presented in Table 1 allow to draw some interesting conclusions:

1. To date, approximately 500 articles have been published in the “Folia Turistica” journal. Thus, the 56 articles cited in parts 1-3 of this article constitute about 10% of all of the journal’s texts. Of these 56 articles, as many as 21 have not been cited at all, and among the articles listed in Table 1, a significant number (14) has only 1 or 2 citations, and these are often only self-citations (5). The small number of citations of works published before 2006, which were not yet available in the online archive of the journal (only available since 2019), shows how important their availability in the full-text version on the Internet is for the citation of an article.
2. “Folia Turistica”, as an interdisciplinary journal, is not only a greatly infrequent place for publishing articles related to marketing in tourism, but it also uncommon for other authors to use these articles creating texts on marketing published in “Folia Turistica”. According to scholar.google.pl, only 5 of the analysed texts were cited in “Folia Turistica”,

2 of which are articles from the special jubilee volume titled "Z Warsztatów Mistrzów" [From the Workshop of Masters], and these are the articles by researchers with the highest recognition in the international scientific community.
3. Articles, theoretical in nature, especially those presenting issues that are currently innovative and constituting a kind of compendium of knowledge on a given topic, acquire more citations than articles presenting the results of empirical research.
4. It is clear that greatly more citations concern articles that assume new marketing approaches than those traditional. This particularly concerns the application of the principles of experience economy regarding marketing in tourism. First of all, we should mention the texts by A. Niezgoda [2013] and M. Nowacki [2010], but it is also worth noting the articles by A. Stasiak [2017] as well as S. Bosiacki and B. Hołderna-Mielcarek [2017], which have already been cited despite the very short time from their publication.
5. Among the most frequently cited articles listed in Table 1, basically, only the text by A. Niezgoda [2013] can be regarded as a typical marketing-related study, whereas in the works by M. Nowacki [2010], S. Liszewskiego [2009], as well as G. Dann [2011] and M. Kachniewska [2014a], there are only topics important from the point of view of marketing in tourism, which does not change the fact that other texts also make their significant contribution to the development of marketing ideas.
6. As expected, articles in "Folia Turistica" published primarily in Polish are quoted very rarely in English-language works.
7. Also as expected, many objections are aroused by the results obtained through the analysis of citations in scholar.goole.pl. It can be assumed that the actual number of citations of the discussed articles is higher, and the problem is still full indexation of the national scientific achievements in any scientific base.

Conclusions

"Folia Turistica" is undoubtedly one of the most prestigious, opinion-forming and oldest scientific journals in Poland dealing with issues related to tourism. A feature of this journal is its interdisciplinarity, which is also typical for research on tourism. Therefore, from among the many articles published in the issues of this journal, those devoted to the subject of marketing in tourism, or at least aspects related to it, are not very numerous, which confirms the hypothesis erected at the beginning. Nevertheless, the significant contribution to the development of marketing in tourism thanks to publications in "Folia Turistica" is undeniable. This contribution, however, does not result from a large number of publications, but mainly from the publication of several items, their frequency of citation causing them to be considered as very important publications in the development of understanding the essence of marketing in tourism in Poland. Such texts are primarily the works by A. Niezgoda [2013], J. Szumilak [2007], G. Dann [2013] and M. Nowacki [2010].

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THE CONTRIBUTION OF "FOLIA TURISTICA" TO THE DEVELOPMENT OF RESEARCH AND THE POPULARISATION OF HISTORICAL KNOWLEDGE ON THE TOPIC OF TOURISM

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Abstract

Purpose. The main objective of the work is not only to evaluate historical articles published in the "Folia Turistica" journal in 1990-2018, but also the opinion on the importance of the journal in the development and popularisation of historical knowledge on tourism, or more broadly, physical culture.
Method. In the research applied, the method of direct fact finding, external and internal criticism of the published publications and the content analysis technique were used.
Results. Research allowed identification and evaluation of historical articles published in the journal "Folia Turistica". They have been presented in comparison to the current state of knowledge, which allowed us to state that they are original in nature, in some cases, filling the gap in current knowledge or constituting a basic starting point for further research and historical studies on tourism.
Research and conclusions limitations. The source database is limited to publications in the "Folia Turistica" journal. The conclusions were broadened thanks to referring the content of these articles to the current state of historical knowledge on the history of tourism.
Practical implications. In the article, analysing publications dealing with research on the history of tourism, the possibility of undertaking further historical research in this field is indicated.
Originality. Both the content and the nature of historical publications in the journal have not been subject to in-depth analysis. The article is the first study of this type.
Type of work: The article is a review.
Keywords: history, tourism, historical publications, history of tourism, history of physical culture

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Introduction

"Folia Turistica", as one of the most important Polish scientific journals dealing with tourist issues, has also opened up to the humanities, among which historical research has found an important place. History is a science that does not limit learning to finding facts, it also examines human behaviour, the doubts that lie in it, recognition and indication of the causes and effects of this behaviour throughout history. It is a science that allows not only to explain the past, but to interpret the present and foresee the future. History is not homogeneous. The Polish historical achievements presented in the "Folia Turistica" journal are also heterogeneous. To assess the quality of this work and determine the directions of historical research addressed in the journal, its formal and content analysis based on the direct fact finding method, which in combination with non-source knowledge about the state of historical research in tourism, enabled the assessment of the importance of the journal in developing and popularising historical knowledge in the field of tourism in a broad sense.

Historical works shyly entered the scope of the issues of the journal. This is somewhat understandable, because in its assumptions, "Folia Turistica" is not a historical work, nor does it inspire to set new trends in the history of tourism or the wider history of physical culture. The authors of historical articles represent various scientific environments. Among them are historians, mostly specialising in the history of physical culture, as well as representatives of other scientific disciplines, who have mainly produced biographical works. Despite this, the texts published in "Folia" deserve attention. In the first 16 issues of the journal (1990–2005), only 2 historical texts were published. The first [Zdebski 2002, pp. 23–7], devoted to the evolution of the leadership function, at the same time, showing the transformations in the approach to mountain tourism, from the appearance of guides in the Highlander Tatras to the end of the 20th century, when guiding was no longer based on "sons of the mountains" – the first creators (co-creators) of the tourism exploit, but have in their ranks people from the lowlands. In comparison, the author of the work proves that along with the change in the model of wandering in the Tatra Mountains, the functions of guiding have changed – from care to information and education. The second article is an original work on the beginnings of cycling tourism [Kurek 2000, pp. 155–163]. This study is all the more valuable because cycling tourism – undoubtedly initiating the development of cycling in general – was actually omitted in the excellent studies of the history of cycling by B. Tuszyński [Tuszyński 1986a, 1986b, 1995], or the work devoted to cycling tourism itself, edited by M. Dąbrowski Dąbrowski [1979], where the authors limited the subject to providing information on just a few trips. The article by A. Kurek on the beginnings of cycling tourism

Tab. 1. Historical publications on the pages of “Folia Turistica” journal

No.	Name and surname of author(s)	Article title	Bibliographical data
I. General historical considerations regarding tourism, recreation (the genesis and evolution of tourism, terminology, development of the journal, reviews of historical works)			
1.	Dobiesław Dudek	Pojęcie rekreacji w polskiej tradycji terminologicznej [The Concept of Recreation in the Polish Terminological Tradition]	2006, issue 17, *Varia*, pp. 27-50
2.	Artur Kurek	”Turysta” (1883) [The Tourist] – the first Polish provincial journal (content description)	2006, issue 17, *Varia*, pp. 121-135 Announcements
3.	Dariusz Kronowski	Rozwój architektury górskiej – od szałasu do schroniska [The Development of Mountain Architecture – from Huts to Shelters]	2006, issue 17, *Varia*, pp. 197-207 From doctoral workshops
4.	Iwona Cybula	Przegląd polskich czasopism podróżniczych, turystycznych i krajoznawczych wychodzących na ziemiach polskich do I wojny światowej [A Review of Polish Travel and Sightseeing Journals Published on the Polish Lands up until World War I]	2007, issue 18, *Varia*, pp. 185-204 From doctoral workshops
5.	Antoni Mączak	Turystyka europejska: wieki XVI–XIX [European Tourism: the 16th to 19th Centuries]	2008, issue 19, *Historia turystyki* [The History of Tourism], pp. 5-26
6.	Dobiesław Dudek	Pojęcie turystyki w polskiej tradycji terminologicznej [The Concept of Tourism in the Polish Terminological Tradition]	2008, issue 19, *Historia turystyki* [The History of Tourism], pp. 27-74
7.	Artur Kurek	Główne dziedziny badań dziejów turystyki polskiej – zarys problematyki [The Main Fields of Research on the History of Polish Tourism – an Outline of Issues]	2013, issue 29, *Varia*, pp. 225-243 General issues of tourism
8.	Tomasz Ręgwelski	„Jak dawniej po Tatrach chadzano” [How We Used to Hike in the Tatras” – Some Reflections after Reading (Review)]	2015, issue 36, *Góry i Turystyka* [The Mountains and Tourism], pp. 193-195 Reviews, reports and recollections
9.	Iwona Cybula	[Tourism as a New Form of Leisure in Light of “Wędrowiec” [“The Wanderer”] Weekly Journal (1863-1906)]	2018, issue 46, *Varia (in English)*, pp. 149-180
10.	Artur Kurek	”Początki narciarstwa polskiego. Karpackie Towarzystwo Narciarzy we Lwowie 1907-1939” [The Beginnings of Polish Skiing. The Carpathian Skier Society in Lvov 1907-1939] – a review	2018, issue 47, *Varia*, pp. 167-169 Reviews, scientific polemics, reports, recollections
II. The history of tourist disciplines			
Cycling, motor and automobile tourism			
1.	Artur Kurek	Początki turystyki kolarskiej w Galicji w latach 1867-1886 [The Beginnings of Cycling Tourism in Galicia in the Years 1867-1886]	2000, issue 9, pp. 155-163

2.	Artur Kurek	Na tropach galicyjskiej turystyki motorowej [Following Galician Motor Tourism]	2008, issue 19, *Historia turystyki* [The History of Tourism], pp. 91-111
3.	Artur Kurek	Od przejażdżek automobilami do turystyki. Zarys dziejów turystyki samochodowej w Galicji do 1914 roku [From Automobile Rides to Tourism. An Outline of the History of Automobile Tourism in Galicia up to 1914]	2010, issue 23, *Varia*, pp. 135-152
Mountain tourism, mountaineering, alpinism, the ideology of alpinism, skiing			
1.	Janusz Zdebski	Ewolucja funkcji przewodnictwa górskiego w Polsce [The Evolution of Mountain Guiding in Poland]	2002, issue 13, pp. 23-27
2.	Ewa Roszkowska	Austriackie środowiska wojskowe a powstanie i rozwój narciarstwa w Galicji (1891–1914) [Austrian Military Environments and the Creation and Development of Skiing in Galicia (1891-1914)]	2008, issue 19, *Historia turystyki* [The History of Tourism], pp. 75-90
3.	Małgorzata Orlewicz-Musiał	Turystyka górska w Towarzystwie Gimnastycznym „Sokół" w latach 1867–2007 [Mountain Tourism in the "Sokół" Gymnastics Society in the Years 1864-2007]	2008, issue 19, *Historia turystyki* [The History of Tourism], pp. 113-140
4.	Marek Czyż	Twórczość literacka o tematyce górskiej Jana Alfreda Szczepańskiego „Jaszcza" (1902–1991) [Literary Output on the Topic of Mountains by Jan Alfred Szczepański "Jaszcz" (1902-1991)]	2008, issue 19, *Historia turystyki* [The History of Tourism], pp. 155-185
5.	Marek Czyż	Dlaczego chodzimy po górach? Czyli o motywach uprawiania sportów wysokogórskich w świetle publikacji Jana Alfreda Szczepańskiego [Why Do We Go Mountain Hiking? On the Motives for Undertaking Alpine Sports in Light of the Publication by Jan Alfred Szczepański]	2010, issue 23, *Varia*, pp. 241-256
6.	Ewa Roszkowska	Zimowa turystyka alpejska – uwagi do początków zjawiska [Winter Alpine Tourism – Comments on the Beginnings of the Phenomenon]	2015, issue 36, *Góry i turystyka* [The Mountains and Tourism], pp. 21-39
7.	Iwona Cybula	„Wędrowiec" jako źródło wiedzy o dziejach turystyki tatrzańskiej ["Wędrowiec" – The Wanderer as a Source of Knowledge on the History of Tatra Tourism]	2015, issue 36, *Góry i turystyka* [The Mountains and Tourism], pp. 41-65
8.	Marek Czyż	Taternictwo – sport czy turystyka? Rozważania na marginesie pism taterników okresu międzywojnia [Hiking in the Tatra Mountains – Sport or Tourism? Considerations on the Margins of Mountaineer Writings from the Interwar Period]	2015, issue 36, *Góry i turystyka* [The Mountains and Tourism], pp. 67-83
9.	Marta Stepaniak	Ideologia alpinistyczna Waltera Bonattiego [Walter Bonatti's Mountaineering Ideology]	2015, issue 36, *Góry i turystyka* [The Mountains and Tourism], pp. 85-107
Other tourism- and sport-related fields			
1.	Piotr S. Szlezynger	Lotnisko w Nowym Targu wartością dziedzictwa kulturowego [Nowy Targ Airport as a Value of Cultural Heritage]	2006, issue 17, *Varia*, pp. 51-76.

2.	Jolanta Wojciechowska	Geneza oraz ewolucja turystyki na obszarach wiejskich w Polsce [The Genesis and Evolution of Tourism in Polish Rural Areas]	2006, issue 17, *Varia*, pp. 99-119
3.	Eligiusz Małolepszy	Turystyka w działalności wiejskich organizacji młodzieżowych w Polsce do 1939 roku [Tourism in the Activity of Polish Youth Rural Organisations up to 1939]	2008, issue 19, *Historia turystyki* [The History of Tourism], pp. 141-153
4.	Piotr S. Szlezynger	Sport i turystyka lotnicza w dwudziestoleciu międzywojennym w Małopolsce. Wybrane zagadnienia [Sport and Aviation Tourism During the Interwar Period in Małopolska. Selected Topics]	2008, issue 19, *Historia turystyki* [The History of Tourism], pp. 187-227
5.	Kazimiera Orzechowska-Kowalska	Pielgrzymi polscy w Santiago de Compostela w latach 1631–1716 [Polish Pilgrims in Santiago de Compostela in the Years 1631-1716]	2012, issue 27, *Turystyka religijna* [Religious Tourism], pp. 109-131
III. Biographies			
1.	Halina Zdebska	Bronisław Czech (1908–1944) – człowiek i sportowiec [Bronisław Czech (1908-1944) – Man and Sportsman]	2010, issue 23, *Varia*, pp. 257-275
2.	Ewa Roszkowska	Alpejska działalność Mariana Smoluchowskiego [The Alpine Activity of Marian Smoluchowski]	2012, issue 26, *Varia*, pp. 213-238
3.	Krzysztof Podemski	Biogram naukowy Erika Cohena oraz charakterystyka jego wkładu w rozwój badań nad turystyką (opr. K. Podemski) [The Scientific Biography of Erik Cohen and Characteristics of His Contribution to the Development of Research on Tourism]	2011, issue 25(2), *Special edition on the occasion of the 35th anniversary of the Department of Tourism and Recreation at AWF in Kraków, ”Z Warsztatów Mistrzów”* [From the Workshops of Masters], pp. 21-22
4.	Sabina Owsianowska	Graham M.S. Dann, „Zabierz mnie do Hiltona”: paradygmat języka turystyki Biogram naukowy Grahama M.S. Danna oraz charakterystyka jego wkładu w rozwój badań nad turystyką [Graham M.S. Dann, “Take Me to the Hilton”: Paradigm of the Language of Tourism. Scientific Biography of Graham M.S. Dann and Characteristics of His Contribution to the Development of Research on Tourism]	2011, issue 25(2), *Special edition on the occasion of the 35th anniversary of the Department of Tourism and Recreation at AWF in Kraków, ”Z Warsztatów Mistrzów”* [From the Workshops of Masters], pp. 43-46
5.	Zygmunt Kruczek, Adam Szromek	Biogram naukowy Richarda W. Butlera oraz charakterystyka jego wkładu w rozwój badań nad turystyką [Scientific Biography of Richard W. Butler and Characteristics of His Contribution to the Development of Research on Tourism]	2011, issue 25(2), *Special edition on the occasion of the 35th anniversary of the Department of Tourism and Recreation at AWF in Kraków, ”Z Warsztatów Mistrzów”* [From the Workshops of Masters], pp. 66-70
6.	Bogdan Włodarczyk	Biogram naukowy Douglasa G. Pearce’a oraz charakterystyka jego wkładu w rozwój badań nad turystyką [Scientific Biography of Douglas G. Pearce and Characteristics of His Contribution to the Development of Research on Tourism]	2011, issue 25(2), *Special edition on the occasion of the 35th anniversary of the Department of Tourism and Recreation at AWF in Kraków, ”Z Warsztatów Mistrzów”* [From the Workshops of Masters], pp. 97-98

7.	Michał Żemła	Biogram naukowy Metina Kozaka oraz charakterystyka jego wkładu w rozwój badań nad turystyką [Scientific Biography of Metin Kozak and Characteristics of His Contribution to the Development of Research on Tourism]	2011, issue 25(2), *Special edition on the occasion of the 35th anniversary of the Department of Tourism and Recreation at AWF in Kraków, "Z Warsztatów Mistrzów"* [From the Workshops of Masters], pp. 120-122
8.	Piotr Zmyślony	Biogram naukowy H. Leo Theunsa oraz charakterystyka jego wkładu w rozwój badań nad turystyką [Scientific Biography of H. Lep Theuns and Characteristics of His Contribution to the Development of Research on Tourism]	2011, issue 25(2), *Special edition on the occasion of the 35th anniversary of the Department of Tourism and Recreation at AWF in Kraków, "Z Warsztatów Mistrzów"* [From the Workshops of Masters], pp. 153-155
9.	Wiesław Alejziak	Biogram naukowy Archa G. Woodside'a oraz charakterystyka jego wkładu w rozwój badań nad turystyką [Scientific Biography of Arch G. Woodside and Characteristics of His Contribution to the Development of Research on Tourism]	2011, issue 25(2), *Special edition on the occasion of the 35th anniversary of the Department of Tourism and Recreation at AWF in Kraków, "Z Warsztatów Mistrzów"* [From the Workshop of Masters], pp. 203-206
10.	Dorota Ujma	Biogram naukowy Philipa L. Pearce'a oraz charakterystyka jego wkładu w rozwój badań nad turystyką [Scientific Biography of Philip L. Pearce and Characteristics of His Contribution to the Development of Research on Tourism]	2011, issue 25(2), *Special edition on the occasion of the 35th anniversary of the Department of Tourism and Recreation at AWF in Kraków, "Z Warsztatów Mistrzów"* [From the Workshops of Masters], pp. 230-232
11.	Wiesław Alejziak	Życie ludzkie jest wędrowaniem – wspomnienie o Profesorze Krzysztofie Przecławskim (1927-2014) [Human Life is Wandering – Memories of Krzysztof Przecławski]	2015, issue 36, *Góry i Turystyka* [The Mountains and Tourism], pp. 201-213 Reviews, reports and recollections
12.	Zbigniew Dziubiński	Wspomnienie o profesorze Kazimierzu Denku: patriocie, wychowawcy, uczonym, turyście, krajoznawcy oraz twórcy edukacji turystyczno-krajoznawczej dla dzieci i młodzieży. [Memories of Professor Kazimier Denek: Patriot, Educator, Scholar, Tourist, Sightseer and the Creator of Tourism-Sightseeing Education for Children and the Youth]. Biography and path of scientific career.	2016, issue 38, *Varia*, pp. 207-215 Reviews, scientific polemics, reports, recollections
13.	Zygmunt Kruczek	Wspomnienia o Krzysztofie Radosławie Mazurskim (1946-2016) – geograf, regionalista, krajoznawca, podróżnik [Memories of Krzysztof Radosław Mazurski (1946-2016) – Geographer, Regionalist, Sightseer, Traveller]	2016, issue 40, *Varia*, pp. 163-169 Reviews, scientific polemics, reports, recollections
14.	Bartosz Szczechowicz	Wspomnienie o Profesorze Janie Szumilaku (1941-2017) [Memories of Professor Jan Szumilak (1941-2017)]	2017, issue 45, *Varia*, pp. 163-171 Reviews, scientific polemics, reports, recollections
15.	Joanna Śniadek	Wspomnienie o profesorze Stefanie Bosiackim (1948-2017). Poznaniak, ekonomista, prekursor badań nad konsumpcją turystyczną Polaków [Memories of Professor Stefan Bosiacki (1948-2017). Traveller, Economist, Precursor of Research on the Tourism Consumption of Poles]	2018, issue 47, *Varia*, pp. 171-175 Reviews, scientific polemics, reports, recollections

16.	Jolanta Wojciechowska, Anita Wolaniuk, Bogdan Włodarczyk	Profesor Stanisław Liszewski (1940-2016) [Professor Stanisław Liszewski (1940-2016)]	2018, issue 48, *Varia*, pp. 283-287 Reviews, scientific polemics, reports, recollections

Źródło: Opracowanie własne/ **Source:** Own eleboration.

not only completes this gap, but also corrects the inaccuracies and mistakes found in previous publications.

Since 2006, historical issues have already appeared in the journal regularly, usually in *Varia* issues containing articles dealing with various subjects of the history of tourism that reflect current research. The observations of the Editorial Board on the importance of historical reflections regarding tourism is evidenced by the fact that a separate notebook is devoted to the results of historical research – *Historia Turystyki* [The History of Tourism], containing 8 original texts ["Folia Turistica" 2008, issue 19].

Between the years 1990-2018, 43 articles dealing with historical issues were published in "Folia". The diversity of historical topics has forced the analysis of individual articles in 3 main thematic blocks:

1. General historical considerations on travel, tourism, recreation and leisure.
2. History of tourist disciplines:
   - Cycling, motor and automobile tourism;
   - Mountain tourism, mountaineering, alpinism, skiing, ideology of mountaineering;
   - Other tourist and sports disciplines.
3. Biographies.

A detailed list of published articles is presented in Table 1. Within each thematic block, chronological order was adopted. In the column presenting bibliographic data, in addition to the traditional record, the name of the issue and the department in which the article was published were taken into account.

1. General historical considerations regarding tourism, recreation (the genesis and evolution of tourism, terminology, development of the journal, reviews of historical works)

The genesis of tourism has been an issue arousing the interest of researchers in both Poland and around the world for years. Therefore, it is hardly surprising that an article dealing with this issue was included in "Folia Turistica". It opens the historical notebook of the journal. I am talking about a posthumous article by Antoni Mączak entitled: *Turystyka europej-*

ska: wieki XVI-XIX [European Tourism: the 16th to 19th Centuries] [Mączak 2008, pp. 5-26]. The author sees the beginnings of tourism in the Renaissance, or more precisely, at the end of the 16th century, when traveling for the sake of traveling (for curiosity, pleasure, leisure) became a symbol of social status and, in a sense, a necessity of the privileged social strata, and what is more, this was not an incidental phenomenon. In turn, the birth of modern tourism is located by Mączak in the 19th century, pointing to the cause of social change (development of bourgeois society, change in employment structure and "freeing" leisure, increased prosperity of contemporary societies), development of education, means of communication, promotion and tourism entrepreneurship. The article is a peculiar panorama of the past of tourism, outlined against the background of social and cultural processes. It shows the scale and social range of tourism, listing the most visited regions, describing tourist infrastructure, assessing and comparing travel relations with emerging guide literature, a synthetic image of the past of tourism (the supplement of which is the author's own publications also dealing with the safety and hygiene of travellers at that time. Those shown in the text) – written with imagination, beautiful language, although it is not a full synthesis of the phenomenon – it complements the basic monographs in the historiography of tourism by: Z. Kulczycki [1968, 1977], W. Krygowski [1973], J. Gaja [2003] or the text recently issued by T. Stegner [2016].

The article by A. Mączak is closely related to the original text by Dobiesław Dudek [2008, pp. 27-74], in which various ways of understanding the concept of tourism on the Polish territories have been presented. The author, based on printed sources, subjects them to historical analysis, showing the process of distinguishing tourism from various forms of travel. He begins his analysis in the Antiquity, seeing the beginnings of traveling, wandering in the word peregrination – which was in use in Polish up to the 18th century. This argument is not in conflict with the previously discussed work, in which A. Mączak draws attention to the complicated connections of pilgrimages with tourism, noting the precursory form of qualified tourism in pilgrimages. Dudek, continuing his deliberations, states that in Poland in the 19th century, terms such as: pilgrim or wanderer were reserved for travel concerning religious purposes and voyages (voyagers), or a Polish sightseer, are common in Poland. There are also functions such as: wandering, pioneering or globetrotting, meaning traveling out of the curiosity of the world, for pleasure and the joy of the spirit. At the same time, tourist and tourism terms appear, their conceptual scope, dilemmas with understanding and defining are attempted to be settled by the author.

The article on the evolution of the concept of recreation is equally cognitively valuable [Dudek 2006, pp. 27-50]. The author of the work established that the term recreation – identified with such forms of spending time that brought relaxation and rest, served the physical and mental regeneration of man – known and used in the Polish terminological tradition from the 16^{th} century. The author has found four of its meanings throughout history: social events, after-dinner meetings or walks, active recreation of young people after learning, including physical exercises, ball games, rounders, etc., which were typical for schools in the 17^{th}-19^{th} centuries, health-recreational trips to waters and breaks between lessons at school (in the interwar period). He also dealt with the discrepancies that occur today in the specification of the term recreation: physical or motor?

Both articles by D. Dudek are innovative in nature, for years, they have confronted on-going discussions on the understanding of key concepts, the scope of which was (and still sometimes is) variously interpreted. Maybe from the discussions that took place in the past, it will be possible to draw appropriate conclusions and formulate universal definitions that will facilitate the understanding of the phenomena discussed today or in the future.

Man variously manifests traces of his stay on Earth. The expression of this is architecture. Architectural souvenirs allow to identify one's own cultural circle, showing the way of man through history. The work by D. Kronowski [2006, pp. 197-207] presents a short excerpt from its history, which perfectly depicts and illustrates the struggles of modernity and tradition. It shows the conditions and transformations of mountain building – from buildings aimed at satisfying the life-related needs of people (huts) to those that help in the implementation of his passions (mountain shelters). It is a complement of the works by R. Śmiałowski, T. Przemysław Szafer, M. Kulig and many others dealing not so much with the professional description of architectural transformations, but also showing the significance of these objects in the culture, tradition and history of enthusiasts of mountain hiking.

A separate series of publications are studies exploring the significance of tourism journals in the development of knowledge on tourism. Among them is an article bringing back the forgotten publishing house of the Kołomyjskie Towarzystwo Tatrzańskie [Kolomyia Tatra Society] branch from 1883, entitled "Turysta" [The Tourist] [Kurek 2006, pp. 121-135]. In the history of press studies, "Turysta" [The Tourist] is the first regional journal dealing with tourism. Only six issues of this journal have been published, containing valuable information on tourist events from 1883 (mainly reports on undertaken trips), activities of the Tatra Society, as well as popular scientific articles from the field of geography, geology, ethnography and botany. It also contains short articles on domestic and foreign tourism.

Supplementary knowledge[1] about tourist journals is the article by I. Cybula, in which the author – being aware of the importance of the press

[1] Here we are discussing the publications: T.Z. Bednarski [Bednarski 1967, pp. 92-96], D. Dudek [Dudek 2001, pp. 3-48], Z. Mikołajczak [Mikołajczak 1977, pp. 129-138], or bibliographies concerning the content of various journals by K. Polak, H. Polakowa, W.A. Wójcik, and the elaborations by J. Kolbuszewski.

for historical studies – conducted a meticulous analysis and compilation of all travel, tourism and sightseeing journals that had appeared on Polish soil until the outbreak of World War I [Cybula 2007, pp. 185-204]. Its development is a starting point for historians to undertake various research. In the next article, this author [Cybula 2018, pp. 149-180] analysed the contents of all 2,889 issues of the Warsaw weekly "Wędrowiec" [The Wanderer] in terms of tourism as a new form of spending free time, proving the importance of this journal as a source of knowledge about the state and development of tourism in the second half of the 19th and early 20th century. The journal was a reflection of the events and problems of tourism at the time (kinds, types of tourism and tourists, organisation and implementation of travel, tourist outfits and equipment) and its promotion in society. It should be mentioned here, that apart from the author's doctoral dissertation [Cybula 2014], in which she partially refers to the issue discussed here, there are no publications in the bibliography on physical culture or press studies dealing with this topic. This cycle of general issues from the history of tourism ends with a sort of review article by A. Kurek [2013, p. 225-243], summarising the state of research on the history of Polish tourism, indicating and characterising the directions of scientific penetration to date. Although the work has contributing character, the author expertly established the beginnings of the historiography of tourism, which dates back to the first half of the 19th century.

In the "Folia Turistica" journal, two reviews of historical monographs prepared by specialists in given fields were also published. T. Ręgwelski presented and evaluated the richly illustrated study by K. Pisera *Jak dawniej po Tatrach chadzano* [How We Used to Hike in the Tatras – Some Reflections after Reading (Review)] (3rd edition), emphasising its high substantive level and excellent selection of factographic and illustrative materials [Ręgwelski 2015, pp. 193-195], while A. Kurek bowed over the book by J. Kapłon *Początki narciarstwa polskiego. Karpackie Towarzystwo Narciarzy we Lwowie 1907-1939* [The beginnings of Polish Skiing. The Carpathian Skier Association in Lviv 1907-1939]. He recognised this position as "necessary in the library of a historian of Polish sport and tourism and readers interested in the history of the eastern voivodships of the Second Polish Republic, or generally, in the history of the interwar period" [Kurek 2018, p. 169].

2. The history of tourist disciplines

Historical research on tourist and sports disciplines presented in the "Folia Turistica" journal mainly concern the history of qualified tourism.

Cycling, motor and automobile tourism

Historical analysis of the birth and development of these disciplines on Polish territories under the Austrian partition was undertaken by A. Kurek. He began his research with issues related to the beginnings of cycling in Poland, as a result of which an original article was presented at the beginning of this text. It can be assumed that the close historical dependence between a bicycle and a self-propelled vehicle on wheels, has directed his scientific interests to motor and automobile tourism, to which he devoted two separate articles. Both are innovative. Although there is rich literature undertaking the topic of technological evolution of motorcycles or automobiles, motor or car sports[2], the publishing market lacks a position dealing with the history of motorbike and automotive tourism on the Polish lands, especially under the Austrian partition. The only information on this subject can be found in the works by R. Wasztyl [Wasztyl 1990, pp. 63-83] and A. Kurek [Kurek 2006b, pp. 11-23]. The article on motor tourism is the first in the bibliography of Polish motorcycle tourism, a study that shows the genesis of this discipline under the Austrian partition, as well as relations between cyclists and pioneers of motorcycling. The author also discusses its institutional development, pointing to close ties with cycling, which was based on the fact that the most popular promoters of motorbiking were cyclists [Kurek 2008, pp. 91-111]. In turn, in the article *Od przejażdżek automobilami do turystyki. Zarys dziejów turystyki samochodowej w Galicji do 1914 roku* [From Rides in Automobiles to Tourism. An Outline of the History of Automotive Tourism in Galicia up to 1914] presents the genesis of automobile tourism in Galicia [Kurek 2010, pp. 135–152] and its development until 1914, in which two caesuries were designated: 1897 – the purchase of the first automobile in Lviv, and 1910 – the birth automotive tourism in Galicia. In this work, a lot of space was devoted to motorisation pioneers in this area and some individual and group tourist trips were characterised. The latter were organised by local associations: the Galician Automotive Club, established in 1908 and the Kraków Automotive Club, whose roots date back to 1913. The author of the work also drew attention to the difference between automotive tourism and tourist car trips.

Mountain tourism, mountaineering, alpinism, the ideology of alpinism, skiing

Historical studies on human relationships with the mountains also included a significant part of a special issue titled *Góry i turystyka* [The Mountains and Tourism]. It begins with a polemical article questioning the cele-

[2] The basic literature items by A.M. Rostocki [Rostocki 1977, 1980, 1981], J. Gierczak [Gierczak 1994], H. Wilson [Wilson 1997], R. Brown [Brown 2000], W. Rychter [Rychter 1958, 1987], J.A. Litwin [Litwin 1980] and many others, in which tourism was also omitted, must be mentioned.

bration of the 150th anniversary of alpine winter tourism celebrated in 2015 by the western alpine world [Roszkowska 2015, pp. 21-39]. The article reveals the circumstances of establishing this date, showing previous winter achievements in the Alps, while underlining the formal difficulties (availability of sources, ambiguity of tourist terminology) in precisely establishing the date of the birth of winter mountain tourism in the Alps. This study is the first in the Polish historiography of tourism positioning the beginnings of the winter discovery of the Alps.

As earlier mentioned, the press can be an excellent source facilitating the analysis and development of the history of a given activity. Following this lead, I. Cybula analysed all 44 issues of the weekly journal "Wędrowiec" [The Wanderer] seeking the beginnings and transformations of the new "tourist fashion" which was Tatra tourism [Cybula 2015, pp. 41-65]. The interest in tourism in the Tatras was demonstrated by various journals and magazines, not only those related to travel. The vast majority of them were used to reproduce the history of this discipline, while the texts published in "Wędrowiec" [The Wanderer], were used marginally. Meanwhile, as determined by analysing the contents of the journal, "Wędrowiec" [The Wanderer] was a valuable source of knowledge about the Tatra tourist movement, strongly involved in its development and promotion. This was also guided by other socio-political objectives stimulated by the cultural situation (the positivist ideology of the era), i.e. striving to unite the society divided by the partitioning powers around the idea of knowing the native Polish lands, building love for them, so that in the future, they could become a source of strength in the fight for a free homeland. This ideological nature of Tatra tourism, its multidirectional development, including that organisational, is demonstrated in the article. Its historical value is not only a rich source material, but a reliable, legible study.

From the beginning of the 20th century up to now, there are disputes over the essence of mountaineering as well as its belonging to sport. *Taternictwo to sport, czy turystyka?* [Is Tatra Mountaineering Sport or Tourism?] – M. Czyż [2015, pp. 67-83] made this issue the title of his research. In a historical context, he analyses the statements of Polish high-mountain climbers from 1910-1939, thus, trying to determine the place of these views in pre-scientific knowledge about alpinism. In conclusion, the author states the existence of differences between generations in the way of understanding the essence of mountaineering, tilting the scale towards sport, whose external symptoms were given a positive value by the post-war generation, thus emphasising the feeling of belonging to sports climbing.

The problem of self-awareness of people who practice climbing is dealt with in another article. We are talking about Marta Stepaniak's work on the mountaineering ideology of the Italian climber Walter Bonatti who died in 2011 [Stepaniak 2015, pp. 85-107]. W. Bonatti, one of the greatest mountaineers in the world, a man of unwavering character, the pride and joy of the Italian nation, in Poland, apart from biographical studies concerning mainly his climbing activity, not travel [Kurczab 2011; Wilamowski 2011/12], an autobiographical book titled *Moje góry* [My Mountains] [Bonatti 1967] and an unpublished master's thesis [Stepaniak 2014], did not receive broader study. M. Stepaniak's publication presents Bonatti's life and work, showing his views on alpinism and those performing mountain climbing.

The history of mountain tourism in the years 1883-2007, organised by the Sokół Gymnastic Society, is presented in an article by M. Orlewicz-Musiał [2008, pp. 113-140]. In the hitherto rich historiography of the Sokolean movement, apart from the memories of Edward Kubalski [Kubalski 1997], earlier publications by M. Orlewicz-Musial [Orlewicz-Musial 2005, pp. 3-13] and Z. Pawluczuk [2008, pp. 7-17] or references about mountain tours of individual" Sokół" nests, nothing was written about mountain tourism. The article complements this knowledge, at the same time, showing the sources of gymnasts' interest in this form, presenting its main promoters and organisers, indicating the most important places for trips and the transformations of mountain trekking over the years.

Literature, as well as mountains and values, are the subject of analyses in the article by M. Czyż on the mountain writings of Jan Alfred Szczepański [Czyż 2008, pp. 155-185]. It is a study about mountain passion, about the ideological, very emotional attitude of the writer-climber, the ideology of mountaineering towards the mountains and historicism, it is a successful attempt to show the essence of a man's relationship with the mountains, which is also a place for sports values.

Why do we walk in the mountains, why do we climb? – these are the questions that mountaineers ask themselves and which they must answer. The answer is not simple. It is said that there are as many answers as there are mountaineers/alpinists. M. Czyż [Czyż 2010, pp. 241-256] tries to confront these "eternal" questions, analysing, from a historical perspective, the views of J.A. Szczepański – mountaineer, alpinist of the inter-war period, an outstanding theoretician and ideologist of mountaineering, a mountain writer. The article by M. Czyż is a deep and interesting study, and the views of J.A. Szczepański are presented in comparison to statements of other mountaineers representing the previous and simultaneous Tatra generations. Szczepański, having respect in the environment, instilled his point of view for next generations. Seeking particular motivation in the degree of intensity for a given mountaineer regarding the sport and non-sport motives, he also built his own typology of alpinists. The presented articles show an innovative, previously overlooked view on the concepts of Tatra tourism and mountaineering proposed by Jan Alfred Szczepański.

The history of skiing in the "Folia Turistica" journal is only devoted to one article. It is a pioneering publication bringing new findings to the existing knowledge about the beginnings of Polish skiing. In Polish research, the possibility of any relations between civil and military skiing was rejected [Kordys 1909, 1925; Fredro-Boniecki 1925; Ziemba 1955; Młodzikowski, Ziemilski 1957; Pręgowski 1994; Słamowski and Szatkowski 2016]. On the basis of Österreichisches Staatsarchiv sources, press publications and memories of the first skiers, this issue was verified, showing the relationship between military and civilian skiing, practiced by Poles in Galicia in 1891-1914 and the important role of military environments in popularising and developing Polish skiing [Roszkowska 2008, pp. 75-90].

Other tourism- and sport-related fields

The history of rural tourism in Poland has not yet been fully depicted, even though there is a substantial number of publications devoted to this topic. A synthetic image of this phenomenon is presented in an article by J. Wojciechowska [2006, pp. 99-119], in which the author determines the beginnings and on the basis of social, economic and political (constitutional) conditions – four stages of rural tourism development in Poland. She also shows the evolution of the terminology associated with this form of tourism. The text is complemented by E. Małolepszy's text [2008, pp. 141-153], which focuses on a detailed presentation of the place and values of tourism in the activities of rural youth organisations – both those nationwide and regional. It also indicates the promotion of various forms of tourism by publishing houses of rural youth organisations.

Nowadays, sport and aviation tourism are enjoying growing popularity. The history of these disciplines became the subject of P. Szlezynger's considerations. In his article *Sport i turystyka lotnicza w dwudziestoleciu międzywojennym w Małopolsce…* [Sport and Aviation Tourism During the Interwar Period in Małopolska ...] [Szlezynger 2008, pp. 187-227] describes the events in the field of sport and aviation tourism in Małopolska as accurately and comprehensively as possible. The description of the history of the Nowy Targ airport is part of another article by P. Szlezynger [2006, pp. 51-76]. It constitutes a canvas of considerations aimed at demonstrating the legitimacy of preserving the historical cultural landscape of the airport. Before World War II, The modern Nowy Targ airport was the only place in Poland serving sports and tourism. Therefore, the author proves that material traces of this activity and aviation traditions should be protected, but also made available for cultural tourism.

The history of the Polish pilgrimage movement to Santiago de Compostela was of interest to K. Orzechowska-Kowalska. In her research, she attempted to determine the size of the Polish Way of Saint James pilgrimage movement in the 17th and early 18th centuries [Orzechowska-Kowalska 2012, pp. 109-131], including primarily representatives of the lower states.

The elaboration determines the social cross-section of pilgrims, showing the canon of the pilgrim's behaviour after reaching the destination, describing outfits, equipment and covered routes. The article is original, based on a query carried out in the secular and church archives in Spain (Hospital Real) and in Poland (church and national archives in Kraków). Thanks to the acquired materials, it was possible to determine that in the years 1631-1717, 42 pilgrims from Poland arrived in Santiago, including 9 from Kraków (who were identified by name and surname).

3. Biographies

Biographies are a subject of interest for various scientific disciplines: sociology, pedagogy, psychology. The closest, however, is related to history – it is one of the oldest species of historical writing. In "Folia Turistica", various types of biographies were present. Among them, the biographical monographs (*sensu stricto* biographies) of Bronisław Czech or Marian Smoluchowski can be distinguished

The biography of Bronisław Czech, the patron of the University of Physical Education in Kraków, occupies a special place. In her study, H. Zdebska presented the life and achievements of B. Czech – skier, three-time Olympian, coach, mountaineer, mountain rescuer, graduate of CIWF (Józef Piłsudski University of Physical Education) in Warsaw. She also brought his non-sports interests closer [Zdebska-Biziewska 2010, pp. 257-275]. Professor Marian Smoluchowski is, in turn, an outstanding physicist, an employee of the Lviv and Jagiellonian Universities, a figure devoted to many memories and articles regarding his scientific activity. His greatest non-scientific passions were mountains and climbing, to which he was faithful till his last days. It so happened that this part of his life activity was almost omitted by the authors of his biography. This gap in the scientist's biography was filled by E. Roszkowska's article [Roszkowska 2012, pp. 213-238] showing – against the background of mountaineering history – the birth of his fascination with the mountains, the development of this passion, and the relation of archival materials, memories, press (also German-language) to mountains and climbing as well as his achievements. This is such an important part of Marian Smoluchowski's biography, that it may be stapled together with all of his achievements and be shown, that in the history of mountain exploration, he was also an outstanding personality. As one of the few Polish mountaineers, he influenced the development of not only Polish but also European alpinism.

The journal also included the following scientific biographies: Erik Cohen [Podemski 2011, pp. 21-22], Graham M.S. Danna [Owsianowska 2011, pp. 43-46], Richard W. Butler [Kruczek 2011, 66-70], Douglas G. Pearce

[Włodarczyk 2011, pp. 97-98], Metin Kozak [Żemła 2011, p. 120-122], H. Leo Theuns [Zmyślony 2011, pp. 153-155], Arch G. Woodside [Alejziak 2011, p. 203] and Philip L. Pearce [Ujma 2011, pp. 230-232], and the posthumous memoirs of persons who rendered merit to tourism: Krzysztof Przecławski (1927-2014) [Alejziak 2015, pp. 201-213], Kazimierz Denek (1932-2016) [Dziubiński 2016, pp. 207-215], Krzysztof Radosław Mazurski (1946) -2016) [Kruczek 2016, pp. 163-169], Jan Szumilak (1941-2017) [Szczechowicz 2017, pp. 163-171], Stefan Bosiacki (1948-2017) [Śniadek 2018, pp. 171-175] and Stanisław Liszewski (1940-2016) [Wojciechowska, Wolaniuk, Włodarczyk 2018, pp. 283-287].

They remind us of the most important facts from the lives of these personalities, their scientific achievements and their significance in the development of the discipline they represented. Here emphasised should be the cognitive value of biographical works, not only in terms of presenting events from the life of a given person or the circumstances in which they undertook action, but also as a valuable material for broader generalising works. This results from the source basis of the texts – some of them were prepared on the basis of unknown materials, only just "discovered", first used by the authors of the biography, which sometimes allowed to extract the described personas from the 'darkness of oblivion'.

Conclusions

In conclusion, historical articles published in the "Folia Turistica" journal present thematically and temporally differentiated issues. Similarly as the traditions of tourism, they reach deep into the past to explain and bring closer what has only recently seemed an irrelevant detail. They also reflect the contemporary context of historical research in the field of tourism or, more broadly, physical culture. They describe previously unknown, overlooked or incorrectly or insufficiently interpreted issues. There is no doubt that they fill the gap in current knowledge, rectifying and eradicating errors in existing publications. They also often shed a different light on the problems described, sometimes provoking discussion. Therefore, it is not an exaggeration to say that "Folia Turistica" is a place for the publication of original historical studies that have made a significant contribution to the development of tourism historiography.

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THE CONTRIBUTION OF "FOLIA TURISTICA" TO THE DEVELOPMENT AND POPULARISATION OF PHILOSOPHICAL RESEARCH ON TOURISM

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Abstract

Purpose. A review and discussion of philosophical works published in the "Folia Turistica" journal and the categorical, thematic and problematic contribution of philosophical reflections contained in them to multidisciplinary research on tourism.
Method. Query of 49 issues of "Folia Turistica", selection of articles and reviews on tourism from the perspective of philosophical disciplines or selected philosophical concepts. Analysis, comparison, interpretation oriented towards an existential sense, values and ideas, synthesis.
Findings. The review of philosophical publications in the "Folia Turistica" journal has demonstrated the quantitatively and qualitatively significant contribution of philosophical approaches, interpretation and conceptualisation of tourism and the mobility of human travel to tourism research. The specificity of the philosophical problematisation of the phenomenon of travel consists in highlighting and analysing its ideal, essential, existential, epistemic and symbolic qualities and meanings that find its significance in the axiological preferences, in the area of intentionality, attitudes and experiences.
Research and conclusions limitations. The work is limited to the description and comparative analysis of articles published on the pages of one journal, its results and generalisations are, therefore, not a universal concept.
Practical implications. Promotion of the "Folia Turistica" journal in the Polish and global academic debate on the multi-faceted phenomenon of tourism. Outlining the philosophy of tourism as an innovative and inspirational field of research.
Originality. The work is a discussion and interpretation of publications of other authors-philosophers, but it contains elements of independent interpretation and synthetic recapitulation.
Type of work. Presentation, description and qualitative interpretation of theoretical analyses of tourism in the field of philosophy and its sub-disciplines, as well as investigations conducted from the perspective of selected philosophical positions (phenomenology, hermeneutics, existentialism, metaphysics of hope, etc.).
Keywords: philosophy, ethics, values, fundamental aspects of human existence, the idea of travel, metaphor of the road.

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Introduction

A philosophical reflection on tourism is present in the journal "Folia Turistica" in publications or autonomous, primarily and comprehensively devoted to selected philosophical issues of this complex cultural phenomenon, or partly, accidentally and in the background – in articles and studies from other scientific disciplines, such as natural sciences (humanistic geography, ecology), psychology, pedagogy, sociology, history.

The first group of publications are primarily two separate volumes of "Folia ...", one devoted to the philosophical dimension of travel and tourism [Vol. 24-2011], and the other, to the ethics of tourism [Vol. 49-2018]. In addition, many articles, as well as a few book reviews devoted to the philosophical, ethical, axiological aspects of tourism, nomadism, wandering, as well as ideas and metaphors related to travel, appear in several other volumes of "Folia ...". Their review, presentation and recapitulation of research, ideological and the content-related fields outlined in them constitute the main core of the analyses carried out in this work.

In the second case, philosophical ideas, categories, and even concepts accompany the main, non-philosophical, direction of reflection and research in only an accidental, discursive, fragmentary and supplementary manner, and are sometimes just some signals of possible philosophical *implicite* references in the issues being addressed. The philosophical accents in this group of publications are, therefore, of secondary nature, constituting some complement to the dominant pole of analysis or an indication of the philosophical potential of interpreting the facts and tourist phenomena in question.

Since the main purpose of this descriptive presentation is to review and recapitulate the content, meanings and the contribution of philosophical publications to tourism science in the journal "Folia Turistica", I focus attention on autonomous and primary philosophical texts, the second group of publications discussed only selectively.

Philosophers on travel and tourism

Articles problematising human travel mobility from a philosophical perspective are diverse in terms of themes, research perspectives, levels of abstraction and references of ideas or ideas and concepts related to specific contexts and issues. These determinants of scientific penetration will further serve to organise and carry out problem-based recapitulation of vast publishing materials in the field of philosophy contained in many volumes of the "Folia Turistica" journal. One can distinguish three groups of publications, the most important keystones of which are the interpretive perspectives provided below.

Reflections on tourism and travel from the perspective of general philosophy

General philosophical reflections on tourism have been present in the "Folia Turistica" journal from the publication of its first issue. The text *Niektóre filozoficzne i społeczne oblicza turystyki* [Some Philosophical and Social Aspects of Tourism] authored by A. Jastrzębski [Jastrzębski 1990] is a harbinger of some philosophical approaches to the phenomena of travel and tourism, undertaken in subsequent chronological publications. In a fresh, original way, on the side of the mainstream of tourism science, the author develops existential aspects of human mobility, trying to reflect on questions regarding the attractiveness and prestige of travel, its immeasurable benefits and quantifiable threats, values and cultural ideals that constitute the extraordinary nature of this phenomenon. The author points out the experience of borderline situations, transgression, escapism, freedom, as well as the fear of carrying out an archaic and complex (having not only an adventure-related but also epistemic dimension) impulse to go out into the world. He refers to the philosophy of Albert Camus and Yi-Fu Tuana's humanistic geography of space and place. These are complemented by a sociological attempt at functional and structural stratification of travel trends (professional, tourist and non-institutionalised). It is worth mentioning that the developed element of this stratification is the article titled *Protreptikos – zachęta do turystyki naukowej* [Protreptikos – The Exhortation for Scientific Tourism] by J. Kosiewicz [Kosiewicz 2011]. Scientific tourism is professional tourism, undertaken by scientists and academic researchers often travelling to distant and exotic places in order to popularise science through participation in conferences, seminars, lectures and cooperation with international research teams. During these trips, the scientists have not only the possibility for "protreptic" actions, that is - in accordance with the Aristotle's *Encouragement for Philosophy* (Gr. *protreptikos* meaning encouragement) [Aristotle, 1988] – bringing their own research closer and inspiring discussion as well as creative solutions, but also to explore the surrounding areas places and tourist attractions. The author encourages us to undertake a "philosophical journey", deepened by axiological, ethical and religious insights.

A wider scope and mature elaboration of the "philosophical face" of tourism is the text by M. Kazimierczak *W poszukiwaniu praktycznej filozofii podróży* [Searching for the practical philosophy of travel] [Kazimierczak 2011]. The philosopher from Poznań postulates the creation of a "practical philosophy of travel", which would be a recipe for biotechnology of a good life for a tourist-traveller, thus, it would be a form similar to the ancient art of life or "life philosophy", updated in this case by travelling mobility, curiosity, sensitive openness to the world and people. Practicing travel in the mode of philosophical intentionality would be an important added value to tourist experiences. Tourism is determined, according to the author, by subject motifs (attractions), the journey has, in turn, a subjective, personal, spiritual dimension [Ibid, p. 14]. The subjectification of tourism is here understood as carrying out the task of dialogical mediation between the internal world, i.e. experiences and personal aspirations, and the outside world: people, objects and objects encountered on the way. Such dialogical mediation avoids superficial and emotionally indifferent, as well as purely instrumental, utilitarian attitudes, resulting in both the reification of external beings and personal alienation. "Philosophical journey" enriches man, causing him "to grow in being more and more" [Ibid, p. 31]. The author notices paidological and psychagogic functions, i.e. self-learning and transforming a unit. Following the thought of Pierre Hadot [Hadot 2003], Kazimierczak treats the journey as a continuous "spiritual exercise", the ontic, axiological and community-based (dialogical) formation of a person.

Two other texts are a creative complement to the publications discussed. These are articles by T. Sahaj – *Podróż w głąb siebie i świata. Ujęcie filozoficzne* [Journeys Deep Into Oneself and the World. Philosophical Reflection] [Sahaj 2013], and the latter by K. Skutela *Metafizyka podróży. Od sytuacji granicznych do hermeneutyki drogi* [The Metaphysics of Travel. From The Limit-Situations to Hermeneutics of the Way] [Skutela 2011]. In both texts, as in Kazimierczak's case, travel is understood as a broader and more spacious category with meanings and motifs from the concept of tourism. For both authors, of importance is to be on the road, not the place of destination with clichéd attractions. The path itself offers much astonishment to the wanderers, it forces them to perceive and appreciate the value and beauty of ordinary, contingent objects that "come out of the metaphysical matrix" in the eyes of an attentive and sensitive traveller [Sahaj 2013, p. 29]. The wander's awareness is the result of care and "innocence" of his/her gaze, the abandonment of common opinions and conventional views. It is practical fulfilment of the idea of phenomenological reduction, demanding previous judgments be "put in parentheses", which in practice, turn out to be prejudicial prejudices. The road is a matrix of the *par excellence* border situation: the initiation of transition and transgression of the existing personal, cultural and social identity. The imagery of being on the road also creates the possibility of a hermeneutic interpretation of meanings and values. The traveller traces a hermeneutic circle with his/her journey: s/he goes out into the world with the baggage of his/her historical and cultural context and the sum of individual experiences, which overlap with new, exotic and foreign meanings. The recognition of the meanings of strangeness is not neutral, it interferes with the endowment of consciousness, with its elements, creating inevitable connections, confrontations, deepening the self-reflection, self-knowledge and the worldview of the wanderer. Return is not restoration of the current *status quo*, it is a gift of new qualities, existential and metaphysical meanings [Skutela 2011, pp. 188-190].

Analysis of travel mobility from the perspective of selected philosophical concepts

In this group of publications, we find texts dealing with the phenomena of travel and tourism in relation to specific philosophical schools and conceptual approaches: deep ecology, ecomodernism, semiotics, hermeneutics, Henri Bergson’s creative evolution, Gabriel Marcel’s metaphysics of hope, Martin Heidegger’s existential analytics, and others. It is impossible to discuss the whole content contained in numerous publications of this type. I will justify those selected, important because of the superior purpose of this presentation, which is the indication of the innovative and original contribution of philosophical reflections to research on tourism present on the pages of “Folia Turistica”.

Philosophical investigations into the ecological problems of tourism go beyond the idea of sustainable development or protection of natural environment. The innovative contribution of philosophy lies in the perception of ecology in the classical solutions of only a fraction of the truth. The integral ecology programme should include more or less promising activities for the protection of ecosystems. This excess of the ecological philosophy, so-called “deep ecology”, is an appeal for the transformation of human consciousness, for understanding that it is an element of a relatively connected chain of diverse beings, but having equal rights to life and development. The fundamental standards of deep-ecological thinking are biocentric equality and the postulate of self-realisation. The norm of equivalence of all beings requires abandoning anthropocentric attitudes for which human good is a primary and most respected value. Every being has autotelic value. The idea of equality and biocentric unity results in the principle of self-realisation. By inflicting damage on other entities, man actually hurts his own good. Self-fulfilment, which is closed in the monadic circle of individuals, is half-complete, leading to the instrumentalisation and reification of the living nature. In her two publications, M. Kowalczyk [Kowalczyk 2011; 2018] presents the foundations of deep ecology in the philosophy of Arne Naess and confronts them with the premises of other trends within the ecological philosophy: Henryk Skolimowski’s eco-philosophy, concept of the “Gaia hypothesis” by James Lovelock, Nina Witoszek’s ecomodernism and ecofeminism. The author refers the ideas and values promoted in these approaches to ecotourism and outdoor activities, calling them “the philosophy of green travel” [Kowalczyk 2011, p. 258]. The author does not idealise ecotourism, noticing the serious dilemmas underlying it, resulting from tensions between the desire to rest in wild nature and the inevitable technological consequences of intrusion of man into its area. The task of ecotourism should be alleviating these tensions and biocentric management.

Philosophical defence and promotion of ecological values in tourism correspond to the geopoetics of Kenneth White, which is the subject of analysis in the article by M. Zowisło *Dom i swiat. Na ścieżkach współczesnych nomadów* [The Home and the World. On the Paths of Contemporary Nomads] [Zowisło 2013]. Geopoetics is the practice of mystical communication between man and the world: an agreement with "earth, nature, its elements, the matter of life" [Ibid, p. 16]. The truth of being, its "unconcealedness", demands from man the adoption of an equally unconcealed, honest attitude, best expressed in the anthropological projection of *homo candidus*, "white man", "intellectual nomad" of the world, devoid of egocentric claims and open to the "speech of being". The presented threads of geopoetics bring the existential analysis of Martin Heidegger to mind. The author refers to the Heideggerian idea of man as a "shepherd of being" struck by the speech of being, and the projection of "intellectual nomadism" contrasts with the postmodern conceptualisation of the nomadic human condition, noticing its essentially rhetorical overtones.

In the article *Źródła motywacji turystycznej w filozofii H. Bergsona i G. Marcela* [Tourist Motivation Sources in H. Bergson and G. Marcel Philosophy] [Klos-Gomulec, Korbiel 2005], A. Klos-Gomulec and K. Korbiel conduct in-depth analysis of tourist acts, using the *élan vital* philosophy and Bergson's intuitionism, as well as the concept of subjective involvement developed by Gabriel Marcel. According to the authors' arguments, these philosophers allow for the extraction of a high-quality tourist activity threshold, which they describe as fully carrying out life momentum and impetus, intuitive, wisdom (contrary to schematisms and reifications of purely intellectual activity) of understanding the world and realising a wide spectrum of values leading, as an effect, to personal change. The metaphor of the pilgrim, present in Marcel's considerations of man as a *homo viator*, turns out to be a useful figure of the articulation regarding these contents.

In the article *Podróż w perspektywie hermeneutyki i semiotyki kultury* [A Travel in View of Hermeneutics and Semiotics of Culture]by S. Owsianowska [Owsianowska 2011b], the threads of hermeneutical inquiry into tourism return. Hermeneutics is applied here in its semiotic aspect, i.e. in the spirit of understanding culture as a text to be interpreted. The author refers to the contemporary philosophical hermeneutics of Hans-Georg Gadamer and Paul Ricoeur. The basic problem articulated in the text is the answer to the question of whether a tourist experiences the world directly, through "being-in-the-world" (we can find such defence already, among others, in Bergson's intuitionism), or in a mediated way: through cultural signs and symbols. Owsianowska is a consummate expert on the role of the media in creating travel messages and experiences, her answer is therefore semiotic: there is no "naked" world, we live in the space of images, created permanently by the processes of semiosis. The author does not stop at this conclusion, she complements the analysis of the hermeneutic insight of Gadamer and Ricoeur in the "fusions" of cultural and historical, irremovable contexts of cognition on the circuitous path of human self-knowledge, i.e. the way of acquiring and decoding cultural texts. The text goes even further in the analyses: beyond the discursive, intelligent dimension of human cognition. An essential element of the odyssey of the cognition of the world (including tourism cognition) is performance, or "bodily trajectory" of experiences [Ibid, p. 144]. The body language is not a gateway to direct "entry into the world" of Others, it is a signal and a form of ritualisation, the construction of tourist experiences. Factuality may be the ephemeris of travellers' aspirations in the face of permanent semiosis, however, the author sees the possibility of access to it through the appropriate attitude of the mind, in the exercise of the "art of travelling", which was written about by Alain de Botton [Botton 2010; Owsianowska 2010; Mróz 2011].

In this group of publications, we also find texts with a high level of abstraction. Travel is understood in them as an idea, metaphor or *topos* of human condition as well as rationality. This approach marks the course of reflections of two authors: M. Żarowski in the article *O "dystansie, który dzieli" i "odległości, która łączy". Egzystencjalny wymiar drogi w myśli Gabriela Marcela i Paula Ricoeura* [On "Distance that Divides" and "Distance that Connects". Existential Dimension of the Way in Gabriel Marcel's and Paul Ricoeur's Thought] [Żarowski 2011], and A. Smrokowska-Reichmann in the text *Wolfganga Welscha koncepcja transwersalności albo krytyka "statycznego rozumu"* [Wolfgang Welsch's Concept of Transversality or the Critique of "Static Reason"] [Smrokowska-Reichmann 2011]. Żarowski understands the journey as "the way of the soul", "the return of the soul to itself". Human existence is marked by ambivalent events: on the one hand, alienation and demise ("wounded *cogito*" according to Paul Ricoeur), and on the other – "the desire to be", achieve fullness (*pleroma*), return to being (Spinoza's *conatus essendi*, effort of being). The vision of the soul that searches for its spirit (essence) in the pilgrimage of fallen existence is the Orphic-Pythagorean-Platonic provenance, but the author tracing its contemporary philosophical invariants to the concepts of Gabriel Marcel and Paul Ricoeur (once again in the publications of "Folia ...", reflective and creative references appear regarding the tradition of "philosophy of hope" and hermeneutics). The way of return, the ancient *nostos* topos, nostalgia for the home (read in this philosophical context: the proper essence, the fulfilment of the self, its paradigmatic idea) is the adventure of straying into the world, but following the traces of transcendence (Marcel). In this adventure, the wanderer is a pilgrim of himself/herself, which is why "I – Is the Other" (Ricoeur), the Alien who must be recognised, accepted, accommodated in his/her own existence. The “distance that divides” is also the “distance that connects” (Ricoeur). The way of being is circular: the way out (fall, exile, alienation of essence in existence) – the pilgrim’s effort of being on the road (existence) – return (recognition of the essence). The beginning and the end fit into the perfect empire of eternity of being and immortality of the soul, given here and now only in the mode of hope. The metaphorical narrative of Marcel and Ricoeur has a biblical, archetypal overtone in our culture.

The article by A. Smrokowska-Reichmann ranks in a different circle of philosophical discourses, referring to postmodern debates about universal human mobility and the nomadicity of his condition in a world devoid of absolute metaphysical, epistemological and axiological principles, which until the modern era, served as good-life signposts. Relativism, heterogeneity, pluralisation and atomisation of modern life become the subject of philosophical reckoning with human reason. Since the speech of Immanuel Kant, reason has been split into theoretical, practical and judgmental (the aesthetic judgment of taste). The task of philosophy today is to bring about an agreement between different types of rationality. We encounter attempts to find such an agreement in Jurgen Habermas’s theory of communication or in Wolfgang Welsch’s transversality concept. The author dedicates the latter to considerations on intelligent intelligibility, i.e. in the realm of reason. Common cultural and social nomadism finds its antecedents in the nomadism of reason, divided, but “on the way” to understanding. Welsch calls mobile reason transversal and compares his epistemic *status quo* to the Odysseus and Nietzsche’s wanders.

The ethical and axiological dimension of tourism

In the philosophical *imaginarium*, travel and tourism assume the form of ideal models of existence, thought, sensitivity to values, and are, therefore, most often valorised. This does not mean that these considerations lack awareness of threats and existing pathologies that stigmatise these phenomena negatively and require debate and solutions. A critical account of problems related to, among others, the economic use and objectification of human and cultural capital in indigenous places, with sexual tourism, trade in a “living commodity”, littering and violating the balance of ecosystems, alienation of freedom in cruise unity, etc., is part of an ethical discussion on tourism. Several important voices of this discussion have been published in “Folia ...”.

As an introduction to the general ethics of tourism research, two articles can be mentioned: M. Kazimierczak’s *O miejscu i roli etyki w turystyce* [About the Place and Role of Ethics in Tourism] [Kazimierczak 2018] and H. Handszuh’s *Złożony problem etyki w turystyce* [The Complex Nature of Ethics in Tourism] [Handszuh 2018b]. In the first text, the author sets a goal and implements the idea of creating “practical ethics of tourism”. This is in line with the contemporary phrase in metaethical thought, which was most clearly expressed in *Etyce praktycznej* [Practical Ethics] by Peter Singer, indicating that metaethical logical, epistemological and methodological considerations with a high speculative degree, lose the overarching goal of ethics, which is to support individuals and societies in achieving goodness and happiness [Singer 2003]. Kazimierczak, beginning with the constitution regarding the deficit in tourism research concerning independent and conclusive ethical conceptualisation of the problems, development potential, but also threats and deviations, attempts an eidetic, essential description of the ethics of tourism, bearing its practical orientation in mind at all times. For this reason, he extracts and describes the values and principles constituting the prerequisites of contemporary trends within normative ethics (ethics of virtue, utilitarianism, deontology), using them to construct an outline of integral practical ethics for tourism. The integral dimension of these ethics here means its stimulating interference in conditions of both personal existence in its bodily-mental-mental complexity, as well as the natural environment (an ecological element of practical ethics of tourism) and socio-cultural.

H. Handszuh presents a map of tangible connections between the theory of morality (in its various conceptualisations) and tourist practices. The dominant interpretation here is the issue of motivations, attitudes and actions of tourism stakeholders. Whether tourist practices are morally right or wrong depends on a human being, his/her level of understanding and good will. However, for the Author (differently than in the formal ethics of Kant),moral rights are also legitimate. This is because the axiosphere of tourism coincides with the axiosphere of human and employee rights. In both spheres, the values and principles of responsibility, justice and attitude towards the quality of experiences and actions are inscribed in the table of values. The author demonstrates his thesis on the unity of moral philosophy and law by means of the example of selected systems, acts, treaties and international conventions, as well as initiatives of social organisations.

More detailed analysis of specific tourism problems can be found in the text *Polityka historyczna z etyką w tle. Patologie w kreowaniu doświadczeń turystów kulturowych* [Historical Policy with Ethics in the Background. Pathologies in Creating Experiences of Cultural Tourists] [Mikos von Rohrscheidt 2018]. The author confronts the issue of historical politics, which is a convenient instrument that has been used in the past and is currently used by institutions of power and management in the organisation and ideologically-oriented creation of experiences and assessments in the field of cultural and historical tourism. Emotional threats and pathologies are highlighted, resulting from the arbitrary and mystified manipulation and appropriation of historical and cultural heritage. The author presents a typology of such activities, focusing attention on the various mechanisms of these processes. This is the starting point for the ethical assessment of harmful and destructive practices in which the authentic value and significance of the heritage of nations is lost.

An important part of normative ethics is codex ethics. Published in "Folia Turistica", two articles are devoted to the Global Tourism Ethics Code adopted by the World Tourism Organisation (UNWTO) in 1999, one by pr. M. Ostrowski titled *O etykę w turystyce. Kodeks Etyki w Turystyce, ogłoszony przez Światową Organizację Turystyki* [Appeal for Ethics in Tourism. Global Code of Ethics Prepared by World Tourism Organisation] [Ostrowski 2001], and the latter by Handszuh titled *Aspekty koncepcyjne i prawno-międzynarodowe Światowego Kodeksu Etyki dla Turystyki* [The Conceptual and International Law Aspects of the Global Code of Ethics for Tourism] [Handszuh 2018a]. In the thematic issue of "Folia Turistica" published under the title "Ethics in Tourism", the full version of the Code was also published in the translation by H. Handszuh. As an active participant in the work on the Code, Handszuh tells the story of his final constitution in the legal and institutional meanders of solutions taken to articulate and implement the idea of ethical norms for tourism up to the incomplete admission of the Framework Convention on Tourism Ethics (2017). In turn, pr. M. Ostrowski looks at the qualitative side of the Code, analysing the complex appeal contained in ten articles in detail. The Code reveals the multidimensional normative and axiological nature of tourist practices, trying to include the full complex of factors shaping them. Tourism should be a medium of communication, mutual respect and understanding in interpersonal and intercultural relations. One of its functions is to stimulate individuals and societies to develop and meet the inalterable needs of rest, recreation, health, self-education, implementation of equality and subjective relationships with others. Tourism is also a strategic element of activities for the sustainable development and preservation, promotion and development of national heritage. It is impossible to understand and practice tourism unilaterally as it involves many entities and institutions. Therefore, tourism management should care for the interests of all parties: outbound, natives, organisers and staff. An important provision of the Code is the articulation of the right of every human being to participate in tourism and the freedom of movement in the world. This record is particularly eloquent in the era of new "migration of people", i.e. global political and economic immigration. Priest Ostrowski analyses the Code, starting from the assumptions of Catholic theology, hence, the most important critical remark which he directs towards its creators is the lack of reference to transcendent, sacral and religious values.

The issue of values that co-create the tourism axiosphere is present in almost all philosophical publications in "Folia ...". It is impossible to fully elaborate on their content, which is why I will present here a provisional table of values being the subject of interpretations and investigations developed in it. It must be borne in mind that ethics is a part of axiology, a philosophy of values, but any non-ethical value, e.g. aesthetic or health-related, also has a dimension or relationship with ethics and moral values (such as good as a superior moral value and its derivatives like virtue, justice, dignity, autonomy, self-realisation, etc.). The table of values that emerges from philosophical texts includes the following: happiness, dignity, mindfulness [Sahaj 2011; Sahaj 2018; Zowisło 2018], self-creation, self-realisation, self-discovery [Kazimierczak 2011; Kazimierczak 2018; Żarowski 2011], authenticity, responsibility, freedom [Kaczmarek 2018; Zowisło 2018], trust, trustworthiness, respect, humbleness, autotelic and subjective relations with the Other [Dziubiński, Sitek 2018; Męka 2017; Smrokowska-Reichmann 2013; Kazimierczak 2011; Kaczmarek 2018], beauty, sublimity, sacralness, mystical connection with nature [Salamon-Krakowska 2011; Zowisło 2015; Okupnik 2011], heroism, dignity [Żarowski 2011; Sahaj 2011; Okupnik 2011]. Many of these values also appear in the analyses of texts elaborated from an extra-philosophical perspective.

Philosophy on the margin ancillary side-track of tourism research

Several articles merit distinction in this group of publications. The issue of the Journal entitled *Z Warsztatów Mistrzów* [The Master Classes] should be mentioned [Vol. 25 (2) -2011]. It presents articles by outstanding world pioneers and leaders on tourism research, presenting their views on the essence and role of masters in science. A summary of topics also important from the point of view of philosophical anthropology and ethics are two articles: one by S. Owsianowska titled *Perspektywy krytycznych badań nad turystyką a rola mistrzów w nauce* [Prospects for the Critical Study of Tourism and the Role of Mentors in Academia] [Owsianowska 2011a], and the other by W. Alejziak titled *Kto to jest „mistrz naukowy" oraz jaka jest jego rola we współczesnej nauce? – rozważania na przykładzie badań turystycznych* [Who is an Academic Mentor and What Is His/Her Role in Contemporary Study? Some Thoughts Based on Tourism Research] [Alejziak 2011]. S. Owsianowska, when considering the issue of master-student relations, evokes the greatly significant *Sapere aude* appeal of Immanuel Kant, stated by him in the booklet *Co to jest Oświecenie?* [An Answer to the Question: What is Enlightenment?] [Kant 1995, p. 53]. "Have the courage to use your own mind" – this was the idea of autonomy of enlightened reason, independent of external influences, which according to Kant, was to form the basis of the critical rationality of the new era in the history of mankind. In her text, the author points to a certain *aporia* of the autonomy of thinking in the master-student relationship. On the one hand, the student imitates the master, but on the other, s/he must free himself/herself from influence, learning to think independently. Also, the master should have a dialectical ability to balance between influencing others and allowing freedom. *Aporia* points to the hardships of real mastery in science: it requires not only professionalism, but also the formation of a personality with deep ethical sensitivity. We find similar accents in W. Alejziak's text. We read there that the master, should aside from knowledge, possess "rightness of thinking and high moral standards" [Alejziak 2011, p. 406]. The author undertakes the task of delineating the personal model of the master of science. This formula has been incorporated into a complex structure: we find here *eidetics* (insight into the essence) of mastery and typology, a script of functions, tasks and routes to mastery as well as barriers and threats written out in many accents. There is also no ethical coefficient here, without which, absolute and integral authority cannot be achieved. These considerations lead to the conclusion drawn in *Małej fenomenologii autorytetu* [Little Phenomenology of Authority] by the Kraków philosopher Władysław Stróżewski [Stróżewski 1992]. The Polish phenomenologist distinguished two attitudes related to authority: "having authority" (relative, partial authority in a chosen professional field) and "being an authority" (absolute, total authority, covering both professional and personality-relatedas well as moral virtues). The portrait of the master of science (referring to tourism sciences) outlined in Alejziak's article can be read by the philosopher as an introduction to the phenomenological ontology of mastery, for it fulfils the tasks assigned to ontology by Roman Ingarden, treating it as a discipline prior to metaphysics, i.e. on the level of the idea of being, types, relations, functions that clarify the quality and potential of real beings (in this case, the entity is the subject of the sciences).

The text by A. Matuszyk titled *Przywództwo w grupie turystycznej* [On the Leadership Behaviour of the Touring Group Leader. (Normative remarks)] [Matuszyk 2002] is related to reflections on the role of master and authority, although not related to scientific activity, but to social (group, collective) tourism practices. The author admits that many reflections in this text were born during seminars held for many years by the Kraków philosopher Józef Lipiec at the Department of Philosophy of the University of Physical Education in Kraków, and were devoted to the philosophy of physical culture. Matuszyk's reflections on the "tourist situation" are particularly inspiring, original and creative. The author describes it in a philosophical way, following the ontology of Lipiec and the axiology of Maria Gołaszewska. The "tourist situation" is a "*sui generis* existential situation" [Ibid, p. 9], and this unlocks a humanist perspective of tourism research, aimed at experiencing the subject of tourist experiences, the sphere of intentionality and existential values and senses. The effect of these considerations is splendid. The author extracts many of the constitutive elements of this existential situation, thus, outlining the path of humanistic research into the phenomenon of tourism, its formation and educational as well as axiological potential.

Another text that has both a strong philosophical overtone as well as *explicite* referring to, among others to, the philosophical literature, although essentially written from a religious and pedagogical perspective, is the article by A. Wilkońska titled *Turystyka holistyczna – podróż do wnętrza siebie poprzez świat zewnętrzny* [Holistic Tourism – Journey to One's Center Through the Outside World] [Wilkońska 2012]. The basic ideological premise of the text is the idea of holism, whose genesis and evolution have philosophical provenance (*vide* the integral ancient Greek *paideia*, moderating the orphic dualism, most clearly expressed in Plato's famous dialectic of music and gymnastics; modernly, one can point to the personalistic-spiritualist conception of the world's evolution by the philosopher and paleoanthropologist Pierre Teilhard de Chardin or the so-called "new gnosis" by Raymond Ruyer and Arthur Koestler, both visions breaking the dualism of classical gnosis and inscribing human existence into a system of connected *holons* of the entire cosmic universe). The author creates a holistic tourism model based on an integral philosophical anthropology, in which the human being is understood as a "personalistic triad", a systemic whole, including somatic, mental and spiritual levels. Spirituality is understood in this way in accordance with the post-modern trends of the so-called "new spirituality", as a motif of existence, not necessarily connected with practices, dogmas and religious institutions. It is about the intentionality of consciousness, whose fundamental correlates are the understanding of the world, existence, the search for meaning and the need for transcendence towards the utilitarian determinants of life. That is why strictly religious tourism is reserved by the author for the needs of the soul, and spiritual is defined as "tourism of special interests" [Ibid, p. 84]. The basic question that arises within the context of this article is whether holistic tourism remains a utopian demand for massification processes, which is the resultant of economic, consumeristic, hedonistic and instrumental conditions of the post-industrial world of late capitalism, of which tourism is a spectacular efflorescence. The author is aware of the ideality of her holistic tourism project, but she does not give up the postulate of building human unity through participation in tourist activities. This is the postulate of building a new, more sensitive and spacious travel consciousness, aimed at a significant spiritual, "internal", subjective excess of internal travel, having existential value. A. Wilkońska's text dovetails in the final significance with the texts of philosophers such as A. Jastrzębski, M. Kazimierczak or T. Sahaj discussed above.

In turn, the text by M. Nowacki *Autentyczność atrakcji a autentyczność doświadczeń turystycznych* [Authenticity of Attractions *versus* Authenticity of Tourist Experiences] [Nowacki 2010] is part of the axiological problem, corresponding to J. Kaczmarek's philosophical text titled *Autentyczność epistemologiczna jako nakaz moralny wyjaśniania rzeczywistości turystycznych* [Epistemological Authenticity as a Moral Imperative to Explain Tourist Realitiesy] [Kaczmarek 2018]. While Kaczmarek's text is a record of original thoughts, subjected to a phenomenological *epoché*, i.e. the suspension of possible references to the subject literature, subjectively going outside the field of tourist experience, Nowacki's text provides an overview of the various concepts of authenticity that emerged in tourism research, based on which the Author creates his own innovative structure of essential determinants of tourist authenticity. One of the works referred to in the course of the analysis is the dissertation by the Canadian philosopher Charles Taylor, *Etyka autentyczności* [The Ethics of Authenticity] [Taylor 2002], in which the philosopher polemicises with the narrowly understood individualistic, atomistic and narcissistic conception of authenticity, pointing to the necessity of adopting "inevitable horizons" encountered in the cultural tradition of meanings and values. Following the path of such problematisation of the idea of authenticity, Nowacki distinguishes three dimensions in relation to tourist experiences: objectivist, constructivist and existential. Objective-oriented authenticity applies to tourist artefacts, constructivist indicates symbolic mediations imposed on objective artefacts by various social contexts and is dynamic, *in statu nascendi*, whereas existential authenticity describes tourists' aspirations for subjective freedom from alienating factors on both intrapersonal and interpersonal, bodily and psycho-mental levels. As a result of multilevel analyses regarding the phenomenon of authenticity, a table of aspects, dimensions and determinants of authenticity is created, which is a synthetic approach to this issue. Another article is also worth mentioning here, whose dominant subject is the authenticity of tourist expeditions. It is the text by K. Puchalska-Miętus *Wyprawa po autentyzm i wrażenia. Rzecz o koncepcjach Deana MacCannella i Nelsona H.H. Graburna* [The Expedition for Authenticity and Impressions. On the Concepts of Dean MacCannell and Nelson H.H. Graburn] [Puchlaska-Miętus 2003]. The author inscribes the question of authenticity in the analysis of attitudes of tourists, fleeing the routine of everyday life and seeking "real life" in the area of new experiences available on the road, outside the closed circle of repetitive patterns of common vegetation and rest after work. Authenticity understood in this way, as the sum of above-average experiences, is the basic premise of the contemporary "culture of sensations", of which tourism is one of its most spectacular forms.

The "accompanying presence" of philosophy in research outside of philosophy is nothing new in scientific exploration. Let us recall the fact that the creators of philosophy in our cultural circle, the sages of the ancient Hellas, considered philosophy as "the first science" and "queen of science", and perceived the splendour of this field of thought in the multi-branch and broad-range orientation of its research intentions. Philosophy was the matrix of many sciences and, therefore, it is particularly suited to multidisciplinary dialogue. Its universal, general, but also versatile reflection on reality in many of its aspects makes scientists willingly supplement their research and conclusions with ethical, anthropological and aesthetic issues, use epistemological and ontological distinctions, categories and concepts, making them significant annotations in their own analyses, thus indicating a deeper, "wisdom" horizon of the neutral axiologically naked facts of empiricism and the limits of their own perspectives. The authors presenting their research in "Folia ...", who accidentally invoke ideas, values and philosophical concepts, represent natural sciences (geography, ecology), pedagogy, sociology, as well as studies on tourism and recreation. In their texts, they most often refer to ethical issues (eco-ethics, environmental ethics, deep ecology, deviations in tourism, alcoholism, sexual tourism), anthropological (issues of self-fulfilment, psycho-physical well-being, authority, personal patterns, tourist experience, subjective threats and objective issues, barriers in tourist experience), axiological (authenticity, ludicity, hedonism, the sacred dimension of pilgrimages, the mystics of high-mountain climbing, holism, instrumental and autotelic values of tourism, recreation and free time). For a philosopher, reading these articles is particularly inspiring because, through detailed references, they more accurately define contexts, cases of various tourist experiences, often too "sterile" in its general philosophical considerations and observations. In addition, in an equally inspiring, even dialogical way, they correspond with the content and interpretation of articles perceived from a strictly philosophical or ethical perspective.

Recapitulation – moving in the direction of tourism philosophy

The philosophy of tourism cultivated in a systemic way is the idea guiding the philosophers' considerations of human travel mobility. It should be noted, however, that such a separate area of detailed philosophical reflection does not exist, at least not in the manner of a clear, synthetic, consistent and conclusive elaboration or in the development pathways, such as praxeology (philosophy of effective action), legal philosophy, philosophy of science, philosophy of religion or philosophy of culture. This is indicated in the introduction to considerations on "phenomenology of migration" by Józef Lipiec, stating that: "the philosophy of tourism is currently at the stage of creating its own research field, first of all, building appropriate categories and determining the place in the structure of philosophy" [Lipiec 2010, pp. 15-16]. This does not mean that some attempts to outline the general structure and tasks of philosophical theory of tourism do not exist, but their form is sketch-like, they are kind of prolegomains (introduction) and protreptics (encouragement) for its practice. We find such contributions to the philosophy of tourism in the works of the aforementioned Józef Lipiec, Zbigniew Krawczyk [2007], Krzysztof Przecławski [2005a] or the British tourism researcher John Tribe [2009, pp. 3-22]. The mentioned authors agree that tourism philosophy should undertake and develop issues regarding ontology, epistemology, anthropology, axiology and ethics. All of these issues in relation to tourism and travel are the subject of reflections of publications presented in the journal "Folia Turistica", therefore, they are an important voice in the debate on essence, cognition, subjective coefficient, values and moral principles in tourism, and crystallise, even if only partly and contextually, the possibility and the need to implement the tourism philosophy project.

Most authors-philosophers, at the beginning of their considerations, make a significant distinction between tourism and travel, the latter category being treating not so much oppositionally to the first, but more broadly in scope. Therefore, tourism is understood here as a spectacular variation of travel. Hence, *Homo turisticus* can also be described as *homo viator*, a man of the road, a nomad in search of understanding the world and himself, deeply, authentically and responsibly experiencing the adventure of wandering. This qualification depends on subjective self-understanding, mood, motives, attitudes and the behaviour of tourists. In the perspective of philosophy, the complex intentional dimension of travelling is fundamental, its "truth, beauty and virtue" [Tribe 2009, p. 3].

Many philosophers eagerly turn to the issues of travel-tourism, because the idea of travel contains in itself the fundamental aspects of human existence: the "nodes" of human destiny and condition. This is why Aurelius Augustinus called man *homo irrequietus*, and Gabriel Marcel, *homo viator*.

> Human life is wandering. Each of us goes down some road. We are guided by some signs, lights. Sometimes we err, go astray, we find it again, we return. Sometimes we are very tired, we look for shelter, we rest, we regain strength, we move again. Sometimes we carry burdens on that road, are bored, tired. At the same time, we learn many things, we get to know the world. We enjoy unexpected meetings [Przecławski 2005b, p. 9].

At the same time, the philosopher draws more than just a symbolic portrayal of human lifefrom the idea of travel: a close affinity of the adventure of travelling with the idea of philosophy itself. Travel is not only a rhetorical, but an also essentially real form of human thinking and the desire for knowledge. This epistemic thread of philosophical-travel develops into many paths. Certainly, this is the objective orientation of the cognitive intention towards the outside world in its differentiation and meanings. With the exit into the world, man transcends the one-sidedness of his spatial and temporal conditioning, hence, he learns impartiality, trains the mind in critical doubt, suspending contextual – pre-judgements and superstitions. Edmund Husserl, in the book titled *Kryzys europejskiego człowieczeństwa a filozofia* [Philosophy and the Crisis of European Humanity] [Husserl 1993, pp. 32-33], emphasised the junction of travel and cognition, culturally-founding (“archontic”) for the West. The Greeks created a philosophy in a specific geographical place: on the outskirts of Hellas, where they met with foreign eastern civilisations, their teachings, religion and customs. The first philosophers such as Tales, Anaximander, Democritus, Pythagoras were travellers. The observation of the not only physically-geographically, but also culturally complex tissue of the world gave rise to fundamental questions on unity in diversity, about the universal basis of being, the *arche*-primacy of the cosmos, and the truth. Travel and cultural encounters with strangers have launched the motive of unbiased research curiosity in the Greek mind, the *theoria* that became the premise of philosophy.

> A man focused is such a way, first and foremost notices the diversity of nations, his own and strangers, each of whom has their own surrounding world, of course, along with its traditions, gods, demons, mythical powers, simply, the real world. In this astonishing contrast, the difference between the representation of the world and the real world is revealed and a new question about the truth appears; it is no longer about tradition-related colloquial truth, but about an identical truth universally applicable to all who are not blinded by tradition, about the truth in itself [Ibid, pp. 32-33].

Impartiality is related to disinterestedness: we travel and philosophise out of pure cognitive curiosity, while utilitarian considerations are of secondary nature. Distance to one’s own place, one’s own cultural and social worldviews, liberates, in the consciousness of both the traveller and the philosopher, the need for a source and unmediated, authentic cognition. At the same time, entering the world’s routes opens the mind to understanding the inevitable mediatisation of cultural experience, which provokes cultural confrontations and dialogues, which often result in a creative redefinition of one’s personal and axiological identity. Finally, the experience of strangeness and exotica, does it not express the most primary and foundational motif of philosophy, which is the wonder of the world, the sense of its mystery? At the same time, the adventures of thoughts, cognition and travel take place in a world surrounded by the horizon of values: moral, aesthetic, religious, personal, educational, psychagogical, health and ludic-related.

These aspects and components of travelling and tourist human mobility are essentially a philosophical value added to research on tourism. The overview of philosophical publications being presented since 1990 in the “Folia Turistica” journal shows how their authors not only originally elaborate on these issues, but also consciously create and legitimise the importance of the project regarding philosophical research on tourism.

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TOURISM FROM AN ANTHROPOLOGICAL PERSPECTIVE IN THE JOURNAL "FOLIA TURISTICA" (1990-2018)

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Abstract

Purpose. The objective of the article is an attempt to present the contribution of the scientific journal "Folia Turistica" to the development of research and transfer of humanistic knowledge about tourism, with particular emphasis on anthropology and (anthropologising) sociology, as both disciplines were important in creating the theory of tourism.
Method. Qualitative research; discourse analysis; query of the published issues of "Folia Turistica" – from 1-1990 to 49-2018.
Findings. The results of the analysis of the journal refer to humanistic knowledge on tourism studied from anthropological, cultural, sociological, (socio)linguistic and interdisciplinary perspectives. Increasing the role of anthropological knowledge in education and studies on tourism is a chance to acquire competences that are useful in understanding various aspects of tourist experiences and intercultural relations. Scientific journals, serving as a forum for the exchange of ideas, criticism and debates, co-create this process, reflect the trends which are popular in the research community and set new paths of inquiry. The profile of subsequent volumes of "Folia ..." illustrates the stages of development of studies on tourism, as evidenced by the presence of texts discussing current issues, theories and methods.
Research and conclusions limitations. The article is based on qualitative and hermeneutic research and concerns one journal, which limits the possibilities of comparing and generalising the results. The analysis allows to identify humanistic issues (including those anthropological) in relation to tourism, without quantitative data illustration of, for example, the frequency of occurrence regarding a given topic, method or theory.
Practical implications. The work may be important for researchers seeking information on the role of the studied journal in the transfer of knowledge on tourism. The conclusions from the analysis show the process of including content focused on the cultural and social nature of tourism, reflecting the development of studies on this phenomenon in Poland. The results are interpreted in a broader epistemological context and may contribute to the debate on prospects concerning further development of interdisciplinary tourism studies.
Originality. This is the first study of this type on the subject of the periodical "Folia Turistica", one of the most important Polish scientific journals in the field of tourism.
Type of work. Review article, supplemented by author's empirical research.
Keywords: anthropology of tourism, discourse analysis, Folia Turistica, interdisciplinary research, scientific journal, theory of tourism, transfer of knowledge.

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Introduction

"Folia Turistica" is a scientific journal, which has been published by the University of Physical Education in Krakow since 1990. From the very beginning, it was to be a forum for exchanging knowledge on tourism between representatives of various scientific disciplines, as well as between practitioners and theoreticians. Issues that can be described in general as humanistic and social, thus, find their place among many others, showing the interdisciplinary nature of the phenomenon and various perspectives for its description. As W. Alejziak and B. Szczechowicz write, the fact that authors refer to different traditions and methods, in a sense, reflects the nature of tourism as a subject of research [Alejziak, Szczechowicz 2017, p. 8]. In this approach, the mission of the journal is to present diverse issues, record and stimulate scientific discourse.

In its essence, the study of tourism requires reaching for various paradigms. The advantage of such an approach can be the vast theoretical and methodological horizon of analyses as well as openness to pluralism of positions and viewpoints; a disadvantage are problems in finding a consensus while working out coherent terminology and an adequate research workshop. The problem may already be the initial choice of the paradigm (from positivistic to post-modernist), and the unresolved status of tourism studies as well as determining priorities in the understanding of tourism itself. Starting from the question of whether we are primarily interested in it as an economic or cultural phenomenon, to the question of how to reconcile all its dimensions in theory and practice [cf. Alejziak, Winiarski 2003; Tribe 1997].

Research on tourism from the perspective of anthropology (and anthropologising sociology)

The discussion on the anthropology of tourism – as a sub-discipline of anthropology – started more than 40 years ago. A breakthrough was the meeting of the American Anthropology Association (AAA), crowned by the publication of a collective work, edited by Valene Smith *Hosts and Guests. The Anthropology of Tourism* [Smith 1977; see: Banaszkiewicz, Owsianowska 2017, 2018]. In anthropologically inspired studies on tourism, two main perspectives may be outlined [Banaszkiewicz, Owsianowska 2017]. Representatives of ethnology and cultural anthropology as well as other humanities and social sciences analyse various aspects of travelling in light of paradigmatic assumptions of their discipline, usually limited to theoretical considerations and a description of reality. In turn, tourism scholars refer to anthropology not only to explain the phenomenon, but also with the intention of research result application.

In connection with the so-called ‘anthropologising’ of the humanities, anthropology was to be the main tool for the interpretation of culture [Piasek, Kowalewski 2009]. The anthropology of contemporaneity on these grounds was related both to the object and the methods of research, focusing also on current phenomena, e.g. leisure, recreation and tourism [cf. Winiarski 2008, 2011; Owsianowska, Winiarski 2017]. Objections to the use of ethnographic methods, sometimes identified with qualitative research – without taking even the long-term stage of participant observation into account – was criticised, among others, by T. Ingold [2014]. Polemizing with his opinion, M. Kaaristo states that in the case of tourism, approaches that go beyond the traditional anthropological workshop and which consider the methods corresponding to mobility are justified [Kaaristo 2018, pp. 76-77]. These include short-term fieldwork, assuming frequent returns to several or many places [cf. also: *blitzkrieg ethnography*, Rist 1980]. Adapting research methods and tools to the reality analysed in light of the mobility paradigm, allows to observe how the guests-hosts relationships change under the influence of global and local processes, and “the ideas of the natives, tourists, migrants, visitors, etc. become more and more blurred and fluid” [Kaaristo 2018, p. 72; see also: Hall 2004; Selwyn 2017; Stronza 2001].

Anthropology of tourism is “consequently defined not by a unified theoretical approach, nor by particular topics, but common interest in socio-cultural phenomena that transpire in tourism-related settings” [Leite, Swain 2015, p. 2; cf. Leite, Graburn 2009]. A holistic approach to tourism includes contact between guests, hosts, mediators and travel organisers, and ethnographic methods enable registration and analysis of behaviours and interactions (e.g. through participant observation, in-depth interviews, textual and visual analyses [see: Hall 2004]). Different traditions, paradigms and research practices developed in the political economy, critical discourse analysis, semiotics, feminist and postcolonial theories, etc., allow to show the complexity of the phenomena associated with contemporary travels. In addition, they require the researcher to be more reflexive, to criticise the *a priori* assumptions made, and be aware of the influence of unavoidable subjectivism or ethnocentrism [Zowisło 2017].

In the following part of the paper, I refer to anthropologically oriented tourism research, which is undertaken from the perspective of tourism studies, the humanities and social sciences. Although many opportunities for co-operation remain unaccomplished, others find their finale in the form of completed projects, events and publications [cf. among others: Banaszkiewicz et al. 2017; Owsianowska, Banaszkiewicz 2018; “Folia Turistica” 37-2015 and 39-2016].

The significance of "Folia Turistica" in the popularisation of humanistic knowledge (including anthropological) in tourism research and education

The knowledge and experiences drawn from anthropology were particularly important for tourism researchers in the second half of the 20th century. Dynamism of the development of the tourist industry surprised the representatives of social sciences and the humanities, who analysed its various aspects and consequences. Treating tourism as a trivial research topic made it difficult for pioneers who saw the need to analyse contemporary travel as a fascinating and controversial socio-cultural phenomenon [Franklin, Crang 2001; Podemski 2005, 2008; Owsianowska 2011b].

It is worth asking the question regarding the state of local, Polish and regional research conducted in Central and Eastern Europe [cf. Banaszkiewicz et al. 2017; Owsianowska, Banaszkiewicz 2018]. In Poland, in the initial period of the formation of tourism theory, the issues related to the health-oriented significance of tourism (especially active and leisure tourism), sightseeing, ecology, and space management, prevailed. With time, research conducted from the point of view of business gradually gave way to analyses focused on the anthropological and sociological dimensions of the phenomenon. An important role in the transmission of humanistic knowledge about tourism was played by Krzysztof Przecławski [cf. Alejziak 2015].

Anthropological and sociological research focuses, for instance, on tourist experiences, interpersonal relations, the hosts-guests relationships, the importance of cultural heritage, and – in the case of Central and Eastern Europe – the similarities and differences between post-socialism and post-colonialism [cf. Banaszkiewicz et al. 2017; Graburn 2018]. Transformation processes after 1989, globalisation and the postulate of sustainable development were discussed on the pages of the analysed journal. The authors stimulated interdisciplinary research related to the current socio-cultural and economic situation in the country and the region. They were both a continuation of local traditions and references to the achievements of researchers from Western countries [Banaszkiewicz, Owsianowska 2018]. The subjects of the research were such issues as regional specificity and universal dilemmas accompanying the expansion of tourism, including the commercialisation of heritage, the devastation of nature, interpersonal and intercultural relations. Within this context, it is worth asking the following questions: Which of the topics and themes mentioned on the pages of "Folia ..." have contributed to the development of the theory of tourism and theory of leisure, as well as to the opportunity to exchange knowledge between representatives of various disciplines? To what extent has "Folia ..." fulfilled the mission of creating an interdisciplinary forum, and thus, a space for debate and criticism?

Reading the journal makes us realise that the articles reflected the stages of development of tourism studies in Poland. Consequently, the first volumes were dominated by publications related to such disciplines as geography and economics. However, even in these editions, there were single papers referring to anthropology or other social sciences and the humanities in general [the quantitative assessement of analysed publications is presented in Table 1]. With time, the subjects previously absent or ignored were examined, and the authors representing various research centres, disciplines and countries became involved in the discussion[1].

Tab. 1. Number of publications in „Folia Turistica" in the years 1990–2018

Kind of publication	Number of publications in the years 1990-2018 – total	Number of publications analysed
Scientific papers	481	62
PhD student workshops	7	2
Reviews	26	6
Memories	6	1
Conference reports	8	1
Research reports	4	-
Comments, polemics	12	2
Biograms	8	2

Source: Information from the assistant editor of the journal, Dr. Bartosz Szczechowicz.

"Folia Turistica" – assumptions of journal analysis

In the further part of the article, I present conclusions from the analysis of "Folia …" (from 1-1990 to 49-2018). I take several threads into account. First of all, these are widely understood anthropological and sociological inspirations, often discussed jointly [cf. opinion of D. Nash and other co-authors of the book on the anthropological and sociological origins and sources of the theory of tourism; Nash 2007; Dann, Liebmann Parinnello 2009]. Secondly, I refer to research methods typical of socio-cultural anthropology and qualitative sociology, which are used by the authors in "Folia...". Thirdly, I point to the references to the classics of disciplines such as anthropology and sociology, to key concepts and books, which are inspiration or critical reading for authors.

The axis of "Folia ..." analysis is, first of all, the subject matter of publications related to anthropological ideas. This review allows to select the

[1] The functioning of the journal in the years 1990-2015 is discussed in detail by B. Szczechowicz, Editorial Office Secretary since 2014 [Szczechowicz 2017]

mostly discussed topics and concentrate on texts as well as monographic issues that were entirely devoted to tourism anthropology. It should be stressed, however, that even in the latter case, we are dealing, *de facto*, with the earlier indicated diversification into:

– anthropologists writing about tourism,
– tourism researchers inspired by anthropological ideas,
– representatives of other disciplines, reaching for research instruments typical of anthropology and their basic discipline, in order to analyse various tourist phenomena.

To conclude, a detailed discussion of monographic volumes, combined with an analysis of the content of the other issues of the journal, is the basis for a summary that captures the following issues:

1. Anthropological ideas presented on the pages of "Folia ...".
2. Anthropological theories and methods in tourism research, conducted both by anthropologists and representatives of other disciplines.
3. Anthropology as a context of research anchored in various basic disciplines and fields of knowledge.

In the first issue of "Folia ..." [1-1990], a text was published, the aim of which was "eclectic, in terms of method, insight into the less obvious philosophical and social foundations of travelling" [Jastrzębski 1990, p. 63]. The author presents the main types of modern travel (professional, related to the tourism industry and tramping), and considers such issues as: motives (e.g. escapism or rebellion of the youth in the era of 'flower children' towards the conservative lifestyle in Western societies); the influence of culture, nationality, religion on the behaviour of travellers; destructive effects of tourism development. He refers to the classic work by C. Lévi-Strauss and criticism of globalisation expressed by this anthropologist[2] in *Tristes Tropiques* [1955]. The quoted article initiates the thread of humanistic reflection on tourism in "Folia ...": from individual case studies and review texts to entire thematic volumes [cf. No. 37-2016 titled *Anthropology of Tourism* and No. 39-2017 titled *Tourism from an Anthropological Perspective* (in Polish)]. Further parts of the article are devoted to Polish and English-language general issues (*varia*) which I present in chronological order, then book reviews and monographic volumes.

Anthropology and sociology as a source of research inspiration – general volumes (*varia*)

In the thematic issue 5-1995 – *Turystyka w Krakowie* [Tourism in Kraków] – the text by K. Orzechowska-Kowalska *Analysis of Selected Sightseeing Values of Kraków (Resources, Status, Accessibility, Cognitive and*

[2] Jastrzębski names him an ethnologist, in accordance with the Polish – or more broadly, the Eastern-European – tradition [cf. Banaszkiewicz, Owsianowska 2017, 2018].

Emotional Values deserves mention. A humanistic approach to the subject is presented in subchapter 6, titled "Cognitive, Emotional Values and Authenticity of Kraków's Sightseeing Assets", which highlights the role of tourism as a tool for "transferring and learning about various cultural contents" [Orzechowska-Kowalska 1995, p. 21]. What is more, the author refers to emotional and aesthetic visitors' experiences, e.g. stimulated by works of art, nature, everyday objects, etc., and evokes one of the key concepts in tourism anthropology - authenticity [cf. Selwyn 1996]. This is an attempt to characterise the city's attractions from the point of view of the respondents' perception, which affects the experience of cultural heritage.

Issue 8-1998 contains an article by W. Alejziak on the development of the theory of tourism based on B. Vukonić's book entitled *Turizam ususret budućnosti* [Tourism in the Future] [1994]. Written by an economist, it discusses the evolution of tourism studies after World War II. Among the researchers mentioned by Vukonić (not always correctly connected with their basic discipline), there are also representatives of anthropology and sociology, such as E. Cohen, J. Jafari, V. Smith, E. de Kadt, G. Young, L. Turner, J. Ash [Alejziak 1998, p. 120]. Of course, the list is not complete and Alejziak proposes the addition of M. Boyer, G. Dann and K. Przecławski.

In subsequent volumes, there are individual articles referring to the humanistic and social foundations of travelling (and this relationship may seem more or less obvious or disputable). In 10-2001, M. Ostrowski presented the text *O etykę w turystyce. Kodeks Etyki w turystyce, ogłoszony przez Światową Organizację Turystyki* [On Ethics in Tourism. Code of Ethics for Tourism Announced by the World Tourism Organization] [Ostrowski 2001]. In 13-2002, Z. Kruczek describes the methods of tourist attraction perception, taking cultural heritage into account [Kruczek 2002]. Issue 14-2003 offers two texts worth mentioning: M. Nowacki adapts a qualitative, phenomenological approach to studying tourist attractions through the lens of tourist experiences (including sensory experiences, which respondents indicate in interviews) [Nowacki 2003]. K. Puchalska-Miętus, in the study entitled *Wyprawa po autentyzm i wrażenia. Rzecz o koncepcjach Deana MacCannella i Nelsona H.H. Graburna* [A Journey for Authenticity and Impressions. The Thing About the Concepts of Dean MacCannell and Nelson H.H. Graburn], refers to classical works created in the 1970s [Puchalska-Miętus 2003].

In issue 15-2004, W. Kosiński published an article entitled *Turystyka kulturowa, krajobraz kulturowy, kultura międzyludzka* [Cultural Tourism, Cultural Landscape, Interpersonal Culture]. The author points at contemporary trends in the tourist traffic, focusing on the importance of cultural tourism at a given historical moment ('on the way to Europe') and its selected areas (assuming 'spaces and places' as criteria). He proposes four types of tourism: didactic (cognitive), cult-related (religious, pilgrimage), nostalgic (sentimental, travels to the roots) and 'tourism of events'. The last category refers to places and spaces associated, for example, with the biography of well-known figures, but also with heritage, which we call 'difficult', 'ambivalent' or 'controversial' due to dissonances in its interpretation (including battlefields, memorial sites related to genocide and acts of terror) [Kosiński 2004]. The topic of difficult heritage returns in issue 17-2006, in which D. Chylińska analyses how military facilities and war cemeteries are protected and made available to tourists. The author compares Polish and European experiences in interpreting heritage dissonance and in shaping tourist experiences [Chylińska 2006].

In 18-2007, D. Ziarkowski discusses the assessment of cultural values and attractions from the point of view of tourism [Ziarkowski 2007], whereas K. Męka, on the basis of R. Kapuścinski's work, considers the encounter with the Other as fundamental to humanistic reflection on travelling [Męka 2007]. Issue 23-2010 contains three articles that touch upon anthropological themes: the first deals with the authenticity of tourist attractions and experiences [Nowacki 2010], the second with the importance of translation in cultural tourism [Błażek 2010], while the third regards the intercultural dialogue in the tourist space [Banaszkiewicz 2010].

Of particular importance for the development of humanistic knowledge on tourism are No. 24 and 25. *Filozofia podróży i turystyki* [The Philosophy of Travel and Tourism] was edited by M. Zowisło [24-2011] and *Master Classes* – by W. Alejziak [25(1-2)-2011, Polish- and English-language version].

In 24-2011, which is analysed by M. Zowisło [2019], a few texts refer strictly to the anthropology and sociology of tourism. M. Kazimierczak writes about the 'worlds of travel' from an anthropological perspective, in search of a 'practical philosophy of travel' [Kazimierczak 2011], while J. Hańderek considers the cultural dimensions of travelling. She discusses, among others, the theses of *The Tourist. A New Theory of the Leisure Class* by MacCannell [1976], and tries to show the ambiguity of the phenomenon of travel, taking various motives for mobility into account (e.g. the tourist and immigrant) [Hańderek 2011]. Moreover, references to *Tristes Tropiques* by C. Lévi-Strauss [1955] appear also in an essay on the sources of fascination with Alpine landscapes [Salamon-Krakowska 2011] and in an article about the ritual nature of philosophical and sports travels [Sahaj 2011].

In 25-2011, the anniversary issue, articles by Erik Cohen and Graham Dann are published, among others. The contribution of both eminent sociologists to the development of the tourist theory is unquestionable. E. Cohen, in his text about the changing faces of contemporary tourism, confronts the classics: D. Boorstin, D. MacCannell, J. Urry and V. Smith (in the case of the latter author, Cohen also refers to the updated version of *Hosts and Guests. The Anthropology of Tourism* [1977], which V. Smith co-edtited with M. Brent and entitled Hosts *and Guests Revisited: Tourism Issues of the 21st*

Century [Smith, Brent 2001]). Most of the names mentioned above, including Cohen himself, appear in the article by Graham Dann. In fact, the list of sources in it is much longer, thus, through the paradigm of the language of tourism, we may become acquainted with the concepts of such anthropologists as E. Bruner, B. Kirshenblatt-Gimblet, C. Lévi-Strauss, G. Mead, T. Selwyn or M. Swain. The richness of ideas - from structural anthropology and semiotics to issues of identity, gender and travel narratives - creates the theoretical foundations of the sociolinguistic concept of tourism as a language [Dann 1996, 2011].

The idea of volume 25-2011 was to consider the role of eminent scientists in shaping knowledge and fulfilling the function of a mentor. Polish researchers, invited by its editor, aimed at translating of papers of the Masters and at bringing their achievements to the Polish readers. In addition, they presented articles corresponding to the research interests of mentors. K. Podemski, the author of *Socjologia podróży* [Sociology of Travel] [2005] explores the 'changing faces' of Polish outbound tourism after World War II. As the caesura of the discussed period, on the one hand, he adopts the times of Stalinism, on the other, the critical political and economic post-socialistic events after 1989, facilitating trips thanks to lifting the 'Iron Curtain', European integration and low-cost airlines [Podemski 2011]. An interdisciplinary approach to the issue of identity, discourse and tourism promotion is presented by S. Owsianowska. The author refers to the concept of the language of tourism by G. Dann and other sources from the humanities, social sciences and the theory of tourism [Owsianowska 2011a], centred on competing narratives in the creation of images of Poland and its inhabitants in chosen campaigns of the Polish Tourist Organisation.

A generation of researchers connected through their education and interests mainly in tourism studies (regardless of the disciplinary status of this domain of knowledge) [Owsianowska 2011a] is referred to as the so-called 'T Generation'. For them, tourism is a starting point and the main goal of research in inter-, trans- and postdisciplinary projects. The evolution of the theory of tourism – from the pioneers, 'founding fathers' (with an unquestionable role of anthropologists and sociologists) to the said 'T Generation', is also discussed in this anniversary edition of "Folia..." [Owsianowska 2011b; Alejziak 2011]. The Master-Student relationship is being analysed within a broader context of the university's transformation in the 20th and 21st centuries. Two texts that complete this special edition, together with an annex containing the statements of foreign authors on 'The role of masters in contemporary science, e.g. tourism research', offer different perspectives on the subject [cf. Alejziak 2011; Owsianowska 2011b].

Tourism and pilgrimage is the main thread of the issue 27-2012, edited by P. Różycki. The creators of the first significant anthropological and sociological concepts, the purpose of which was to explain what contemporary tourism is, saw in it a 'substitute' of religion in secularising societies. In this view, travels are attributed a ritual character, and tourist attractions are subjected to the process of sacralisation and become a kind of 'spiritual centre' for the secular pilgrimages [cf. among others, concepts by V. Turner, N. Graburn, V. Smith, D. MacCannell; see also: Selwyn 2017)]. Apart from the texts describing the rites and sacred places of different religions [among others, Dłużewska 2012; Bremer 2012], the authors discuss spirituality as a motive for travels [Kazimierczak 2012], holistic tourism [Wilkońska 2012], sacralisation of nature, e.g. the Tatras [Roszkowska 2012] and the relationship between religious and cultural tourism in seniors' activity [Buczkowska 2012].

In the subsequent volumes of "Folia...", a humanistic perspective of research on tourism was present in individual texts. There are articles about literature and tourism associations [Roszak, Godlewski 2013]; the honeymoon as a ritual [Isański 2013]; ethnic and sentimental tourism [Tomczewska-Popowycz 2016]; the interpretation of cultural heritage [Chylińska 2014]; romance tourism [Banaszkiewicz 2014] and the turistification of the Chernobyl Exclusion Zone [Banaszkiewicz et al. 2017]. Writing about free time in the era of potsmodernism, J. Mokras-Grabowska recalls names such as J. Urry, J. Dielemans, D. MacCannell and J. Culler [Mokras-Grabowska 2014].

Ethical issues, which are the main theme of the volume 49-2018, edited by M. Zowisło and M. Kazimierczak, were earlier discussed in the journal, e.g. the controversial behaviour of participants of new forms of tourism (e.g. medical) were the subject of publication on the so-called cirotourism [Kowalska 2016] or sexual tourism [Chylińska, Kosmala 2012]. Volume 49 is analysed in the abovementioned M. Zowislo's article [Zowisło 2019], nevertheless two texts are particularly connected with anthropology. J. Sieradzan tries to describe the fluid boundaries between the experience of a traveller, observer-researcher and pilgrim on the example of the meeting of a Polish anthropologist and, at the same time, journalist with a Ladakh Buddhist monk [Sieradzan 2018]. In turn, A. Maj anchors the 'ethical journey project' in anthropology [Maj 2018]. The author proposes a reinterpretation of chosen concepts from the canon of anthropological knowledge in the context of the theory of tourism: encounters with the Other; the host-guest relationships; intercultural communication; (post)colonial discourse; the neo-colonial nature of mass tourism; the tourist-traveller opposition, etc. On the one hand, Maj recalls the thoughts of Polish anthropologists such as Z. Benedyktowicz, B. Malinowski, J. Tokarska-Bakir, A. Wieczorkiewicz as well as international scholars, e.g. J. Ash, A. Barnard, C. Castañeda, C. Geertz, K. Hastrup, C. Lévi-Strauss, D. Nash, T. Nuñez, E. Said, L. Turner. On the other hand, she reaches for classics of the tourist theory related to disciplines other than anthropology, including D. MacCannell and E. Cohen (sociology) or P. Pearce (social psychology), as well as the works of representatives of the younger generation of researchers (e.g. P. Cywiński). The text certainly does not exhaust the issues raised, but it is distinguished by an attempt to view the project of 'ethical journey' in relation to humanistic knowledge about tourism. Despite the extensive bibliography, it lacks the achievements of at least a few key figures in the debate devoted to the encounter with the Other, both from the perspective of anthropology and theory of tourism (e.g. V. Smith, N. Graburn) [Maj 2018].

At the end of this review of the general-thematic editions of "Folia...", it is also worth noting two articles published in No. 40, which present new technologies and forms of communication, including social media, analysed in the context of the humanities and using virtual ethnography methods [Korbiel 2016; Morozova 2016]. Undoubtedly, this is a research domain that requires more attention in the era of new media and cyberculture.

Reviews

Critical discussions of books are an important element of scientific debate, which is why one of the sections of "Folia..." is intended for reviews. Several of them present publications related to the anthropology and sociology of tourism.

In No. 4, K. Kaganek introduces the topic of sustainable development to the journal, describing the main theses of the article by K. Sprisang titled *Alternative to Tourism* ["Contours", Vol. 3. No. 5, August 1991]. The attention of both authors is directed towards the negative effects of tourism development in the so-called Third World (today we would write the Global South), which are particularly vulnerable to economic exploitation, destruction of the natural environment or pathological behaviours of visitors. Kaganek presents postulates of the Ecumenical Tourism Coalition of Third World Countries (the secretary of which was K. Sprisang). In addition to constructive criticism, both tourism dysfunctions and the recommendations cited, the author wonders how to find a compromise between the conflicting interests of all stakeholders involved in the expansion of the tourism industry [Kaganek 1993].

In No. 16 the book *Socjologia podróży* by K. Podemski [Sociology of Travel] was discussed in the text *Socjologia podróży a dialog kulturowy* [Sociology of Travel and Cultural Dialogue] [Cynarski 2006]. Podemski presented the most important anthropological and sociological theories and polemics, e.g. the concept of the embodiment and polisensuality of the tourist experience in response to 'the tourist gaze' by J. Urry[3].

Issue 18-2007 include a review of one of the most important works for Polish anthropological research on tourism, *Apetyt turysty. O doświadcza-*

[3] In issue 17 Cynarski also reviewed the textbook titled *Socjologia turyzmu* [The Sociology of Tourism] by J. Suprewicz [Cynarski 2006].

niu świata w podróży [Tourist Appetite. About Experiencing the World in Travel] by Anna Wieczorkiewicz who also refers to 'corporeality' of travel and proposes new interpretative paths in the anthropology of tourism [Owsianowska 2007]. The book by G. Jack and A. Phipps entitled *Tourism and Intercultural Exchange: Why Tourism Matters?* [Turska 2007] and the monograph by K. Buczkowska titled *Portret współczesnego turysty kulturowego* [Portrait of a Contemporary Cultural Tourist] [Alejziak 2014] were also reviewed in "Folia..."

Monographic volumes devoted to anthropological research on tourism

Two monographic volumes devoted to the anthropological perspective in research on tourism are associated with the International Scientific Conference organised in 2015 by the Department of Tourism and Recreation of the Kraków University of Physical Education and the Institute for Intercultural Studies at Jagiellonian University. The report from this event was presented by the editors of the issue (and also the main organisers of the conference, along with K. Korbiel) [Banaszkiewicz, Owsianowska 2015]. The issue titled *The Anthropology of Tourism* includes 10 articles and a brief introduction [Banaszkiewicz, Owsianowska, From the Editors, 2015]. The authors of the volume represent various disciplines, e.g. anthropology, sociology, linguistics, cultural studies, tourism studies. They discuss topics such as the tourist experience [Dann, Jacobsen 2015; Szarycz 2015]; the significance of the achievements of Florian Znaniecki, the outstanding Polish sociologist for research on contemporary culture and tourism [Murrmann 2015]; culinary tourism in light of the study of heritage and memory in Mexico [Thome-Ortiz, Moctezuma-Perez 2015]; religious tourism in Indonesia [Maćkowiak 2015]; slums as an object of interest to travellers and reactions of residents to tourists' visits [Gutowska 2015]; creating the image of Nice in a poststructuralist perspective [Hoffmann 2015]; negotiating the meanings of difficult/dissonant heritage in certified tourism products in Poland [Owsianowska, Banaszkiewicz 2015]; discourse of guidebooks written by women and for women [Nieszczerzewska 2015]; the role of spectacular sports events in the promotion of a place on the example of EURO 2012 and Kraków [Komusińska 2015]. The thematic diversity of the volume, alike the conference, shows the main threads explored by tourism researchers from an anthropological perspective.

The above mentioned conference resulted in two thematic issues of "Folia ..." and two monographs (Polish- and English-language)[4]. Issue 39-

[4] S. Owsianowska, R. Winiarski, red. (2017), *Antropologia turystyki. Wydawnictwo jubileuszowe z okazji 40-lecia Wydziału Turystyki i Rekreacji AWF w Krakowie* [Anthropology of

2016 is entitled *Turystyka w perspektywie antropologicznej* [Tourism from an Anthropological Perspective]. The articles refer to the key relationship between a human being, culture and the world within the context of travel. The thematic scope of the publication is determined by concepts paradigmatic for the anthropology of tourism, e.g. host-guest relationships, authenticity and strangeness, among others, confronted with the latest, also critical views, e.g. postcolonial theory.

The volume opens with a text showing the achievements of anthropology of tourism through the content analysis of “Annals of Tourism Research” [Alejziak 2016]. Other articles touch upon three groups of topics. First of all, at the centre of interest is a tourist and her/his traits, motivations and behaviours, e.g. in culinary tourism [Buczkowska-Gołąbek 2016] religious tourism [Mikos v. Rohrscheidt 2016] and cultural tourism, i.e. visiting museums [Gutowska 2016]. M. Siwek has attempted to indicate the universal characteristics of travel, regardless of the era in which it is experienced [Siwek 2016]. Secondly, the researchers concentrate on destinations from a historical and hermeneutic perspective, going back to the 17th century *bedeker* [Ziarkowska, Ziarkowski 2016] and to the literature that helps to become acquainted with and re-create the palimpsest history of the ‘renamed cities’ of Central and Eastern Europe [Roszak 2016]. Music and traditional *fado* is shown as the key to getting to know the multicultural heritage of Lisbon [Golemo 2016], whereas the concept of *slow* is presented as the background to create alternative, ‘unhurried’ city districts, on the example of Kraków [Wilkońska 2016].

In the third group of texts, various forms of cultural tourism are characterised. Anthropological analysis of the contents and iconography of tour operators’ catalogues specialising in ethnic tourism serves to reflect on the strategies of ‘selling’ Berber culture [Cichoń 2016]. A case study on the place of the tragedy – Ground Zero, commemorating the terrorist attack on the New York WTC in 2001, shed light on ‘shock tourism’ [Duda 2016]. The other articles concern the relationship between tourism and the sacred: on the example of the narration of pilgrims to Santiago de Compostela [Plichta 2016] and virtual forms of pilgrimage [Kryczka 2016]. The volume closes the discussion on an interpretation centre in Chile and integrating museums, interpretation, heritage and tourism. The centre is not only a platform for the exchange of knowledge, but also a tool for building the identity of a place [Weil, Godoy, Bello 2016].

Tourism. Jubilee Edition on the Occasion of 40th Anniversary of the Faculty of Tourism and Recreation at AWF in Krakow], Wyd. AWF, Kraków; S. Owsianowska, M. Banaszkiewicz, eds., (2018) *Anthropology of Tourism in Central and Eastern Europe: Bridging Worlds*, Rowman and Littlefield, Lanham.

Conclusions

The recently published book by a Polish anthropologist, Natalia Bloch, entitled *Bliscy nieznajomi. Turystyka i przezwyciężanie podporządkowania w postkolonialnych Indiach* [Close Strangers. Tourism and Overcoming Subordination in Post-colonial India] includes a subchapter 'Why do we despise tourists?' [Bloch 2018, p. 9]. The author recalls the difficulties faced by scholars who deal with tourism as part of their basic disciplines. The charge of choosing a trivial issue – related to entertainment and leisure, and not the seriousness of work and duties – is not new [cf. Krippendorf 1987]. Nowadays, it might seem that scientific reflection on tourism should no longer arouse controversy. The scale of the phenomenon and its multidimensionality, visible in various areas of social, cultural, political, economic and natural environments, justifies the choice of the subject of research and collaboration between tourism scholars and representatives of other disciplines, including anthropology and sociology. However, the transfer of knowledge is often one-sided and there are projects 'discreetly' balancing the door previously opened in studies on tourism or ignoring their achievements. This problem is signalled, among others, by W. Alejziak and R. Winiarski [2003], who consider the conditions for improving the exchange of information, starting with the essential question: is this need expressed on both sides of the interdisciplinary debate?

With reference to the analysed journal, research areas and methodological approaches insufficiently represented by authors reaching for anthropology and (anthropologising) sociology can be highlighted. This results both from the general situation of tourism studies in Poland, as well as the specific situation of the humanistic research on this phenomenon. Criticism of initiatives inspired by anthropology (and other social sciences and the humanities) is associated with possible pitfalls of this choice – their source can often be the discrepancy between a rigorous approach to disciplinary 'purity' and openness to transdisciplinary and interdisciplinary approaches. Another objection concerns the selective treatment of knowledge from a given discipline, only for the needs of a specific project or publication, but without taking a wider context into account, including epistemological crises and the changes of paradigms ('turns') (e.g. discursive, critical, performative, physical, sensory turn). Finally, specialised discourse can be a barrier. Language reflects and, at the same time, creates current knowledge, defining the research community, consolidating and encapsulating the group of its representatives. Importantly, the signalled problems affect qualitative, interdisciplinary and transdisciplinary research in general, not only in the field of tourism studies [cf. among others, Phillimore, Goodson 2004; Denzin, Lincoln 2005]. Difficulties may arise, for example, from unsuccessful attempts to adapt research methods to the specifics of the (ephemeral) phenomenon of travelling and the network of dependencies between the various spheres of the tourists' activity and their relationships with others.

Nevertheless, the postulate of including anthropological knowledge in research on travelling seems crucial due to the links between tourism and culture [cf. Przecławski 1996; Smith 1977; Owsianowska, Winiarski 2017; Bloch 2018]. As K. Przecławski wrote, an encounter is the essence of tourism and he refers to both interpersonal and intercultural relationships, and to the contact with nature and culture. Anthropology offers tools to observe and describe the encounters in a holistic and as nuanced as a possible way; it enables to reflect the polyphony of voices that should be heard, because they express alternative narrations and the dissonance of heritage that becomes an attraction and product. Increasing the role of anthropological knowledge in education and studies on tourism is a chance to acquire competences that are useful in understanding various aspects of the phenomenon. Scientific journals, serving as a forum for the exchange of ideas, criticism and debate, co-create this process, spreading research questions, achievements and new paths of inquiry. The profile of subsequent volumes of the journal "Folia Turistica" illustrates the stages of development of studies on tourism, as evidenced by the texts discussing current issues, theories and methods. Finally, I will recall the metaphor from the text dedicated to the 40th anniversary of "Annals of Tourism Research" [Xiao, Jafari, Cloke, Tribe 2013, p. 359], also cited in the article on the unique role of academic journals on the global and domestic publishing market [Alejziak, Liszewski 2016, p. 90]. The scientific journal, in opposition to books and monographs as closed water bodies (ponds, lakes), is compared to a stream or "a river of knowledge which updates, repairs, and uplifts the body and flows year-round – all four seasons – for the development or scientification of the field. It runs continuously because authors, referees, and editors act as feeders of nurtured waters intended not only to cultivate the perennial landscape of knowledge but also to irrigate uncharted terrains of scholarship" [Xiao, Jafari, Cloke, Tribe 2013, p. 359]. This metaphor can be referred to the analysis of "Folia...", which shows the relationship between interdisciplinary tourism studies and research inspirations, theories and methods derived from anthropology and, in a broader sense, social sciences and the humanities in general.

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PEDAGOGICAL REFLECTIONS ON TOURISM IN THE "FOLIA TURISTICA" JOURNAL (1990-2018)

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Abstract

Puropose. Diagnosis of forms of pedagogical content presence and intentions in articles published in the scientific tourist journal "Folia Turistica".
Method. Analytical and critical registration of articles contained in this journal, in which the existence of pedagogical considerations on tourism were found.
Results. Demonstration of the established fact that in the tourist journal, pedagogical content appears in trace amounts. Indication that in some circles distant from pedagogy, the problems taken up, potentially include (!) – fields, in which the pedagogue-axiologist's research interference is not only possible, but it would be socially useful. Sometimes - necessary.
Research and conclusions limitations. A small, too small, number of quoted examples of articles that do not contain any educational or upbringing-related intentions, in which content can be demonstrated (in an unverified form), the possibility or the need for scientific pedagogical reflection.
Practical implications. Indication – in the form of exemplified analysis – of the existence of areas regarding humanistic knowledge in tourism in which pedagogical research would be desirable and socially necessary.
Originality. In addition to articles with a strictly pedagogical profile, the work also includes texts on potential pedagogical values, often not even indicated by the authors.
Type of work. The article is of review nature.
Keywords: tourism, pedagogy, axiology, resocialisation, functions, education, upbringing.

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Introduction

For the purposes of this study, I adopt the simplified assumption that **pedagogy** is a set of sciences on education and upbringing – about goals, content, means and forms of education and educational processes. **Thus, the field of research interest in tourism pedagogy concerns the goals, content and forms of education and upbringing towards tourism and via tourism.**

From the outside, the (relatively) narrowly defined circle of cognitive competence of the tourism pedagogue, here, i.e. in this study, the **pedagogue-axiologist,** will also often be seen. S/he will, namely, look into every trace of the axiological thinking on tourism. Axiological – so also about its **educational values**. S/he will be looking for them, and s/he will identify them in various texts even when the content of interest to him/her has been endowed by the author of a given article by mere intentional and even only potential being.

We know that tourism is a cultural, social and economic phenomenon with a global range; its rapid development is one of the peculiarities of the civilisation of our times. We also know that it exerts increasingly stronger influence on other areas of life – inevitably causing an increase in the importance of tourism sciences. Including, also – tourism pedagogy. One can point to several important social functions of the latter. First of all, we need to point to the **scientific function**, which consists, among others, in building general theoretical concepts, creating ideas and educational ideals in tourism, as well as in formulating axiological opinions, containing indications on the value of tourism. Equally important is the **educational function**, which above all, is fulfilled in the intellectual "axionormative opposition" towards the spreading of custom-moral and social and ecological dysfunctions of tourism. All social goals cannot be implemented in a different way than through pedagogy, because – as the educators say – "goals without knowledge of means, are dead". This important, albeit often underestimated, social function of tourism pedagogy is called the **transmission (intermediary)** function.

The dominant role of economic policy in state systems is also reflected in building – more or less intentional – the prestige of economic sciences. In the field of tourism sciences, this inevitably results in a flood of scientific publications representing these areas of knowledge. One could say that scientific studies in the field of tourism economics somehow muffle the voices of humanistic tourism sciences. This is understandable because the results of humanistic research do not directly promise measurable economic profits.

Therefore, it is not surprising that a specific dehumanisation of the scientific discourse occurs around the phenomenon of tourism – a discourse in which the paresis of perspective, axiopedagogical thinking about tourism, is also clearly observable. This fact is also visible to the naked eye on the pages of the scientific tourist journal – "Folia Turistica". This is not surprising, but it should perhaps arouse pessimistic reverie. "Goals without knowing the means are dead".

* * *

Right away, it must be said that in the 48 notebooks published in of this periodical up until 2018, the thematic content of which, according to a valuable editorial intention, is the subject of cognitive operations, here – analytical and critical treatment, and after all, not only bibliographic. In these 48 volumes, totalling over 10,000 pages, **there is not a single article that would be the result of a scientific study on the issue of education and upbringing in tourism from a broader – cultural, social or historical – perspective**. Such a perspective, for example, as in the sociologising works of Krzysztof Przecławski, or as in the engaged journalism of Władysław Krygowski, tirelessly fighting for the spiritual values of tourism and sightseeing. Or, as in the articles of Kazimierz Sosnowski or Kazimierz Denek, far-sighted, with concern, involved in the didactic and educational issues of school tourism. There is not one – not one - such an article.

* * *

It would be good if even a dozen or so articles, taken from these many thousands of pages, were presented here according to some – substantive – ordering idea. Let us agree that the **criterion for the division will be the degree of saturation with their content related to education and upbringing in tourism**.

Only four texts were found, which could be – not without hesitation – considered to fit entirely in the pedagogical space of knowledge on tourism, although they barely affect the incidental periphery of this knowledge. These articles would comprise the **first group**.

There are more studies in which the object of research interests put forward by the author in the reality of tourism is admittedly distant from its educational and upbringing-related problems, but in which, however, in marginal episodes, in more or less latent or allusive forms of linguistic expression (although, as I say, not always in a verbalised form!) – the content and intentions of these problems are present. These articles would comprise the **second group**, which is the most numerous,

The **third** would include the texts – selected from the field of humanistic scientific knowledge about tourism – in which, although there is **a lack of** original references to the pedagogical (educational, upbringing-related) content of this knowledge, they present a fragment of it that could be a potential field for important pedagogical research initiatives.

It could, because it seems legitimate to believe that in the very essence of the tourist reality of wandering – in the humanistic perspective, as cultural, spatial human behaviour – there is an inherently educational (or anti-educational) factor: external to the subject of the journey, inherent in the effects of the visited environment for the tourist-traveller, and the one included in the resources of his/her cognitive curiosity, in his/her perceptive and self-educational abilities. This means that – for example – a historical article about, let us mention, the history of exotic travels, written by an author-historian (of tourism) in accordance with the understanding of history and research purposes of historiography and the methodological rules of historical research adopted in the historical sciences, so that the article of this kind may or – sometimes – should appear in the field of cognitive interest and cognitive competence of a tourism axiologist.

* * *

The list of texts collected in the first group, thus – let me remind you – in which all their content is filled by pedagogical issues, is extremely short. They are all very prominent. They are characterised below.

- **The institutional shape of tourism education in the years 1982-1998**: Z. Kruczek, *Kształcenie dla potrzeb turystyki w regionie Małopolskim* [Education for the Needs of Tourism in the Małopolska Region] (1998: *Kadry w turystyce* [Personnel in Tourism], No. 8, pp. 5-16). There is no doubt that the development of the tourism economy depends, to a large extent, on the level of professionalism of staff employed in this sector. It would seem that the analytical diagnosis of the state of tourism schools in Małopolska, carried out at the end of the previous century, is only a historical reality in 2019. From the humanistic cognitive perspective, it is difficult to escape from history. The pertinent relevance of the problem may be worth considering in the reflective reading of this article: one cannot fail to notice that the overriding question raised in this text - about the right forms of institutions and programmes of education and upbringing in the field of tourism, still remains a question today, awaiting a satisfactory answer. Especially when asked from a perspective in which tourism appears as a huge space of global culture, and not only as a domain of local economic policy.

- **Usefulness of hotel management school graduates to work in their learned profession**. H. Borne-Falencik, *Losy zawodowe absolwentów średnich szkół hotelarsko-turystycznych w Polsce z lat 1991-*

1993. [The Professional Fate of Hotel Management and Tourism School Students in Poland from 1991-1993] (1998, No. 8, pp. 17-38): The essential content of this article is a comprehensive and thorough report on extensive research carried out (at the request of the Office of Physical Culture and Tourism) in 1993 by the Institute of Tourism. Apart from the strictly historical value of the research results themselves, which may, however, constitute a reference point for possible continuation of such initiatives of the central authorities, this article could also be a methodical model for designing and constructing scenarios for similar initiatives.

- **Determinants of learning outcomes for tourism at an academic level**. P. Różycki, *Analiza czynników determinujących efekty kształcenia studentów AWF na kierunku Turystyka* [Analysis of Factors Determining the Effects of Education of AWF Students in the Field of Tourism] (1998, No. 8, pp. 39-48). The subject of research was the discovery of relationships between the state of knowledge and specific psychosocial predispositions identified during the entrance examination for studies – and the results of education obtained during the first year of study. The initiative had *ad hoc* and appropriable goals: the results were to become the basis for identifying the advantages and disadvantages of the recruitment system for studies at the Kraków university in 1998.

- **Higher education tourism studies in Holland**. M. Augustyn, *Holenderski Instytut Turystyki i transportu w Bredzie: struktura organizacyjna, program i metody nauczania* [The Dutch Institute of Tourism and Transport in Bred: Organisational Structure, Curriculum and Teaching Methods] (1998, No. 8, pp. 49-62): In the conclusions from the extensive presentation of the structure of the selected staff education model for tourism in the Netherlands, the author expressed her conviction that the example presented could be a remarkable model for the emerging education system in Poland at higher vocational schools, because it is positively verified by the well-functioning tourist industry in Holland.

- **Academic staff training for tourism in Poland**. S. Wodejko, *Kształcenie kadr dla potrzeb turystyki w Polsce na poziomie akademickim* [Staff Education for the Needs of Tourism in Poland at an Academic Level] (1998, No. 8, pp. 81-88): From a formal perspective, the article is original: it was written according to the canons of scientific essay. In his narrative, the subjectivity of the author is clearly visible in his poetics. This is quite unusual, against the background of almost ritual duplication of the presentation patterns of empirical research. The content of the article is a critical reflection of an academic teacher, based on many years of personal didactic and educational experience gained during teaching subjects related to the theory of tourism. These reflections concern the beginning of the period of political transformation in Poland. From the analysis of the processes taking place in the economy at that time, the author derived a number of postulated conclusions regarding teaching tourism. Some of them, analysed in 2019, testify to the author's long-sightedness. For example, a conviction that sounds like a directive, which in a situation where tourism becomes a powerful industry, its teaching should take place at economic universities, because guaranteeing its proper level at other institutions is unrealistic. And a forecast that comes true 'to the letter': in the near future – the author predicts – there must be fierce competition between state-owned tourism universities and those private – there will be positive selection, because there will be a staff barrier. Universities that do not meet these requirements will be forced to suspend their activity.

- **The British model of tourism studies**. M. Kuczek, *Studia z zakresu turystyki na uniwersytecie w Luton w Wielkiej Brytanii* [Studies in Tourism at the University of Luton in Great Britain] (1998, No. 8, pp. 63-80): It is surprising that the conclusions – drawn in 1998 by the author from her presentation of the staff training system for the British tourism industry – referring to Polish conditions – do not seem to lose much in 2019 from her sober substantiveness and immanent persuasive power. It is quite convincing to postulate the profiling of study programmes due to the needs of employers, or the directive on the introduction of specialisations to study programmes in sectors of the tourism industry in which graduates would like to take up jobs. Of course, the transfer to Poland of any European system of educating cadres for tourism in its entirety – as written by the author in the 'Conclusions' section of the article – is impossible. However, it is worth considering the possibility of introducing certain software solutions that have already been tested in Western European countries.

- **Ecological education in tourism – the role of guides**. P. Dąbrowski, *Rola przewodników górskich w edukacji środowiskowej* [The Role of Mountain Guides in Environmental Education] (2002, No. 13, pp. 63-74): Environmental education – the main goal of which is the dissemination of the idea of sustainable development – is in equal measure regarding teaching and upbringing. It requires an interdisciplinary and holistic approach. Its foundation must be environmental knowledge. Because it requires contact with nature, it should be referred to in intellectual as well as to emotional experiences. In the educational process, activities in this field play an important role, with guided tours being an attractive and effective form. The specificity of the mountain presidency, especially in the Tatra Mountains, to a large extent, depends on the fact that it is cultivated mainly in protected areas, which obviously intensifies the requirements for practitioners regarding the level of their knowledge about nature. Meanwhile, in light of the effects of the current mountaineering school system in 2002, the silhouette of a guide emerges, which in the narrative of the message addressed to the tourist "devotes more attention to historical and social issues and anecdotes than to natural issues [...], verbally presenting an affirmative attitude towards environmental protection, but in practice [...] an attitude of consumption towards the natural environment […]", "[...] and an attitude of uncritical approval for the invasion of technical civilization into the world of nature". Among the original conclusions from the presented situation is also the postulate of "critical consideration of current achievements in pedagogy […]" "in educating guides […]" "[…] including more intensive principles that "educate educators", thus, "teaching them how to teach".

- **Tourism in scouting – educational values**: A. Mroczek-Żulicka, *Młody wychowawca w turystyce nastoletnich instruktorów Związku Harcerstwa Polskiego. Studium przypadku* [A Young Educator in the Tourism of Teenage Instructors of the Polish Scouting Association. A Case study] (2018, No. 47, pp.101-136). The result of the observations made by the author is the less revealing conviction that tourism, as one of the educational measures, plays an important role in scouting activity. The speculation about the occurrence of self-education among scouting instructors is also nothing new.

- **Tourist activities of prisoners – significance in resocialisation**: P. Łapiński, *Turystyka więźniów? Opinie wychowawców penitencjarnych w resocjalizacji skazanych* [Tourism Among Prisoners? Opinions of Penitentiary Educators in the Resocialisation of Convicts] (2015, No. 34, pp.145-168). The studies of penitentiary educators have shown that they do not see the resocialising meaning of contact with nature in tourist activities among prisoners. This is because they identify the values of tourism with values appropriate for sport. The author pointed to the need to train prison staff in this area. This article is valuable because the achievements of Polish scientific literature on the use of tourism in the re-adaptation of prisoners is limited to a few opinion-giving items.

- **School tourism at special centres**: A. Omelan, A. Krzyżanowska, R. Podstawski, *Turystyka szkolna w specjalnych ośrodkach szkoleniowo-wychowawczych województwa warmińsko-mazurskiego* [School Tourism at Special Training and Education Centres of the Warmian-Masurian Voivodeship] (2015, No. 34, pp. 133-144). The conclusion of the article, formulated on the basis of the results of empirical research on the subject identified in its title, is not innovative: in the process of raising disabled children, tourism positively influences the awakening and growth of their independence in life, at the same time, giving joy.

- **Leadership attitudes of a tourist group leader**: A. Matuszyk, *Przywództwo w grupie turystycznej* [Leadership in a Tourist Group] (2002, No. 13, pp. 5-22). The article presents and characterises – recommending – valuable educational attitudes and leadership roles of a tourist group leader in a tourism situation.

* * *

In the **second group**, as agreed, we have found articles on non-pedagogical, humanistic issues of tourism. However, they also contain themes – more or less episodic, more or less clearly expressed – concerning educational or upbringing-related issues.

- **Questions about the personal pattern of a professional tour guide**: K. Rutkowska, G. Godlewski, *Wzór i antywzór osobowy pilota wycieczek. Konfrontacja umiejętności społecznych adeptów pilotażu ich wyobrażeniami na temat charakterystyki zawodowej pilota* [Personal Model and Anti-model of a Tour Guide. The Confrontation of Social Skills of Guide Adepts with their Ideas about a Tour Guide's Professional Description (2010, No. 23, pp. 189-204): The authors of the article have brought out their interest in the profession of a tour guide in the situation where the questions about the expectations of tourists regarding the personal and professional competences of tour guides were already known with extensive and insightful responses (among others: K. Borkowski, *Pilot a grupa* [A Tour Guide and the Group] in: Z. Kruczek ed., *Kompendium pilota wycieczek* [Compendium of a Tour Guide], 2005; H. Janicka, *Ocena kompetencji i jakości pracy pilotów wycieczek i przewodników turystycznych* [Assessment of Competences and Quality of Work Regarding Tour and Travel Guides], in: Z. Kruczek, ed. *Jakość usług w pilotażu i przewodnictwie. Materiały z IV Forum Pilotażu i przewodnictwa* [The Quality of Services in Tour Guiding, Materials from the 4th Tour Guiding Forum], 2008). They wanted to enquire about the perceptions of future tour guides regarding their dream profession, to find out what knowledge about the profession the candidates possess. A special subject of their research curiosity was the place that these psychosocial competences occupy in the "ideal" of the tour guide (Is it allowed to guess that in the area of these competences, the authors also saw specific pedagogical competences?). The results of the conducted research and proposals for their application seem to be largely secondary to the state of knowledge found in this field by the authors. The authors vaguely suggest the possibility of using them to "enrich and modify tour guide education programmes". At the same time, they had the "necessity to introduce the psychology of tourism to them [teaching]", which also confirmed the legitimacy of the long-posted expansion of these programmes with elements of psychology and sociology so necessary at work, requiring empathy and a high degree of interpersonal skills.

- **Science tourism – educational values**: G. Kosmala, D. Chylińska, *Science tourism* – reflections on the genesis and scope of the meaning definition of the phenomenon (2017, No. 43, pp. 167-185). In the theoretical deliberations on the definition (about defining) of the phenomenon of science tourism presented in the article ("science and knowledge tourism"?), what is of importance for us here is the pedagogical intention. Because it has been endowed with a "non-verbalised" entity by the creators of the article, it appears to the reader in the form of a proprietary presumption – yes, rather than an empirically verifiable truth – the small popularising (educational) meaning of this form of tourist activity. In the conclusion contained in the 'Summary' section of the article, the authors succinctly state that "the basis [...] for the benefits of [...] tourism development [...] is more to create an attractive image of science as a practical field of human activity, close to everyday life, rather than achieving real educational purposes" [Kosmala, Chylińska 2017, p. 185]. However, the reader, focused on seeking theoretical axiological evidence of knowledge about educational and upbringing–related values of tourism, could ask here – which seems legitimate – the question: is this – stated, but underestimated by the authors of the article – ability of science tourism activity to create an attractive image science as a practical, close to everyday life in the field of human activity, not – from a pedagogical point of view – valuable, because it is an educational carrier?

- **Krzysztof Przecławski – a classic in Polish pedagogical thought about tourism**: W. Alejziak, *Życie ludzkie jest wędrowaniem – wspomnienie o Profesorze Krzysztofie Przecławskim (1927-2014)* [Human

Life is Wandering – Memories of Professor Krzysztof Przecławski (1927-2014)] (2015, No. 36, pp. 201-213). K. Przecławski is considered one of the classics of Polish humanistic knowledge on tourism. In the extensive reminder of the rich scientific creativity of the author of *Humanistycznych podstaw turystyki* [The Humanistic Basics of Tourism] (1986), the author of the memoirs focused mainly on presenting the rich and important achievements of the Professor in the field of tourism sociology. At this point, however, it is worth displaying his **book *Turystyka a wychowanie* [Tourism and Education] (1973), which has fundamental meaning for contemporary Polish pedagogical knowledge on tourism**. Nonetheless, it should be noted that in the strictly sociological works of Krzysztof Przecławski, such as C*złowiek a turystyka, Zarys socjologii turystki* [Man and Tourism, an Outline of Tourism Sociology] (1996), *Etyczne podstawy turystyki* [Ethical Basics of Tourism] (1997), axio-pedagogical thinking about tourism is visibly present.

- **Kazimierz Denek – the idea of "education beyond the school bench**": Z. Dziubiński, *Wspomnienie o profesorze Kazimierzu Denku: Patriocie, wychowawcy, uczonym, turyście, krajoznawcy oraz twórcy edukacji turystyczno-krajoznawczej dla dzieci i młodzieży* [Memories of Professor Kazimierz Denek: Patriot, Educator, Scholar, Tourist, Sightseer and Creator of Tourism and Sightseeing Education for Children and Youth (2016, No. 38, p. 207- 216). In the Polish scientific knowledge about didactics of school tourism and sightseeing education among children and youth, the profuse work of Prof. K. Denek (1932-2016) occupies a prominently displayed place. His most appreciated books in this field include: *Krajoznawstwo i turystyka w wychowaniu dzieci i młodzieży szkolnej* [Sightseeing and Tourism in the Upbringing of School Children and Youth] (1989), *Wycieczki we współczesnej szkole* [Trips in Modern Schools] (1997), *W kręgu edukacji, krajoznawstwa i turystyki w szkole* [In the Circle of Education, Sightseeing and Tourism at School] (2000), *Poza ławką szkolną* [Beyond the School Bench] (2002), *Edukacja pozalekcyjna i pozaszkolna* [Extracurricular and After-school Education] (2009). In the erudite *Memories* of the Professor, Z. Dziubiński stated that the concept of "education beyond the school bench" and its popularisation (in the theoretical and practical dimension), come to the foreground of his achievements. K. Denek called for sightseeing and tourism to become a permanent element of school curriculum. He perceived sightseeing "*as a timeless, interdisciplinary, holistic, popular-scientific value, intellectually and personally perfecting, implemented in practice during wandering around one's native country*" [Dziubiński 2016, p. 212].

- **Linguistic tourism – non-educational upbringing-related values**: J. Murrmann, *Turystyka lingwistyczna rozpatrywana przez pryzmat danych wizualnych – o prawdziwym charakterze wakacyjnych kursów językowych na podstawie analizy fotografii* [Linguistic Tourism Considered Through the Prism of Visual Data – About the True Nature of Language Courses on the Basis of Photo Analysis] (2016, No. 40, pp. 27-46). The author directed her cognitive attention to the important – non-educational – upbringing-related effects (values) of holiday language trips. She reached for an extraordinary research method (in the field of "visual sociology"): analysis of photography. As a result of the observations, she stated that for the participants of language trips, in their course, the foreground started to be occupied by elements of entertainment and experiences associated with staying in an international and intercultural environment, while the purely educational aspect moved towards the background. In this form, linguistic tourism appears – from a pedagogical perspective – as something more than just a form of language learning. It is, as stated by the author, comprehensive development of tourism, education and culture. It can be – as she writes – "attractive for many tourists, not only those interested in learning a foreign language" [Murrmann 2916, p. 27].

- **The UN WTO Code of Ethics – educational values of tourism**: (priest) Professor M. Ostrowski, *O etykę w turystyce* [On Ethics in Tourism] (2001, No. 10, pp. 181-194). The article is an analytical and critical presentation of the ideas contained in the World Tourism Organization Ethic Code, adopted in Chile in 1999. The author stressed that the *Preamble* of the document states that tourism is a universal phenomenon that fundamentally affects human life at a macro – and microscale, and that it brings about specific values. The *Code* indicates global moral problems characterising the development of tourism, such as violation of the natural environment, "tourist neocolonialism" or sexual tourism. In addition to the advantages of tourism manifested, among others, in **economic, spiritual, cultural or religious spheres, the text of the *Code* also exposes its educational values**. On the margins of this chapter of the Code, it could be added that from the point of view of education in tourism – the potential of its persuasive measures – the fact of codifying the importance of educational role of tourism in an international legal document with a certain moral prestige seems to be of some significance. And also, the fact that the formulas of this document objectified in legal language are not devoid of intentional, postulative nature, which, by its very nature, belong to ethics as a normative form of morality.

- **Visiting museums – educational values**: M. Gutowska, *Jak turyści zwiedzają muzea sztuki? Propozycja klasyfikacji* [How do Tourists Visit Art Museums? A Proposal for Classification] (2016, No. 39, pp.101-124). In order to obtain an answer to the question raised in the title of the article, the author has carried out anthropological and sociological research on cultural tourists visiting museums. The results of this research shed light on the sharp diversity of tourist behaviours in art museums: the heterogeneity of their motivations, ways and purposes of sightseeing. The classification of visitors was made due to the roles they adopted in the museum space. Five types of tourists were distinguished: "*Curious of Knowledge", "The Admirer", "The Connoisseur", "Curious of Attractions"* and *"The Companion*". Visiting museum collections by tourists is one of the most educationally and upbringing-related valuable forms of cultural tourism. However, there are only traces of this pedagogical thread in the article. That is why it is worth attention, noting a signal indicating the need to broaden the research presented in the article - this time, in terms of axiologically-oriented pedagogy, which also asks questions about the educational functions of this form of tourism. From this point of view, the motivations of the representatives of two types of tourists distinguished and characterised by the author-sociologist, "Curious of Attractions" and "Curious of Knowledge" – seem to be relevant and interesting in this article. In the first of these, apart from the ambition of seeing something famous with one's own eyes and thus, entering into a certain cultural trend, there is an important aspect: the desire for personal development. A stay at an art museum is treated as "*an obligation ... to be aware of the existence of some works there ... as an element of supplementing ... deficiencies (knowledge from high-school Polish-language lessons)*". For the tourists "Curious of Knowledge", the most important is the cognitive aspect of visiting the museum. In an interview, he says, among others: "*... for me, this is the same kind learning about the world as any other ...".* His satisfaction comes from further application in the museum of knowledge: the joy of contemplations on works of art gives him the pleasure of combining facts in the process of their interpretation, the pleasure of noticing artistic connections between works.

- **Backpacking – educational dysfunctions**: J.B. Jabłonkowska, *Alkoholowe, narkotykowe i seksualne „rozhamowanie" backpackersów w świetle międzynarodowych badań porównawczych* [Alcohol, Drug and Sexual "Disinhibitiion" of Backpackers in Light of International Comparative Research] (2017, No. 43, pp. 153-167). The aim of the sociological research on socio-cultural conditions of the fashion for travelling in the style of "backpacking", a fashion conducive to moral "disinhibition" of backpackers presented in the article, was an attempt to objectively identify this phenomenon. However, the conclusions of the article have intentional content. The author, touching upon the areas of competence of social pedagogy, generally stated the necessity for broad dissemination of knowledge about the risks associated with the tourist trend studied by her. It is necessary, in this field – we read in the broadly understood conclusions – to shape social awareness so that the free time is not unreflectively filled by stimulants or sexual adventures.

- **Spirituality in religious tourism and motivating those with disabilities to undertake this form of tourism**: J. Sobczuk, *Turystyka religijna jako forma aktywizacji osób z dysfunkcją narządu wzroku. Raport z badań* [Religious Tourism as a Form of Activating People with Vision Dysfunctions. A Research Report] (2013, No. 29, pp. 83-100). The results of research indicate a significant share of this group of people in pilgrimage tourism. A significant difference has been demonstrated between pilgrims undertaking trips for religious purposes and those who treat pilgrimage as a form of travel. The first group of those disabled face an effort motivated by a spiritual factor. Its strength allows to undertake extraordinary activities in which educational potential lies: they stimulate activity. The results of the study indicate – as the author concludes - that this type of motivation is not fully used as an educational factor, including the disabled environment in this form of spiritual and physical activity.

- **Didactic paths – educational functions**: P. Wojtanowicz, *Typologizacja i periodyzacja rozwoju ścieżek dydaktycznych w polskich parkach narodowych* [Typologisation and Periodisation of the Development of Didactic Paths in Polish National Parks] (2014, No. 30, pp. 27-54). In terms of the content and message of the article from a broader perspective than its original title, one could say that it concerns the methodology of tourism education, or more precisely (priest) the didactics of one of the important forms of education, i.e. didactic paths. Resolving the difficult terminological problem – the proper name of the phenomenon and the concept of “didactic path”, the author made a typology of paths according to the criteria (tourism, length of the educational trail, relations with the tourist trail, the shape of the route, geographical environment, subject, age of users and their physical and motor skills). It is important for us to present the evolution of the didactic functions of paths – the goals of their construction and the means of didactic persuasion used in them. At the end of the article, proposals were made for new educational strategies in tourism, based on high-tech didactic aids, such as mobile applications in mobile phones, tablets and IPods; information technology based on QR codes, questing; using so-called virtual environments, as well as equipping paths with gym equipment.

- **Nature education in security activities**: S. Wajchman, *Rola edukacji przyrodniczo-leśnej w ograniczeniu negatywnych skutków turystyki i rekreacji w środowisku leśnym* [The Role of Forest and Nature Education in Reducing the Negative Effects of Tourism and Recreation in the Forest Environment] (2015, No. 34, pp. 109-122). The subject covered in the title was taken from the perspective of "multifunctional forest management planning" and not from the position of ecological education. A great part of the discussion was devoted to descriptions of degradation of forest areas as a result of "anthropological pressure", and not to educational and upbringing-related problems connected with the presence of tourism and recreation in these areas. In the author's narrative, these issues were given the form of the postulate of conducting "education through tourism", aimed at eliminating the effects of this anthropological pressure. The thesis of the article is based on a review of the selected subject literature, and not on empirical research.

- **Information in tourism – educational functions**: K. Kołodziejczyk, *Zagospodarowanie zorganizowanych punktów wejściowych na szlaki turystyczne* [The Development of Organised Entry Points on Tourist Trails] (2015, No. 35, pp. 83-114). From the point of view of tourism pedagogy, the results of research carried out by the author of the study, which concern the educational and upbringing role of tourist information in the spaces of entry points on tourist trails, have some significance in this article. These results indicate the important role of didactic content in the tourist information provided at these points.

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A somewhat exemplary instance of articles classified here in the **third** of the separate categories could be the article by E. Szymańska and M. Popławska: *Techniki wywierania wpływu na decyzje zakupowe turystów w świetle badań jakościowych* [Techniques of Influencing Shopping Decisions of Tourists in Light of Qualitative Research] (2017, No. 42, pp. 125-140).

As it has been said, in the texts from this group, traces of pedagogical thinking about tourism can be found only in the sphere of unsaid intentions entered into the author's narrative, concerning educational or upbringing-related aspects of tourism. Most often, however, even they are absent. On the other hand, it is possible – by default – in the studied phenomenon, to indicate **areas that could be (which should be) subjected to ped-**

agogical and axiological reflection. In the era of the global "information society", the subjects of pedagogy research (as part of social pedagogy) are also areas of non-formal (extracurricular) education processes, including the educational (anti-intellectual) impact of various cultural environments and cultural institutions, such as the Internet, marketing, advertising. The phenomenon investigated by the authors of the article – techniques of influencing the shopping decisions of tourists – also remains within the field of cognitive interest in pedagogy (see: e.g. B. Siemieniecki B., ed., *Manipulacja – media – edukacja* [Manipulation – Media – Education], 2007, or A. Lepa, *Manipulowanie człowiekiem jako problem współczesnej pedagogii* [Manipulation of Man as a Problem of Contemporary Pedagogy] 1992) – in our case, social pedagogy: that is, its field, which is interested in tourism, in its civilizational and cultural dimension. In the field of research interests of E. Szymańska and M. Popławska, there were such techniques of influencing clients-tourists as "strength of authority", "right of reciprocation", "herd policy", "sympathy rule", "unavailability rule" or "neurolinguistic programming". Strongly controversial manipulation techniques were also investigated - including subliminal messages.

The cognitive inquiries of the authors were focused solely on the unilateral observation of the economic (marketing) effectiveness of selected techniques of exerting influence on the clients-tourists. Therefore, the perspective of the seller's benefits has been accepted here. In addition to the field of scientific observation, the possibility of looking at the same problem from a social perspective of the pedagogue-psychologist was also possible: in it, one could recognise the highly negative (psychically and socially harmful) effects of the persuasive power that contemporary advertising and marketing manipulation techniques feature. In tourism, such effects may, for example, be caused by the unfavourable upbringing phenomenon of the over-presence of the "benefits" of civilizational-technical conveniences in tourist wandering. Excessiveness, which, from an axio-pedagogical point of view, neutralises the essential (essence-formulating!) value of the tourism situation for its subject: the value of changing the rhythm of life. Because the average obedient "techniques of exerting influence" over the mass tourist - naive buyer of "necessary" goods in the field of tourist equipment and civilizational comfort of travelling - leaving the "house", in principle, does not leave from his/her "civilizational bubble". Remaining in it, s/he causes – from the point of view of a pedagogue-axiologist of tourism – a self-destructing the possibility of full, direct contact with the visited environment.

- **Crime in tourism**. W. Alejziak, *Turystyka a przestępczość i zjawiska patologii społecznej. (Zarys problematyki i koncepcja badań na przykładzie Krakowa)* [Tourism and Crime as well as the Phenomena of Social Pathology. (An Outline of Problems and the Concept of Research Based on the Example of Kraków)] (1994, No. 5, pp. 99-123): In this article, the author presents a mature and documented idea of multidisciplinary scientific research aimed at identifying relationships between tourism development and the increase in crime. Also for scientific verification, which would allow to counteract the social effects of the studied phenomenon. The project includes a presentation of the detailed objectives of the planned searches, hypotheses and research questions, methods and techniques of research and their subject, spatial, temporal and objective scopes.

The phenomenon that would be subject to this kind of multilateral analysis has a global dimension. In the option of the structure model of the research presented, it is not accidental that the example of Kraków is used, but this dimension seems to be clearly visible.

Although in the text of the article tourism pedagogy has never been mentioned by name, its connection with the prevention of pathology in tourism is obvious. The subject of the presented cognitive initiative – crime related to the development of tourism – is a field of social interest in the pedagogy of tourism and special tourism education. These fields of knowledge deal with education for tourism and via tourism in specific social environments.

The first of these is the theory and methodology of educational work in situations falling within the norm, and the second – in situations that go beyond it. Theoretical, practical and methodical knowledge in these fields is still at an embryonic stage. Therefore, there is still a large space for intensive – exploratory – cognitive activity in this field.

- **Travel blogs – the need for pedagogical research**: I. Morozowa, *Blog podróżniczy jako przestrzeń dla kreowania i komunikowania wzorców podróży* [Travel Blogs as a Space for Creating and Communicating Travel Patterns] (2016, No. 40, pp. 119-134). The issues of the article and the research method adopted by the author are located on the borderline of sociology and cultural studies. In general, they concern new processes of social communication within the reality of tourism – in its functioning, in the information space of the Internet. The author has conducted interesting research on the Polish blogosphere, with special interest in travel blogs. The theoretical core of her research is the concept of a “travel pattern”. This means the type of traveller with motivations and socially, culturally and financially conditioned ways of undertaking tourism. The article presents a typology of Polish travel blogs, carried out according to travel patterns. It was found that travel blogs are rich in various forms of communication, and that guides are particularly popular in them (including family blogs, travels with a child, travels with a dog, cheap travel, etc.). From the point of view of multimedia geneology, the author’s observations regarding the geneological nature of travel blogs are particularly interesting. The blog – we read – is by definition a social medium, bringing together people via open access and the possibility of mutual exchange of views. The blogger-travelebrist, builds a community of fans and commentators around him/her. In travel discourse, s/he becomes an expert propagating ideas and travel patterns in his/her chosen area, becoming – a trend setter. Since travel blogs take over, not only informative, but also social – educational and upbringing-related, as well as literary and aesthetic functions of traditional tourist guides, for tourism pedagogy, in the blogosphere, they open up great and fascinating research fields that have not been explored so far. Fascinating, because dynamically self-created. From the position of this knowledge, one should ask questions about the educational and upbringing-related values of these models of tourist travel propagated by travelebrists, but also questions about the educational influences of specific subcultures produced by the tourist micro-societies of blog fans and commentators.

- **Spa tourism – a chance for upbringing towards the culture of health**: A. Szromek, *Propozycja wartości dla klienta przedsiębiorstwa uzdrowiskowego* [The Proposition of Values for a Client of the Spa Enterprise] (2018, No. 47, pp. 9-26). The spa product, as stated by the author, is a two-component product: it includes spa treatments and tourist services. Tourism, as an indispensable integrated component of the core of this product, has a health function within it. It seems that this statement – a summary of the author's research findings – could legitimately inspire pedagogically-oriented thinking about spa tourism: as one of the potential tools for education in the culture of health.

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If we had to find some cognitive values of a "higher order "in the above study other than those purely practical, thus bibliographic, registering – then in the end, **maybe we should write about those articles recalled here in fields distant from the pedagogy of tourism, in which certain "fields of opportunity" or even the need for a pedagogue-axiologist's research intervention were noticed.**

Afterword

In the last part of his comments, one of the reviewers of this article wrote:

> *In my opinion, at the end [of the article], there is a lack of a **more decisive postulate** in the direction of the journal Editors regarding a broader openness to*

pedagogical thought in tourism. "Folia Turistica" can have enormous merits within this respect [...].

I fully agree with the intention contained in this postulate. Thanking its author for his formulation, I quote him in this place, as a complementary article, as a capstone culmination of his message.

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THE CONTRIBUTION OF "FOLIA TURISTICA" TO THE RESEARCH ON FREE TIME AND RECREATION IN POLAND

*Ryszard Winiarski**

Abstract

Purpose. Investigating or demonstrating that articles published in "Folia Turistica" (FT) have contributed to research and knowledge on free time and recreation in Poland.
Method. Analysis of texts published in FT within the years 1990-2018.
Findings. The issues of free time and recreation appear in FT from the beginning of the periodical. Articles in this field, although they constitute a supplementary trend in the journal's profile, have contributed to knowledge on recreation and free time in Poland.
Research and conclusions limitations. The conclusions presented in this article only refer to works published in the journal during the analysed period.
Originality. Such a type of analysis has not been conducted for the "Folia Turistica" journal so far.
Type of work. The article is a review.
Keywords: free time, leisure, recreation, tourism.

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Introduction

"Folia Turistica" is a scientific journal (currently a quarterly) devoted to tourism. On the back of the cover of each journal, information is given stating that there are articles in the field of tourism in its interdisciplinary form. Is the problem of free time and recreation included in such a specific area of interest of the journal, or is it only a side stream in its thematic profile? Did the works published in the years 1990-2018 bring anything new and important to the research and knowledge on free time and recreation in Poland?

This article attempts to answer such questions using critical analysis of texts. It includes publications devoted to the issue of free time and various forms of recreation. The results are presented in chronological order and thematic terms. The analysis omits certain works regarding free time and recreation, which arose on the basis of law and economics, as they will probably be the subject of separate research published in the 50th jubilee edition of Folia.

In Table 1, chronological comparison of the results of work on recreation and free time published in Folia from the beginning of the journal up to 2018 is presented. In the years 1990-2018, FT published 18 original works related to free time and recreation, which is about 4% of all texts published in this journal. Most of them concern the socio-economic, environmental and health issues related to recreation and free time.

The works presented in the table can be divided into 5 thematic groups. The **first group** consists of theoretical and review articles devoted to the terminology of recreation and leisure (Dudek 2006, Mokras-Grabowska 2015), their history, functions and relations with regard to tourism (Niezgoda 2017, Cybula 2018). There are also philosophical considerations about the importance of laziness and boredom in the modern model of leisure time management (Ząbkowska-Para 2006). On the one hand, this type of work facilitates the synthesis of knowledge accumulated to date as well as summarization of a certain stage of research, while on the other hand, it can be the basis for formulating new issues and research hypotheses, providing inspiration for further research.

The **second group** includes empirical works, presenting forms of utilising free time by various social environments and their cultural and economic conditions (Bator 1991, 1993, Kołomyjska 1997). Diachronic analysis of texts from this group reveals changes that have occurred in the studied period regarding the ways of using free time and barriers in undertaking recreational activities. At the beginning of the 90s, for example, the most important factors hindering access to recreation included lack of own means of transportation (Bator 1991). Along with the development of motorisation and the improvement of material situation, this factor has lost its impor-

Tab. 1. A review of publications in Folia (FT) dedicated to the issue of free time and recreation in chronological order

No.	Author	Year/No./Pg.	Title of publication	Type of publication	Results and conclusions
1.	Aleksander Bator	1991/2/23-34	Social and Economic Issues that Condition Leisure in Cracow	Analytical work (research report) – diagnostic survey	The results of the study confirmed the negative impact of the economic crisis on the participation of various socio-occupational groups in organised forms of utilizing free time. The main factors limiting the free time activity of Cracovians are: lack of time and own means of transportation as well as financial situation.
2.	Aleksander Bator	1993/4/3-22	Leisure and Its Conditioning in the Opinion of Elementary School Pupils from Some Chosen Cracow Suburban Places	Analytical work (research report) – diagnostic survey	Children from near-Kraków towns have an average of 3-4 hr. of free time a day, and watching TV is at the forefront among their preferred forms of spending this time. Cycling, sports games and walks are among the most popular undertaken forms of physical activity.
3.	Grażyna Kołomyjska	1997/7/45-51	The Recreation Interests of Elderly People at Different Levels of Self-Service Ability	Analytical work (research report) – diagnostic survey	In seniors, little interest in physical activity, decreasing with age, was noted. Low physical fitness (self-care), health problems and lack of appropriate habits developed at a young age have negative impact on this interest.
4.	Barbara Otrębska-Starklowa	1997/7/87-99	Bio-climate of the Carpathians – Preferences and Limits to Recreation	Review work	Assessment of mountain bio-climate is important for the implementation of recreational function of the area. Knowledge of the bio-climate eliminates health risks for people undertaking recreational activities.
5.	Krzysztof Kaganek	2000/9/97-117	Practicing Tourist and Recreation Forms of Physical Culture before Apoplexy and the Treatment and Rehabilitation	Analytical work (research report) – diagnostic survey	Individuals undertaking physical recreation before stroke better adapt to life after the stroke - they are more fit and socially active than people who did not actively participate in physical culture before the stroke. People undertaking recreation cope better in everyday life.
6.	Andrzej Skrzypczak	2005/16/115-129	Recreational Usability of Natural Water Areas for Angling – Basic Evaluation Parameters	Conceptual and methodological work	The author presented the original method of assessing the suitability of water reservoirs for fishing, including natural conditions (6 assessment parameters) and evaluation of reservoir management (4 assessment parameters).
7.	Dobiesław Dudek	2006/17/27-49	Concept of Recreation in the Tradition of Polish Terminology	Review and historical work	In the Polish terminological tradition, the term "recreation" had four meanings: 1) in Old Polish, it was used to describe afternoon socialising and walks, 2) *recreation* referred to active rest of children and youth after school, 3) in the 19th century, the term was used to refer to trips to the resorts for health and recreational purposes, 4) during the interwar period, the term was defined as breaks between lessons.

8.	Joanna Ząbkowska-Para	2006/17/175-185	Boredom, Laziness and Leisure	Review and theoretical work	The author presents the negative and positive aspects of boredom, laziness and idleness, as well as their relationships with rest and active forms of spending free time. She points to the differences between the old (T. Veblen) and the new (D. MacCannell) theory of leisure class.
9.	Wacław Petryński, Antoni Pilawski	2007/18/43-58	The Educational Safety Factors in Qualified Tourism and Leisure Exemplified by Yachting	Analytical work	Analysis of factors determining safety in recreation and qualified tourism indicates the importance of education, which - along with knowledge - must include the development of technical skills and appropriate motor habits. In an emergency situation, the latter are decisive regarding the possibility of survival, and therefore, should constitute the most important component of the practical training of sailors.
10.	Mikołaj Bielański	2010/22/185-205	Alpine Skitourers Traffic in the Tatra National Park	Analytical work (empirical)	In a survey study on the dispersion and environmental interaction of skiers in the Tatra National Park, no collision between recreational utilisation of the park area and nature protection was found.
11.	Anna Mazur-Rylska, Tadeusz Ambroży, Krzysztof Kaganek	2013/29/101-119	Recreational Horse Riding as a Form of Improving Body Balance and Posture Control in Youth with Mild Mental Retardation	Analytical work (natural experiment)	Equestrian recreation can play a role stimulating the development and correction of posture in the case of individual with moderate mental disabilities. Recreational equestrian classes also have a positive effect on body posture of handicapped children.
12.	Dominik Dąbrowski, Jarosław Żbikowski, Marian Stelmach	2013/29/135-148	Participation of Persons with Disabilities from Rural Areas in Eastern Poland in Tourism and Recreation	Analytical work (research report) – diagnostic survey	Place of residence has significant impact on the form and level of recreational activity of the disabled. The most important factors limiting participation in recreation and tourism are high participation costs, spatial availability (lack of transportation) and a small number of organisations and facilities employing properly prepared staff. The access to a wide range of recreational activities is insufficient, especially for people living in the countryside.
13.	Justyna Mokras-Grabowska	2015/34/11-30	Free Time in the Age of Postmodernism	Review, historical and comparative work	Analysis revealed wide variation in the approach of various authors to the issue of free time. Free time ceases to have autotelic value, becoming a consumer good. Commercialisation and mediatisation of free time follows, which threatens its educational and culture-creating functions. The postmodern man manifests his social position through consumption in his free time.
14.	Ludwik Mazurkie-wicz, Artur Bosek	2015/34/31-42	The Recreational Value of a Protected Area and a Method for its Assessment: The Case of Kampinoski National Park	Analytical and methodological work	The authors present the method of calculating the recreational value of protected areas, which consists in estimating three component values: the lower limit of the value of the protected area, the value of time devoted to recreation and the value resulting from the desire to preserve the values of this area.

15.	Agnieszka Niezgoda	2017/44/87-103	Leisure and Tourism – The Relationship and Changes	Exploratory review work	Analysis showed the existence of correlations between the perception of free time and the development of the tourist services market. "Compression of time and space" affects consumers' behaviour on the tourist market and in the general public perspective.
16.	Czesław Koźmiński, Bożena Michalska	2017/45/49-61	Cloudiness in the Polish Coastal Zone of the Baltic Sea and Conditions for Recreation	Analytical work (empirical)	In the area of the Polish Baltic coast, there is a high variability of cloudiness, which affects the intensity of solar radiation and the bioclimatic stimulus. The best conditions for recreation occur in the area from Świnoujście to Dziwnów, advantageous – from Kamieńska Bay to the area of Mielno and in the Ustka region, moderately advantageous – in the Darłowo and Łeba regions and in the narrow strip of the entire Polish coast.
17.	Sandra Wajchman-Świtalska, Roman Jaszczak	2018/46/101-114	Recreational Forest Utilisation for Disabled People in Urban Forests – The Current State and Perspectives. A Case Study of Poznań	Review work	The recreational utilisation of the forest for the needs of seniors and the disabled will constitute, in the light of demographic forecasts, an important issue in the management of forest areas in cities. The municipal forests in Poznań have unused potential in this respect.
18.	Iwona Cybula	2018/46/149-181	Tourism as a New Form of Leisure in Light of "Wędrowiec" [The Wanderer] Weekly Journal (1863-1906)	Historical and monographic work	Publications in the weekly "Wędrowiec" [The Wanderer], published in the years 1863-1906, are a valuable source of knowledge on the history of tourism as a new form of utilising free time. Their analysis enriches knowledge about the development of tourist traffic in the second half of the 19th century and at the beginning of the 20th century.

Source: Own elaboration on the basis of publications in "Folia Turistica".

tance. The forms of spending time by children from towns near Kraków have also changed. The place of television, which was in first place regarding the time budget (Bator 1993), was taken over by the computer and the Internet. In comparison to the 1990s, older people's interest in physical activity and participation in culture has increased (see: Kołomyjska 1997; GUS 2017), however, the countryside as a place of residence is still an obstacle in accessing a wide range of recreational activities (Dąbrowski, Żbikowski, Stelmach 2013). The results of social surveys, conducted using the questionnaire technique in the 90s of the previous century, have become partially out-dated. Currently, they can be a material for comparative analyses that enable observation of the dynamics of the studied phenomena and their variability over time.

The works being the result of environmental research, which constitute the **third** thematic group of works published in FT, are more permanent and universal in nature. This group includes articles on the natural conditions of various forms of recreation. These are the results of research conducted in the regions of national parks (Bielański 2010), forest areas located in urban spaces (Wajchman-Świtalska, Jaszczak 2018), in the mountains (Otrębska-Starklowa 1997) and in coastal areas (Koźmiński, Michalska 2017). In these studies, the status of recreational development, the suitability of bio-climate for recreational purposes and interactions between the natural environment and those undertaking tourism and recreation were assessed. The importance of this type of research is increasing due to the threats posed by human interference in the biosphere and climate of the earth.

The **fourth** group, in turn, are reports regarding the effects of physical recreation on the psyche and the human body. During the period under review, in the "Folia Turistica" journal, this type of research and analysis includes articles devoted to the adaptive and therapeutic functions of physical recreation (Kaganek 2000) and its importance in stimulating development and correction of postural defects among mentally disabled people (Mazur-Rylska, Ambroży, Kaganek 2013). It has been shown that recreational activity can be an effective means used in the process of physical rehabilitation and prophylaxis, which is why they have applicative value and practical significance.

The final, **fifth** group comprises the work by Petryński and Pilawski (2007) devoted to the methodology of teaching in tourism and recreation. On the example of sailing, the authors proved the importance of motor habits in ensuring the safety of practicing qualified forms of tourism and recreation.

The review and analysis of the works listed in Table 1 provide the basis for stating that although articles about free time and recreation have appeared in FT from the beginning of the periodical, this is, however, a secondary trend in the development and profile of the journal. While this profile focuses on tourism in its broad sense, it can be stated that during the 18 years of its existence, the "Folia Turistica" journal has made a significant contribution to research and theoretical achievements in the field of recreation and free time in Poland.

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CONTRIBUTION OF THE JOURNAL "FOLIA TURISTICA" IN RESEARCH AND POPULARISATION OF KNOWLEDGE IN THE SCOPE OF "KRAJOZNAWSTWO" (SIGHTSEEING)[1]

*Zygmunt Kruczek**

Abstract

Purpose. The aim of this article is to present the contribution of the "Folia Turistica" journal to the promotion of sightseeing knowledge.
Method. On the basis of content analysis, articles related to sightseeing were selected which, considering their content, were qualified into four thematic groups: theory and methodology of country lore, sightseeing value, objects and sightseeing routes, and others (biograms of prominent figures related to touring and reviews of sightseeing publications).
Findings. The review article presents topics related to sightseeing published in 30 articles. The topics discussed in the articles are described, indicating their importance for the development of local lore.
Research and conclusions limitations. The research is limited to the content of 49 issues of" Folia Turistica" journal.
Practical implications. The article may be helpful for tourism activists, researchers and academic teachers conducting classes in the field of tourism and for students of tourist educational fields.
Originality. Original work, based on the inventory of the journal's content.
Type of paper. Review article.
Keywords: Sightseeing, local lore, methodology, values and tourist attractions, objects and theme routes.

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[1] In English, there is no equivalent to the concept of sightseeing, which in Polish means both knowledge about the country and the region, cognitive activity, a social movement aimed at popularising knowledge about the country, and developed methods of action. The terms partly covering this wide range used in English are: sightseeing, local lore, regional studies or cultural heritage tourism. In the article, the term 'sightseeing' is used conventionally to mean this complex context of the concept.

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Introduction

Sightseeing is a field of culture and social activity of exceptional merit for Poland, our nation and cultural identity. It is often considered within the context of its relationship with the heritage of culture as well as nature and tourism [Kruczek, Kurek, Nowacki 2012, p. 5]. Sightseeing, in a broad sense, means not only cognitive activity semantically attributed to this concept, that is knowledge of the country, especially the closest neighbourhood or one's own region, but it is also understood as a social movement. This movement serves the socialisation and culture of society, allowing to shape civic attitudes and leading to conscious participation in social life [Prószyńska-Bordas 2016, p. 37]. Sightseeing, as evidenced by the works of eminent Polish sightseers, is also a practical school of patriotism and respect for the natural and cultural heritage of smalland large homelands. Passing on knowledge about sightseeing, both historical and contemporary, may be, and even should be used not only to build identity (local, regional or national), but also to strengthen ties between different generations of tourists-sightseers [*Współczesne oblicze*... 2016, p. 6].

In Poland, the achievements of the social tourism movement were decisive for the formation of a modern tourism model in which its links with sightseeing are durable and significant. The methods of action developed by sightseers are used in cultural tourism, natural science, education and other types of tourism that are currently developing, aimed at enriching experiences and developing appropriate human relationships with the naturaland social environment. Thanks to the ideological message of sightseeing, the foundations of modern tourism were created on a humanistic basis. A Polish model of tourism was developed - committed, active, focused on learning [Prószyńska-Bordas 2016, p. 37].

The aim of this work is to present the contribution of "Folia Turistica" journal to inspiring research and popularising knowledge related to broadly understood sightseeing. Evaluation of this contribution was based on content analysis of 49 issues of the journal, published in the period from 1990, i.e. from the first issue, to 2019. In total, 30 works related to sightseeing were identified, which appeared in 19 different issues of the journal. The analysed articles have been assigned to 3 thematic categories: (1) theory and methodology of sightseeing, (2) assets of sightseeing (also known as sightseeing attractions), and (3) other texts related to sightseeing (biographic entries regarding sightseers, reviews). Articles belonging to each of these categories are later discussed in this paper.

Around the concept of sightseeing

Sightseeing is an ambiguous concept which is difficult to define. An overview of the definitions of sightseeing is presented in the academic textbook *Krajoznawstwo. Teoria i metodyka* created by Z. Kruczek, A Kurek and M. Nowacki [2012]. There are definitions from dictionaries and encyclopaedias, elaborated at successive Sightseeing Congresses, as well as those formulated by leading tourism activists and scientists [Nałkowski 1910, Sawicki 1928, Patkowski 1939, Orłowicz 1970, Denek 1973, Lipniacki 1985, Mazurski 2003].

In light of the views of both the representatives of the world of science and practitioners, three layers of sightseeing meanings can be distinguished. And so, in a functional sense, the domain should be understood as an activity aiming at a comprehensive and full understanding of a specific country or region. This is usually an amateur activity, performed in one's free time, and resulting from personal interests, cognitive attitude and passion. Tourism, understood in this way, consumes all information from the most diverse fields of knowledge, and its interdisciplinary specificity, the broadest possible view of the perceived reality. The specificity of sightseeing, combined with tourism, is the immediacy of cognition in personal contact with an object of learning. From the point of view of the tasks of sightseeing, tourism is therefore one of the means of achieving its goals, while for tourism, sightseeing is the programme content determining its socio-educational functions.

Sightseeing, in an institutional sense, should be understood as a social movement seeking to collect and popularise all information about a country or region. This movement brings sightseeing activists together, having a specific system of organising sightseeing works and collecting, transmitting and processing gathered data for the needs of social practice, and especially, for tourism.

The third semantic layer describes sightseeing in a cultural-social sense. According to this description, sightseeing is understood as a field of culture encompassing the whole of cognitive activity, the sum of newly created values, along with the results of this activity. In this sense, sightseeing also includes developed methods and techniques of sightseeing, tools, means, institutions and organisations, as well as the traditions of sightseeing [Lipniacki 1979].

The subject of sightseeing on the pages of "Folia Turistica"

The analysis of articles related to sightseeing allowed to group them into the 3, earlier mentioned, categories: theory and methodology of sightseeing, sightseeing assets and other works (sightseeing bibliographic entries, reviews).

The theory and methodology of sightseeing

The methodology of sightseeing deals with the principles and ways of learning, the organisation of the cognitive process and the principles of transfer and popularisation of sightseeing knowledge. It covers core-curriculum as well as pedagogical and organisational issues. Sightseeing, on the other hand, does not aspire to the role of science. It does not have proper cognitive-practical features, research problems and methods of solving them [Sawicki 1928]. Sightseeing, due to its interdisciplinary nature, is rather a field of knowledge oriented towards systemic cognition of a country [Kruczek, Kurek, Nowacki 2012 p.12]. In this category, 11 articles were published in "Folia Turistica".

In issue 13 of "Folia...", Z. Kruczek [2002] reflects on tourist attractions, methods of their research and interpretation, as well as the reception of these types of attractions by tourists. In the latter issue, the author presents the results of research on the reception of selected attractions of the Tatra Mountains and the Podhale region. Let us add that this issue of the journal is – in a general sense – almost entirely connected with the broadly understood issue of sightseeing because it was devoted to the issues of mountain guiding. It contains reports from the conference organised as part of the celebrations of the International Year of Mountains, one of the themes of which was the problem of further development of mountain guiding – whether it be technical guidance or of touring orientation. This problem is still valid today.

In the 15th issue of "Folia...", W. Kosiński published his interesting sketches on the topic of landscape, cultural tourism and cognitive tourism [2004], referring his considerations to the problems of Poland entering into the structures of the European Union. This article was an inspiration for the initiative of the Polish Tourist and Sightseeing Society (PTTK) undertaken at the VI Congress of Sightseeing in Olsztyn, which was aimed at presenting disappearing landscapes. The result of regional conferences related to this initiative were the publications from the series *Mijające krajobrazy Polski*, which concerned, among others, Małopolska, Lower Silesia, Mazowsze [*Mijające krajobrazy*… 2012].

The 16th issue of "Folia ..." includes the article by M. Nowacki [2005], presenting research results regarding the motives, benefits and satisfaction of people visiting Wielkopolska tourist attractions. Knowledge of these issues is needed by the owners of sightseeing objects for their effective and efficient management. In the same issue, we find an article by M. Śliwa [2005] on the importance of industrial heritage in the sightseeing education of children and school-youth.

In the thematic issue of "Folia ..." (marked as issue number 21) devoted to tourist regions, we find 3 articles referring to sightseeing. In the first one,

Z. Kruczek [2009] presents the tourist region as a subject of education. He also points to the significant role of sightseeing in the dissemination and description of tourist regions as well as the creation of an important trend on the basis of the social movement which is touristic regionism. K. Mazurski [2009], in an introductory article on the problems of regionalisation, indicates the existence of tourist regions separated due to the criterion regarding the occurrence of sightseeing assets in a given area. In the same issue, A. Mikos von Rohrscheidt [2009] analyses the region as the destination of cultural tourism, because in such a region, there are various forms of tourism aimed at its familiarisation.

In the 32nd thematic issue related to tourist attractions, we also find articles referring to sightseeing. It must be borne in mind that tourist attractions are a key element of tourism economy, because they stimulate interest in taking a trip to a given destination and provide a sense of satisfaction among visitors of these places. It is no surprise then that the articles in this field published in "Folia Turistica" were inspiration to undertake research on the essence of attractions, the assessment of their value and importance for tourism [among others, Kruczek 2002, Nowacki 2005].

This thematic issue begins with the article by the editor Z. Kruczek [2014], introducing readers to the subject of tourist attractions; it is devoted to the evolution of these types of attractions from the Egyptian pyramids to modern times. The area of battlefields as attractions dedicated to sightseeing tourism is analysed in the article by D. Chylińska [2014]. She states that such a space is characterised by high complexity, which creates a wide field for interpretation: from subjective, emotional, ideological, to scientific – from a historical, military, humanistic, socio-cultural and economic perspective. It is worth emphasising that such a holistic approach is typical of sightseeing.

One of the most important trends in sightseeing is the popularisation of knowledge about a country or region. This is done, among others, by publishing houses of tourist guides. In issue37 of the journal, M. Nieszczerzewska [2015] analysed the narration of selected tourist guides written for women and published in Poland. She devoted special attention to the activities, places and tourist attractions, which the guides' authors intended for women in a special way, constructing narratives, on the one hand, from "typically feminine", and on the other, from "feminist" points of view. The topic of tourist guides is continued in issue 39 of "Folia ...". In it, an article about the study entitled *Pielgrzym włoski, albo krótkie Rzymu i miast przedniejszych włoskich opisanie* which was, as Joanna and Dominik Ziarkowscy [2016] prove, an important, though underestimated contribution to the formation of Polish tour guide literature, and the author of this guide – Franciszek Cezary – is one of the precursors of creating this type of publication.

Interesting considerations on intercultural relations in cross-border areas are presented in the 48th issue of "Folia ..." by T. Duda [2018]. He analyses the cross-border space of Western Pomerania within the context of shared heritage in terms of opportunities and perspectives of cultural tourism development. He points to real difficulties in shaping the Polish-German borderland, and empirical studies carried out on both sides of the border among representatives of various groups of stakeholders (residents, tourists, tourism organisers, tourist guides, local administration) indicating significant differences in the perception of common heritage.

The assets of sightseeing

Sightseeing assets are included in the wider concept of "tourist values" which, according to M. Baranowska [1974, pp. 3-4], include "components of the geographical environment necessary for rest and regeneration of human strength, sightseeing and natural peculiarities and manifestations of human activity that enrich the knowledge of tourists about a country; good transportation accessibility and tourism development proportional to the capacity and adapted to the functions and elements of development that allow for qualified tourism". These qualities, in contrast to recreational values, are characterised by great diversity, which follows from their origin: their source can be found both in the natural and cultural environment - including also the most current history. In Polish literature on tourism, it was common to divide sightseeing values into [Przybyszewska-Gudelis, Grabiszewski, Iwicki 1979; Kruczek 2011, p. 31]:

– sightseeing values of the natural environment,
– sightseeing values of cultural goods,
– sightseeing values of traditional folk culture,
– sightseeing values of contemporary history and contemporary human achievements.

The common function of all these groups of sightseeing values is to fill the cognitive content of tourism in all its manifestations and forms. The educational function of tourism is implemented through touristic content [Kruczek 2011, p. 31].

Sightseeing assets are more and more often being referred to as sightseeing attractions. Despite the apparent similarity of these terms, it should be noted that sightseeing assets should be considered a more general, objective category, creating a potential basis for the development of tourism phenomena. On the other hand, sightseeing (tourist) attractions appear as a subjective category, because their presence on the market and, in the awareness of a potential tourist, they require the addition of a so-called marker as well as appropriate organisational and promotional activities – including advertisements [Kruczek 2011, p. 9].In this category, 16 articles were published in "Folia Turistica". Already in the first issue of the journal, published in 1990, we find the text by L. Mazanek entitled *Zabytki architektury – walorem krajoznawczym. Analiza wybranych obiektów Ziemi Sądeckiej*. The author places architectural monuments within the sightseeing system and discusses factors affecting the attractiveness of these objects for tourists. The main part of the work is a review of architectural monuments located in the area of the Sądeckie Lands, and assessment of their adaptation to perform tourist functions was also performed. The subject of the analysis were sacred objects - churches, castles, palaces and manors.

In turn, in the 5th issue of "Folia ..." from 1995, there were 2 articles related to Kraków's landmarks. They were the result of studies on tourism in Kraków commissioned by the Office of Physical Culture and Tourism. K. Orzechowska-Kowalska carried out analysis of the city's sightseeing assets, broken down into10 basic groups, the most numerous of which is the group of architectural monuments (6,500 objects of high artistic and historical value). The author also pointed to numerous museums and cultural events as important tourist attractions of Kraków, and also discussed the spatial structure of the assets, the structure of their properties and their functions. She also presented the results of a survey study on cognitive, emotional and authentic values of sightseeing. In another article in the same issue, Z. Kruczek and K. Stanisławczyk [1995] present the results of research on the adaptation of Krakow's sightseeing values for disabled tourists. The accessibility of museums and selected sacred objects was evaluated and proposals for adapting facilities to the disabled were presented.

The entry of Kalwaria Zebrzydowska to the list of the world's cultural heritage and nature of UNESCO was inspiration to analyse the landmarks of this city and the neighbouring Lanckorona within the context of tourist activation of these towns. Anna Mitkowska analysed this problem in the 12th issue of "Folia ..." [2002].

In the 17th issue of the journal, we find an article by D. Chylińska [2006] discussing one of the genres of sightseeing, which are military-army objects from World War II (fortifications, battlefields, cemeteries). The author presents successful adaptations of historical objects to the function of museums and antique/outdoor museums illustrating these as European and Polish examples. She also signals a new type of access to military facilities in the form of cultural parks.

Tourist attractions also include objects, events and sightseeing routes. It is assumed that sightseeing objects are structurally and functionally separated buildings (along with amenities worth visiting) or other spatial forms (natural or anthropogenic), as well as areas where there are specimens of flora and fauna, characterised by aesthetic, cognitive, didactic and patriotic values, and as a result, worth tourist interest [Przybyszewska-Gudelis, Grabiszewski, Iwicki 1979]. On the other hand, a trail is: "a marked route in a tourism space for visitors' needs (not always marked), leading to the most attractive places (objects) appropriately thematically selected" [Kruczek 2011, p. 279].

In the "Folia Turistica" journal, the themes of objects, events and theme routes were presented in its articles. Already in issue 2, we find a description of the architectural monuments of Polish Spisz in the article by K. Orzechowska-Kowalska and R. Kowalski [1991]. The theme of creating the cultural trail "Śladami Łemków" in the Podkarpackie region was described in issue 16 by J. Krupa and R. Konewecka [2006]. Their original concept of the route concerned the connection of 17 objects that could create a networked, branded tourism product.

Srebrna Góra Fort was described as an important tourist object by E. Leśniak and the well-known touristic activist K. Mazurski [2006]. Based on a questionnaire, the attractiveness of the largest mountain fortress in Europe was presented.

In issue 26 of "Folia...", D. Ziarkowski [2012] analysed the significance of objects found on the UNESCO World Heritage List for the development of tourism. These objects are a special type of unique sightseeing values. The author analysed the factors determining their attractiveness and their distribution in the world. In the same issue, W. Cynarski [2012] analysed the use of defence castles regarding the Polish lands in cultural tourism, which in its assumptions, is close to sightseeing and sightseeing tourism. In issue 27 [2012], thematically dedicated to religious tourism, a team of authors from Kazimierz Wielki University in Bydgoszcz presented the subject of 19th- and 20th-century sacral architecture treated as a touristic value and a cultural tourism product, illustrated by examples from their own city. In turn, in issue 30 [2014], a team of authors from the Wroclaw University of Economics (Department in Jelenia Góra) presented the Valley of Palaces and Gardens of Jelenia Góra Valley as a thematic trail and a cultural tourism product. At the same time, research on the image of this route has been described.

On the basis of touristic values related to literary souvenirs, J. Roszak and G. Godlewski [2015] designed and described the "Literacki Zamość" thematic trail. The article by M. Banaszkiewicz, Z. Kruczek and A. Duda [2017] describes a completely different place, which has become a landmark attraction for several years – Chernobyl – the place of tragic catastrophe. The authors describe the process of creating a tourist attraction based on the difficult heritage of this place and indicate the progressive process of its tourism.

A different example of landmarks regards events that attract both experienced visitors and mass audiences. In the 47th issue of "Folia ..." [2018], a team of authors describes the Christmas Fair in Kraków as an attractive product of the city, distinguished in various rankings as one of the best in

Europe. In turn, in issue number 48, E. Gładysz and E. Wszendybył-Skulska [2018] present the Jan Kiepura Festival in Krynica Zdrój as a major tourist attraction, and at the same time, a tourist product very important for the development of this resort.

Others (biographic entries of sightseeing, reviews)

In issue 40 of the "Folia Turistica" journal, Z. Kruczek [2016] presented the biographic entry of an outstanding expert, geographer and regionalist – Krzysztof Mazurski, associated with Lower Silesia and the Sudetes. Krzysztof Mazurski, in addition to scientific papers in the field of history and theory of sightseeing, wrote many tourist guides, sightseeing monographs, he was the Chairman of the PTTK Touring Committee and the Vice-President of the PTTK Board.

In issue number 48 [2018], we find the biographic entry of the outstanding geographer Stanisław Liszewski associated with the University of Łódź, a member of the Editorial Board of "Folia Turistica". Professor Liszewski left a great contribution in the form of publications in the field of tourism space, tourist regions or sightseeing studies on the subject of Łódź. He was also a speaker at many Sightseeing Congresses.

Some reviews of "Folia ..." also included evaluations and information on important publications in the field of sightseeing. In the 21st issue of the journal, Z. Kruczek presented a review of the post-doctoral thesis by A. Mikos von Rohrscheidt on the reconstruction of the Piast Trail. The publication of *Szlak Piastowski w przebudowie. Struktura, zarządzanie, oferta kulturowo-turystyczna* is a kind of manual for the restructuring of the Piast Trail, as well as the design and management of other thematic routes. It is worth noting that many thematic routes in Poland are awaiting thorough reconstruction and within this context, the reviewed publication is of great methodological significance.

Conclusions

The issue of sightseeing in the journal "Folia Turistica" appeared relatively often, which results from the wide scope of this concept. Among the 49 issues, 30 articles were found related to sightseeing, i.e. an average of 0.7 publications per issue. The largest number of articles, as many as 16 presented the values of sightseeing, among them objects, cultural events and thematic trails. The most popular were military, sacred and industrial monuments. Thematic routes such as Lemkos, Piast and the valleys of palaces and gardens were analysed. The sightseeing qualities of Sądeckie Lands, Spisz, Kraków and Zamość were assessed.

A couple less, i.e. 12 articles concerned the methodological and theoretical issues of sightseeing. Among them we find issues of heritage interpretation, research on the impressions and benefits associated with visiting tourist attractions, as well as sightseeing regions and regionalism.

As previously noted, sightseeing is not a separate field of science, its contemporary role is based on inspiring representatives of various sciences to conduct research on issues important to the study. They were initiated by the subsequent Congresses of Sightseeing, which set new directions for the development of this social movement. In undertaking innovative research, the articles published in "Folia Turistica" were often inspirational, and the article by W. Kosiński [2004] was motivation to take up the subject of passing landscapes. Research published by M. Nowacki [2005] on the authenticity of impressions from visiting places, facilities and regions, as well as the values related to tourist attractions, are important for sightseeing [Kruczek 2002, 2014]. Currently, an important issue in sightseeing is its orientation towards contemporary forms, emerging in response to dynamic social, technological and IT changes that comprise the new formula of sightseeing. Virtual media used in sightseeing is treated as an element of interpersonal communication. However, most important is the immediacy of learning about the real world, in this way, it tries to counteract the domination of society by the cyberculture, in which real elements mingle with fiction [Prószyńska-Bordas 2016a].

The discussion on these dilemmas, which began as part of preparations for the VIII Congress of Sightseeing (which will be held in Łódź in 2020), will result in numerous publications, some of which may be published in the "Folia Turistica" journal.

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SCIENTIFIC COMMUNICATION IN THE WORLD OF DIGITAL TECHNOLOGIES: CONDITIONS AND PERSPECTIVES REGARDING THE DEVELOPMENT OF SCIENTIFIC JOURNALS

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Abstract

Purpose. The presentation of challenges with which scientific journals and – more broadly – scientific communication, will have to face in the substantive, technological and financial sphere in the conditions of constant evolution of the digital world, dynamic development of new information systems in science (e-library, library 2.0) and new phenomena conditioning the behaviour of Internet users.
Method. The views presented in the article are the result of a review of literature regarding scientific journals and empirical research, which was conducted from April to August 2018 among 132 authors representing the world of science and economic practices.
Findings. The open access (OA) movement has caused significant changes in the behaviour of people of science in publishing and depositing research results. The prospect of taking over all the functions of scientific journals by scientific repositories still seems to be distant due to the lack of alternative methods for assessing the quality of scientific publications. There are doubts about the division into scientific, institutional repositories and the repositories belonging to scientific journals, which results from unclear business models of individual solutions. The phenomenon of self-publishing is stimulated by the dynamic development of research carried out by business units, skilfully analysing the resources of large data sets and successfully popularising research results in social repositories. This is new quality in the area of information exchange, which requires rapid adaptation on scientific grounds. An insufficiently implemented postulate to popularise scientific knowledge and its transfer to business practice remains an equally important challenge.
Research and conclusions limitations. The results of the survey based on the respondents' subjective assessment should be treated with caution and do not allow to draw general conclusions. The research revealed significant discrepancies in respondents' opinions regarding the future of scientific journals and their prospects for functioning in new information systems. The highest doubts concern the quality assessment system of scientific publications and the business model of scientific repositories: the significant number of stakeholders of the scientific communication system, dispersed in various scientific, political and economic systems, further limits the possibility of formulating unambiguous decisions in this respect.
Originality. The presented article formulates challenges for scientific journals whose functions are being increasingly taken over by scientific and social repositories. In contrast to the previously published works, this suggests solutions in the field of artificial intelligence, which will enable complete change in the way of publishing and validation of knowledge as well as quality control of scientific research.
Type of work. Review article.
Keywords: archiving, electronic publications, archiving journals, electronic publishing, libraries, e-libraries, repositories, open access.

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Introduction

It is not easy to imagine a world of science without scientific journals, despite the fact that their history covers only about 350 years. Due to the spatial dispersion of research centres, journals became the basic tool for scientific communication, and at the same time, they served as centres of scientific thought and as a place for exchanging views. They also shaped the attitudes of generations of researchers in the form of specific rules of academic discussion, ethics and responsibility for the quality of research. The evolution of their role and significance has accelerated along with the rise of the Internet and the widespread implementation of the Web 2.0 philosophy (the disappearance of the division of users into senders and recipients of content). The pace of the increase in the resources of digital scientific documents has allowed for their more accurate identification and for a better system of making them available. The quality of many online publications is also a concern, which is hardly discernable for inexperienced users.

At the same time, the increasing criticism (in the methodological and economic area) of the existing system of publishing articles on the pages of scientific journals raises more and more fears regarding their future existence [Nowak 2009]. The limitations in access to scientific literature due to the continuous increase in prices and the licensing policy of publishers arouse objections from the world of science, which – especially in the younger generation – represent a completely new approach to the use of network resources, especially in the situation in which it remunerates the system with its scientific works. Meanwhile, the problem of free access to research results and even information about the fact that it is conducted, is not resolved. Even within individual scientific units, it is not always clear what individual researchers do. For the same university, there are often 2-3 applications within one competition for twin research areas. Scientific conferences and scientific journals are influenced by articles with a similar thematic scope, being the outcome of very similar research. The inability to effectively create research teams is, among others, the result of poorly organised circulation of information and access to knowledge as well as the processes of its creation. The scientific communication system based on scientific journals cannot cope with this challenge even during the period of intense digitisation. The expectations and protests of the scientific community (including the important voice of librarians) have been increasingly formulated and led to the creation of the Open Access movement and electronic scientific repositories[1] [Kamiski 2002; Kaser 2005].

[1] Also called e-archives. The term repository, however, better reflects the essence of the system, in which the author himself/herself, of his/her own will, deposits the results of his/her scientific research.

The increasing percentage of representatives of the digital natives generation[2]holding managerial posts at leading scientific institutions, will probably lead to the introduction of the academic world on digital level, in which the role of analogue information carriers will be limited. However, it is hard to recognise digitisation as the premise of "easier access". The overload of content (information overload), which cannot be acquired or reliably verified in scientific terms, becomes a growing barrier. The existence of an increasing number of repositories and database search systems has not yet resolved the problem of intellectual property rights. Doubts regarding the commercialisation and the right to obtain financial benefits from published research results are still unsettled.

Thus, to what extent does the process of verifying and sharing knowledge,as well as scientific communication require innovative solutions? The answer to this question necessitates analysis of the role of scientific journals and a review of the opinion of the world of science and economic practices regarding the existing and emerging model of creating and transferring information as well as knowledge.

Research aim and methods

The reason for undertaking this research is the conviction of the extraordinary importance concerning the issue of scientific communication, not only from the perspective of academic circles, but also the welfare of humanity in general. The purpose of the conducted research was:

- defining the historical role and importance of scientific journals for the development of scientific communication;
- indicating the causes of the crisis regarding scientific communication, identified with the crisis of scientific journals;
- determining the expectations of authors and recipients of scientific content in relation to scientific journals and the level of meeting these expectations through the existing system of scientific communication;
- indicating the potential place of scientific journals in the scientific communication system based on electronic repositories;
- formulating a business model proposal for a new scientific communication system.

The first two objectives were carried out on the basis of a literature review. In other areas, the research method was diagnostic survey, conducted in the form of interviews from April to August 2018,among 132 respond-

[2] The term digital native (digital native) refers to a person born in the times of universal access to the Internet, computers and other devices, treating these amenities as an obvious element of the surrounding world. Digital natives are opposed to digital immigrants [Prensky 2001].

ents. More than half of them (96 people) were authors regularly publishing in Polish and foreign scientific journals, including 68 active as reviewers and 12 who currently or in the past acted as scientific editors. This group also includes (28 people) young scientists (Ph.D. students). The remaining respondents (36 people) included representatives of companies dealing with acquiring knowledge from databases (data exploration, data mining). Some of them (21 people) commercialise the results of their own research, exploring data commissioned by business or research units, while all business-related researchers treat data mining as a business strategy planning tool. Part of the research results and reports, being their aftermath, are subject to publication on the Internet in the form of so-called gated content (a tool for acquiring new subscribers) or in the form of a portfolio informing about the company's competences in various areas of activity[3].

The selection of respondents representing such a scientific community as well as business representatives, significantly involved in the process of creating and distributing knowledge, was dictated by the assumption that a modern system of scientific communication should serve better, two-way transfer of knowledge between areas of science and practice. The development of e-commerce and the increase in the amount of data possessed by commercial units (financial system, insurance, transport, telecommunications, electronic reservations),as well as the emergence of modern data mining tools, have created a situation in which the current division into the world of science (understood as a provider of knowledge) and the business world (seen as its recipient), is no longer justified[4]. The scientific community loses great opportunities not being able to use the knowledge gathered by entrepreneurs or having no idea about its resources. The new system of scientific communication should also take this problem into account.

The study also considered the division of respondents into those who, at least from the beginning of higher education, had to deal with modern technologies and those who encountered them only in their professional work. This is not a strict division into digital immigrants and digital natives, which results from the fact that 28 respondents, despite their relatively advanced age, had to deal with modern data transfer technologies as early

[3] Examples of types of reports generated by the surveyed entities conprised: migration statistics (including tourist traffic), behaviour of buyers in the network, habits of mobile device users, the use of mobile applications, intensity of transportation use (including the volume of passenger railroad traffic), systematics of orders and logistics of enterprise supply, the efficiency of electronic booking systems for transport and accommodation, the intensity of acquaintance with exhibits of art galleries and museums equipped with beacons, the quality and quantity of tourist information sought on the web.

[4] The discussed dichotomy has led to a situation in which, up to now, the inefficient survey data remains the main source of data on tourism statistics in Poland. The opportunities offered in this area by data analysis of payment card systems, mobile telephone services and femtocells are ignored.

as in the 80s of the 20th century, and this fact clearly affected the their attitude towards introducing digital solutions in the world of science.

In turn, the presence of doctoral students in the surveyed group allowed to obtain opinions of the youngest representatives of the scientific community, especially those open to changes in the area of digital technologies, not yet connected with rituals, which affect the beliefs of the older generation regarding the form of scientific communication. The author's conviction about the necessity to take the views of this particular group of respondents into account arises from two premises: firstly, the emerging scientific communication system will create a working environment for young people and it is worth considering their expectations. Secondly, the fact that young people are not bound by the norms and habits that conditioned the scientific development of the older generation (let us assume: those born in the 1960s and 70s of the 20th century) creates real opportunities to go beyond the current scheme. One of the most important initiatives of the 20th century – the Public Knowledge Project (PKP) – was the work of a small group of students, and it turned out to be a breakthrough for the scientific publishing market.

The evolution of the role and importance of scientific journals and the crisis of scientific communication

A.J. Meadows [1998, p. 5] and C. Oppenheim [2000, p. 361] situate the beginnings of the system of scientific publications as early as in the 17th century in the form of correspondence between scholars concentrated in the so-called Boyle's colleges in England. At the initiative of the research group, under the auspices of the Royal Society, there were regular meetings devoted to the presentation of research results and the first versions of articles. The exchange of scientific ideas – due to the physical distance of many researchers – also took place via letters. The increase in the volume of correspondence resulted in attempts of its classification, which eventually resulted in the emergence of the first scientific journals (including the two oldest ones: "Journal des Sçavans" and "Philosophical Transactions of the Royal Society of London"), constituting a transparent and effective means of scientific information exchange [Schauder 1994; Meadows 1998, pp. 6-8].

The turn of the 18th and 19thcenturies brought forward the evolution of scientific journals associated with the boom of mathematical and natural sciences. The growing number of titles reflected the fragmentation of knowledge into more specialised fields [Day 1999]. A. Swan and S. Brown [2004, p. 4] note that since the creation of the first journals, the academic authors published the results of their research for two main reasons: the possibility of contributing to intellectual development in a specific field of knowledge and establishing their rights to this part intellectual contribution. J. Guedon [2001] emphasises the important role of scientific journals in the area of determining the right of priority to a given discovery and systematising knowledge (assigning each publication information enabling its indexing). Scientific journals have influenced the shape of the metadata system[5], which is a prerequisite for creating public registries of scientific innovations.

The above-mentioned aspect caused a clear shift in the role of scientific journals from being a knowledge exchange platform towards being guards of intellectual property rights (the function of archivists of knowledge resources). It also resulted in the selection of another function, which is building the prestige of the world of science and the status of researchers and their parent units [Schauder 1994, p. 75]. It was not just about issuing a publication – but about a publication signed with a specific scientific journal, sought out by the academic world.

Ultimately, some of the leading system roles of scientific journals were created. According to P. Boyce [2000, p. 404], M. Day [1999] and F. Rowland [1997], they are:

- a system of measures to assess the competence and effectiveness of authors;
- a system to increase the visibility and build the prestige of authors (which results in increased possibilities for financing future research contracts, scientific promotion or even employment);
- a system of validation of knowledge and quality control (stage of reviewing works);
- a system of records of the progress of science over the years;
- knowledge distribution and archiving system.

The last two aspects gained special significance after World War II. The arms race, initiated during it and lasting for several dozen consecutive years, was possible due to the abrupt increase in the amount of scientific research funded by the Allies, as well as the acquisition of Axis documents just after the war. There was a need to develop new ways to organise, store and access this compilation of information. The foundations of the new system were created by V. Bush, former president of the Massachusetts Institute of Technology and director of the Department of Research and Development, formulating (but ultimately, never implemented) the offer of the MEMEX platform for storing information in the form of text, graphics and audio, enabling searching for information directly from the researcher's desktop using navigational links [Bush 1996/1945]. Although the system was based on microforms, it is considered a precursor of modern hypertext systems [Large et al. 1999, p. 43].

[5] Metadata is structured information used to describe information resources or information objects, providing detailed data on attributes of resources or information objects to facilitate their finding, identification and management of these resources [Chan, Hodges 2009].

The dynamics of economic development, the increase in economic competition and the growing demand for research, guaranteeing corporations the advantage of the so-called first movement, caused the industry to become an important client, in addition to the orders of the army and other forms of financing science from public funds. This fact has not only an administrative dimension – it has turned towards interdisciplinary research, somehow against the 300-year tradition of deepening the specialisation of scientific research. The emphasis on the diversification of methods for popularising the results of scientific research also increased [Tenopir, King 2000, pp. 18-21; Large et al. 1999, p. 43], as well as the involvement of governments (mainly the United States, Great Britain, thethen USSR and Japan) in supporting activities aimed at solving problems related to scientific communication. The biggest challenges include four issues: the explosion of information, an increase in publishing costs (and thus, prices)[6], delays in publishing and inefficient distribution channels - which in the literature was referred to as the "crisis of journals" [Tenopir, King 2000, pp. 21-22; 1999, pp. 43-44], and in the opinion of scientists, Cornell University was a manifestation of the "scientific communication crisis". Solutions are mainly sought in technological tools, such as electronic publication, digital information processing and digital storage of large data sets, electronic metadata retrieval and indexing services, and the creation of digital bibliographic information databases (including some of the oldest ones: Chemical Abstracts, Engineering Index and Index Medicus).

As early as in the 1980s, projects aimed at increasing the efficiency of scientific journals were financially supported by publishers, and in Great Britain, by the specially created British Library Research and Development Department (BLRDD). C. Tenopir and D.W. King [2000, p. 24] give examples of experimental works, such as ADONIS (a service for the delivery of scientific articles on CD-ROMs), large publisher projects (Elsevier, Springer and Blackwell Science) sponsored by the British Library and the European Commission as well as projects sponsored by commercial publishers (Red Sage, BLEND, ELVYN and TULIP). An additional motivation became problems with archiving the printed scientific achievements in the resources of national and university libraries [Tenopir et al. 2003]. At the same time, recipients of scientific texts, increasingly familiar with the consumption of digital content, see problems with storing printed scientific materials and tedious searches of private collections.

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[6] The report by the Association of Research Libraries (ARL) states that the average price of a journal in the field of exact, medical and technical sciences (STM) increased by 227% between 1986 and 2002, and compact publishers by 75%, while prices of consumer goods increased only by 64%. In the same period, in the ARL library budgets, expenditures on the purchase of journals increased by 9%, while the amounts for the purchase of compact publishers decreased by 5% [Stępniak 2013].

Other challenges faced by the current system of scientific communication are rapid advances in most fields of science, and thus, a shorter time to implement the traditional publishing model [Sompel, Lagoze 2000; Tenopir, King 2000] and the problem of reaching a wide audience. The transfer of intellectual property rights from the author to the publisher works against the idea of promoting and widely disseminating research results and obtaining mutual recognition in the world of science and the economy [Bachrach et al. 1998]. S. Harnad [1998, 1999, 2000], further indicating that the existing peer review system raises doubts, which according to many authors, is too rigid and hinders the expression of new ideas and views by favouring the publication of authors from the most prestigious organisations.

The constant increase in journal subscriptions, which exceed the inflation rates and budgets of university libraries, is stigmatised, which jeopardises the economic efficiency of the scientific communication system [Bachrach et al. 1998; Harnad 1998; Tenopir, King 2000]. M. Bot and J. Burgemeester [1998] noted the increase in costs related to the rise in the volume of printed materials (more pages, more volumes annually), while the number of individual subscriptions, which began in the 1970s, decreased. Publishers respond to these phenomena by increasing the rates of institutional subscriptions, which leads to the creation of a vicious circle of rising costs and declining revenues as well as a progressive decline in the availability of certain titles, despite the original assumptions of the entire system. This encouraged the scientific community to seek out innovative publishing models that would serve formal and informal communication between scientists and go beyond the limitations of the printing world.

Another issue illustrating the phenomenon of scientific communication crisis is the problem raised by J. Sulston and J. Stiglitz (Nobel Prize winners) in “The Times”: “Whose property is science?” [Sulston, Stiglitz 2008]. A system in which science is owned by publishers means the socialisation of research costs and the simultaneous privatisation of profits from the publication of research results. However, the question arises whether a similar procedure would not take place (on a much larger scale) in conditions of open access to knowledge? The institution of open access makes public resources a scientific resource (the use of goods by others cannot be legally prevented), which, of course, was the premise of the movement from the very beginning, but in practice, this means that commercial institutions will be able to limit research spending to use socially funded research results. Acting as a member of the SGH Library Council, the author was repeatedly asked to express her opinion in such cases. This approach also adopts concealed forms: universities paying for (often expensive) access to scientific databases record cases of students who are also employees of corporations who bring in orders from their own employers to perform research using university databases. This means new challenges in the area of access to scientific knowledge.

The "paper paradigm" [Morton 1997] carries numerous limitations incomprehensible to the recipients and creators of digital media, but the journals available in electronic version often simply constitute a copy of the paper edition. Such a solution (1:1 system) means that at its base, the functionality of scientific communication (even in the digital world) does not undergo rapid changes, even if the outreach of the publication is growing. The transfer of paper edition to the electronic circulation cannot only be a technical act (this one is relatively simple). It is impossible not to notice the anachronism, which is attachment to text form, at times when the most popular form of transmission is image and sound. In most sciences (mathematics, natural and social), the presentation of the research itself (scientific experiment, interview, registration of social behaviour, illustration of chemical processes) would be much more interesting and the recipient would be more trustful if a video or sound recording were made available, along with a description of the study results. More and more research and development units (a flagship example of NASA) keep this type of archives and even make them available in the form of multimedia files (biological sequences, time series, videos with the record of psychological experiments, etc.). Often, their goal is to popularise science (e.g. eksperymentychemiczne.pl resources). The advantage of the digital form is also (based on materials published on websites) the possibility of using links in the form of hyperlinks instead of the traditional form of annotations - which shortens the time of searching for source materials and facilitates access to broader knowledge resources.

Functions and functionalities of journals and scientific repositories – survey results

The predictions that printed journals will disappear within a few decades turned out to be exaggerated [Harnad 1990; Odlyzko 1995], but more and more publishers are launching Internet services that provide access to electronic versions of journals. Their maintenance in the circulation of scientific communication indicates that there has not yet been any entity that would fully take over the functions[7] of scientific periodicals. At the same time, the entrance of journals into the digital world indicates that there is a set of functionalities that they have not been able to implement so far, and they must be mastered quickly enough to meet the competition of scientific and social repositories. At the same time, the high costs of digitisation lead to

[7] In this case, the term "function" is used in a general sense as "a task that a person or thing fulfills or is supposed to fulfill" while "functionality" means a set of device, software or system's attributes determining the ability to satisfy designated and assumed needs, when used in certain conditions" *Słownik języka polskiego* [Polish Language Dictionary, PWN).

searching for models of independent publishing (self-publishing, self-archiving)[8] with the use of new technologies [Okerson 1992]. The premise is that researchers publishing in peer-reviewed journals do not do it for financial gain (royalties), but in order to create their own recognition and raise scientific status [Harnad, Hemus 1998], affecting future employment opportunities and salary levels [Cronin, Overfelt 1995; Walker 2002].

Originally, the term self-publishing defined the publication of works by professional publishing companies, with the proviso that this process is partially or fully financed by the authors. Less frequently, self-publishing meant the author's own editorial work and commissioning the publication of his/her own publication. The emergence of digital communication channels has added new significance to this phenomenon and has become one of the basic components of the development of digital information systems (library 2.0) and the development of "e-science". It is equally an issue in the field of technology as well as the social behaviour of information process entities [Nowak 2009]. University scientific repositories have become a motivating factor for researchers, which allow self-publishing even if the author does not have his/her own website.

Among the greatest benefits of publishing in electronic repositories is the limitation of barriers created by the conventional publication system [Pinfield 2004a, p. 4] and the wider availability of articles [Pinfield et al., 2002; Harnad, Brody 2004; Antelman 2004; Alejziak, Liszewski 2016], which translates into strengthening the brand of the researcher and the parent unit. S. Hitchcock [2005] showed that work that is freely available is more often cited. Rapid dissemination of information enables a more effective transfer of knowledge between the academic and business world [Warr 2001], and the possibility of using multimedia allows dynamic archiving of scientific data [Garner et al. 2001, p. 252]. Modern repositories offer the possibility of annotating, integrating and exporting data, publishing data in agreed formats and the ability to monitor interest in a given text using statistics. From an institutional point of view, it supports the quality of scientific communication, visibility of research results and building prestige, and as a result, it serves to attract high-level scientists and funds for research, the results of which are more widely disseminated and cited. Repositories also provide support for higher education institutions in the field of their research and teaching mission [Pinfield 2004b, p. 303]. An advantage for researchers from regions with lower economic and scientific development is access to knowledge resources gathered in any research unit of the world [Chan, Kirsop 2001].

[8] A general term used with regard to electronic publication of documents provided by the author on the Internet without the commercial mediation of the publisher.

Open access journals (OA) play the role of repositories (archiving own editions), and the articles published in them are present in repositories of scientific units. This means that the coexistence of several forms of depositing articles:

- electronic journals (e-journal) – an increasingly widespread form, meaning basically replacing a paper publication with a :1 digital format, in which the distribution may still be based on the terms of a paid subscription, but more often, it is the cost of a scientific unit. Apart from facilitating access, an electronic journal reduces the problem of archiving scientific materials in libraries [Kling, McKim 1999, p. 891]. In tourism sciences in Poland, the example of such a journal is "Turystyka Kulturowa" [Cultural Tourism] (functioning only in electronic form)
- electronic hybrid journals[9] (paper-electronic, p-e) – available via electronic channels, but retaining the distribution based on paper often as the original version [Kling, McKim 1999, p. 891]. In tourism sciences, among others, the examples of "Folia Turistica" (the paper version remains the original version) and "Turyzm" [Tourism] (from 2016, the priority based on the electronic version) can be given
- self-publishing (self-archiving) done by the author – usually based on the publication of an article on the author's website or a dedicated scientific unit repository [Okerson, O'Donnell 1995] or in a social repository (e.g. Gaudeamus, ResearchGate, Academia.edu)
- thematic repositories (separate for different scientific disciplines) – created by various organisations, including foundations or sponsors interested in the quickest possible access to research results [Ginsparg 1997; Holtkamp, Berg 2001; Brown 2001a, b].

While in the first two cases we are dealing with a scientific journal (having a scientific editor, editorial team, reviewers), maintaining a system of qualifications and reviewing sent scientific materials, in the case of self-archiving and social and thematic repositories, there is often a lack of a team supervising the thematic and qualitative selection texts. Such repositories are treated as a complementary form of distributing research results [Pinfield, James 2003]. The exception are repositories created by scientific units, which limit the possibility of depositing materials only regarding previously published articles (reviewed).

From the point of view of striving to ensure high availability, it does not matter if we are talking about online journals or other repositories[10]. How-

[9] In the field of mathematical and natural sciences, practically all scientific publications use a parallel paper and electronic form, assuming that the pace of circulation of scientific information and research results is crucial for further knowledge expansion in these disciplines [Kling et al. 2002, p. 2; Brown 2001a, p. 188]. This is extremely different in the case of humanistic fields [Brown 2001a, p. 188].

[10] For the sake of total clarity, it would be necessary to distinguish between online electronic repositories and those available only from the level of indicated computer units without

ever, from the perspective of the quality of scientific communication, this is a significant distinction. Since many repositories (in particular social media) do not verify the quality of publication, any user can include any article in them. The fact that, in many respects, the functions of digital scientific journals and repositories are doubled is also alarming. It is difficult to expect that the periodicals will expand their platforms to such sizes that they will serve to deposit materials from another source. Perhaps, therefore, it would be advisable to reverse the solution – that is, taking over the function of journals by repositories?

The respondents participating in the study were asked to indicate whether and to what extent they think the repositories will be able to independently handle the scientific communication system (taking over all known functions of scientific journals). It has been assumed that the inalienable functions of the scientific communication system (currently implemented mainly by journals) are:

- transfer of information on the widest possible scale,
- archiving,
- building the prestige of authors and scientific units,
- provoking scientific discussion and exchange of ideas,
- thematic and qualitative selection.

The order of the functions listed above was dictated by the probability of their implementation by digital systems (repositories).

92% of respondents felt that already today, repositories are used for archiving and transmitting information better than journals, reaching a range of dissemination unprecedented in the history of scientific journals. Thus, their influence on building the recognition of authors and citation rates is more and more strongly observed – 67% of respondents see a clear increase in bibliometric indicators (including the H index) since the introduction of their own publications to repositories.

Only 9% of respondents raised the issue of correlation between bibliometric indicators and the prestige of the author, journal or university. In their opinion, the search for materials from a given field begins with an overview of the resources of specific (recognised) periodicals. They appreciated the help offered in this regard by the digitisation of the contents of journals, but they stressed that they prefer to search these resources starting with the title of journals recognised in a given field. The remaining respondents (91%) – search through keywords that they think best match current scientific needs. The youngest respondents were even surprised by the suggestion that searching for materials could be started with the journal's title. The exception was, however,3 young employees of the Medical

online access (e.g. resources of government agencies). Because this second form does not make sense from the point of view of the assumed subject of this study (it is certainly about scientific communication and not about blocking it) – it was deliberately omitted.

University of Warsaw (all under the age of 35), for whom the title of the journal clearly guaranteed credibility and scientific reliability of an article. They emphasised the fact that the choice of literature for the dissertation is not accidental and the rank of a journal is one of the elements taken into account in reviewers' opinions. It seems that the degree to which young researchers adhere to scientific traditions depends on the relationship with supervisors (student-master relations). The weaker the relationship (and the patterns of scientific behaviour), the stronger the attachment to habits developed from childhood – and these assume that the first query (also within the scientific aspect) is directed towardsInternet search engines.

It is impossible not to mention that in recent years, the subject of acute criticism is the linking grant procedures with the parametric evaluation of a journal (impact factor and number of citations) and its prestige within a specific specialisation [Nowak 2000]. R. Prinke (2010) gives examples of research financing institutions – the National Science Foundation (USA), Research Assessment Exercise (Great Britain), Deutsche Forschungsgemeinschaft (Germany) – resigning from the inclusion of journal titles (impact factors) in which anapplicant for a grant published an article, move towards independent assessment of his/her actual achievements in the form of substantive content of articles or books.

Can detachment of the evaluation of a scientific publication from a specific journal, and thus, a journal's deprivation of this function be expected? 71% of respondents thought that if it seemed reasonable in a substantive sense, it would be difficult in a technical one (time costs). This group of respondents indicated that the use of impact factor is undoubtedly a huge and often unfair simplification, but it allows to reduce the costs of long-term qualification procedures. 24% of respondents, however, are supporters of a substantive assessment system based on automated evaluation of the achievements that could also be introduced in the peer review system. Proposals of this system are related to the issue of the thematic and qualitative assessment of scientific works.

Thematic selection of materials submitted for publication in journals is carried out in two manners: on the one hand – by a scientific editor associated with a clearly defined area of research and field of science, while on the other, based on the profile (subject) of the journal. They guarantee that the publications in the field of economics will not include works in the field of nuclear physics, but also block researchers ready to undertake interdisciplinary threads. 36% of respondents criticised this situation, paying attention to their own and heard cases of scientific "wandering" with research results that went beyond the profile of subsequent journals. One can of course doubt whether the respondents who made these reservations properly selected journals and accurately assessed the value of their own works, but it is worth considering the suggestions formulated in the interviews stating that it is the broad repositories that should be not only a file archiving platform, but an institutional solution (modelled on the editorial-boards of journals), which would mediate between the author and reviewer, supporting the review process of the submitted article using appropriate algorithms.

The foundations of such a system already exist: journal editors based on the Open Journal System (OJS) report the need for a review regarding the pool of registered reviewers, and the person interested in the subject reports his/her candidacy. In some cases, it must justify this application, in others, it is enough to list his/her portfolio with the thematic range and keywords of the article and on this basis, the selection of the reviewer is approved. The respondents' proposal that the repositories should be entirely based on such a solution is interesting, mediating the search for reviewers, but this would have to fulfil several assumptions. First of all – full automation of the process, which would require user control of the repository (candidate for the reviewer) "upon entrance" (extensive portfolio, identification e.g. by ORCID, etc.). Only in this case would the robots (algorithms) be able to effectively and correctly perform the mediation tasks: they would define the pools of individuals best matching the thematic scope of the article and only would the possibility for review be enquired for this pool.

The proposal for such changes was met with the strong support of 53% of respondents and with reservations of the second part (almost 50/50 distribution). Proponents of the current system (47%) maintained that a small group of specialists in a given field, also known to the editor of a journal, who is also a respected figure in given circles, is the best guarantee of quality of scientific materials on the pages of periodicals. Proponents of change maintained that the current system prefers social ties, and the review of two, not always well-chosen reviewers, does not constitute any guarantee of quality. An additional argument for the automated selection system was, in their opinion, the possibility of increasing the number of required reviews to four and the obligation to publish the contents of the review. Interestingly, the proposal to disclose the contents of the review even convinced the supporters of maintaining the current system - they pointed out cases of submitting negative reviews, which obliged the author to improve the fragments of the text. After some time, it turned out that the text was slightly improved, and the editorial board allowed for its publication without hesitation. Respondents expressed their hope that the obligation to publish the text of the review would effectively stop publishers from applying such practices.

Respondents pointed out (91%) that an automated system of selection of reviewers would support the interdisciplinary nature of scientific research, because it would allow information about the article to reach a wider group of readers and reviewers than people permanently associated with a given journal (e.g. by searching other databases about reviewers). Representatives of the business world emphasised the general problem of searching for a specialist with "broad horizons" who, in co-operation with business practices, can effectively search for partners from side-fields, but important from the perspective of the project. Centuries of specialisation led to fragmentation, which is in clear contradiction with the needs of the modern world. In this sense, repositories centred in the OA movement allow a chance to return to the overall perception of knowledge while maintaining a specific structural discipline. What is more, within the framework of a single platform (assuming its specific functionality, of course), researchers could create sets of data and scientific materials consistent with the scope of their research interests, regardless of the systematics officially assumed. By their very nature, journals are not able to fulfil this function, even if they operate in digital form. Undoubted advantaged of repositories are also – based on e-commerce – systems for suggesting articles converging with user interests based on the analysis of data on previous searches. Such solutions are consistent with existing systems on the Internet based on the assumption that this information is looked for by the user, not a user of information. The risk associated with such an approach, however, means that a commercial system of promoting scientific content will greatly enter the world of scientific communication, which will deepen the disproportions between the most distinguished (and affluent) publishers and periodicals with limited SEO financing (search engine optimisation) and re-marketing activities. Many well-known publishers (e.g. Elsevier) and the largest repositories (e.g. ProQuest) already finance such solutions (with each search result in their databases, they present a list of titles converging with the essence of the user's query - obviously still limited to the content of their own databases).

The greatest discrepancy in respondents' opinions was observed in response to the question regarding the future of peer review systems. The most "radical" or "modern" group of respondents (36%) postulated to entrust the assessment of the quality of publications to artificial intelligence systems (artificial intelligence, AI), and thus, the complete exclusion of the "human" reviewer. The assumption of AI is to solve problems that are not effectively algorithmisable, which means that its element will include expert systems solving complex problems based on the analysis of knowledge bases, not the implementation of a simple algorithm, as is the case of traditional programmes [Jackson 1998, p. 2; Barrat 2013, p. 152]. With this assumption, the system of peer-reviewing scientific materials can achieve perfection much greater than ever possible for man, because the expert system will be able to supply complete knowledge available in open resources (which man will never achieve on the basis of his natural predispositions). This will ensure that every new scientific achievement will be verified within the context of all knowledge resources, not only those that are available to reviewers, additionally, in an incomparably shorter time, with the possibility of recognising innovative solutions. Research methods (their innovativeness, choice, clarity, uniqueness, purposefulness, reliability, effectiveness) and correctness of inference will be analysed on the basis of algorithms that take the methodological achievements of the world of science into account. Not to mention such a trivial task (it undergoes simple algorithmisation and is currently used by numerous scientific journals), such as verification of a scientist's reliability (correctness of references, correspondence of quotations, date of publication and preservation of precedence, etc.). Just as today's promoters use anti-plagiarism systems to spot cases of unreliability of students and doctoral students, such an analogous system can be used independently or in the process of reviewing – e.g. to determine whether a given research area has not been explored previously using the same method. A surge in knowledge will undoubtedly require such solutions, and the question of time and financing of such solutions remains debatable. Evidence that such suggestions are not without scientific basis and cannot be treated as "science fiction" is visible in the project of the Faculty of Mathematics and Computer Science (Weizmann Institute of Science), whose use goes beyond reviews of scientific articles and can be used in any database powered by self-archiving (for more information see [Mizarro 2003]). Scientific journals are complex institutions, not just "administers of the publication process", but it is impossible to perceive them in terms of the only possible institution that protects the quality of research and scientific publications. Certainly, they are not threatened by simple data archiving platforms, which are currently scientific repositories – but the future of evaluation of research quality will be determined by solutions in the field of artificial intelligence.

However, a few respondents raised the problem of the difference between the notion of knowledge (which is subject to full codification) and wisdom (which means the resources of knowledge in relation to the system of professed values). At the outset, both man and the algorithm (programmed by man) have a certain system of values to which the scientific text under evaluation is related. However, while the reviewer in the course of the discussion and in the face of the author's arguments may assume a varying viewpoint, the robot (algorithm) operates within the limits set by the zero-one system. At the current stage of technological development, it is difficult to expect the ability to modify the value system of a machine's work - which is one of the foundations of scientific development.

An interesting argument for the search of a new model of scientific communication based on repositories are bibliometric indicators. 63% of respondents raised concerns regarding the legitimacy of applying commonly accepted measures of scientific activity, but could not propose alternative solutions. Only 2 respondents decided to present their own views on this issue, suggesting that the open access to knowledge system should become the basis for the readership of each article/author, on the model of solutions known to measure the popularity of entries on social networks. Of course, this is not about trivial solutions: social networking sites value and evaluate (for commercial reasons) every act of consorting with published posts (keeping in sight for a prolonged period, “clicking”, “liking”, “sharing”, etc.) regardless of the emotional involvement of the recipient (even if it gives the expression of disapproval, the algorithm takes the fact that someone has paid attention to the entry into account). At the same time, the social algorithms consider whether the media user only reads the entry, or also made it available to other users or has a comment.

New proposals for bibliometric evaluation should therefore aim at a model in which the analysis of the quality of reaction and intensity of interaction will be an important factor in the assessment. In the currently functioning system, only the fact of citing a given material/author is given, without being thoroughly analysed, whether the citation served polemical purposes, provided a comment strengthening the value, served the development of a given field of knowledge, was used interdisciplinarily, etc. Respondents (68%) suggested that open repositories should develop towards scientific discussion platforms rather than dead archives - bibliometrics would then to refer to a researcher’s activity on the basis of scientific polemics and take the fact that some works may arouse more interest than others into account. The new model would also encourage researchers to become more involved in popularising their own work and science in general, both based on scientific social networks (e.g. Academia.edu) and portals closer to the business world (e.g. LinkedIn). 78% of respondents felt that journals were, in general, never a good place for lively scientific discussion - mainly due to physical limitations (time, scale and number of editions). At the same time, 82% felt that the current shape of scientific repositories did not meet the needs of a real exchange of scientific views. Social repositories (especially Gaudeamus and ResearchGate) were better rated, where 42% of respondents regularly search for scientific materials and contacts with representatives of other universities. Business representatives rated LinkedIn higher in this respect due to the much larger number of contacts, which translates into the speed of obtaining support in the event of a consultation request (88% of them regularly use this portal, e.g. looking for reports or information on analytical tools).

The above remarks indicate how far ahead the survey went into the future. However, there were also assessments (quite strict) on the existing state of university repositories. 82% of respondents indicated serious defects, including:

- depositing previously published scientific articles,
- duplicating such file formats acceptable in a given journal.

Authors (56%) expressed dissatisfaction with the fact that repositories do not allow the archiving of materials that did not fit in the article due to text volume limits, those that do not allow to deposit film or sound materials, even if such data were documented, for example, the course of an interview or experiment. In the survey conducted among young adepts of science, this fact was particularly stressed: all doctoral students emphasised that the electronic format of publications was intended to overcome physical limitations - including volume-related problems. Meanwhile, the need to deposit a faithful copy of the article, duplicates its limitations (the limit on the number of characters used)[11]. This means that a detailed description of the research method (e.g. the possibility to attach a questionnaire, a description of statistical tools or a programme created for the needs of digital analysis) must be omitted. This limits the field of scientific communication, in which discussion on the results of research as well as their course is equally important, and the review, which concerns not only the effects of research work, but also the tools used, is truly helpful. The solution given by 47% of respondents was the proposal to create two-way repositories in which a part devoted to the results of scientific research would limit the scope of materials to articles published and reviewed, and a less formal part would allow the opportunity to publish and discuss non-reviewed versions, methodological projects, research tools, etc.

According to 82% of respondents, one of the factors significantly hindering work on open repositories is the habit of publishing files in the so-called version of a portable document (Portable Document Format, PDF). Publishers and authors maintain that they protect themselves against unauthorised use of the file, which is a comic argument because the pdf file can be converted into any format. However, when a researcher wishes to compile statistical data from several files (which is the most authorised research method) - there is no way to do it from the repository base level. Business practitioners working in data mining system are developing their own tools to solve this problem, but researchers are left with tedious downloading of pdf files and converting them to their own drives. The false image of intellectual property protection means that science lags far behind commercial research.

79% of respondents drew attention to one more problem: many periodicals (even if they operate in the open access system) publish a specific issue of the journal as one file gathering all the articles of a specific issue. The database user is not able to group articles independently in accordance with the topic of research or projects being carried out – the only option is to download the complete notebook to their own device and possibly later prepare it for editing and own archiving. E. Rozkosz [2014] commented on this fact comparing the practice of issuing a digital version

[11] Interestingly, the use of such a publication system makes it impossible to achieve savings in the volume of published texts provided by digital publication, i.e. the use of so-called hyperlinks (digital links). In this article, the last 6 pages of the text version (Word) occupy a list of referenced literature items, which could be easily replaced by direct references to the Internet.

of the notebook in the form of a single file, with the trends in force in the first printed books (15th century). Alike incunabula, imitatinghand-written manuscripts, such a common form of digital edition resembles a paper copy of the issue of the journal.

The solution suggested by the respondents (used in some repositories and journals) is depositing individual articles on the repository's website, and as the platform's functionality develops - enabling users to create their own article lists and save independently defined files (such possibilities are provided by one of the older databases: ProQuest). This is a condition for the recognition of authors and it is an added value of the periodical, but requires the sharing of each article on a separate page along with metadata readable for indexing robots – i.e. web crawlers. This feature is available in all journals based on the Open System Journal (e.g. "Turystyka Kulturowa" [Cultural Tourism], "Turyzm" [Tourism], "Folia Turistica").

Proper indexing and meta-characteristics of the submitted articles are a prerequisite for repository success (ensuring wide access to recipients), because they allow to search publications from the level of scientific databases (such as Web of Science, Index Copernicus, SCOPUS, BazHum and those free of charge: Google Scholar, Scirus or getCITED) as well as ordinary internet search engines. Without this functionality, the repository does not differ significantly from a traditional library. The survey showed that only 30% of respondents are aware of the importance of providing each file deposited in the repository with an appropriate set of metadata (similar to the description of books in traditional libraries using a catalogue card).

How the authors dismissively refer to the need to assign metadata to files is demonstrated by a simple experiment: for the purposes of this article, 86 scientific articles in PDF formats deposited in the resources of 35 different e-journals were randomly downloaded and manually introduced into the BeCyPDFMetaEdit system[12]. In 58 of the analysed cases (taken from 24 different Polish scientific journals), the "digital catalogue card" was simply empty (see Fig. 1):

In 21 cases (coming from 8 journals), only the title of the journal appeared in all text fields (title, author, key words), instead of the metadata of a specific article and its author). In the repositories of 52 studied journals, whole issues are deposited in the form of a single PDF file (as discussed above). Because one PDF file can have only one "electronic catalogue card", this means that it is not possible to separately describe each article in the system. Increasing the visibility of the article or its author (indicated as one of the advantages of the electronic repository) turns out to be highly doubt-

[12] BeCyPDFMetaEdit is an application that can be used to edit various properties of PDF documents in the 1.6 version. This programme allows for modification of the subject, title or keywords.

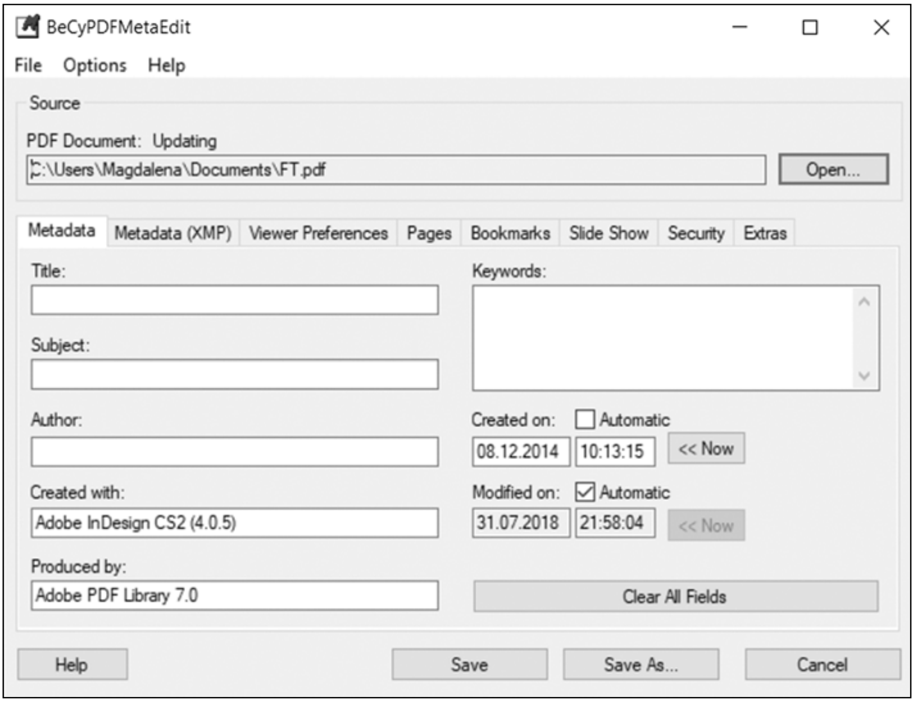


Fig. 1. Screenshot of the "digital catalogue card" of a scientific article without metadata
Source: screenshot fromBeCyPDFMetaEditprogramme (own elaboration).

ful in this situation, all the more so because the indexing in the majority of the most important scientific databases (e.g. Web of Science or Scopus) is based on metadata files.

One of the added values of scientific journal repositories is the issue of software used to handle editorial work and the archive itself. Only 19% of respondents were aware that "what you cannot see", i.e. the software, can be more important for the visibility of an article in online resources than the journal's rank or scientific editors that lose their meaning in virtual space if they are illegible to algorithms. Only 2 journal editors, who were in the group of respondents, were aware that the right software – the so-called Content Management System (CMS) - is a significant added value to a periodical.

Concluding considerations on the subject of scientific repositories, it is worth adding that R. Kling et al. (2002) also proposed a model for publishing via guilds or confraternities as a less formal complement to the scientific communication system in which a group of scientists focused on one leading topic would share scientific materials, construct structured discussions, hold discussions on the first versions of unpublished materials (so-called pre-releases) by expanding the group of people authorised to view the shared materials also by business representatives. On the basis of tourism sciences, such a solution was proposed by W. Rozwadowski creating a group called the "Tourism Confederation" on Facebook – quite quickly, it turned out that the group does not activate users beyond the usual "sharing" and "likes" used in social networks. Perhaps it is the nature of this medium (Facebook) that made it impossible to persuade scientists or practitioners to deepen discussions, share research results or planned research projects[13].

It seems that new electronic publishing models based on self-registration could revolutionise scientific communication, making it more efficient and effective [Crow 2002, p. 11; Pinfield 2003], however, assuming full transparency of the process, reciprocity of all parties and of course the lack of opportunistic attitudes, from which, unfortunately, there is no free academic environment (this view is shared by 86% of respondents). In the scientific world, where the costs (financial and temporal) of obtaining research material are very high, the fear of theft is enormous. This was the main reason for the failure of one of the largest publishers (Elsevier), who created 3 platforms dedicated to discussions on pre-print articles (chemistry, mathematics and IT). Despite a wide range of readers, the researchers were not willing to share materials not earlier published, and as a result (May 24, 2004), Elsevier finally closed all 3 platforms. The implementation process of new functionalities must take a certain level of researchers' readiness for change into account.

The Open Access (OA) movement and business and distribution models of the scientific communication system

Open Access Idea

The Berlin Declaration on Open Access of October 23, 2003, signed by 55 institutions around the world [www.zim.mpg.de/openaccess-berlin/berlindeclaration.html], defined open access as "immediate, permanent, free online access to the full text of all reviewed articles from scientific journals"[Harnad 2005]. The Declaration itself was the result of an actively developing movement gathering stakeholders of the scientific communication process under the name Open Archives Initiative (OAI). Its peak was

[13] The TRINET (Tourism Research Information Network) system created by the University of Hawaii (represented by Pauline J. Sheldon) and the University of Wisconsin-Stout (represented by J. Jafari) achieves slightly better results, but it is a fairly simple system of automated, multi-sided e-mail correspondence service, not a scientific repository [http://tim.hawaii.edu/about-values-vision-mission-accreditation/trinet/].

the Santa Fe Convention of 1999 [www.openarchives.org/], which set itself the goal of creating searchable databases of research materials and making them available on the Internet. The process centre is a protocol to collect OAI metadata [www.Openarchives.org/OAI/openarchivesprotocol.htm], which allows collection and accumulation of metadata from many archives.

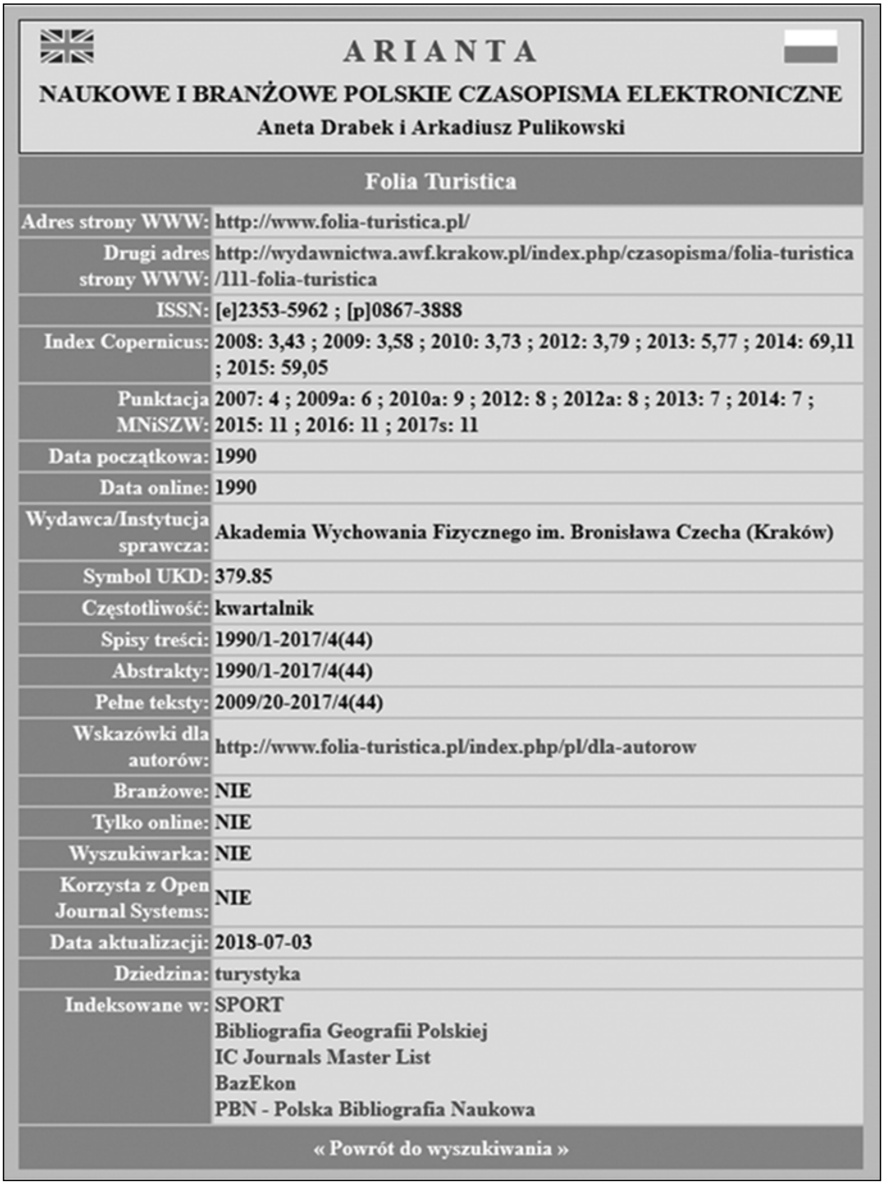
The goal of the open access movement is to overcome the monopoly of large commercial publishers, as well as to provide scientific information to users while maintaining copyrights for its creators [ODLIS 2004-2007]. The open access movement is also a reaction to unfavourable phenomena in the very process of scientific publishing: long waiting-time for reviews, limits of texts accepted for publication and monopolistic practices of their publishers and distributors [Niedźwiedzka 2005].

Such international organisations as OCED and the UN have had certain impact on the development of the Open Access movement. This is evidenced, among others,by initiatives such as the OECD Declaration on Access to Research Data from Public Funds from January 30, 2004 [*Komunikat* … [Announcement ...] 2007], or the Declaration of principles and action plan for the Information Society (WSIS) from December 12, 2003 [*Światowy szczyt* … [World Summit ...] 2003]. There are also numerous international and national research projects devoted to potential difficulties in managing electronic archives (copyrights, reviewing and quality control procedures, archiving and availability of space on the servers of the institution, differences between subject domains, diversified nature of research institutions, and others). An example of such a project was FAIR (emphasising access to institutional resources), financed by the Information Systems Joint Committee (JISC) of the United Kingdom of Great Britain (2002-2005), under which projects related to repositories and intellectual property rights were financed [Bruce, Cordewener 2018].

In May 2018, the list of journals in the Directory of Open Access Journals (DOAJ) included 11,888 peer-reviewed open access journals (over 3 million articles), covering all disciplines: from agriculture to philosophy, including 535 Polish scientific journals[14]. Presence in the DOAJ database is prestigious and places the journal in global circulation, while the "Arianta – Scientific and professional Polish electronic journals" database created in 2005 [http://www.arianta.pl/] contains information on about over 2,300 Polish periodicals, which have their own websites and at least provide archives of contents on them [Drabek, Pulikowski 2005-2009]. The appropriate check boxes allow to narrow a search to periodicals with abstracts and/

[14] The database records only one Polish scientific journal in the field of tourism ("Turystyka Kulturowa" [Cultural Tourism]) and "Bulletin of Geography. Socio-economic Series"(which also includes articles about tourism). Unfortunately, there is a lack of Polish journalswith the longest tradition in the area of tourism sciences ("Turyzm" [Tourism] and "Folia Turistica"), despite the fact that they make articles available in the open formula.

or full texts (see Fig. 2). The database also allows the selection of journals scored by the Ministry of Science and Higher Education (MNiSZW), indexed in the Web of Science database (the so-called Master Journal List) or Index Copernicus. The information card of each journal contains information on



ARIANTA

NAUKOWE I BRANŻOWE POLSKIE CZASOPISMA ELEKTRONICZNE

Aneta Drabek i Arkadiusz Pulikowski

Folia Turistica	
Adres strony WWW:	http://www.folia-turistica.pl/
Drugi adres strony WWW:	http://wydawnictwa.awf.krakow.pl/index.php/czasopisma/folia-turistica/111-folia-turistica
ISSN:	[e]2353-5962 ; [p]0867-3888
Index Copernicus:	2008: 3,43 ; 2009: 3,58 ; 2010: 3,73 ; 2012: 3,79 ; 2013: 5,77 ; 2014: 69,11 ; 2015: 59,05
Punktacja MNiSZW:	2007: 4 ; 2009a: 6 ; 2010a: 9 ; 2012: 8 ; 2012a: 8 ; 2013: 7 ; 2014: 7 ; 2015: 11 ; 2016: 11 ; 2017s: 11
Data początkowa:	1990
Data online:	1990
Wydawca/Instytucja sprawcza:	Akademia Wychowania Fizycznego im. Bronisława Czecha (Kraków)
Symbol UKD:	379.85
Częstotliwość:	kwartalnik
Spisy treści:	1990/1-2017/4(44)
Abstrakty:	1990/1-2017/4(44)
Pełne teksty:	2009/20-2017/4(44)
Wskazówki dla autorów:	http://www.folia-turistica.pl/index.php/pl/dla-autorow
Branżowe:	NIE
Tylko online:	NIE
Wyszukiwarka:	NIE
Korzysta z Open Journal Systems:	NIE
Data aktualizacji:	2018-07-03
Dziedzina:	turystyka
Indeksowane w:	SPORT Bibliografia Geografii Polskiej IC Journals Master List BazEkon PBN - Polska Bibliografia Naukowa

« Powrót do wyszukiwania »

Fig. 2. Journal specification of "Folia Turistica" in the Arianta system.

Source: www.arianta.pl

the website address, ISSN, Index Copernicus level and MNiSZW score, the date of the first issue (including the first on-line edition), publisher, UDC symbol, frequency, availability of content lists, abstracts and full texts, industry affiliation and scientific field, forms (on-line or also paper version) as well as a list of databases indexed by the journal. One of the most important information available from the Ariane level is an indication of whether the journal uses the Open Journal Systems (mentioned earlier).

When considering the resources of the Ariantadatabase (as at 27/07/2018), it can be established that among Polish publishers of OA journals, higher education institutions (402 titles) and scientific associations (175) are dominant. Later positions are occupied by private publishing houses (145), centres of the Polish Academy of Sciences (112), and research institutes (81). Fewer titles appear thanks to libraries, museums and archives (38), ministries and central offices (36), foundations (22). Nearly 24% are publishing houses that provide full resources, including journals, whose archives date back to the 1950s (e.g., “Zeszyty Naukowe Uniwersytetu Jagiellońskiego. Universitatis Iagellonicae Acta Mathematica” [Scientific Notebooks of the Jagiellonian University. Universitatis Iagellonicae Acta Mathematica] and “Acta Palaeontologica Polonica”). Most titles (132) regard journals in which, from the beginning of their existence, a printed and electronic format or only electronic version (on-line) has been adopted. According to A. Drabek [2009], when the Arianta base was being created, most Polish OA journals represented medicine and some disciplines in exact sciences. It was difficult to find any full texts concerning the humanities or social sciences. In the last two years, this situation has significantly changed, although the number of medical full-text journals continues to dominate (176 titles out of 961).

As pointed out by S. Pinfield et al. [2002], tools are widely available that ensure the compliance of metadata with OAI, which allows them to be indexed by search engine and scientific database robots. Repositories conforming to OAI standards, for example Citebase[http://citebase.eprints.org/cgi-bin/search], provide the ability to compile statistics and analyse article citations, creating a list of publications according to author or topic area and enabling sharing of improved links and analyses of an author’s work [http://eprints.nottingham.ac.uk/informatio.html]. It is an invaluable tool enabling, for example, the identification of the least and the most exploited research areas and making decisions about directing funds for further research.

Journals and repositories in the world of Open Access: in the direction of a business model

Open Access distribution models comprise two basic forms: the “golden” and the “green” principle of open access. In the first case, scientific articles can be made available to readers by publishing in an open journal, and the second form means depositing them in an electronic repository that can be searched from remote locations without access restrictions [Swan, Brown 2004, pp. 8-11; Maciejewska et al. 2007].

In a legal sense, the following can be distinguished:

- free OA, which grants the right to distribute a work or object of the related right in such a way that everyone can have access to them in the place and time chosen by them and the possibility of free and unlimited technical use of them in accordance with the relevant provisions of permitted use or other exceptions provided for by law,
- libre OA, which enables the dissemination of a work or object of the related right in such a way that everyone can have access to them in a chosen place and time, granting everyone a license for unlimited, free and non-exclusive use of them and from their possible elaborations; the license may contain provisions imposing the right to unlimited, unpaid and non-exclusive use, such as the obligation to provide the recipient with information about the creator, producer or publisher, the subject of the license and its provisions, or the obligation to provide the recipients.

The conducted survey showed that open access is identified by 89% of respondents with no fees, but in reality, this principle is not always implemented by the publishers in the most desirable way (full-text database available as soon as possible, for free and without any restrictions). Often, restrictions and conditions are established that secure the interests of publishers. Contrary to the assumptions of the Berlin Declaration, publishers defend their position while attempting to enter wide circulation, which is undoubtedly guaranteed by the open access movement.

The issue of financing scientific communication is becoming a challenge –whatever form it takes on eventually. For now, it seems that scientists and publishers are increasingly opposed towards each other, and the financial interest of publishers outweighs the need for scientific development. The problem is growing as more and more authors strive to publish articles in journals with the highest possible impact factor, if only because of the procedures for granting scientific grants. This is often associated with serious costs. The cost of accessing full-text databases is less noticeable, because it falls mainly on university libraries, but as they are forced to eliminate further titles - it begins to be painful for the readers themselves. Acertain practice of publishers is to create a package list of titles that a library must purchase, regardless of the actual interest of potential readers.

The effect of the intensifying discussion are very different solutions, some in the public sphere, others in the commercial one. B. Bednarek-Michalska [2013, p. 12] indicates that "on the one hand, we have serious government decisions in the US, Great Britain and the European Union regarding the introduction of open access models wherever public money is invested, and on the other, proposals from publishers who implement totally new open business models". While it is obvious in the case of commercial journals that we are dealing with a company and a profit-oriented activity, the question arises whether the functioning of journals and scientific repositories financed from the budget should also be seen in the context of the business model.

According to definition, the business model is "the representation of how business creates and delivers value to clients and enterprises" [Johnson 2010, p. 22]. Expectations formulated for scientific journals – presented both in the overview and in the results of surveys – indicate that both authors and recipients of scientific knowledge treat scientific journals as suppliers of specific values (prestige, recognition, accessibility, branding, knowledge transfer, quality control, etc.). This is the minimum value that must be provided by scientific repositories. And creating value requires specific input. If the repositories were to take over the functions of scientific journals (assuming that many of them will require development work in the IT area), it would be naive and simplistic to assume that the model will finance itself only because the right to free access will be equivalent to consent for free sharing of research by authors. Other costs also remain (e.g. technology).

The frequency of such words as "free", "free-of-charge", etc. in publications regarding OA and respondents' statements may be optimistic, but no manager can be fooled by the illusion of 'free dinners'. Maintaining "free" repositories, in fact, absorbs enormous costs (machines, energy consumed by servers, technical service). In the American model, the publisher of a journal is usually an independent entrepreneur who autonomously takes care of the virtual space in which s/he will place a scientific repository. Thus, s/he must seek funding for such an investment. In the case of public entities, one can for a time reach for state subsidies or EU funds for the purchase of modern servers or software, but without a clearly defined business model, it may turn out that it is impossible to continue financing of the repository. What then does one do with a database of thousands of files and the trust of their depositors?

Currently, in the simplest operating model, open access repositories are created and maintained by a scientific unit (e.g. a university), which is obliged to provide adequate space on its own servers, ensuring repository administration and the quality of deposited scientific articles (review system). In many cases, universities find sponsors to cover the costs: an example of such a model was (suspended in 2017) D-Lib Magazine [www.dlib.org], financed by subsidies from the DARPA (Defense Advanced Research Project Agency) and NSF (National Science Foundation).

The second widespread open access model is publication on a commercial basis: the authors or their institutions pay for the publication of the article (including the review process), and then, the publisher provides the article free of charge, in electronic form. This model is used, for example, by BioMed Central (BMC) [www.biomedcentral.com], which launched an open access service in 2000. Even if the system has not been officially adopted in Poland (although some journal use "the publishing pays" principle), it is in a veiled form in the case of publication of conference articles or of special issues. The absurdity of this solution is obvious when we take the fact that we are still talking about public funds from university subsidies into account. Similar business models are used by the largest publishers: Elsevier, Emerald, Ebsco, Wiley and Nature Publishing – not being able to directly obtain financial gain from sales for the production costs – use a system of fees from authors (Emerald charges them after accepting the text for publication – about $ 1,600 per article). Some university publishing houses also went in this direction: Oxford University Press [http://www.oxfordjournals.org/oxfordopen], the University of Tromsø Septentrio Academic Publishing [http://septentrio.uit.no], or Stanford University High Wire Press [http://highwire.stanford.edu].

It is hardly surprising considering that apart from the technical cost of maintaining open access databases, there remains the cost of verifying the quality of scientific materials (usually in the form of the cost of performing review, and in the future, probably the purchase of appropriate software). Here again, the innovativeness of Polish solutions consists in the ordering "free" reviews - in fact, carried out for the price of time of the scientists who, in return, benefit from the possibility of free (or relatively inexpensive) publication on the pages of a given journal. In commercial open-access models such as "the publishing pays", the publisher pays for a review procedure of submitted materials, but s/he charges fees for publishing in the journal. In "the buyer pays" model, the costs of the publisher's functioning are placed on the reader (in case of independent purchase of access to the repository's resources).

Such a diversified system is unclear and hinders the circulation of scientific information [Allen, Hartland 2018]. It also provoked the development of the pathological phenomenon of "predatory journals", which is often and extensively written on the blog by the researcher in the world of scientific publications – E. Kulczycki [2017]. One of the active organisations in the field of limiting similar abuses and efforts to develop a coherent transparent system of financing scientific communication (including appropriate business models, tools and standards supporting modern scientific communication) is the international organisation of open publishers of the Open Access Scholarly Publishers Association (OASPA), established in October 2008, which groups commercial and university publishers. Their list (Fig. 3) is highlighted on the Association's website [https://oaspa.org] and allows to review the policy of each publisher (including checking which business and legal models they prefer).

University (publicly funded) OA models require thinking about further development in terms of a very flexible business model due to the rapid pace of changes in the environment (including technological changes, the direc-

Title	**Polish Botanical Society**
Class	Professional Publisher (Small)
URL	https://pbsociety.org.pl/journals
Owner	Polish Botanical Society – nonprofit organization
Address	Al. Ujazdowskie 4, 00-478 Warsaw, Poland
Copyright link	*Acta Societatis Botanicorum Poloniae*: https://pbsociety.org.pl/journals /index.php/asbp/about/submissions#copyrightNotice *Acta Agrobotanica*: https://pbsociety.org.pl/journals/index.php/aa/about /submissions#copyrightNotice *Acta Mycologica*: https://pbsociety.org.pl/journals/index.php/am/about /submissions#copyrightNotice *Monographiae Botanicae*: https://pbsociety.org.pl/journals/index.php /mb/about/submissions#copyrightNotice
Copyright policy	The OA publications are distributed under the terms of the Creative Commons Attribution 4.0 License (https://creativecommons.org/licenses /by/4.0/), which permits redistribution, commercial and non-commercial, provided that the content is properly cited.
Complaint email	Each publication has general email address. *Acta Societatis Botanicorum Poloniae*: asbp@pbsociety.org.pl *Acta Agrobotanica*: aa@pbsociety.org.pl *Acta Mycologica*: am@pbsociety.org.pl *Monographiae Botanicae*: mb@pbsociety.org.pl
Complaint policy	No specific policy on complaints.
Publication charge link	*Acta Societatis Botanicorum Poloniae*: https://pbsociety.org.pl/journals /index.php/asbp/about/submissions#authorFees *Acta Agrobotanica*: https://pbsociety.org.pl/journals/index.php/aa/about /submissions#authorFees *Acta Mycologica*: https://pbsociety.org.pl/journals/index.php/am/about /submissions#authorFees *Monographiae Botanicae*: https://pbsociety.org.pl/journals/index.php /mb/about/submissions#authorFees
Publication charge policy	If a submission is accepted for publication, the author will be asked to pay the article publication fee to cover publication costs. The publication fee divers between journals. In case of the monographic series – *Monographiae Botanicae* – there is no publication fee.

Fig. 3. Polish Botanical Societyspecification in the OASPA database
Source: https://oaspa.org

tion of which cannot be predicted today). In this particular case, the business model cannot be solely based on financial profit – it must benefit from various sources to effectively build the image of aunit (university, journals), and indirectly – provide benefits to authors and the scientific communication system. In the case of OA models financed from public funds, it is not so much about generating profits, but rather about thoroughly thought-out and effective spending of public funds. The strategy of operation of such an entity (journal, repository) should predict benefit reporting that science and society (the taxpayer) achieve due to financing its activities. In OA models, one of the most important benefits is the fact that the undertaken "production" (scientific research, description of results, publication procedure) is available to everyone without legal, economic or technical constraints and can generate revenues resulting from the innovation of those who use free knowledge resources.

For now, the pace of technological development does not go hand in hand with the discussion on the assumptions of functioning and mutual relations of repositories, scientific journals and their funding systems, in which the stakeholders are the readers, librarians and advertisers or sponsors. Each of these groups represents different possibilities, abilities to pay title fees, communicate with the publisher and receive special marketing offers. B. Bednarek-Michalska [2013] identified several of the most popular business models of scientific journals based on:

- advertisement,
- crowdfunding,
- e-commerce,
- guaranteed fund,
- fund-raising,
- mixed model (hybrid),
- institutional support,
- membership fees,
- the "pay for second issue" principle,
- the "collecting fees for publishing the article" principle,
- submission fees.

All of them have already found their place on the publishing market. The simplest and the most tempting (charging for publishing or submission of an article), contrary to popular belief, are available only to 'big-league players', with a great reputation and high impact factor. In the case of little-known titles and insignificant repositories (created by secondary scientific units), determining the value provided to recipients should be particularly considered. The problem of the OA business model is all the more urgent because 'big leaguers' are already appearing on the market, exploiting the resources of open access knowledge on extremely commercial terms, thus, taking over the business model of the largest publishing houses, but on an incomparably larger scale. An example is the gigantic J-Gate open-access portal (over 50,000 indexed journal titles publishing peer-reviewed texts and a powerful database of unrecorded materials) whose pricing policy (a model based on “the buyer pays” principle) is so opaque that obtaining information about the access price (for an individual or institution) requires separate e-mail correspondence. It is not difficult to guess that such practices will not only not solve the problem of scientific communication caused by the largest publishers of scientific journals, but will lead to the intensification of the oligopolisation of the scientific publication market (in terms of price and distribution) based on solutions well-known from the on-line booking market.

An argument for the well-thought-out design of the open access business model should also be the issue of knowledge transfer to the economy. Access to the results of research in the open access system is obtained by all entities – regardless of added value. Meanwhile, the business world manifests an unusually low inclination to share the results of its own research, often priceless from the point of view of science, while waiting for access to the latest results of socially funded research. In the conducted survey in the group of respondents representing business entities, only 6 people considered supplying the repositories with the results of their own research (e.g. in the field of data mining, measuring the effectiveness of distribution channels or logistic solutions), and none were willing to share the methodological description of the conducted research (rightly stating that it is the know-how of the enterprise and the basis ... of the business model). At the same time, respondents declared frequent (at least once a month) or very frequent (once a week) use of free knowledge base resources. The issue of public goods, which scientific repositories become, has already been raised earlier, but it is worth noting that in a situation of permanent underinvestment of the sphere of science and, at the same time, providing its products for commercial purposes, encourages the search for more “just” solutions. The business model guaranteeing access on the basis of a subscription for the world economy could then assume exemption from fees in the case of research co-operation, sponsorship of research or regularly supplying the repository with the results of research conducted by enterprises and corporations.

Organisational challenges

Editors, librarians or managers for scientific matters?

The final cost of depositing an article in a scientific repository is zero, so the investment, which is the creation of a repository, makes sense when it is filled as quickly as possible with a large number of deposited scientific articles. Unfortunately, young repositories encounter numerous obstacles in this area -starting with ignorance of the authors and misunderstanding of the importance of the whole process, to legal issues (the need to clarify the right to submit of the article) ending with technical problems that effectively discourage them from doing so. M. Rychlik and E. Karwasińska [2008], examining the attitudes of employees of the Adam Mickiewicz University in Poznań towards the institutional repository of this university, observed that respondents who were above the age of 65 were marked by a negative attitude towards digitalisation. A survey on the attitudes of SGH academic staff conducted for the purposes of this article (repository put into implementation in May 2018) showed a slightly different relationship: people who had previously deposited their articles in any repository (54%), e.g. Academia.edu or Research Gate more willingly referred to the possibility of using another database, which is the SGH repository. The greatest resistance towards the procedure of depositing works aroused among those who undertook this task for the first time (12%). These individuals most often showed incomprehension of the purpose of this process.

Respondents least eagerly referring to the idea of self-archivisation in the scientific repository raised quite a surprising issue of exposure to the theft of the results of their own work despite the fact that they did not report similar concerns in relation to paper publications. This means that scientific repositories – in the opinion of at least part of the scientific community – are not yet perceived as a medium comparable to traditional publications, despite the fact that the time of depositing the material is dated, giving the time and place, and thus, allowing to prioritise the publication of scientific achievement.

Experiences of actions in the area of self-archivisationto date indicate that the whole scientific community is not ready for radical changes in the method of scientific communication and keeps up with technological requirements. To a large extent, the burden of educating this special environment fell on the editors of scientific journals who – themselves, being immigrants of the digital world – had to accept changes more quickly than their colleagues, facing challenges and learning about the opportunities offered by the digitalisation of science. Their efforts are not always crowned with success, because the dynamics of changes in the virtual world is incomparably greater than the possibilities of flexible adjustment of quite ossified structures of scientific institutions, within which these journals function. The problem is often the lack of proper IT support, or more precisely, the possibilities of communication between the world of science and programming: each action and expected result requires translation into the language algorithms that are readable for robots, which in fact, are all scientific databases.

The roles and tasks of editors of scientific journals more and more often go beyond the traditional functions of the scientific editor, who, in part, performed managerial functions (management of the editorial team and a team of reviewers), but primarily, with his/her achievements and recognition in the scientific community, s/he was to build prestige and trust in the journal. Bringing its role to the education of scientific communities and striving for proper indexing in scientific databases seems to be a typically managerial task, which raises the question of a completely new function (profession?) in the structures of scientific information (see also [Correia, Teixeira 2005; *Who are*… 2018]), and perhaps even in the structures of specific scientific institutions, considering that scientific repositories in the future will be less and less connected with a single journal and more often with an institution (or collection of institutions) of scientific research. Let us tentatively call this person a scientific communication manager: in the J-Gate team, this function is referred to as the "information scientist" or "information manager" [*Who are* ... 2018].

The tasks of such a person include undertaking an initiative to create or develop open access repositories, which, in particular, requires communication of a new publishing culture (with different levels of advancement within different disciplines), development of management structures taking the technical capabilities of the unit and improvement or validation of materials provided by the authors in the area of their meta characteristics into account. The challenge is also to ensure the stability of archiving (the discipline of file depositing) and to promote discussions on the principles of open access among academic communities (including providing bibliometric data illustrating the benefits ofa wider exposure of publications).

The most difficult area regards tasks related to the elaboration of new rules for the evaluation of the quality of scientific articles and bibliometric indicators regarding system performance (including the number of downloads and citations at the level of a single article). This range of tasks falls within the scope of big data analysis and, as such, is a completely new area for the majority of journal editors. Here, the combination of in-depth knowledge of the principles of scientific environment and knowledge functioning in the field of digital analytics will be of key importance from the point of view of seeking new solutions: technologically advanced and, at the same time, guaranteeing respect for the rights and interests of authors. Thus, the tasks of the scientific communication manager must cover the co-ordination of various advisory programmes and support for researchers dealing with copyright issues and the development of principles for negotiating self-archiving rights.

Scientific repositories and the popularisation of research results

An interesting conclusion from the survey conducted for the purposes of this article turned out to be the opinion of respondents on the participation of the scientific community in popularising knowledge via the Internet. This scope of observation is somewhat beyond the subject-area of the article, but at least one point is significantly related to the issue of open scientific repositories, especially non-referenced publications, which could add significant value to digital scientific journals (by limiting their resources for reviewed articles). Respondents pointed out that scientific publishing has always played a key role in disseminating science and research, influencing innovation in the world, but the development from recent years has caused changes dramatically eliminating traditional methods of distribution and popularisation of knowledge.

Many scientific publications are subject to rapid dissemination of channels other than those to date, often with the omission of commercial and university publishers. At the same time, breaking through the information buzz and in the era of an online flood of content, professional activities (an appropriate business model justifying high expenditures for creating and publishing content) or passion are required, of which the sacrifice is time. It is difficult to expect that scientists, whose task and duty is to multiply knowledge resources, take on the organisational, temporal and financial burden of such activities, because this would not be without effect on the quality of their scientific work. It is enough to recall the analogy of procedures for acquiring, managing and reckoning for scientific and research grants, in which support for parent units is purely symbolic, and researchers instead of concentrating on the merits, are forced to conduct extensive correspondence and administrative reports that in commercial institutions (e.g. the largest consulting companies) are conducted by assistants.

Contrary to the applied comparisons, access to knowledge and the avalanche increase in the amount of information are significantly different from the first information revolution caused by the invention of printing. At the end of the Middle Ages, increasing the availability of knowledge and information was an undoubted leap in civilisation, but the responsibility for creating knowledge, and even making it available (printing and distribution of content) remained a privilege of the few for many centuries. Meanwhile, the recent decades of continuous development of Internet technology are a revolution of a different kind: the freedom to access the Internet concerns not only its resources, but also technological possibilities, constantly modified by thousands of prosumers[15]. The development of free software and

[15] From the point of view of economic sciences, prosumption is the process of the consumer undertaking activities that create value, the result of which is a produced product that ultimately is consumed by him/her. The process of activity itself shapes the consumer's experience with the product [Szymusiak 2015]. In sociology, the term regards the phenomenon that causes the blurring of the market division into the sphere of production and consumption. It is a process involving the participation of individuals or their organised groups in the production of a product intended for own use [Toffler 1980]. An example of prosumer activities in the field of Internet technology development is the Mozilla project, referring to the postulates of the so-called open source movement. It includes hundreds of programmers (including amateurs) in the process of creating solutions and applications that are an alternative to the offers of the largest manufactu-

the simultaneous race of commercial internet applications (including blogging tools, social networking sites), as well as the widespread availability of electronic devices, have given freedom to create and publish content by all users: regardless of the level of knowledge, sense of responsibility and language skills. This caused an avalanche of subsequent changes in the virtual environment. Social media function entirely on the basis of the Web 2.0 philosophy, which means, among others, the disappearance of users' division into senders and recipients of content, but also lack of systematic verification of the quality of materials published on the Internet.

Scientific circles reacted to these phenomena late – when it became obvious that the widespread availability of information does not go hand in hand with universal access to knowledge, which is a prerequisite for skilful information filtering and the selection of valuable content. Elite environments of educated individuals, responsible and in charge of the quality of their own publications, turned out to be relatively passive when it comes to conscious actions to ensure universal access to scientific knowledge resources. "Universal availability" should be understood here as an appropriate manner of presenting research results, the language of expression used and an attractive form of publication, corresponding to the needs and capabilities of a mass audience.

This phenomenon is neither new nor related solely to the creation of the Internet: articles and scientific monographs have remained intellectually unavailable to the average recipient for centuries. The new media only highlighted the gap between the world of scientific publications and the mainstream information flow: often falsified, biased, unverified, unstructured logically, devoid of scientific foundations, but attractively provided and easily acquired. In the awareness of many representatives of scientific circles, there is also an image of social media (and, more broadly, the Internet) as a place of trivial entertainment and shallow messages, in which – without compromising rank and seriousness – "true science" does not exist and should not take place. Commercial research institutions have much less resistance in this respect, as shown by the excellent publications on LinkedIn (e.g. a film channel run by WSPS, Harvard or LSE) and (still not quite numerous) professionally developed Wikipedia entries (preserving all the features of scientific publication). In both cases, popularising publications created by the world of science in new media support the process of strengthening the brand (universities, research teams) and creating the so-called "ranges"[16], which quickly bring a quick response to announcements

rers of operating systems and Internet tools. The result of their collective effort is, among others, creation of the largest non-commercial Internet browser – Firefox, and a number of other tools available to people who do not even have a basic knowledge of programming.

[16] In the new media, the term "range" refers to the number of unique users for whom the given information was actually displayed.

about scientific conferences or recruitment for higher education (here is an example of the University of Warmia and Mazury in Olsztyn in the area of recruitment in the field "Analysis and trend creation" conducted on the Instagram website).

The revolution in the world of scientific information continues, and tracking its course is necessary in order to quickly respond to subsequent changes for the benefit of the scientific unit, the authors themselves and, above all, the world's knowledge resources and the development of science. This means additional responsibilities for active participation in organisations and on forums dealing with open access to learning. It also brings forward new challenges in the field of designing the functionalities of scientific repositories: 67% of respondents recognised that repositories offering simple tools for sharing knowledge and scientific achievements in a less formal form than scientific articles would be a desirable tool for popularising knowledge. Social repositories (Acedemia.edu, ResearchGate, J-Gate) moved in this direction, enabling simple ways of communicating short messages in the form of a stream of messages (similar to solutions known from microblogs). By means of hyperlinks leading to additional materials (also full texts of scientific articles), readers can be directed to resources of scientific knowledge, but the very introduction of a strictly popularising nature gives the chance to acquire recipients from outside the scientific group. A similar assumption was adopted by the LinkedIn portal, which introduced the option of an internal blog: here the effectiveness of popularising knowledge and its transfer to practice is all the greater because the portal reaches the business audience. Unfortunately, in the surveyed group, only 8% of the scientific representatives use LinkedIn for purposes other than posting their own business card, while all the surveyed business representatives systematically publish research results and reports, thus creating their own portfolio or of the represented company, acquiring new business contacts and partners for future research.

Summary

A review of the subject-related literature and a survey among a group of authors systematically publishing the results of scientific research have identified the various functions of scientific journals, which seem to be a prerequisite for the correct circulation of scientific information. Many of them have already taken over online knowledge distribution channels, including open access scientific repositories. There are still few, but inalienable functions, which in the current state of technological development, repositories are not able to handle: in particular, one of the foundations of the development of scientific communication, i.e. qualitative verification of the knowledge being made available. The barrier to the development of appropriate digital system functionality is not only the insufficiently advanced level of artificial intelligence development, but also legal uncertainties and the opaque financing structure of scientific communication, which have been associated with the development of open access services from the very beginning. Increasing the pace of work on new solutions requires a team of specialists aware of the importance of science and the specificity of the scientific community, as well as technological issues affecting the efficiency of the target forms of scientific communication. Managers of scientific communication development should consist of a group representing the interest of science creators and society burdened with its development costs - unfortunately, nowadays the awareness of the need to educate specialists in the new profession has mainly been noticed by commercial repositories, which threatens maintaining or even increasing the crisis of scientific communication.

According to the respondents, repositories can and even should offer functionalities lacking in the environment of paper circulation of scientific information: we are talking about a fast rate of knowledge distribution, faster knowledge transfer between the world of science and economics, and effective and attractive ways to popularise scientific achievements (using a variety of recording forms – text, sound and graphic). Currently, there is no indication that repositories created on the basis of this initiative of scientific institutions should fully respond to this postulate, although examples of good practices can be found (including unsurpassed NASA, but also the Polish portal experimentychemiczne.pl). To a much greater extent, the dissemination of knowledge remains a domain of business representatives, who see in it new opportunities to popularise their own brand. This leads to the conclusion that the value offered to all parties (stakeholders) of the scientific communication system absolutely requires working out appropriate business models that will allow for the professionalisation of such activities.

The burden of tradition remains a barrier. The existing communication systems in science have been dominated by scientific journals whose origins date back to the 17th century. Repositories (often made available in the form of OA or in another free form for users) can definitely change this situation. Undoubtedly, the change of century-old habits will require time, but the dynamics regarding the expectations of young adepts of science and their freedom of movement in the world of new technologies are already clearly conducive to the dissemination of new forms of knowledge sharing.

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"FOLIA TURISTICA" – 49 USED OPPORTUNITIES VIEWED FROM THE PERSPECTIVE OF FORMER CREATORS AND EDITORS OF THE JOURNAL

Wojciech Biernacki*

On the occasion of the 50th issue of the "Folia Turistica" (FT) scientific journal, we would like to present the memories of people thanks to which it has today's form, because it is their work and commitment that contributed to the current position of the journal in the scientific world. The author, or rather a person writing and editing stories of older colleagues, was asked to meet with them by the current Editor–in–Chief – Assoc. Prof. Dr. Wiesław Alejziak, Ph.D. The collected materials are presented in chronological order, which of course was not always possible to maintain, due to the joint periods of work for the journal or various functions of our interlocutors. We hope that these personal, diverse opinions will show how difficult the process of creating a journal is in changing economic, social and even political realities.

Assoc. Prof. Dr. Teofila Jarowiecka, Ph.D. – initiator of the journal's creation, a member of the Editorial Board

What are your memories associated with "Folia Turistica"?

I can rather tell the story of how it happened that "Folia Turistica" was created. What the beginnings of tourism at the University of Physical Education in Kraków were. Thus, this will be a story about distant times.

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I started my academic work at the Higher School of Pedagogy in Kraków, where I defended my doctoral thesis in 1964, and my main research area was economic migration, and so, social and economic geography rather than tourism. At the Prof. Maria Dobrowolska Institute, and this institute was relatively small, there was no place to employ all the new doctors. Somebody had to leave. Professor Panek, the then Rector of the University of Physical Education, learned about my accomplishments, we had a conversation during which he presented his vision of introducing tourism to the University of Physical Education, the establishment of a new Institute and, consequently, launching studies in the field of tourism.

However, these were times when tourism was completely different, it was subsidised, all forms of tourism were not calculated as a source of income. Today, we have extensive literature on the subject, so I will not be boring readers with the details. The important thing is that tourism has become increasingly important. People began to be interested in how it affects individuals in terms of psychological, economic or any other ways. Due to the then organisational conditions in Polish higher education, it was decided to introduce tourism at the University of Physical Education. However, resistance was significant.

Creating the Institute, I thought that I had to adapt the offer to social needs, which is why we started extramural studies for people already working in tourism. That is why I would like to emphasise that tourism at universities began to develop significantly before the 1990s of the 20^{th} century. Long before the political transformation.

Was the journal, so to say, a natural effect of the development of your Institute?

Our whole team wanted to do something, that is why we tried to publish a yearbook, collecting our research or papers from conferences, but it was a publication without a review, it certainly did not meet today's standards of scientific publications. However, we were looking for a solution that would meet all the standards regarding the circulation of scientific information. However, these were difficult times, the political transformation resulted in staff–related and organisational changes at the University. The first issue came out after I left the University, so it was difficult to observe the first years of the journal's development. I think that the next Editors–in–Chief will have a broader understanding of the subject.

In your opinion, what are the most important challenges faced by "Folia Turistica" in the coming years?

I believe that science should not be so hermetic, from the side of form. Content supporting the development of both scientists and practitioners should be important for the journal. In retrospect, I think that the applicability of science is important.

That is all I have to say about the past. The rest belongs to the youth.

Assoc. Prof. Dr. Zygmunt Kruczek, Ph.D., prof. *extraordinarius* – long–term member of the Editorial Board, vice Editor–in–Chief

When did you start co–operation with "Folia Turistica" and how long did it last?

I started co–operation from the first issue, or even earlier. During the discussion at the Institute of Tourism Movement Organisation and Service, when the decision was made to create a journal including tourist issues, when the name for the journal was being considered, I knew of the "Folia Geografica" series and proposed "Folia Turistica", so I can consider myself a "godfather" of the journal. My co–operation continues to this today, at various stages of its development I was a member of the Editorial Board and vice Editor–in–Chief, and I am the latter until today.

What is the current role of "Folia Turistica" among scientific journals?

At the beginning, we were just starting out, but when the evaluation of journals began (in the 21st century), "Folia Turistica" was one of the top rated journals in the field of tourism and is perceived in the 'touristologist' environment as a prestigious journal.

What thought, what main goal accompanied you during work at the editorial office?

I was mainly thinking about encouraging the publication of following issues. Additionally, I observed the standards of other similar journals, seeking a new graphic design and layout for the journal.

At that time, what was the position of tourism in the world?

Already since the 1970s of the previous century, the discipline of "tourism science" was discussed, unfortunately – high–ranking professors often boycotted such actions, even though their opinion could have prevailed.

What were the greatest challenges connected with the development of the journal? What was the attitude of researchers towards the journal and what from what did it result?

At first, the challenge was the mere creation of the journal. At that time, there was only a journal in the field of tourism issued by the University of Łódź – "Turyzm" [Tourism], and education for tourism reached its apogee. Then – how to fill the individual issues? Initially, they were mainly AWF employees, then the journal started to gain recognition from other centres. When MNiSW [Ministry of Science and Higher Education] points were assigned to us, the flow of materials was already large.

What topics, what views of tourism were dominant? What fields of science were mainly represented in the journal?

From my experience, geographic and sightseeing themes dominated at the beginning, with time, the economic sciences that currently dominate FT came to the fore.

What were the greatest problems related to publication of the journal, e.g. technical issues?

The first two issues were submitted to Drukarnia Narodowa [The National Printing House] by PWN [The Polish Scientific Printing House], the 18th issue at the printing house of the University of Physical Education, others were commissioned by tender, which lengthened the process of preparation and printing. The Internet has revolutionised contact with authors, not paper files but electronic ones, while proof–editing using the "track changes" option – has become a standard.

Which journal was the greatest "competition" for FT?

We competed with "Turyzm" [Tourism] effectively, now we have more MNiSW points. "Ekonomiczne Problemy Turystyki" [Economic Issues of Tourism" published by the University of Szczecin has higher ratings, but unlike our journal, there is a publication fee. Other national journals in the field of tourism have been left far behind us.

How do you recall work with authors, reviewers?

Good, I had no major communication problems – both with the authors and reviewers. This was influenced by my broad and good contact with scientists from the tourist industry, and obtained through participation in conferences. I participate in about 10 conferences every year.

Do you remember any important or controversial articles that were published?

Not in any issues I have edited, but there was a review of a certain textbook by a Prof. currently from Białystok, who insisted on withdrawing it because it could have threatened the sale of the questionable work.

What does work look like at the editorial office? How many people were engaged in the process?

The issue was created as a result of the editor's initiative, the editorial secretary corresponded, the texts were adjusted by one person burdened with a huge work load, because he served the whole university and it was time to wait in the queue, then editing on paper (famous 'brushes') and approval for printing. That is 3 people, in addition to the composition in printing.

What "life"–event related to editing the journal is borne in your mind?

It sometimes occurred that someone got offended because of the rejection of his/her article by the Editor–in–Chief, but then, when our score grew, the contempt passed and they published with us.

Who is the main recipient of the journal? For what environments does it have the greatest significance?

Apart from mandatory copies for libraries and those remaining within an exchange agreement, this journal is not in general sale. The electronic recipients are obviously mainly tourism scientists, authors who exchange their achievements at ResearchGate or Academia.edu, or in other repositories. Students rarely even look into electronic versions.

What is its greatest advantage and disadvantage?

An advantage, and from a different point of view, a disadvantage – is its interdisciplinarity. The disadvantage is that there is no discipline of "science about tourism", it is an advantage because it integrates the achievements of representatives of various sciences.

What is your vision of "Folia Turistica" in ten years – what is the role, content, form?

I imagine that in 10 years, "Folia Turistica" will be like the renowned Elsevier, edited on an international platform, by an editor – robot, for the protection of the environment there will be no paper versions, the respected editorial office will watch over the automated process of accepting texts, reviewing and dissemination.

Assoc. Prof. Dr. Janusz Zdebski, Ph.D., prof. *extraordinarius* – long–term member of the Editorial Board

When did you start co–operation with "Folia Turistica" and how long did it last?

In 1990, when the first issue of "Folia Turistica" was published, I was the Dean of the Faculty of Physical Education and Tourism, thus I participated in the process of its creation. I have been on the Editorial Board since the second issue and for many years, until 2014 or 2015. The first two issues were published by Państwowe Wydawnictwo Naukowe [The National Scientific Publishing House], the next, the University of Physical Education.

Which topics and views of tourism were dominant?

"Folia Turistica" belonged to journals presenting tourism in a multi–aspect way. I was personally interested in disseminating issues in the field of tourism psychology. However, my co–operation with the journal was limited, because until 1993, I was the Dean and then, for 9 years, the Rector of the University of Physical Education. At that time, tourism was of interest to economists or geographers. In Poland, Prof. Krzysztof Przecławski began to popularise the sociology of tourism. As I recall, "Folia Turistica' was well–received in the environment.

How do you recall work with authors, reviewers?

As I mentioned, my time constraints narrowed co–operation with the editorial office to reviewing submitted articles or participation in the selection of the best articles for a given year. I have always appreciated the great atmosphere of the people associated with "Folia Turistica".

What is your vision of FT in the nearest future?

Tourism is dynamically changing just like the surrounding reality. Therefore, there will be no lack of topics for future authors. However, I do not undertake indication of the direction of these changes. The Editor–in–Chief of "Folia Turistica", for a number of years – Prof. Wiesław Alejziak, was also able to popularise the journal outside our country. Widely known and respected authors publish their works. The journal maintains a high academic level, which is a good prognosis for the future.

Assoc. Prof. Dr. Anna Nowakowska, Ph.D. – Editor–in–Chief, member of the Editorial Board

When did you start co–operation with "Folia Turistica" and how long did it last?

I began co–operation with this journal before my employment at the University of Physical Education in Kraków, where I have been working since 1994. I am not completely certain, but I believe that I was a member of the Editorial Board. In general, my activity was related to conducting reviews, because most of the articles published were authored by AWF employees, as was the case at other universities where scientific journals were issued as a publishing forum for employees.

What was the position of tourism in the scientific world at that time?

Tourism, as an area of research and sphere of didactics, developed only at a few centres in Poland, with an initially small number of people dealing with this issue. These centres were: SGH Warsaw School of Economics, where this issue was dealt with by Assoc. Prof. Olaf Rogalewski with assistants: Dr. Stanisław Bąk, Ph.D. and Dr. Stanisław Wodejko, Ph.D., at the University of Warsaw, working at the Prof. Krzysztof Przecławski Department of Resocialisation, who was also the Director of the Institute of Tourism, Assoc. Prof. Ryszard Gałecki at Poznań University of Economics, whose assistant was Dr. Grzegorz Gołembski and at the local University of Physical Education – Dr. Stefan Bosiacki, Ph.D., at Wrocław University of Economics at which he issues of tourism were dealt with at the branch in Jelenia Góra, where the head of the chair was Prof. Aleksander Kornak, and his assistant Dr. Andrzej Rapacz, at Cracow University of Economics, where there was an institute, and then, a tourism department under my leadership and at the University of Physical Education, where the Department of Tourism and the team was headed by Assoc. Prof. Teofila Jarowiecka. At the University of Gdańsk, Prof. Władysław Włodzimierz Gaworecki, at the University of Łódź, the Institute of Urban Geography and Tourism was led by Prof. Stanisław Liszewski. Hence, with the high interest of students at universities in this subject, the field could not develop as rapidly as the sphere of science and didactics due to the relatively small number of academic staff. This was also true for the number of publications, which initially, was relatively small.

What were the greatest challenges connected with the development of the journal?

During the years of my work at AWF, this was from 1994 to 2002, the greatest efforts were associated with the acquisition of good authors, although in most cases, "Folia Turistica" was a publishing forum for AWF employees. Some of the notebooks were devoted, at least in part or in whole, to specific problems, sometimes they constituted a collection of articles regarding various issues. We have tried to raise the range and importance of "Folia Turistica" in the scientific community, also – unfortunately, without any positive results – we have undertaken efforts to increase the number of points awarded to the journal.

What events connected with editing the journal are most inscribed in your mind?

The event most memorable for me is connected with "Folia Turistica" from the time when I only did reviews of the articles contained therein, I did not yet work at the University. Well, once I got to review the entire issue of FT with articles by employees of the Department of Tourism. I was known for my strict reviews, and as a result, the best, and I can say that a very good review was given to the youngest employee at the time – an M.A., while the worst review was awarded to the supervisor of the institute.

How do you see the current state and the nearest future of "Folia Turistica"?

As for the current state and future of "Folia Turistica", I think that it is gaining more and more importance under good management, it has obtained a greater number of points, and its rank is confirmed by the publication of papers at the Tourism Assembly to be held.

Dr. Wiesława Marczyk, Ph.D. – long–term secretary of the editorial office

When did you start co–operation with "Folia Turistica" and how long did it last?

I started working on "Folia Turistica" in 1989, when I was offered the function of Secretary of the Editorial Office by Assoc. Prof. Dr. Anna Nowakowska, Ph.D., when the journal was just being created. It is necessary to emphasise Professor's merits, because it was, among others, thanks to her initiative that FT was created. For many years, she was the leader (until 2004) and head of the Scientific Council. I worked with "Folia Turistica" until about 2006.

What were the greatest challenges connected with the creation of the journal?

In the beginning, "Folia Turistica" was published by PWN (the first two issues), only later on did AWF obtain funds, and the university agreed to finance and publish FT under its logo. To publish the first issue, everything needed to be prepared: to set up a Scientific Council, to promote the intention of publishing a journal – this was often through the "grapevine" (you must remember that these were still socialist realities and mentality), a lot of technical details need to be agreed upon (information for authors, fonts, footnotes, etc.), everything need to be organised, and the rules of operation set.

My first visit to PWN, after prior appointment by Prof. A. Nowakowska, took place when we collected a sufficient number of articles. I explained to the editor of PWN that it was to be a scientific journal in the field of tourism (interdisciplinary) in a broad sense, issued with the intention that it would be a semi–annual. When asked by the editor about the journal's cover design, I was not prepared – so I took a guess that the cover's colour would be green with yellow inscriptions (I associated yellow with a tourist trail). The editor shivered and said that it would look like "scrambled eggs with chives", after which he said that he would consult the PWN graphics division. Eventually, the colour of the cover was set to "dim" green–blue with black lettering. After presenting the editorial file, PWN agreed to publish "Folia Turistica". A spelling problem of the title also came up – at first, we used the spelling FT in correspondence, but one of our colleagues stated that "Folia" comes from Latin and we should write "Folia Turistica".

However, the biggest challenge for the journal was the mere dissemination of information about its existence, technical and financial problems – at the university, it was attempted to publish the journal at the lowest cost (I did not receive any additional remuneration for my work).

What did work at the editorial office look like, how many people were engaged in the process?

After gaining permission for publishing, everyday work could begin. A small number of people were involved in the whole process of preparing the journal. The broader representation was the Scientific Council consisting of significant domestic and foreign scientists who would meet when needed (usually to approve subsequent issues of which I performed the initial qualification of articles). The main work was carried out by: Prof. Anna Nowakowska – she usually suggested reviewers and watched over the whole publishing process; the Institute of Tourism Office and I prepared all the documents; Prof. A. Nowakowska and I were responsible for contact with reviewers and authors, editing was performed by Mrs. Zwolińska (Department of Science, University of Physical Education) and myself; printing and content was carried out by the Printing Department of the University of Physical Education. The distribution of FT was to scientific libraries, sometimes to bookstores (including the AWF bookstore), some texts were distributed to different "figures" by the Chairwoman as part of promotional activities.

What were the greatest "technical" difficulties encountered and how did you deal with them?

Unfortunately, it was not possible to publish "Folia Turistica" as a semi–annual – it appeared, quite irregularly, once a year. The reason was that a certain number of articles had to be collected, which was difficult at first due to the fact that FT was not yet widely known, and also because – especially after AWF took over the title – the publishing process was very long. First, we had to wait for the reviews. Then, a great "bottleneck" proved to be editing, carried out by the AWF employee – Mrs. Zwolińska, which, I must admit, was very professional and accurate, but she usually had a lot of work with other university publications ("Anthropomotoryka" [Antropomotoryka. Journal of Kinesiology and Exercise Sciences] or "Zeszyty Naukowe" [Scientific Notebooks], which took precedence, because they strictly "clung" to deadlines). In addition, composition and printing sometimes took too long, as the Printing Workshop was overloaded. The editing process was by far the longest and I tried to partially eliminate this difficulty by learning from Mrs. Zwolinska's correction technique and by tedious reading and revising the articles, which were once more edited by her anyways, but this way, it took much less time. Thus, the authors writing to "Folia Turistica' often became impatient as to when their article was to finally be published.

What did the position of tourism in the scientific world look like at that time? What was the attitude of scientists towards the journal?

The position of tourism in the scientific world was initially low. With the development of the phenomenon of tourism, the development of tourism sciences, personal development of scientists, etc., this position began to gradually increase. During "my times", the main driving force behind the development of tourism as a research area was the professional ambitions of scientists (Ph.D.s, postdoctoral degrees) and their supervisors. Scientific research was not sufficiently funded by the university, it was very difficult to obtain grants and this was the biggest 'brake' on scientific development. The attitude of the scientists towards the journal was always favourable (apart from the initial reluctance of the university authorities) – it did not happen that someone refused review or one of the authors withdrew an article, despite the long waiting period. It seems that this was partly due to the fact that some weaker articles were also published at the beginning due to the difficulty of collecting enough of them to close individual issues. However, few poor articles were submitted or sent, and only a few were clearly rejected.

What was the role of "Folia Turistica" among scientific journals when you were its co–creator? What made it stand out?

The journal was very much needed at the time – there was little opportunity to publish scientific articles in the field of tourism regarding its interdisciplinary approach: "Zeszyty" [Notebooks] or "Roczniki Naukowe" [Scientific Yearbooks] and several journals such as "Problemy Turystyki" [Tourism Problems] and "Turyzm" [Tourism] (they, from the beginning, were our greatest competitors) and "Turystyka i Rekreacja" [Tourism and Recreation], "Turystyka i Hotelarstwo" [Tourism and Hotel Management], "Ekonomiczne Problemy Turystyki" [Economic Problems of Tourism] (of the most important). The emergence of a new title increased the possibilities of publishing scientific articles in the field of tourism. Some articles that do not fit into other journals because of the subject matter could be included in "Folia Turistica", which was interdisciplinary in nature from the very beginning. For quite a long period, individual issues of FT were very thematically broad. Initially, there were no points awarded for publishing articles, the journal gained in importance when this scoring appeared. We started perhaps from 2 points, then 4 points to 6 (during my work), which testifies to the growing importance of the journal in the field of science.

During my time of work with FT, I tried to make it a good journal, timely and more frequently published (which was quite difficult in the initial period) and to make it gain more and more significance in the scientific world.

What is your current view of "Folia Turistica"?

As for the present, I cannot express my opinions, because for over 4 years, I have not worked at AWF and I have limited access to news. However, I would like to have wider access to the contents, so it would be best that in the near future, FT also appear on the Internet (the more that I am still working scientifically)[1].

Assoc. Prof. Dr. Ryszard Winiarski, Ph.D., prof. *extraordinarius* – long–term member of the Editorial Board

When did you begin co–operation with FT?

My beginnings at "Folia Turistica" were its beginnings in general, because already in the first notebook, in 1990, together with Prof. Janusz Zdebski, we published a review article about psychology in tourism showing the state of tourism psychology at that time in Poland, which was something new. At the time, however, my contact with the journal was quite loose. It was not until 2006 that I became part the Editorial Board, and from that time, my relationship with the journal was stronger. Speaking of publications, in 2015 I undertook edition of the issue regarding the subject of "mountaineering", in a sense, because of my hobby. Generally, however, I must point out that I was more of an observer than a journal creator.

The chief editors have the biggest influence. The first editor was Prof. Antoni Jarosz[2], who was a controversial figure, and because the University ceased co–operation with him, he was no longer the head of the journal. Professor Anna Nowakowska took over the editorial office after three issues,

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[1] Journal available on the Internet at http://www.folia–turistica.pl/index.php/pl/, see tab. "Numery Archiwalne" [Archive Issues], there all of the issues, starting from No. 1–1990 are available [information added by editorial office].

[2] Professor A. Jarosz passed away just before the publication of this issue.

and in the early 90s, she led "Folia Turistica" through national "waters", several valuable texts were released thanks to her efforts. Around 2005, the journal was taken over by Prof. Andrzej Matuszyk, as a Polish teacher, he took care of the form of the journal and certainly had great impact on it, both regarding the layout of the included content, and also the cover, which became more attractive. The professor's personality also had huge influence on the journal, he has this rare gift of attracting people, so he acquired a significant group of sympathisers and collaborators of "Folia Turistica". As the Editor–in–Chief, he had tremendous support in the person of Dr. Sabina Owsianowska, who did a lot of work. It was a difficult moment, I remember it well, because I was the Vice–Rector of Scientific Affairs, which is why I was responsible for the financing of our university journals.

Which journal was the greatest "competition" for FT?

In the late 90s, F.T. had little competition. "Problemy Turystyki" [Tourism Problems] was published by the Institute of Tourism in Warsaw while "Turyzm" [Tourism] appeared in Łódź. I think that the greatest inspiration for us was "Annals of Tourism Research". The journal enjoyed and still enjoys the greatest recognition in the world, and our thematic profile is very similar.

What were the greatest problems connected with the creation of the journal's issues?

More or less in 2006, due to finances, we had to significantly reduce the funding of journals, and reviews have become "social" work. Therefore, a great deal depended on the Editor–in–Chief, and here too, the talent of Professor Matuszyk appeared, thanks to which the texts still had decent reviews. At that time, thematic issues appeared, for which as an editor, a specialist was responsible for a given topic, which set the tone for the issue. Homogeneous thematic issues are, in my opinion, interesting for readers.

The problem always was, and still is, the status of tourism in the world of science. Our colleagues, authors, are representatives of various sciences who deal with tourist phenomena. Therefore, the difficulty is to obtain funds for research, publications, etc. All of this affects the journal.

As a member of the Polish Accreditation Commission, the Higher Education Commission and the General Council of Higher Education, I met with professors from other fields. I know that opinions on the role of tourism in scientific life are not enthusiastic. And in the current financial reality of Polish universities, the level of ministerial subsidies requires additional financing in practically every sphere of scientific life. Therefore, financing scientific journals is a difficult matter. All the more pleasing is that "Folia Turistica" has a high score, so in the ministerial system, it must meet the excessively high standards.

Who is the main recipient of the journal?

Science must translate into practice, but "Folia Turistica" is not a trade journal. The layout of texts, subject–matter and the language restrict the circle of recipients. It is possible to add a section regarding curiosities, opinions, trying to make the journal more attractive, but I do not think that would really change anything.

What is your view of the current state and future of the journal?

Currently, the Editor is Prof. Wiesław Alejziak, his ambition is primarily to internationalise the journal, secondly, he transformed the journal from an annual to a quarterly, which causes many problems. We need more funds, time ... and here, both the Professor and the Editorial Secretary, Dr. Bartosz Szczechowicz, do a fantastic job, which sometimes cannot be seen right away, which is all the more worth emphasising. If we look at the composition of the scientific council, there are many foreign, well–known professors on it, which has great impact on the perception of the environment and the evaluation of the journal. I think that under the current leadership, it is a real "forum for the exchange of scientific ideas on tourism, in a broad sense". If we want to be an international journal, or even think about the Master Journal List, the problem of financing must be systematically solved. And if we are not able to break into the international spearhead, the best texts 'float' to higher rated journals. And this is a problem and a challenge practically faced by all journals in Poland. These are issues related to the international environment, as it can be clearly seen. The electronic version is probably a form of matching the content to changes in readers' mentality, in the near future, it will perhaps be the only form of publication. It is a signature of current times.

Assoc. Prof. Dr. Andrzej Matuszyk (A.M.), Ph.D., prof. *extraordinarius* – long–term Editor–in–Chief.; Dr. Sabina Owsianowska (S.O.), Ph.D. – long–term Secretary of the Editorial Office

How did it happen that you began your work at "Folia Turistica"?

A.M.: There simply was a need for some changes, dictated by the time requirements. Professor R. Winiarski offered me the function of Editor–in–

Chief. I accepted the offer without hesitation. And not without fear of responsibility. I noticed the need to raise the level of professionalism in the technical process of writing the journal, but also to raise its substantive and scientific level. In the policy of the then ruling world of science, the requirements for scientific journals increased significantly, and competition in this field grew. Our predecessors edited the journal, it seems, based on the principle – the very noble – amateurishness, purely "socially", absolutely optional, it can be said – "out of love." They deserve great praise. They did this, as far as I know, in the following way: they waited for the incoming articles and when they collected some, they arranged them, and – irregularly – they were published. And so that was FT then. Maybe I have exaggerated the situation a little.

S.O.: Most often, one person reviewed the content of the entire issue. In our environment, there was no requirement for anonymous reviews at the time. Everything looked different, there were no ministerial guidelines like there are now.

A.M.: Sabinka, did we start editing together or did you join us a little later?

S.O.: Later, I stated in 2006 when I began work at AWF following the defence of my doctoral dissertation, while you Professor, had been bossing since 2005.

Which journal was the greatest "competition", model for FT?

A.M.: We considered Warsaw's "Problemy Turystyki" [Tourism Problems] to be better than our journal.

S.O.: "Turyzm" [Tourism], published by Łódź University most definitely must be mentioned. From the beginning, "Folia Turistica' was among the recognised scientific journals in the field of tourism in Poland. It was and still is an interdisciplinary journal; geographers, economists, sociologists and representatives of many other sciences publish here. In the new, 'point–based' reality, we quickly reached a high level. This was the result of hard work and fulfilling ministerial requirements. We wanted our commitment to be reflected in the points and with each parameterisation, we received a higher rating. This was also related to the financing of the journal by the Ministry (MNiSW).

A.M.: I do not exactly remember from what point, but actually, we always had many, very many authors, choosing our Folia as the most desirable place for the publication of their work. The most numerous were probably economists and geographers; the number of authors related to the humanities was relatively low. This, in a way, is reflected in the degree and pace of development of tourism sciences. Tourism economy, as it is well–known, occupied and occupies a special place in the tourist policy of a country.

What were the greatest problems connected with the creation of the journal's issues? How did you manage these difficulties?

A.M.: Funds! At our university, tourism has always played second fiddle. Although, thanks to the high ministerial rating of our journal, we can speak of a certain symbolic prestige at the University, but this did not necessarily translate into the amount of financial support.

S.O.: Waiting in publishing queues, printing problems and many more. The situation improved when we applied for co–financing of the Editorial Office from the Ministry of Science and Higher Education. Subsequent grants helped to improve the publishing process, and also created the possibility of financial gratification – sometimes symbolic – for those involved in the preparation of FT.

A.M.: For a very long time and, I would say, persistently, we fought for money for author and review fees. In the end, though quite late, it all worked out somehow. Nonetheless, these resources were very small.

S.O.: Through voluntary work, we have always managed to 'finish' the next issue.

A.M.: We felt work on "Folia Turistica", for "Folia …", being employees of the Institute of Tourism [later the Department of Tourism and Recreation], to be a kind of professional duty. What is there to say: we liked the job, we liked FT. And that is why, as Sabina said, "we filled the gaps with social work".

S.O.: Yes, of course it was very satisfying work, but also time–consuming and demanding, and unfortunately, sometimes at the expense of my own scientific development. Later, during employee assessment, yes, the contribution to the organisational activity was appreciated, but it was not a sufficient basis for scientific promotion or other forms of professional recognition.

A.M.: At this point, I must say that I have always felt that along with Sabina – with Dr. Sabina – we created a 'two–in–one' Editor–in–Chief of the journal. Sabina was just as much an editor as me. The same, or sometimes more, much more: because outside the combined authorship community of the conceptual sphere of our "editing", she did most of the work related to the arduous, constructive correction of texts.

S.O.: We were very idealistic about the Journal. All these requirements related to parameterisation and scoring slightly take away the freedom of creation, on the one hand, they are needed to ensure an adequate level of publication, but on the other, they hurt, causing "triumph of form over substance", bureaucracy, too much focus on quantitative indicators. However, that is a wider problem.
A.M.: Young people now have no alternative: they must live in this reality.

S.O.: At the beginning, it was a bit different, for example, I remember the requests that the Professor wrote to the reviewers, these were small 'epistolary art masterpieces', which could not be ignored, and could not be denied.

How do you remember co–operation with authors, reviewers?

S.O.: There was a group of people with whom we worked willingly and often, on whom we could always count for reliable opinions, but together with the growing number of articles, we did not want to abuse their kindness. Increasing the frequency of issued notebooks, the requirement of two anonymous reviews, all this motivated us to seek new reviewers. The results of our efforts were different – in most cases, they ended with establishing co–operation, although refusals also occurred. Some reviewers, outside of the circle of tourism researchers, only learned from our correspondence of the existence of "Folia Turistica" and were usually positively surprised by the level and the thematic scope of the journal.

A.M.: I have always dreamed that there would be numerous, good reviews in "Folia Turistica". Not only articles, but also reviews. When I was a young scientist, one of my professors, an outstanding 'old–school' scholar, told me that writing a good scientific review can be more difficult than writing a reviewed work. Reviews build the creative atmosphere of learning. They stimulate its development and progress. However, we have never managed to effectively enrich the content of FT with scientific reviews. But why? Because reviews are not scored! Potential authors are not interested in their ungrateful writing. It is a pity, because good reviews have been 'propelling' science forward for years.

A.M.: There were also funny moments in our editorial work. Well, "there once was" such a professor who promised the participants of the natural science conference he organised, that all of their presentations would appear in “Folia Turistica”. He forgot to ask us in advance if we were interested in botanical issues. Sensing difficulties, he came to me, ‘with a bottle’(!). The confrontation of conflicting interests was not easy – substantially and socially. I reviewed the submitted texts solemnly, and – every single one – was rejected, as not corresponding to the issues of our journal.

Who is the main recipient of the journal?

A.M.: Libraries!
A.M.: Well, there was a time that all the expenditures were in storage. Currently, “Folia Turistica” exists in an unlimited virtual space – it is available on the website to anyone interested in scientific knowledge on tourism. It has many recipients.

S.O.: There is no distribution strategy, maybe this will change as the journal develops. And the main recipients are primarily theoreticians, tourism researchers, doctoral students and students, but certainly practitioners to a lesser extent.

In your opinion, what does the nearest future behold for “Folia Turistica”?

A.M.: The current Editor–in–Chief has a broad view on the reality regarding the difficult functioning of a scientific journal. He has far–sighted plans for the development of “Folia Turistica”. He uses a complicated strategy to maintain the writing at an increasingly higher position in the ‘point’–rankings. He seems to feel like a fish in water in the creation of this strategy: it appears that he does this with passion. My personal commentary: my, our “editing” of “Folia Turistica”, was – apart from the fact that it happened in another period of culture – so familiar, done ‘*con amore*’, a scientific handicraft. And today ... it is, above all, the conscious, calculating management of the EDITORIAL POLICY. That is how I feel. But this is just how it is (must be?). This is the now – formal – form of science development.

S.O.: Interdisciplinarity will surely continue to be important, and monographic issues are also a good idea. However, the development of “Folia Turistica” will be primarily dependent on the legal situation and the possibility of co–financing editorial activities, which are created by the legislator for scientific journals. It is not easy to function in conditions of constant changes in regulations and evaluation criteria.

A.M.: Internationalisation: the composition of the publishing council, English–language issues, intensification of the process of acquiring authors from abroad.

S.O.: The greatest potential and challenge is the future potential presence of FT in international databases of journals such as Scopus or others. However, this may be related to the restriction of access to texts, with fees for readers, and from this point of view, however, this is a minus of strong commitment on the international market.

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We would like to thank everyone who decided to devote their time to pass on their memories. They were collected in the form of short interview which were carried out in December 2018.

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"THE LANGUAGE OF TOURISM MAN". MEMORIES OF PROFESSOR GRAHAM DANN (1941-2018)

Sabina Owsianowska*

"The Language of Tourism Man": friends of Professor Graham Dann, using this description, refer to one of his most well-known concepts and publications in the field of tourism – *The Language of Tourism. A Sociolinguistic Perspective,* published in 1996. I will talk about it below, but at the beginning, I will allow myself a more personal memory related to Professor. In 2004, I visited the Centre International de Recherches et d'Études Touristiques in Aix-en-Provence (the CIRET library was located at the headquarters of the local higher school of tourism). With the help of the invaluable Renée Baretje-Keller, I gathered materials for my doctoral dissertation. I remember an anecdote concerning the first visit of Prof. Dann in the CIRET library. The rich collection of literature devoted to tourism surprised him and, resigned, he supposedly threw out the manuscript of *The Language of Tourism*... Undoubtedly, this gesture was not only a testimony to Graham's refined sense of humour, but also – his humbleness and self-criticism.

The message about the death of Prof. Dann reached me on the way back from the American Anthropological Association meeting in San Jose, California. The panel, which I co-organised with Dr. Magdalena Banaszkiewicz, was led by Professor Nelson Graburn, one of the 'founding fathers' of tourism research as well. This occasion for discussion was inspired by the publication of the book *Anthropology of Tourism in Central and Eastern Europe. Bridging Worlds*. It is related to the conference *Anthropology of Tourism – Heritage and Perspectives* which took place in Kraków in 2015. Dedicated primarily to the anthropological inspirations in tourism research, it was essence interdisciplinary and the language of tourism was one of the topics of debate. Professor Dann was favourable of this initiative, but he could

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not take part in it, primarily because of his wife – Elisabeth's health. [Graham looked after her but also shared his passion to travel and writing about tourism, cf. Dann, Dann 2012]. However, together with Jens Kr. Jacobsen, he prepared a text for the thematic volume of the journal "Folia Turistica" (37/2015), inspired by the aforementioned conference. They revisited the concept of the tourist experience in the paper entitled *Saving or sharing tourist experiences: selfishness or selflessness?* What is worth underlying, it met with great interest of the readers and won the annual contest for best article.

The origins of my correspondence with Professor Dann date back to 2005, when he sent me one of his newer texts, along with commentaries on the modification of the language of tourism paradigm in response to the possibilities offered by new communication technologies. We came back to that discussion many times in later years, and our closer co-operation began during the preparation of the anniversary issue of "Folia Turistica" (25/2011), for which I worked on the Polish version of Professor's article. It was an extremely creative, demanding and instructive collaboration, as Graham used sophisticated English and attached great importance to stylistic issues. His erudition and language barrier could have been intimidating, but Prof. Graham Dann was an extremely kind and open-minded person. With interest and sympathy, he always accepted the ideas and requests with which we turned to him: as tourism researchers from Poland and our region of Europe, trying to bridge different 'worlds'; as younger and older scholars, in need of critical response, advice or a text inaccessible in local libraries; as journal editors, which since 1990 have dealt with various aspects of tourism development and research on this phenomenon in post-socialist realities.

In 2014, Professor Dann agreed to become a member of the "Folia Turistica" Scientific Board, but earlier, he often supported our journal, among others, thanks to publications and reviews. Professor highly appreciated this part of his academic activity. His attitude always expressed respect, curiosity and willingness to understand different viewpoints. Inspiration and knowledge, which he conveyed in his messages, including reflections on both scientific topics, as well as on current politics, private and universal matters, cannot be separated from those derived from his achievements, created since the 1970s.

Professor Graham Michael Stuart Dann was born in Edinburgh. In 1975, he received a PhD in sociology, and a PhD in tourism in 2003. His main research interests centred on: tourist motivations, semiotics and sociolinguistics of tourism promotion, tourism sociology and travel literature. Professor Dann participated in many research projects, e.g. "Socio-cultural impact of tourism in Barbados, Curaçao, St. Lucia and Tobago", commissioned by the United Nations Economic Commission for Latin America and the Caribbean (UCLEAN); "Images of the Lofoten Islands" (with Jens Kr. Jacobsen), funded by the Research Counsel in Norway. At the beginning of his academic career, Prof. Dann mainly dealt with topics related to general sociology (e.g. everyday behaviours, alcoholism, quality of life, race and class in Barbados, religious graffiti in north-eastern Brazil), while after obtaining a doctoral degree, he focused almost exclusively on tourism research. In the course of his career, two important stages can be distinguished, which are connected with studies before and after the preparation of his doctorate, as well as lectures and research conducted in the Caribbean (1975-1996). The first period includes a short internship at the Social Science Research Council in London, where he studied quality of life in the United Kingdom and the United States. The second stage is combined with the sociological lectures he gave at the University of the West Indies in Barbados, where he was promoted to senior lecturer and professor. In 1996, he was appointed the first professor of tourism at the University of Luton (later, the University of Bedfordshire). Since 1999, Dann had worked on the development of the M.A. degree programme in tourism at Finnmark University College in Alta, Norway. He was the supervisor and reviewer of many PhD dissertations on tourism, e.g. at universities in West India, Luton, Birmingham, Strathclyde, Derby, Manchester Metropolitan, London Metropolitan, Royal Holloway (University of London), Calgary and Tromsø (Norway). In 2007, he retired after nearly 40 years of an outstanding career, but he still undertook various academic activities.

The studies of Prof. Dann focus on tourism in three main research areas, namely: tourist motivation, development of an eclectic approach to theory of tourism and the transition from quantitative to qualitative research methods. He began examining tourism during his business trip to Barbados. Observing how much the development of this Caribbean island depends on the income obtained from tourism, he decided to conduct a research project focused on this area of life and economy. He concentrated on the concept of motivation which, at that time, still remained on the margins of research in this field dominated by economic sciences. He pointed to a significant distinction between factors that push and pull tourists to a place. The meaning of the former – from the point of view of logic and a sequence of events – was greater than the second factor. In a theoretical study on the issue, he referred to the works of Durkheim and Veblen, and to the influence of their thoughts on the reflection of anomie and the strengthening of the ego. The results of the research were published in "Annals of Tourism Research" in an article entitled *Anomie, Ego-enhancement and Tourism* in 1977. This is the second most frequently quoted publication by Dann, and subsequent empirical verifications of the push-pull paradigm, undertaken by other scholars, confirmed its status. In 1981, in the same journal, Dann published an article titled *Tourism Motivation: An Appraisal*.

In 1978, the then Editor-in-Chief of "Annals ...", Prof. Jafar Jafari, offered him a place on the Editorial Board of the journal. Professor Dann played an important role in shaping the publishing policy and contributed to "Annals..." In his further career, Prof. Dann served as a member of the editorial board of other important periodicals, among them "Tourism Analysis", "Tourism, Culture and Communication", "Tourism Management" or, lastly, "Folia Turistica". He also supported new initiatives such as "Enlightening Tourism. A Pathmaking Journal".

Professor Dann searched for factors affecting tourist motivation on the side of supply. The authorities of the tourist reception area (destination) try to combine their offers with the needs of potential tourists, thus, the key element is not so much the specific values of a place, but its image created by representations, he argued. In the late 1980s, Prof. Dann undertook research on tourist brochures. He analysed, among others, the ways of portraying indigenous people or the thematic strategies of promoting a country depending on the specifics of the international mass tourism market. On the example of tourism promotion in Cyprus (1988), he emphasized the issue of determining the image of a place, created precisely for the needs of the tourist industry. He returned to this subject in later publications. He also analysed travel books and advertisements, mainly in terms of creating the image of tourist places and images. On the basis of in-depth interviews among tourists in Barbados, he compared their narrative with the official language of promotion. Dann analysed the verbal context of tourists' experiences and was able to reveal hidden motivations, expressed rather *a posteriori* in the respondents' statements, than in the list of control phrases constructed *a priori* by researchers. In addition, based on sociolinguistic analyses, he identified two patterns of creating promotional messages in relation to the travelers' dominant motivations, following the need for nostalgia but also care and control.

Graham Dann developed his theoretical position by combining two basic and analogous spheres – motivation and promotion. He concentrated, among others, on images and their transmission towards potential tourists. The next stage of his research work was focused on the means of promotional messages and to what extent they are credible. The 'capstone' of the research was published in 1996, the Professor's *magnum opus*, as which *The Language of Tourism* is widely recognised. It was the first attempt to collect various topics on which he had previously worked. One of them was the issue of social control, another – the idea of a tourist as a child. He presented the analysis of the language of tourism used in various media: from print to virtual images, including all other forms of communication. In following years, along with the era of the digital technologies, Dann made the necessary modifications to the assumptions about the monological nature of the language of tourism in favour of alternative, potential, tripartite communication (trialogue) between its main participants: representatives of the tourist industry, tourists and residents, conducted online (via social media such as blogs, electronic forums for publishers of travel guides). A lot of these new media have become the subject of his subsequent research, in which he identified the ideological background of tourism discourse, for example, in portrayals of Others as well as various sociolinguistic techniques, such as the use of clichés and hyperbolas [e.g. Dann 1996b, 2000. He paid attention to significant omissions and underrepresented issues in the language of tourism.

In the development of the eclectic approach to the theory, he was inspired by the work of Alvin Gouldner and Erving Goffman, *enfants terribles* of sociology, who refused to accept the functionalist paradigm. Norman Denzin had equally significant influence on Dann's work as well as his ground-breaking publications on qualitative research – in general sociology, and anthropologist Ed Bruner – in relation to tourism and the tourist narrative. Professor Dann also had the opportunity to collaborate with sociologist Erik Cohen, who since the 1970s, has promoted a similar, eclectic approach to tourism. Together, they wrote the article *Sociology and Tourism* for the special issue of "Annals...", devoted to tourism and social sciences (1991).

In Prof. Dann's first studies on tourist motivation (1977), as in other early projects, quantitative methods prevailed. Subsequent research, mainly qualitative (content and semiotic analyses), was associated almost exclusively with tourism. One of the results of popularising qualitative research in tourism was a special issue of "Annals..." devoted to methodology in tourism research, prepared in collaboration with Dennison Nash and Philip Pearce. The result of this co-operation was the article entitled *Methodology in Tourism Research* (1988). It presents the criteria for theoretical and methodological assumptions, which – in the opinion of many commentators – many studies on tourism still does not meet.

In the 1980s and 1990s, Dann's works in the field of sociology and the semiotics of tourism belonged to those pioneering. They favoured debate and aroused controversy, thanks to which constant progress in the field of dialectical synthesis could be made in this field through the clash of contradictory positions. The main obstacle to further development of tourism research, in his opinion, is the fact that progression requires the emergence of new theories, which must be additionally grounded in social sciences so that they can gain acceptance of the academic environment. Another limitation is the dominance of the paradigms formulated in the 1970s in the Anglo-Saxon world, and even earlier – in the 1920s and 1930s in continental Europe. These problems were described by Prof. Dann in the book *Sociology of Tourism: European Origins and Developments*, published together with Giuli Liebman Parrinello (2009). They presented a range of viewpoints from the regions and countries, e.g. Poland.

Graham Dann was one of the founders of the International Academy of Tourism Studies (1988). This influential group includes many recognised tourism researchers. Membership in the IAST enables the exchange of knowledge and verification of theoretical assumptions, which is extremely important in the scientific treatment of tourism. Professor also belonged to the International Sociological Association (ISA). In its structures, there was a group dealing with the sociology of leisure and recreation, comprising such outstanding researchers as Joffre Dumazedier. In 1982, Professor Dann joined this group and participated in a session in Mexico. In co-operation with Marie-Françoise Lanfant and Prof. Krzysztof Przecławski, he began organising an independent Tourism Research committee under the ISA, which was separated from the Leisure Time Research Committee in 1994, in Bielefeld.

Prof. Dann's contribution is greatly recognised as a significant global researcher on tourism; he wrote a total of 10 books, 2 monographs, over 150 articles, chapters in books, reviews. Some of his works were translated into Croatian, Hungarian, Italian, Japanese, Norwegian, Spanish and Polish. His biography and work are closely related to the development of studies on tourism, from the earliest stages, and cover a wide spectrum of controversy and hope that still remain valid and will probably also concern the future of this field of knowledge and human activity.

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INFORMATION AND INSTRUCTIONS FOR AUTHORS

GENERAL INFORMATION FOR AUTHORS PREPARING ACADEMIC ARTICLES

1. The Editorial Office accepts for publication only original empirical and review papers that address tourism from interdisciplinary points of view, such as theory of tourism, cultural anthropology, philosophy, sociology, geography, law, psychology, history, economics, management, and marketing.
2. Submitting a paper for publication is construed as transferring the copyright to the Editorial Office. This means that neither the paper nor a part of it can be published in other journals or digital media without the Editorial Office's written permission.
3. The article should be prepared according to the "**Instructions for authors preparing academic articles**", found below. Otherwise, the article will be sent back to the Author(s) for correction.
4. Do not provide personal data or any other information that could enable identifying the Author(s). Instead, provide personal data in a separate **Author Form**, available on the Journal's website, and submit it together with the article.
5. The paper, together with a filled Author Form, should be submitted to the Editorial Office's e-mail address: **folia.turistica@awf.krakow.pl**.
6. The Editorial Office will not accept papers that show signs of scientific dishonesty, such as *ghostwriting and honorary (guest) authorship*, for publication. The Editorial Office will disclose any recognized cases of dishonesty; this includes informing institutions employing authors, scientific associations, etc.
7. All papers are reviewed by at least two independent reviewers (the review form is available on the Journal's website) and maintaining full anonymity. In other words, a double-blind review process will be implemented; otherwise, the reviewers are obliged to sign a declaration that there exists no conflict of interests between them and the authors of the paper. The Editorial Board will accept the paper for publication or reject it based on the reviewers' opinion. This procedure is in accordance with guidelines provided by the Ministry of Science and Higher Education.
8. The Editorial Office reserves the right to modify the style makeup of submitted papers.
9. The author of the paper will receive an electronic version of the Journal issue in which the article was published, free of charge.

Instruction for Authors Preparing Academic Articles

I. PREPARING TEXT

1. The volume of submitted papers should not exceed 20 pages of normalized manuscript, i.e., 40,000 characters (one author's sheet).
2. Text files should be created in the Word 6.0–XP editor in DOC format.
3. Page setup:
   - paper size: A4;
   - margins: all margins 2.5 cm;
   - line spacing: 1.5.
4. Title: use 14-point Times New Roman font, bold. Capitalize the entire title. Insert a 14-point line of space following the title.
5. Abstract in English: between 1500 and 2000 characters (including spaces); use 10-point Times New Roman font.
6. The abstract should comprise the following, clearly separated (presented in the form of a list) parts:
   - Puropse.
   - Method.
   - Findings.
   - Research and conclusions limitations: comment on the representativeness of your research and its potential limitations due to cultural, environmental, geographical, or other conditions.
   - Practical implications.
   - Originality: describe how your research (results and opinions) differs from other publications on the subject.
   - Type of paper: specify whether your article presents empirical research or theoretical
   - concepts or whether it is a review, a case study, etc.
7. Key words: 3-6. Insert a 12-point line of space following the key words.
8. The paper should include elements listed below. Titles of elements may be changed if justified by content. Furthermore, especially in the case of review articles, the paper may have a more complex structure, i.e., it may comprise more elements or have a given element subdivided further (such as the Literature Review section).

   A) For empirical papers:
      - **Introduction** (subject of research, aim of the article, and justification of the aim),
      - **Literature review** (a review of Polish and foreign publications presenting the aim of the article and describing current knowledge on the subject matter),
      - **Method** (aim of empirical research, research hypotheses and questions, and a description of methodology and how the research was conducted)
      - **Results** (research results, including the answers to the research hypotheses and questions),
      - **Discussion** (a discussion of the study results in view of results obtained by other authors in Polish and foreign publications on the subject matter),
      - **Conclusions** (conclusions from the study results and their discussion, including practical implications and suggested directions for further research on the subject),
      - **References**.

   B) For review papers:
      - **Introduction** (subject of research, aim of the article, and justification of the aim),
      - **Literature review** (a review of Polish and foreign publications related to the aim of the article describing current knowledge on the subject matter),
      - **Discussion** (a discussion of current knowledge on the subject matter, including critical analysis based on Polish and foreign publications),
      - **Conclusions** (conclusions from the discussion, including its practical implications and suggested directions for further research on the subject),
      - **References**.

9. Headings of each part of the paper: use 12-point Times New Roman font, bold, centered. Number the parts with Arabic numerals. Insert a 12-point line of space following each heading.
10. Running text: use 12-point Times New Roman font and 1.5 line spacing. First line indent: 1 cm. Use tools available in the editor to format the text rather than the space bar, as using space bar makes markup and typesetting difficult.
11. Do not use the bold face, capitals, and underlining in the text. Italics should only be used for titles listed in the footnotes and the References section and for letter symbols in the running text. Insert a space after punctuation marks, not before them.
12. Use an en dash (–) to indicate breaks in a sentence and between numbers that denote close values not provided precisely (such as time periods); do not use a hyphen (-) or an em dash (—). Examples of use:
    – "Secondly – as tradition dictates – every student should wear formal attire tomorrow".
    – "The years 1914–1918, or the times of World War I, is an extremely important period in the history of Europe".
    – "Relevant information can found on pages 12–24 of the aforementioned publication".
    – Most waters in the area of Wysowa belong to the sodium-bicarbonate type and have a high concentration of carbon dioxide.
13. Footnotes can be used (sparingly) to complement the running text: use 10-point Times New Roman font with 1.0 line spacing.
14. References in the running text should be formatted according to the Harvard System (i.e., provide the last name of the author of the quoted or referenced publication, the year of publication, and the page or pages you refer to in square brackets within the running text). Do not place a comma between the name and the year. If two or more publications are referenced in the same parentheses, separate them with a semicolon.
15. The References section, located at the end of the article, should only include texts that are quoted or referred to in the article. References should be given in an alphabetical order with full bibliographic descriptions. Guidelines for and examples of bibliographic descriptions can be found in Part III of these instructions.

II. PREPARING TABLES AND ILLUSTRATIONS

1. Tables and illustrations (figures, charts, and photographs) should be included in separate files and described in detail. Mark their locations in the running text through centered titles, as in the example below:

Tab. 1. Tourist activity inhibitors
Tabela 1. Inhibitory aktywności turystycznej

2. The entire article should use the division into tables and figures (i.e., everything that is not a table, e.g. charts, diagrams, or photographs, is considered a figure). Refer to figures in the abbreviated form ("Fig.").
3. Place titles of tables above tables, and titles of figures below figures.
4. Write the titles of tables and figures in 10-point Times New Roman font.
5. Under each table/figure provide its source (using 10-point Times New Roman font).
6. Figures should be scanned at a resolution no lower than 300 DPI (optimal resolution is 600 DPI) and saved as line art files in TIFF format.
7. Charts should be created in black. Gray tints or textures are allowed.
8. Digital photographs should be saved in TIFF or JPEG format at full resolution. Do not use compression.
9. If the article includes figures, tables, etc. taken from other academic papers, the author is obliged to obtain a reprinting permission. The permission should be sent to the Editorial Office together with the article and other attachments.

III. PREPARING THE REFERENCES SECTION

1. The References section, located at the end of the article, should only include texts that are quoted or referred to in the article. References should be given in an alphabetical order with full bibliographic descriptions.
2. References to papers of different types should be prepared to according to the guidelines below. Note that all references should be provided in a single list (the division into types, found below, is meant only to provide examples of referencing different sources).
3. For two or more papers written by the same author and published in the same year, add subsequent lowercase letters to the year, as in: (2014a), (2014b), etc.
4. List Internet sources (webpages) for which the appropriate elements of a full bibliographic description cannot be provided in a separate Internet Sources section. The list should provide URL addresses of the referenced webpages in alphabetical order, described as in the following sample:
   – http://www.unwto.org/facts/eng/vision.htm (08.09.2014).
5. For articles to be published in the English issues of the Journal, provide English translations of the titles of non-English publications (in square brackets), as in the following sample:
   – Winiarski, R., Zdebski, J. (2008), *Psychologia turystyki* [*Psychology of Tourism*], Wydawnictwa Akademickie i Profesjonalne, Warszawa.

Sample references to different types of papers in the References section

A. Books:

Urry J. (2001), *The tourist gaze*, Sage, London.
McIntosh R.W., Goeldner Ch.R. (1986), *Tourism. Principles, Practices, Philosophies*, John Wiley & Sons, New York.

B. Edited books and joint publications:

Ryan C., ed., (2003), *The Tourist Experience*, Continuum, London.
Alejziak W., Winiarski R., eds. (2005), *Tourism in Scientific Research*, AWF Krakow, WSIZ Rzeszow, Krakow-Rzeszow.

C. Chapters in edited books and joint publications:

Dann G.M.S. (2002), *Theoretical issues for tourism's future development*, [in:] Pearce D.G., Butler R.W., eds., *Contemporary Issues in Tourism Development*, Routledge Advances in Tourism, International Academy for the Study of Tourism, London, New York, pp. 13-30.

D. Articles in scientific journals:

Cohen E. (1979), *A Phenomenology of Tourism Experiences*, „Sociology", Vol. 13, pp. 179–201.
Szczechowicz B. (2012), *The importance of attributes related to physical activity for the tourism product's utility*, „Journal of Sport & Tourism", Vol. 18 (3), pp. 225–249.

E. Articles in trade magazines and trade newspapers:

Benefits tourism not OK (2014), [in:] „The Economist", Nov 15th.

F. Papers without a stated authorship, including research reports and statistical yearbooks:

Tourism Trends for Europe (2006), European Travel Commission.
Tourism Highlights. 2010 Edition (2011), UNWTO.

G. Legal acts:

Act on Tourism Services, of 29 August 1997, Dz.U. of 2004, No. 223, item 2268, as amended.

H. Publications available on the Internet:

International tourism on track to end 2014 with record numbers, http://media.unwto.org/press-release/2014-12-18/international-tourism-track-end-2014-record-numbers (20.12.2014).

GENERAL INFORMATION FOR AUTHORS PREPARING ACADEMIC REVIEWS AND POLEMICS

1. Only original reviews of Polish and foreign monographs, academic articles, and handbooks, as well as other types of academic and didactic papers, such as research reports, doctoral theses, and habilitation theses, will be accepted for publication.
2. The Journal publishes reviews of papers on the theory of tourism, as well as papers that address tourism from the viewpoint of cultural anthropology, philosophy, sociology, geography, law, psychology, economics, management, marketing, and other academic fields and disciplines.
3. Submitting a paper for publication is construed as transferring the copyright to the Editorial Office. This means that neither the review nor a part of it can be published in other journals or digital media without the Editorial Office's written permission.
4. The article should be prepared according to the **"Instructions for authors preparing academic reviews and polemics"**, found below. Otherwise, the article will be sent back to the Author(s) for correction.
5. The review should be submitted to the Editorial Office's e-mail address: folia.turistica@awf.krakow.pl.
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7. The Author of the review will receive an electronic version of the Journal issue in which the review was published, free of charge.

Instruction for Authors Preparing Academic Reviews and Polemics

1. Text files should be created in the Word 6.0–XP editor in DOC format.
2. Page setup:
   - paper size: A4;
   - margins: all margins 2.5 cm;
   - line spacing: 1.5.
3. Name of each Author: use 12-point Times New Roman font, bold. Insert a 12-point line of space following the name(s).
4. Provide each Author's academic degree or title, affiliation (i.e. name of the institution represented by the Author, in this order: university, faculty, department, etc.), phone number, and e-mail in a footnote. Footnote formatting: use 10-point Times New Roman font and 1.0 line spacing.
5. Samples of title formatting:
   1. REVIEW OF "INTERNATIONAL TOURIST ORGANIZATIONS" BY WIESŁAW ALEJZIAK AND TOMASZ MARCINIEC.
   2. AN OPINION ABOUT "POLAND'S MARKETING STRATEGY IN THE TOURISM SECTOR FOR 2012–2020".
   3. RESPONSE TO THE OPINION…

   etc.
6. Title: use 14-point Times New Roman font, bold. Capitalize the entire title. Below the title, provide a full bibliographic reference for your article, including ISBN and the date of submission to the Editorial Board.
7. Format the titles of responses to reviews or other forms of academic polemics according to the guidelines above (e.g. Response to the Opinion…).
8. Insert a 14-point line of space following the title.
9. Headings of each part of the review (if appropriate): use 12-point Times New Roman font, bold, centered. Number the parts with Arabic numerals. Insert a 12-point line of space following each heading.

10. Running text: use 12-point Times New Roman font and 1.5 line spacing. First line indent: 1 cm. Use tools available in the editor to format the text rather than the space bar, as using space bar makes markup and typesetting difficult.
11. Do not use the bold face, capitals, and underlining in the text. Italics should only be used for titles listed in the footnotes and the References section and for letter symbols in the running text. Insert a space after punctuation marks, not before them.
12. Use an en dash (–) to indicate breaks in a sentence and between numbers that denote close values not provided precisely (such as time periods); do not use a hyphen (-) or an em dash (—). Examples of use:
    - "Secondly – as tradition dictates – every student should wear formal attire tomorrow".
    - "The years 1914–1918, or the times of World War I, is an extremely important period
    - in the history of Europe".
    - "Relevant information can found on pages 12–24 of the aforementioned publication".
    - "Most waters in the area of Wysowa belong to the sodium-bicarbonate type and have a high concentration of carbon dioxide".
13. Footnotes can be used (sparingly) to complement the running text: use 10-point Times New Roman font with 1.0 line spacing.
14. Illustrative materials (tables and figures) should be formatted according to the same guidelines as academic articles (see **"Instructions for authors preparing academic articles"**).
15. References in the running text should be formatted according to the Harvard System (i.e., provide the last name of the quoted or referenced publication, the year of publication, and the page or pages you refer to in square brackets within the running text. Do not place a comma between the name and the year. If two or more publications are referenced in the same parentheses, separate them with a semicolon.
16. The References section, located at the end of the article, should only include texts that are quoted or referred to in the review. References should be given in an alphabetical order with full bibliographic descriptions, prepared according to the same guidelines as for academic articles (see **"Instructions for authors preparing academic articles"**).

Folia Turistica is a specialist forum for exchanging academic views on tourism and its environment, in its broadest definition. It is one of Poland's leading academic periodicals, published continuously since 1990. The magazine publishes articles in the field of tourism studies, from a broad interdisciplinary perspective (humanist, economic, geographical/spatial, organizational, and legal issues etc.). Apart from articles presenting the results of empirical research, the journal includes original theoretical, overview, and discursive pieces. The separate headings contain research reports, announcements, and bulletins, reviews of academic works, information on conferences and symposia, and discussions and polemics.

***Folia Turistica* is indexed on the Polish Ministry of Science and Higher Education list of point-earning academic publications. In the parametric system of evaluating academic work, authors and the institutions they represent receive 11 points for publishing works in the journal. It is also indexed in the ERIH Plus (European Reference Index for the Humanities and Social Sciences) and Index Copernicus International (ICV 2017: 86.58).**

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