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REPORT FROM THE XII INTERNATIONAL SCIENTIFIC CONFERENCE *TOURISM IN SOCIAL SCIENCES*. MANAGEMENT IN THE HOTEL INDUSTRY IN THE CONTEXT OF THE COVID-19 PANDEMIC, BUKOWINA TATRZAŃSKA, 17-18 OCTOBER, 2022

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The Department of Management in Tourism and Sport, functioning within the structure of the Institute of Entrepreneurship of the Jagiellonian University, was the organiser of the consecutive, 12th edition of the scientific conference within the series *Tourism in Social Sciences* (<https://przedsiebiorczyosc.uj.edu.pl/konferencjaturystyka@uj.edu.pl>). Its purpose was to continue the series of previous conferences on the issues of the functioning regarding the tourism market. Particular emphasis was placed on the impact of the COVID-19 epidemic on the functioning of the hotel industry, as well as the exchange of experience and knowledge of science and business representatives concerning current trends and changes affecting the tourism sector (primarily the hotel market). A review of scientific research results was also conducted in the field of tourism by representatives of Polish and foreign research centres dealing with this issue within the disciplines of social sciences, but also those related to, e.g. the sciences of physical culture.

The conference was organised in cooperation with the Euro-Asia Tourism Study Association (EATSA) and the Polish Economic Society (PES). Patronage was granted by: the Rector of the Jagiellonian University, the Minister of Sport and Tourism, the President of the Polish Tourist Organisation, the President of the Małopolska Tourist Organisation, the Presi-

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dent of the Polish Economic Society, the President of the Polish Hotel Industry Chamber of Commerce, the Starost of the Tatra Mountains and the Mayor of Bukowina Tatrzańska Commune. The meeting was held at the “Orlik” guest house in Bukowina Tatrzańska, owned by a graduate of studies coordinated by the Institute of Entrepreneurship – Mrs. Wioleta Kowalczyk.

The conference proceedings were held in a “double hybrid” formula, i.e. in Polish and English, as well as stationary and online. During the opening of the session, the chairman of the Scientific Committee, Prof. Aleksander Panasiuk, recalled the course of previous conferences and presented the assumptions of its current edition. The participants were greeted by the present: Secretary of State in the Ministry of Sport and Tourism Mr. Andrzej Gut-Mostowy and the Deputy Mayor of the Bukowina Tatrzańska Commune Mrs. Maria Kuruc. The opening of the conference was attended online by: the Dean of the Faculty of Management and Social Communication of the Jagiellonian University, Prof. Ewa Bogacz-Wojtanowska, President of PTO Mr. Rafał Szmytko, President of EATSA Prof. Enrico Panai and the President of PES Branch in Szczecin Prof. Barbara Kryk.

The conference was attended by over 100 participants, including approx. 60 stationary and about 50 online. All of the most important Polish research centers dealing with tourism issues in research and teaching were represented. In addition, guests from France, Indonesia, Germany and Ukraine participated remotely, and representatives of academic centres from Australia, Bulgaria, Czechia Republic, Hungary, India, Iran, Italy, Japan, Portugal, Slovakia, Spain, and Turkey also took part in the sessions. The participants of the conference were also representatives of tourist organisations and the tourist business.

The first plenary session concerned issues related to the specific subject of the conference. Issues concerning the impact of the pandemic on the functioning of the tourism industry, in particular, the hotel industry, were addressed in very substantive speeches by: Prof. Maria Johann (Warsaw School of Economics), Prof. Joanna Dominiak (AMU) and Prof. Justyna Majewska (UE Poznań). These issues were continued during the international Tourism Cafe Lab session in cooperation with EATSA, led by Prof. Desmond Wee (CBS Cologne) and Dr. Ali Afsar (HE Egbal Lahorii, Tehran). In this part of the speeches, the following speakers were presented: Adam Jezierski, M.A. (JU), Michał Koskowski, Ph.D. (Warsaw School of Economics), Prof. Marcin Hernes (UE Wrocław) and Prof. Madhuri Sawant (Marathwada University, India).

During stationary dissection sessions, the results of scientific research were presented by a representative of Polish and foreign research centres. During one of the panels, the Director of the Department of Tourism in the Ministry of Sport and Tourism, Dr. Dominik Borek, presented the assump-

tions of legislative changes in the Polish tourism law system, which are being prepared for introduction in 2023.

In the debates of the 4 sectional panels, the speeches of, among others, deserved special attention: Prof. Ewa Dziedzic (Warsaw School of Economics) on the profile of customers purchasing hotel services, Magdalena Sawczuk (JU) on the results of research regarding the role of social media in building image on the example of selected regions, Prof. Joanna Kizielewicz (MUG) on sustainable management concerning the cruising market in conditions of uncertainty, Dr. Małgorzata Ogonowska (University of Paris 8. Saint-Denis) on the issues of short-term rental platform regulations, Dr. Aleksandra Łapko (MTUS) presenting the use of suits simulating age in the education of marina staff, Dr. Beata Paliś (JU) covering the analysis of the role of night markets in the development of shopping tourism and Dr. Bartosz Szczechowicz (University of Physical Education in Krakow) on factors creating value for sports tourists.

The subject of the plenary session, closing the conference, was an overview of current issues being the subject of research by conference participants: Prof. Jadwiga Berbeka (UEK) presented the issues of seniors' behaviour on the tourist market, prof. Desmond Wee (CBS Cologne) presented an original approach to water and hospitality, Prof. Jan Sikora (ZU) analysed the role of social sciences in shaping the competences of managers in tourism, Prof. Agnieszka Niezgoda (UE Poznań) presented the results of research on the experience of tourists in national parks, Prof. Elżbieta Szymańska (TUB) pointed to the results of research on innovation in the hotel industry compared to other industries, and Prof. Michał Żemła (JU) presented the effects of excessive tourism development at a selected destination.

During the closing of the conference, the Chairman of the Scientific Committee, Prof. Aleksander Panasiuk, summarised the course of the meeting, primarily pointing to the very high substantive level of the speeches and the fact of significant scientific progress within the so-called tourism sciences field since the last stationary edition of the conference in 2018. At the same time, he indicated that the research results will be presented in the form of scientific articles, courtesy of many editorial offices of scientific journals in post-conference publications, i.e. "Questiones Geographicae", "International Journal of Contemporary Management", "Polish Journal of Sport and Tourism", "Turyzm/Tourism", "Studia Periegetica", "Folia Turistica", "Tourism Review", "Euro-Asia Tourism Study Journal" and "European Journal of Tourism Research". In addition, in 2023, a monograph with some of the conference papers will be published by the Institute of Entrepreneurship – Jagiellonian University. Another, 13th edition of the conference, which is planned for 2024, has also been announced.

In accordance with the custom of previous editions of the conference, stationary participants had the opportunity to take part in an additional programme, including a study trip to the vicinity of the guesthouse, during which they became acquainted with regional traditions (meeting the first woman Shepherd in Poland, tasting fresh highlander cheeses) and a view of the Polish and the Slovak Tatras, a visit to the Bukovina Thermal Baths, as well as a traditional highlander evening.

In light of the information presented above, it is worth noting that the context of the COVID-19 pandemic appeared not only during speeches in which conference participants presented the results of their scientific research indicating the impact of this phenomenon on the participants of the tourism market. It was also present as part of many other official statements and behind-the-scenes conversations, in which participants unanimously emphasized the value of direct meetings of representatives from the academic community and other types of organisations dealing with broadly-understood tourism. Mentioned here, the 12th edition of the scientific conference entitled *Tourism in Social Sciences* was organised in stationary form after a break of approximately 4.5 years. The conference is assumed to take place in a 2-year cycle, however, the 11th edition was carried out, due to necessity – because of the then pandemic restrictions – only in a remote form (on 19 November, 2020), while the 10th edition (28-29 May, 2018) was stationary, as the last one “before the pandemic”.

We mention this fact because, while the presentation of scientific research results may take place in publications in monographs or scientific journals, the element of “discussion” is then usually limited to the author-editor-reviewer relationship; it is eventually transferred to the ground of subsequent publications, whose authors engage in polemics with the authors of previously published works. Each time, however, the papers accepted for publication are in a sense “closed”: they present the results of research that has already been carried out, views that have already been largely formed, and theses mature enough to be accepted in the course of reviewing and publishing procedures. Against this background, conferences (especially held in the stationary formula, which will be discussed later) create favourable conditions for broader judgment among a large group of people representing various types of organisations and environments, more or less mature problems, theses or projects at the moment of research – not to mention the possibility of establishing research teams.

No less important seems to be the exchange of information going beyond the narrowly understood “dissemination of research results”. Behind-the-scenes and off-the-record talks allow – especially during conferences gathering representatives of major academic centres – an intensive and time-condensed flow of information on already implemented and planned directions of development within individual centres. This information main-

ly concerns key research projects, new fields of study, innovative teaching methods, organisational solutions, etc. All this can be summarised in terms of building and maintaining relationships, which, after all, are a necessary condition for the effective functioning of the scientific and educational systems. Both science and education are based on the flow of information, or in other words: the transfer of knowledge.

Having a full understanding and acceptance of the benefits of organising meetings, including scientific ones, in an online formula, one can risk saying that a direct, stationary confrontation of participants in a conference room creates conditions more conducive to a lively, real discussion – compared to following the course of this type of events online. The screen of a computer or other device that allows participation in the programme of a broadcast event is, after all, a barrier that prevents free interaction within a group, spontaneous formulation of thoughts, initiating shorter or longer dialogues, and finally – it limits the dynamics of the meeting and non-verbal communication. Therefore, it remains to be hoped that with the abolition of post-COVID restrictions, traditional conference meetings will return to academic calendars, and the 13th edition of the conference organised by the Institute of Entrepreneurship of the Jagiellonian University, planned for 2024, will meet with at least as much interest as last year.



