

FROM THE EDITORS

We bring to you the following, 55th issue of “Folia Turistica” scientific journal, and hope that it will be of interest to a wide range of readers. It consists of a collection of works prepared by authors representing Polish and foreign academic centres, and at the same time – several scientific fields and disciplines. In these works, sometimes completely differing issues were raised, using various approaches and research methods. However, what all these works have in common is the touristic context of the presented reflections.

This issue, which consists of eight articles in its main part, begins with two texts dealing with topics related to broadly understood entrepreneurship (therefore, falling under the scope of economic sciences), but addressing problems relatively rare in literature, and thus – original. The first of these works is by **Marcin Olszewski** and **Marlena Bednarska**, who analyse the importance of gender in the involvement of knowledge transfer between universities and industries. The value of this work can be seen in the fact that although both the issue of gender as a factor determining the roles played by women and men in society and the question of knowledge transfer between “science and business” are strongly present in contemporary scientific discourse, the confrontation of these two issues reveals a very interesting area for research. Answering to the question about differences in the approach of women and men to the commercialisation of knowledge, these authors undertook empirical research conducted in 2018 on a sample of 76 university employees in Poland dealing with tourism research. As a result of using this approach, it turned out that, above all, women are under-represented at Polish universities in the field of tourism education in higher academic positions (i.e. extraordinary and full professors) but, at the same time, they are over-represented among scientists with positions in governing bodies of scientific and industrial organisations, as well as among researchers involved in the transfer of knowledge to industries. These general results of research are discussed by the authors with reference to the literature on the subject and the findings of other researchers.

The second article has been prepared by **Beata Gierczak-Korzeniowska**. Its purpose was to draw attention to the need for tourist enterprises to consider cultural factors in their benchmarking analyses. To justify this thesis, the author – based on a review of literature and examples taken from her own earlier empirical research – tries to reveal key types of cultures and some of their aspects that could significantly reduce or at least hinder the imple-

mentation of comparative analyses by tourism enterprises. Among these key cultural factors, the author distinguishes: national and organisational culture of enterprises as well as the culture and code of conducting benchmarking analyses and – as she convincingly proves in her considerations – all of these factors play important roles in each phase of the benchmarking process (planning, searching, observation, analysis, adaptation). Although the paper is a review in nature, the considerations in it extend the traditional view on the implementation of comparative research in the tourism sector by cultural factors. Thanks to this, the work has cognitive as well as applicative value, which is revealed in the possibility of practically implementing many of the author's interesting insights.

Two more articles refer to the issue of sustainable tourism development, a region's natural and cultural heritage and the role of local residents in the tourism process. **Humberto Thomé-Ortiz** relates to the tradition of collecting and the culinary use of mushrooms (mycological culinary heritage) in central Mexico. On the example of two case studies, thanks to qualitative research including participant observation and semi-structured interviews, the author shows ambivalence in the evaluation of tourism development of the described places. On the one hand, a conflict of interest arises regarding the need to protect tradition, and its potential from the point of view of economic benefits is on the other. The anthropologist's considerations focus on the experiences of selected communities for which mushroom picking and processing are an important aspect of everyday life and inter-generational communication. The commercialisation of tradition by incorporating individual and community experiences in the development strategies of mycological tourism requires respect for the principles of sustainable development in all three of the following areas: economic, environmental and social. This is a dilemma for it is difficult to find an optimal solution, despite the many debates, studies and practical solutions developed since the 1980s.

An interdisciplinary approach, this time with reference to health and sport tourism, is presented in another article. The author – **Gilles Lecocq**, a psychologist, draws on the methodology of qualitative and historical research, bringing closer the region associated with a well-known sporting event – *Tour de France*. The historical context directs reflections onto the relationship between residents and newcomers at various stages regarding tourist development of the area covered by analysis from the 1960s to present day. The factual layer is the background for reflections on the importance of nature for leisure activities, providing possibilities for relaxation, regenerating strength and maintaining well-being, as well as searching for a kind of spirituality and fulfilment, which have their source in the embodied experience of unity with nature. The recollection of the race in 2016, when for the first time the competition ended before Mont Ventoux peak due to un-

favourable weather conditions, reminds us to respect the laws of nature; in this case, it was a mistral – a strong wind, that forced the organisers and participants to change the rules; however, this example serves as a pretext to rethink the relationship between a human being and nature. The phenomenological approach, enriched by the conclusions of interviews, allowed the author to present different points of view on the issue of sustainable tourism development, which is of great importance in the era of climate crisis.

In the fifth article, its author **Krzysztof Kołodziejczyk** undertakes a very interesting comparative analysis, presenting the views of Polish scientists concerning the impact of hiking on the environment (especially mountains) compared to the most important items found in world literature. The author's attention was focused on geomorphological issues related to the effects of migration considered due to type of impact (e.g. soil compaction and erosion, initiation of morphogenetic processes, impaired water circulation, destruction of plant biomass and changes in the world of plants and animals). The author's review of Polish and foreign-language works showed, above all, that the scientific contribution of Polish researchers in the presented field differs in some respects from the achievements of scholars representing the international forum. In particular, Polish researchers devote a lot of attention to technical (reconstruction of tourist routes and their surroundings) and organisational measures (tourism traffic management) to counteract specific negative effects of tourism. Apart from the practical aspects of these applications – related to planning tourist infrastructure and organising the flow of tourists – they lead us to think about which factors (historical, cultural, institutional) are decisive in choosing some and not other directions of development of various fields and scientific disciplines in different civilisation circles. Here, we leave this question unanswered.

The subject of tourism promotion of a place within the context of the current political and economic situation on the example of interwar Poland and contemporary Ukraine is the subject of two subsequent articles. **Oresta Bordun** and **Liubov Althaim** study the role of wooden tourist stamps on the market of tourist services in the Ukraine – innovative souvenirs, which are a key element of a place's brand creation system. The prototype of wooden tourist stamps is associated with the scout movement and school tourism in the Czech Republic, but since 2007, these stamps have appeared as part of the Ukrainian tourist sector. Statistical and comparative research resulted in creating a quantitative set of stamps promoting specific attractions, and the conclusions of the analysis contribute to reflections on tourism semiotics. As the authors write, a wooden tourist stamp can be a tool used to popularise the purpose of trips, and the incentive for their collection may encourage visits. The situation prevailing on the developing tourism market of the Ukraine requires undertaking innovative marketing activities and, according to the authors, one of the solutions already proven and

worth adopting is the wooden tourist stamp, representing the country's most important attractions in categories such as sacred and military monuments, traditional and open-air museums, natural or archaeological objects, and others. Traces of the Czech culture, for instance, constitute a separate category, which reminds us of the history and multi-ethnic heritage of this area.

In his monographic article, **Michał Organ** recalls the 1930s, which were groundbreaking for the development of tourism in the Western Bieszczady Mountains. The author studies the area delineated by the railway lines from Zagórze to Łupków and from Zagórze to Krościenko as well as those by the current borders between Poland and Slovakia and the Ukraine. He focuses on activities initiated by local authorities and other institutions aimed at improving the economic situation, living conditions of local residents and changing the image of the area in question, while attracting visitors from other parts of the reborn country. These initiatives were part of a broader political strategy that was supposed to restore the heritage of the former Eastern Borderlands in nationwide culture. On the basis of such sources of information as guidebooks, maps or documents of organisations that dealt with the preparation of infrastructure (roads, hotels, shelters, tourist routes and trails, etc.), and the dissemination of knowledge about the unique qualities of the south-eastern Second Polish Republic, the author recreates the realities of efforts made to effectively promote this peripheral and hard-to-reach region. The outbreak of World War 2 destroyed these efforts as well as their positive effects, while the complicated situation after 1945 made it difficult to document tourism development in the Western Bieszczady Mountains.

The next article is the result of the cooperative work by a team of 8 researchers: **Anna Wilkońska, Wojciech Maciejowski, Marta Damaszkę, Bartłomiej Jerzak, Radosław Łabno, Bartosz Matuszczak, Ewa Palikot, Karolina Pińkowska**, whose members represent four different academic and research centres. The wide composition of this team is fully justified by the originality and specificity of the issue, which is associated with the identification of the current situation in terms of tourist arrivals to Antarctica. This issue was considered by the authors via measuring the size and assessing the structure of inbound tourist traffic recorded at the Polish Antarctic Station named after Henryk Arctowski (King George Island, South Shetland Islands). These measurements and assessments were, in turn, carried out on the basis of two data sources. The first regarded data from a ten-year period (from the 2008/2009 to the 2017/2018 tourist season) on the volume of tourist traffic measured at the Station, and the second – data collected as part of direct interviews conducted among individuals who came to the Station during the tourist season in 2013- 2016 and at the turn of 2017/2018 (N=415). By implementing this approach, it was found that tourists' interest in arriving to Antarctica remains relatively

stable, while the profile of tourists visiting Antarctica is as follows: people mainly from Europe and North America, seniors with higher education, professionally active or retired, well-off and usually travelling alone. Although this profile is not surprising, it should be noted that monitoring the volume and structure of incoming tourist traffic to Antarctica, according to measurements at the Station, has only been conducted for a short period time and no data related to this issue have yet been published.

In addition to the presented articles, this volume also contains a report from the **117th Annual Meeting of American Anthropological Association in San Jose (Nov. 2018)**, written by the participant of this event: **Sabina Owsianowska**. She briefly presents the activity of ATIG (Anthropology of Tourism Interest Group), thanks to which a panel was organised gathering people associated with the book published in 2018 entitled “Anthropology of Tourism in Central and Eastern Europe. Bridging Worlds” (Rowman & Littlefield, eds. S. Owsianowska, M. Banaszekiewicz).

Hoping that this diverse thematic and methodological collection of articles will be found interesting, we encourage you to send your own texts – both in the form of scientific articles and reviews of new publications, or polemics with the authors of works published in “Folia ...”.

Sabina Owsianowska, Bartosz Szczechowicz

