

**INSTITUT OF TOURISM**

**TWENTY SEVENTH  
CONGRESS  
OF THE  
INTERNATIONAL  
ASSOCIATION  
OF SCIENTIFIC  
EXPERTS  
IN TOURISM  
A I E S T  
WARSAWA –  
ZAKOPANE –  
KRAKÓW  
(Selected Materials)**

**WARSAW 1978 WARSZAWA**



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## FROM THE EDITORS

In handing to the Readers the present "Selected Materials" of the 27th AIENT Congress which was held in Poland in September 1977, the Editors ask to treat this publication as supplementary to the main AIENT report entitled "Social Needs and Their Realization in Tourism" /Editions AIENT 1977, Vol. 18/.

Therefore, our publication is confined, apart from the general minutes, exclusively to the papers submitted to the Congress during the two Polish sessions which took place on 8 - 9 September 1977 at the Auditorium Novum of the Jagiellonian University at Cracow, so giving evidence of the Polish contribution to the 27th Congress of our Association.



## R E P O R T

on the proceedings of the 27th AIEST Congress  
held in Poland on 4 - 10 September 1977

Pursuant to the decision adopted at the 26th Congress of the International Association of Scientific Experts in Tourism /AIEST/, the next 27th AIEST Congress met in Poland on 4 - 10 September 1977, at the invitation of Polish representatives at this organization.

The preparations to convene the Congress in Poland were led by the Organization Committee, established in accordance with Decision 1/SN of 20 January 1977 by the President of the General Committee for Sport and Tourism. The Organization Committee was chaired by Prof. Dr. Romuald CHWIEDUK, director of the Institute of Tourism. The Executive Party, working under the guidance of Stanisław OSTROWSKI M.A., deputy director of the Institute of Tourism and vice-chairman of the Organization Committee, was made responsible for the operative part of the preparations while the technical services were vested upon the Orbis Congress Bureau led by its director Mr. Zbigniew UNGER.

The Congress progressed smoothly according to its programme distributed earlier. The event was attended by 143 participants of which 27 from Poland.



### The Congress Proceedings

Following a welcome cocktail offered on the eve of the Congress by the Director of the Institute of Tourism, the official opening took place at the Congress Room of Victoria Intercontinental Hotel in Warsaw on 5 September 1977.

In addition to the inaugural speech by the AIEST President Prof. Dr. Claude KASPAR, which was followed by a welcome address by the President of the General Committee for Sport and Tourism /GCST/ Mr. Bolesław KAPITAN and an introductory report given by Dr. Arthur HAULOT - as provided for in the programme, the Congress was also addressed by Prof. Dr. Stanisław LESZCZYCKI, on behalf of the Polish Academy of Sciences, and by Mr. Pier-Giovanni d'AYALA, representative of UNESCO.

The working part of the Congress was held at ORBIS - Kasprowy Hotel at Zakopane. In accordance with the established procedure, it was divided into the plenary sessions and meetings in working groups. During the first plenary session an introductory paper by Prof. Dr. C. Kaspar and three basic reports were submitted by:

Dr. Theo G.W. BODEWES /Netherlands/: "From Social Tourism to the Social Aspects of Tourism - Development and Possibilities in the Western Industrialized Countries";



Prof. Dr. Srdan MARKOVIĆ /Yugoslavia/, co-author preliminarily reported to be Dr. L. Kovacs /Hungary/ who was not present at the Congress: "Social Aspects of Tourism from the Viewpoint of Socialist Countries";

André GUIGNAND /France/: "The Structure of the Supply in the Service of Special Needs of Social Tourism".

The discussion of these three reports and of special reports which had been prepared on individual sectoral subjects continued at the meetings of the working groups and partially during the second plenary session /8 September before noon/ which finally briefed the findings and conclusions of the working groups. Those were reported by Dr. H. TEUSCHER /Switzerland/ for the 1st group, Tyrrell MARRIS /United Kingdom/ for the 2nd, Jean FAUCHER /France/ for the 3rd and Prof. Dr. L. BRIDEL /Switzerland/ for the 4th group.

The subjects dealt with in Working Group 1 were the economic and financial questions of social tourism. The group was chaired by Dr. H. Teuscher. As regards the Polish participation, noteworthy was Prof. Dr. Mirosław ORŁOWSKI's contribution to the work of this group.

The basis for discussion were problems partly raised in the basic report by A. Guignand but they were mostly tackled in Dr. Teuscher's special report entitled "The Economic Aspects of Social Tourism". As it stems from the latter and from the conclusions formulated at the plenary



session, several individual questions were singled out such as: the economic and social effects of tourism /both commercial and social policies in prices building by tourist enterprises were discussed as well as holiday habits of social tourism beneficiaries were analysed/; the possibilities of action by social tourism organizations based on mutual aid /the discussion pertained to: the construction of multi-functional facilities; measures aimed at a better identification of demand; and factors of mutual aid offered by holidaymakers /e.g. preparing meals by themselves/.

The other problems were the identification of sources and forms of subsidizing social tourism and the analysis of measures affecting it. The following forms were singled out and discussed: the subsidizing of investments, bonuses for enterprises, direct aid for tourists and forms of indirect aid /inclusive of staggering holiday season and increasing the supply of private rooms for rent/.

The key value of the matters under discussion was the explanation of many problems by means of analytical diagrams. The main result of the group may be considered to be the attempt to systematically introduce the elements of social action into the micro-economic aspect of a tourist enterprise.

The Second Working Group /Social Questions/ was presided over by the AIEST member S. Ostrowski M.A. who invited Dr. T. Bodowes as co-chairman. The group was permanently



attended by 35 persons /not counting occasional visitors belonging to the other groups/, including 11 Polish participants. Owing to the large number of participants and reports /which were 14 including 5 submitted by Polish speakers/, the group worked both in plenary and in two subgroups. When in plenary, the group listened to general reports such as "Tourism as a Factor of Social Planning" by Prof. Dr. Jiří KAŠPAR /Czechoslovakia/ and to case monographs concerning individual countries as f.ex. "The Status of Social Tourism in the United States" by Prof. Robert W. McINTOSH /USA/.

At the summary plenary sitting of the group opinions were expressed with regard to the main theses of the basic reports /by Bodewes and Marković/ and conclusions were formulated for the plenary session of the Congress. The subgroups pondered upon tourism matters in relation to various social groupings. In subgroup A /Chairman: S. Ostrowski, reporter: K. Przeclawski/ concerned with the social aspects of tourism for youth and vocationally active people, the special reports were introduced by Prof. Dr. A. GUÉORGUIEV /Bulgaria/ as well as Dr. T. JAROWIECKA, Dr. K. PAUZEWICZ and Dr. K. Przeclawski from the Polish side. In subgroup B /Chairman: Dr. T. Bodewes, reporter: T. Marris/ having dealt with the tourism questions of pensioners and disabled, the special reports were presented, among others, by G.P. FÉTY /France/, T. Marris, and Prof. Dr. H. SZWARC and Dr. C. SKRUDLIK from Poland.



In the discussion of the basic reports it was affirmed, in the author's presence, that Prof. Markovic's report cannot be considered representative for the Socialist countries as a whole. Therefore, it can be regarded solely as based on the example of one country.

The findings of the discussion were formulated in the three following theses:

- that a consideration of the problem by T. Bodewes as regards the transition from social tourism to the social aspects of tourism is appropriate since social tourism is a historical category which may disappear while the social aspects of tourism need to be always spoken of, and the importance of these problems will continue to grow;
- that all countries are confronted with the social problems of tourism notwithstanding their socio-economic and political system, while the methods of handling these problems depend notably on the form of government;
- that the exchange of information on solving the social problems of tourism is an extremely essential factor conducive to the progress in this field in which AIEST may play an useful rôle.

The more detailed description of the conclusions of this working group is the more necessary since they relate to one but the most fundamental questions dealt with during the Congress as also having a political and governmental



significance, this fact having been duly emphasized by the general reporter Pierre LAINE /France/ in his report.

The Third Working Group, concerning itself with "The Structure of Supply and the Needs of Social Tourism" was led by J. Faucher in cooperation with Dr. Hans ASPER /Switzerland/. Some 20 people, including 5 from Poland, took part in the proceedings.

The discussion centred on the introductory paper presented by A. Guignand.

All were in agreement that a steady and swift expansion of world tourism, in the face of varying socio-economic and political circumstances in individual countries required a new, dynamic consideration of the problem.

It was also stated that scientific research in this field is responsible for some slowdown. It was adopted that attention should be centred on the two basic groups of questions, notably:

- a/ social aspects of tourism and holidays;
- b/ conclusions arising from experience and non-commercial studies of social tourism.

In addition, the group concerned itself with:

- a/ the need to better get to know the problems of demand;
- b/ tourist development of areas;
- c/ characteristics of social tourism supply.



Considering various shortcomings of economic, social, cultural and political nature and others which restrict the proper satisfaction of society needs in recreation - what is recently accompanied by a fast evolution of requirements and preferences - it was accepted that AIEST should take up complex research of, among others:

- inventory of enactments and legal standards governing the matters of social tourism world-wide;
- gradual unification of methods and statistical data on world tourism movements.

Regarding fundamental for social tourism its humanistic /social/ aspects it was jointly adopted that this fact however cannot overshadow the necessity to finance various forms of developing this particular kind of tourism, specifically in the light of the commonly experienced low level of services rendered.

The audience accepted with satisfaction the Polish proposal to hold seminars under the AIEST patronage, so making it possible to freely exchange the views, very distant so far, concerning the forms of financing social tourism, independently from the firmly stressed /in accordance with the Polish case as well/ importance of social profitability.

The discussion in the Fourth Working Group was based on a report submitted by Ass. Prof. Dr. Bolesław LIBICKI /Poland/ on the "Principles and Measures of Tourist Environmental Policy", as well as on concise problem proposals formulated



by the Chairman and the presented in short two communications by an absent author /from a Western country/ on the application of models in the physio-environmental analysis and typology of forest areas.

The major problems discussed were those concerning the power of absorption of individual areas and recreation centres; directions and methods of tourism development in the developing countries /Nigeria/; the methods of financing environmental protection and tourism and their effectiveness; inconsistencies between tourist and non-tourist suppliers and consumers of geographic area /natural environment/; the rôle of concentration and dispersion in physical planning; the rôle of transport infrastructure; specific cases of forest area protection; group, organizational and social effects of further expansion of mass tourism; and time and season factors in regulating movements in time and area /possibilities, needs, methods/.

The Fourth Working Group was directed by Prof. Dr. L. BRIDEL /Switzerland/. The following persons permanently or frequently worked in this group: Dr. E. SCHWABE /Switzerland/, S. TROISGROS /France/, J. Franklin ADEJUWON /Nigeria/, Dr. B. BORNET /Switzerland/, Dr. G. GABRIELE /Italy/, V. PLANQUE /France/, S. BAIER /Austria/ and a numerous group of Polish participants: Dr. J. BOGUCKI, Dr. L. DĘBSKI, Dr. R. GAŁECKI, Dr. A. KORNAK, Dr. B. LIBICKI, Dr. O. ROGALIEWSKI, Dr. S. WAWRZYNIAK and Dr. E. WYSOCKA.



Summarizing in brief the findings and conclusions of the Fourth Working Group one can credit them for the following characteristics:

- strict adherence to the main theme;
- quite a thorough consideration of all major problems proposed for discussion;
- a high discussing activity of all attending, especially those from France and Poland.

The discussion proved that the exchange of views and experience in the field of tourist area protection is unusually valuable for all Congress participants and that the initial Polish view as regards the superiority of social tourism to commercial tourism in handling environmental interests was founded.

#### The Polish Sessions

The Polish Sessions were held, according to the programme, on 8 September afternoon and 9 September morning at the Auditorium Novum of the Jagiellonian University at Cracow. Prior to the session opening, the Congress Bureau, accompanied by a Vice-President of the General Committee for Sport and Tourism was received by Prorector of the University, Prof. S. WÓJCIK who elaborated upon the traditions of this oldest Polish university and its relationships with tourism.



The AIEST President, Prof. Claude Kaspar and Vice-President Jorge Vila FRADERA received memorial University plaques. Following the opening of the session by Director of the Institute of Tourism, Prof. Dr. R. Chwieduk and a short inaugural speech by Prorector of the Jagiellonian University Prof. S. Wójcik, the chairmanship was assumed by Prof. Stanisław Leszczycki.

The Polish session developed smoothly in line with the proscribed programme. On the second day, after all papers had been presented, Prof. Leszczycki opened a discussion and questions were addressed to the Polish reporters. The answers were supplied, among others, by Vice-President of the GCST Bogusław RYBA, Prof. Chwieduk, Ass. Prof. Gałęcki and Director Ostrowski. The questions mainly asked for supplementary information or interpretation of the numerical material submitted.

#### The Congress Closing Ceremony

The Congress was concluded with the closing speech by the AIEST President Prof. Claude Kaspar who underscored the substantial scientific results of the Congress, appreciated the significant Polish contribution and took note of the first attendance in the AIEST history by the USSR representatives in the AIEST Congress. He also highlighted the excellent organization of the event and thanked the Polish hosts.



Next Vice-President of the GCST Mr. B. Ryba decorated Prof. Kaspar and Dr. POLAČEK, Director of the Research Institute of Tourism at Bratislava, Czechoslovakia, with the distinction of the Merit of Tourism. Also a decision of the AIEST Committee was announced to the effect of conferring Honorary Membership of AIEST to Prof. S. Leszczycki. The ceremony ended with the signing by all the final session Bureau of the Memorial Album, which was subsequently transmitted to the AIEST Committee.

In addition to the positive opinion on the Polish participants' contribution to the Congress proceedings and to the worth of their pre-Congress preparations, it should be emphasized that the Congress theme itself, which had been proposed by the Polish AIEST members, was much significant as compared with many previous subjects, which was pointed out by President Kaspar when saying: "It is for the first time that an AIEST Congress is engaged with the questions putting directly into the centre the human being and the society". And even if, in effect of several day discussions, the Congress participants came to the conclusion that much more questions were asked than were answered, the 27th AIEST Congress will for certain make history as that which focused the attention of the international scientific community concerned with tourism on the so far little checked but important section of the reality of tourism in all countries being its social aspects.



From the organizational point of view, the Congress met with the highest estimation, both from the foreign and Polish participants. This was supported by numerous expressions of gratitude and appreciation addressed to the Institute of Tourism.

Far and wide, the excellent organization, wealth and high level of cultural programme, as well as great cordiality and hospitality are emphasized.



Dr. BOGUSŁAW RYBA  
Deputy Chairman of the  
General Committee for Sport and Tourism

MAIN POLICY MEASURES OF POLISH TOURISM,  
ITS ORGANISATIONAL FORMS AND SOCIAL ASPECTS

/Programme Report/

Mr. Chairman,  
Mr. President,  
Ladies and Gentlemen,

My intervention is concerned with the main development lines and organisational forms of Polish tourism, including its social aspects.

The years 1971-74 are particularly meaningful in analyzing and appraising the present state of tourism in Poland and the programme of its future development. During that period domestic tourism has almost doubled, exceeding the figures indicated by the 6th Congress of the Polish United Workers' Party. The indicator of the population's tourist activity increased from 30% in 1970 to about 47% in 1975. The Polish society achieved much greater possibilities of participating in international tourism. This was made possible thanks to the party and Government decisions concerning the increase of expenditure in foreign currencies on



organized tourism and individual travel. It also owes much to the recent opening of the national border for free tourist movements between Poland and the German Democratic Republic. These factors made the number of persons travelling abroad rise considerably.

The situation in the field of the incoming tourism has also been favourable. The volume of foreign tourism in Poland grew 4,3 times during the period 1970-1975, and that includes a 10 times higher turnout from the GDR.

The high growth rate of the domestic and foreign tourism was accompanied by a substantial increase of the gross income from tourism. Moreover, an unprecedented rise in the material plant of tourism and recreation took place. In total the State spent for that purpose the sum of 18 billion zlotys /about 900 million US \$/ thus making for an extra 100,000 bed places of varying standards.

The positive balance of the five years' tourism makes a mentionable share in the all-national socio-economic achievements of 1971-75. It is also a testimony of an active participation of the tourist sector in the process of great social, cultural and economic changes of socialist Poland.

A development programme for tourism up to 1990 has been worked out during the 1971-75 period. The programme ratified by the Presidium of the Government in April 1976 - stresses that the strategic goals of tourism development coincide totally with the general policy of transforming Poland into a mature socialist society.



The crucial point of formulating the aims of the development scheme of tourism is the popularisation of tourism for the sake of meeting social needs. The most representative indicators of the popularisation of tourism in Poland are:

1. The index of participation of Poles in tourism at home and abroad, and specifically the number of people participating in holidays against the total population of the country.

2. The number of participants in various forms of tourism and recreation paid from social funds, i.e. social tourism, to which the 27th Congress of AIEST is dedicated.

3. Qualified staff, technical conditions of the facilities and the legal system of organisation influencing the extent and degree of the realisation of social necessities.

4. The amount and structure of income from tourism and stimulated by tourism that defines the rôle of tourism in the national' economy, and which influences the level of consumption and the balance of payments of the country.

Better living conditions in Poland made the demand for various forms of tourism and recreation grow. This demand, characteristic for the societies of high economic standard, is also a result of improving work organisation which made it possible to change the balance of work and leisure time. Tourism became one of the most important factors in arranging the increased amount of leisure. Besides the dynamic



growth of tourism and the lengthening of the average period of participation /from 16 days per annum in 1970 to 18 days in 1975/, during the period 1971-75 other phenomena have been noticed.

First of all the territorial distribution of tourism underwent slight though noticeable changes. The regions composing the former provinces of Gdańsk, Koszalin, Kraków, Szczecin and Wrocław which in 1970 received about 60% of tourists in Poland, and in 1975 received only about 55%. An advantageous dispersion of tourism in the northern, central and southern parts of the country took place. As a result of various efforts, the central regions of Poland gained much in tourist attractiveness and the reception of tourists grew from about 15% in 1970 to 25% in 1975.

Secondly - in the last years a lot has been done to avoid the summer peak. For example the reorganization of the school year made it possible for school children and students to plan their winter holidays better. Moreover, a tendency with the workers to wish to divide their holidays into two pieces - the summer and the winter one, occurred. That causes the much wanted staggering of tourism in time.

Owing to the changes that took place during the last five years, a dynamic growth of those forms of tourism occurred that are based on social funds, that is the state budget or the social funds of enterprises. The figures representing the number of participants of enterprise-sponsored holidays, of holidays sponsored through the Workers'



Organized Holiday Fund /FWP/ and of youth holidays and camps are real indicators of the social policy of the Government. In 1970, 1,8 million people enjoyed the sponsored holidays, in 1975 their number grew to as much as 4,1 million. A dynamic development of the youth holidays can be seen. In 1975, 1.7 million of youth were on such holidays as compared with only 1.8 million in 1970. Moreover, 4.9 million of youth took part in the scheme of "holidays in the spot". The main organisers of the "away from home" holidays are state enterprises, educational authorities and the subordinated youth and social organisations.

An adequate number of qualified personnel is one of the basic conditions of a proper tourist service.

According to approximate figures the total number of people employed in the tourist sector, at tourist enterprises, in the administration, in industry, science and education comes up to 100,000.

In 1975' most of the staff were employed at the holiday and camp centres run by enterprises /around 38 thousand people/, at the local tourist industry /around 19,000/, with the Tourist Enterprises Corporation /around 15,000/, at the Polish Tourist and Country-Lovers' Society /together with the Association of Tourist Industry and the Voluntary Mountain Rescue Service/ - /around 9,000/, and with the Workers' Organized Holidays Fund /around 9,300/.

The official qualifications of the professional tourist personnel are varied. Individual posts are held then by



economists, geographers, ethnographers, specialists in spatial planning, architects, art historians, graduates of vocational colleges and high schools specialised in tourism, hotelry and catering, specialists of movement recreation, graduates of various kinds of secondary vocational schools.

The training of personnel for tourism in the form of a special programme is carried out at the university level by six universities: The Wrocław School of Economics /the branch at Jelenia Góra/, The Main School of Planning and Statistics in Warsaw /economics of tourism/, the three Academies of Physical Education /in Poznań, Cracow and Wrocław/ and by the Institute of Physical Education in Gdańsk. The training of tourist personnel is done at 28 colleges and vocational high schools.

The present system of education is successful though not totally free from shortcomings. Among those are: the unsufficient share of the tourist managers in the composition of educational programmes and poor organization of the professional training of students.

Also the staff occasionally working in tourism has major influence upon the popularization of tourism in Poland. To work in tourism those people use their holidays, free time or week-ends.

The non-professional tourist staff /in the sense of continuous employment/ in Poland amounts to 120,000 persons. It is hence more numerous than the professional staff.



A major condition of a proper tourist service are the adequate state and development perspectives of the accommodation and catering facilities.

During the years 1970-75 a joint sum of 7.3 billion zlotys /about 370 million US \$/ was spent on the construction of hotels, and the total sum spent for tourist development reached 9.1 billion zlotys /about 460 million US \$/. The effect of that investment were inter alia, the new 6.000 bed places in 14 hotels. Taking into account the requirements of mass tourism, the outlays for the development of seasonal establishments, especially camping sites, were increased. Also developed and expanded were the open recreational and water sports centers. In addition the construction of holiday establishments was intensively continued and a sum of over 9 billion zlotys /about 460 million US \$/ was spent on that.

In spite of a substantial growth of the tourist and recreational' accommodation establishments during the years 1971-75, the social demand still exceeds the supply.

The year round and seasonal tourist establishments have in total 1.830.000 bed places, of which about 1 million is within the youth holiday scheme, localized mainly in school buildings, around 500,000 are within establishments of enterprises and of the Workers' Organized Holiday Fund. Around 330,000 beds are then available to tourists at the open establishments which are not subsidized. The other accommodation and catering establishments render their servi-



ces on the basis of the social consumption fund what proves the special priority given to the development of social tourism in Poland.

Ladies and Gentlemen,

The essence of the Polish model of tourism is that the state administration and enterprises closely collaborate with mass organizations - with the workers' unions, youth movement and specialized organizations and associations. The model combines the managerial position of the state authorities and the social and historical heritage and achievements of the tourist movement. All the bodies working for tourism have their place in the model: the state administration authorities, enterprises, civic associations and organizations, and private economic enterprises.

The model of Polish tourism combined with physical education has been decreed by Law of 17 February, 1960. During the seventeen years it has systematically developed in accord with the growing rôle of physical education and tourism in the life of the country.

A marked organizational progress took place in the years 1973 and 1974. In those years more favourable financial and legal conditions for the development of tourism were created by appropriate governmental decisions. On 1 January, 1974 the Council of Ministers greatly extended the field of action of the General Committee by assigning it the hotel



sector and by specifying the rights and powers of the Committee as far as coordination of all undertakings goes.

The General Committee for Sport and Tourism, being a central body of the state administration has focused its attention on the making of forecasts, programmes and plans for the development of physical education, of sports and tourism, on the legislative and coordinative activity, as well as on checking on the bodies acting in this field. At the same time the central management of the individual fields of physical culture and tourism has been vested with specialized institutions and organizations.

During the last three years substantial changes took place in the local branches of state administration. Office branches for physical culture and tourism have been set up at the level of voivodships. The tourist enterprises have thus been made subjected to those local authorities. The process of perfecting that system is underway.

The servicing of domestic and international tourism consists of a wide field of socio-cultural, ideological, administrative, educational and economic actions. The elements of the Polish model of tourism are thus the state tourist enterprises and institutions /local and central/, tourist enterprises of cooperative organizations /"Gromada" and "Turysta"/, tourist enterprises of public organizations /The Association of Tourist Industry of the Polish Tourist and Country-Lovers' Society and the Board of Economic Action of the Polish Motor Union/, various semi-tourist organiza-



tional units and the private economic sector. In 1973 the Government established the Tourist Enterprises Corporation whose task is to combine into one corporation all the enterprises acting in the field of domestic and international tourism.

The acquiring by the General Committee for Sport and Tourism of all communal hotels and of the hotel catering made possible the creation of 38 local tourist enterprises. Those enterprises have a substantial economic importance. Altogether they dispose of tens of thousands of accommodation places, of numerous catering units, of a growing car and bus park, and of a system of tourist information.

The Workers' Unions and youth organizations play an important part in the Polish model of tourism. Their importance consists chiefly in the popularization of tourism, holiday leaves and week-end rest. One of the important aspects of that activity is making sightseeing and recreation available for the workers and their families, the using of the values of tourism in the process of the socialist education of the young generations.

The public tourist organizations, such as the Polish Tourist and Country-Lovers' Society, the Association "People's Sport Teams", the Polish Motor Association, the Polish Society of Youth Hostels and the Polish Camping Federation are important components of the organizational system of Polish tourism. Their basic task is to develop



sightseeing and tourism and to supply social activists ready to work in tourism.

All the public organizations acting for the benefit of tourism - both the local ones and those established in the whole country are appreciated partners of the state administration.

The experiences of countries of great tourist traditions were taken into account during the creation of the Polish model and system of tourism. The decentralization of the tourist management is highly advanced in Poland - both territorially and structurally. Also some specific organizational forms grew up here. The Polish Tourist and Country-Lovers' Society can serve as an example. It has its own specific internal structure that combines the social aspects of tourism with economic activity.

One also has to underline the substantial rôle of the private sector in Polish tourism. Its rôle in the tourist trade is mainly that of a supplier of additional accommodation and catering. Special holiday villages are thus created, small private restaurants, bars and cafés are run and private pensions are developed. The pensions are substantially assisted through a tax relief scheme and by cheap investment credits. The private tourist sector both renders services to individual tourists and cooperates with state enterprises.

An advantage of the present model of tourism is its flexibility. It can be altered and corrected according to needs.



Ladies and Gentlemen,

The main source of financing tourism is the expenditure of the population on that form of consumption. However, the State also participates in the financing of tourism, spending every year on that purpose a substantial amount of money from the budget of social consumption.

In 1975 the current expenditure of the State on tourism reached 1.3 billion zlotys /around 70 million US \$/ and the subsidies from the social funds of enterprises reached 8.1 billion zlotys /around 400 million US \$/. Altogether the expenditure from the social consumption fund reached 9.4 billion zlotys /around 470 million US \$/ and was used on youth holidays, workers' holidays and on tourism and recreation organized by enterprises and specialized social organizations.

The total sum of the expenditure on tourism and recreation within the country and abroad, of the expenditure of the State on social forms of tourism and recreation, and of the expenditure of foreign tourists, which was calculated at over 50 billion zlotys /around 2.5 billion US \$/ shows the economic scale of tourism and its importance in the economy.

The health and educational aims of tourism along with its economic importance, determine the policy of the State which is based on the fundamental rule of integrity between the social and market tourism. Just like the economic and



social development of the country are inseparable, in tourism one cannot separate its social and economic aspects. The asserted and extended availability of tourism for all social strata in our country demands subsidies from the social consumption fund which assists the expenditure of individual consumers.

We are thus dealing with a situation where on the one hand tourism is an important element of social policy of the State and on the other an increasingly important component of the national economy.

Ladies and Gentlemen,

As I have already mentioned we have elaborated a long term programme for the future development of Polish tourism, taking into account the social needs. It is a modern, ambitious and realistic programme which corresponds to the higher stage of the development of our country - a stage of construction of advanced socialist society.

The programme asserts above all:

- to increase the tourist propensity of the society, which is instrumental in the broadly understood health prophylactic and a factor shaping the socialist patriotism through the deepening of the knowledge of the country and its achievements;
- to increase the share of tourism in the process of using the accruing volumes of leisure as an important means of the regeneration of fitness and psychical forces of man.





- to increase the rôle of tourism as an integral element of social policy in the framework of which the conditions of rest and recreation are created for all social groups, especially children, youth and those of the lowest wages.
- to fuller use tourism as an important measure of modernization of the consumption structure, moreover as a means of supply of relatively cheap employment places, as a stimulator of the socio-economic life of individual regions of the country and as an increasingly important factor in multiplying the national income and in the activization of the country's balance of payments.
- to markedly increase the rôle of tourism in the shaping and strengthening of international cooperation.

The chief aim of the programme is the saturation of the demand of the society for various forms of tourism, and thus a drive towards making tourism a popular, cultural phenomenon in our country. The years 1976-1980 have been scheduled as a period of accelerated work to achieve that aim.

To obtain the mentioned chief aim it is crucial to carry out the following assertions:

1. To reach in 1980 the number of 170.6 million people taking part in all forms of tourism /about 550 million accommodation places/ what makes an increase of 36% with respect to 1975. Taking the basic indicator of the tourist propensity in the country as the ratio between all holiday-



makers to the number of the whole population in the country, the programme asserts that this relation will look the following way:

- in 1975 - 16.1 million, i.e. 47% of the total
- in 1980 - 17.4 million, i.e. 50% of the total.

It indicates a rise of 8% during the years 1975-80 in the number of persons and the duration of their holidays.

It is foreseen that due to the growing amount of free time the length of a standard holiday will be extended.

2. To increase the number of participants in workers' holidays, so that in 1980 around 4.8 million people would be able to take advantage of the holiday schemes subsidized by the State. A further growth of the youth holiday schemes is expected. The planned number of people participating in that form of rest in 1980 is 4.2 million people what marks an increase of 55% with respect to the 1975 figures. In total the number of participants in all forms of organized holidays for youth and children should amount to 9.1 million persons, what is almost 20% more than in 1975.

3. A better supply of holiday schemes abroad with 12.4% of the total population taking part in travel abroad.

4. A more effective use of foreign tourism as a factor of activization of the country's balance of payments and aiming at an income of 1.1 - 1.3 billion zloties in foreign currencies /around 400 million US \$/ in 1980. It is being forecast that foreign tourism in Poland will have increased



by 50% during the 1975-80 period. /3.5 million persons in 1975, 5.3 million in 1980/.

5. A broader use of foreign tourism, both to and from Poland, as a means of foreign policy of People's Poland, the main aim of which is to consolidate a peaceful cooperation between nations.

6. A better conservation of the environment of the country against the negative aspects of tourism - first of all through its deconcentration.

7. The increase of the supply of services and goods directly or indirectly consumed by tourism. The increase of the expenditure of the population on tourism.

Thus sketched directions, methods of action and basic administrative decisions are increasingly based on research, analysis and forecasts relating to the economic, socio-cultural and health aspects of tourism. In the scientific basis of our actions and decisions an expanding rôle plays the specially appointed for that purpose departmental Institute of Tourism, the acting host of the present congress.

Our hopes for a better coordination of research and cooperation with foreign and international institutions of similar kind, especially with WTO and AIEST are vested with the work of that body.

All we have done and what we intend to, we do with the deepest conviction that by developing tourism and recreation we serve man. Using the heritage of science we wish to orga-



nize tourism better, to serve the society better, to assist the development of international cooperation and friendship between nations.

Mr. Chairman

Mr. President, Ladies and Gentlemen,

Thanking for your attention and wishing the Congress a fruitful time I would like to express my hope that these few days that you have spent in Poland should give you an impression of our country such as you have seen it: a country of developing tourism, a country of hard-working, peace-loving and hospitable people.



EDGAR KACZMAREK, M.A.  
Director General of the "Orbis"  
Tourist Enterprises Corporation

## TOURIST TRADE IN POLAND

At the break of the 60's tourism in Poland developed to such an extent that it reached the level watched in the highly developed countries of Europe and the world and significantly strengthened its rôle in Poland's socio-economic life.

According to official statistics in 1970 some 64 million domestic tourists travelled in Poland as compared with only 45 million in 1965. It should be added that both constant and dynamic development of tourism in Poland, was the direct effect of the systematic growth of incomes and individual consuming funds which, on the other hand, was the direct consequence of all the changes that have occurred in Poland's socio-economic life for the last ten years.

As for Poland's tourist exchanges with abroad which by its very nature are of a commercial nature, a significant enlivening was also noted. In 1970 some 2 million foreign visitors, that is 62.4 per cent more than in 1965, came to Poland.

All these developments were a practical implementation of the guidelines of the country's development programme



adopted by the State. As for tourism, the programme of Poland's development envisages:

- an increase in the nation's wealth and the nation's participation in individual consumption;
- an increase in the number of holiday time and a systematic growth of leisure time, resulting from the introduction of new non-working days /work-free Saturdays/;
- decisions on an accelerated programme of investments in tourism;
- the development of versatile contacts with abroad including tourism;
- the development of integrational processes between member states of the Council for Mutual Economic Assistance;
- the betterment of regional management, the improvement of regional tourist infrastructures and the increased influence of tourist traffic upon the entire development of a given region.

To illustrate the stage of implementation of the programme in 1970 - 1975 in the spheres of life concerning tourism it is enough to mention:

- the opening of 165,000 new bed places only within the programme of investment projects which were implemented with the use of national funds, and the opening of 8,000 accommodation places in LUX and 1st class hotels which were built under investment import contracts;
- the remarkable development of air connections /per week/, 150 regular connections with abroad and 80 home con-



nections, ferry connections across the Baltic /in a week 25 ferry connections with Sweden, Denmark and Finland/ as well as road and railway connections;

- the abolishing of frontier formalities in the tourist exchanges with the German Democratic Republic in 1972 and a significant simplification of these formalities in the tourist traffic with other Socialist countries;

- the cancellation of visas in the tourist exchanges with Austria in 1972, with Finland in 1974 and with Sweden in 1974;

- the implementation of a decision on issuing visas at Polish frontiers to tourists coming from most Western European countries irrespective of the formalities which these countries apply to Polish citizens crossing their frontiers;

- the improvement of regional tourist management in 1972 - 1975; the opening of 40 regional tourist enterprises whose fundamental task is to effectively control the tourist infrastructure of a given region and to participate in domestic tourism.

All the changes which occurred both in domestic and foreign tourism had been preceded by the Government's decisions, if only to mention the principal one: the 15th decision passed by the Council of Ministers on September 28, 1970. The decision defined a new organizational and economic model of tourism in Poland and called into being the "ORBIS" Tourist Enterprises Corporation which I have the



honour to represent. Other governmental decisions included a more precise description of the model and defined organizational and financial requirements of its harmonious development. All the decisions were discussed in a programme report of the Vice-President of the General Committee for Sport and Tourism, Doctor Bogusław Ryba, presented during the Polish Session of the Congress being held.

The main task of the "ORBIS" Tourist Enterprises Corporation is to manage and coordinate all the economic activities of tourism, that is, commercial tourism and is also obliged to observe all the regulations and carry out all the guidelines concerning social activities in this field.

The Tourist Enterprises Corporation affiliates on the principles of subordinated units:

- 41 Lux and 1st class hotels;
- two state travel agencies, the "ORBIS" and the "SPORT-TOURIST" Travel Bureaus;
- 4 own commercial representations abroad in the USA, the Federal Republic of Germany, Sweden and Great Britain;
- 16 tourist representations abroad which are national tourist information centres;
- the Central Office of Tourist Information whose task is to provide information and to advertise and promote tourism in Poland and abroad;
- its own tourist training centre;
- two investment management boards: one in Warsaw and



the other in Cracow which deal with the planning, implementation and preparing of investment projects for operation.

The Tourist Enterprises Corporation is also responsible for the functional coordination of all activities carried out in foreign and domestic tourism by all the organizers of tourism in Poland who are directly supervised by their mother social or economic organizations. Where both foreign and home tourism is concerned, the Tourist Enterprises Corporation coordinates the activities carried out by:

- 6 other foreign travel agencies, namely:
- the PZMot Tourist Bureau which is directly controlled by the Polish Motoring Association and which deals with motoring tourism and services;
- the "ALMATUR" Travel and Tourist Bureau which remains under the direct control of the Socialist Union of Polish Students and which organizes tourism in student and academic circles;
- the BZTM "JUVENTUR", the foreign tourist bureau of the federation of youth organizations which deals with tourist exchanges in all non-academic circles;
- the BTZ PTTK /the Foreign Tourist Bureau of the Polish Tourist and Country Lovers' Society/ which specializes in mass qualified tourism;
- the "GROMADA" Foreign Tourist Bureau of the All-Poland Tourist Cooperative which deals with tourism in cooperative circles of farmers, stock-breeders and gardeners;



- the "TURYSTA" Foreign Tourist Bureau which functions in cooperatives of craftsmen and those affiliating small manufacturers;

- 40 regional tourist enterprises which are directly controlled by the administrative authorities of a given region and which are responsible for the management of the material tourist plant of one or several voivodships and which deal with tourism mainly in the form of the reception of tourists in their regions.

This functional structure means that the Tourist Enterprises Corporation applies different forms of coordination in foreign and domestic tourism.

As regards foreign tourism, the Corporation is responsible for:

1/ the working out or the adopting of principles of trade policy in the tourist turnover with abroad, for example, as far as prices, requirements, general or particular agreements are concerned as this makes possible the maintenance of the uniformity of activities in this field;

2/ the defining of plans of revenues and expenditures in foreign currency for general tourism and particular kinds of tourist activities as well as for individual units participating in the organization of tourism; the mapping out of annual and long-term programmes of tourist activities;

3/ the mapping out of directions and programmes of



advertising, marketing and publishing activities, the printing and manufacturing of promotional materials such as folders, films; the development of public relations, etc.;

4/ the conducting or supervision of investment activities in foreign tourism, and particularly in the import of investment projects and commodities which are necessary for the effective functioning of foreign tourism such as: coaches and cars, hotel and restaurant equipment, drinks, costs of training tourist staff abroad, advertising means ect.;

5/ the organization and implementation of an electronic system for booking rooms and a computer calculation system;

6/ training personnel for foreign tourism.

Where the coordination of all the activities in foreign tourism is concerned, the Tourist Enterprises Corporation supervises all the organizers of foreign tourism irrespective of the fact of whether they are directly or indirectly controlled by it, that is, whether they are directly or indirectly controlled by it, that is, whether they carry out their activities as independent organizational units or not.

As for the direct implementation of the Corporation's function as the main coordinator in foreign tourism, it either consults representatives of other economic sectors in Poland such as carriers, trade and service institutions or else puts into practice the resolutions it has adopted



according to the decisions passed by the General Committee for Sport and Tourism.

As for domestic tourism, the Corporation coordinates activities depending on their importance through:

- the resolutions adopted by the organ the Corporation has called into being to represent all the organizers of tourism in Poland; the resolutions are binding at all levels of tourist activities;

- postulates and resolutions which are submitted as draft decisions to the organs of regional administration /voivodes/ or organs of central administration /the General Committee for Sport and Tourism/;

- adopting principles of the implementation of the state policy defined in decisions passed by the central organs of the state administration which either directly or indirectly concern tourism.

The Tourist Enterprises Corporation carries out functional coordination through the so-called All-Sectoral Agreement which was signed by all the organizers of tourism in Poland operating in other than social spheres. The Commissions for All-Sectoral Agreement and Commissions for Regional-Sectoral Agreements which deal with the problems of a given region and affiliate all the organizers of tourism in a given region are the representative organs of the All-Sectoral Agreement.

The scope of coordination embraces the following:



- adopting programmes and plans of all-Poland and regional tourist activities;
- coordinating investment plans and those of regional development;
- the purchase and distribution of means of transportation and other kinds of equipment;
- the setting up of transportation facilities in a given region for the use of various tourist enterprises;
- the organization of a network of tourist information stands, the preparation and production of advertising and informational material on tourism throughout Poland and in a given region;
- the organization, advertising and selling of tourist product typical for a given region such as local excursions, sightseeing and other forms of holidaying;
- the organization of trade between various tourist institutions /foreign tourism bureaus, hotels, regional enterprises/ e.g. all-Poland spring and autumn tourist exchanges.

The main object of the above described model is the harmonizing of the economic activities in tourism carried out by decentralized units /namely specialized foreign tourism offices and regional enterprises/ with basic directions and guidelines of the central socio-economic planning programme.

As has been already mentioned in the introduction to this report, on the directions of the country's development



programme, economic activities in tourism in Poland underwent a dynamic development, and particularly in the first half of the 70's.

1. In 1976 the entire accommodation plant including that destined for commercial tourism and that for social tourism /holiday centres owned by factories and resorts/ increased up to some 920,000 beds, that accounted for a 22 per cent increase in comparison with 1970. Out of this some 42,000 beds /excluding private rooms/ were owned by travel offices and tourist enterprises which either function within the Tourist Enterprises Corporation or are coordinated by it. As for the accommodation establishments directly supervised by the Corporation this amounted to 12,300 beds in de Lux and 1st class establishments in 1976, a 161.7 per cent increase in comparison with 1970, and constituted 54 per cent of the total number of beds in de Lux and 1st class hotels in Poland.

The above presented figures best illustrate the investment efforts our country undertook in both social and commercial tourism in the 1970 - 1976 period.

2. In 1976, all tourist enterprises coordinated by the Corporation, owned more than 1,500 coaches and 700 private cars.

3. Out of the total number of some 200,000 employed in all /both social and commercial/ tourist institutions in Poland more than 47,000 employees dealt with the economic activities of the Corporation.



4. In 1976, 8 central travel bureaus and 40 regional tourist enterprises conducted their activities in more than 650 operational units throughout of Poland which dealt with home and foreign tourist services.

5. According to official statistics, more than 131 million Poles toured Poland in 1976, which is a threefold increase in comparison with 1965 and a twofold increase in comparison with 1970.

6. In 1975 tourist expenditures constituted 6.4 per cent of the total amount of the nation's individual consumption. One fifth of the sum went on the Tourist Enterprises Corporation and the rest included the nation's expenditures for transportation and other services provided by tourist organizations not under the supervision of the Corporation.

7. A considerable development has been also noted in Poland's tourism with abroad during the last six years.

In 1976 more than 9,600,000 foreign visitors came to Poland, that is, a five-fold increase in comparison with 1970 and more than 10 million Poles went abroad, which is, a 12-fold increase when compared with 1970.

A remarkable increase was also noted in tourist exchanges with Poland's Socialist neighbour-countries, particularly in 1972 when within the programme of integration, frontier formalities were simplified or even abolished in the case of some countries.

Tourism with other European and non-European countries



also grew. In 1976 close to 800,000 visitors from non-Socialist countries visited Poland, that is a more than three-fold increase in comparison with 1970. At the same time some 400,000 Poles went to Western Europe and over-sea countries in 1976 /a fourfold increase in comparison with 1970/.

8. Alongside the growth of foreign travel the rôle of tourism in Poland's balance of payments was systematically strengthened. In 1976 the shares of tourist receipts and expenditures in foreign currency increased in both Polish exports to Socialist and other countries and in Polish imports.

9. According to official statistics the value of the annual turnover of all units both those subordinated and those coordinated by the Tourist Enterprises Corporation amounted to 600 million U.S. dollars in 1976, of which more than 20 per cent from hotel trade and gastronomy, 25 per cent from home tourism, 16 per cent from foreign tourist arrivals in Poland and 17 per cent from Polish tourist departures abroad.

All tourist economic units which are either administratively or functionally supervised by the Corporation also provide transportation, sell tickets for domestic means of transport and those abroad, tickets for cultural events, buy and sell foreign currency. In other words, they carry out every possible kind of activity which contributes to the reliability of the complex services both in individual and collective tourism.



The above presented figures only confirm the rôle tourism performs both in Poland's economic and social life and also illustrate the effort the State undertakes to ensure tourism an effective development. If only to compare the figures presenting the ratio of the accommodation establishments designated for social and commercial tourism and respectively the ratio of the number of people employed in these two spheres of tourism or even the structure of individual expenditures on tourism with the figures defining the entire domestic tourist traffic and the number of Poles travelling abroad, the State's financial contribution to the development of tourism in Poland is indisputably considerable.

The amount of outlays the State allocates for the development of social tourism only as far as tourist investments, the country's tourist infrastructure and tourist equipment are concerned, is twice higher than the surplus of the commercial tourist turnover.

It is worth mentioning, that all the economic activities in Polish tourism are carried out according to the assumptions of the State's social policy. From the practical point of view, this means that the principle of a uniform policy is adopted as far as prices, margins of profits, and principles of cooperation between individual organizers of tourism in Poland are concerned. The policy is adopted from the point of view of the protection of both a Polish and foreign consumer's interests. At the same time, all the



economic activities in tourism depend on the decisions passed by the supreme administrative authorities of the country. In this way it is possible to maintain the uniformity of aims of both social and commercial tourism. It suffices to mention the following examples:

- as for accommodation prices special preferences were introduced, e.g.: decreased prices for holiday-makers staying in the establishments of the Central Council of Trade Unions. According to the State's decisions, the discounts can be granted also by economic units functioning in tourism on the basis of a full economic settlement of accounts;

- special preferences and principles in youth tourism. The "ALMATUR" and "JUVENTUR" Travel Bureaus which deal with tourism in youth circles, are the organizations functioning without margins of profit and the forms of their activities both as far as tourist programmes, canvassing and subsidies are concerned, stem from the programme assumptions of students' or youth organizations in Poland. The amount of foreign currency outlays allocated by the Tourist Enterprises Corporation for youth tourism considerably exceeds these organizations' share in the overall tourist turnover;

- defined systems of price reductions applied in certain kinds of tourism, for example; youth, qualified and vocational tourism and, a system of additional covering of costs of individual tourism which operates irrespective of a workers' organized holidays system subsidized by the trade unions or work establishments. The former operates on sub-



sidies contributed by social organisations or institutions in the case of specialized or vocational tourism or on prizes destined for tourism purposes. Some of these forms of financial assistance, which have been also introduced in other countries, are the sources for canvassing in incentive travel.

According to the assumptions of the State's policy, the main aim of the above presented model of management and operational functionality of economic activities in tourism is to meet the Polish nation's growing demand for tourism. The above described forms of economic activities in tourism stimulate units functioning in commercial tourism to develop their canvassing network, to foster the sales of their services, to make the functions performed on the service sections of individual organizers of tourism more universal as well as to increase the number of tourist offers by adapting them to both the quantitative and qualitative changes which occur in tourist demand or even to stagger the tourist season by introducing additional incentives such as lower prices, etc.

The now functioning model of economic activities in Polish tourism, is a new product now entering the age of maturity and which may still undergo some changes.

The participation in the process of the best possible implementation of the model is of great concern to all the organizers of economic activities in Polish tourism who are ready to allocate all possible means to make it function



in a most reliable way as this is the ultimate goal of  
tourism in our country.



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## THE FINANCIAL SYSTEM OF FOREIGN TOURISM IN THE POLISH PEOPLE'S REPUBLIC

The most characteristic feature of the Polish system of foreign tourism is its institutional pluralism.

State enterprises, co-operatives and social institutions such as the Polish Tourist and Country Lovers' Society and youth organizations such as JUVENTUR deal with foreign tourism in Poland.

Obviously, according to the principles of the social and political system of a socialist state, the total tourist turnover is determined by central planning and especially by the central planning of the tourist traffic turnover and the payment turnover with abroad which is prepared according to the principles of the monopoly of foreign trade and currency of the socialist state.

Foreign tourism constitutes a part of the Polish foreign trade. The financial system of the Polish foreign trade can be divided into two systems: domestic and foreign. As for the domestic system, it is regulated by the laws concerning the principles on economising its own means and those received from outside. The means either derive from



the state budget and are not subject to repayment /outlays allocated for the enlargement of turnover means and investment projects/ or are short-term, medium-term and long-term bank credits.

As for the foreign system, the enterprises dealing with foreign tourism are obliged to observe the defined principles on domestic settlements in zlotys and foreign settlements in foreign currency. The two spheres of settlements are connected with the mechanism of convertability coefficients /conversion of domestic currency into foreign currency/ and rates of exchange.

In the Polish People's Republic the category of the rate of exchange is an element of the d i r e c t i v e p l a n n i n g of the turnover with abroad and is a means of management. The rates of exchange are diversified and defined by the monetary authorities of the socialist state according to other criteria than those applied in a capitalist market economy. The difference is the result of the existing monopoly of foreign trade and currency and the existing differences between the level of domestic costs and prices and the level of costs and prices abroad. It should be added that in the 1970's the socialist economy has begun observing the existing relations between domestic and world prices. The world prices do not have to be identical with the prices established in the foreign trade of the socialist state and especially with the prices received or paid in the clearing turnover which as a rule is of a



bilateral nature, particularly when it is envisaged in inter-state long-term agreements. Owing to all this the socialist system of rates of exchange, although they might appear superficially clear, are nevertheless extremely complicated. They include, both permanent rates as the socialist state defines on sovereign principles the exchange rate, for example, in a tourist traffic, and variable rates as these are connected with the existing system of burdenings and surcharge.

The mechanism of rates of exchange in the socialist economy has been discussed in a separate work which has been published in German.<sup>1/</sup>

The differentiation of exchange rates in the socialist economy is the process of differentiating the value of goods and services in a foreign turnover depending on the currency, goods or services and the country they originate from or are sent to.

Problems of exchange rates and currencies which occur in tourism may be studied from the point of view of various forms of tourism, if only to mention individual and collective tourism. As for all the forms of domestic tourism, the turnover is settled in both zlotys and foreign currencies.

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<sup>1/</sup> Mirosław Orłowski: Das Problem der Valutenkurse in der Sozialistischen Wirtschaft, off-print, vol. 116, No. 1, 1960



In foreign tourism the turnover is settled in zlotys in the case of foreign tourist coming to Poland and in foreign currencies in the case of tourists going abroad. The foreign currency convertability coefficient, in other words, the exchange rate, is a link connecting the two turnovers. The exchange rate may either be with a bonus or special which is always higher than the basic rate of exchange. Both the basic and special exchange rates are announced in the communiqués of the Polish National Bank published by the press. Travel bureaus, hotels, restaurants and other enterprises sell a foreign tourist their services in the Polish People's Republic for zlotys alone when the money has been exchanged at an exchange desk and this must be proved by a tourist with the bill of exchange. In the case of a shortened stay in Poland a tourist may exchange Polish zlotys into a foreign currency only at exchange desks at frontier points and only when he presents a bill of exchange. Vouchers or exchange orders; on the other hand, cannot be exchanged back into foreign currencies. However, they can be deposited at customs offices and refunded in exceptional cases by a foreign travel bureau if a stay in Poland has been shortened.

Credit cards such as American Express, Diners Club, Carte Blanche and Bank of America cards, are accepted in all "ORBIS" hotels and in some tourists enterprises marked with special emblems. AVIS RENT A CAR credit cards are accepted only at rent-a-car stands.

All the tourists originating from the non-socialist



countries and Yugoslavia are obliged to exchange defined amounts of money for each day of their stay in Poland. They can either buy vouchers abroad or exchange their money at exchange desks in the Polish People's Republic.

As far as Polish citizens going abroad are concerned, they pay for their participation in tourist excursions abroad in zlotys and in individual tourism they may pay in zlotys for fares on board Polish planes flying on foreign routes only when they present a passport containing a stay visa for the country of their destination. Whenever they wish to travel abroad by other means of transport they pay for the fares either in foreign currency /which Polish citizens are allowed to have/ or in zlotys when they have received permission for this.

Under a currency monopoly the Minister of Finances has passed the so-called General Agreement on signing agreements on tourism by the "ORBIS" Tourist Enterprises Corporation with foreign partners. The exchange desks of Polish travel bureaus exchange foreign currencies, traveller's checks, vouchers and exchange orders into zlotys applying the average basic exchange rates which are increased ten times. A ten-fold increase of basic exchange rates applied for the currencies of capitalist countries and Yugoslavia, constitutes the equivalent of special exchange rates with the "ORBIS" bonus and reaches two thirds of the values of these rates.

All foreign tourists coming to Poland with American



Express, Eurocard, Acces, Interbank, Carte Blanche, Bank of America and Diners Club credit cards may pay for services and goods purchased in Poland in specially authorized socialized enterprises on credit conditions.

International tourism means tourist traffic across the frontiers of various countries and its turnover is settled in various currencies.

The turnover if it is not organised on the principle of a direct compensation, e.g., when the same number of participants leave for the partner's country in the same period of time, is as a rule settled in foreign currencies.

The compensatory turnover constitutes a small percentage in the international tourist traffic and is limited to bilateral agreements signed by the two partners' identical institutions, for example, banks and construction enterprises.

The international tourist turnover is as an entirety a constituent of an international payment turnover, in other words, is a part of international settlements made in the various currencies of various countries. From a practical point of view there are many various forms of settlement such as bilateral and multilateral clearing and the clearing in the so-called free standards.

In most trade and payment agreements on tourist traffic and particularly in the clearing turnover at least one of the partners applies foreign exchange control necessary



for comparing in partners' currencies the prices of tourist services they offer.

This is not a simple question especially when great differences occur in the structure of each partner's costs and prices. The structure may be and frequently is different since it is the resultant of basic dimensions of a defined national economy, which is adapted to the purchasing power of a defined national currency.

In order to overcome these difficulties, a basket of goods and tourist services is established on a concrete partner's market.

A detailed study of all the factors in many-variant baskets /starting from the cheapest form of tourism like hiking up to a more luxurious form of tourism including travel by air, restaurants and 5-star hotels/ makes possible the introduction of a tourist exchange rate of a partner's currency in the case of tourists coming from the partner's country.

As is well known, some tourist receiving countries attract foreign visitors who are the source of foreign currencies and especially of the so-called free standards which can be exchanged freely, by deliberately introducing the rates of exchange which are much lower than those envisaged in a direct economic calculus. Some of these countries do not take into account all the costs in order to make the stay of a tourist bringing free standards as attractive as possible. In the case when the prices of tourist services offered to a foreign tourist coming from the country



of a convertible currency are so low that they do not equal all own costs, tourist dumping takes place.

The foreign exchange effectiveness of foreign tourism may be examined and evaluated from various points of view. One of the basic criteria of this evaluation is the amount of proceeds in f o r e i g n exchange received from foreign tourism. As for the proceeds mentioned above they are composed of not only those made by travel bureaus, air and sea carriers as well as railways, hotels and restaurants on the sale of defined goods and tourist services such as transportation, communications, accommodation, catering, souvenirs and entertainment, but also those received from a foreign tourist's p e r s o n a l expenditure. The personal expenditures of foreign tourist are roughly estimated.

Foreign exchange effectiveness may be also estimated from the point of view of the quality of foreign currencies received. In the case of a state which applies a system of foreign exchange restrictions convertible currencies are most valuable and next come the currencies coming from the multilateral clearing and finally currencies coming from a bilateral clearing.

Yet another element in our study on the foreign exchange effectiveness in foreign tourism is the internal structure of the proceeds, that is, its o r g a n i c composition, e.g. how many convertible currencies does it have? What



share do controlled currencies constitute and what countries and currency areas do they come from?

Moreover, of essential importance is also the extent to which the proceeds have been made from the sale of goods and services which are in s h o r t s u p p l y on the country's own market. Moreover, this also concerns the extent to which the proceeds resulted in high or low indicators of the p r o f i t a b i l i t y of particular components of the basket of tourist goods and services sold to a foreign tourist.

As far as the country's citizens travel abroad is concerned, the effectiveness may prove different. One of its basic criteria is certainly the cost of this form of tourism in the turnover with particular foreign currency areas, in other words, the p a y m e n t b a l a n c e with these areas. Next comes the estimation of the extent to which the costs counted in foreign currencies have satisfied the demand for touring in these areas. Moreover, of essential importance is also the analysis of the state and entries of the payment balance in the turnover with these areas. And so, for example, if in the turnover with a defined foreign currency area or simply in the turnover with a defined country the freezing of large amounts of outstandings /growing avoirs/ the fructivication of frozen foreign currency resources in this country may sometimes turn out to be real only through sending the country's own citizens to tour there. In this way all the resources may be consumed



with the simultaneous satisfying of the important consuming needs of the persons setting out for a tour to this country and draining the country's own currency market.

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## PERSPECTIVES OF THE DEVELOPMENT OF SOCIAL RECREATION IN POLAND

### 1. Introduction

Social recreation includes all the forms of utilizing free time which are carried out by the systems of social, economic, organizational and spatial preferences, and which is destined for the achieving of certain, more general social tasks.<sup>1/</sup>

Up to 1974, it was the work institutions as well as the trade union and social organizations that dealt with the providing of a material basis for social recreation in Poland. Thanks to their initiatives and great involvement, in a considerably short period of time a socialized material basis was created. By 1975 it constituted 439 thousand bed places which meant some 57 per cent of the global amount of accommodation plant throughout Poland.<sup>2/</sup>

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<sup>1/</sup> E. Wnuk-Lipiński - "Warianty wypoczynku socjalnego w perspektywie 1990" /Variations of social recreation in perspective, 1990/. IPSS, Typed Script.

<sup>2/</sup> According to FWP figures.



The social recreational facilities include both the complexes which are in use all throughout the year /17.4 per cent/ and those which are only in use during the holiday season /82.6 per cent/. The unfavourable structure of the existing establishments means that the holiday places are not being properly utilized with only 7 tours of holiday makers taking advantage of the recreational possibilities. On an average, throughout the country the social establishments provide 295 out of every 1,000 employed with a possibility of taking advantage of the rest places. From the spatial point of view, the resources of the recreational establishments are mainly placed in the sea and mountain climatic area.

Due to the growing social demands as regards recreation, which is connected closely with the growing industrialization, it has become necessary to undertake certain government decisions which would speed up and rationally guide the further development of the socialized recreational plant. In accordance with the government resolution concerning this the following was decided in 1974:

- the building of factory and institutions' recreational complexes was limited to smaller investments for the further modernizing and developing of the then existing complexes;

- the possibility of building new recreational complexes was still considered in the form of accompanying investments in the erecting of new, or the developing of large industrial plants;



- the right of deciding about the building of new holiday-recreational plant financed by the Central Fund of Social Investments /CFIS/, the government and social funds was given to the Minister of Labour, Wages and Social Security in co-operation with the Central Council of Trade Unions and the Chief Cooperative Council.

In the mentioned Ministry a special Board of Government Recreational Complexes was established with the task of programming, planning and building of a modern and generally accessible social base of recreational complexes from which all workers can benefit with equal rights providing that their factories and institutions have at their disposal a social fund.

The government decisions will facilitate the avoidance of many negative aspects which could be observed in the, heretofore, utilizing of the socialized recreational plant, as for instance:

- in many sectors and working groups large disproportions could be seen in the number of holiday places per 1,000 employed;

- large disproportions could be seen in the standard of the various recreational complexes under construction and what goes with it, as regards the services rendered;

- the economic and organizational differences meant that in many of the complexes, the holiday places were not fully utilized and this, of course, brings about increased exploitation costs;



- in many recreation areas, recreational centres were being erected without thorough planning which resulted in the damaging of the natural environment.

## 2. Perspective plans for the future development of the recreational social plant in Poland

The basis for the defining of the perspective plan for the development of the recreational plant is the analyzing of the social needs in the context of the perspective model for recreation. The describing of social needs in recreation is very complicated indeed, since the needs are both biologically determined in people and acquired, i.e., from social and cultural determination, etc. The factor which has an immediate effect upon the social demand for recreation, is the amount of free time at disposal.

In the future, i.e., up till 1990 it is envisaged that people will have more free time through increased holidays from work, among others, which should undoubtedly have a great impact upon the need for developing the recreational plant.

The increased need throughout the nation for recreation is also connected with the socio-cultural changes occurring within the nation. The awareness of the need for resting with a group of different people is beginning to grow. This is especially the case in those social groups which until recently have not paid much attention to this problem as, for instance, farmers, foresters etc.



The spreading of the urban way of life throughout the countryside and developing towns cause the need for developing various forms of recreation and for the preparing of new models. The principles of the perspective spatial plan for the development of the country take into account the need for increasing the recreational plant by 1990 to 160 per cent more rest places as compared to the 1974 figures. This plant will serve all organizational systems and forms of recreation: commercial and social tourism, generally accessible as well as factory and institutionalized recreation, stationary and hiking, individual and organized, etc. While accounting for the growth of population as being 9 per cent and taking into consideration the growing demand for recreation, especially among the social groups which so far, have not shown too much interest in this, it is assumed that by 1990 the number of holiday makers in the socialized recreation plant will amount to 5 million which means a 40 per cent increase.<sup>1/</sup>

The increase of the number of holiday makers is one of the aims of the development programme. The other, by far no less important aim, is to provide a better quality of rest.

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<sup>1/</sup> E. Wysocka, Ł. Juraszyński, B. Kaczmarek: Wytyczne w sprawie kierunków i zasad programowania, projektowania i budowy bazy socjalnej i wypoczynkowej do 1990 /Guidelines on policy measures and principles of the programming, designing and building of Social and recreational facilities up to 1990/, ZPOW.



It is aimed not only to provide better living conditions at holiday resorts in order to guarantee a better and fuller regeneration of the organism but also to establish a uniform and higher than heretofore standard of recreation which would fulfil its social, health-restoring and economic tasks. The spatial form of carrying out the government recreational plant will consist of large, many-functional complexes of stationary recreation /some 75 per cent/, complexes of recreational and tourist-hiking relaxational forms /some 20 per cent/ as well as additional and supplementary forms /some 5 per cent/.

### 3. Spatial situating of the recreation plant

The present recreational facilities are characterized by a considerable spatial scattering /in over 800 places throughout Poland/ and by a considerable burdening of the environment in certain regions.

The new social recreational and relaxation plant will be grouped in large spatial centres localized in holiday camps in areas around selected towns /large urban centres/ and along a number of routes throughout the country. The complex of the holiday plant is one which is situated in a certain geographical-climatic region and which includes the fundamental units of the plant linked as regards:

- the organizing of relaxation;
- certain recreational and servicing organizations;



- the organizing of the technical and economic services.

The spatial complexes will be placed in various climatic zones which will be selected accordingly as being the most favourable in the aspect of environmental interests. It is envisaged that the following structure be adopted in this respect:

- seaside complexes will constitute large, multi-functional recreational holiday complexes of a general relaxation and health-preserving establishments with a nominal room capacity ranging from 2,000 to 4,000 for all-year-round tourism and with additional seasonal places. It is envisaged that two leading complexes will be placed in the Koszalin voivodship /centres around Gąski/ and in the Gdańsk region /centred around Lubiatowo/;

- complexes in the lake-district will constitute smaller fundamental units of a mono-functional character for summer recreation and winter too. These complexes will have a room capacity ranging from 500 to 1,000 and additional places will be provided during the season. A complementary form of these complexes are the accompanying units along water routes and with a room capacity of up to 500 places /half of these will be all-year-round complexes/. It is planned that three such complexes will be prepared: in the Great Masurian Lake District /Mikołajki/, in the Kaszuby region /Swornigacie/ and in the Drawsko region /Złocieniec/;

- the mountain complexes and the highland ones will be multi-functional and of a universal character. They will ac-



count for the winter sports and range from 1,000 to 2,000 places. In fact, these will be year-round complexes.

A supplementary form of holiday camps will consist of seasonal units in the vicinity of the lakes and on the hiking routes. They will have up to 500 all-year-round places. Five such complexes are planned: in the Świętokrzyskie Mountains /around Paprocice/, in the Kłodzko region /Bolesławów/, in the Silesia-Żywiec region /Korbielów/ and in the Eastern-Beskid region /Horodek/.

The multi-functional holiday complexes together with the technical infrastructure and the recreational one as well, will be organized by the State Board for Recreational Complexes. The complexes will be managed by the Fund for Organized Workers' Holidays.

It is also planned that a number of smaller holiday camps will be organized within the centric and network system.

The centric system is one where the holiday camp buildings are grouped in a number of large towns in which the stay for people from the less urbanized regions could present an additional attraction and would also have many cultural benefits. The programme for the stay in such holiday camps would include all services.

In the network system it is envisaged that the large tourist routes should be appropriately adapted for bicycle, car and inland navigation tourism.

The first stage for the carrying out of the perspective



plan is the setting up of five holiday complexes with room capacity ranging from 1,000 to 2,000 places which has an economic motivation for carrying out services to a greater extent. This will make it possible to prepare holidays of greater attractiveness and guaranteeing the year-round utilization of the complex and provide everyone with opportunity for fully regenerating his fitness and mental powers. Taking into account the social need for various forms of relaxation the complexes will be adapted to various forms of relaxation according to the natural conditions and geographical situation:

Korbielów: - a multi-functional complex with a room capacity of 2,000 and situated at the base of the Pilsko mountain. Exceptional climatic and landscape values will make it, one of the best Polish centres for winter sports. Thanks to the nearby Silesian agglomeration it is possible to combine the stay with many attractive forms of additional services. Korbielów will help to take off the burden of the two neighbouring holiday resorts - Zakopane and Szczyrk.

Szczawa: - a many-functional complex for 1,000 holiday makers. Situated in a beautiful region of the Gorce mountains, it has exceptional climatic-health-restoring climatic values; good snow conditions will facilitate the developing of winter sports and health-preserving and health-restoring holidays.

Horodek: - a many-functional holiday complex with a room capacity of 1,500 beds. Horodek is situated on the So-



lina artificial lake in the vicinity of the big forest areas of the Bieszczady Mountains. Thanks to this, Horodek will not only be limited to stationary holiday camps, but will also become a starting base for social mountain hiking.

Paprocice: - a many-functional holiday complex with a room capacity of 1,200. The natural values and the popularity of the Świętokrzyskie Mountains' region, the neighbouring National Reserve as well as the central situating in respect to the large agglomerations have resulted in the fact that it will be possible to create a complex of stationary and holiday recreational camps here.

Gaski: - a many-functional complex for 2,400 holiday makers /eventually for 4,800/. Situated at the seaside on the Koszalin coast in a place which guarantees the cleanness of water and air, has enabled a centre of seaside recreation which will be a great attraction to tourists all year round, to be located here.

Since there is a need for developing active forms of recreation it has been planned to prepare - in the present five year period - two new tourist routes: the Święta Lipka with aquatic sports and a hiking route in the Bieszczady mountains.

Other important tasks which the Board has undertaken include the further modernizing of the existing holiday complexes and the modernizing of 10 selected holiday resorts. This also includes the modernizing of the existing plant of the social institutionalized holiday camps and the doing



away with all the deficiencies concerned with the technical infrastructure and linked with the need for preserving man's natural environment /air and water pollution etc./. It is also envisaged that the attractiveness of the existing recreational facilities and services will be increased. It is assumed that the modernization of the heretofore existing plant will be carried out with the utilizing of the funds provided by factories and institutions and supplemented in some cases with funds from the CFIS. On the other hand, the modernization of the localities will be carried out with the aid of funds provided by the voivodship, CFIS and CFTiW funds as well as those provided by various ministerial departments.

In conclusion it may be said that the establishing of the CFIS has given Poland the possibility of centrally steering the process of erecting new socialist complexes of institutionalized holiday camps. This plant, built with all the experience at hand, will considerably increase all the possibilities for active recreation, create appropriate conditions for the regenerating of physical and mental powers of all working people irrespective of where they are employed. The carrying out of the recreational programme in close co-operation with all the ministerial departments and institutions responsible for tourism and recreation and especially with the General Committee for Sport and Tourism will make possible a complex solving of all the problems of social recreation in a way which would be appreciated not only by the present day generation but also by the future ones.



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## TOURISM DEVELOPMENT IN THE REGION OF KRAKOW AND NOWY SACZ

I. The Region of Kraków and Nowy Sącz is situated in the southernmost part of the country. It covers the area of two administrative units: the voivodeship of the city of Kraków and the Nowy Sącz voivodeship.

- The urban agglomeration of Kraków is the second, after Warsaw, biggest centre of the hiking tourist movement in the country /it was visited in 1975 by 4,523,000 tourists/. Kraków is, moreover, a transport and organization - distribution junction for tourist movements from the other parts of the country to the Karpathian mountains spreading southwards from the Kraków agglomeration.

- The Nowy Sącz voivodeship covers the most interesting part of the said mountain areas, including the Tatra mountains which are the only high mountain range in Poland /altitude up to 2.500 m./. The Nowy Sącz voivodeship is the country's most important tourist region /visited in 1975 by 15,021,000 tourists/. The southern border of the Nowy Sącz voivodeship is at the same time the State frontier between the Polish People's Republic and the Czechoslovak Socialist Republic.



## II. Tourist Values of the Region

The territory of the region is modest in size, occupying as little as 2.8 per cent /8.830 square km./ of the total area of the country. The riches and variety of tourist values give to it as a tourist region:

- an international rank;
- country-scale rank

and they are, furthermore, the reason for which the tourist trade plays an important role in the development of the region.

1. - As concerns the rank of the region in international tourism, the tourist values enumerated below are specially decisive:

### Historical-Cultural Values

- 12 monuments of 0 international class. The monument complex of the old capital city of the country - Kraków is rich in masterpieces of the highest-level architecture with the well preserved medieval structure of the town, the complex of the Royal Castle and the Cathedral on the Wawel Hill, the oldest university building from the 15th century, Gothic churches and other monuments.

- More than a dozen of museums with collections of ancient art, including the collections of the highest-value masterpieces such as, for instance, a painting by Leonardo da Vinci, the altar of Wit Stwos from the 15th century.



- Places connected with the history of international workers' movement and, in particular, the museums connected with the stay and activities of Lenin in Kraków and the Tatra mountain region.

### Values of Modern Culture and Science

The Kraków centre of modern art - plastic arts, theatres, musical life /among the others, the place of inhabitation of K. Penderecki, composer of world renown and rector of the Higher Musical School/ and film activities, the place of international exhibitions and festivals taking the advantage of the scenery of the city.

- The centres of attractive and cultivated folk art - sculpture and painting, architecture, song, music and dance, costumes and traditional picturesque rites. The locality of Zakopane /Podhale/, Nowy Sącz and Kraków are especially rich in folklore. The international folkloristic events connected with Zakopane /the International Festival of the Folklore of Mountain Regions/ and Kraków /fairs and exhibitions of folk art/.

- The Kraków scientific centre is organizer of international conferences and congresses localized, as well, in Zakopane and the Poprad Valley /south-eastern part of the region/.

### Values of economic and social construction

Modern complexes of both industrial and social construc-



tion are localized in the region. The facilities reflecting the socialist and rapid development of the country are of interest for tourists from many countries. The town of Nowa Huta and the Lenin Metallurgical Works belong to such places of interest as well as the complexes of facilities for social tourism in Zakopane and the Poprad Valley, the complexes of buildings in health resorts at Krynica and Szczawnica.

### Natural Values

- The mountain regions having the status of National Parks and most interesting from the point of view of landscape, namely the Tatra mountains and the Pieniny mountains as well as the salt mine at Wieliczka in the vicinity of Kraków and the National Park at Ojców are attractive for international tourism.

- The mountain rivers with their clear water and high landscape values are an attraction for aquatic tourism. By way of example, the international canoe rallies are organized on the Dunajec river.

- The fauna of the region gives both hunting and angling possibilities /of which foreign guests make use/.

- Mineral springs, with high curative values are the basis of the development of spas of a growing international renown.

Sports Values. The Tatra mountains provide excellent conditions for winter sports. For many years now, Zakopane has



been the place of international events in this field and it played twice host to the World Ski Championship /FIS/.

Geographical situation of the region is also a factor in developing international tourist movements. Two highways passing through the region on the axes East-West and North-Southern-West have been classified as international routes /E 22 and E 7/.

Because of its situation in the State border area, the region is the nearest from among attractive tourist regions in Poland for tourists from the neighbouring friendly Czechoslovakia.

2. - The importance of the region for domestic tourism development is determined by a high concentration of tourist values as compared with their dispersion in the territory of the whole country.

23.1 per cent of the country's "0" class monuments are to be found in this region. Because of the high value of museum collections, regional museums are visited by as much as 20.6 per cent /1975/ of the total of those visiting the country's museums. Due to its role in the history of the nation and a high number of monuments of national culture Kraków is exceptionally popular in the Polish literature and art.

Kraków is, after Warsaw, the most active national centre of modern art and culture. Exhibitions and galleries,



theatre shows, both musical and film festivals, artistic cabarets and clubs, artists' milieus are all an ever stronger magnet for the mass-scale national tourism sensible to cultural and artistic achievements.

The specific folklore of the Kraków region and that of Podhale are a particular and never declining attraction for the lovers of folklore in this country.

Moreover, the outstanding achievements in the field of industrial construction /for instance, the Lenin Metallurgical Works visited by more than 60.000 people annually/ are, too, an attraction for domestic tourism as well as the constructions in new towns and settlements /for instance, the town of Nowa Huta/ and the building complexes of the above-mentioned tourist and medical cure centres.

The natural assets which are particularly abundant in the region of Kraków and Nowy Sącz foster recreation. According to the classification of the State territories, carried out by the Institute of Tourism, the region has some 10 per cent of the total of the country's recreational resources of the highest value, i.e. of the first and second category. These scenic and natural values were decisive in making the decision to set up in the region four from among the eleven country's national parks. It is in this region that we have the range of high mountains - the Tatras - unique in the country as well as the Pieniny mountains of particular beauty and richness of relief. Because of the climatic properties of high mountains, the Tatra mountains provide



for the ski pists, the best in the country, with the highest duration of snow cover. Finally, the Nowy Sącz voivodeship is characterized by hundreds of mineral-water springs of high value and well established, reputation in the country-scale /among others at Krynica, Rabka and Szczawnica/.

3. - The abundance of tourist values in the region resulted in that they have been recognized as fairly important in addition to its mineral waters, and other resources, in researching the foundations of the integrated development of its functions.

Some 65 per cent of the area of the Nowy Sącz voivodeship and some 80 per cent of the area of the Kraków voivodeship have been recognized as useful for tourism.

The studies made for the purposes of regional planning have proved that the region has sufficient prerequisites for specialization in the field of tourist industry. In the Kraków agglomeration, they give the tourist development the possibilities equal to other sectors of the economy. The tourist values of the Nowy Sącz region even create the conditions for the domination of tourist economy.

### III. Tourist Traffic and its Material Plant

1. International tourism in the region has been marked by a particularly rapid development since 1970. In 1975, Kraków was visited by some 500,000 and the Nowy Sącz region - by some 1,000,000 foreign tourists.



International tourist flows in the region also take the form of transit traffic. Motor tourism uses the following routes passing through the region:

Motorway E 7 - Warsaw-Kraków-Ostrava-Vienna

Motorway E 22 - Dresden-Wrocław-Katowice-Kraków-Lvov-Kiev-  
- eventually Bucharest

Motorway E 7 and T 104 from Scandinavia through the Baltic Sea, Warsaw, Kraków, the Balaton Lake and the Adriatic Sea.

The border territories in which special facilitations for tourist traffic exist, are most frequently visited by tourists from Czechoslovakia. In 1975, this area was visited by some 220,000 Czechoslovak citizens, on the basis of a special convention. This tourist traffic is of particular political and social importance, as it helps to consolidate the neighbourly relations between the two nations and, in addition to that has a bearing on the economic integration processes between the two countries.

There is still another specific feature of tourist arrivals from abroad, namely the specially favoured arrivals of foreigners of Polish extraction: "Polonia" from the United States, France, United Kingdom, who come to visit the "Old Country" and their families. The number of persons coming from Australia has been growing recently. The region at issue is one of the three concentration areas of such arrivals. It was from this area that the emigrants from the overpopulated rural terrains were going, up to 1939 to the New World or the industrial regions of Western Europe.



The material plant of international tourism has been rapidly expanding since 1970. The network of main motorways, improved railway connections and the modernization of air transport are being adjusted to the international requirements. Priority has been given to the construction of hotels and organization of international student hostels in the centres of domestic tourism. In recent years, hotel establishments integrated with international hotel chains, have been put up. For instance, the "Holiday Inn" with 616 beds and a motel were built in Kraków, and the construction of the "Congress Hotel" /550 beds/ has been started. This hotel will belong to the "Intercontinental" chain. At Zakopane the big "Kasprowy" hotel was built.

Along the transit itineraries motels and campings spring up in addition to hotels. Private rooms and campings have been considerably expanded in the border zone.

The gastronomic network, capable to meet the requirements of international tourists, is developing. The old traditions of the Polish cuisine are cultivated alongside the regional specialities /the best restaurant in Kraków has the traditions dating back to the 14th century and a number of heads of states are on its list of guests/.

The various services catering for foreigners have been developed, namely qualified guiding, car rental, special cultural events, spa cures, bank services and the like. Special service centres are organized in Kraków for "Polonia" tourists.



However, it deems necessary to develop other tourist services which, for example, would help the now-Polish speaking foreigners to participate in cultural events.

2. Owing to the abundance of tourist assets of the region and the expansion of tourist traffic related to it, the number of visitors to the region is rapidly growing so as are the tourist facilities. In effect, the tourist specialization of the region is increasing.

The number of holidaymakers in the region in 1975 was estimated as follows:

region	Kraków voivodeship	Nowy Sącz voivodeship
19,562,000	4,535,000	15,027,000

The volume of domestic tourism was termed for the same year at 125.1 million persons. The comparison of the tourism volume in the region to this number sets off its importance for tourism development in Poland.

The share of stationary tourism was relatively high in the structure of tourist traffic accounting for 21 per cent of holidaymakers. The hiking movement was evaluated at 60 per cent of the total of tourists. Hiking tourists usually went to the said holiday centres and made use of the mountain itineraries. Week-end tourism concentrated in the areas neighbouring the Kraków agglomeration and the nearby mining industrial agglomerations of the Katowice voivodeship. It accounted for 19 per cent of the total of tourist movements.



The country's highest mountains and the climatic properties have given rise to the development of mountaneering and skiing.

The seasonality in tourism is below the country's average. This phenomenon is caused by two tourist seasons in the mountains, in summer and winter.

Tourism in the region developed thanks to the significant growth of tourist facilities.

Compared to the rest of the country the region has a relatively well developed technical infrastructure and good transport connections.

The substantial tourist facilities of the region make up a considerable part of the country's plant. In 1976, the region had about 100,000 beds, including 12.4 per cent in tourist plant and 9 per cent in holiday homes. The rate of occupancy in these facilities was higher than the average in the whole of the country and much higher than in the holiday centres on the seaside or in the lake regions.

The concentration of tourist plant in larger tourist centres indicates the high level of tourist development in the region. For instance, for the total of 11 tourist centres in Poland /outside the agglomerations/ which in 1975 had more than 2,000 beds /in the tourist plant/ 5 were localized in the region under consideration.

Accommodation facilities include many tourist rooms in private houses of the rural population. They accounted for



27.3 per cent of all tourist rooms in the country. It was here where the concept of "vacation villages" at which recreation is provided in specially adapted forms, specially has emerged and developed.

#### IV. Tourist Specialization of the Region and the Development of the Economic Tourist Complex

Tourism plays an ever increasing role in the international structure of socio-economic development of the region.

Its tourist function in addition to that of industrial, cultural and scientific centre is said to be the main function in the development plans of the Kraków agglomeration. Similar are the decisions concerning the Nowy Sącz voivodeship which give a priority to tourism before the other functions of this area.

These statements are based on the appraisal of tourist values of the region mentioned at the beginning of this report and on the analysis of current development processes of its tourist economy.

The development plans for the region give rise to more detailed tendencies and problems concerned.

The protection of the basis of tourist function of the region, i.e. conservation, reconstruction, facilitation of access and development of tourist values is the tendency of importance for tourism. It is related to the problems of the conservation and shaping of nature, the shaping of landscape,



the rules of the access to and the development of forest areas, the conservation and recultivation of monuments and of their complexes, the development of museums and invigoration of their activities, the care for and stimulation of the development of authentic folklore in its various manifestations, the development of events connected with modern plastic arts, music and theatre and finally with the creation of conditions enabling foreign tourists to take cognizance of the socio-economic acquisitions of the country.

Another problem in the region's development is an appropriate expansion of tourist traffic as well as shaping of its structure and distribution in space and time.

Tourist traffic in the region is fairly intensive as compared to the number of local population, however, it has only a seasonal character.

The basic problem on the solution of which depends the economic efficiency and social tourism consists in staggering the seasonal nature of tourist movements. In the mountain areas there exist favourable natural conditions in this respect: to have the summer, spring and winter season as well as to make use of the so-called "golden autumn".

Tourist traffic tends to concentrate in the centres of particular attraction. Efforts have been undertaken to channel it towards the equally attractive but less visited areas.

There exists a tendency towards regionalisation of particular types of tourist traffic in the areas most favour-



able for them. For instance the physical development plans designate the areas for stationary tourism of general character, the centres for youth camps and campings, the spots, or, eventually, hiking itineraries and the areas for holiday rest as well as the centres for winter sports.

The distribution and intensification of tourist values, the destination and structure of tourist traffic development are the basic for the development and arrangement of tourist plant and tourist industry.

The development of technical infrastructure, particularly of communication network enabling the access to the areas and centres in tourist regions depends on the development of essential facilities of the region. Owing to the recognition of tourist functions of the region, the infrastructure develops not only in industrial and predominantly farming areas but also in tourist ones /including the routes making them accessible/.

Thus the network of roads connecting the industrial areas with the recreational ones and with hiking centres is underway. In the mountain recreation areas and in the suburban zone of Kraków the network of roads connecting small recreational centres and tourist villages or forest and riverside areas becomes ever more dense.

In connection with the intensification of motorization the concept of the two big trunk tourist roads is gradually implemented /such as Kraków-Zakopane, Kraków-Nowy Sącz/ along the main directions of car traffic.



Specific for the region are the concepts of exclusively tourist roads in the mountains, for instance the Carpathian Road, which enables roaming in the area.

Tourist plant, both the basical, essential and accompanying, has a significant share in real property of the region. Thanks to the rapid development it has a fairly high share in the structure of real property, in investment outlays of the region and in non-productive outlays, as compared with other regions.

As I have already mentioned, tourist plant gives evidence of a relatively high concentration which is decisive as concerns the function of the locality in case of many towns and settlements.

The structure of types of the plant revealed in 1975 a considerable variety. The accomodation facilities had some 100.000 beds: in hotels /3.972/, inns, excursion homes, chalets, youth hostels, campings, camping sites, guest rooms, vacation centres, training-rest centres, watering establishments, house of creative work and flats.

The generally accessible tourist facilities are almost of the same importance as the social recreational facilities owned by trade unions and enterprises.

The tourist supplementary infrastructure /related to culture, sports and commerce and trade/ has a somewhat slower pace of development as compared with the basical one, however it is higher in major tourist centres such as Kraków, Zakopane and the Poprad River Valley. This infrastructure has



a vital role to play in the staggering of tourist season in those centres, since it creates additional attractions in the periods between the two main seasons and adds to the quality of recreation.

Tourism has an impact on other sectors of economy and social life. A tourist economic complex develops gradually in the region.

As concerns industry, the manufacturing of souvenirs is increasing rapidly. Its worth in 1975 was estimated at around 520 million zlotys. The production of tourist equipment is a little lower, though its output is increasing, especially as regards skis, tourist footwear and camping houses. The articles of tourist supply have a certain share in the production of alimentary goods.

In the field of construction, several enterprises with headquarters in mountain centres have specialized in recreational construction.

The development of tourism has accelerated the growth of production of vegetables, soft fruits and poultry.

In the field of housing construction in tourist centres and tourist villages, tourism has given rise to a tendency of constructing bigger flats and individual summer residences. For several years now, the individual seasonal residences have been localized in the suburban zone of Kraków.

The construction of cultural establishments and the activities in this field are firmly related to the development of tourism. Many establishments have been built in tourist



centres for the purpose of holding cultural events. Folklore activities develop in an unusually universal way. The song and dance ensembles, folk artists, sculptors, painters and weavers are stimulated by the interest and demand for their work from the part of tourists.

Secondary hotel and economic schools have been set up at Kraków, Nowy Sącz and Zakopane in order to train the personnel for tourism.

The education in the field of economics and organization of tourism takes place at the Academy of Economics and in the field of recreation - at the Academy of Physical Education.

At Kraków, the managerial tourism staff is trained at the Post-Graduate Study in Economics and Organisation of Tourism at the Academy of Economics.

The development of tourism and tourist industry increases the interest in those problems of the Kraków scientific centre. This centre has long traditions in tourism research. As early as before 1939, the pioneer of this research, Prof. Dr. Stanisław Leszczyński set up the Department of Tourism at the Jagiellonian University, which was first in Poland. The number of research works on tourism carried out at the Kraków schools of higher education is constantly growing. An unit of the Institute of Tourism has been, as well, set up in Kraków. The Commission for Tourism was set up at the Kraków Council of Science and Technics which plays a coordinative function in relation to research undertaken.



Tourism and its requirements have a growing impact on the physical development of the region. For this reason both the programme of socio-economic development and the physical planning, having an important methodological output, take into consideration the essential function of tourism. Tourist plant has an important share in the physical planning of urban tourist centres.

The valuable cultural landscape of these centres is protected, recultivated and shaped.

Tourist development of the mountain areas, where natural values are dominant, is decisive for the advancement of these areas.

The character of landscape with preponderance of elements of nature that has survived in those areas is subject to an attentive protection or, eventually, is shaped according to the aesthetical criteria of recreation and tourism.



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## PROBLEMS OF SOCIAL TOURISM IN POLAND

### 1. The place of social tourism in Polish tourism

The chief concern of our State is to consistently improve the standard of life of our country's population, to create conditions for the versatile development of each person and to strengthen the socialist social links. The dynamic development of tourism in Poland, characterized more clearly and in detail in the leading paper by the Vice-Chairman of the General Committee for Sport and Tourism, Doctor B. Ryba, serves the implementation of these tasks, and especially as regards social tourism.

The main criteria of the formal-financial aspect of social tourism are regarded as all those forms of tourism where the workers may take advantage of lowered cost holidays thanks to various social funds, donations and similar. These funds are used to cover the costs of participating in domestic and foreign tourism.

The meritorical-social criteria are based on the using of the above mentioned social funds for the equalizing of all forms of social and material differences of various



groups and individuals - working teams, their families, pensioners, children and young people as well as those handicapped.

Social tourism in Poland can be defined by the following:

- the defining of the number of those taking part in the social tourism scheme in comparison with those participating in the entire tourist movements in Poland;

- presenting the extent to which the material plant of social tourism in Poland is developed as compared to the remaining material infrastructure, as well as by

- comparing the outlays for tourism in general and for social tourism.

## 2. Social tourism in the domestic tourist movements

The number of places in holiday camps in Poland increased within the 1971-1975 five year period from 320,1 thousand to 502,0 thousand and the number of people taking advantage of organized holidays increased from 2.2 million to 4.1 million<sup>1/</sup>. The entire tourist movements increased within the mentioned five year period by close to twofold.

Conclusions, as regards the place and developing tendencies of social tourism can be drawn by comparing the development tendencies of the home tourist movements with the

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<sup>1/</sup>Poland 1976 in figures-GUS, November 1976, p. 168



dynamics of the increase in the number of those taking advantage of the FWP holiday facilities, the factory and institution holiday camps, etc.

The mentioned is best illustrated by the tables below which present the scale throughout a period of 15 years.

Table 1.

# DOMESTIC TOURISM

Years	Per- sons	Total man- -days	T O U R I S M				Recreation after work	
			Per- sons	Man- -days	Per- sons	Man- -days	Per- sons	Man- -days
1960	23.3	78.4	3.5	50.0	7.6	15.0	12.2	13.4
1965	45.6	151.9	5.4	93.1	15.2	32.0	25.0	26.8
1970	63.9	239.9	9.7	154.9	23.0	53.8	31.2	31.2
1975	125.1	470.6	16.1	289.8	41.0	102.6	68.0	78.2
1976	131.3	486.4	16.3	296.7	42.0	105.0	73.0	84.7

a/ the data concerning the 1960 and 1965 period are slightly overestimated as compared with 1970, 1975, 1976 due to a different method of calculation.

Source: The General Committee for Sport and Tourism,  
Concise Statistical Year Book, 1977  
Central Statistical Office /GUS/ Warsaw 1977.  
Table 2/294/ and table 4/296/, pp. 279 and 281.



Table 2.

ARRIVALS IN HOLIDAY ESTABLISHMENTS<sup>a/</sup>

	1960	1965	1970	1975	1976
Specification	in thousands				
Total	716	1165	2164	4066	4321.3
Fund of Workers					
Holidays /FWP/	432	545	628	650	638.4
Other holiday centres <sup>b/</sup>	284	620	1536	3416	3682.9

a/ Excluding those only taking meals in the holiday establishments /without being sent by their place of work/.

In 1960 and 1965 together with those staying in the FWP homes which are included in health resorts; in the 1960 figures those using the FWP homes have not been included.

b/ Belonging to work places and those open to general public.

As shown by the provided figures, in the 1970-1976 period the number of people taking advantage of all forms of tourist recreation, nearly doubled. From 1960 to 1976 we note a more than a 5 time increase of those participating in the home tourist movements. In the same period of time the total number of those taking advantage of the recreational facilities increased from 716 thousand in 1960 to 4.321,3 thousand by 1976, i.e. more than six times over. This means that social tourism /we are speaking here of adults mainly/ has enabled more and more people to take advantage of this



form of recreation. What is more, the dynamics in the growth of those equals. in some cases in fact exceeds those of the overall dynamics of the domestic tourist movements of which it is an integral part.

The majority of those persons mentioned above has been benefiting from the holidays bought by their work places with the help of the workers' social fund. It is believed that in 1976 alone, more than 4 million people took advantage of those holidays /either in the holiday establishments belonging to their place of work or in others/.

The number of those benefiting from the social holiday establishments constitutes a third of those employed in socialized economy /state and cooperative/ and more than a fourth of those still working.

The dependence of the development of tourist movements from the factors defining the economic situation of the population is generally known to all. It is a proved fact, for example, that in Poland the increase in tourist movements is dependent to a greater extent by the increase in wages per capita than by the increase in savings. Experts believe this to be caused by the fact that when planning to go on holiday, people as a rule keep a certain amount of money in cash or spend it on things they may need to take with them.

We will try to illustrate the dependence between the social conditions and tourism with the help of an indicator of income flexibility in order to show to what extent /whether it will grow or increase/ the tourist movement will



be affected by the increase /or decrease/ per unit of national income.

According to St. Ostrowski /AIEST member/<sup>1/</sup> the synthetic indicator of the income flexibility of the tourist movements in Poland in 1960-1975 ruled at 1.50 with higher tendencies as regards foreign tourism /1.73 in 1961-75 and 2.49 in 1971-75/ and lower as regards home tourism /1.44 in 1961-65 and in 1971-75/.

In Poland the number of those taking part in all forms of tourist movements grows faster than the national income. In the last few years the average annual indicator of the dynamics of the home tourist movements have been exceeding 12 per cent. Also the coefficient of tourist activity - which shows the participation of the population in annual home and foreign holiday trips - is higher than 50 per cent and places our country in the group of averagely-developed European countries as regards tourism.

### 3. The material plant of social tourism

The material plant of workers' organized holidays - one of the main forms of social tourism - has a diversified structure.

The material plant is owned by:

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<sup>1/</sup>"Rozwój ruchu turystycznego w Polsce w latach 1971-1975" /The Development of the Tourist Movements in Poland in 1971-1975/, Instytut Turystyki, Warsaw 1977, in prep./.



- factories and institutions /work places/;
- the Fund of Workers Holidays /FWP/;
- tourist organizations /open to general public/ such as the Polish Tourist and Country Lovers' Society /PTTK/ or "Gromada" Cooperative;
- the Trade Unions;
- private persons.

Also utilized for tourist-recreational purposes are partly all rehabilitation centres, training and recreational ones as well as a number of others.

The establishments of workers holidays amounted to, by July 31, 1976, 534.5 thousand beds of which 153.6 thousand were privately owned /some 30 per cent/. The increase in utilizing this part of the plant is connected, above all, with the full utilizing, by 1975, of the workers' holiday plant<sup>1/</sup>.

In 1975 some 4311.8 thousand people made use of the entire social recreational plant. The recreational facilities are also diversified as regards the standard of services rendered and the degree of their utilizing throughout the year. Around 80 per cent of the plant is of seasonal character with possibilities allowing to make use of it only for four months of the year /June-September/. These are, as a

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<sup>1/</sup>"Zakładowa działalność noclegowa w jednostkach społecznych", GUS, Departament Środków Produkcji i Finansów, Warszawa, June 1977, p. 17.



rule, camping site complexes localized in the coastal and lake districts. The all-year-round establishments are usually grouped in the highland regions and in the mountains and are open for 320 days a year.<sup>1/</sup>

According to estimates provided by the Institute of Tourism /by Doctor S. Wawrzyniak<sup>2/</sup> - the social-ownership structure of the plant has been shaped as followed in the last five year period:

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<sup>1/</sup> Zakładowa działalność socjalna w jednostkach społecznych, GUS, Materiały Statystyczne, Warszawa, June 1976, p. XIX.

<sup>2/</sup> Sources: 1. S.Wawrzyniak - 1973: "Rozwój Turystycznej Bazy Noclegowej w Polsce" /in: Problems of foreign tourism paper delivered at a symposium organized on the 100th anniversary of Polish Tourism/ Zakopane - 19-21.10.1973/, ed. by Komitet Kultury Fizycznej i Turystyki dla województwa i miasta Krakowa /for the voivodship and town of Cracow/. 2. S.Wawrzyniak, M.Wysocka, M.Maczewska-Pilch - 1977: Turystyczna Baza Noclegowa w Polsce - 1976 - /unpublished/.



# ACCOMMODATION ESTABLISHMENTS FOR POLISH TOURISM IN 1960 - 1976

Table 3

## A. Establishments for social tourism only:

Type of establishment	Number of places in thousands			
	1960	1965	1970	1976
1	2	3	4	5
Workers Holiday Fund	36,0	39,6	45,0	43,0
Factory and institution recreational holiday facilities	92,5	188,6	359,1	433,7
Childrens' Holiday Camps /factory and institution/	138.2	164.7	153.6 <sup>1/</sup>	107.8 <sup>1/</sup>
Childrens' Summer Holiday				
Camps in Schools	195.0	319.8	392.5	397.2
Youth Hostels	13.8	23.9	30.2	40.0
Total:	475.5	736.6	980.4	1021.7

1/ The smaller number of places in the 1970 and 1976 period as compared to the figures for 1965 was caused by the fact that a part of the mentioned establishments was included in the group of factory and work holiday complexes.



Table 4

B. Establishments used mainly for social tourism:<sup>2/</sup>

Type of establishment	Number of places in thousands			
	1960	1965	1970	1976
1	2	3	4	5
Sanatoriums of the "Polish Resorts" Corporation and those belonging to work places	13.4	16.4	26.6	25.3
Various PTTK establishments chalets, resorts, rest homes, etc.	20.5	39.7	57.2	60.0
Total	47.7	56.1	83.8	85.3

2/ Included are those kinds of the accommodation establishments which serve the purposes of social tourism. Worth pointing out here is the fact that in various periods the utilizing of the plant by social tourism is different. For example: at the beginning of the sixties the sanatoriums were utilized in close to 100 per cent by social tourism, while at present it is a known fact that some 10 per cent of the places are utilized on a commercial principle. As regards the PTTK facilities, due to the fact that these are partly supported financially and that the prices have purposely been kept low /also important is the fact that the PTTK facilities are often used up by various school and youth excursions which are financially



supported/ - it can be estimated that some 70 per cent of the facilities in the mentioned plant are used for social tourism purposes.

Table 5

C. Commercial Accommodation Establishments

Type of establishment	Number of beds in thousands			
	1960	1965	1970	1976
1	2	3	4	5
Hotels, motels	25.4	40.4	55.3	60.2
Boarding houses				
/Orbis and private/	1.0	2.4	2.3	2.3
Total:	26.4	42.8	57.6	62.5

Table 6

D. Accommodation Establishments mainly for commercial tourism<sup>3/</sup>

Type of establishments	Number of places in thousands			
	1960	1965	1970	1976
1	2	3	4	5
Various so-called				
tourist centres, camping				
sites etc.	11.7	52.5	69.8	148.1
Private rooms	100.0	203.0	256.4	332.7
Total:	111.7	255.5	326.2	480.8



3/ Included in this part of the accommodation establishments are also places in the work places' centres of holiday recreation which are supported to a large extent by the social holiday funds. On the other hand, the private rooms are, in at least 20 per cent, rented by various institutions from the social holiday fund.

According to estimates by the Board of the State Recreation Complexes the number of accommodation places in the social plant /the FWP and work places/ constitutes more than 50 per cent of the total number of places provided for the tourist movements in Poland /excluding the plant for children and youth recreation/.

The number of accommodation places in the tourist social plant was, in the last five year period, according to estimates by Doctor S. Wawrzyniak from the Institute of Tourism as, follows /in thousands of places/:

Table 7

Accommodation places in recreational centres

Types of accommodation	years		Indicator
	1970	1975	1975 1970
Accommodation places			
in recreational centres	320.1	502.0	157
Workers' Holiday Fund	56.0	53.7	96
Work places and			
generally accessible	264.1	448.3	170

Source: Statistical Yearbook GUS 1976, table 14/759/, p.490.



Table 8

Participation in social tourism and its accommodation establishments /in thousands of persons/

	Years		Indicator	Average
	1970	1975	1975 1970	stay in 1975
1	2	3	4	5
1. Arrivals in recreational establishments of:	2164.0	4066.5	188	
- Workers' Holiday Funf	628.3	650.0	104	14.8
- Work places open to general public	1535.7	3416.5	222	14.0
2. Tourist trips on days free of work, organized by work places		14100.0		
3. Participants in PTTK excursions	8472.7	10899.2	129	
4. Participants in forms of qualified tourism	1748.6	2414.7	138	
5. Children and youth taking part in organized holidays and holiday camps	1496.3	2704.9	182	21-26 camps 14-26
6. Other forms of recreation	1608.3	5100.7	317	5-25



Table prepared by: J. Głownia, M.A. and P. Wacławska, M.A.,  
Institute of Tourism, VIII. 1977, GUS data.

As proved by the above table the percentage of those taking advantage of social holidays and those open to general public has been increasing /1970-71.0%, 1975-84.0%/ and is diminishing in the FWP plant /1970-29%, 1975-16%/ while the number and quality of services provided by both those sub-systems, i.e. the FWP, work places of social tourism is increasing constantly.

Taking into account the fact that in both the social holiday plant and in the commercial one we have in Poland a total of 1.1 million places, then, as we have already stressed, some 50 per cent of those are used for social tourism which has, apart from this, also a further 500 thousand seasonal places for children and youth /in factory owned establishments and in schools/.

#### 4. Financial outlays for social tourism

The financial outlays for social tourism come mainly from the state budget and from the fund of social holidays from work places. In 1976, out of the total sum of 11,865 million zlotys which were outlayed for financing tourism and social holidays the social fund contributed 8.983 million zlotys which is 76% of the total cost. The workers contributed 2.882 million which is a mere 24 per cent.

It is worth noting that we have both holidays and various forms of tourism recreation for children and youth and



these are nearly completely financed by the social funds /88% of the total cost/ while the population pays a merely symbolic 12% of the total cost.

In the 1976 - 1980 period it is envisaged that the population will contribute to a greater extent financing tourism and recreation. While in 1975 the state budget financed, together with the work places' fund, the holidays to an extent which was greater than the expenses of the population by 0.3 thousand million then by 1980 the expenses by the population should be higher than those of the state and working budget by 5.7 thousand million. A similar trend is envisaged after 1980. The participation of the consumer fund in the total tourist and recreation expenses will lessen.

By proving the necessity of a parallel functioning of the social and commercial tourist scheme we are not trying to make out that the policy of general commercialization of tourism is immediately linked with an economic calculus.

## II. Sub-systems of social tourism

### 1. General statements

Social tourism in Poland functions within a system of 4 sub-groups, i.e.:

#### 1. Tourism organized by work places;



2. Fund of Workers' Holidays;
3. Tourism for children and youth;
4. Tourism in social organizations.

Each of these subgroups has a defined social group of people who take advantage of the forms of recreation provided, owns its own recreational plant, has a specific organization, forms of financing and forms of activity. All the sub-systems, however, have one common supreme socio-economic characteristic: they provide all working people, those still active at work and those retired and their families, especially children and youth, with an opportunity for tourist recreation and relaxation disregards their profession, income and wealth. All this is possible in social tourism due to various donations, financial benefits and reduced prices which are dependent on the economic situation of those entitled to social welfare. The binding system of social preferences in our country causes that the social funds in every of the subgroups are an instrument of equalizing social and material differences of workers, their families, pensioners, children and young people and those disabled.

According to figures from the last two years some 70 per cent of the social fund in individual sectors and large industrial plants and institutions are used up by financing holidays and tourism. Of this 40 per cent is used for workers holidays, a further 25-30 per cent for holidays for children and youth and 5 per cent for holiday excursions.

Each of these subsystems obviously undergoes certain



changes in time as regards the number of accommodation places, services rendered within its own subgroup as well as in that belonging to other institutions. Also undergoing changes is the degree of centralization and decentralization of the workers' holiday scheme. Changes are also noted in the technical and self financing methods of the social donations and the technics of their utilizing. Always, however, actual is the fact of the general participation in tourism and recreation of the entire society. From this approach as being the starting point the social tourism will further develop and all the subsystems will have a stabilized perspective.

## 2. Social Fund of Work Establishments

The social activity in work establishments has been included in a system of planning. The social fund is provided for the financing of:

- workers' holidays
- recreation for children and youth
- Sunday and holiday relaxation
- tourism
- sport

It is worth mentioning that the social category of described as "Recreation" in the context of the functioning of the Social Fund includes a vast scope of needs, forms and activities. It includes not only holidays for workers, their



children and families, Sunday and holiday recreation but also various forms of organized tourism arranged by PTTK circles and clubs such as various rallies, mushroom-picking, fishing expeditions etc. More and more often recreation is being understood as active relaxation in many varied forms. It is an expression of the most welcome changes in the way of utilizing free time the volume of which is constantly increasing.

Organized recreation during holidays is most popular in the form of two-week workers' holidays /accommodation and full board/. In 1975 alone 3,354 thousand people took advantage of this form of recreation. The total cost of these holidays totalled 5.862 million zlotys and was covered in 68 per cent by the work establishments' fund /3.959 million/. The holiday-makers paid only some 32 per cent of the total cost /1,903 million zlotys/. These costs include both the services provided by the work establishments and those bought in outside holiday facilities /e.g. FWP, PTTK/. Since 1974 the equivalent of FWP holiday orders for work places has been included in their social fund. The work establishments now have to pay the full amount for the holidays to the FWP. It is much the same in the case where the holidays are purchased from other sources /PTTK, Gromada/.

The differences between the costs of stay in holiday establishments and the lowered price is paid by work places from their social fund.

Pensioners who buy holidays from the FWP also are en-



titled to a lowered price. The FWP also provides work establishments with free places in various health resorts /for 21 days/ and sanatoriums which are paid for from the State budget.

To a lesser degree the convalescent holidays are also provided for by some of the factories and institutions in their own holiday resorts. This group of benefits is paid for by the ZUS Social Security Institution in accordance with the principles of financing prophylactic holidays. Persons taking advantage of the 21 day stays pay only the same reduced amount as is envisaged for a 14 day holiday stay.<sup>1/</sup>

Apart from the holidays with a full range of services and these for children and youth there are also other forms of the work places social activity as regards tourism and recreation:

- holidays with a partial range of services usually only with accommodation, sometimes with half board;
- stays in Sunday and holiday recreational centres, tourist trips in the country and abroad.

In 1975 some 555 thousand people took advantage of such forms of tourist recreation as mentioned above. The total cost amounted to 1.361 million zlotys and of this the per-

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<sup>1/</sup> Zakładowa działalność socjalna w jednostkach uspołecznionych. /Social activities in socialized establishments/. GUS, Statistical Data. Warsaw, July 1976, p. XIX.



sons concerned outlayed a mere 218 million zlotys. This means that the holiday makers had to only pay some 16 per cent<sup>1/</sup>.

In 1975 the work establishments provided a total of 3.354 thousand people with full board and accommodation holidays and 555 thousand people with partial services holiday schemes. Altogether, it meant an outlay of 4,379 thousand zlotys. The holidays for 3.909 thousand people were provided by the work places' holiday centres, FWP, PTTK and Gromada establishments<sup>2/</sup>.

### 3. Workers' Holiday Fund

The Workers' Holiday Fund /FWP/ is the oldest and extremely merited institution of workers' holidays in the Polish People's Republic.

It was established four years after the end of World War Two and in those days was the main, if not the exclusive organizer of workers' holidays in post-war Poland.

The FWP was called into being as a specialized unit of the Central Council of Trade Unions and its main task was to organize holidays for workers during their holiday leaves

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<sup>1/</sup> Zakładowa działalność socjalna w jednostkach uspołecznionych. /Social activities in socialized establishments/. GUS, Statistical Data. Warsaw, July 1976, p. XXIII.

<sup>2/</sup> Ibid, p. XXIV



and leisure time, to organise and run holiday centres and to ensure holiday-makers full board, tourist activities and entertainment.

As for its organizational structure the FWP operates on three main levels: the Central Management Board, district management boards and holiday centres. It is worth mentioning that thanks to a constant development of cooperation with suppliers of private rooms, the entire accommodation plant of the FWP has greatly increased. It should be also added that the FWP has its own representation within the Central Council of Trade Unions, the Foreign Tourism Bureau of the FWP.

Since 1974, the year when the reform of social funds was implemented, the FWP has been operating on the self-financing basis. Holiday makers have to pay full prices for their stay in the FWP holiday centres and they are given back the difference occurring between nominal and reduced prices by their work places. In practice this means that the FWP is now financing the demand instead of supply. In the case of the retired they continue paying reduced prices for their stay in FWP holiday centres in the bureaus of the FWP.

As for holiday orders the main aim is to make their prices equal to current costs. At the same time the point is to include within the system of subsidies not only nominal wages but also the average real income per one family member as well as the attractiveness of the locality and the time of holidays.



The question of differentiating prices and subsidies depending on the standard of a given holiday establishment and other holiday services should be further studied since views vary in this respect.

#### 4. Tourism for Children and the Young

As for children and youth tourism, it can be divided into two forms:

- tourism outside places of residence including camps;
- tourism inside places of residence including day-camps and other forms of the so-called "short holidays".

Both children and youth tourism can be characterized by the following development indicators:

In 1965 some 638,000 children and young people participated in tourism whereas in 1975 the number amounted to 7,635,900, including 2,704,900 children and young people participating in camps and 4,930,600 in other forms of organized holidays.<sup>1/</sup> Out of the total number of children and young people spending their holiday outside their places of residence in 1965 /some 3,200,000/ around 2,700,000 spent their holidays in summer camps and 5,000 in winter camps. As for the two basic forms of children and young people holidays: children's recreational centres and holiday camps,

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<sup>1/</sup> Zakładowa działalność socjalna w jednostkach uspołecznionych /Social Activities in Socialized Units/ 1975, Statistical materials, Warsaw, VII 1976, p. XXV.



some 1,535,000 children stayed in recreational establishments in 1975 and some 1,169,900 young people stayed in holiday camps.

Apart from holiday fees paid by parents, the children's and young people's holidays are financed from the State budget and work establishment social funds. In 1975 both the State budget and work places' social funds allocated some 3,604,000 zlotys for children and youth holidays spent in organised holiday centres. An average daily cost of stay in organised holiday centres per capita reached 101 zlotys in 1975.

Yet the total cost of one holiday-maker's stay in children's recreational centres and holiday camps reached 264 zlotys, i.e. some 12 per cent of the total cost which amounted to 2,070 zlotys.

In the first post-war years most children who were either fascism or war victims, orphans and those deprived of homes spent their holidays in recreational centres and camps. Alongside the development of Poland's economy and the increase of women's vocational activities the organizational forms of holidays were expanded and included educational forms established in places of children's residence. Moreover, the network of health resort centres and children's sanatoriums was also gradually developed. Today various institutions organize holidays for children and young people, if only to mention those most important ones like: factories, institutions, social and vocational organizations, school administration which coordinates the activities of all ministe-



rial units, institutions and organizations which deal with children's and young people's holidays. In the 30-year period of the Polish People's Republic /1945-1975/ most children and youth between 7 and 18 years of age participated in organized forms of holidays. In 1945 some 5 per cent of children and school pupils spent holidays in organized holiday centres whereas in 1950 the percentage amounted to 20, in 1970 to 37.8 and in 1973 up to 84.5.

As for State subsidies for children's recreational centres and holiday camps they have amounted to:

- 762 zlotys per each holiday maker staying in recreational centres and holiday camps;
- 457 zlotys per each holiday maker participating in day-camps and
- 1.600 zlotys per each holiday maker staying in health resort centres.

Moreover, the State also pays for transport fares.

As it has been already mentioned, the main organisers of children's and school pupils' holidays in Poland are factories, institutions, trade unions /organising mainly children's holidays/, school authorities and youth and social organizations.

In 1974 individual associations organised holidays for the following numbers of children and school pupils:

Departments of Education and Culture	- 1,428,900
Factories, institutions, ministries and central organs	- 1,060,000



Social and youth organizations including:

TPD /Society of Children's Friends/	-	933,500
ZHP /the Polish Pathfinders' Union/	-	2,012,900
SKS /School Sports Circles/	-	35,000
OHP /Voluntary Summer Work Camps/	-	203,000

Source: "Ocena akcji wypoczynku dzieci i młodzieży w 1974 roku" /Estimates on the Action of Children's and School Pupils' Holidays in 1974/, MOiW Publishers.

As for children's and school pupils' holidays they are organised mainly in school buildings. During summer holidays some 6,000 school buildings are changed into holiday centres not mentioning some 1,000 school buildings which are either owned by factories or are on lease.

In the case of the ZHP, OHP and secondary schools they organise holidays mostly in camping and tent sites.

The social funds of work establishments have become in the recent years' the main source of financing holidays. Mention should also be made of subsidies from regional budgets or parents' voluntary benefits which in this respect play an important rôle too.

The degree of meeting the domestic demand for organized holidays for children and school pupils outside their places of residence has reached 50 per cent according to recent estimates and in 1980 it will amount to 60 per cent. More than 200 new tourist establishments destined for 150,000 people will have been set up by 1980 and the possibilities



of spending holiday in places of residence should have been greatly improved. In three years' time each holiday-maker will be able to participate in at least one of the holiday forms.<sup>1/</sup>

When students' tourism is concerned some 180,000 students out of the total number of students attending full-time studies /283,200/<sup>2/</sup> participated in various forms of tourism /weekend trips, rallies, canoeing rallies, etc./ in the 1975/1976 academic year.

Some 60,000 students participate every year in two-week tourist camps during their summer and winter holidays and more than 30,000 students participate in travel abroad every year. The "ALMATUR" Travel and Tourism Bureau of the Socialist Union of Polish Students receives some 30,000 foreign tourists every year.

The Socialist Union of Polish Students runs 52 camping sites in attractive regions which are destined for tourists participating in hiking, qualified and individual touring around Poland. All-year-round establishments have a total of 5,000 bed-places.

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<sup>1/</sup>I. Dzierżanowska: Analiza wypoczynku dzieci i młodzieży w 1975 roku /The Study on Children and Youth Holidays in 1974/ in Information Bulletin IT No I/75 p. 17; extracts from the op. cit on pp. 12-15 have been also used.

<sup>2/</sup>The total number of students attending full-time studies, evening courses, part-time and extra mural studies reached 468,000 in 1975/1976 and 489,300 in 1976/1977.



The entire students' traffic is carried out by social tourism organisers, tourist guides, guides-interpreters, couriers as well as instructors and administrative workers. Only a small number of workers are permanently employed in students' tourist traffic and these are mainly financial, administrative and technical workers who see to the implementation of programme tasks of students' tourism. Students' tourist movement is a school of versatile tourist education: programme, organizational, economic, cultural and that connected with environmental protection.<sup>1/</sup>

As for a sub-system of social tourism which is carried out by social organizations and because of time limitations and the very nature of the issue as well as because our intention to avoid as many repetitions as possible, I am obliged to ask all the persons concerned to refer to reports prepared by Polish experts for the Polish Day and those discussed in Working Group II dealing with social problems and, above all, a report by the Vice-Chairman of the Central Management Board of the Polish Tourist and Country Lovers' Society, Mr. Jerzy Przeździecki: "Traditions of Social Tourist Activities in Poland".

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<sup>1/</sup>J.Cisowski: O dalszy rozwój i kształcenie kadr turystycznych w środowisku akademickim /For the Further Development and Training of Tourist Staff in Academic Circles/ proceedings from all-Poland Session, Warsaw 1977. See also: Proceedings from the National Session of Tourist Activists, Augustów 11-13 April, 1975 pp. 1-2.



### III. The Scope of the Social Tourist Policy

The social tourist policy which is included in the overall social policy covers not only a legally envisaged increase of leisure time but also the organization and programming of tourist services as well as the enlargement of social infrastructure which make possible the increase of leisure time which is freed for non-vocational goals.

The contribution of tourism, on the other hand, in the raising of the health rate of the nation influence the efficiency at work. Yet the study of tourism from the point of view of its instrumental functions in the process of production and work efficiency would mean that a formula of "regenerating recreation" as well as preferences as to the physiological and re-productive criteria have been accepted.

At the present stage of our economic possibilities and social aspirations these approaches seem to be inadequate, one-sided and limiting the functions of all the units dealing with the programming and proper "management" of the growing quantity of leisure time.

The author of this paper stands for a broad humanistic conception of free time and tourist strategy<sup>1/</sup> which is based on all the postulates of rational relaxation and full regeneration of physical and mental strength.

The long lasting and historical battle for the quality

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<sup>1/</sup>See E. Wnuk-Lipiński: Nad bilansem czasu wolnego /On the Balance of Leisure Time/ "Nowe Drogi" No 4/1977 pp. 96-97.



of human life cannot be, nevertheless, be limited to questions of relaxation and the increase of free time destined for this purpose. All the efforts taken in Poland in order to raise material standards and enrich humanistic contents of recreation and tourism are accompanied by undertakings aimed at the improvement of working conditions, the climate of cooperation and relations between people. The approach assuming that a factory or an institution may draw a worker to exhaustion of both physiological and spiritual nature in order to increase its profits and efficiency and that social tourism is expected to cure a worker of his exhaustion and stresses is both archaic and non-humanistic and scarcely launched openly. In Poland the concept of the unity of work hours and free time has been generally accepted as far as their rôle in the improvement of living conditions, in the implementation of the goals of the social and economic policy and the life satisfaction of an individual and the entire nation, are concerned.

The social tourist policy may be defined in a broad and narrow context. As for the narrow one it may be regarded as a policy of organising recreation which concerns all workers' organised holidays and all the activities aimed at ensuring workers relaxation and entertainment during days free of work, and their leisure time. Of a great significance in this respect is also the striving for the increase of the free time reserves which may be the result of the improvement of the supply market, transportation and services.



As for the broad version of the concept, social policy would include research, predictions and postulates on such important issues /apart from the "Organization of recreation"/ as:

- evaluation of all the properties of a locality as well as contents and forms of tourism in free time budgets of individual working groups in comparison with other forms of activities performed in the same period of time;
- tourist postulates and possibilities of own activities in protection and formation of the environment;
- programming the development of the tourist material base;
- programming educational and culture creating contents and forms of tourist entertainment;
- prospecting changes in organizational and institutional structures;
- evaluation and actualization of indicators of changes in satisfaction of social demand as well as indicators of both real and socially demanded tourist consumption /minimum forms of recreation, optimum norms, indicators of real satisfaction of demand instead of those indicating the institutional enlargement of tourism and the quantity of investment outlays/;
- correlation of all the forms of meeting social demand and tourist aspirations applying the system of subsidized and commercial tourism;
- postulating the speed of the development of tourist



consumption in comparison with that of other forms of consumption and elements of social progress with the inclusion of the speed and structure of the economic development of the country;

- coordination of social, trade and economic functions in the overall system of tourism, etc.

One of the most essential arguments supporting the presented concept of the social tourist policy, in other words the social policy concerning recreation, relaxation and tourism, is the very fact that the sphere of social tourism in Poland does not include only those people whose living conditions are minimum. Although the policy does concentrate on the stratum of population living in either bad or the worst conditions, it also embraces the entire working population including workers, state workers and those employed in socialized units, members of cooperatives, individual farmers, craftsmen, etc. and their families. More and more frequently the social tourist policy is interested in postulated or gradually achieved higher standards rather than in the lowest or average living conditions. This is, first of all, determined by the principles of our country's development, among others, an overall economic development of the country, the increase of the nation's incomes and social funds, the increase of the importance of the rôle of tourism in consumption models and systems of life values as well as their direct consequences such as changes occurring in family budgets and social and demographic changes /longer life-rate,



growing number of society members representing higher qualifications and well-defined recreation demands including forms of foreign tourism/, a general increase of the cultural level of the nation as well as a constant increase of free time, the development of public and individual transportation and motoring, etc.

Yet another significant argument supporting the broader concept of the social tourist policy is the real scope of competence, responsibility of practical actions launched by the most important agents in this sphere of activity such as the party and State leadership, trade unions, factories and institutions as well as social and economic organizations. The position of tourism in State planning and in long-term plans is determined by the very fact that both tourism and physical culture are within the competence of a government organ - the General Committee for Sport and Tourism which coordinates all the activities carried out by all the organs and State institutions as well as economic and social units dealing with tourism and physical culture.

#### IV. Social and Commercial Tourism in Poland

Concluding the paper I would like to briefly discuss social and commercial tourism in Poland.

The broad scope of social tourist demands of our nation is satisfied by two channels:

- 1/ through the nation's participation in tourist consumption subsidized by various organs executing social policy;



2/ through the purchase of tourist services on the market using personal incomes, the so-called individual consumption fund, exclusively.

The two forms of meeting the nation's demand for tourism determine the existence of two respective systems of tourism: one is the social tourism and the other is commercial one.

The existence of the two systems characterized by different mechanisms which guide their development and determine their organizational structures dealing with the implementation of their goals and tasks is one of the most characteristic features of Polish tourism.<sup>1/</sup>

Yet this is not a sharp division from both the formal and functional as well as conceptual points of view because of the following reasons:

1/ A significant part of tourists benefit from tourist and recreational services of both systems.

2/ Some of the services of commercial tourism are partially subsidized.

3/ Commercial tourism does not only mean the supply of the highest standard services which exceed those envisaged in the State's social policy since it also offers generally demanded services which are settled on commercial principles.

4/ Some of the forms of tourism which are commonly and

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<sup>1/</sup> See A. Izydorczyk: Organizacja turystyki w Polsce /The Organization of Tourism in Poland/, the Institute of Tourism Publishers, Warsaw 1975, pp. 99-100.



traditionally regarded as exclusive and luxurious forms of tourism such as inland yachting, foreign climbing expeditions, sea travels, motoring or trips abroad, are no longer unique, exceptional or luxurious since they are more and more frequently included in the programmes of social tourism of many factories, institutions and organizations and are commonly subsidized.

5/ Within the system of social tourism there are numerous elements of commercial tourism, if only to mention the sale of free places in commercial tourist centres.

6/ Finally the very opening of access to some commercial tourist services is closely connected with the policy of ensuring the buyers appropriate incomes as well as with the policy of prices which makes possible the regulating of the level and structure of tourist consumption.

7/ Proceeds from commercial tourism are destined for additional financing of various forms of social tourism.

The trend of a social pressure stemming from lower social strata, the trend, which has been occurring for long now due to the defined factors /an increase of the nation's wealth, culture, education, motoring act upon the development of individual, group /informal groups/ qualified and foreign tourism can be only partially included within the programme of social tourism. Most demands of this kind may be more efficiently satisfied by commercial tourism since it takes into account both individual preferences and purchasing possibilities of the customer.



It should be also added that laying emphasis on the increase of the share of individual consumption fund in financing tourist consumption and self-financing of the entire social and commercial tourism is socially and economically grounded. Such a social tourist policy shows that the two tourist systems /social and commercial/ are complementary and that they both serve the supreme goals of this policy in the Socialist State.

The question of choice between individual and collective consumption becomes important in the developing societies which raise the wealth of all its members. This problem has become valid in the Polish People's Republic for the last ten years as far as tourism is concerned.



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## ECONOMIC PROBLEMS OF SUPPLY OF SERVICES IN SOCIAL TOURISM

Social tourism stems from the principal assumptions of the State's social policy which envisages a model of consumption including participation in tourism. According to this policy, the development of social tourism is based on individual and collective consumer funds, the latter being the source of additional benefits.

Such social policy has significantly contributed to the improvement of the population's state of health, to the increase in the level of the nation's education and culture and makes possible the elimination of intellectual and economic differences occurring between vocational and regional circles. Moreover, on certain stages of social development such a policy can play a significant rôle in the carrying out of the class struggle or in supporting it. Poland's social policy is based on its own and other countries' experiences in the building of socialism including the experience in tourism. The end of World War II, which in our country resulted in a change of the social and political system of the state, gave rise to numerous repercussions, among others, in the field of property relations. The taking over of the



then private boarding houses and large tourist resorts by a uniform trade unions movement, the Central Council of the Trade Unions, was only a part of these changes.

In this way, a large service base destined for the specified beneficiaries was suddenly formed. They were to be and were members of trade unions affiliated to the Central Council of Trade Unions which assumed control over the recreational and tourist facilities. After several years, the Central Council of Trade Unions called into being the Fund of Organised Workers' Holidays, a special organ to deal with the organization of holidays. The organ has been functioning and is performing the same function up to the present.

The offer that the working people of those days were presented with was to meet the vital demand of the Polish nation for tourism and affected the development of the mass character of recreation and the consolidation of habits of rational recreation and relaxation.

Still the difficult years of the reconstruction of Polish industry, transport and housing were an important factor which impeded the development of this demand. The Polish nation spontaneously devoted each free working day and every spare hour to the rebuilding of Poland. The right to relaxation was regarded as a great achievement by a significant part of the Polish nation, but also one which could be, nevertheless, in the atmosphere of general enthusiasm for the reconstruction of Poland, put off until later. In effect during several post-war years the number of beds in



recreational centres either equalled or in some cases exceeded the required number, and particularly in off-season.

The direct effect of such a state of affairs was the necessity to bear partial costs of supplies /collective consumer fund/ irrespective of the supply-purchase ratio. This was, nevertheless, the only way to maintain the large service plant in a situation that soon might be faced with the anticipated increase in the demand. It seemed even more necessary in view of the fact that clearing prices were the same irrespective of the standard of a centre, its localization and the season. Consequently older recreational facilities as well as those located in the not very attractive areas, were less preferred. On the other hand, the system of subsidizing the supplies created favourable conditions for the irrational management of the trade unions' property in some cases. There was almost no competition as far as the quality of the services the holidaymakers were provided with. Moreover, cases of the reluctant treatment of holidaymakers or a complete lack of any attempts to increase the number of holidaymakers to the maximum, could be observed in those days. It may be said then that the system of financing the supply of services in social tourism could be the source of the low efficiency of a part of the outlays allocated for this goal. Obviously, this desertion does not undermine the positive social effects of the social tourism, but points out to the shortcomings which occurred in Poland in those days and which were certainly determined by the then existing situation.



Irrespective of the shortcomings, which were the result of the system of stimulating social tourism, services and the economic base, the system of enterprises and institutions supplying tourist services on completely commercial principles was either strengthened or even established in those days. The establishment of the system of such institutions was connected with the rapidly growing domestic demand for tourist services and with the growing number of foreign tourists coming to Poland. In this way, two tourist markets were formed. One was closed and the other was open. Each of them was isolated from the other. As for the open one it was generally accessible and in the case of the closed one, only certain people had access to it. This does not mean however, that social tourism cannot be developed on an open tourist market. The above discussed dualism of the tourist market, only causes a certain deformation and breaks the unity of a tourist market, the result of which is a lack of equilibrium between the supply and purchasing power.

It should, however, be recalled that as for social tourism and the standard of services, the demand is not equally satisfied because closed tourist centres differ in quality of the services supplied. In view of the growing demand for relaxation and recreation and of insufficient supplies on the part of the trade unions' holiday homes, individual factories, plants and institutions started organizing their own tourist and recreational centres and their



standard depends on the means of individual enterprises.

The quality of services that tourists are provided with in social tourism is then diversified, yet neither the clearing prices nor the amount of subsidies allocated from the social fund and the prices that worker-tourists pay, do not seem to be affected by this. Since tourist services are an economic activity regardless of the nature of the market, the tourists' possibility of choosing standards and the locality, is limited for the above-mentioned reason and very frequently the choice may be fortuitious. The very system of financing social tourism determines to a great extent the method of distributing tourist-recreational centres among worker-tourists. In the present day conditions of the increased individual incomes and growing standards of living, this administrative method of distribution in social tourism can only cause dissatisfaction among part of the society.

It is also worthy of mention that the prices of tourist services on the closed market, have for many years now been much lower than their real costs. This meant, on the other hand, additional subsidies from the State's budget distributed through various methods and channels, e.g. to enterprises-employers, institutions distributing holidays, servicing enterprises, trade unions and civic organizations. At the same time, however, both the renderer of services and the recipient became gradually aware that the low quality of the services was determined by their low prices without



taking into consideration that the large amounts of subsidies came from the collective consumer fund.

And so, from the economic point of view the highly preferential policy which was correct in its assumptions, frequently resulted in the improper utilization of the outlays. Both the social values of tourism and no doubt the assumptions of the State's social policy, the aim of which is the dissemination of a touristic form of spending leisure time; cannot refute the fact that tourist services are an economic activity. The point, is, however, not to treat tourist services from a commercial point of view, but to show the necessity of preserving the principles of a rational economic performance, that is, the principle of achieving the maximum effects when specific outlays are given or the principle of designating minimum outlays with assumed effects. This suggests that the aspect part of tourist services depends on a market mechanism. Although a full market mechanism would result in the equilibrium between the supply and the demand, a danger of stratifying the nation into those who can participate in tourism and those who cannot, would occur since this would depend on the level of individual incomes. Such differentiation of a society should be regarded as an undesirable phenomenon in the socialist system. Therefore, the functioning of the part of the market concerned with social tourism cannot be based on the principles of a market mechanism. It should also be borne in mind that the maximum satisfaction of all social needs and



the formation of such supply of goods and services that ensure that demands are satisfied, is the priority goal of all the activities carried out in the socialist economy.

The ultimate goal of all the subsidies designated from the social consumer funds is the preference of a defined model of consumption and the consumer that the tourist is. These subsidies expand tourism and create social conditions for general tourism. Therefore, as well as in connection with the necessity of increasing the effectiveness of subsidies, the contemporary Polish practice in tourism more and more frequently desists from financing supplies and prefers financing the needs of a potential tourist. Because of the growing rationalization of the management of the tourist plant designated for social aims, the strengthening of the economic account in the non-commercial field of tourism also seems purposeful. The recognition of the importance of economic profits means subsidizing the demand and not the supply, in other words, giving preference to a free choice of the standard of tourism on the part of the tourist. This will certainly result in an obvious increase in the profitability of the supply in all the facilities approved by the tourist-consumer who will be responsible for the disposal of a part of collective consumer funds destined for tourism. Unprofitable units which will not attract tourists will thus lose their right to function. The postulate on the rationalization of management could be implemented in this way and the subsidizing of mass tourism would continue. Linking



the economic aspects with the social ones represents a high all-social value and this is the ultimate goal of the new regulations that have recently been passed in Poland.

The above discussed difficulties and shortcomings that have occurred in the process of implementing social tourism in Poland, do not undermine the social usefulness of its subsidizing from the collective consumption fund, and particularly as far as some forms and trends in the social tourism preferred by the State are concerned. One should believe that basing all tourist supplies on the principle of an economic account will prove to be a rational solution from the all-social point of view. This is being favoured by the new principles of forming and utilizing social funds at work places, of which a significant part is destined for tourism. In this way new conditions are created in which a tourist dual market is sui generis restrained and its open part is strengthened.

The trade unions' tourist and recreational facilities supervised by the Fund of Organised Workers' Holidays, were the first to provide tourist services which for a long time functioned within a closed system and which have now adopted the principle of an economic account, in other words, have started operating in an open market. It is also expected, and these expectations are grounded, that these principles will soon be adopted at the tourist and recreational facilities owned by individual work places. The method of handing over trade unions' facilities, and particularly those owned



by factories and other institutions to specialized tourist enterprises, may prove an effective method. In such situation, the workers who will receive subsidies for tourism or the employers who will represent them, will be able to purchase places at holiday centres according to their individual preferences so that their needs will be satisfied in a most rational way. "In the cases where holiday centres have been kept on, the enterprises will have to carry out an external canvassing of free places in order to lower the individual cost which is the basis for evaluating the prices of its own workers' stay in the centres.

It should be expected that the open tourist market will in future contribute to the development of social tourism as has been the case in a closed system. The increase of the economic effectiveness of the entire market of the tourist services now being preferred by both the State and the entire nation, should turn out to be an additional profit.



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## THE UNIVERSITY EDUCATION OF PERSONNEL FOR THE NEEDS OF TOURISM IN POLAND

One of the basic indicators of the standard of living apart from income, is the way one spends one's leisure time, and especially after the recent reform of the working time, how one spends time free from work.

The reform of the working time is an enormous undertaking which can be successful only if the present rate of economic growth can be sustained, and positive social effects obtained.

The reform is expressed in an increased amount of real leisure and in creating the conditions to enjoy leisure in a rational way. The amount of leisure that people in Poland dispose of at present, and the tendency which indicates its steady growth in the future, provoked an undertaking of complex research of the phenomenon. It also created a rule that the process of training people in the entertaining professions has to be planned in advance.

Up to now, research indicated that the practical ways of using leisure are not sufficiently heterogeneous. It is common that among the little educated the simplest forms of spending free time prevail.



It is particularly easy to create social demand as to the forms of leisure and in consequence to manipulate it. People spend their free time in a way that fits their financial position and personal imagination that is influenced by one's experiences or fashion, and in a way which is limited by the conditions and accessibility of recreational tourist and cultural facilities.

The fact of growing amount of the time free from work that is not used in a proper way can bring about one of the two results:

- either the extra time will be used for activities other than leisure such as another employment, household work, etc.;
- or a socially dangerous situation of a subjective free time surplus will arise with certain social groups.

A free time surplus where it is not used meaningfully leads to boredom, frustration and a feeling of dissatisfaction. It provokes an escape into the world of fake values.

The lack of well-aimed, attractive holiday schemes available from work places and institutions specialized in tourism causes a multiplication of the simplest forms of rest in the entire country. Those forms of spending holidays such as camping and mushroom picking and excursions fulfil only one of the elementary purposes of rest: namely the biological regeneration. Educational and organizational enterprises undertaken by us systematically reduce the danger of such onesidedness in both the commercial and social tourism.



One of the basic targets of research institutes dealing with tourism became thus to initiate the research of the following kind:

1/ The working out of a general model of holiday offer that would contain all the socially and economically desirable forms of rest: everyday's rest, active rest after work, participation in the cultural life, entertainment, excursions, holiday leaves. On the basis of that general model a series of particular schemes would be arranged according to the local conditions and cultural patterns.

2/ The elaboration of organizational preambles that would enable the introduction of a modern education system capable of changing the training programmes in accordance with the varying demand on the employment market.

The international comparative research is taken into account when working out such models.

The results of such research enable to:

- work out the models of holidays schemes enriched by the hitherto experiences of a few chosen European countries;
- conduct a direct international exchange of experiences between the countries participating in the research.

The creation of mock models is of prime importance. Their purpose is to verify the rightousness of the adopted meritorical preambles as well as to supply a basis for the anticipation of demand in the sphere of leisure.

The mock balancing and anticipation of the demand of leisure brings out the following information indispensable



in social planning:

- about the demand for the personnel;
- about the level of investment needs;
- about the future consequences of the currently adopted decisions;
- about the conditions necessary for carrying out the fundamental goals of the social policy in tourism.

The growing amount of free time among the population puts pressure towards a transformation from simple and/or improvised schemes for using up leisure towards planned and rational offers, attractive for everybody.

It is difficult to judge what forms of spending leisure will be fashionable in the future. It seems, however, that on the basis of the experience with the Polish society as well as with those societies that stand much higher in the sense of economic development, it is fair to say that active forms of recreation and tourism are the most popular and most beneficial healthwise and culturewise forms of spending free time.

The organization of those forms of spending leisure has got to rest with people of the highest professional qualifications and defined psychophysical predispositions, essential in that important and difficult profession.

The system of university level education for the needs of tourism in Poland is being adjusted structurally and quantitatively to the new, higher aspirations of the Polish society. Those aspirations accompany the systematical improve-



ment of the standard of living, of income and of the cultural development.

From among many methods of calculating the demand for educated staff the one closest to the characteristic features of tourism is the normative method. To define it broadly one can assume that it calculates the amount of staff on the basis of appropriate norms of employment of trained employees per one unit of adopted base. For instance: the standard number of staff in a hotel per one bed-place or the number of the employed in a work place per one tourism and recreation organizer.

A precise calculation of the demand for staff with that method depends first of all on a thorough knowledge of the planned development of all sectors. It also has to take into account the forecasts of the socio-economic development of the country, the psycho-social changes, changes in the consumption model, public spending, etc.

Once that method has been adopted for research by the General Committee for Sport and Tourism, it was especially important to select a proper base unit and to establish the norms taking into account the expected changes in the socio-economic development of the country, in the volume and score of tourism, in technology development, organization and outfit.

The first stage of that research, concluded in 1975 has been verified in the departamental structure by the ministries and central disposition units, and locally by the offi-



ces for Physical Culture and Tourism and employment bureaus of voivodships.

Taking the foreseen increase of people's free time until 2.000, the planned growth of the accommodation and tourist services, it has been calculated that the number of people employed in tourism should amount to about 400,000 people /year 2000/.

With the standard structure of qualifications of the employees, that is 5% of university educated personnel and 25% of high school graduates out of the total, the number of tourism staff with university qualifications should reach in the year 2000 around 20,000 people, and that with high school qualifications - 100,000.

The General Committee for Sport and Tourism having taken into account the above mentioned data decided to meet the increased demand for university graduates specialized in tourism and recreation. A special branch of university studies devoted to those specializations was demanded for the Institutes of Physical Education in 1973.

The calculated here demand for qualified employees, based on the normative method, will be corrected in the future by the findings of systematic analyses concerning the actual jobs in various tourist branches and regions.

The organization of university education thus demands long term actions /developing and up-dating the concepts of the complex system and of the model of education of experts in tourism and education/.



For that purpose a Team of Experts was set up in 1974 at the Department of Science and Education of the General Committee for Sport and Tourism. The team composed of outstanding theoreticians and experts in staff training and tourism, took the task of initiating in Poland university courses for the needs of tourism.

In effect, the Team of Experts proposed a scheme to establish the faculties of tourism and recreation at the Academies of Physical Education and prepared the curriculae and degree structures for them.

The scheme was approved by the ministries of: Science, Higher Education and Technology; and Employment, Wages and Social Security.

The Chairman of the General Committee for Sport and Tourism issued orders to provide for the creation at the Academies of Physical Education at Poznań, Cracow and Wrocław. A formal title of the degree: Master of Arts - Tourism /Mater of Tourism/ was established.

The graduates in tourism should have theoretical and practical professional qualifications for planning, organizing and conducting business in tourism, hotel trade and recreation, at:

1. enterprises and associations dealing with tourism and accommodation;
2. the apparatus of the central and local state administration;
3. civic organizations concerned with recreation and tourism;



4. Polish travel agencies;
5. the staff care sectors of enterprises and their corporations;
6. institutions and public organizations responsible for planning and organization of tourism and recreation;
7. tourism and hotel schools, as lecturers.

The professional degree title of M.A. of Tourism is granted in the following specializations:

1. Tourist management;
2. Hotelry;
3. Recreation.

During the academic year 1976/77, around 600 full-time students of the first and second years were studying at the faculties of Tourism and Recreation at the Academies of Physical Education in Cracow, Wrocław and Poznań, while 650 more were reading these courses in an Open University system.

In the academic year 1978/79 these faculties will have reached their full capacity with the number of 1,200 full-time students and 1,300 Open University students of all the four years.

It is being expected that starting with 1979, around 500 students per year will graduate with a degree /with the planned effectiveness of education calculated at 75-80%/. The planned supply of graduates will have met the local demand for experts of that kind in 60% in the year 2000.

The General Committee for Sport and Tourism in conjunction with the Ministry of Science, Higher Education and Tech-



nology recognized the indispensability of working out and introducing a system of education of qualified experts in tourism also at other universities. It is necessary to call for the creation of such branches of studies at universities which would reckon the undertaking of such as possible.

The faculties of tourism and recreation in the Academies of Physical Education are to collaborate in that initiative.

From the experiences of the institutions dealing with tourism and from the research relating to the structure of employment and qualifications of tourism staff appears that a real need exists as to create branches of the faculties of tourism at the following universities:

#### The Academy of Economics

To educate economists especially for tourist enterprises, travel agencies and the hotel trade, to be able to deal with planning and financial programming, the appraising of economic activities, the balancing of tourist enterprises, the research of a local demand for tourism and a possible imbalance with supply, the appropriate distribution of tourist services, detecting the influence of the level of prices on the economic return. The graduates should be in a certain way prepared to undertake research and teaching in the field of broadly understood economic aspects of tourism.



## Universities

To educate specialists in:

- tourist geography and sightseeing;
- sociology and psychology of work and leisure;
- foreign languages;
- legal aspects of tourism.

## Institutes of Technology and Higher Schools of Engineering

To educate specialists in:

- physical planning for tourism and recreation;
- tourist construction and equipment;
- transport.

## Agricultural Institutes

The introduction of a specialization in tourism at the branches of forestry and food technology.

The need to introduce those questions at the branches of forestry stems, among other things, from the fact that forest areas surround the bulk of those most attractive tourist sites.

The development of education of the catering specialists for the needs of tourism ought to take place at the branches of food technology.



## Medical Academies

To educate in the hygiene of tourism, in the health prophylactic, and in checking the effects of practicing various forms of tourism. Also to look into some aspects of biotical danger - mainly epidemiological - of tourism both abroad and within the country.

To sum up it seems appropriate on the one hand to develop the education of graduates through the faculties of tourism and recreation at the Academies of Physical Education, and on the other to introduce specializations in tourism at other universities.

The practice of that briefly sketched out interdisciplinary system of education of graduates is hindered by a serious shortcoming of an insufficient number of university staff qualified to teach the subject, as well as by the limited possibilities of creating such staff.

The same difficulties are encountered at the vocational high schools of that specialization.

In that situation it is especially important to educate and train through various methods the academic staff specialized in lecturing in tourism.

The indicated solutions, plans, notes and propositions relating to the education of graduated specialists in tourism and recreation, in the context of socio-economic changes that appear along with the widening reform of working hours, constitute a certain attempt of assessment of that serious matter.



At the present stage it is indispensable to create a working plan that would abandon petty research and concentrate on the complex analyses and actions.

To meet the demand of the national economy for qualified personnel for tourism and recreation is a very urgent task. Therefore it is imperative to schedule such an educational plan which would ensure a sufficient supply of qualified employees for the coming few years.

In the broadest outline the plan includes:

1. Undertaking of complex research and planning of an overall holiday supply for Poland.

2. Working out a series of particular offers, suited to local conditions.

3. The centralization of research aiming at working out and implementing the methodology to indicate the level of demand in the national economy for tourism and recreation staff. On the basis of such research findings, with proper methods applied, the estimation of that demand for the year 2000.

4. Conducting of systematical research /annual findings/ concerning the structure of employment, the job and physical mobility of employees, and the qualifications of personnel in the entire sector.

5. Working out the selection procedures for the applicants to those faculties, so as to ensure that the freshmen are suited for the profession.

6. In the result of the said research, the establish-



ment of a model for all education levels in Poland.

7. Preparing and introducing a programme of education for the high school and university staff.

8. Assessing the comparative needs of the market and social tourism so as to implement the social policy of the State in the tourism field.

The elaboration and implementation of the outlined programme marks the basic starting point. We realize that the qualifications of both the teachers and the people working in tourism can mean much to how leisure may be enjoyed in our country. Both by our citizens and by the visitors from abroad.



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## THE PRESENT STATE AND DEVELOPMENT OF SCIENCE ON TOURISM IN POLAND

### 1. The Civilizational Heritage of the Contemporaneity

The contemporary times which have been called the days of the scientific and technological revolution are characterized by the tendencies towards applying scientific methods in solving practical problems, in other words, all scientific achievements are used in the versatile development of man and peaceful cooperation between all the nations of the world and the entire mankind. The process of utilizing scientific knowledge in industrial production was started in the 18th century and in the postulates of the scientific socialism, scientification of both political and economic life became a programme to be implemented through planned economy. Both the processes of industrialization and urbanization created an exceptionally high demand for physical, outdoor and social /change of the environment/ movement treated by members of the societies as a recompensation for their wedding to type-writers desks, shops or offices. Tourism which in the past was called peregrination for educational, sanctuary or adventurous reasons, has now become a mass phenomenon and one of the needs of an individual who



is closed among the walls of a workshop, a house or in a narrow vocational circle. Alongside the development of mechanization and automation and the intellectualization of work, passive relaxation and the relaxation of muscles is replaced by an active recreation /regeneration of strength/ which is now identified with tourism.

Tourism is a civilizational problem which is determined by historical processes of the development of mankind and the formation of people's demands and therefore when treated as a topic of research it should be studied in the context of the current situation and the cultural heritage of each society. Historically shaped models of behaviour, the so-called processes of cultural canalization were determined by the heritage and the achievements of the past in which outdoor and environmental mobility performed an important rôle denying all the forms of closing up in ethnical and cultural settlements, the forms which sometimes were regarded as particular "virtues".

As for educational peregrinations abroad the records date back to the 12th century but already in the 15th-18th century the number of Polish students attending various universities abroad and mostly Italian ones, reached several thousand. In those days, according to S. Klonowicz, the Polish poet from the end of the 16th century: "Each Pole is born with the permanent greed for pilgrimage".

The Polish literary records read about tourist myths for both peasants /"Maciek's Peregrination"/ and for the



noblemen of the town of the Babin Republic. Scientific publications of those days introduced a definition of a tavern as a special place destined exclusively for the recreation of peregrines /see Frycz Modrzewski/. The separation of tourism from other social activities took place in Poland like in other European countries in the 19th century. Alongside the development of educational and traditionally sanctuary tourism new forms of tourism were propagated, if only to mention sightseeing, villeggiatura, convalescent touring closely connected with physical culture.

In the inter-war period tourism became a more and more mass phenomenon and the all Poland organization which affiliated 40 tourist associations, tourist bureaus and self-governmental and state organs /the League for the Promotion of Tourism/ formed both models of tourism and the tourist plant as they built cable railways, hotels etc. Yet the most important event from the point of view of the development of knowledge on tourism was the foundation of the Department of Tourism in the Geophysical Institute of the Cracow University in 1936. Tourism regarded as a cultural and outdoor as well as a geographical and humanistic activity was then based on the achievements of geography, ethnography, economy and architecture /area development/. 40 students attended a two-year course and after three months of their holiday practice they were employed in tourist institutions. In 1939 a similar course was to be opened in the Higher Trade School in Warsaw.

After the end of the World War II and with the establish-



ment of a new socialist Poland, new and broad prospects of the development of mass tourism occurred. The aim of the development of mass tourism in socialist Poland was to meet man's all needs which determined his versatile physical, cultural, intellectual, social and emotional development. This gave birth to social tourism which was regarded as non-elitarian, non-commercial and the one meeting all needs of broad circles of working people. The educational function of tourism which had been formed much earlier was then fully expressed in mass tourism. Both the 19th and 20th century tourist societies and models of specialized /qualified/ tourism were adapted to their new social functions and tourism as such became an important scientific research problem in the contemporary Poland. Since a detailed analysis of all the historical cultural, economic and political processes which determined both the tourist activity of societies as well as intellectual speculation on them, is a bulky topic so I would like to stress only that each society has its own historical models and intellectual achievements in this field which may and should become the topic of comparative studies in order to define the contemporaneity and the present-day trends in tourism which will determine future models of tourism. Starting from the days of the Renaissance, passing through the period of Reformation and that of Counter-Reformation going up to Baroque, Enlightenment and the days of the first and second Industrial Revolution and finally the contemporary times we can find in each country's



heritage elements common for the entire Europe as well as specific for each country which are worth intellectual speculation.

## 2. Research Directions and Trends in the Contemporary Tourism in Poland

A coherent and exhaustive exposition of research trends in Poland and their methodological, epistemological and institutional determination requires the selection of common paradigmatic assumptions owing to which the existing bonds and scientific models can be defined. It should be stressed, however, that tourism is not monoparadigmatic and that the research which is being carried out at present, is of more or less interdisciplinary nature. Yet basic methodological guidelines are taken over from particular kinds of science and are treated as a starting point when problems of a cognitive nature are formulated or when practical problems must be studied in the context of research achievements of particular sciences, and, above all, biology and social sciences.

In Poland there are more than 50 research centres which deal with the tourist problematique yet the Institute of Tourism is undoubtedly the leading one. The Institute is still a young unit /founded in 1972/ and cannot boast of great institutionalized research achievements, namely Ph. D. dissertations. As far as institutionalized research achievements are concerned, the Academies of Physical Education, and particularly the Warsaw Academy of Physical Education



with its Department of Tourism leads in this respect. The links established between tourism and physical culture are of an institutional /constituting one department: the General Committee for Sport and Tourism/, epistemological and methodological nature. Anthropological, physiological, biometeorological, biochemical as well as bio-mechanical, psychological and sociological research carried out in 6 Academies of Physical Education and in the Balneo-Climatic Institute concerns, among others, man in motion, muscular effort, costs of energies and the influence of vocational work upon recreational processes. If we agree that physical, outdoor, social and cultural activity expresses the needs of an individual and all the groups participating in tourism it will not be possible to overestimate the importance of the research for the development of tourism. It should be added that a bio-meteorological research concerns mainly bioclimates of individual regions in our country and their influence upon various social groups including both young people and the retired /the 3rd age group/.

The other trend of research connects tourism with geographical and ecological sciences. It goes back to the oldest cognitive, ethnographic and touring traditions searching for, first of all, the interdependencies occurring between objective features of man's natural and cultural environment, its tourist values and tourist and recreational activities. Several research teams of various scientific institutes /the Institute of Geography of the Polish Academy



of Sciences, the Institute for Protection of Nature, Geographical Institutes of the Cracow, Poznań, Wrocław, Warsaw and Toruń Universities, the Institute of Forming Environment/ carry out geo-botanical, ecological and sociological research as well as studies on the capacity of regions from the point of view of protection of nature. The teams also prepare tourist monographs on selected regions and papers on the attractiveness of regions from the point of view of recreation and tourism.

And so, from the methodological point of view the research carried out in Poland should be divided into:

- idiographic studies presenting cartographic, tourist and cultural places of interest in particular regions, voivodships, etc.;
- monographic studies which deal with interdependencies between tourism and other forms of economic consumption in a given region;
- evaluation studies on tourist assets and possibilities of a given region and its development;
- systematic approaches searching for the most adequate research methods to be applied in research on the functioning of geographical systems of recreation and tourism.

The Institute of Tourism performs a significant rôle in the above presented studies. It should also be emphasized that scientific associations affiliating scientists and lovers of tourism from Bydgoszcz, Jelenia Góra, Toruń, Koszalin, Białystok and other localities as well as members of the Po-



lish Tourist and Country Lovers' Society also participate in this kind of research. Individual representatives of this research approach stand on a border-line of "geographical tourism" - "economic tourism", which is, the third widely disseminated trend in the contemporary research in tourism.

The third trend is institutionally linked with, first of all, higher schools of economy /the Main School of Planning and Statistics in Warsaw, the Academies of Economy in Cracow, Poznań and Wrocław/ and ministerial institutes such as the Institute of Domestic Trade in Warsaw, the Sea Institute in Gdańsk and the Institute of Tourism in Warsaw. The economic tourism is not monoparadigmatic as it represents various schools of thinking, among which the following can be selected: the approach from the point of view of the political economy and statistics as well as from the point of view of demographic, economic, technological and economic sciences which are adjacent either to town planning and architecture or to sciences on organization and management.

Worthy of mention are some of the research problems which may be included in the paradigm of the political economy, namely: the place of tourism in economy and state policy, methods of effecting the development of tourism and international implications of this development. Statistical and demographic research on both domestic and foreign tourism and international implications of this development. Statistical and demographic research on both domestic and foreign tourism is conducted in the Institute of Tourism, in



the Main Statistical Office and in Academies of Economy. The scientists deal with time and spatial interdependencies and the main aim of their research is to define trends allowing them to draw predictions. They also carry out descriptive recordings of all the information on tourism and the tourist turnover, and strive for defining the "structure of tourist consumption". As for the economic aspects of the spatial development of regions they are studied from the point of view of the adaptation to the conditions of week-end and holiday recreation as well as from the point of view of medical, motoring and other forms of tourism. Their research is clearly of a nomographic nature since the topic of their studies is the comparison of various tourist enterprises. It is also a projecting and nomothetic study since its aim is to formulate general economic principles of forming models of tourist management and settlement layouts.

The economics of tourism which in some scientific circles is interpreted as one of the branch economies, deals with, first of all, the effectiveness of functioning of enterprises and with the most adequate models of management from the political and ideological or from economic and paraxeological points of view.

The directions and trends in tourist management have also their own paradigmatic autonomy in other, non-economic disciplines such as architecture, town planning, land and sea engineering. They are institutionally based in the Institute of Tourism and in many higher schools of economy /Poznań and



Wrocław/ as well as and first of all in higher engineering schools in Warsaw, Gdańsk, and Poznań. The most important topics which are studied by specialists in the economy of tourism are: variants of area development of particular regions, concrete architectonic as well as spatial and settlement designs, the adaptation of architectural monuments for tourism, designs of holiday centres, motels, campings and other centres. Area development is connected with the policy of concentration and territorial proliferation of tourism as well as the policy of adapting individual regions to tourism in its various aspects. Moreover, physical planning is also studied in physiographical, ecological /environmental protection/ as well as in normative, technological and economic aspects which determine concrete programme constructions and concrete designs and models. Some scientists also study the issue in sociographical and humanistic aspects as tourism can satisfy the need of active recreation /worth mentioning is the fact that in the old-Polish active recreation meant the regeneration of strength/. Both humanistic and sociological approach to tourism is also multiparadigmatic since it is based on psychological and developmental, pedagogical and didactic, historical and cultural as well as sociological and cultural assumptions. The humanistic and sociological approach depends to a great extent on specialized qualifications of researchers and on institutional links which map out research programmes. Sociological research concerns, first of all, the culture of leisure time, preferences in tourism,



views on recreation and tourism propagated in various social and vocational groups as well as in the rural area, towns and in industrial circles. Sociological research is conducted in the Institute of Tourism and by some teams of the Polish Academy of Sciences, the Cracow University, the Academies of Physical Education in Warsaw and Cracow, the Ministry of Labour and Welfare, the Institute of Research on Young People as well as in civic organizations such as the Polish Tourist and Country Lovers Society, the Socialist Union of the Polish Youth and others. Most scientists apply a method of polling and only a few use the method of a participating observation. Research teams of the Institute of Pedagogy and the Academy of Physical Education in Warsaw as well as the Institute of Research on Young People also deal with the educational rôle of tourism, its future models and functions and the theoretical heritage in this field. Other teams including those working within the Institute of Tourism carry out sociological research on training, employment and defined qualifications of animators, organizers and all those working in tourism in Poland.

The five above mentioned research trends /physiological, geographical, economic, architectonic and humanistic/ do not form one compact system as it has been already pointed out; they are not based on one or five common paradigms as the scientists only endeavour to apply methods of historically shaped disciplines in their research on tourism. They represent a trend towards an interdisciplinary approach and a mi-



nisterial research programme is their system of reference. As for the ministerial research programme its main coordinator and executor is the Institute of Tourism which has selected 4 main problems of a utilitarian and cognitive nature:

- the development of domestic and foreign tourism and its requirements and socio-political effects /problem 108/;
- the effectiveness of tourist economy /problem 109/;
- tourist management and directions and methods of their implementation /problem 110/;
- the qualifications of the tourist staff and the directions and methods of its training and retraining /problem 111/.

The formulated problems are both teleological and cognitive in nature and at the same time reflect 4 main epistemological and methodological trends which have been earlier discussed. Bio-physiological problems /problem 102 - Physical culture and its recreational values/ are coordinated by a research team of the Poznań Academy of Physical Education.

A multi-disciplinary approach to tourism regarded as both a need and human activity requires a systematic cumulation of knowledge by a specialized institution such as the Institute of Tourism. The Institute carries out its activities basing on the achievements of its predecessors, and particularly the Department of Tourism of the Warsaw Academy of Physical Education. As for the Department of Tourism it



could boast of 20 Ph.D. dissertations on such problems as resort and convalescent tourism, recreational tourism among workers and in large industrial circles, tourism of city and rural inhabitants, tourism of student and youth groups, social and economic function of tourism in a given region, etc. A more detailed description of the entire research carried out in Poland would have to include also all the results of didactic attempts, namely M.A. theses written at economic academies, universities, academies of physical education, higher engineering schools or the Post-Graduate Course of the Institute of Tourism. It should be added that research on tourism is also being carried out by some larger economic organizations such as the "Orbis" Tourist Enterprises Corporation, the Polish Resorts, Corporation, the "Baltywia" Enterprise and others. The historical and ethnographical research on tourism is also carried out by the Museum of Sports and Tourism in Warsaw and regional associations. When old and generally applied forms of culture and intellectual activity are concerned, note should be taken of the conferences and scientific symposia devoted to a defined practical or theoretical subject matter. The initiators of such conferences are civic tourist societies, students and vocational groups, scientific societies and schools of higher education. Scientific conferences organized by the Committee of Physical Culture, the Institute of Tourism and the Central Council of Trade Unions as well as regional authorities from Zielona Góra have become now a tradition. The conferences are devoted to such problems as



work and relaxation, the model of relaxation and of tourism in 2000 or tourism and environmental protection.

Although the cognitive heritage of Polish tourism is the topic of various publications and an object of interest for informational services of the Institute of Tourism and other research centres of schools of higher education it does not mean, however, an automatic cumulation of knowledge or the presentation of certain known problems which so far have not been studied yet. Studies on scientific research on tourism have no tradition yet. Historically well known dangers of epistemological nominalism or extreme national realism /Platonism/ are undoubtedly still valid. The point is that each system of notions used in each discipline was formed in reference to defined spheres of life and civilizational phenomena. And so, the nation of a purchasing or supply power or that of consumption may turn out only adequate in the so-called mass tourist industry yet their adequacy is much lower when tourist valorization and its recreational and educational functions are concerned. Biological notions are doubtless less ambiguous than those used in social sciences yet they cannot be used in defining cultural values or mental needs of a human individual. Such significant differences may also occur between biological and sociological normative interpretations as well as psychological and subjective interpretations so that the learning of motivation and all needs both those realized and not realized becomes very difficult.

Summing up it can be said that scientific knowledge on



tourism is on the multiparadigmatic yet not fully coordinated stage, that is, that the diversity and multiplicity of the problems of research, which is conducted by the representatives of various schools, is not accompanied by a sufficient intellectual effort the aim of which is the cumulation of the heritage of knowledge. Such efforts should be undertaken on an international scale as both models and experience are common. The selection and separation of studies on the research on tourism by international scientific experts seems to be necessary today.

### 3. Prospects of International Comparative Studies on the Development of Scientific Knowledge on Tourism

The present-day shaping of the structure of scientific knowledge is the result of a historical process in which certain events were called a revolution in science. For thousands of years thinking subordinated to experience /specialized life experience/ was the basis of a technological or magic knowledge. Aristotelian philosophy was revolutionary since it differentiated the scientific knowledge /episteme/ from other forms of cognition as well as defined the degree of exactness of cognition and categories and methods of cognition. When we go back to those times and to that differentiation between exact-theoretical knowledge /theoretike/, less exact-practical knowledge /praktike/ and creation /poietike/ we may pose a question of whether in the third knowledge there was no room for "poroiology" or "apodemio-



gy". Travels and peregrinations belong to old arts and the then existing models of educational peregrinations only convinced us that they were a topic of intellectual reflection. The contemporary tourism is also an expression of the art of life or of the quality of life. Like each creativity it may be the subject to be studied in various aspects including an economic one, but its subjection to the "infrastructure" exclusively would be a great simplification. The border line between the tourist myth and the objectively existing reality which may be defined in bio-climatic, physiographic, balneological and other categories, cannot be drawn easily for an individual's subjective world is not identical with objective ecological, social and cultural data. Both physical and spatial mobility sped up the civilizational processes and therefore the evaluation of tourism in a broader civilizational context and that of historically formed kinds of knowledge, seems to be necessary. All those kinds of knowledge are being represented today by specialists in various sciences and the attempts aimed at defining spheres of research /e.g. those launched by UNESCO, not to mention philosophers and theoreticians of knowledge/ show that there are possibilities of an interdisciplinary approach to the research on tourism. Tourism as a historical civilizational product is becoming a topic of research of not only sciences on culture /anthropological and cultural research/ but also economic, geographical, psychological and sociological sciences. Tourism should be also a topic for



for reflection from the point of view of the contemporary semiotics, the theory of systems, the history of technology, the vocational medicine, the theory of consumption, the cultural and social policy as well as andragogy, the philosophy of nature, life, matter, time, the philosophical anthropology, the aesthetics, esthetics /axiology/ and the theory of art.

It is not my intention to multiply all the examples which in the context of some 2,000 selected contemporary disciplines and sub-disciplines may be numerous or even arranged according to the postulates put forth by the science of scientific research or other sciences. Such an interdisciplinary approach means, however, in practice that cooperation between specialists in various spheres of science is necessary. Moreover, all the specialists who today treat tourism most probably as a hobby may significantly contribute to creating a scientific knowledge on tourism. A Team of Tourist Researchers composed of scientific experts on the international scale and sub-teams working on domestic tourism would provide a great opportunity for implementing these postulates. As for the selection of topics to be studied comparatively they may concern both the historical process of forming tourism in various countries depending on a given epoch, processes of industrialization and urbanization and concrete issues connected with the valorization of tourism /including myths/, bio-climatology, the regional architecture, the shaping of the demand and models of tou-



rist behaviour or even the training of animators, organisers and employees for tourism.

A study on diverse experience which is either described in intellectual reflections or idiographical materials may be yet another starting point in the international cooperation. Each detailed presentation of the reality may also be a way or a method of cumulating the achievements in knowledge /see the development of some natural sciences/ by lovers of tourism and knowledge. The cumulation of experience does not have to result in founding scientific knowledge, nevertheless, it is a method to rationalize practical activities and a way to form models of intellectual behaviour which free an individual from the emotional and teleological frustration.

The third approach to the international cooperation may concern a future-oriented function of tourism in the development of universal civilization. Such cooperation will have to be based on futurological studies, the achievements of the Rome Club as well as domestic centres /in Poland: the Research Committee for Contemporary Culture and the 2000 Committee/. All the hitherto achievements attained in this sphere may be regarded as a system of reference in observing the rôle of tourism in the time and spatial as well as geo-cultural, geo-political and geo-economic dimensions. Worthy of mention is the fact that in Poland in the inter-war period the Florian Znaniecki futurological and sociological centre: Contemporary People and Future Civilization,



was founded. The centre postulated, among others, the need to "spiritualize civilization", which, on the other hand, expressed growing creative interests in those days. The growing creative interest concerned, among others, the creation of new forms of life for which tourism and not only consuming tourism was a great alternative in guiding man's interests in ecological and cognitive values, the most precious values for homo sapiens.



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## POLAND'S INTERNATIONAL COOPERATION IN THE FIELD OF TOURISM

The international cooperation plays an important role in tourism development in the modern Poland. This cooperation is characterized, on the one hand, by both an active expansion of the reception of foreign tourists in Poland and an ever increasing intensification of travels abroad of the Polish citizens, and on the other hand, by various forms of both bilateral and multilateral cooperation carried out by travel offices, civic organizations as well as State organs.

The number of foreign visitors, who came to Poland in 1976, amounted to 9.620.000 and that of the citizens of the Polish People's Republic who went abroad this same year, - to 10.512 thousand<sup>1/</sup>. The above-quoted numbers place Poland somewhat below the average in the European list as concerns the classification of the arrivals and travels abroad<sup>2/</sup>. Poland's position as concerns the so called rate of departures abroad can be characterized in a similar way.

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<sup>1/</sup> Both figures include excursionists.

<sup>2/</sup> Poland is on 12th place in the WTO statistical data for 19 European countries as concerns the number of tourists from abroad.



However, in the field of international comparisons for the period 1970-75, Poland has one of the highest indices of annual growth of foreign visitor arrivals /the annual average accounts for 18.5 per cent/, the growth rate of tourist departures abroad being distinctively the highest: 34.1 per cent annually, on the average.

An almost ideal quantitative balance of the arrivals in Poland and departures of the Polish citizens abroad: the global index amounts to 1.01, with the preponderance of departures to the Socialist countries as compared with the arrivals from them /the index = 1.06/ and a preponderance of arrivals from the other countries over the travels to them /the index = 0.45/. As concerns the geographical structure of tourist arrivals and departures abroad, the neighbouring countries hold the dominant place, namely in 1975 they generated 69.2 per cent of all tourists visiting Poland while the total of Polish tourists who visited the neighbouring countries amounted to 51.3 per cent of the global figure of travels abroad.

Such a dynamic growth follows the general economic development of the country and is enriched by the higher cognitive-recreational aspirations of the Polish society. The financial assistance, coming from various social workers' funds of various enterprises, granted particularly to the youth, has increased, as well. The intensification of the integration processes between the Socialist countries /members of CMEA/ and the strengthening of detente tendencies in



the world-scale political relations between the East and West have exerted an essential impact on the development of Poland's international tourism exchanges.

Poland, particularly in recent years, has actively participated in the process of international cooperation in the field of tourism both in multilateral systems and bilateral relations. The cooperation in tourism with the Socialist countries in this field has been of greatest importance for Poland, especially as regards the three neighbouring states: the G.D.R., the Czechoslovak Socialist Republic and the Soviet Union, for which it has been characterized by the largest volume of tourist exchanges and the broadest use of social forms in tourism. As concerns the multilateral cooperation of those countries in tourism, its highest organizational level has become the annual Conference of the Government Tourism Organs of the Socialist Countries /members of CMEA/. The first, initiating Conference was that held in Budapest, in 1966. Conferences have dealt with the problems concerning the exchange of experience as regards the preparation and training for tourist guides, the preparation of proposals concerning the combined tours to the Capital cities of the Socialist countries, the establishing of basic criteria for campings classification, uniform regulations as regards foreign tourists and tourist exchanges between the Socialist countries, the methods of elaboration of long-term tourism forecasts in the CMEA member-countries and the application of the system of automated reservation of hotel rooms.



In addition to the above forms of the cooperation of the Socialist countries by the intermediary of specialized State organs, the period 1971-1975 was marked, as well, with a cooperation of travel agencies of those countries. This cooperation, since 1957, has taken the form of the annual Conference of the Travel Agencies of the Socialist Countries.

The Polish travel agencies played twice host to this Conference: in 1967, in Kraków and in 1975 - in Poznań. The Polish Travel Office "ORBIS" is chairman of one of the permanent commissions of this Conference, namely the East-West Commission.

Poland's participation in the activities of the IUOTO - transformed later into the WTO<sup>1/</sup> has been of essential importance as far as Poland's activities in the international forum are concerned. Poland's full-right participation in the IUOTO, restored in 1960 /by the intermediary first of the State Committee for Tourism and then by the General Committee for Sport and Tourism - GKKFiT/ has taken the most distinctive shape since 1971 - when, at IUOTO 22nd General Assembly Poland was re-elected member of the Executive Committee, and in 1973 - the year marking the centenary of the Polish tourist organizations - when it played host to the Executive Committee's 95th session. It was at that session

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<sup>1/</sup> IUOTO - International Union of Official Travel Organizations - WTO - World Tourism Organization



that the draft rules of procedure of WTO General Assembly and its Executive Council were, among others, agreed to and the recommendations concerning the representation of the G.D.R. at IUOTO adopted. The decisions of the 95th session were ratified by IUOTO 23rd General Assembly at Caracas /October, 1973/.

Poland's intensified activities within the framework of IUOTO European Commission fall, as well, on the 1970s. The vice-president of the General Committee was vice-chairman of the European Commission in 1968-1969. Poland played host to the statutory meeting of the Commission in 1972. The Polish delegation presented to that meeting a report on the integration of European Tourist Supply, prepared in conjunction with the Netherlands National Tourist Office<sup>1/</sup>. The idea of the Great East-European Tourist Transit Scandinavia-Adriatic called BTBA /Baltic sea, Tatra mountains, Balaton lake, Adriatic sea/ as well as a preliminary draft for the strengthening of cooperation between the Baltic States are among the initiatives put forth by Poland and included, among others, in the said report. In general Poland's representatives at IUOTO were the co-creators of that organization's policy and acted on this forum, together with the representatives of other Socialist countries, as spokesmen of universalism and cultivation of humanistic and progressive

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<sup>1/</sup> CRTE/X/: % /V.1 /a/ "Report on the Integration of European Tourist Supply, submitted by Mr. S. Ostrowski Director of the Department of Tourism, Poland



ideals. The evidence to Poland's role at IUOTO is given, among others, by the following facts: Prof. Kazimierz LIBERA was, for several years, the first Director of CIENT /International Centre of Advanced Tourism Studies/ at Turin and the Polish scientists gave lectures at the courses organized by that centre. A representative of Poland was elected at Caracas as representative of Europe to IUOTO Technical Committee for Programme and Coordination. After transformation of IUOTO into WTO - Poland was elected member of the Executive Council for the first four-year term and its vice-president for 1977.

The share of the Polish delegation in the preparation and holding of a great international symposium on the planning and development of the tourist industry in the region of the UN European Economic Commission /Dubrovnik, October, 1975/ is another explicit proof of Poland's position in the universal international forum<sup>1/</sup>. Poland was charged with the preparation of two introductory discussion papers for that Symposium<sup>2/</sup>. Moreover, Poland was elected as one of three

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<sup>1/</sup>The complete materials of that Symposium are in "Planning and Development of the Tourist Industry in the EEC region", published by the Economic Commission for Europe. United Nations, New York, 1976.

<sup>2/</sup>As above, ps. 56-62 - "Programming and Physical Planning the Country-Wide Tourist Development in Poland" by A. Cosma /Poland/, ps. 184-189 "Over-all Strategies as Policy Measures for the Implementation of Tourist Development Plans". Introductory discussion paper by Mr. S. Ostrowski /Poland/.



vice-presidents of the Symposium<sup>1/</sup>.

As concerns other activities of Poland in the field of tourism, mention can be made of the following:

- the participation of Poland in activities related to tourism<sup>2/</sup>;

- Poland's active participation /Polish Tourist and Country Lovers' Society/ in the work of the International Touring Alliance /AIT/<sup>3/</sup>;

- Poland's participation in the International Association of Hotel, Restaurant and Café National Organizations /Ho-Re-Ca/;

- Poland organized the 24rth HoReCa Congress in 1973. It was a great organisational success and a publicity for the Polish hotel trade;

- Poland's share /Polish Youth Hostels Society-PTSM/ in the International Youth Hostels Federation /IYHF/. Wł. Czepulis - vice-president of PTSM is member of IYHF Executive Committee.

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<sup>1/</sup> - As above: p. 1, Dusan Nejkov was elected president /Yugoslavia/. As vice presidents were elected: G. Ricci /Italy/, S. Ostrowski /Poland/ and J. Palm /Sweden/.

<sup>2/</sup> - Doc.dr.R.Gałecki - A E Poznań is one of coordinators of the programme and dr. J. Bystrzanowski /Institute of Tourism/ is secretary of research programme "Economic and Social Aspects of Foreign Tourism in Europe", carried out by the UNESCO Vienna Centre under Prof. A.Schaff.

<sup>3/</sup> - J. Przeździecki - the vice-president of PTTK is the chairman of the Cycling Commission of AIT's Central Board.



Poland has been many a time the organizer of international ventures within IYHF framework which have always won a high repute from the part of guests and have been the expression of our essential tendency towards strengthening the cooperation and consolidating the friendly understanding among nations, especially in the European continent.

Moreover, the Polish travel offices /through their representative /ORBIS/ actively participate in the work of such international organisations as UFTAA, SPATA and others. The initiative to convene this Congress in Poland stems, as well, from the same active attitude in the international tourism field and it will undoubtedly contribute to increase the share of Polish scientists in the acquisitions of AIEST.

The system of bilateral cooperation plays an essential role in the development of Poland's international cooperation in tourism, parallelly with the expanded multilateral cooperation roughly reviewed in the preceding paragraphs.

Without giving a more detailed description, in this report, of economic cooperation which is based on a network of contracting parties of the Polish travel offices the world over /by way of example: Polish Travel Agencies "ORBIS" is in permanent cooperation with the network of some 600 travel agencies in all the continents of the world/, 16 national tourist offices and 4 commercial representations abroad - we shall focus our attention further on the agreements signed either by the government or ministries providing for a cooperation in the field of tourism, as well as on legal fa-



cilitations introduced in Poland in this field.

As concerns the European member-states of CMEA, the process of concluding the framework agreements on cooperation in the field of tourism was continued and practically finalized in the years 1971-1975.

The president of GKKFiT acting as proxy of the Council of Ministers signed in Warsaw, the 15th of November, of 1971, such an agreement with the Soviet Union, a similar agreement with the G.D.R. being signed in Berlin, the 23rd of February, 1972, and with Romania in Bucarest, the 20th of October, 1972<sup>1/</sup>.

The similar agreements were signed, in addition to those signed with the socialist countries, with Italy /1967/, Finland /1974/, Iraq /1975/, Austria /1976/, Cuba and Greece /1977/.

The above-mentioned agreements make a framework to the inter-state cooperation as concerns tourist publicity, training of tourist personnel, tourist investments as well as other ventures connected with the development of tourist movements. They express the will of developing and supporting the mutual tourist movements and providing for the conditions for its further development.

GKKFiT holds periodical consultations - usually taking place once a year - with its partners from the countries-

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<sup>1/</sup> Up to 1970 Poland had such agreements signed with Hungary /1967/, Bulgaria and Yugoslavia /1969/



signatories of the agreements.

The executive protocols for agreements or minutes from talks, including /usually/ an evaluation of cooperation carried out by travel offices as well as the analyses of development trends in tourist movements and of both prospects and directions of cooperation for the nearest future and more distant periods are signed following bilateral inter-ministerial consultations.

In addition to the framework agreements on cooperation in the field of tourism the agreements concerning various formal aspects connected with these movements exert an impact on the development of foreign tourism.

The agreement signed with the Government of the G.D.R. on November 25th, 1971 and introducing the regulation /art. 4/ that "national identity documents and other documents enumerated in the annex to this agreement authorize to pass the frontier and to stay in the territory of the other State..." was of the highest importance.

The obligation of having a passport for travelling to all the other European countries of CMEA imposed upon the Polish citizens before has been abolished since January 1st of this year being replaced by the obligation of having a stamp in the identity card.

Mention should be made in turn of the facilitations concerning Polish visas granted to foreigners. In addition to the Socialist countries, no longer visas are needed in tourism with Austria, Finland and Sweden while the citizens of all



the other Scandinavian countries and of France and Benelux can obtain a visa directly on the Polish border. The policy of passport taxes in the recent five-year period that facilitates the expansion of tourist exchange with abroad, as well as the modification of currency-financial regulations connected with the arrivals of foreigners in Poland and travels of Polish nationals abroad played an important role, as well.

The changes in the system of passport taxes should be mentioned as the most important for the Polish citizens. A permanent reduction of the cost of passport taxes and of fees concerning the administrative procedure as regards travels to CMEA member-countries and Yugoslavia has been a tendency characteristic in this respect.

A single tax paid for a stamp in the identity card in case of a travel to the Socialist countries is a final measure concerning diminishing of passport fees. It represents a much smaller burden for the tourist and completely eliminates operating expenses connected with the passport-granting procedure.

The rules on the basis of which the citizens of the Polish People's Republic obtain foreign currencies passed also an evolution, and in conformity with the new regulations the Polish citizens travelling to the countries of the non-dollar zone can take abroad, at will, the amount of money in convertible currencies that they have on currency account in a Polish bank and they can purchase /once every



three years/ 130 US dollars in any foreign currency having, as well, the right of paying the travel tickets /for Polish transportation means/ in Polish zlotys.

In the field of tourist relations with the socialist countries the citizens of the Polish People's Republic are entitled to buy, for every two years, the currencies of the socialist countries for a sum of 6 thousand zlotys. It is especially the bill on currency granting /100 US dollars at the beginning/ that has become an important factor stimulating in an essential way the individual travelling to the non-socialist countries at the beginning of the 1970-ies.

The regulations concerning the obligation for foreign tourists to exchange foreign currencies are in force, as well, and now the minimum rate of daily exchange amounts to 12 $\frac{1}{2}$  US, the special reduced sum amounting to 5  $\frac{1}{2}$  US daily<sup>1/</sup>.

In the field of facilities simplifying the customs office formalities, the inter-governmental agreements concluded with the Socialist countries in Berlin /July, 1962/ and the so called New York conventions of 1954 on the customs facilitations for foreign tourists were the obligatory basis in this respect. The New York conventions concerned, as well the temporal transportation of road vehicles.

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<sup>1/</sup> This one as well as other aspects of formal facilities are discussed by Zbigniew Czechowski in the paper: "Formal-Legal Facilities for International Tourist Movement in the System of Polish Law", Institute of Tourism, Warsaw, 1976.



Speaking about the progress achieved in this field, one should note that the orally made declaration on the goods the traveller is exporting was introduced in 1975, replacing the previous obligation to do it on paper. Moreover, mention should be made of the agreement on the joint control of the border-crossing traffic signed by the Czechoslovak Socialist Republic, the Soviet Union and the G.D.R.

Changes are often made as concerns the custom duties for particular goods and they reflect the current State policy in the field of customs.

At the end mention should be made of the system of organization of the foreign tourist exchanges in Poland.

It should be stated, first of all, that foreign tourists come, in a great majority, individually and not in groups. 85 per cent of tourists coming to Poland do it individually and it is the same in the case of Polish tourists going abroad /also 85%/.

However, we have a great variety of organizational forms in the field of travelling in groups. With the exception of PBP ORBIS which is the State official travel office that operates on commercial basis, all other travel offices are catering for particular social milieus and they implement to a great extent the social goals the tourist movement of foreign countries is faced with.

The youth offices of tourism "Juventur" and "Almatur" /student youth/, the cooperative travel agencies "Turysta" and "Gromada" /mainly catering for rural population/ belong



to the above-mentioned type of travel agencies.

Following are the organizations having special agencies for foreign tourism /implemented partially within the framework of social tourism/: The Fund of Workers' Holiday /trade-union tourism/, Polish Motor Union and PTTK. The foreign travel office "Sports Tourist" has a special /sports/ character. Those offices dispose, moreover, of donations given for the organization of travels for sport fans /rooters/ covering the most important international sport events.

Conclusions: Foreign cooperation and a rapid growth of tourism going abroad are the features that characterize the general expansion of tourism in Poland. These features result, on the one hand, from the general foreign policy of the State that aims at a more consolidated integration with the socialist countries and at a multi-directional, peaceful and friendly cooperation with other countries, especially the European ones, and, on the other hand, the dynamic development of cooperation with abroad in the field of tourism is a consequence of recognizing its role in the economy of the country as well as of meeting the cognitive, cultural and recreational needs of the Polish society which find their ever more distinctive manifestation in the field of cognition, culture and recreation.

Fulfilling, sometimes in advance, the recommendations of the final Act of the Conference of European Security and Cooperation, Poland is an open country from the point of



view of tourism, conscious of the continuous increase of international tourist arrivals and supporting /within the framework of social tourism, as well/, travels of our citizens abroad, especially of youth. Foreign tourism has an important place in the programme of the socio-economic development of the country and the improvement of quality of life for our citizens.



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## 150 YEARS OF TOURIST JOURNALS AND MAGAZINES IN POLAND

In January 1977 we marked the 150th anniversary of the first Polish tourist periodical published in Polish. The mentioned was a monthly entitled "Dziennik Podróży Lądowych i Morskich" /A Diary of Land and Sea Travel/. In the leading article the editors of the "Diary" described their credo in the following way: "The most important reason for wanting to deal with descriptions of travel is the duty and obligation we have towards our fellow men, all people throughout the lands, towards neighbouring countries and towards entire humanity /.../ It is an empty phrase to merely say that one should "love one's fellow man" if we know nothing of him at all, love towards one's Motherland or Fatherland is useless if we only have images of it in our minds or if we only know it by its name."

It is worth quoting the above words if only to point out that in 1827, at the time when they were being written, Poland was still divided into three and incorporated within Prussia, Austria and Russia. The text points to the patriotic and cognitive values the "Diary" was to have had and this in fact has been the same for the next 150 years which have followed. In the past and nowadays as well the tourist perio-



dicals and magazines perform very important social tasks although the character of these has been changing according to the socio-economic and cultural conditions within which the Polish nation has been living. The press and periodicals have always registered facts, informed and commentated on the current social processes and phenomena. It has always been the initiator of certain moves aimed at attaining new goals, regions, forms and methods of activity. The Polish tourist journals have always been not only the advocates of tourism as such, but have also constituted an essential element of its shaping. The "Diary of Land and Sea Travel" appeared only until the December of 1827 which means that only 12 editions were printed. Judging by the letters sent in and printed in the "Diary" it was being read not only in the Russian and Austrian Partitions, but also by readers in Paris. It had, obviously, a very small circulation when compared with modern standards, but proved that even at the time there was a circle of people who noticed and appreciated the importance and social values of tourism as such.

In the 1828-1829 period, in Warsaw, there also appeared a biweekly entitled: "Kolumb - pamiętnik podróży lądowych i morskich, najnowszych odkryć geograficznych, wiadomościom statystycznym oraz tym w styczności pozostającym poświęcony". /Columbus - a journal dealing with land and sea travel, the most contemporary geographical discoveries, statistical data and everything of the kind/. The new publication was more ambitious than its predecessor and informed not only on



travel but also on scientific subjects. It included reports from all continents and countries and what was more important, devoted more time and space to problems dealing with Polish territory. In 1830 the "Columbus" closed down but the editors began publishing small volumes of "Wybór" /Selection/ which dealt with descriptions of various travels. The volumes, however, appeared very erratically and they can not be regarded as journals. In 1830 an uprising against Tsarist Russia broke out in Poland. A year later it ended in the defeat of the insurgents. It was not until 1838 that one of the Columbus' editors, Franciszek Salezy Dmochowski - a literary critic, novel writer, translator and publisher /at the time of the Uprising he published a paper called "Niepodległość" /Independence/ - brought out a journal which referred to the "Columbus". The new journal had a changed title: New Columbus - a journal of travel and statistical Data: It was published until 1840.

The Polish tourist periodicals had, in fact, preceded all organized forms of the tourist movement in Poland. It did, nevertheless, help in the shaping of the mentioned movement through stimulating the awareness and providing the knowledge of history, material and cultural achievements and the natural resources of the country. And those were the responsibilities that the Polish tourist organizations in Poland took on when they first came into being in the second half of the 19th century.

This specific history of Polish tourism also has other



unique features. In the 19th century, because of the political and economic consequences of the Partitioning of the country in particular, not only the very wealthy Poles could afford to travel as was the case up to the end of the 18th century. From the 14th century onwards, for instance, it was fashionable for the sons of the wealthy Poles to complete their studies in Italy. From the 16th and 17th century originate the first Polish guides which were being published in Warsaw and Cracow. From the 17th century and throughout the entire 18th and 19th century, many Poles travelled to the Sudeten region both for curative and patriotic reasons, prompted by a desire for keeping up the links with the Polish speaking population in Lower Silesia.

After some time, only weeks before another Uprising against the Tzarist Partitioner broke out in Poland, on January 8th 1863 the first weekly on tourism was printed in Warsaw. It was called the: "Wanderer" a journal concerning travel and expeditions and including descriptions of the various traditions and customs of other peoples, biographical notes on famous foreigners, stories, translations from foreign literature, information concerning the natural sciences, industry and technology, various information, etc., etc.. The rather lengthy title explains in detail the contents to be found within. Many famous people contributed to the "Wanderer" and among them the Polish poet, Antoni Malczewski, who gave a description of his expedition to Mont Blanc in 1818. At the time he was the first Pole and twelfth



man in the world to climb Mont Blanc. The "Wanderer" appeared regularly for 43 years and six months until 1906.

"Pamiętniki Towarzystwa Tarzańskiego" /The Tatra Society Journals/ - appeared in the 1876-1920 period and were published by the first Polish tourist organization - The Tatra Society which was founded in Cracow in 1873. The traditions of the Tatra Society Journals are being continued up to this day since 1923 by the annual "Wierchy" /Mountain Peaks/. In the 19th century there appeared in many towns throughout the country a number of tourist publications. These did, however, fail to take on a more or less organized form and as a rule ceased appearing after a short time. This was the case with the periodicals which appeared in Zakopane for some time. The "Kurier Zakopiański" appeared in 1892, the Gazeta Zakopiańska in 1893 and then in the 1921-1923 period, the Głos Zakopiański in the 1923-27 period, "Giewont" in 1902, "Echo Zakopiańskie" in 1924 and in the 1931-1935 period, "Goniec Tatrzański" in 1924, "Zakopianin" in 1899, "Zakopane" in 1892 and in the 1907-1914 period and then from 1929 to 1931, 1938 to 1939, etc. Many similar journals were also published in Nowy Targ in the Tatra Region.

In 1901 in Warsaw there first appeared the periodical entitled "Naokoło Świata" /Around the World/. It was a weekly magazine devoted to the description of lands, peoples, nature and inventions. It appeared for 4 years. In 1929 the "Dookoła Świata" appeared again, this time as a literary and travel monthly.



In the 1904-1906 period a group of tourist fans in Warsaw began publishing a weekly, illustrated magazine called the "Towarzysz Młodzieży" /Young People's Friend/. A similar weekly entitled "Orli Lot" /Eagle's Flight/ began appearing in Cracow in 1920. It continued being published until the outbreak of World War Two and, then from 1945 to 1950 it appeared again as the weekly of the School Tourist Circles<sup>8</sup> of the Polish Tourist Association. Since 1958 the traditions of the Eagle's Flight have been continued by the monthly - "Poznaj Swój Kraj" /Know Your Country/.

In all of the mentioned journals and magazines the prevailing topic was that of travel, geographic-natural and cultural as well as informational scope. A different journal was the "Taternik" /Climber/ which has been appearing rather erratically but constantly since 1907 and deals with the need for promoting mountain climbing and developing tourism in Poland.

The last of the tourist journals which deserves mention here of those which began appearing before the First World War is "Ziemia" /Land/. In the 1910-1914 period it appeared as a weekly, from 1920 to 1932 it appeared as a bi-weekly and in the 1932-1939 period as a monthly. After the war it has been continued three times: in the 1945-1950 period, from 1956 to 1958 and since 1965 as an annual publication of the General Board of the Polish Tourist and Country Lovers Society.

After Poland had regained its independence in 1918,



many of the tourist journals which began to appear included more and more practical information and articles on the subject, Worth mentioning here is the "Turysta" - a journal dealing with tourism and tourist industry /1928-1928/; the "Turysta w Polsce" /Tourist in Poland/ which appeared in Warsaw in 1934 and then from 1935 to 1939 in Cracow; "Turystyka" - a publication by the "Orbis" travel agency /Warsaw, 1933-1939/. In 1939 there came out in Warsaw a very interesting journal "Jedziemy" /We're off/ which dealt mainly with tourist services, but the War stopped its further development...

Many other interesting tourist journals and various publications appeared in the inter-war period. Among these worth mentioning is the "Turyzm Polski"/Polish Tourism/ which came out monthly in Cracow in the 1938-1939 period and was published by the Department of Tourism at the Jagielloonian University /Cracow/. It dealt with all the problems of tourist economy. After the war, the late Professor Kazimierz Libera, from the Main School of Planning and Statistics in Warsaw, continued the traditions of the Turyzm Polski when editing the "Ruch Turystyczny" /Tourist Movement/ which began appearing in 1957.

In the 1920-1921 period there appeared in Opole a journal of the Excursion Association called "Jaskółka /Swallow/. In Warsaw, subsidized by Wagons-Lits-Cook' there appeared: in 1931 the "Biały Sezon" /White Season/, in 1932 - "Wiosna w Polsce" /Spring in Poland/, in 1932, 1933 "Dokąd jechać"



/Where to go/, in 1935 - "Dokąd" and "Dokąd jechać". The monthly "Touring" dealing with car touring, appeared from 1936 to 1939.

These are not all the titles of the tourist journals and magazines which have appeared in Poland and which, regardless of the period of time during which they were printed, dealt with all current tourist questions. All the more significant titles of journals and magazines of this type have been listed in the Bibliografia Turystyki Polskiej /Bibliography of Polish Tourism/, published by the Institute of Tourism and dealing with the 1800-1970 period.

The considerable number of journals and magazines which despite the versatility of contents all concentrate on the problem of "tourism"<sup>4</sup> is the best indication of how great is the interest in these problems within the Polish society. And when all is said and done, we have not mentioned those journals and magazines which deal specifically with economic and industrial problems, transportation, services, catering etc., problems which are closely connected with tourism. What is more, neither have we mentioned here the supplements in various daily papers and journals which concentrate on the problem of tourism. Despite this, however, from the economic point of view, tourism in Poland is on a rather small scale and one of the reasons for this being that until the war it was impossible to overcome the economic backwardness /the tourist movement in Poland in 1938 involved only 2 million people/.



It may well be said that the social-educational-cognitive values of tourism have predominated in Poland. During the years of occupation it helped to boost the national awareness /"Taternik" was printed illegally during the Second World War/ and this led to the strengthening of it at the time of independence. After the Second World War these functions have also been of great importance when the country had to be rebuilt from the ruins and devastation left by the war and to develop to build a modern country. It was aided and still is by the patriotic and international awareness of tradition. This is why after the Second World War many of the journals and magazines which originated from as far back as the 19th century were continued but not all of them have survived up to this day for those which could not keep up with the rapid rate of development in our country died a natural death.

Tourism has become the fundamental need of the average Pole. This is why, for instance, both T.V. programmes have their own sports and tourism sections. It is a similar case with the Polish Radio.

All Polish dailies devote much space to problems concerned with tourism while some of them as for instance the "Trybuna Ludu" daily which has a circulation of over one million, have a steady column on "tourism and recreation". The "Sztandar Młodych" daily which is addressed to the young people, the trade union's daily "Głos Pracy" and the evening Warsaw dailies - "Express Wieczorny" and "Kurier Polski",



the Catholic daily the "Słowo Powszechne" as well as many of the dailies in different voivodships regularly carry extensive articles concerning tourism. It is much the same case with the weeklies including the political, socio-cultural and economic ones.

Tourism in Poland has a great deal of publicity. This is best indicated by the already mentioned "Bibliography" of Polish Tourism<sup>2</sup>.

Table 1

Years	Number of journals and periodicals	Number of articles on the subject in the mentioned journals and magazines	Books	Total
1800-1899	130	1972	266	2028
1900-1944	239	1187	223	1410
1945-1970	323	7447	1068	8515

Table 2 informs on the topics included in the publications listed in the "Bibliography" /1870-1970/. Lack of space does not permit more detailed information to be included.



Table 2

Topic	Listed articles from journals and magazines		
	1800-1899	1900-1944	1945-1970
Social problems, educational and ideological ones, history, information, propaganda, science, didactics, training tourist staff	24	59	1233
Economic and organizational problems, statistics, etc. concerning tourism in Poland	92	502	2368
Spatial problems, management, geography, resorts, tourist attractions, regions and tourist places	1236	528	3237
Problems of foreign tourist movement, tourism in different countries	410	98	609

Prepared by Kazimierz Bronowicz

The above data include much valuable information since they have been gathered in accordance with uniform principles. For the post Second War period - due to specialization



in all fields - the selection of articles was more strict by far. For example, while all the descriptions of foreign travels have been included for the 1800-1899 period, then for the period after the War only those articles which are concerned with tourism in the modern sense of the word have been included.

The modern day tourism periodicals in Poland are characterized by the fact that they include many strictly scientific articles, organizational, branch and popular ones as well. All the publications point to the fact that there is great interest in them and they are in demand throughout the country. What is more, all tourist periodicals in Poland are still undergoing a dynamic development.

1. The definition of tourism according to Stanisław Leszczyński, "Współczesne Zagadnienia Turyzmu" /Problems of Contemporary Tourism"/ Kraków 1937: "... all theoretical, economic, geographic, statistic, legal, cultural and social problems concerned with the tourist movements."
2. "Bibliografia Turystyki Polskiej 1800-1899"  
Antoni Jackowski, Wrocław, 1972 pp. 222  
  
"Bibliografia Turystyki Polskiej 1900-1944"  
Antoni Jackowski, Wrocław 1969, pp. 246  
  
"Bibliografia Turystyki Polskiej 1961-1965"  
Antoni Jackowski, Wrocław 1970, pp. 286



"Bibliografia Turystyki Polskiej 1966-1970"

Antoni Jackowski and Irena Krupianka, Vol. I, Warszawa, 1975, pp. 280 and Irena Krupianka and Krystyna Kondyjowska, Vol. II, Warszawa 1976, pp. 142.



Polish Specialized Journals and Magazines appearing in 1977

1. Published by the Institute of Tourism /02-511 Warsaw, Merlini St. 9/ a:
  - a/ "Zeszyty Naukowe Instytutu Turystyki" /Scientific Folio of the Tourist Institute/ - annual, appearing since 1974, summaries in English and Russian;
  - b/ Information Bulletin, quarterly, appearing since 1973
  - c/ "Bulletin" - quarterly, appearing since 1973
  - d/ "Przegląd Dokumentacyjny Turystyki" /Documentation Review on Tourism/ - quarterly, appearing since 1975
  - e/ "Dokumentacja Ekspresowa" /Express Documentation/ - monthly, appearing since 1975
2. Publications by the Main School of Planning and Statistics in Warsaw /Department of the Socio-Economic Problems of Tourism/ edit. 02-520, Warsaw, Wiśniowa St. 41, "Ruch Turystyczny" /Tourist Movements/- twice annually, appearing since 1957, summaries in English, French and Russian.
3. Publications by the General Board of the Polish Tourist and Country Lovers' Association /PTTK/ edit. PTTK Zakład Propagandowo-Wydawniczy, 00-333 Warszawa, Krakowskie Przedmieście St. No. 4:
  - a/ "Gościniec" /Highway/ - illustrated monthly magazine, appearing since 1969.
  - b/ "Wierchy" /Mountain Peaks/ - annual, appearing since 1923, summaries in English, French and Russian.



c/ "Ziemia" /Land/ - annual, appearing since 1965.

4. Publications by the Agencja Młodzieżowa Robotniczej Spółdzielni Wydawniczej /Youth Agency of the Worker's Publishing Cooperative /"Prasa-Książka-Ruch/ address 00-564, Warsaw, Koszykowa St. 6a:

a/ "Ilustrowany Magazyn Turystyczny" /Illustrated Tourist Magazine/ - monthly, appearing since 1952;

b/ "Żagle i jachting motorowy" /Sailing and Yachting/ - monthly, appearing since 1951;

c/ "Taternik" /Climber/ - quarterly, appearing since 1907;

d/ "Recreacja Fizyczna /Physical Recreation/ - monthly, appearing since 1957.

5. Other publications

a/ "Polska Turystyka" /Polish Tourism/ - international monthly, bulletin appearing since 1975 in Polish, English, French and German. Published by Polska Agencja Interpress /00-585 Warsaw, Bagatela St. 12/;

b/ "Hotelarz" /Hotel Keeper/ - monthly, appearing since 1963, published by Zrzeszenie Polskich Hoteli Turystycznych i Polska Federacja Campingu /Polish Tourist Hotels Association and the Polish Camping Federation/, address 00-324, Warsaw, Karowa St. 22;

c/ "Komunikaty Informacyjne" /Information Communiqués/ - bi-monthly, appearing since 1976-review of the Tourist Economy Department, address: 00-028 Warsaw, Bracka st. 16;



- d/ "Biuletyn Informacyjny" /Information Bulletin/ of the Orbis Tourist Enterprises Corporation, appears every four months, published by the Wydział Badań, Studiów i Informacji /Department of Research, Studies and Information - ZGT/ 00-028 Warsaw, Bracka St. 16;
- e/ "Poznaj Swój Kraj" /Know Your Country/ - monthly, appearing since 1958, /00-389, Warsaw, Spassowskiego St. 6/8;
- f/ "Holidays in Poland" - appears every six months in English, since 1969 /00-008, Warsaw, Marszałkowska St. 124/;
- g/ "Tempo - nowości sportu i turystyki" /Tempo - what is new in Sports and Tourism/ - appears twice a week, since 1947 /31-072, Cracow, Wielopole 1/;
- h/ "Barbakan Warszawski" /Warsaw Barbican/ - quartely, since 1969, published by the Wydawnictwo Stołeczne Zarządu Wojewodzkiego PTTK /Warsaw Voivodship Management/ address: 00-288 Warsaw, Świętojańska St. 12a.



JERZY PRZEŹDZIECKI, M.A.

Polish Tourist and Country-Lovers Society

Warsaw

## TRADITIONS OF THE SOCIAL ACTIVITIES IN TOURISM

To introduce the Polish traditions of tourist societies I shall begin with a short note about the largest and oldest of such societies: The Polish Tourist and Country-Lovers' Society /PTTK/. PTTK has 640,000 members gathered in clubs and circles which in turn constitute units of 544 sections of PTTK. The sections are legal bodies. PTTK organizes group excursions and various kinds of tourist trips of both specialized and general character - most frequently bus trips. In 1976 over 290,000 trips and other tourist events were organized. More than 12 million participants took part in them. The Society runs accommodation in 282 establishments for 28,731 bed-places. It owns 300 buses. It disposes of 311 tourist agencies in all the cities and larger towns of the country. PTTK employs and trains tourist guides /at present 13,172 persons/, runs a mountain rescue service /1,100 persons/, runs 32 museums, marks and keeps in proper order tourist routes of the total length of 26,000 kilometers.

As can be seen from those figures it is a very large organization of heterogeneous fields and forms of action. It is beyond doubt one of the largest organizations of its kind in Europe.



Its most characteristic feature is that many functions and duties are performed voluntarily and with no money reward by tens of thousands of people of various professions; to begin with the youth, students and qualified workers, ending with university professors and undersecretaries of state. Those people do various jobs: as members of executive boards of clubs, circles, sections, boards of voivodships and the General Board. They work with numerous commissions acting at the level of voivodships, sections and at the General Board. They work as organizers of tourism in factories and schools, as leaders of each of the tourist disciplines, as forest guards, mountain rescuers /1,000 volunteers and only 100 professionals/. So they do various jobs connected both with managing their sections of PTTK, and in other ways, such as the marking of tourist routes, taking care of specialized excursions, looking after historical monuments, checking the standard of PTTK services. The number of such social activists is about 100,000 persons.

They receive no financial reward for their work save certain reductions on accommodation at the Society's establishments. Of course the cost of travel, if the activists do it on duty, is paid back.

An obvious question would probably emerge as to what motives animate these people to devote their time and energy for PTTK?

The answer can be found both in the past and the present of the Polish social tourism, The beginnings of that pheno-



menon are relatively remote. Not mentioning the forerunners of tourism in Poland such as Stanisław Staszic /1755-1826/, Julian Ursyn Niemcewicz /1758-1841/ and Wincenty Pol /1807-1872/, we ought to really begin in 1873. That was the date of activation of the Polish Tatra Society - the sixth oldest tourist organization to appear in Europe. Those established earlier were: the English Alpine Club - 1857, Oesterreichischer Alpenverein - 1862, Schweitzer Alpen Club - 1863, Club Alpino Italiano - 1863 and the Deutscher Alpenverein - 1869.

It is remarkable that these are all mountain-based clubs. Apparently the difficult to approach world of the mountains especially fascinated contemporary tourists. The aim of the Polish Tatra Society was initially the exploration and conservation of the mountain folklore and popularization of knowledge of the mountains, of mountain plants and animals and of the people inhabiting mountain ranges. One has to stress that the highlanders were and still are people remarkable for their rich artistic talent, gifted with many skills, temperamental and proud. The highlanders are very amiable, fascinating, and some of their specifically Polish features /though not necessarily the best ones/ strike very distinctly.

One of the methods to popularize the knowledge of the mountains were expeditions which one could call tourist, although the description would differ from what we regard as tourism nowadays. To make the mountains accessible, con-



struction of tourist chalets was undertaken. The first chalet was founded in 1874 at Morskie Oko. The main achievements of the Society were, however, in the field of exploration of the mountains, of their geology, morphology, physiography, meteorology, climatology, speleology, botany, zoology, anthropology, ethnography, linguistics, musicology and other features of the region.

With time both the summer and the winter tourism in the mountains developed. In 1909 a voluntary Rescue Service was established and in 1912 a thorough and systematic action of protection of the biosphere initiated.

Almost the entire work was performed voluntarily and on a charitable basis, the reward being the consciousness that the beauty of the Tatra Mountains and the Podhale region is made known in entire Poland.

One ought to remember that all that took place before the First World War when the Polish nation was deprived of its statehood and the country was partitioned among the three powers. Any activity for the sake of strengthening the national integrity, culture, popularization of its history and even the teaching of the Polish language was if not altogether impossible then at least extremely difficult. Therefore every activity aiming at the cultivation of the knowledge of the country and its heritage was regarded as patriotic.

That undoubtedly was a decisive factor for the initiation and development of social action in Polish tourism. It



can be detected with even more ease from the history of another large Polish tourist organization, established in 1906 in Warsaw - the Polish Country Lovers' Society /PTK/. The Society was set up at an opportune moment of relaxation of the internal policy of the Tzarist Russia after the revolution of 1905. The official aim of the Society was the collection of information about sightseeing and its popularization, promotion of scientific works relating to the Polish lands, organization of excursions within the country, care of historical monuments and wonders of nature.

What the real aim of the Society was, can be seen from the words of its founders and activists who wrote: "The sightseeing is supposed to bind a man with his native land, to awaken his emotional and rational relation to that land" /professor J. Smoleński/ or "A sightseer seeks the knowledge of Poland with his heart. At the excursions we have to perfect both the body and the mind, the emotions to awaken readiness for action with the word Fatherland, to teach discipline, to mould the love of the native soil". /M. Wyszniński/.

Those quotations, backed by concrete regular work of the Society prove that in that part of Poland tourism and sightseeing served the strengthening of patriotism and the integration of the entire nation. It is understandable that in the circumstances when the patriotic feelings ran high, the social action for tourism was regarded as work directly aimed at the restoration of national independence. And such



work always enjoyed high social esteem and was sought after by everybody.

The same factors animated the activity of other organizations of a sport-tourist type, like: The Society of Gymnastics "Sokół" /"Falcon"/, /1867/, The Warsaw Oarsmen Society /1878/, The Warsaw Society of Cyclists /1884/, The Gniezno Society of Cyclists /1898/, The Poznań Tourist Society /1913/, The Carpathian Skiing Society /1907/, and of the workers', youth, educational or sport organizations, especially The Association of Polish Workers "Siła" /"Strength"/ from Cieszyn /1908/, The Cracow Workers' Tourist Club /1912/ or The Railway Workers' Union. The same concerns the organizations of students and scouts, restricted in their activity to that part of the country which was annexed to the Austro-Hungarian Empire before the World War I. One can thus state that the traditions of social activity in Polish tourism are old and popular. Under the influence of those, several generations of Polish tourist activists were brought up. The traditions were adopted also by the generation destined to rebuild the country after the Second World War, the war so terribly devastating for Poland and the Polish people.

The two factors: the liberation from a foreign occupation and the need of reconstruction of the country, amplified in a hitherto unseen way the emotional involvement of the Polish society in the task of building and moulding a new life. The phenomenon occurred especially strongly among the



activists of tourism, accustomed with the tradition of social work. The task was enormous: to rebuild chalets, to mark tourist routes, to reconstruct the libraries sequestered by the occupying powers, to reconstruct the old organizations, to gather the dispersed activists. A quick decision of merging PTTK with PTK, planned already in 1934, was taken. It took place in 1950. The new monolithic and therefore strengthened organization - The Polish Tourist and Country-Lovers' Society, made it its chief aim to teach how to rest through tourism, to make that form of tourism available not only to its own members but also to those who need it most: to workers and their families, and to the youth. Such ambitions and widely spread targets demanded that as many as possible activists be gathered to perform the enormous task. A task requiring a lot of systematic and thought-fully done work, and adequate financial resources. One ought to remember that those were the early fifties when it was crucial to rebuild everything: the cities, villages, industry, railway, highways, harbours, airports.

In spite of the hardships, the activity of PTTK was quick to bring visible effects. What made the task easier was the unquestionable need of the Polish people to visit the long unseen places - only too natural after six years of war and great hardship. Another favourable factor was that PTTK virtually held the monopoly of organized tourism. Although The Polish Travel Office "Orbis" existed at that time, its activities were very modest.



All those factors caused the growth of tourism. Grew the number of expeditions organized for factory workers, students and school youth. It was intentional that the programme of such expeditions would include historical places, buildings and monuments, making acquaintance with their history and meaning. An emphasis was put on exposing the folklore of the visited region, and on teaching the rules of conserving the biosphere and historical objects. With the advancing process of reconstruction and with the development of the country also the modern objects were given much attention and an attempt was made to explain the importance of these for the improvement of the standard of living of the people and for the strengthening of the state.

One must underline the fact that the activities of the Society did not and do not consist only in supplying its members with tourist attractions and of the popularization of tourism among its would-be members. The Society aims at developing the love of tourism in the entire Polish society. A confrontation of two figures: the number of PTTK members - 640,000 and the number of participants in all tourist events of the Society - around 12 million, is one of the proofs that the influence of PTTK spreads far beyond the bounds of the organization. However, not only numbers can testify to that. The much more valuable confirmation is the fact of the popular acceptation of the model of tourism propagated by PTTK. The essential feature of that model is



that the Society combine physical recreation with cognitive recreation thus making tourism culturally stimulating. For the sake of the cultural influence PTTK cultivates a tradition of a code of behaviour among the tourists and sightseers; a code that fits well in the framework of the socialist system of values. The way of propagating those values is through training PTTK activists to foster those habits, as well as through well advertised programmes of PTTK events.

The ability to engage a large number of people in forwarding these ideals /around 100,000, as mentioned before/, is a condition of achieving substantial effects, and is thus a proof of culturally creative rôle of PTTK in Poland.

Well worth stressing is the truly democratic character of PTTK. All the management of the Society - to begin with the board of each circle, club, section, up to the General Board, is elected at the General Assemblies of given bodies. All major decisions and resolutions are taken collectively. A system of internal control /mainly in the economic sector/ is run both by a professional apparatus of control and by the voluntary Revision Commission, which operate at the level of sections, boards of voivodships and at the General Board. It seems that PTTK serves a good example of a democratic, selfgoverning, social organization. Owing to the acceptance of socially beneficial aims, of adequate methods of action, and due to the ability of engaging masses of people in a voluntary work, PTTK has become an important part of Polish tourism. It is one of the major bodies, next



to the trade unions, to foster the social policy of the State.

The character of the activity of PTTK and its growing success earn social appreciation for the Society and its activists. The Government recognized the activity of the Society as highly useful and from the very beginning gave the moral and financial assistance. The most explicit expression of that attitude was made by the Council of Ministers which granted PTTK a status of a Public Benefit Organization. The financial help of the State is expressed both in grants and assistance for the mountain rescue stations, regional museums, and for marking and conservation of tourist routes. As can thus be seen, the financial help goes for those purposes which are the common concern of the Society and public institutions. The training of tourist guides is also that kind of purpose and all the travel bureaus can employ only those guides with the PTTK patents.

The work in such an organization, appreciated by the public and the Government, brings satisfaction and social recognition to an activist. The work moulds and trains people. At the same time it makes a person from an enthusiastic amateur into an expert of the tourist questions of his city, region and country.

The work done usually among friends and in an atmosphere of friendship, which meets with social appreciation and brings fruitful results is undoubtedly a source of satisfaction that invigorates social activity.



I have tried to introduce the Polish traditions of tourist activity on the example of the biggest tourist organization in Poland - PTTK. I traced the sources of those traditions, their causes and motivations - both historical and present. The described phenomena, do not, however, relate only to PTTK. On the contrary, for the same or similiar motives were and are the cause of social activity in all the other tourist and sport organizations in Poland.

Those other organizations work, like PTTK, for the sake of improvement of the conditions of recreation and thus the quality of life in Poland. The sum of those actions constitutes an enormous social share in the building of social achievements of the country. The share all the more valuable because produced voluntarily by many thousands of people.



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## PROSPECTS OF PRACTICING TOURISM BY PEOPLE OF LIMITED PROFICIENCY

The modern concept of rehabilitation provides for making available to not fully proficient people all possibilities of participation in public life, sports and tourism. The proper expansion of tourism cannot be conceived without ensuring availability of sports and recreation centres and putting recreational establishments and hotels within the reach of those who do not have full possibilities of normal gait.

Talking about tourism of not fully proficient people we mean all categories of constitutional disfunctions such as the blind, neurotics, persons having suffered mental diseases and infarcts, mentally handicapped children, and those who cannot move proficiently.

The International Society for Rehabilitation of the Disabled calls the attention to making possible the participation in public life and tourism also to not fully proficient people. A special sign has been published to be placed wherever this possibility is guaranteed.

It is being stipulated that in every country a special survey be made to help draw a tourist map indicating places



where accomodation and meals are to be obtained by persons who can move by themselves by wheel-carts. The progress in technology enabling the adaptation of motor cars to be driven by upper limbs is satisfactorily advanced to help the majority of people, even those with partially crippled hands, to move unaided.

In our clinic materials we record numerous examples of former patients of rehabilitation centres who go in to stay at campings and move with the help of wheel-carts. Naturally they come by specially adapted cars.

#### Polish Experience in the Field of Tourism and Recreation for People with Constitutional Disfunctions.

##### Tourism and Holiday Recreation for Children and Youth

In the field of infant tourism Poland can boast major achievements and many years' traditions of "Uncovered Trail Teams" set up by The Polish Pathfinders' Union. This solution we consider most logical and consistent with the traditions of our country. It helped organize special tourist or stationary camps at which children with various lesions may receive all possible impressions of collective life. At the same time appropriate specialized activities are arranged: in the case of, let us say, congenital infant diabetis they consist in training special dietetics, doing independent injections, and a proper daily charge. In the case of neurosis they are taught how to organize psychomotorial activities



of therapeutic character. Every year more than a thousand children go in for special camps. Many of them are wandering events.

Polish youth, through the intermediary of various forms of exchange have visited tourist camps in England, France, Sweden and Austria. This system is carried out in conjunction with the Polish Society for Combating Disability which in its assumptions puts forth the preventive measures against invalidism. Disability is described in Poland as the state of passive behaviour of man with a constitutional disfunction who but receives financial compensation without participating in the process of social advancement.

In town and in the country there exists another program sponsored by the Socialist Union of Rural Youth and consisting in spotting the cases of children's disfunctions which make the children live in social isolation. For those children stays are arranged in rehabilitation centres and appropriate activities of tourist - recreational type are organized in attractive areas of our country. Many such activities are held in Polish health resorts.

A long time ago The Polish Automobile Union /PAU/ proceeded to organize driving lessons for people with motorial disfunctions. After acquiring vehicles young people resort to wandering camps in cooperation with the PAU.

Great activity is demonstrated in this field by the Polish Sailing Union which is famous for its wandering sailing camps. Among Polish sailors there are many people who, al-



though not having the use of their legs, can steer the crews of small yachts. The Polish sailing is exceptionally active in the field of tourist and recreational resocialization of youth interested in aquatic sports.

A key factor on which concentrates the attention of those who organize tourism, sport and recreation for people with disfunctions is multidisciplinary and accessibility irrespective of age. Quite naturally, some of those people require a specific approach, e.g. it is difficult to convene common camps for the blind and motorial invalids, e.g. the amputated. These matters have to be dealt with individually because of organic peculiarity. In other cases, however, multifunctionality and connecting people of impaired circulatory system with pulmonologic cases, as well as the organization of common trips for them and neurotic patients fully stands the test.

#### The Socialist Union of Polish Students

For ten years The Polish Students' Union has demonstrated a great activity in the field of tourism and organized recreation for students at all higher schools. In recent years approximately 3,000 students have had a chance to take part in a tourist trip and a recreo-regenerative camp on which they come to know the countryside and receive an appropriate dose of rehabilitation stimuli permitting to better participate in the social life of their universities.

The experience has revealed and research has proved that



such camps act to the effect of increasing the effectiveness of schooling process. During their stay at common camps the students organize their own social life and cooperate in the process of self-service and in carrying out the programme of the whole group. Every year such camps are set up in another place. The Polish Students' Union is most active in encouraging to life neurotic students and in increasing the physical and mental activities of students suffering motorial disfunctions.

The students suffering constitutional disfunctions take part in exchange camps and tourist travels organized by student associations of other countries. In this area there is no discrimination and they are treated as people without any constitutional defects.

#### The Society for Combating Disability

The Society for Combating Disability is in Poland an institution responsible for organizing social rehabilitation. For that reason The Society took up a number of new initiatives aimed at the participation of the disabled in various touristic events generally available in the country, as well as in short trips, tourist expeditions, camps, etc. There exist tourist clubs acting mainly in the regions of Cracow, Poznan and Gdańsk.

The Society through its branches takes up tasks to mark the availability of hotels, accomodation establishments and camps for people with grave disfunctions. We have initiated



research, in conjunction with some other clinics, with a view to adapt cars manufactured in Poland to single-handed movement. We have cooperated in the Committee compiling the new Road Code to secure full independence and independent driving of mechanic vehicles for people of various constitutional disfunctions.

The Disabled Cooperatives boast top achievements in tourism. The "Start" Sports Club is responsible for active recreation and organized sport. In the field of tourism and recreation the disabled cooperatives major successes and wandering camps have existed for many years. The organization owns its recreation homes which are visited for a fixed term by people employed in the disabled cooperatives. During their stay at these camps a tourist programme aimed at touring and getting to know the countryside is always included.

It is our intention that people stay every year in different places and take this opportunity to better know their country. Similarly, the disabled cooperatives' members have a chance to go in for exchange stays in the People's Democracies.

The "Start" sports organization arranges for trips of athletes with constitutional defects. They participate in sporting camps featuring training and tourist programmes, which are exchanged with France, Austria and Great Britain. Every year groups of Polish paraplegics travel to Stoke Mandeville and tour Britain on that occasion. Tourist and sporting trips are linked with getting to know the history and tourist assets of every country visited.



## Conclusions

1. The modern rehabilitation programme must make allowance for tourist values which have to be made available to people with constitutional disfunctions, as is the case with population in good health;
2. To facilitate tourism it is needed to organize special tourist camps and groups arranged by type of disability;
3. It is necessary to initiate a detailed record of tourist facilities available to people with constitutional disfunctions with due allowance for movement impediments;
4. When striving to further tourist exchanges between countries, it is necessary to deepen the links existing between Rehabilitation Societies with a view to ensure proper relations between the disabled coming from different cultural and geographical zones;
5. Special emphasis should be laid on tourism and recreation advancement for people with constitutional disfunctions.

That is but one way to secure optimum conditions for rehabilitation if its social aspects are taken into account as well. Tourism makes a part of social rehabilitation. Practicing it stands for carrying out a full rehabilitation programme.





