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**THE DEVELOPMENT OF THE GEOGRAPHICAL STUDY
OF TOURISM IN POLAND (1900-1939)****ULADZIMIR GANSKI, INGA ZIANKOVA****Polotsk State University, Belarus**

The article presents, both chronologically and thematically, the contribution of geography to the development of tourism research. The discussion concerns the situation in Poland and Western Belarus as part of the Polish state (1921-1939) but is presented in the context of the development of tourism geography in Europe and globally. The analysis includes only theoretical-methodological research. The output of Polish tourism geography before the World War II has been considerable.

When the number of people travelling for pleasure increased in Europe at the turn of the 19th c., it became of interest to journalists and representatives of academic disciplines. Geographers were among the first who paid attention to this issue and, alongside naturalists and humanists, contributed significantly to the development of tourism research. It was a time when geography departed from research limited nearly exclusively to the natural environment and started to focus on the relations between the environment and various manifestations of life in human communities. It soon turned out that due to its research tools and methods, geography was the only discipline which could link such activity not only to the natural environment but also to interpret it from both spatial and socio-economic perspectives. Geographers also started large-scale work on preparing tourism guidebooks allowing tourists to visit the most interesting sites.

The 1930's was the next period of intensive development of the geographical study of tourism and the range of research was becoming increasingly well defined. The development of spatial planning, so characteristic of the interwar period (both in Europe and Northern America), meant that tourism issues were commonly taken into consideration in urban planning. Geographers played a major role in this area.

The development of tourism and tourism geography led to the appearance of research institutions dealing with these issues, mostly in those countries where tourism was an important part of socio-economic policy (Germany, Switzerland, and Italy). From 1929 – 1934 the leading tourism research institution in Europe was the Institute for Tourism Research (Forschungsinstitut für den Fremdenverkehr) at the Higher School of Commerce (Handelshochschule, from 1935 Wirtschaftshochschule) in Berlin. The founder and head of the Institute was Robert Glücksmann, one of the chief theoreticians and creators of tourism sociology, but at the same time someone who appreciated the significance of geographical research in this particular area. The most distinguished geographers of the Institute were Georg Wegener and Adolf Grünthal. The centre in Berlin inspired geographical research into tourism in a number of countries, including Poland and Western Belarus as part of the Polish state where the idea of tourism-related research and a specialist research institution was largely based on the Berlin experience. A leading research centre in France was the Institute of Alpine Geography (Institut de Géographie Alpine) in Grenoble, founded in 1907 by Raoul Blanchard (1877 – 1965). In other European countries tourism studies were undertaken rather occasionally.

It is commonly accepted that tourism, in the modern sense of the word, has existed in Poland since the times of Stanisław Staszic, Julian Ursyn Niemcewicz and Wincenty Pol. The most distinguished researcher was certainly Pol, who as a professor of geography at the Jagiellonian University (1849-1852) and a traveler over many years to all parts of Poland, introduced field trips onto the university curriculum. These enabled students to explore new areas and above all learn how to correctly interpret the surrounding landscape. Pol's classes taught them the principles of accurate interpretation of the relation between the natural environment and human activity. This new idea followed Alexander Humboldt's and Karl Richter's school of thought which influenced Pol for at least the last forty years of his life. In the published reports from his journeys he included beautiful descriptions of mountain landscapes, the assets and possible uses of Carpathian mineral waters, and so on. The obligatory character of geographical field trips was appreciated by Pol's successors. In considering the development of our discipline, we should also mention the first PhD theses in geography written at the Jagiellonian University. In 1832, a doctorate in cartography was granted to Żebrawski whose 1862 Mapa zdrojowisk lekarskich Galicyi i Bukowiny... (Map of the Medical Spas in Galicia and Bukowina) still remains one of the main sources on the development of tourism settlement networks [3, p. 141 – 143]. In 1860 a doctorate was given to Eugeniusz Arnold Janota, a renowned traveler and precursor of environmental conservation. His thesis was entitled Przewodnik w wycieczkach na Babią Górę, do Tatr i Pienin (A Guide to excursions to Babia Góra, the Tatra Mountains and the Pieniny Mountains) and was published in the same year in Kraków. E.A. Janota was also one of the pioneers of Polish tourism research and a co-founder of the Tatra Society.

In 1916, Sawicki published his *Przestrzeń życiowa (ekumena) na ziemiach polskich. Szkic antropogeograficzny* (The area of people life in Poland: an anthropo-geographical outline), a very important work from a political and nationalistic point of view [1, p. 1 – 28]. Unfortunately, it remained unnoticed by geographers which is a great pity because a lot of the ideas included were ahead of their time. We would particularly like to stress here discussion concerning the possibilities of transforming uninhabited areas for tourism purposes. L. Sawicki also formulated a kind of research programme necessary for tourism to develop as a socio-economic activity. Some of his ideas which are a part of tourism research can be found in the work by Smoleński (1912) [2], *Krajobraz Polski* (The Landscape of Poland) and in the study by Raciborski and Sawicki (1914) *Badania i ochrona zabytków przyrody* (The Study and Protection of Natural Monuments) [4]. Let us not forget that Polish geographers actively participated in the development of Polish tourism research which is reflected in publications between 1900 and 1939 (Jackowski 1968) [5].

In comparison with other European countries and the United States, 'pure' tourism geography started to develop in Poland relatively late – after 1930. This was caused by two factors. Firstly, in the 1920's, geographers worked above all on creating the theoretical and methodological basis for mass tourism. Secondly, it was not until the late 1920's that the state and business became visibly interested in the development of tourism, both domestic and foreign. On 17th October 1928 the Prime Minister of that time, Kazimierz Bartel, appointed an inter-ministerial commission to investigate tourism issues (*Sprawozdanie Międzyministerialnej Komisji...* 1931), presided over by the Vice-Minister of Finance, Stefan Starzyński, who later, from 1934, was President of Warsaw. The report which was published was important evidence of Polish awareness of the importance of tourism as an element in the national economy. The Commission's ideas were later further developed by the Kraków Chamber of Industry and Commerce, closely co-operating with the Geographical Institute at the Jagiellonian University in Kraków.

In the early 1930's, tourism became an object of research at the Geographical Institute of the Jagiellonian University conducted mainly by Stanisław Leszczycki. He attempted to formulate a theoretical basis for tourism geography which should include "a formal definition of landscape tourism assets, a study of possibilities for tourism, the preservation of significant primary features of the landscape, and at the same time establishing how tourism can have rational uses" [6, p. 32 – 35]. Research issues in tourism geography were very strongly related to "man, the geographical environment, the economic exploitation of land, as well as human creativity and culture" [7, 60 – 64]. This was obvious progress in comparison with earlier attempts, mainly by foreign authors, which often limited tourism geography to selected issues mostly connected with the natural environment.

An event on an international scale was the foundation of the Tourism Studium (*Studium Turyzmu*) at the Geographical Institute in 1936 [8, 9, 10]. It played an important role in the development of Polish and world tourism geography, spatial and regional planning (particularly where strongly related to tourism), as well as in preparing human resources for tourism in Poland. The Studium made society aware of how important tourism could be in the socio-economic development of regions and at individual localities. The director of the Studium was S. Leszczycki, a senior university lecturer, and the function of secretary was performed successively by Julian Łukaczyński, Tadeusz Chorabik and Tadeusz Wilgat.

The Studium published several works: *Prace Studium Turyzmu UJ* (6 volumes), *Komunikaty Studium Turyzmu UJ* (22 editions) and a periodical *Turyzm Polski* (1938-1939). The editor of all those publications was Leszczycki.

The activity of the Studium was combined with the *Komisja Studiów Ligi Popierania Turystyki* (a study commission of the 'League for the Support of Tourism'), founded in June 1936. Its seat was the Geographical Institute (together with the Tourism Studium), its work was administered by S. Leszczycki and the secretary was Wilgat. As a result it became possible to cooperate and to coordinate research. It was also important in that the League financed the activity of the Studium to a large extent. The results of the research were over 100 case studies (mostly published), many of which were considered to be diploma or even Master's level theses at the Geographical Institute.

The research covered a variety of issues. The most significant certainly were Leszczycki's works in which he attempted to lay a theoretical basis for tourism geography. Despite the fact that 80 years have passed, the definition of tourism he proposed is still valid (just slightly differing from the original) and used in tourism terminology not only in Poland. Let us remind the readers that 'tourism' was understood by him as 'the whole of the theoretical, economic, geographical, statistical, legal, cultural and social issues' related to tourism activity [7, p. 60 – 64]. The theoretical works written at the Studium are still an inspiration for many researchers today.

The Studium also worked on research methodology regarding tourism phenomena. It is there that the method of ranking was used for the first time (S. Leszczycki) for classifying the tourism assets ('inherent conditions') and tourism infrastructure (tourism accommodation) of some localities in Podhale. At that time it

was an innovative attempt, globally. The method was commonly used after the war (especially until the 1970's). It comes as a surprise that so few post-war authors mentioned the origins of this method in tourism geography.

The issues of tourism and the typology of spas were another issue that was given close attention. The best-known attempts in this respect concern Podhale localities where the basic criteria were tourism intensity and the transformation of settlements by tourists. Similar research was conducted for the whole Carpathian range and for Poland. After the war, only the last 30 years have witnessed such a research revival, but it should be said that the achievements of the Studium have not been fully exploited yet.

The ranking method used for tourism evaluation enabled researchers to regionalize spa-tourism, firstly for individual regions (the Carpathians, Kraków Województwo, Podhale) and next for the whole country. A characteristic feature of the work done was that it took into account economic issues. The Tourism Studium was involved in a national project, called Program ogólnopolski gospodarki uzdrowiskowo-turystycznej (National programme for a spa-tourism economy), financed by the authorities of those Województwos which were interested in it. Several valuable works appeared as part of the programme, especially the study by Leszczycki (1937) entitled *Znaczenie gospodarcze ruchu uzdrowiskowo-turystycznego na Śląsku* (The economic significance of spa-tourism in Silesia). He was the first Polish author to broadly discuss 'public holiday' tourism which today is referred to as 'weekend' tourism. The works created at the Tourism Studium were highly appreciated by economists and also the media.

The cradle of tourism geography was the Geographical Institute at the Jagiellonian University, which was immune to all kinds of political pressure thanks to the attitude of its head, Prof. Jerzy Smoleński. Towards the end of 1938 the authorities in Warsaw started to look for a pretext which would have enabled them to liquidate the Studium. They questioned the objectivity of Leszczycki's work, pointing to the fact that throughout the inter-war period his superior, Smoleński, worked in environmental protection, and in 1938 held the position of chairman at the State Nature Protection Council. We know the story of the cable car to Kasprowy Wierch – the idea to build it was supported in government circles which saw those involved in environmental protection as acting to the detriment of the state. A man who was very effective in defaming the Studium was Henryk Szatkowski from Zakopane, one of those who had suggested its building. During the war Szatkowski collaborated with the Germans as a Volksdeutsche, but above all as the ideological founder of *Göralenvolk*1.

As a result of those behind-the-scenes intrigues, on 27th June 1939 the Board of Directors of the 'League for the Support of Tourism' decided to dismiss Leszczycki from his position as head of the Study Commission from 30th June that year. A further smear campaign against the Kraków centre was stopped by the outbreak of the Second World War.

Let us look closer at what the achievements of the Tourism Studium 80 years ago mean for us today. They can be presented as follows:

1. The programme and forms of classes, both indoor and outdoor, were modern then and they can still be regarded as such today. As a result, tourism institutions could employ well-prepared workers, many of whom continued to work in tourism, spatial planning or academic geography centers after the war.

2. The research done at the Studium was closely combined with teaching. Research was considered to be an integral part of training workers for tourism. Never again were research and teaching so strongly interrelated.

3. The Studium played an enormous role in research development; it was the first time that systematic research into tourism had been conducted. We should also mention the practical aspect of most of the research commissioned by different offices, institutions or organizations. The Studium contributed considerably to the development of spatial and regional planning whose achievements allowed Polish tourism geography to play a leading role globally until the 1970's. This long-lasting reputation of the Studium resulted from the fact that post-war tourism in Poland was created above all by its graduates.

4. The monographic regional works are still valuable methodological resources, especially those on the tourism and spas of the Podhale region in relation to industrial and urbanized areas (examples from mountain areas and Silesia).

5. The achievements in tourism cartography should also be highly appreciated.

Foreign authors still mention the Studium in their works stressing its significance and the role of S. Leszczycki in creating a formal basis for tourism geography. The Kraków centre is quoted alongside Glücksman's research centre in Berlin, Hunziker and Krapf's seminar in St. Gallen and the Institute of Alpine Geography in Grenoble. Unfortunately, Polish authors mention these achievements the least.

In other academic geography centers tourism issues were rarely dealt with. Geographers focused above all on developing the geographical knowledge of Poland (especially S. Pawłowski and E. Romer).

The end of the 1920's brought a new challenge for geographers, and also to those specializing in tourism related to the development of spatial and regional planning. The Tourism Studium and its graduates actively participated in that process and one of the chief initiators creating regional plans was S. Leszczycki. In all

planning institutions, a part of their work was connected with tourism issues and geographers contributed a great deal to planning research. The regional plan of Podhale was prepared at the Geographical Institute, under the supervision of J. Smoleński and S. Leszczycki. S. Smoleński held the position of chairman of the Regional Planning Commission for the Kraków District (Komisji Regionalnego Planu Zabudowania Okręgu Krakowskiego) and the works then written are still referred to by today's planners. We should mention the study by Leszczycki (1938) [12], entitled Region Podhala – podstawy geograficzno-gospodarcze planu regionalnego (The Podhale Region – the Geographical-Economic Basis of the Regional Plan), the first methodological study on planning in Polish literature [10, p. 89 – 92].

Geographers also took an active part in spatial and regional planning after the Second World War and tourism was included in nearly all planning works. One of the founders of the Polish school in this field was Antoni Wrzosek who supervised planning in Lower Silesia for many years. He educated many distinguished geographer-planners, such as Olaf Rogalewski who became famous in turn for his own planning ideas regarding tourism. Moreover, in the first years after the war, spatial and regional planning institutions were directed by Stanisław Leszczycki, Franciszek Uhorczak, Ludwik Straszewicz and Rajmund Galon.

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ORNAMENTAL WALL PAINTING IN TRADITIONAL UKRAINIAN FOLK HOUSES

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This article describes the main characteristics of ornamental wall painting in Ukrainian folk houses. The article describes the historical and cultural aspects of the painting as a kind of folk art. A comparison of the ornamental decoration of the interiors in different regions of Ukraine is also presented.

The science research of ornamental traditions in wall painting is topical for the further preservation of folk art. Understanding the principles of traditional house's decoration allows people to create the modern architectural art objects.