

## BOOK REVIEW

### **International Dialogue: Global, European, National and Multicultural Dimensions of Tourism**

*Wojciech J. Cynarski & Kazimierz Obodynski, editors. EACE  
Press, Rzeszów, Poland, 2005; 256pp., (ISBN 83-89721-07-45)*

This softcover book should be interesting to those who have an interest in Tourism and Leisure research in eastern Europe. In many ways, this book seems to be typical of the current trend of holding a conference and then editing the proceedings of the conference into a book. In this case, the resulting book should be of interest to researchers, students, and people involved in the Tourism and Leisure industries in Poland. However, for those with little or no interest the development of the tourism and leisure industries of Poland or eastern Europe, few of the essays should be of interest.

The book is divided into four different chapters, each composed of six to twelve papers. The first chapter, composed of six essays, deals with questions of globalization and tourism in Europe. Only two of the articles in the first chapter are theoretical—meaning that they are not clearly centered around topics linked with Polish tourism. Cynarski and Obodynski's theoretical article on sports, tourism, and multiculturalism sets the tone for the entire book by dealing with the theoretical implications of how sports and tourism can work to encourage multiculturalism. Kruczek deals with a related issue, tourism and European integration. However, the other articles in this chapter deal with more Polish-specific topics. For example, Buczynski and his coauthors write about tourism development on the Polish-Belarussian border, while Dawidejt-Jastrzebska and Trzcielinska-Polus write about tourism development along the Czech-Polish border. Panczyk contributes two articles on triathlons, one in the Bug Euroregion and one in the Polish part of the Carpathian Euroregion.

The second chapter, composed of seven essays, deals with geotourism, cultural heritage, and tourism development. Most of the essays discuss how to exploit cultural aspects of towns in Poland. Kurek explores cemeteries as an attraction. Lopatkiewicz explores the wooden



churches of southern Poland as an attraction. The articles by Zaborniak, Staszewska-Ludwiczak, and Drobek deal with the cultural tourism potential in Poland, while Mytskan and his coauthors explore the resources for tourism in the precarpathian region of Ukraine. Rettinger, in his essay, gives an analysis of the geotouristic potential of the Slonne Mountains, which is different from the other essays in this chapter in that it looks upon the natural setting as the draw for tourism development and not the cultural landscape.

The third chapter, composed of six essays, deals with tourism as an economic activity. This chapter is probably the least interesting for those readers with little or no interest in Polish-specific topics. The articles deal largely with analysis of the development of tourism services in Poland—such as Smolen and Pawlak’s analysis of the supply of tourist services in Poland in recent years and Pawlak’s essay on the conditions for international tourism in Poland. The only article that would probably be of interest to those who are looking for something that is not Polish-specific is the contribution by Sosnowski and others that looks into the development of agrotourism in several European countries, although the Polish experience is highlighted.

The final chapter is a medley of twelve papers that deal with social and humanistic dimensions of tourism. What is truly unique about this chapter are the three contributions that look into the heart rate of people participating in various types of activities (high altitude hiking, Nordic walking, and long-distance canoeing). These three chapters look into the medical aspects of various forms of exercise, something unique for a book on tourism. Otherwise, there are contributions from other authors that seem distinctive, such as Dziubinski’s essay on tourism in the teachings of Pope John Paul II. The former Pope is also a topic in Ponczek’s piece on sports tourism. There are also two essays, on martial arts and tourism that the editor, Dr. Cynarski coauthored. Two pieces that seem to stick out of this book since they do not deal with Poland nor the Carpathians are Webster’s piece on the vacationing habits of Greek Cypriots and Dluzewksa’s piece on tourism development in Turkey.

This is clearly not a book that will revolutionize Tourism and Leisure studies. However, it is an interesting book for those interested in what is happening in Poland and understanding the issues of the development of tourism in some of the new states of the European Union. The value of this book, above all else, is that it gives academics the chance to see how eastern European academics are making contributions to the fields of Leisure and Tourism. In this sense, the book is a benefit for those of us who are neither entirely familiar with either the development of tourism

and leisure in Poland nor familiar with Polish academics in the field. In many ways, this work is a harbinger for what we can expect of the academics from the new eastern European members of the European Union.

There are strengths and weaknesses in the book, as a piece for students and scholars. First of all, sometimes the language used seems a bit odd, since it is often highly philosophical and abstract. This may be because of the way in which the mostly Polish authors have been trained to communicate in academic texts. At any rate, it is not a major concern. Otherwise, a strength of the book is that the essays are often short, often taking just a few pages in length. The benefit of such short essays is that teachers can use the short essays as case studies for their students quite easily. Such short essays are definitely a benefit for those of us who teach and need interesting case studies for our students.

All in all, this book is a good book for students, scholars, and practitioners. The book is especially useful for those interested in tourism and leisure development in Poland and eastern Europe but is also of use to those with interests outside of the region. Mostly, though, this book is a harbinger of what we can expect from Polish and other eastern European academics in the near future. It is a good opportunity for those of us who are involved in leisure and tourism to learn about what is happening in Poland in terms of the development of tourism and to learn about who the major figures in the academic field in Poland will be in the next few years.

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