

## CONFERENCE REVIEW

### *Anthropology of Tourism: Heritage and Perspectives*

Kraków, Poland  
1–2 June 2015

On 1-2 June 2015, Poland's historic city of Kraków, under the auspices of the Ministry of Sport and Tourism, hosted the scientific conference, *Tourism Anthropology: Heritage and Perspectives*. The conference was organized by Jagiellonian University's Institute of Intercultural Studies, and the Department of Tourism and Recreation of the University of Physical Education in Kraków, and aimed to draw up a new framework for tourism anthropology. The participating scholars focused on the relationships between man and culture in the context of traveling, which is becoming an increasingly important part of life for the modern man. Guided by the invited keynote speakers and Scientific Committee members—Nelson Graburn of the University of California–Berkeley, Józef Lipiec of Jagiellonian University, Anna Wieczorkiewicz of Warsaw University, and Ryszard Winiarski of the University of Physical Education in Kraków—the conference participants addressed themes pertaining to man as “homo viator,” the experiential dimensions of tourism, relationships between hosts and guests (and other protagonists), gender in tourism, the real and the virtual, forms of cultural tourism, tourism and culture change, the language of tourism and traveling in cultural contexts, and, finally, methodologies and scholarly practice in social scientific research on tourism.

In addition to the important issue-based discussions, a major advantage of this event was the establishment of a successful platform for collaboration and intellectual exchange, which spans not only different scientific disciplines, but also generations. The conference program included elements such as “master workshops” that focused on a specific scientific issue from multiple perspectives, and “post-tourism workshops” that focused on trav-

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eling as a modern form of neo-colonialism. These were organized by Maria Zlonkiewicz and Paweł Cywiński, whose work is devoted to joining theory and practice in Polish tourism, and who created a virtual educational tool available at [www.post-turysta.pl](http://www.post-turysta.pl). The conference was also an opportunity to summarize the major developments in tourism anthropology since the historic session on tourism during the American Anthropological Association's (AAA) meeting in Mexico City in 1974, which is largely regarded as the foundational moment in the anthropological study of tourism (and whose fortieth anniversary celebration was organized by the Anthropology of Tourism Interest Group at the 2014 AAA meeting in Washington, DC).

During the plenary session, Professor Nelson Graburn presented a report on "Fifty Years of Tourists and Tourism: Some Problems of Approaches, Disciplines and Methods" and Professor Anna Wieczorkiewicz of Warsaw University presented her reflections on the "map and landscape in the tourism experience." Although panel discussions stemming from these talks touched upon numerous interesting issues, particular emphasis was given to cultural tourism.

During the panel on the phenomenon of traveling, Professor Maria Zowisło of the University of Physical Education in Cracow presented an interesting paper entitled "On the Crossroads of Cognition: The Travels of Philosophy, the Philosophy of Travel," and Mirosław Mylik presented a talk on the "Historiosophical Aspects of the Beginning and Development of the Phenomenon of Sport and Tourism." Among other interesting papers, the panel "Relations between Tourists and Locals" featured a notable intervention by Natalia Bloch of Adam Mickiewicz's University in Poznan, titled "The Barbarians in a Holy Town: Tourism, Morality, and Religious Nationalism in the Hampi UNESCO World Heritage Site."

Also noteworthy were the papers presented during the session, "Crossing Borders: Negotiation of Meanings," which touched on issues such as shock tourism, slum tourism, and even space tourism. In particular, Magdalena Banaszekiewicz of Jagiellonian University and Sabina Owsianowska of the University of Physical Education in Kraków presented a paper entitled "Negotiating the Meaning of Dissonant Heritage in Tourism Promotion." Other sessions encouraged spirited discussions on the needs of contemporary culinary tourists, slow tourism, and what we can call "sonorous tourism"—such as traveling to experience fado in Portugal. The first day of

the conference ended with a formal supper in the charming interiors of the Kawaleria Restaurant located near the heart of the city.

The second day of the conference began with a plenary session led by Professor Tom Selwyn of SOAS University of London and Professor Cara Aitchison of St Mark & St John University, Plymouth. Panel sessions were devoted to interrogating the role of the new media in shaping tourist behaviors, virtual tourism, and the cultural conditions of tourist photography. The narrative of tourism and women travelers also received significant attention.

The free time built into the program was an excellent occasion to take a stroll around Kraków's town square to feel the atmosphere of this unique city, its history and traditions, as well as to observe modern tourists on the streets of the capital of Małopolska region, who were numerous on these hot days. One could also feel like a tourist and revel in the pleasantries of tourism, pondering on the role of traveling in our daily lives.

Modern man cannot imagine life without traveling. Similarly, it is hard to imagine science without tourism anthropology. One should hope that similar conferences will be held more often, and help tourism to become a recognized branch of science as has already happened in some countries.

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