

Selected Problems of Touristic and Regional Geography

We present to you another volume of the “*Annales Universitatis Paedagogicae Cracoviensis. Studia Geographica*”. In this year’s volume you can find selected problems of the touristic and regional geography. It is a research area of the workers from the Department of Tourism and Regional Research, who are the most numerous group of this volume’s authors. Furthermore, the volume includes texts sent by researchers from several other Polish academic centers.

Anna Baniias has selected a topic connecting the tradition and modernity in regional studies. She showed how the modern means of electronic communication allow for retaining the culture and preserving the identity of the ethnic group from the Low Beskids region – the Lemkos. A completely different character can be found in the next article from the area of regional geography, written by Monika Borgiasz. It contains theoretical considerations on the place of regional research in modern geography.

The article by Krzysztof Cieślikowski concerns business politics, and specifically the issue of managing business hotels. The external conditions of marketing management in business hotels were described here. The next author, Marek Hendel, created two articles for the presented volume. Both talk about the issue of balanced tourism. The first one presents the issues of self-government authorities engagement in the implementation of this concept. It is a theoretical study, in which the most important possibilities and limitations of the self-government actions were presented, resulting from their formal permissions. The second article by Marek Hendel calls forth the concept of touristic cluster, which in this case is perceived as a tool to implement the concept of balanced development. The author has based his considerations on a case study of a touristic cluster Beskidzka 5. The topic of touristic clusters is also addressed by Michał Żemła in his elaboration. It is a theoretical essay, presenting the most important possibilities of using the concept of a cluster in tourism, and also its limitations and the need for adaptation.

Two text in the presented volume have been prepared by an author team: Małgorzata Szelińska-Kukulak and Józef Kukulak. However, they decided to describe two completely different issues. The first one refers to the touristic potential of Krakow, pointing out in what range the historic objects of railways can take part in increasing it. The second one, in turn, is an analysis of touristic programs offered by the members of academic exchanges within the Erasmus and Erasmus+ programs.

The dissertation by Magdalena Pająk is of a different character. The author has presented in her article a much more exotic case study than the ones shown before. She concentrated her attention on Mount Everest. Her analysis shows an evolution that took place in tourism of this mountain’s region: from elite to commercialized, mass even.

The text by Franciszek Mróz is devoted to the issue of the Saint James pilgrimage, and the detailed analysis concerns a touristic valorization of the Way of Saint James in the Małopolska region. In turn, Kamila Ziółkowska-Weiss focused her inquiry on the touristic activity of the Polish community representatives in Chicago. The author, based on survey research, has calculated a number of quantitative indicators describing this activity. Renata Rettinger undertook the issue of analyzing the phenomenon of gambling tourism in Macau. This article refers to both very specific features of the place, resulting from the special status of the city, and to the positive and negative effects of gambling tourism development.

The current volume of "Annales Universitatis Paedagogicae Cracoviensis. Studia Geographica" also includes two texts in English. The first one is an elaboration by two authors dealing with the influence of Polish noble mansions in the area of modern Besarabia in the Republic of Moldova on the cultural landscape of the region.

The second is an extensive report from the 3rd International Congress on Ethics and Tourism, which took place between 27–28 April 2017 in Cracow. The event, under the auspices of UNWTO, was visited by the representatives of public administration, enterprises and science from many countries. The author of the report is Michał Apollo.