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"Krajoznawstwo" in relation to different forms of active and cognitive tourism

Joanna Poczta, Mateusz Rozmiarek

Department of Sports Tourism, Poznan University of Physical Education

ORCID: Joanna Poczta (0000-0001-8825-5953), Mateusz Rozmiarek (0000-0002-5955-0790)

Abstract

The main goal of the manuscript is an attempt to show that contemporary trends in tourism are based on forms in which cognitive, adventure and educational tourism is becoming more and more important. All these forms are based on the natural, cultural and historical heritage of the regions. In Poland, "krajoznawstwo" is an important trend, which for years has been based on the educational, cognitive and active tourism functions. It turns out that it is very difficult to find an equivalent of this word in English, but the message "get to know your country" can be carried out anywhere, in any part of the world. We decided to use the word "touring" in the text.

Key words: active tourism, cognitive tourism, krajoznawstwo, touring, Borne Sulinowo

Introduction

Traveling is one of the most popular and effective ways of exploring a destination and culture. There are various types of tourism from mass, leisure, active,

business, sports, adventure and more. Nowadays we observe many new trends in tourism development. It is strictly connected with for example global problems like environmental protection. People everywhere have been alarmed about the climatic conditions currently taking place all around the world and some tourism organizations are contributing their share of awareness regarding the subject. People not only want to leave a long-term positive impact, but also contribute as much effort as they can to the local community when they are travelling (<https://hospitalityinsights.ehl.edu/new-types-tourism>, 12.11.2021). Experiential travel, also known as immersion travel, is a form of tourism in which people focus on experiencing a country, city or particular place by actively and meaningfully engaging with its history, people, culture, food and environment. There's been growing demand around culinary travel, cultural exploration, and activity-based travel experiences for a while now (Tribe J. , 2011). So, before it runs its course, which it never will, you might want to try this type of tourism. According to the United Nations World Tourism Organization (UNWTO), adventure tourism is "a trip that includes at least two of the following three elements: physical activity, natural environment, and cultural immersion" (UNWTO, 2014, p.12). Adventure tourism can be "soft" or "hard." Differentiating between the two is somewhat subjective, but is loosely based on the level of experience required, the level of fitness required, and the degree to which the participant is exposed to risk (UNWTO, 2014). Examples of soft adventure include wildlife viewing or moderate hiking, whereas river rafting or rock climbing would usually be considered hard adventure. Outdoor recreation can be defined as "outdoor activities that take place in a natural setting, as opposed to a highly cultivated or managed landscape such as a playing field or golf course" (Tourism BC, 2013, p. 47). This term is typically applied to outdoor activities that individuals engage in and that are located close to their community. When these activities are further away, and people must travel some distance to participate in them, they are often described as adventure tourism. Another term that is used, one that overlaps with the definitions of outdoor recreation and adventure tourism,

is nature-based tourism, which refers to “those tourism experiences that are directly or indirectly dependent on the natural environment” (Tourism BC, 2005, p.6). This term is often used to describe activities that are closely connected to nature, such as whale watching, birding, or self-propelled travel such as hiking and kayaking.

In the era of progressing globalization, tourism is one of the first places among human activity, which covers ever wider areas of activity. However, it seems disturbing that while active and cognitive tourism are becoming more and more popular, the concept of “krajoznawstwo”, which is basically limited to the classification of tourist values, appears less and less among the cognitive forms of tourism.

Treating cognitive tourism and “krajoznawstwo” as partly synonyms causes terminological confusion and the reduction of the meaning of the latter. However, it is the most difficult to translate this name in English. How to express that it is not only about sightseeing, it is a tourist activity resulting from the need to get to know, be physically active and develop one's own skills in the natural, historical and cultural space? We have decided that we will refer to “krajoznawstwo” as “touring” for the purposes of this study.

In Poland, “touring” is treated broadly. It is not only cognitive activity concerning the immediate vicinity, region or country, but also a social movement and cultural and social activity, the effects of which cannot be overestimated in the time of cosmopolitan globalization. As all great Polish tourists have emphasized over the centuries, it is also a practical school of patriotism and respect for the natural and cultural heritage of small and large homelands (Stasiak A., Śledzińska J., Włodarczyk B., 2016). The year of 2021 was the 115th anniversary of the creation of organized Polish “krajoznawstwo”.

Transferring “touring” knowledge, both historical and contemporary, can and should be used not only to build identity (local, regional or national), but also to strengthen the ties between different generations of tourists-sightseeing. It seems, therefore, that it is necessary to start a discussion on the definition of the

contemporary face and role of sightseeing, especially in the context of dynamically changing reality (new technologies) as well as spatial and organizational changes (Kruczek Z., 1997).

“Touring” in its definition adopted in Poland, is the entirety of knowledge about the home country or geographic, historical, ethnographic and natural region; it includes a social movement that aims, through various forms of tourism (especially trips), to get to know the mother country, collect all the information about it and popularize it, and at the same time to preserve and multiply the resources of nature and culture; is the content of the cognitive and educational program of tourism. As you can see, there are challenges in classifying touring, recreation in tourism and active, nature-based tourism or sightseeing. For instance, if people kayak near their home or community, it may be considered outdoor recreation. If they travel afar for that same activity, it likely is designated as adventure tourism. If the kayaking is done in protected, mild conditions, it would be considered soft adventure, but if done in a challenging and risky river descent, it may be classified as hard adventure. Of course, each of the above scenarios of kayaking could be considered nature-based tourism if it is strongly linked to the natural environment. Ultimately, categorization is based on a combination of several factors, including manner of engagement in the activity (risk exposure, experience requirement, group or solo activity), the distance travelled to access the activity, and the type of environment (proximity to nature, level of challenge involved) that that the activity occurs in (UNWTO, 2014, p.15).

The forms of tourism described above correspond to touring, especially on three levels (Kruczek Z., 1997): a) in the functional sense - all research activities leading to the shaping and development of science in the content sense; b) in the institutional sense - a discipline taught at universities, practiced in scientific institutes as a separate activity; c) from the historical and sociological point of view - as a field of knowledge covering the entirety of cognitive activity practiced by scientists, products of this activity (knowledge systems), its tools and means as well as social institutions established to conduct research d) didactic - as teaching. The latter is

reflected at the stage of primary education of children and youth, as well as adults who care about health, active, practicing sports, and shows the educational role of “touring”. It has the task of educating, moreover, people taking part in the tourism movement also gain in addition to knowledge, specific skills, abilities and competences. “Touring” also promotes culture. It is based on the transfer of knowledge about the overall achievements of mankind throughout history. This is possible thanks to the completely non-forced and out-of-school communication of information about the history and aspects of people's lives in a given area.

Borne Sulinowo in Poland as a case study of “touring”

Borne Sulinowo (German: Groß Born, Russian: Борне-Сулиново) is a city in Poland, in the West Pomeranian Province, in the Szczecin County, the seat of the municipal-rural commune of Borne Sulinowo. The city is embedded in a forest complex, stretching on the southern shore of Lake Pile. The dense and varied network of streams and rivers of various sizes, the abundance of lakes among forested hills add to the picturesque nature of this area. The Piława River is a particularly interesting water route. It flows from Lake Komorze, and flows through the commune area through seven lakes and the Nadarzyckie Lagoon. On its banks there are some fortifications and bunkers of the Pomeranian Wall. Forests cover about 56% of the commune's area. A large amount of wetlands has resulted in the development of plant forms specific to this environment, including species under complete protection. In the area of the former polygon, in the southern part of the commune, there are one of the largest moors in Europe (*Borne Sulinowo ...* [2005], *Uproszczony lokalny program rewitalizacji...* [2004]).

Borne Sulinowo does not resemble any Polish town. Previously, it housed a large German garrison, later the Soviet army entered and was stationed until 1992 (for the last year as the army of the Russian Federation). The main street - known for the record number of road signs Aleja Niepodległości - was previously named after Adolf Hitler and Joseph Stalin. The spacious former barracks are adjacent to the

"Leningrads", characteristic blocks of concrete slabs. And all this in an exceptionally idyllic natural setting right on Lake Pile (<https://podroze.se.pl/polska/...> (12.11.2021).

Figure 1. The Map of Borne Sulinowo Commune



Source: <https://podroze.se.pl/polska/zachodniopomorskie/borne-sulinowo-najbardziej-tajemnicze-miasto-w-polsce/6848>

The city is located on Lake Pile. An attraction in the area is the so-called underwater forest, i.e. the part of the island that has collapsed into the lake. In the past, the Strullbach stream, which disappeared in the ground, used to flow here, and the place was called the Lost Source (German: Verlorener Born) (*Studium uwarunkowań i kierunków zagospodarowania przestrzennego*). The city, built in the years 1934-1936, served one - military - purpose for decades. On a training ground covering an area of 20,000 hectares, two armies trained their soldiers - the

German one until 1945, the Soviet one from 1945 to 1992. In 1993, the government of the Republic of Poland handed over the city to self-government for its civil development. The years 1933-1945 was the period when a German military base with barracks and training grounds existed in Borne Sulinowo. A large military garrison, housing for the staff, barracks, a huge officers' club ("Officer's House") and a stadium were built. The structure of the city was built for the needs of the Wehrmacht. A railway line and a concrete road were built from the Czaplinek side and an excellent road to the village of Kragi - in the direction of Szczecinek (. For the purposes of the training ground being created at the same time, the then authorities launched a huge resettlement action of the local population to other territories of the Reich. In this way, huge tracts of forests, meadows and wastelands were created, with a total area of over 20,000 hectares. After the Second World War, the Soviet Army for almost 50 years maintained the military character of the seized area, creating the best-guarded base of the Northern Group of Forces (Kozłowska E., 2005).

Figure 2. The landscape of Borne Sulinowo



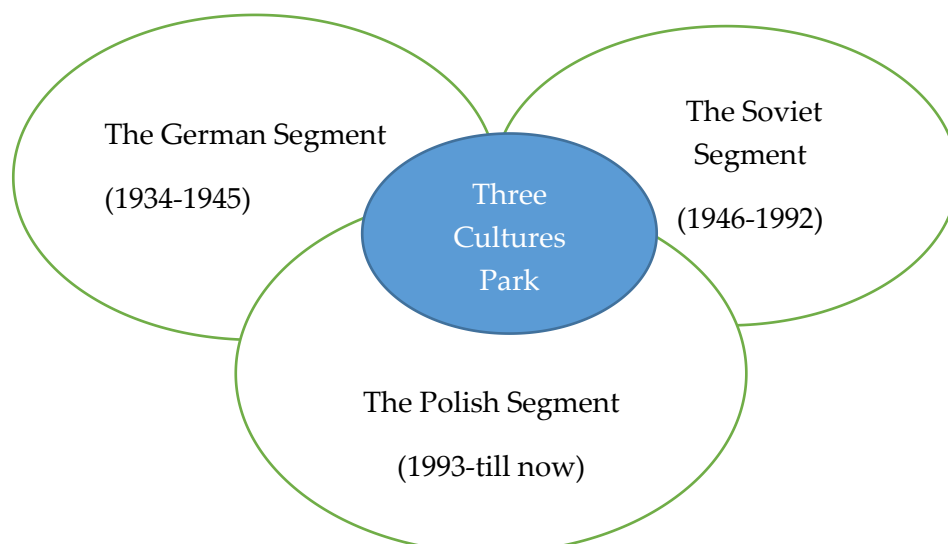
Source: <https://podroze.se.pl/polska/zachodniopomorskie/borne-sulinowo-najbardziej-tajemnicze-miasto-w-polsce/6848/> (12.11.2021)

The area was a secret and closed area. Officially, Borne Sulinowo "did not exist". It was not marked on maps and in car atlases. The roads that led to the town ended in front of a barrier next to which armed Red Army men stood. There was no way of passing through. It was only in the 1970s that maps began to appear containing this secret area. However, the roads leading there were still closely guarded. The training ground was described in the land register as "forest areas" (Kałowska, Miedzińska , 2006). This military area covers considerable areas to this day, however, compared to the entire area of the region in question, these are not amounts that hinder the development of the tourist function of Borne Sulinowo.

Borne Sulinowo was born anew as a civilian city in 1993. The past has determined the city's character in all aspects: social, economic, ecological and urban. There are opportunities, as well as barriers to development, different from other areas. The city soon became a place of settlement for newcomers from all over Poland looking for a new place to live and opportunities. At present, the town has 4,984 inhabitants (*Borne Sulinowo w liczbach... GUS*).

The project of the Three Cultures Park was created in Borne Sulinowo many years ago and was implemented in the years 2004 - 2019. The park assumed the creation of three different but historically integral segments in the city - German, Soviet and Polish. The German segment referring to the atmosphere of the 1930s provides for the renovation and adaptation of the former cinema building, renovation and adaptation of the former canteen building into a center of German culture, the creation of a higher language school, gallery, and museum of German culture (Kałowska J. (Poczta J.), 2007).

Figure 3. The combination of 3 historical epochs in the life of Borne Sulinowo



Source: The own work

The Soviet segment from 1945 to 1992 assumes the construction and reconstruction of the former military watchtower located at the entrance to the city, intended for municipal tourist information, renovation of buildings of former military guardhouses for business activities, construction of small catering outlets in accordance with the developed architectural design referring to the Soviet style. The Polish segment, which is a contemporary vision of using the area for tourism purposes, also takes into account the historical elements and trends of contemporary tourism in the world. Borne Sulinowo, apart from holiday and residence tourism, will always attract specialized tourists - military enthusiasts, which is why the tourist development of the area is aimed primarily at them (Strategia Rozwoju Miasta i Gminy Borne Sulinowo na lata 2004-2019).

At the request of the Municipal Public Library in Bornem Sulinowo, the BEZ RETUSZU Foundation applied to the Ministry of Culture and National Heritage for funds for the implementation of a project that had been sprouting for several years. The basis for its implementation is the complex, multicultural history of Borne

Sulinowo, because it is a city of 3 cultures (<http://www.bornesulinowo.pl/?p=60705>, 19.11.2021). There used to be a German training ground here, then a Soviet garrison, and for 25 years a Polish civilian city. Thanks to the subsidy obtained at the end of the summer holiday 2019, a number of attractions took place as part of the event, including art and photo competitions, a review of Russian songs and ballads, festival cuisine "Tastes of three cultures", a lecture by a well-known linguist entitled "What does the Polish language borrow from neighbors?", Festival fair, exhibition entitled "Borne past and now", screening of the film entitled "Borne 25 years in plain clothes" or a musical meeting with a star. The event was to highlight selected events related to the culture of Poland, Russia and Germany. The organizers clearly emphasize that the festival and the entire project were created out of respect for the history of the place which is the area of Borne Sulinowo, but also the need for education and cognitive, active and adventure tourism. This festival, which took place for the first time in 2019, has since then been a cyclical event in which not only residents take part, but all those who love touring, and treat their free time as active recreation, acquiring knowledge and new skills (<http://www.bornesulinowo.pl/?p=60705>, 19.11.2021). Moreover, the vast area of the training ground adjacent to the city with unique buildings, or the remains of the Pomeranian Wall fortifications, constitute the basis for the development of the increasingly popular military tourism. Borne Sulinowo, apart from holiday and residence tourism, will always attract specialized tourists - military enthusiasts, which is why the tourist development of the area is aimed primarily at them.

Summary

Any form of tourism that is based on its educational forms is valuable and glorious. The touring movement educated in Poland is still of great importance for the development of young generations. It prepares for journeys that provide adventure, experience, and offer broadening of knowledge. It is very difficult to classify this form of tourism unambiguously. It contains many types and forms of

tourist activity. There is no English word for. It can be called active tourism, educational tourism, etc. We called it touring for the purposes of our text.

The town of Borne Sulinowo has become an example of a historical, natural and cultural area, which to a large extent creates opportunities for the development of sightseeing. There are not many interesting places in Poland where three historical and cultural spaces meet, where the past meets the present, and the inhabitants cultivate military history and natural heritage by organizing historical and cultural festivals.

Location among forests and lakes, remarkable history, garrison buildings, training grounds and military elements, such as airport, bunkers, jail, parade squares, staff buildings, urban advantages are the advantages that make Borne Sulinowo attractive for tourists. There are very good conditions for the development of various forms of residence and qualified tourism, including hiking, cycling, canoeing and horse riding.

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