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## **Alina Zajadacz: The tourism of the deaf: a geographical approach, Bogucki Wydawnictwo Naukowe, Poznań 2012 pp. 370**

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ALINA ZAJADACZ

*TURYSTYKA OSÓB NIESŁYSZĄCYCH –  
UJĘCIE GEOGRAFICZNE*

[*THE TOURISM OF THE DEAF: A GEOGRAPHICAL  
APPROACH*]

BOGUCKI WYDAWNICTWO NAUKOWE  
POZNAŃ 2012  
pp. 370

The book presents the important and current issue of tourism activity among disabled people. A particular segment of this part of the tourism market is related to the deaf who need specially prepared tourism space and services. The work is one of the few (if not the only) publications on the Polish market which not only present this issue but also suggest solutions as to how to increase the participation of the deaf in tourism, taking into account that until now they are often excluded.

The book is largely a review, showing Polish and foreign research achievements, both theoretical and empirical, on the theory of tourism, tourism for the disabled, and, more marginally, the tourism of the deaf. The latter has been rarely discussed in academic literature on tourism, especially in its geographical (spatial) aspect, so the publication fills a noticeable gap in the tourism geography literature. Numerous citations from current Polish and foreign academic literature demonstrate that the author is very familiar with the issue she discusses in her work.

Individual chapters clearly point to the research procedure that was followed (from the general to the particular), emphasizing the relations between such concepts as tourism > tourism of the disabled > tourism of the deaf. In Chapter 2, the author briefly presents the geographical aspects of tourism and disability, treating these issues as a starting point for a detailed discussion.

The results of empirical analysis are preceded by a presentation of the conditions of life of the deaf (Chapter 3), as well as the factors enhancing and

limiting their tourism activity (Chapter 4). These are extremely important issues, as they let the reader understand the spatial behaviour of the disabled (mainly the deaf).

Detailed research on the tourism activity of the deaf based on empirical research (Chapter 6), is presented against the tourism activity of Poles in general. In this part of the work, the author presents the tourism behaviours of the disabled, divided into short- (weekend and holiday tourism), medium- and long-term (holiday, summer holiday tourism), as well as the attitude of deaf people towards social integration in free time. The chapter also presents the spatial distribution of journeys made by both hearing and deaf respondents (e.g. the furthest tourist trip ever made, a dream journey).

The conclusion to the publication is that even though they have similar tourism needs, the deaf require a special adjustment of geographical (tourism) space to perceive some of its elements. Another conclusion is the confirmation that the deaf tend to spend their free time in their own environment and their level of social integration with healthy (hearing) people or other disability groups is low.

The greatest theoretical achievement is the creation and description of a model of activities stimulating the development of tourism for the deaf. Its main element is an indication of activities adjusting the tourism offer to their needs. Another result is a model for adjusting data in the Tourist Information System, to the needs of sign language users. Its aim is to better prepare space (geographical, tourist) for 'consumption' by deaf people.

An undeniable advantage of the book by Alina Zajadacz is its up-to-datedness, both as regards general contents and information. The author presents the key issues in a concise and clear way, concentrating mainly on the tourism of the disabled, especially the deaf. At a time when everyone has a right to take advantage of tourism, it is an extremely important

issue. An approach to key issues using models makes the book not only original, but also universal and it can be a basis for discussion and comparison with other research conducted in Poland and abroad.

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