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## POLISH EDITIONS OF GUIDEBOOKS TO L'VIV IN 1989–2010

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This article deals with the publication of L'viv guidebooks (reprints and new editions) in Poland after 1989. Three periods of publishing process have been determined. Their characteristic features have been established, including the facts that in 1990s publications were sentimental and appeared in a random way; reprints of guidebooks of the inter-war years prevailed; the number of guidebooks published by specialized publishing houses has considerably increased after 2000; guidebooks are becoming more specialized. Statistical and typological analyses of these publications have been conducted.

*Keywords:* tourist guidebooks, contemporary book publishing in Poland, L'viv.

The political breakthrough at the turn of the 1990s for the nations of Central and Eastern Europe was a critical period connected with liberation from the Soviet dominance. Regaining their independence for individual countries was a many years process. However, the Polish Round Table Talks which took place in the spring of and consequent first postwar parliamentary elections with the participation of Democratic opposition candidates rose to a symbol of these events. Ukraine's independence was declared on 24 August, 1991<sup>1</sup>, and Poland was the first country to officially recognize this act of political will. The significance of the fall of the Communist system was not merely political, as it resulted in deep transformations of social and economic character. The transformations manifested in the establishing mutual political relations between Poland and Ukraine as well as in the development of international tourism. Gradually, the historical position of L'viv as a large cultural center of western Ukraine and ethnic melting pot where East met West<sup>2</sup> was restored. The growing popularity for visiting the city among Polish tourists brought about the publication of numerous guidebooks. As an effect of social demand, previously unmet for many years, for this type of books, their number noticeably rose after 1989. It was likely not without significance that L'viv was a city of historical meaning for the Polish nation. The borough of L'viv was subject to the Polish Crown from 1349 until the first Partition of Poland in 1772<sup>3</sup>. The city again became part of the restored Polish state in 1920–1939, and its relations with that state were declared by the Latin phrase *Semper fidelis* placed on the city's prewar official emblem.

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<sup>1</sup> See: Włodek P., Kulewski A. *Lwów. Przewodnik*. – Pruszków, 2006. – S. 61; Strojny A. *Lwów. Miasto wschodu i zachodu*. – Kraków, 2006. – S. 42. Some of the analyzed guidebooks also mention July 1990 as the date of the first declaration of independence, see: Chanas R., Czerwiński J. *Lwów. Przewodnik turystyczny*. – Wrocław, 1992. – S. 35.

<sup>2</sup> It is noteworthy that L'viv is the only city in Europe where three bishop's cathedrals subject to the Roman pope are located (Roman Catholic, Greek Catholic and Armenian Catholic). See: Marcinek R. *Lwów. Przewodnik*. – Kraków, 2006. – S. 9.

<sup>3</sup> Korcz W. *Zarys dziejów Lwowa*. – Zielona Góra, 1994. – S. 15, 82.

Between the world wars L'viv's population made it the third largest city of the country after Warsaw and Lodz, the seat of such crucial cultural institutions as King John Casimir University or the National Ossoliński Institute. Apart from monuments of Ukrainian culture as well as those of other nations that inhabited the area, the remnants of the Polish heritage are an enduring element of local historical and cultural landscape. Many Poles have a fondness for L'viv as a childhood home or their family's place of origin. Taking this cultural perspective into account, guidebooks to L'viv published in Poland in 1989–2010 were inspected in respect to their form and content. They illustrate the evolution of local publishing market with respect to travel literature. Individual books are not only a testimony of warming mutual relations, but also a valuable document of developing tourist industry in the city on the Poltva river.

The bibliographical query conducted considered only Polish language guidebooks which satisfied basic requirements for a tourist guidebook. In reference to existing definitions it was assumed that they should, in a popular but precise manner and proportionately present key information on the natural environment, history and modernity, as well as sightseeing routes and necessary practical information<sup>4</sup>. It should be noticed that the form of a guidebook is to an extent imposed conventionally – the order of information provided in relation to the tour in question is seen as the most important feature for this type of writing<sup>5</sup>. For this reason the present paper does not include a range of texts containing memoirs, if their main theme is not connected with movement among the historical city space along a chosen route. An author's intention, usually expressed in the title or introduction, was of importance<sup>6</sup>. Only books where L'viv or its monuments were the main subject matter were taken into consideration. Therefore, monograph guidebooks to one particular object such as the Lychakiv Cemetery were considered, whereas numerous chapters or mentions of L'viv in a wide range of books on more general topics, as guidebooks to Ukraine, West Ukraine, or the Crimea, considering such cities as L'viv, Kyiv or Odessa, guidebooks to Central and Eastern Europe and specialist guidebooks such as *Śladami kultur pogranicza* by Adam Dylewski, were not included<sup>7</sup>. Also a large group of Polish language guidebooks to L'viv issued by Ukrainian publishing companies were omitted in this study<sup>8</sup>, as most of them was available only outside Poland. Despite being a testimony of the growing mutual relations in tourism, they are not a part of the Polish publishing market.

Two editions of an illustrated guidebook to L'viv from 2001 and 2003, published in cooperation between the publishing company Centr Yevropy in L'viv and the Wrocław publisher Via Nova were an exception<sup>9</sup>. It was worth noting that even that its subsequent 2006 edition was prepared solely by the Ukrainian publisher, it was also distributed in Poland.

<sup>4</sup> Kruczek Z., Kurek A., Nowacki M. *Krajoznawstwo. Teoria i metodyka*. – Kraków, 2010. – S. 209.

<sup>5</sup> Merski J., Piotrowski J. P. *Drogi ewolucji drukowanych przewodników turystycznych po Polsce*. – Warszawa, 2010. – S. 19.

<sup>6</sup> The book: Janicki J. *Ni ma jak Lwów...* – Warszawa, 1990 has a subtitle: a short guidebook to L'viv, whereas a similar book (Riedl T. *Chodząc po Lwowie*. – Pelplin, 2006), according to the author “is not a tourist guidebook, but rather a book encouraging the reader to visit L'viv or at least get acquainted with the key literature devoted to that city” (Ibidem. – S. 9).

<sup>7</sup> Dylewski A. *Śladami kultur pogranicza*. – Bielsko-Biała, 2004. It described the culture of historical Polish east and north borderlands, but also contains chapters on L'viv, Kaliningrad (Koenigsberg), Grodno or Brest-Litovsk. The L'viv chapter is placed on pp. 288–301.

<sup>8</sup> E. g.: Biriulow J. “*Złota Podkowa*”. *Podróż po Ziemi Lwowskiej*. – Lwów, 2002; Biriulow J., Smirnow J. *Opera Lwowska. Przewodnik*. – Lwów, 2004; Nykołyszyn J., *Lwów na dłoni. Przewodnik*. – Lwów, 2010; Smirnow J. *Katedra Ormiańska we Lwowie*. – Lwów, 2011; Woznicki B. *Pałac Potockich*. – Lwów, 2007.

<sup>9</sup> Biriulow J. et al. *Lwów. Ilustrowany przewodnik*. – Wrocław, 1991 and 1993.

With consideration to the above assumptions, in 1989–2010 over 30 guidebooks to L'viv were published in Poland, while only 5 had more than one edition (Table 1). It should be noted that usually the second and later editions were issued relatively shortly, usually after a year or two from the first edition. Another publishing cycle applied to the reprints of prewar publications. These were prepared in different editorial establishments due to the fact that they were no longer subject to financial copyrights.

Polish guidebooks to L'viv were published by 25 companies (Table 1) located in 9 cities. It is not coincidental that among the cities to engage in publishing them outside the capital of Poland was Krakow – the second city of the historical Galicia after Leopoldis, Wrocław as the heir of certain functions and institutions of prewar L'viv (including the National Ossoliński Institute), and two smaller cities in eastern Poland: Rzeszów and Krosno, whose relationships with L'viv, due to geographical proximity were part of their local tradition (in prewar Poland they belong to the L'viv voivodeship). In a sense it may come as a surprise that no original guidebooks were published in Przemyśl, Sanok or Jasło.

Table 1

**Polish guidebooks to L'viv in 1989–2010 (by publisher)**

Publisher	Place of issue	No of titles	Editions in total	Year of edition by title
“Bezdroża”	Krakow	3	10	<i>Lwów. Miasto Wschodu i Zachodu</i> (2001, 2003, 2005, 2006, 2007, 2009, 2010) <i>Lwów sentymentalny. Historia miasta w obrazach</i> (2005, 2006) <i>Lwów, Krzemieniec, Kamieniec Podolski oraz największe atrakcje Ukrainy Zachodniej</i> (2009)
Pascal	Bielsko-Biała	2	3	<i>Lwów i okolice</i> (2005, 2007) <i>Lwów. Przewodnik ilustrowany</i> (2007)
Ossolineum	Wrocław	2	2	<i>Lwów: Cuda Polski</i> (1990) <i>Lwów. Przewodnik turystyczny</i> (1992)
Rewasz	Pruszków	2	2	<i>Lwów. Przewodnik</i> (2006) <i>Lwów. Przewodnik po Ukrainie Zachodniej, cz. 4</i> (2008)
Express Map	Warsaw	2	2	<i>Lwów Explore Guide 2 w 1</i> (2009) <i>Lwów 3 w 1</i> (2009)
Via Nova*	Wrocław	1	2	<i>Lwów. Ilustrowany przewodnik</i> (2001, 2003)

\* Cooperation with the Ukrainian publisher Tsentr Yevropy.

Ruthenus	Krosno	1	2	<i>Ilustrowany przewodnik po Lwowie</i> (2004, 2005)
Oficyna Wydawnicza "Pokolenie"	Warsaw	1	1	<i>Przewodnik po Cmentarzu Obrońców Lwowa</i> (1989)
KAW	Rzeszów	1	1	<i>I zobaczyć miasto Lwów</i> (1990)
Rój	Warsaw	1	1	<i>Ni ma jak Lwów</i> (1990)
Interim	Warsaw	1	1	<i>Zabytki starego Lwowa</i> (1990)
Tercja	Warsaw	1	1	<i>Lwów. Ilustrowany przewodnik dla zwiedzających miasto</i> (1990)
EM Graf	Gdańsk	1	1	<i>Ilustrowany przewodnik po Cmentarzu Łyczakowskim</i> (1990)
Opolskie Zakłady Graficzne*	Opole	1	1	<i>Nasz Lwów</i> (1990)
PTTK Oddział Międzyuczelniany	Warsaw	1	1	<i>Ilustrowany przewodnik po Lwowie</i> (1990)
Wyd. Artystyczne i Filmowe	Warsaw	1	1	<i>Lwów. Jego rozwój i stan kulturalny oraz przewodnik po mieście</i> (1991)
Stradom	Krakow	1	1	<i>Historyczny Lwów</i> (1993)
Gutenberg Print**	Warsaw	1	1	<i>Lwów: Cuda Polski</i> (1995)
Redakcja "Sybiracy"	Warsaw	1	1	<i>Przewodnik po Cmentarzu Obrońców Lwowa</i> (1999)
Stowarzyszenie "Wspólnota Polska"	Warsaw	1	1	<i>Lwowska katedra obrządku łacińskiego pod wezwaniem Wniebowzięcia NMP</i> (1999)
Laumann Polska	Piechowice	1	1	<i>Lwów i okolice</i> (2001)
Kluszczyński i spółka	Krakow	1	1	<i>Lwów</i> (2006)
RM	Warsaw	1	1	<i>Lwów. Kieszonkowy przewodnik od środka</i> (2007)
Axel Springer	Warsaw	1	1	<i>Spacer po Lwowie</i> (2008)
Mediaprofit	Warsaw	1	1	<i>Lwów</i> (2009)
Total		31	41	

Source: "Przewodnik Bibliograficzny", catalogs: NUKAT, KaRo.

In early 1990s the interest in L'viv related topics failed to be satisfied by the capability of publishing companies whose position in the travel book market was already strong (e. g. PTTK "Kraj", "Sport i Turystyka", or Krajowa Agencja Wydawnicza). This

\* Facsimile of the prewar edition. The brochure, however, lacks information on the publisher. Only the place of issue is mentioned.

\*\* Cooperation with the Moscow publisher Alial.

stemmed from the fact that they were facing difficulties connected with restructuring and adaptation of their offer to the new economy<sup>10</sup>. The market was dominated by newly arising companies which purchased licenses to such Western travel book series as *Rough Guide*, *Let's Go*, or *Nelles Guide*<sup>11</sup>. Their thematic offer was initially limited to the areas of Western Europe; however, in response to the existing demand it extended to Central and Eastern Europe as well. Gradually, competent authors were hired and original guidebooks created that met the specific needs of the Polish reader. So, as early as 1990, 8 guidebooks to L'viv were published. Each was prepared by a different publisher. It is a matter of interest that these companies, apart from the Ossoliński Institute, do not exist today. The books were mostly small editions, and made an *ad hoc* use of the hip for territories of historical east of Poland and the spontaneous interest of Poles in the city which was a part the lives of many of them, and previously, in Communist time, a topic one was not supposed to mention. Most of these travel books contained sentimental themes, sometimes reflected in the very titles, e.g. *Nasz Lwów (Our L'viv)*, *Ni ma jak Lwów (There's No Place Like L'viv)*, *I zobaczyć miasto Lwów (To See the City of L'viv)*. However, this sort of attitude was visible predominantly in the content. Jerzy Janicki, the author of *Ni ma jak Lwów*, states:

“This guidebook is for people like myself, who, even woken up in the middle of the night, will be able to recite all the left and right side streets from Lychakiv'ska street, all cinemas, and Line 1 tram stops from Focha to the Lychakiv gate, like words of a prayer. The book is for them and since they have been by now decimated by infarct, stroke, and asthma, they might not be able to board on a Harctur or Kalinka bus, and instead send their grandchildren in their name, with a promise to verify their memories on the spot”<sup>12</sup>.

It needs to be stressed that the author of these words is a prewar Lychakiv local – a popular Polish TV series scriptwriter (e.g. *Dom, Polskie drogi, Przygody psa Cywila*). Guidebook authors were usually individuals connected with L'viv. For some it was a place of birth<sup>13</sup>, others only grew up in its unique atmosphere as their family roots stayed in city on Poltva<sup>14</sup>, some came to L'viv lured by the legend of the historical city and enchanted by its *genius loci*<sup>15</sup>. Among these, the image of the prewar city prevailed. In our analysis of their content we must agree with Janusz Czerwiński, that “a guidebook targeted at the Polish reader is bound to focus on chosen monuments of the Polish period in L'viv's history, noble, but often tragic”<sup>16</sup>. Thus, the writer's attitude was reflected not only in the narration itself, but also in the selection of the objects to be described, and the order of their presentation. The differences between Polish and Ukrainian guidebooks could also stem from more subtle cultural nuances and different semantic transfer characteristic of the two languages<sup>17</sup>.

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<sup>10</sup> From the mentioned three, only the Rzeszów division of KAW published the book by Hollanek A., Hollanek E. *I zobaczyć miasto Lwów...* – Rzeszów, 1990.

<sup>11</sup> Pilich P. *Przewodniki turystyczne // Wydawca*. – 1995. – Nr 5. – S. 14–17.

<sup>12</sup> Janicki J. *Ni ma jak Lwów...* – S. 7–8.

<sup>13</sup> E.g. R. Chanas, J. Czerwiński. See same authors: *Lwów. Przewodnik turystyczny...* – S. 7; Hollanek A., Hollanek E. *I zobaczyć miasto Lwów...* – S. 5.

<sup>14</sup> E.g. Kasprowicz B. P. *Lwów sentymalny*. – Kraków, 2005. – S. 5.

<sup>15</sup> See: Włodek P., Kulewski A. *Lwów. Przewodnik...* – S. 9.

<sup>16</sup> Czerwiński J. *Lwów i okolice*. – Piechowice, 2001. – S. 7.

<sup>17</sup> See: Mocarz M. *Interkulturowość w przekładzie tekstów użytkowych (based on Russian and German translations of guidebooks to Poland) // Rocznik Przekładoznawczy*. – 2007/2008. – Nr 3/4. – S. 161–169.

The issue of a few reprints of prewar guidebooks after 1989 was an expression of the immense and long unsatisfied demand, for L'viv related literature<sup>18</sup>. *Przewodnik po Cmentarzu Obrońców Lwowa* (*Guidebook to the Cemetery of Defenders of Lwów*) prepared by Jerzy Wereszyca was an adaptation of a 1939 brochure, which was originally issued by the association Straż Mogił Polskich Bohaterów (Polish Hero Tomb Guard). Due to the fact that certain contents of the brochure were outdated, the new edition omitted a few chapters, replacing them with poems on the theme. There was a list of persons buried in the cemetery in the catacombs and the Field of Glory with short biographical notes, as a novel addition. The authors, who observed the interest on the part of Poles visiting L'viv in the tombs, issued the guidebook to the necropolis, which was partly destroyed in the Soviet era<sup>19</sup>. In 1990 in Gdańsk a prewar guidebook to the Lychakiv Cemetery by Aleksander Medyński was reprinted. The book had a hard cover with a drawing on the back, depicting one of the antique gravestones. Also all features of the prewar edition were preserved, such as font, photographs, printer's marks, and the old fashioned language. At the end of the text a list of names and an archive plan of the necropolis were placed.

In the early 1990s, reprints of old travel books to the whole city were issued. The Wrocław Ossolineum, as part of the series "Cuda Polski" published a prewar tourist panorama of L'viv<sup>20</sup>. Its first edition was prepared in the Poznań publishing company Wydawnictwo Polskie R. Wegner (1931), on the basis of the contemporary photography archived in the Ossolineum library. The vividly written book with black and white photographs was completed by an afterword by Jan Trzynadłowski. It should be added that also a few other volumes of the series were issued after 1989 by the Ossolineum publishing house, and the series was later continued also by editions by PWN and the Gutenberg Print publishing company, which in 1995 prepared one more volume on L'viv in cooperation with the Moscow publisher Alial. In 1990 also *Ilustrowany przewodnik po Lwowie* (*An Illustrated Guidebook to L'viv*) by Mieczysław Orłowicz\*, a well-known travel book author on prewar Poland, was reprinted. Facsimile of this book, prepared by the Krosno publisher Ruthenus, was published again twice in 2004 and 2005, which was a proof for the existing demand for classical texts describing the country in the historical context in the era of mass tourism. Another reprint from 1990 was a pocket guidebook by Aleksander Medyński<sup>21</sup> (based on a 1937 second edition). The new edition featured even prewar advertisements. The motives for publication of these prewar guidebooks, except from the need to immediately fill the gap the book market concerning L'viv, were of sentimental nature and bore a historical and documentary character. An interesting new edition after almost 90 years of absence in the market was an extensive work *Lwów. Jego rozwój i stan kulturalny oraz przewodnik po mieście* (*L'viv. Its Growth and Cultural Status and Guide to the City*) by Józef Wiczkowski. The first words of the preface draw our attention: "Entering the gates of our city, do not look for many monuments and testimonies of the past. Despite being an old one as such, she is mostly a modern city"<sup>22</sup>. The book is largely an inventory. We shall find here a detailed characteristic of various metropolitan institutions as schools, hospitals,

<sup>18</sup> The books were mentioned in the work: Rausz M. *Przewodniki po Lwowie i okolicy (1850–1939) // Kraków – Lwów: Książki – czasopisma – biblioteki XIX i XX w. / ed. H. Kosętką. – Kraków, 2006. – Vol. 8. – S. 171–183.*

<sup>19</sup> Wereszyca J. *Przewodnik po Cmentarzu Obrońców Lwowa.* – Warszawa, 1989. – S. 181–182.

<sup>20</sup> Wasylewski P. *Lwów.* – Wrocław, 1990.

\* Reprint based on 1925 edition by the L'viv Książnica-Atlas.

<sup>21</sup> Medyński A. *Lwów. Ilustrowany przewodnik dla zwiedzających miasto.* – Warszawa, 1990.

<sup>22</sup> Wiczkowski J. *Lwów. Jego rozwój i stan kulturalny oraz przewodnik po mieście.* – Warszawa, 1991. – S. V.

societies, charities, archives and museums. It is only in the last chapter, entitled *Przewodnik po Lwowie* (*Guide to L'viv*) that, apart from the list of local authorities, civil and church ones, contains a short description of the city's historical sites<sup>23</sup>. Guidebooks published as reprints usually contained data on the source and the number of the print run in the footer, which in the case of newer editions was subject to commercial secret.

In the 1990s a lack of typically practical guidebooks to L'viv could be felt. There were attempts to fill the gap with prewar reprints which could not, however, meet the demand for the practical. In 1992 Ossolineum<sup>24</sup> came forth with one, wherein extensive information on history and art was accompanied by relatively little practical information, limited to a list of addresses of given institutions, and poor graphic layout (black and white drawings, maps without descriptions). Another one, published by the Krakow publisher Stradom, was of a specialist character, and was limited to descriptions of historical sites<sup>25</sup>. The introduction suggested that the outline for the book was prepared in 1988 and was first published as an underground work, independent of Communist censorship.

It arises from the above review that initially only few publishing companies issuing guidebooks to L'viv specialized in publishing for tourists. Professional publishers of this profile dominated the book market in respect to L'viv only in the 21<sup>st</sup> century. This trend reflected the growing specialization in this sector of the publishing market, although in the case of L'viv this phenomenon manifested itself quite late. Chronologically, the first guidebook to the city prepared by a *stricte* travel book editor was a small sized book with illustrations published by the Laumann publishing house<sup>26</sup>. An extensive chapter with practical information is noteworthy, containing, apart from various useful addresses, critical remarks concerning transit, accommodation, eating out or medical care<sup>27</sup>. The largest number of guidebooks to the city on the Poltva was offered by the Krakow publisher Bezdroża. The company was established in 1999 by two travelers, Jagiellonian University's Faculty of Geography graduates. It is noteworthy that the position *Lwów. Miasto Wschodu i Zachodu* (*L'viv. A City of East and West*) by Aleksander Strojny was one of the first commercial successes of this young company. Until now, it had seven editions. Bezdroża skillfully made use of the market demand for books on Eastern Europe, the region which had yet not been recognized by western business. Later editions were regularly updated, taking into consideration mostly the practical data, such as changes that were taking place in the service offer in L'viv, and ones connected with getting to the city and customs formalities on the Polish-Ukrainian border. They also referred to a wider context of events. Thus the third (2005) edition had orange cover as an allusion to the Orange Revolution of 2004. The fourth edition noted the opening of the newly renovated Cemetery of the Defenders of L'viv attended by both Polish and Ukrainian presidents<sup>28</sup>. Individual editions had different features, e. g. the first (2001) one featured a collection of illustrations at the end, whereas in the following editions this layout was dropped in favor of additional biographical notes in the text concerning important historical figures connected with the city. The changes concerned also the graphic layout, with each edition having a different set of photographs placed on interleaves.

<sup>23</sup> Wiczkowski J. *Lwów. Jego rozwój i stan kulturalny...* – S. 548–611.

<sup>24</sup> Chanas R., Czerwiński J. *Lwów. Przewodnik turystyczny...*

<sup>25</sup> Nowak J. T., Sroka S., Terlecki R. *Historyczny Lwów*. – Kraków, 1993.

<sup>26</sup> The Piechowice publisher was in the first ten of the largest tourist book publishers in Poland as of 2001. See: Hetman J. *Przewodniki turystyczne. Kto, kiedy i dokąd? // Książki. Magazyn Literacki*. – 2001. – Nr 6. – S. 14.

<sup>27</sup> Czerwiński J. *Lwów i okolice...* – S. 132–139.

<sup>28</sup> Strojny A. *Lwów. Miasto Wschodu i Zachodu...* – S. 159.

Apart from the leading title of the Krakow publisher, two more books mostly devoted to the historic capital of Galicia appeared. The guidebook *Lwów sentymentalny (Sentimental L'viv)* by Bogdan Kasprowicz acquaints the Polish reader with the city of the author's childhood through the prism of its historical sites. Short but informative chapters are devoted to the history of the city, its inhabitants and defenders. Numerous archive photographs and quotations from source documents provide further illustration. The newest offer from Bezdroża features a travel book *Lwów, Krzemieniec, Kamieniec Podolski oraz największe atrakcje Ukrainy Zachodniej (L'viv, Kremenets', Kamyanets'-Podil'skyi and the Main Tourist Attractions of West Ukraine)* (2009) published as part of a collection of so-called recreational travel books sponsored by the insurance company Ergo Hestia. Unlike *Lwów. Miasto Wschodu i Zachodu*, this book stands out for its larger format (23 cm), colorful graphics and a good deal of photographs. The theme of L'viv occupies about 2/3 of the content, with the rest devoted to other tourist attractions of the west of Ukraine. As late as in 2005 the first guidebook to L'viv was prepared by the leader among Polish travel book publishers – Pascal from Bielsko-Biała<sup>29</sup>. The issued book was part of the series *Praktyczny przewodnik*<sup>30</sup> (*Practical Guidebook*) and was reprinted only once in 2007. The author was Jacek Tokarski, historian and journalist for the monthly magazine *Góry* and lover of L'viv. The book sustained the format characteristic for this publisher, where the main body of the text is placed in two columns and completed by graphically presented trivia. An interleaf with color photographs of some spots of interest in the city was added, together with those in the vicinity. Jacek Tokarski was also the author of another guidebook by Pascal, which was published in the *Podróżuj z Mastercard (Travel with Mastercard)* series in 2007. As it was the case with the newest release from Bezdroża, the illustrated publication had a sponsor – the distributor of debit cards. Unlike the previous book, this one preserved a similar set of routes around the city, however, individual chapters received new titles: *Wokół Rynku (Around the Market Square)*, *Na zachód od Rynku (West to the Market Square)*, *Cytadela i okolice (Citadel and Nearby)*, *Do Parku Stryjskiego (To the Stryisky Park)*, *Na Wysoki Zamek (To the High Castle)*, *Na Cmentarz Lyczakowski (To the Lychakivski Cemetery)*<sup>31</sup>. Among leading publishing companies specializing in travel literature was Rewasz located near Warsaw, the publisher of the most informative guidebook to L'viv authored by Przemysław Włodek and Adam Kulewski. It is noteworthy that the company published a range of guidebooks to the historical east borderlands of Poland, including another similarly laid out guidebook to L'viv (2008), issued as part of a cycle of travel books to West Ukraine<sup>32</sup>. The list of popular tourist guidebooks was further enriched by a work by travelers Elżbieta and Andrzej Lisowski\*, issued by the Warsaw publisher RM. It was another, after Laumann's offer, pocket guidebook with rich graphic layout with the characteristic list of contents with chapter summaries<sup>33</sup>.

An interesting phenomenon in the preparation of guidebooks was the editions attached to popular national daily papers. In 2008 *Dziennik Polska Europa Świat* issued a small sized volume of *Spacer po Lwowie (A Walk Around L'viv)* being a part of historic

<sup>29</sup> See: Gąsienica-Szymków P. *Przewodniki // Notes Wydawniczy*. – 2001. – Nr 7/8. – S. 14–18.

<sup>30</sup> Tokarski J. *Lwów i okolice*. – Bielsko-Biała, 2005.

<sup>31</sup> Ejustdem. *Lwów*. – Bielsko-Biała, 2007.

<sup>32</sup> Rąkowski G. *Lwów. Przewodnik po Ukrainie Zachodniej*. – Pruszków, 2008. – Cz. 4.

\* E. g. authors of the television travel program *Światowiec*.

<sup>33</sup> Lisowscy A. i E. *Lwów. Kieszonkowy przewodnik od środka*. – Warszawa, 2007. – S. 6–7.



east borderland cycle. A year later, a guidebook to L'viv by Adam Dylewski was published in the series "Miasta Marzeń" issued under the auspices of *Gazeta Wyborcza*. Also two issues from the Warsaw publisher Express Map should be noted that combined a popular guidebook with a city map. Both were published in 2009 in two slightly different versions: with different covers and a 1:10000 city map.

The Polonized cartographic often alluded to the prewar period. In guidebooks general as well as thematic maps were included (e. g. public transport maps), as well as ones covering part of the city with a sightseeing route and maps of such sites as the Lychakiv Cemetery or the Old Market, and finally different types of plans of landmarks. The map contents were sometimes added to guidebooks as separate attachments<sup>34</sup> or centerfolds<sup>35</sup>. Different maps scales were applied. Classic prewar maps were prepared in 1:15000 or 1:12500 scale, whereas modern ones, not based on the prewar originals usually used the metric scale. In the early 1990s, i. e. in the time of stormy political change, it was obviously difficult to update the maps, however also later guidebooks used maps with pre-1939 names. The mentioned book *Ni ma jak Lwów* featured a plan by Vasyl' Horbay from 1931, divided into quarters<sup>36</sup>. Also a guidebook from Kluszczyński i s-ka of 2006 included updated maps based on this historical one<sup>37</sup>. The work of Adam and Ewa Hollanek had a double sheet version of a map based on a prewar map by Horbay of 1938, whereas the other based on one by the Moscow Head Office of Land Surveying and Cartography from 1986. The second map as the only one reflected the toponymy of the Soviet era, e. g. Lenin street, Frunze street, or Komsomolska<sup>38</sup>. An important feature of this book was also a detailed index of street names and other objects in different historical periods<sup>39</sup>. Some maps aimed at reconciling the prewar toponymy with the modern one, by placing old and new names (in brackets). An example of this are sheets enclosed in the guidebooks published by Rewasz, as well as the illustrated guidebook by Ukrainian authors issued by the Wrocław publishing house Via Nova<sup>40</sup>. A similar effort was made in the case of a map attached to the reprint of the prewar M. Orłowicz guidebook, issued by the Krosno publisher Ruthenus. The map was a reprint of an 1894 one, whereas the street index was supplemented by its modern counterparts. In the newer editions of *Lwów. Miasto Wschodu i Zachodu* from Bezdroża and ones from RM and Express Map, toponyms on the maps were preserved in their original Cyrillic form<sup>41</sup>.

All mentioned guidebooks include illustrations. In the 1990s, the layout tended to be rather scant, dominated by black and white pictures, and single color maps, and plans (see e. g. the guidebook *Lwów* issued by Ossolineum). Gradually, color illustrations came in, used interchangeably with prewar black and white photographs. The illustrated guidebook published by Via Nova and Tsentr Yevropy should be mentioned here, as they

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<sup>34</sup> See: Orłowicz M. *Ilustrowany przewodnik po Lwowie*. – Krosno, 2004; Medyński A. *Lwów. Przewodnik dla zwiedzających miasto*. – Warszawa, 1990.

<sup>35</sup> Włodek P., Kulewski A. *Lwów. Przewodnik...*, on the front cover there is a map of L'viv, on the back cover – a map of Lychakiv Cemetery; similarly Dylewski A. *Lwów*. – Warszawa, 2009, front cover – map of L'viv, back cover – map of L'viv region.

<sup>36</sup> Horbay W. "Plan Orientacyjny Wielkiego Lwowa" // Janicki J. *Ni ma jak Lwów...* – S. 232–239.

<sup>37</sup> Marcinek R. *Lwów. Przewodnik...*

<sup>38</sup> Hollanek A., Hollanek E. *I zobaczyć miasto Lwów...* – Annex.

<sup>39</sup> Ibidem. – S. 126–163.

<sup>40</sup> Biriulow J. et al. *Lwów. Ilustrowany przewodnik*. – Wrocław, 2003. – map on the back cover. It should be noted that Ukrainian names are also provided in their polonized form, e. g. "Gródecka" instead of "Horodots'ka").

<sup>41</sup> See: Strojny A. *Lwów. Miasto Wschodu i Zachodu...* – from inner side of the cover; Lisowsky A. i E. *Lwów. Kieszonkowy przewodnik od środka...* – S. 18–19.

largely drawn from old, retouched photographs<sup>42</sup>. Most book covers depicted an emblematic site associated with the city. In the 1990s, it often was simply the official city emblem in different versions. The heraldic concept was also part of the guidebook from Rewasz of 2006, with a motif of the stone lions located in front of the City Hall. City skylines were a popular choice for cover, as well as easy recognizable religious sites: the Latin Cathedral and the Dominican Church. Original photographs were introduced by Bezdroża in their most popular issue, *Lwów. Miasto Wschodu i Zachodu*. The first edition featured a photograph of a courtyard in L'viv, and subsequent ones had the Mickiewicz monument and the interior of "Kasyno Szlacheckie" with its wooden staircase on their covers.

The guidebooks to L'viv can be classified according to several criteria<sup>43</sup>. The first is their thematic scope. Apart from general ones devoted to the whole city and sometimes its surroundings, small monographs regarding individual sites have been issued. Their number is considerably smaller than the Ukrainian offer presented by the L'viv publishing company Tsentr Yevropy, nonetheless especially the guidebooks to the Lychakiv Cemetery stood out as a separate group. It is noteworthy that the cemetery is one of the most important Polish necropolises, boasting the tombs of numerous people of artists and scholars: Maria Konopnicka, Eliza Orzeszkowa, Julian Ordon, Władysław Bełza or Stefan Banach. The classification with respect to territorial scope is often connected with the one with respect to the level of detail<sup>44</sup>. Guidebooks to the whole city presented a fairly varied scope of within the category, from popular texts to quite specialized ones, stressing the history of local arts and architecture, e. g. the illustrated guidebook from Via Nova (Tsentr Yevropy)<sup>45</sup>. The work by Bartłomiej Kaczorowski *Zabytki starego Lwowa (Monuments of Old L'viv)* provides a historical outline, where the history of the city was sketched via the examples of individual buildings, with particular focus on the 18<sup>th</sup> century<sup>46</sup>. Significantly more specialized monographs were devoted to individual sites. A detailed study of the Latin Cathedral by Jerzy Petrus – the vice-president of the State Collection of Art at the Wawel Castle, is of significance. In a book with a short preface by the local bishop historical outlines for the main Roman Catholic church in L'viv are presented. They are preceded by a detailed description of all works of art located on the outside of the temple and in its interior. The work is supplemented by a list of bishops and archbishops of Halych and L'viv, a bibliography and indexes of names and places. It is noteworthy that changes in the form and content of the guidebooks also stemmed from the evolution of this genre in reference to the changes in modern tourism. Surely, newer ones had more immediate and practical character, however, this is not implied unambiguously by the detailed lust of their content (Table 2).

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<sup>42</sup> Biriulow J. et al. *Lwów. Ilustrowany przewodnik*. – Wrocław, 2001.

<sup>43</sup> Mazurski K. R. Typologia wydawnictw turystycznych w Polsce // *Problemy Turystyki*. – 1993. – Nr 4. – S. 103–105.

<sup>44</sup> Ibidem. – S. 104.

<sup>45</sup> See: Skaradziński B. *Lwów zabytkowy, Lwów współczesny // Nowe Książki*. – 2001. – Nr 11. – S. 25.

<sup>46</sup> Kaczorowski B. *Zabytki starego Lwowa*. – Warszawa, 1990. – S. 5.

Table 2

*The content of chosen guidebooks to L'viv (in % of total volume)*

Guidebook	No of pages	Introduction, conclusion, indexes and lists	General characteristics	Routes	Practical information	Other*	Total
KAW (1990)	166	25,9%	25,9%	28,9%	13,8%	5,50%	100%
Ossolineum (1992)	225	4,9%	27,5%	59,1%	4,4%	4,10%	100%
Via Nova (2001)	320	10,0%	2,2%	83,1%	–	4,70%	100%
Reprint Ruthenus (2005)	275	5,4%	19,3%	57,8%	4,7%	12,80%	100%
“Bezdroża” (2006)	222	6,8%	23,9%	41,4%	13,1%	14,80%	100%
Kluszczyński i s-ka (2006)	232	2,1%	6,9%	66,4%	8,6%	16,00%	100%
Pascal (2007)	380	2,6%	21,3%	47,4%	5,0%	23,70%	100%

Source: own calculations.

In newer editions, the romantic staffage was definitely limited in comparison with the early 1990s editions, as well as in the prewar guidebook reprints. Despite this, L'viv is seen as an unusually interesting spot mainly due its historical heritage, thus the focus on such themes. Most of the guidebooks to L'viv were ordered by sightseeing routes. Usually, the description of the city included similar routes. The one by Aleksander Strojny contains 5 routes (The Old Center, the present Center, Hills, Stryi region, Pohulianka and Lychakiv and Zamarstyniv), whereas *Lwów* by Przemysław Włodek and Adam Kulewski provides a detailed proposal of as many as 18 routes. Some guidebooks, instead of suggesting routes, focused on presenting given areas in the city, e. g. the Old Market, the old Halicki Vorstat, Żółkiewski Vorstat, etc.

In 1989–2010 in the Polish book market saw a dynamic growth of literature related to L'viv. Within the process, certain phases could be distinguished: pioneer phase (1990s) was connected with the spontaneously and quite chaotically appearing publications, mainly of sentimental character. Traveler's guides had relatively little practical and up to date information on the city on the Poltva. In the time, most of the prewar reprints appeared. In the early 2000s the travel books was dominated by series issued by specialized publishers. These were characterized by a large dose of formal discipline and presented a wider scope of cultural contexts. In recent years, a rising interest in varied offer can be observed. Illustrated guidebooks have appeared, pocket editions and ones combining the function of guidebook

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\* The category includes mainly materials devoted to sightseeing around L'viv and different sorts of advertisements.

and map. Further evolution should take place in the direction of further specialization. Apart from purely history oriented guidebooks, ones presenting other attractions of today's L'viv will probably appear. Surely, this depends from the development of local infrastructure, for which a significant factor is the organization of the European Football Cup in 2012.

## **ПУБЛІКАЦІЇ ПУТІВНИКІВ ПО ЛЬВОВУ У ПОЛЬЩІ В 1989–2010 рр.**

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Розглянуто видання в Польщі путівників (репринти та нові праці) по Львову після 1989 р. Виокремлено три періоди видавничого процесу, визначено їх характерні риси, зокрема те, що у 1990-х рр. видання мали сентиментальний характер, публікувалися досить хаотично, переважали передруки путівників міжвоєнного часу; після 2000 р. значно збільшилася кількість путівників, опублікованих спеціалізованими видавництвами, помітно зросла (і далі зростатиме) спеціалізація самих путівників. Здійснено статистичний та типологічний аналіз цих видань.

*Ключові слова:* туристичні путівники, сучасне книговидання у Польщі, Львів.

## **ИЗДАНИЕ ПУТЕВОДИТЕЛЕЙ ПО ЛЬВОВУ В ПОЛЬШЕ В 1989–2010 гг.**

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Рассмотрено издание в Польше путеводителей (репринты и новые труды) по Львову после 1989 г. Выделены три периода издательского процесса, определены их характерные черты, в частности то, что в 1990-х гг. издания отличались сентиментальным характером, публиковались достаточно хаотически, преобладали перепечатки путеводителей междувоенного периода; после 2000 г. значительно увеличилось количество путеводителей, опубликованных специальными издательствами, заметно увеличилась (и будет увеличиваться дальше) специализация самих путеводителей. Проведен статистический и типологический анализ этих изданий.

*Ключевые слова:* туристические путеводители, современное книгоиздательство в Польше, Львов.

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