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ENGLISH ON POLISH MUSEUMS' WEBSITES: STANDARD OR EXCEPTION

Język angielski na stronach internetowych polskich muzeów.

Reguła czy wyjątek

Informacje dostępne na stronach internetowych mają w turystyce ogromne znaczenie. Dzięki nim turysta może szczegółowo zaplanować podróż – przyjazna strona internetowa może wręcz zdecydować o jego wizycie w danym miejscu. Wśród stron, z których korzystają turyści, znajdują się strony internetowe muzeów. Turysta szuka na nich przede wszystkim danych o lokalizacji placówki, mapy dojazdu, cen biletów czy godzin otwarcia, jak również informacji o wystawach. Coraz częściej strony muzeów są jednak czymś więcej niż tylko wirtualnym informatorem. Wiele instytucji umieszcza w internecie multimedialne materiały edukacyjne czy digitalizuje swoje zbiory, co umożliwia zapoznanie się z nimi bez wychodzenia z domu i czyni je dostępnymi dla całego świata.

Celem artykułu jest sprawdzenie, czy strony internetowe polskich muzeów są przygotowane na wirtualne wizyty anglojęzycznych internautów. Dla potrzeb artykułu przebadano strony internetowe wybranych muzeów w Polsce pod kątem udostępniania informacji w języku angielskim. Sprawdzono, czy strona ma wersję anglojęzyczną, czy łatwo można przełączyć jej wersję językową oraz czy wersja anglojęzyczna odpowiada treściowo wersji polskojęzycznej, czy przetłumaczono tylko niektóre informacje.

Słowa kluczowe: internet, muzeum, strony internetowe, tłumaczenie

1. Introduction

It is hard not to appreciate the value of the tool, which is a website for the tourism industry. Its presence in a virtual reality seems to be also important for the functioning of museums. Museums create their websites in various ways (Schweibenz, 2004, p. 3). On some websites you can find only information about functioning of the facility, opening hours, ticket prices and current exhibitions. Such websites do not efficiently promote the institution (Kostenko, 2015). That is why museums more often share their collections (Pawłowska and Matoga, 2014) and educational materials on their websites, for promotional reasons, encouraging tourists to visit the museum, or facilitating a visit to already determined tourists (Lazarinis, Kanellopoulos, and Lalos, 2008; Howes, 2007).

Despite the progress that has been made in this area over the years and the growing number of opportunities, such as raising the national and European funds for the development of cultural projects, not all museums have professional websites. It seems to be a problem to which attention should be paid, not only because of the continuous technological progress, but also the progress in the world of culture, science, and service and tourism market, which somehow imposes the acceleration of the process of digitization of museums. The professional website seems to be necessary in further functioning of institutions, even due to the ongoing competition. A website in English is particularly essential if the museum wants to enlarge the circle of potential visitors and attract foreign tourists.

2. The evaluation system

The proposed system is not intended to assess the functionality of the surveyed websites, just the availability of the content for English-speaking internet users. Studies were focused only on a quantity, not on a quality of translated content. Each site was checked in terms of having an English version, the possibility to switch the language version easily and whether the English version corresponded to the Polish one or if only some information was available in English.

For the study 130 museums' websites of different characters were selected, different reputation and size, independent and situated in different parts of the country. The chosen museums were divided into the following categories:

- 1) national museums (10)
- 2) historical museums (20)
- 3) regional museums (44)
- 4) archaeological museums (7)
- 5) biographical museums (7)
- 6) ethnographical museums and open-air museums (15)
- 7) industrial museums and open-air museums (13)
- 8) castles and palaces (14).

3. The results

Among 10 national museums surveyed, only 4 have entirely or almost entirely translated content into English. On websites of 3 museums there is no content in English at all.

The National Museum in Warsaw and the National Museum in Szczecin have the most extensive websites in terms of availability of information for English-speaking tourists among other national museums. The language selection icon is visible immediately after entering the page and the content has been translated entirely in English. Each bookmark has a content that is appropriate for the topic.

The website¹ of the National Museum in Warsaw is available both in Polish and English. The site contains the following topics, which are grouped in the appropriate tabs: „O Muzeum”, „Wizyta”, „Wystawy czasowe”, „Kolekcje”, „Działalność naukowa”, „Edukacja”, „Multimedia”, „Kontakt”, as well as „Królikarnia”, „Muzeum Plakatu”, „Muzeum Wnętrz” and „Nieborów i Arkadia”. Each topic is available in both languages. The content of both language versions is similar, but upon the examination some differences might be spotted. After comparing the tab “Education” with the same tab in Polish, it can be seen that the tab “Education” in Polish is much more extensive. A similar difference can be seen by comparing the tabs “Calendar” and “Wydarzenia”. The website of the National Museum in Warsaw and its individual pages are transparent, and the language selection icon is easily accessible to potential internet users.

The website² of the National Museum in Szczecin is also available in Polish and English. The museum's site offers a visitor the following topics grouped in the appropriate tabs: „O Muzeum”, „Aktualności”, „Kalendarz”, „Wystawy”, „Zbiory”, „Edukacja”, „Sklep”, „Kontakt” and „Newsletter”. Each topic is available in both languages. The website and its individual pages are transparent, and the language selection icon is easily accessible to the website's visitor.

It should be emphasized, that both museums have accessible educational offer in Polish and English. The only short comings seem to be tabs redirect to online stores of the National Museum in Warsaw and the National Museum in Szczecin. Although tab names themselves are displayed in English, after redirection to the online stores, the offer is available only in Polish. It seems that the function of an online store in the twenty-first century is essential, both for economic reasons, but also promotional and cultural ones. Online store allows people all over the world reach museum products, which makes it a key feature of the promotion for the institution. Significant museums, for example: national ones should have the online shop, where the content is understandable for foreigners.

¹ The National Museum in Warsaw website, <http://www.mnw.art.pl> (Accessed 20.05.2016).

² The National Museum in Szczecin website, <http://muzeum.szczecin.pl> (Accessed 20.05.2016)

The National Museum in Kraków also has a website³ fully translated into English. It should be noted, however, that the language selection icon after entering the site is visible only when you hover the mouse over the main menu and expand it. The advantage of this website is the online store available in both languages.

The National Maritime Museum in Gdańsk on its website⁴ has most of the information presented in Polish and English. The website in the Polish version proposes a web user following topics: „Odwiedź nas”, „Aktualności”, „Muzeum”, „Edukacja”, „Archeologia”, „Projekty”, „Sklep” and „Sale konferencyjne”. In the English version following tabs can be found: “Visit us”, “News”, “About the museum”, “Archeology”, “Projects”, “Conference rooms”. It is worth mentioning that the educational offer is available only in Polish, which may suggest that it is not addressed to foreign groups. However, another option, which is not available in English is the online store. This seems to be wrong from the point of view of promoting the institution and its commercial offer. Probably this is due to the fact that the National Maritime Museum in Gdańsk offers in its online shop publications only in Polish. It should be noted that this museum is the only one among surveyed national museums, which has also part of the information available in German. In this language information about the institution itself, its branches and the possibility of contact with the museum is available.

Another surveyed website is the website of the National Museum in Kielce⁵. The website is prepared both in Polish and English, but a brief comparison of the main navigation menu of the Polish and English version, allows you to note that on the English one only a part of the most important information is translated. The museum's site in Polish offers following tabs: „O muzeum”, „Oddziały”, „Aktualności”, „Dla zwiedzających”, „Edukacja” and „Kontakt”. The English version website however proposes: “The museum”, “Branches”, “Visitors” and “Contact”. In the English version there are no tabs about news and education. Existing information in English are also poorer than their Polish versions. Still, the museum does not have an online shop.

The website⁶ of the National Museum in Wrocław also has Polish and English version. The museum site has the following tabs in Polish: „O Muzeum”, „Wystawy”, „Edukacja”, „Aktualności”, „Księgarnia Internetowa”, „Księga gości” and „Kto jest kto”. In contrast, the English version contains: “About Museum”, “Permanent Exhibitions”, “Temporary Exhibitions”, “News”, “Bookstore” and “Who is Who”. There is no educational offer in English. The online bookstore in English is not available at the moment and message “coming soon” is displayed.

³ The National Museum in Kraków website, <http://mnk.pl/> (Accessed 20.05.2016).

⁴ The National Maritime Museum in Gdańsk website, <http://www.nmm.pl/> (Accessed 20.05.2016).

⁵ The National Museum in Kielce website, <http://mnki.pl> (Accessed 20.05.2016).

⁶ The National Museum in Wrocław website, <http://www.mnwr.art.pl/> (Accessed 20.05.2016).

The website⁷ of the National Museum in Poznan is available in both Polish and English versions. A user has the ability to use following tabs: „Muzeum”, „Wydarzenia”, „Wystawy”, „Dla Partnerów/Sponsorów”, „Przyjaciele Muzeum”, „Edukacja”, „Konserwacja”, „Noc Muzeów 2016” and „Sklep”. In English there are only „Museum” and „Exhibitions”. Each tab has content appropriate for a given topic. The National Museum in Poznan does not present its educational offer and shop offer for foreign visitors, but also other information that are available in Polish. It appears necessary to supplement the English version of this website.

Detailed summary of the assessment websites national museums are shown in Table 1.

Table 1. Results of the evaluation of national museums' websites, own study

Item	Name and address of the museum website	Information in English	Easily visible language selection	The site translated 1:1	Comments
1.	The National Museum in Gdańsk, http://mnng.gda.pl	no	-	-	-
2.	The National Museum in Kielce, http://mnki.pl	yes	yes	no	-
3.	The National Museum in Kraków, http://mnk.pl	yes	no	yes	language selection icon displayed only after hovering the mouse over the top menu
4.	The National Museum in Poznań, http://www.mnp.art.pl	yes	yes	no	-
5.	The National Museum of Przemysł Land in Przemysł, http://www.muzeum.przemysl.pl	no	-	-	-
6.	The National Museum in Szczecin, http://muzeum.szczecin.pl	yes	yes	yes	-
7.	The National Museum of Agriculture and Agri-Food Industry in Szreniawa, http://www.muzeum-szreniawa.pl	no	-	-	-
8.	The National Museum in Warsaw, http://www.mnw.art.pl	yes	yes	yes	-
9.	The National Museum in Wrocław, http://www.mnwr.art.pl	yes	yes	no	-
10.	The National Maritime Museum in Gdańsk, http://www.nmm.pl	yes	yes	most – no translation only for education department	site also provides information in German, but much poorer

⁷ The National Museum in Poznań website, <http://www.mnp.art.pl/> (Accessed 20.05.2016).

Among the 20 historical museums surveyed only five have content entirely or almost entirely translated into English. On the websites of 12 museums there is no content in English at all.

Among historical museums sites three sites deserve looking closely to: the State Museum at Majdanek in Lublin, the Museum of the History of Polish Jews POLIN and the Historical Museum of the City of Kraków. Despite the fact that on both websites there are a lot of information and other materials, both websites are fully translated (in the case of MHK only the museum blog is not translated).

The website⁸ of the State Museum at Majdanek in Lublin is available in Polish and in English. The English version of the site is an exact image of the Polish one, there are only minor shortcomings, such as pdf file in Polish is available to download at the English version of the site. The museum bookshop's website is also available both in Polish and in English.

The website⁹ of the Museum of the History of Polish Jews POLIN is also available in Polish and in English. In the Polish version following tabs are available: „O Muzeum”, „Zaplanuj wizytę”, „Wystawy”, „Program wydarzeń”, „Oferta edukacyjna”, „Nauka i zbiory”, „Nasze portale”, „Wesprzyj Muzeum”. Each tab has its equivalent in the English version with translated content. It should be noted, that the educational museum's offer is also translated and English-speaking users have opportunity to purchase tickets online. Also websites, which can be found in “Our websites” are translated into English. The possibility of purchasing tickets online is an important convenience for visitors both from the country and abroad. It should be noted that this is one of a few Polish museums, which has such an offer. „Our websites” is also useful because the guests can use it to learn about important topics related to the history and culture of Jews in Poland, for example “The Polish Righteous – Recalling Forgotten History”, “The Central Judaica Database” or “Jewish Warsaw”. The museum also has other additional functions, among them worth mentioning is the online shop and restaurant, on which the information is presented in both languages. The online shop is also available in English.

The website¹⁰ of the Historical Museum of the City of Kraków is also available in Polish and in English. In the Polish version following tabs are available: „Aktualności”, „Wystawy”, „Edukacja”, „Odziały”, „Zbiory”, „Dla zwiedzających”, „MHK TV”, „Sklep”, „Blog”, „Projekty”, „O Muzeum”. All tabs, along with the educational offer, have been translated into English, but their content is not identical. The differences are visible in the MHK TV, which is not actually available in English, also the content of the museum's blog is not

⁸ The State Museum at Majdanek in Lublin website, <http://www.majdanek.eu/> (Accessed 20.05.2016).

⁹ The Museum of the History of Polish Jews POLIN website, <http://www.polin.pl/> (Accessed 20.05.2016).

¹⁰ The Historical Museum of the City of Krakow in Kraków website, <http://www.mhk.pl/> (Accessed 20.05.2016).

translated from Polish. It should also be noted, that after selection of the English version of the information for people with disabilities „Error 404” appears. It is noteworthy that the museum has on its website the tickets booking option and the online store.

Detailed summary of the assessment websites historical museums are shown in Table 2.

Table 2. Results of the evaluation of historical museums' websites, own study

Item	Name and address of the museum website	Information in English	Easily visible language selection	The site translated 1:1	Comments
1.	The European Solidarity Centre in Gdańsk, http://www.ecs.gda.pl	yes	yes	no	-
2.	The Museum of the Battle at Grunwald in Stębkark, http://grunwald.warmia.mazury.pl	no	-	-	-
3.	The Museum of the History of Katowice in Katowice, http://www.mhk.katowice.pl	no	-	-	-
4.	The Museum of the History of Polish Jews POLIN, http://www.polin.pl	yes	yes	yes	-
5.	The Historical Museum of the City of Gdańsk in Gdańsk, http://www.mhmg.pl	no	-	-	-
6.	The Historical Museum of the City of Kraków in Kraków, http://www.mhk.pl	yes	yes	most – only the museum's blog is not translated	-
7.	The Historical Museum of the City of Tarnobrzeg in Tarnobrzeg, http://www.mhmt.pl	no	-	-	-
8.	The Historical Museum in Elk, http://www.mhe-elk.pl	no	-	-	the website has also German version, in this language only part of the information is available
9.	The Historical Museum in Przasnysz, http://www.muzeumprzasnysz.pl	no	-	-	-
10.	The Historical Museum in Sanok, http://www.muzeum.sanok.pl/	yes	yes	yes	minor shortcomings

11.	The Museum of the City of Lodz in Łódź, https://www.muzeum-lodz.pl	yes	yes	no	-
12.	The City Museum of Wrocław in Wrocław, http://www.muzeum.miejskie.wroclaw.pl	yes	yes	yes	minor shortcomings; the website has also German version
13.	The Museum of Independence in Warsaw, http://muzeum-niepodleglosci.pl	no	-	-	-
14.	The Museum of the Origins of the Polish State in Gniezno, http://www.muzeumgniezno.pl	no	-	-	-
15.	The Warsaw Rising Museum in Warsaw, http://www.1944.pl	yes	yes	no	-
16.	The Museum of Independence Traditions in Łódź, http://www.muzeumtradycji.pl	no	-	-	on the website there is language selection icon, but not working
17.	The Museum of Warsaw in Warsaw, http://muzeumwarszawy.pl	no	-	-	-
18.	The Museum in Bielsko-Biała, http://muzeum.bielsko.pl	no	-	-	-
19.	The State Museum at Majdanek in Lublin, http://www.majdanek.e	yes	yes	yes	minor shortcomings
20.	Wielkopolska Independence Museum in Poznań, http://www.muzeumniepodleglosci.poznan.pl	no	-	-	-

Among the 44 surveyed regional museums only the website¹¹ of the Silesian Museum in Katowice has the most of its content translated into English. The websites of the Leon Wyczółkowski District Museum in Bydgoszcz¹², the Nowy Sącz District Museum¹³ in Nowy Sącz and the District Museum in Toruń¹⁴.

The website of the Silesian Museum in Katowice is available in Polish and English. Polish version has following tabs: „Główna”, „Wystawy”, „Zbiory”, „O Muzeum”, „Edukacja”, „Dla zwiedzającego”, „Centrum Scenografii Polskiej”, „Kontakt”. Website’s tabs available in English are: “Home”, “Exhibitions”, “Collections”, “About Museum”, “For Visitors”, “Center of Polish Scenography”, “Contact”. The site in the English version does not have a tab informing about education. In addition, the museum’s online shop, despite the tab in Eng-

¹¹ The Silesian Museum in Katowice website, <http://www.muzeumslaskie.pl/> (Accessed 20.05.2016).

¹² The Leon Wyczółkowski District Museum in Bydgoszcz website, <http://muzeum.bydgoszcz.pl/> (Accessed 20.05.2016).

¹³ The Nowy Sącz District Museum website, <http://www.muzeum.sacz.pl/> (Accessed 20.05.2016).

¹⁴ The District Museum in Toruń website, <http://www.muzeum.torun.pl/> (Accessed 20.05.2016).

lish, in fact is available only in Polish. It should also be noted that the content of each tab is not identical. The differences are visible even when you select tabs such as: „Wystawy”, or „Centrum Scenografii Polskiej”.

A notable example is the website of the District Museum in Toruń, which is prepared in following languages: Polish, English and German. In Polish following tabs are available: „Aktualności”, „Oddziały”, „Zwiedzanie”, „Wystawy”, „Edukacja”, „Wydawnictwa”, „Wynajem”, „Usługi fotograficzne”, „Wsparcie”, „Sklep”, Newsletter”, „Dołącz do nas”. In addition, on the home links to individual sub-branches of the District Museum in Toruń can be found: „Ratusz Staromiejski”, „Dom Mikołaja Kopernika”, „Muzeum Historii Torunia”, „Kamienica pod gwiazdą”, „Muzeum Podróżników im. Tone'ego Halika”, „Muzeum Toruńskiego Piernika”, „Biblioteka Naukowa”. After selecting the English version, it turns out that tabs on the home page, such as „Aktualności”, „Oddziały”, „Zwiedzanie”, „Wystawy”, „Edukacja”, „Wydawnictwa”, „Wynajem”, „Usługi fotograficzne” and „Wsparcie” are not translated. In English version only „Old Town Hall”, „Copernicus House”, „Museum of the history of Toruń”, „Under the Star House”, „Explorers' Museum of Tony Halik”, „Museum of Toruń Gingerbread” and „Library” are available. The English content appears only after selection of the individual branch of the District Museum in Toruń. The website of the Regional Museum in Toruń has many shortcomings as regards technical issues and requires ordering. The English content is available, but access to it is difficult because of the complicated structure of the website. In addition, the translated content is not identical in both languages. This can be seen on the example of the tab „Education”.

Detailed summary of the assessment websites regional museums are shown in Table 3.

Table 3. Results of the evaluation of regional museums' websites, own study

Item	Name and address of the museum website	Information in English	Easily visible language selection	The site translated 1:1	Comments
1.	The Częstochowa Museum in Częstochowa, http://www.muzeumczestochowa.pl	no	-	-	-
2.	The Upper Silesian Museum in Bytom, http://muzeum.bytom.pl	no	-	-	-
3.	The Stanisław Fischer Museum in Bochnia, http://www.muzeum.bochnia.pl	yes	yes	no, available is only part of the information	there are also language selection icons into German and Slovak, but there are no translations in those languages

4.	The Władysław Orkan Museum in Rabka-Zdrój, http://www.muzeum-orkana.pl	no	yes	-	there are also language selection icons into English and German, but they do not work
5.	The Lublin Museum in Lublin, http://www.muzeumlubelskie.pl	no	-	-	available machine translation by Google
6.	The Jan Dekert Lubusz Museum in Gorzów Wielkopolski, http://www.muzeumlubuskie.pl	no	-	-	-
7.	The Masovian Museum in Płock, http://www.muzeumplock.eu	no	-	-	-
8.	The Museum of the City Mysłowice in Mysłowice, http://www.muzeummyslowic.pl	no	-	-	-
9.	The City Museum in Racibórz, http://muzeum.raciborz.pl	no	-	-	-
10.	The City Museum in Sosnowiec, http://www.muzeum.org.pl	yes	yes	no	on the English version information about tickets are available, otherwise only items on the menu are translated, content in the English version of the website is in Polish or there is no content at all
11.	The City Museum in Tarnowskie Góry, http://www.muzeumtg.pl	no	yes	no, in English there is available only brief information	-
12.	The City Museum in Zabrze, http://www.muzeum-miejskie-zabrze.pl	no	-	-	-
13.	The City Museum in Żywiec, http://www.muzeum-zywiec.pl	no	-	-	-
14.	The Vistula Museum in Kazimierz Dolny, http://www.mnkd.pl	no	-	-	-
15.	The Leon Wyczółkowski District Museum in Bydgoszcz, http://muzeum.bydgoszcz.pl	yes	yes	no, but most of the content is translated	-

16.	The Nowy Sącz District Museum in Nowy Sącz, http://www.muzeum.sacz.pl	yes	yes	no, but most of the content is translated	also German version
17.	The District Museum in Rzeszów, http://www.muzeum.rzeszow.pl	no	-	-	there is language selection icon into English, but it does not work
18.	The District Museum in Sandomierz, http://www.zamek-sandomierz.pl	no	-	-	-
19.	The District Museum in Tarnów, http://www.muzeum.tarnow.pl	no	-	-	-
20.	The District Museum in Toruń, http://www.muzeum.torun.pl	yes	yes	no, but most of the content is translated	main menu is not translated, necessary to use the menu on the right
21.	The Podhale Museum in Nowy Targ, http://www.muzeum.nowytag.pl	no	-	-	-
22.	The Podlasie Museum in Białystok, http://www.muzeum.bialystok.pl	no	-	-	-
23.	The Museum of the Middle Pomerania in Słupsk, http://www.muzeum.slupsk.pl	yes	yes	no, translated is only basic information	also German version
24.	The District Museum in Nysa, http://www.muzeum.nysa.pl	no	-	-	-
25.	The Museum of the Silesian Press in Pszczyna, http://www.muzeumprasy.pl	no	-	-	-
26.	The Regional Museum in Jasło, http://www.muzeum.jaslo.pl	no	-	-	-
27.	The Regional Museum in Radomsk, http://muzeum.radomsko.pl	no	-	-	-
28.	The Regional Museum in Skawina, http://www.muzeum-skawina.pl	no	-	-	-
29.	The Regional Museum in Stary Sącz, http://muzeum.stary.sacz.pl	no	-	-	-
30.	The Regional Museum in Siedlce, http://www.muzeumsiedlce.art.pl	yes	yes	no, but most of the content is translated	there are some shortcomings
31.	The Regional Museum in Stalowa Wola, http://muzeum.stalowawola.pl	yes	yes	no, but most of the content is translated	-

32.	The Regional Museum in Wolsztyn, http://www.muzea-wolsztyn.com.pl	no	-	-	-
33.	The Museum of Cieszyn Silesia in Cieszyn, http://www.muzeumcieszyn.pl	no	-	-	-
34.	The Museum of Opole Silesia in Opole, http://muzeum.opole.pl	no	-	-	-
35.	The Silesian Museum in Katowice, http://www.muzeumlaskie.pl	yes	yes	yes	-
36.	The Museum of Warmia and Mazury in Olsztyn, http://muzeum.olsztyn.pl	yes	yes	no, trans- lated is only basic informa- tion	short information is also available in German and Russian
37.	The Museum in Brodnica, http://www.muzeum.brodnica.pl	no	-	-	-
38.	The Museum in Chorzów, http://www.muzeum.chorzow.pl	no	-	-	-
39.	The Museum in Chrzanów, http://www.muzeum.chrzanow.pl	no	-	-	-
40.	The Museum in Gliwice, http://www.muzeum.gliwice.pl	no	-	-	-
41.	The Museum in Koszalin, http://www.muzeum.koszalin.pl	no	-	-	-
42.	The Museum in Piotrków Trybunał- ski, http://www.muzeumpiotrkow.pl	no	-	-	-
43.	The Museum of the Kłodzko Land in Kłodzko, http://www.muzeum.klodzko.pl	yes	yes	no, but most of the content is translated	there are some shortcomings
44.	The Museum of Kujawy and Dobrzyń Land in Włocławek, http://muzeum.wloclawek.pl	yes	yes	no, but most of the content is translated	-

Among 7 archaeological museums surveyed only the website¹⁵ of the Archaeological Museum in Poznań has most of the content available in English. On 2 museums' websites there is no content in English at all.

The website of the Archaeological Museum in Poznań offers Polish and English versions. The site in Polish has following tabs: „Aktualności”, „Zwiedzanie”, „Muzeum”, „Wystawy”, „Zwiedzanie”, „Muzeum”, „Edukacja”, „Działalność”, „Projekty”, „Kontakt”. All tabs have their English equivalents,

¹⁵ The Archaeological Museum in Poznań website, <http://www.muzarp.poznan.pl/> (Accessed 20.05.2016).

but their content is not identical. This is evident when we compare „Zwiedzanie” with „Visit” or „Edukacja” with „Education”. The tab „Zwiedzanie” offers such subpages as: „Lokalizacja”, „Godziny otwarcia”, „Bilety”, „Informacje dla niepełnosprawnych”, „Archeologiczny Poznań”, „Wystawy”, „Dziedziniec” and „Sklep muzealny”. The tab „Visit” is a stripped-down version of Polish equivalent, because visitors will find there only: „Opening hours”, „Admission”, „Directions” and „Accessibility”. The English version of „Education” in contrast to the Polish one does not have such tabs as: „Lekcje muzealne”, „Weekendy edukacyjne”, „Urodziny”, „Klub miłośników Archeologii”, „Stowarzyszenie egiptologiczne”, „Program straży studenckich w Muzeum Archeologicznym w Poznaniu”, „Podcasty”, or „Noc Muzeów”.

The website of the Museum of Archaeology and Ethnography in Łódź¹⁶ also available in Polish and English. Polish version contains such tabs as „O Muzeum”, „Edukacja”, „Wystawy stałe”, „Działy” and „Kontakt”. Despite the easily accessible options for changing the language version of the page, it turns out that only information about the museum are available for visitors.

Detailed summary of the assessment websites archeological museums are shown in Table 4.

Table 4. Results of the evaluation of archeological museums' websites, own study (Accessed 20.05.2016)

Item	Name and address of the museum website	Information in English	Easily visible language selection	The site translated 1:1	Comments
1.	the Museum of Archaeology and Ethnography in Łódź, http://www.maie.lodz.pl	yes	yes	no, translated is only basic information	-
2.	The Archeological Museum in Biskupin, http://www.biskupin.pl	yes	yes	no, translated is only basic information	-
3.	The Archeological Museum in Gdańsk, http://www.archeologia.pl	no	yes	-	there are language selection icons into English and German, but not working
4.	The Archeological Museum in Kraków, http://www.ma.krakow.pl	no	-	-	-

¹⁶ The Museum of Archaeology and Ethnography in Łódź website, <http://www.maie.lodz.pl/> (Accessed 20.05.2016).

5.	The Archeological Museum in Poznań, http://www.muzarp.poznan.pl	yes	yes	no, but most of the content is translated	-
6.	Museum of the First Piasts at Lednica, http://www.lednicamuzeum.pl	yes	yes	no, translated is only basic information	brief infor- mation is available also in German
7.	The State Archeological Museum in Warsaw, http://www.pma.pl	yes	yes	no	-

Among 7 biographical museums surveyed only the websites of the Family Home of John Paul II in Wadowice¹⁷ and the Fryderyk Chopin Museum in Warsaw¹⁸ are available most of the content in English. The reason is probably the fact that John Paul II and Frederick Chopin are ones of the most famous Poles in the world. On 3 museums' websites there is no content in English at all.

The Family Home of John Paul II has a website in Polish, English, French and Italian. On its website the museum has placed the following tabs: „O muzeum”, „Jan Paweł II”, „Dla mediów”, „Współpraca”, „Warto zobaczyć”, „Kontakt”, „Odwiedź nas”, „Ekspozycja”, „Edukacja i kultura”, „Sklep muzealny”, „Aktualności” and options „Cennik biletów”, „Rezerwacja biletów”, „Rezerwacja telefoniczna”. The English version contains tabs: „Media”, „Contact”, „Visit us”, „About Museum”, „John Paul II”, „News” and options „Ticket prices”, „Ticket reservation” and „Phone reservation”. It is worth noting that the English version does not have access to the online store, and also the individual tabs do not have the same content in English and Polish. Comparing tabs „Odwiedź nas” and „Visit us” you can find that the English version does not have a map. A significant difference is also evident on the example of tabs „Jan Paweł II” and „John Paul II”. Polish version presents the history of the Polish pope in outline, and the English version is only an invitation to get to know his history.

Detailed summary of the assessment websites biographical museums are shown in Table 5.

Table 5. Results of the evaluation of biographical museums' websites, own study

Item	Name and address of the museum website	Informa- tion in English	Easily visible lan- guage selection	The site translated 1:1	Comments
1.	The Family Home of John Paul II in Wadowice, http://domjp2.pl	yes	yes	no, but most of the content is translated	most of the con- tent is also avail- able in French and Italian

¹⁷ The Family Home of John Paul II in Wadowice website, <http://domjp2.pl/> (Accessed 20.05.2016).

¹⁸ The Fryderyk Chopin Museum in Warsaw website, <http://chopin.museum> (Accessed 20.05.2016).

2.	The Fryderyk Chopin Museum in Warsaw, http://chopin.museum	yes	no, a link to switching the language version is in the menu on the left among other items, and is not visible	no, but most of the content is translated	-
3.	The Kazimierz Pułaski Museum in Warka, http://www.muzeumpulaski.pl	yes	yes	no, only part of the content is translated	-
4.	The Józef Piłsudski Museum in Sulejów, http://www.muzeumpilsudski.pl	no	-	-	-
5.	The Konstanty Ildefons Gałczyński Museum in Pranie, http://www.lesniczowkapranie.art.pl	no	-	-	-
6.	The Maria Konopnicka Museum in Suwałki, http://mk.muzeum.suwalki.pl	no	-	-	-
7.	The Mikołaj Kopernik Museum in Frombork, http://frombork.art.pl	yes	yes	no, only part of the content is translated	part of the information is also available in German, Russian and French

Among the 15 surveyed ethnographical museums and open air museums only on the Ethnographical Museum in Wrocław¹⁹ and the Lublin Village Museum in Lublin²⁰ websites most of the content is available in English. On 7 museums' websites there is no content in English at all.

The website of the Ethnographical Museum in Wrocław has language versions: Polish, English and German. In the Polish version visitors can find following tabs: „O Muzeum”, „Wystawa stała”, „Wystawy czasowe”, „Dolny Śląsk... – Filmy”, „EDD” (European Heritage Days), „Zbiory, kolekcje”, „Edukacja”, „Wydarzenia”, „Oferta wydawnicza”, „Kontakt”. After choosing the English version user can find tabs: „About Museum”, „Exhibition”, „Collection of the Museum” and „Contact”. The individual tabs have similar content in Polish and English. But you can find, however, a number of shortcomings on this website. Not all tabs in the Polish version has its English equivalent, and also in the English version of the page there are inscriptions in Polish, for example there is no the English version of the name of the museum, on the title page of the English version there is placed sentence in Polish: „Witamy w Muzeum Etnograficznym

¹⁹ The Ethnographical Museum in Wrocław, <http://www.muzeumetnograficzne.pl/> (Accessed: 20.05.2016).

²⁰ The Lublin Village Museum in Lublin, <http://skansen.lublin.pl/> (Accessed: 20.05.2016).

we Wrocławiu”, and in a place with opening hours you can find Polish word “czynne”.

The website of the Village Museum in Lublin has Polish and English versions. Polish language contains the following tabs: „O Muzeum”, „Aktualności”, „Wydarzenia”, „Edukacja”, „Dla zwiedzających”, „Przetargi”, „Galeria”, „Kontakt”, „Aplikacja mobilna”. The English version of the page includes tabs: „News”, „About the Museum”, „Events”, „Education”, „For Visitors”, „Gallery”, „Contact”, „Mobile Application”. Comparing the contents of the Polish and the English versions tabs you can see the difference in their content. This is evident in the tab „About the Museum” – „Exhibition” – „Animals”, where the English version is poorer in comparison to the Polish one, not only in terms of the text but also accompanying photographs. The example of the tab differs in terms of its content in Polish and English is also an option “Events” – “EHD” for the European Heritage Days. As in the previous case, the Polish version is more complex, even though that the theme concerns the event on a European scale and not just regional.

Detailed summary of the assessment websites ethnographical museums are shown in Table 6.

Table 6. Results of the evaluation of ethnographical museums’ websites, own study

Item	Name and address of the museum website	Information in English	Easily visible language selection	The site translated 1:1	Comments
1.	The Upper Silesian Ethnographical Park in Chorzów, http://muzeumgpe-chorzow.pl	no	-	-	-
2.	Kashubian Ethnographical Park in Wdzydze, http://www.muzeum-wdzydze.gda.pl	yes	yes	no, only part of the content is translated	part of the information is also available in German and French
3.	The Seweryn Udziela Ethnographical Museum in Kraków, http://etnomuzeum.eu	yes	yes	no, only part of the content is translated	-
4.	The Ethnographical Museum in Wrocław, http://www.muzeumetnograficzne.pl	yes	yes	no, but most of the content is translated	most of the content is also available in German
5.	The Museum of the Folk Culture in Kolbuszowa, http://www.muzeumkolbuszowa.pl	yes	no, language selection icon is at the bottom of the page	no, only part of the content is translated	-

6.	The Museum of Kielce Village in Tokarnia, http://mwk.com.pl	no	-	-	-
7.	The Lublin Village Museum in Lublin, http://skansen.lublin.pl	yes	yes	no, but most of the content is translated	-
8.	The Mazovian Village Museum in Sierpiec, http://mwmskansen.pl	yes	yes	no, but most of the content is translated	-
9.	The Opole Village Museum in Opole, http://www.muzeumwsiopolskiej.pl	yes	yes	no, only basic information is translated	brief information is also available in German and Czech
10.	The Slovinc Village Museum in Kluki, http://www.muzeumkluki.pl	yes	yes	no, only basic information is translated	brief information is also available in German
11.	The Radom Village Museum in Radom, http://www.muzeum-radom.pl	no	-	-	-
12.	The Museum of the Wieluń Land in Wieluń, http://www.muzeum.wielun.pl	no	-	-	-
13.	Orava Ethnographical Park in Zubrzyca Górna, http://www.orawa.eu	no	-	-	-
14.	The State Ethnographical Museum in Warsaw, http://www.ethnomuseum.pl	no	-	-	-
15.	Archaeological reserve Lusatian culture in Częstochowa, http://www.rezerwat.muzeumczestochowa.pl	no	-	-	-

Among 13 surveyed museums and open air museums of technology or industry only the website of the Workshop and Stained Glass Museum in Kraków²¹ is fully translated into English. Certainly it is facilitated by the fact that on the website there is no a lot of information collected for years, as in other museums. The Historic Silver Mine in Tarnowskie Góry²² and the Krakow Saltworks Museum of Wieliczka²³ both have websites with most of the content translated into English. On 8 museums' websites there is no content in English at all.

The website of the Workshop and Stained Glass Museum in Kraków is available in Polish and English and contains the following tabs: „Muzeum”,

²¹ The Workshop and Stained Glass Museum in Kraków website, <http://muzeumwitrazu.pl/> (Accessed 20.05.2016).

²² The Historic Silver Mine in Tarnowskie Góry website, <http://www.kopalniasrebra.pl/> (Accessed 20.05.2016).

²³ The Krakow Saltworks Museum of Wieliczka website, <http://muzeum.wieliczka.pl/> (Accessed 20.05.2016).

„Kawiarnia”, „Pracownia”, „Witraże”, „Sklep” and „Kontakt”. All tabs have their English equivalents, which are fully translated.

The website of the Historic Silver Mine in Tarnowskie Góry has the following language versions: Polish, English, German and French. The Polish version contains the following tabs: „Zabytkowa Kopalnia Srebra”, „Sztolnia Czarnego Pstrąga”, „Dom wycieczkowy Gwarek”, „Start”, „Zwiedzanie”, „Cennik”, „Aktualności”, „Historia”, „Ciekawostki”, „Skansen”, „Wirtualna wycieczka”, „Dojazd”, „Kontakt”. In the English version there are no tabs: „Ciekawostki” and „Skansen”. Comparing Polish and English version it can be said that the content of these two versions is similar, but there are some differences. Polish version of the site contains more content and photographs. This is evident even on the example of tabs „Zwiedzanie” or „Historia” with their English equivalent „Touring” and „History”.

Detailed summary of the assessment websites museums and open air museums of technology or industry are shown in Table 7.

Table 7. Results of the evaluation of museums' and open air museums' of technology or industry websites, own study

Item	Name and address of the museum website	Information in English	Easily visible language selection	The site translated 1:1	Comments
1.	The Museum of Gas Industry in Paczków, http://www.muzeumgazownictwa.pl	no	-	-	-
2.	Museum of Industrial History in Opatówek, http://www.muzeum.opatowek.pl	no	-	-	-
3.	The Automobile Museum in Poznan, http://www.aw.poznan.pl/muzeum	no	-	-	-
4.	The Museum of Industry and Railway in Silesia in Jaworzyna Śląska, http://muzeumtechniki.pl	yes	yes	no, but most of the content is translated	part of the information is also available in German and Czech
5.	The Ignacy Łukasiewicz Museum of Oil and Gas Industry in Bóbrka, http://bobrka.pl	no	-	-	-
6.	The Museum of Technology and Transport in Szczecin, http://muzeumtechniki.eu	no	-	-	-
7.	The Museum of Technology and Transport in Warsaw, http://mtip.pl	no	-	-	-
8.	The Museum of Sanitary Technology in Gliwice, http://muzeum.pwik.gliwice.pl	no	-	-	-

9.	The Workshop and Stained Glass Museum in Kraków, http://muzeumwitrazu.pl	yes	yes	yes	-
10.	The Waterworks Museum in Bydgoszcz, http://muzeum.mwik.bydgoszcz.pl	no	-	-	-
11.	The Krakow Saltworks Museum of Wieliczka, http://muzeum.wieliczka.pl	yes	yes	no, but most of the content is translated	Guides in pdf are also available in 9 other languages
12.	Open Air Museum of Rolling Stock in Chabówka, http://skansenchabowka.pl	no	-	-	-
13.	The Historic Silver Mine in Tarnowskie Góry, http://www.kopalniasrebra.pl	yes	yes	no, but most of the content is translated	most of the content is also available in German and French

Among 14 surveyed castles and palaces, the Castle Museum in Malbork²⁴ and the Książ Castle in Wałbrzych²⁵ have the best websites in terms of content availability in English. On the website of the Castle Museum in Malbork almost all of the content in Polish have a translation into English and German. It should be also emphasized, that after language change on particular subpage, user will be redirected to the same subpage in the desired language, which is rare on the websites of surveyed museums. It is similar on the website of the Castle Książ in Wałbrzych, except that the information on this site is only in Polish and English.

On 6 websites most of the content is available in English. On 5 museums' websites there is no content in English at all.

The website of the Castle Museum in Malbork is available in Polish, English and also in German. It includes the following tabs: „Informacje”, „Wydarzenia” i „Muzeum”. All tabs are available in English and most of them have the same content in Polish and in English. After analyzing the museum's website in both language versions are visible, however, shortcomings in English. For example, you can show subpages like: „Collections” – „Exhibitions and interiors” – „The High Castle” – „St. Anne's Chapel”, „Collections” – „Exhibitions and interiors” – „The Middle Castle” – „The Grand Refectory”, or „Collections” – „Exhibitions and interiors” – „Grand Master's Palace” – „Office”, Polish equivalents of these tabs are richer in content and photographs.

The website of the Książ Castle in Wałbrzych is available in Polish and English. Home site refers both to Visiting the Książ Castle and Conference Centre. The Visiting the Książ Castle section has tabs: „Turystyka”, „Trasy zwiedzania”, „Palmiarnia”, „Wydarzenia kulturalne” and „Historia”. All tabs are available in English. After analyzing the website of the museum in both languages it

²⁴ The Castle Museum in Malbork, <http://www.zamek.malbork.pl/> (Accessed 20.05.2016).

²⁵ The Książ Castle in Wałbrzych, <http://www.ksiaz.walbrzych.pl/> (Accessed 20.05.2016).

can be stated that the content of subpages in Polish and in English is similar in most cases. An important shortcoming of the site is an option „Buy ticket online” because after choosing this option, visitor will be redirected to the Polish website without the English version.

Noteworthy is also the website of the Wawel Royal Castle²⁶. The site has Polish and English versions. Most of the subpages are in both languages, and the content has no significant differences.

Detailed summary of the assessment websites castles and palaces are shown in Table 8.

Table 8. Results of the evaluation of castle's and palace's websites, own study

Item	Name and address of the museum website	Information in English	Easily visible language selection	The site translated 1:1	Comments
1.	The Royal Łazienki in warsaw, http://www.lazienki-krolewskie.pl	yes	yes	no, but most of the content is translated	most of the content is also translated into German, French, Russian and Chinese
2.	The Historical Museum – the Palace in Dukla, http://www.muzeumdukla.pl	no	-	-	-
3.	The Museum of King Jana III's Palace in Wilanów, http://www.wilanow-palac.pl	yes	yes	no, but most of the content is translated	most of the content is also translated into German and French
4.	The Castle Museum in Łańcut, http://www.zamek-lancut.pl	yes	yes	no, but most of the content is translated	most of the content is also translated into German and French
5.	The Castle Museum in Malbork, http://www.zamek.malbork.pl	yes	yes	yes	also the German version of the site is available
6.	The Castle Museum in Pszczyna, http://www.zamek-pszczyna.pl	yes	yes	no, but most of the content is translated	most of the content is also translated into German and French
7.	The Golub Castle in Golub – Dobrzyń, http://www.zamekgolub.pl	no	-	-	-
8.	The Wawel Royal Castle, http://www.wawel.krakow.pl	yes	yes	no, but most of the content is translated	-
9.	The Royal Castle in Niepołomice, http://www.zamek-krolewski.com.pl	no	-	-	-

²⁶ The Wawel Royal Castle website, <http://wawel.krakow.pl/> (Accessed 20.05.2016).

10.	The Royal Castle in Poznań, http://www.zamek-krolewski.poznan.pl	no	-	-	-
11.	The Royal Castle in Warsaw, https://www.zamek-krolewski.pl	yes	yes	no, only part of the content is translated	-
12.	The Książ Castle in Wałbrzych, http://www.ksiaz.walbrzych.pl	yes	yes	yes	-
13.	The Opaliński Castle in Sieraków, http://muzeum-sierakow.pl	no	-	-	-
14.	The Castle in Baranów Sandomierski, http://www.baranow.com.pl	yes	yes	no, but most of the content is translated	most of the content is also translated into German

4. Conclusion

In summary, among the surveyed sites of 130 museums, 11 are entirely or almost entirely translated into English, on 17 sites most of the information was translated, and on 72 there is no information in English at all.

Among all the surveyed museums only the National Museum in Warsaw, the National Museum in Szczecin, the National Museum in Kraków, the National Maritime Museum in Gdańsk, the Museum of the History of Polish Jews POLIN, the Historical Museum of the City of Kraków, the Silesian Museum, the Lublin Village Museum in Lublin, the Workshop and Stained Glass Museum in Kraków, the Historic Silver Mine in Tarnowskie Gory and the Książ Castle in Wałbrzych, The State Museum at Majdanek in Lublin have created their websites in English thoroughly.

The rest 118 surveyed museum websites are underdeveloped in terms of its English versions or the ones do not exist. Many museums have got incomplete versions of Polish – English translations, or errors, as in case of the Regional Museum in Toruń, where the English version displays Polish content. Regrettably, most of the surveyed museums in Poland do not have English versions of their sites.

These results do not differ significantly from the results of the report *Wielojęzyczne strony polskich instytucji kultury. Krajowy raport dla projektu MINERVA+ 2005* (Ryszewski and Śliwińska, 2005). In this report, the study conducted in 2004/2005, among 200 museums websites surveyed, only 65 had content in English.

Having conducted the research, it can be concluded that Polish museology does not keep up with the demands of modern tourist market and a single person – a visitor. In the twenty-first century it seems necessary for museums to have at least a bilingual website, because of the need to reach a wider audience.

Competition in the cultural and tourist market is so strong that it seems necessary for museums to take care of its offers for foreigners. The basis for this is to have a website at least in English, which is the most common language in Europe and across the world. It will be difficult to get to foreign visitors, if websites will only be available in Polish.

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- The District Museum in Toruń website, <http://www.muzeum.torun.pl>
- The Ethnographical Museum in Wrocław, <http://www.muzeumetnograficzne.pl>
- The Family Home of John Paul II in Wadowice website, <http://domjp2.pl>
- The Fryderyk Chopin Museum in Warsaw website, <http://chopin.museum>
- The Historical Museum of the City of Krakow in Kraków website, <http://www.mhk.pl>
- The Historic Silver Mine in Tarnowskie Góry website, <http://www.kopalniasrebra.pl>
- The Krakow Saltworks Museum of Wieliczka website, <http://muzeum.wieliczka.pl>
- The Książ Castle in Wałbrzych, <http://www.ksiaz.walbrzych.pl>
- The Leon Wyczółkowski District Museum in Bydgoszcz website, <http://muzeum.bydgoszcz.pl>
- The Lublin Village Museum in Lublin, <http://skansen.lublin.pl/>
- The Museum of Archaeology and Ethnography in Łódź website, <http://www.maie.lodz.pl>
- The Museum of the History of Polish Jews POLIN website, <http://www.polin.pl>
- The National Maritime Museum in Gdańsk website, <http://www.nmm.pl>
- The National Museum in Kielce website, <http://mnki.pl>
- The National Museum in Kraków website, <http://mnk.pl>
- The National Museum in Poznań website, <http://www.mnp.art.pl>

The National Museum in Szczecin website, <http://muzeum.szczecin.pl>

The National Museum in Warsaw website, <http://www.mnw.art.pl>

The National Museum in Wrocław website, <http://www.mnwr.art.pl>

The Nowy Sacz District Museum website, <http://www.muzeum.sacz.pl>

The Silesian Museum in Katowice website, <http://www.muzeumlaskie.pl>

The State Museum at Majdanek in Lublin website, <http://www.majdanek.eu>

The Wawel Royal Castle website, <http://wawel.krakow.pl>

The Workshop and Stained Glass Museum in Kraków website, <http://muzeumwitrazu.pl>