



## Journal of Geography, Politics and Society

2016, 6(4), 5–6

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## INTRODUCTION

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### Citation

Malska M., Kadnichansky D., 2016, Introduction, *Journal of Geography, Politics and Society*, 6(4), 5–6.

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Transformations of a political, social and economic character that have taken place in Central and Eastern Europe after 1989 (cf. Balázs et al., 2014; Birch, 2003; Michalski, 2006; Shleifer, Treisma, 2014; Staehr, 2011; Sztompka, 2004; Wendt, Ilieş (eds.), 2001) have also affected the changes in land development and tourism in this part of Europe (cf. Cudny et al. (eds.), 2012; Dugulan et al., 2012; Hall et al. (eds.), 2006; Tuță, Micu, 2014; Wyrzykowski, Widawski (eds.), 2012). Hence, the current issue of the *Journal of Geography, Politics and Society* is dedicated to problems related to the generally understood aspects associated with tourism.

Presented in this issue articles fall into two main parts. The first one is dedicated to general problems and contains three articles. The first, by T. Tökölyová, is dedicated to nation-branding in the development of tourism, as it is still a relatively poorly recognized problem in European post-Communist countries. New Zealand has been selected as a case study. It seems that this issue will be increasingly gaining popularity also in the countries of Central and Eastern Europe. The next two articles are already devoted entirely to countries of the region. A. Tarasionak points to the geo-economic position of Belarus as a tourist destination, while M. Malska et al. discuss

ecotourism and geotourism in Ukraine. Both of these countries are still relatively little known worldwide as tourist destinations. But, as the authors of these articles show, this may change.

In the second part of the issue, devoted to particular problems, there are articles relating to international tourism. This is a significant issue because during the period of socialism this type of tourism practically did not exist in Central and Eastern Europe. The part opens with a paper by Y. Zhuk that discusses the impact of the border on development opportunities of small border cities (based on the example of small towns of the Lviv region). It is followed by an article by E. Atasoy and J.A. Wendt devoted to the determinants and changes in the international tourist traffic (based on the example of Poland and Turkey).

In this section, there are also four articles that discuss the tourist attractiveness at the local and the regional level. The first three of them are devoted mainly to natural attractiveness. Hence A. Khovalko focuses on the attractiveness of the national park "Podillia Speleoregion", M. Kadnichanska on the Yavoriv National Natural Park, and G.V. Herman et al. on "Valea Rose" in the Bihor country. This part finishes with a paper by N. Pankiv dedicated to an

analysis of the anthropogenic attractiveness of small towns (based on the example of the Ivano-Frankivsk region).

The last two articles are dedicated to the issues of accommodation, in particular to hotels. Their comparison seems interesting, because I. Pandyak's paper refers to the future, and T. Zavadovsky and D. Kadnichansky's article is dedicated to the past.

Authors of the articles come from six different scientific centres of the six countries. However, the issues presented in the articles often go beyond the borders of those countries. The editors thank the Authors for preparing their papers and the Reviewers for their work. At the same time, we hope that the problems addressed in this issue will be of interest to the Reader.

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