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in Eastern Europe

Edited by Hania Janta, Konstantinos Andriotis and Dimitrios Stylidis

Tourism Planning and Development in Eastern Europe

Edited by

Hania Janta
University of Basel, Switzerland
University of Surrey, UK

Konstantinos Andriotis
Middlesex University London, UK

Dimitirios Stylidis
University of Crete, Greece

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CABI
Nosworthy Way
Wallingford
Oxfordshire OX10 8DE
UK

Tel: +44 (0)1491 832111
E-mail: info@cabi.org
Website: www.cabi.org

CABI
WeWork
One Lincoln St
24th Floor
Boston, MA 02111
USA

Tel: +1 (617)682-9015
E-mail: cabi-nao@cabi.org

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Contributors

Konstantinos Andriotis
k.andriotis@mdx.ac.uk
Department of Marketing, Branding and Tourism, Middlesex University, Room W107 – Williams Building, The Burroughs, London, NW4 4BT, UK

Senija Čaušević
senija.causevic@soas.ac.uk
SOAS University of London, 10 Thornhaugh Street, London, WC1H 0XG, UK

Sławomir Dorocki
slawomir.dorocki@up.krakow.pl
Department of Entrepreneurship and Spatial Management, Institute of Geography, Pedagogical University of Krakow, 2 Podchorazych, 30-084 Kraków, Poland

Cristi Frenț
cristi.frent@incdt.ro
National Institute of Research Development in Tourism, 17 Apolodor Street, sector 5, 050741 Bucharest, Romania

Veronika Jánová
veronika.janova@stud.th-deg.de
Deggendorf Institute of Technology, European Campus Rottal-Inn, Max-Breiherr-Straße 32, 84347 Pfarrkirchen, Germany

Hania Janta
h.janta@surrey.ac.uk
Department of Social Sciences, University of Basel, Rheinsprung 9–11, 40 51 Basel, Switzerland; and School of Hospitality and Tourism Management, Faculty of Arts and Social Sciences, University of Surrey, Guildford, GU2 7XH, UK

Olga Junek
olga.junek@vu.edu.au
Victoria University Business School, PO Box 14428, Melbourne, VIC 8001, Australia

Halyna Kushniruk
halyna.kushniruk@lnu.edu.ua
Department of Hotel and Restaurant Business and Food Technologies, Faculty of Geography, Ivan Franko National University of Lviv, 41 Doroshenka, Lviv 79 000, Ukraine

Piotr Niewiadomski
p.niewiadomski@abdn.ac.uk
Department of Geography & Environment, University of Aberdeen, Elphinstone Road, St Mary's Building, Aberdeen, AB24 3UF, UK

Łukasz Quirini-Popławski lukasz.quirini-poplawski@up.krakow.pl
Department of Entrepreneurship and Spatial Management, Institute of Geography, Pedagogical University of Krakow, 2 Podchorazych, 30-084 Kraków, Poland

Mykhailo Rutynskyi
mykhailo.rutynskyi@lnu.edu.ua
Department of Hotel and Restaurant Business and Food Technologies, Faculty of Geography, Ivan Franko National University of Lviv, 41 Doroshenka, Lviv 79 000, Ukraine

Blanka Šimundić
blans@efst.hr
Faculty of Economics, Business and Tourism, University of Split, Cvite Fiskovića 5,
21 000 Split, Croatia

Vlatka Škokić
vlatka.skokic@efst.hr
Faculty of Economics, Business and Tourism, University of Split, Cvite Fiskovića 5,
21 000 Split, Croatia

Anna Staszewska
anna.staszewska@gwsh.pl
Department of Tourism, Katowice Business University, ul. Harcerzy Września 3, 40-659 Katowice, Poland

Svetla Stoyanova-Bozhkova
sstoyanovabozhkova@bournemouth.ac.uk
Bournemouth University Business School, Dorset House, Talbot Campus, Fern Barrow, Poole, BH12 5BB, UK.

Dimitrios Stylidis
d.stylidis@uoc.gr
Department of Economics, University of Crete, Gallos, 74100 Rethymno, Crete, Greece

Natalia Tomczewska-Popowycz
natalia.tomczewska-popowycz@us.edu.pl
Institute of Social and Economic Geography and Spatial Management, Faculty of Natural Sciences, University of Silesia in Katowice, 60 Bedzińska, 41-205 Sosnowiec, Poland

Peter Vlachos
p.vlachos@greenwich.ac.uk
University of Greenwich, London, SE10 9LS, UK

Kejsi Xhafaj
kejsi.xhafaj@kcl.ac.uk
King's College London, Strand, London, WC2R 2LS, UK

Michał Żemła
michal.zemla@up.krakow.pl
Department of Tourism and Regional Studies, Pedagogical University of Krakow, ul. Podchorążych 2, 30-084 Kraków, Poland

Contributors' Biographies

Konstantinos Andriotis is a Professor in Tourism at Middlesex University London. He holds a PhD in Tourism Development and Planning (Bournemouth University, 2000) and a Postdoc in Tourism Marketing (Hellenic Open University, 2006). His work has appeared in leading academic journals, including *Annals of Tourism Research*, *Journal of Travel Research* and *Tourism Management*. He has an h-index of 34 and more than 4700 citations. He was listed in the Stanford University list of the top 2% of scientists in the world. His research interests include tourism development and planning, alternative forms of tourism, tourism experience and degrowth.

Senija Čaušević is a Reader in Marketing and Cultural Studies at SOAS University of London. Her research interests include discourses of management, the commodification and appropriation of cultural heritage, and the role of cultural heritage and the creative industries in the normalization of social relationships in times of post-conflict and post-crisis.

Sławomir Dorocki holds an MA in Geography and a PhD in History, obtained at Jagiellonian University in Kraków, Poland. He is currently a researcher at the Department of Entrepreneurship and Spatial Management at the Institute of Geography at the Pedagogical University of Kraków (KEN University). His scientific interests include issues in regionalization processes with a special focus on key variances across the European continent, European integration processes, historical factors, and the use of computerized and statistical research methods in studies on spatial variances. He is a member of the Polish Geographical Society and Polish Academy of Science.

Cristi Frenț holds a PhD in Economics from the Bucharest University of Economic Studies in Romania. In June 2013 he completed postdoctoral research at the International Institute of Tourism Studies within George Washington University, Washington, DC, where he made a compliance assessment with the United Nations' standards for the United States Travel and Tourism Satellite Account. Then, for more than two years, Cristi joined the Icelandic Tourism Research Centre for a project on developing a new methodology of Tourism Satellite Account in Iceland. Starting in 2016 he resumed working at the National Institute of Research Development in Tourism in Romania.

Veronika Jánová is undertaking her master's degree in International Tourism Development at the Deggendorf Institute of Technology, European Campus Rottal-Inn, Pfarrkirchen, Germany.

She holds a bachelor's degree in Tourism Management from the Munich University of Applied Sciences. Her field of interest is tourism development in her home country, the Czech Republic, specifically in Prague. As part of her master's thesis, her current research interests include over-tourism, tourism acceptance and public participation in tourism planning in urban destinations, with a particular focus on the city of Prague.

Hania Janta, PhD, is a Senior Researcher at the Department for Cultural Studies and European Ethnology, University of Basel, Switzerland. Previously she worked as a Lecturer/Senior Lecturer at Bournemouth University, School of Tourism and as a Senior Lecturer at University of Surrey, School of Hospitality and Tourism Management, UK. Since 2016, she remains a Visiting Research Fellow at the University of Surrey. Her research interests include tourism labour and human capital issues as well as contemporary forms of mobility. She has published peer-reviewed papers in a range of journals. She is an Evaluator/Expert Reviewer for the European Commission and various National Science Foundation bodies.

Olga Junek is an Honorary Fellow and Lecturer at Victoria University in Melbourne, Australia as well as a Visiting Professor at Munich University of Applied Sciences and Osnabrück University of Applied Sciences, Germany. Her research interests include tourism development and management, international education, volunteer tourism and events management. Her Czech roots and two years in Czechoslovakia after the 1989 political change have provided her with an understanding of the changes – economic, political and lifestyle – in that country.

Halyna Kushniruk, PhD in Economics, Associate Professor of the Department of Hotel and Restaurant Business and Food Technologies, Ivan Franko National University of Lviv (Lviv, Ukraine). Her research interests include the theory and methodology of tourism, tourism economics, organization of tourism, tourism development in Ukraine, international tourism, gastronomic tourism, and the hotel and restaurant business. She is Co-editor of *GastroMedia Journal* (Necmettin Erbakan University in Turkey) and a member of the Hospitality Industry Association of Ukraine (HIAU).

Piotr Niewiadomski is an economic geographer interested in the worldwide development of the tourism production system and uneven impacts of tourism on economic development. His research addresses issues ranging from sustainability transitions in tourism to the development of various sub-sectors of tourism such as air transport and the hotel industry. Piotr is a Lecturer in Human Geography in the School of Geosciences, University of Aberdeen (Scotland, UK). Piotr is also a member of the board in the Recreation, Tourism & Sport Specialty Group (American Association of Geographers) and a member of the Editorial Board for the *Tourism Geographies* journal.

Łukasz Quirini-Popławski holds a PhD in Earth Sciences, Specialization: Geography, obtained at Jagiellonian University in Poland. He is currently employed at the Department of Entrepreneurship and Spatial Management at the Institute of Geography at the Pedagogical University of Kraków (KEN University). His scientific interests include the geography of tourism with a special focus on mountain areas, health resort towns, Ukraine, contemporary challenges in urban transportation, health spa architecture and changes therein. He has collaborated with Ukrainian institutions of higher learning to pursue extensive field studies in Ukraine. **Łukasz** has completed multiple internships: Austria, Czechia, Italy, Ukraine. He is a member of the Polish Geographical Society and Society of Polish Town Planners.

Mykhailo Rutynskyi, PhD in Geography, Associate Professor of the Department of Hotel and Restaurant Business and Food Technologies, Ivan Franko National University of Lviv (Lviv, Ukraine). His research interests include geography of tourism, history of geography, economics of HoReCa and tourism, hospitality and tourism in Ukraine, the wellness and spa industry, planning and regional development. He is a member of the Hospitality Industry Association of Ukraine (HIAU) and the Ukrainian Geographical Society (UGS).

Blanka Šimundić is an Assistant Professor of Tourism Economics and Regional Economics at the Faculty of Economics, Business and Tourism, University of Split, Croatia. Her main scientific research is in the field of tourism and transport economics, regional development and economic policy. She is Fellow of the Croatian branch of the European Regional Science Association (ERSA).

Vlatka Škokić is an Associate Professor of Entrepreneurship at University of Split, Faculty of Economics, Business and Tourism, Croatia. Prior joining the University of Split, she spent six years as an Assistant Professor (Lecturer) at the University of Surrey, School of Hospitality and Tourism Management, UK. Vlatka holds a PhD from the University of Strathclyde, Scotland. Her research is focused on entrepreneurship, innovation and networks.

Anna Staszewska, PhD, Assistant Professor at Katowice School of Economics, Department of Tourism, also Secretary of the Tourism Department. She holds a PhD from the Faculty of Management in Economic University in Kraków. She cooperates with the Polish Chamber of Tourism, Silesian Tourism Organization and Silesian Chamber of Tourism. She is a member of the Silesian Marketing Society and a European Climate Pact Ambassador. Her research interests include industrial tourism, management in tourism and sustainable tourism.

Svetla Stoyanova-Bozhkova is a Principal Lecturer in Strategic Management at Bournemouth University Business School, UK. She is a Chartered Manager, CMI mentor and Senior Fellow of the HEA. Svetla graduated from the University of Birmingham, Centre for Urban and Regional Studies and holds a doctoral degree in development in transition economies from Bournemouth University. Before joining Bournemouth University, Svetla held senior management positions in industry and academia. Svetla has a wide range of research interests including emotional intelligence, education for sustainable development, strategic management, sustainability, destination management and customer experience management.

Dimitrios Stylidis, PhD, is Associate Professor in Tourism Marketing at the University of Crete, Greece. Prior to this, he was Senior Lecturer in Tourism and Research Cluster Leader at Middlesex University London, and a Postdoc Researcher and Visiting Lecturer at the Ben-Gurion University, Israel. Dimitrios holds an MSc and PhD in tourism from the University of Surrey, UK. His research interests include place image and marketing, tourist destination image and behaviour, tourism impacts and sustainable development. His work has been published in several journals including *Tourism Management*, *Annals of Tourism Research*, *Journal of Travel Research* and *Journal of Sustainable Tourism*.

Natalia Tomczewska-Popowycz is an Assistant Professor at the University of Silesia in the city of Katowice, Poland. She received her PhD in Socioeconomic Geography from the University of Silesia in Katowice, Poland, and her MA in International Business from the University of Bielsko-Biala, also in Poland. Her research interests include cultural and heritage tourism, tourist behaviour and the impact of instabilities on tourism markets.

Kejsi Xhafaj completed her studies in Tourism Management in 2020 at the University of Greenwich, UK. Her main areas of expertise are in the fields of tourism development and education marketing.

Michał Żemła is an Associate Professor of Economics working at the Department of Tourism and Regional Studies at Pedagogical University in Krakow, Poland. His recent research interest includes the development of winter sports destinations, sharing economy in tourism and overtourism. He has published several papers and chapters in esteemed journals and books.

8 Three Decades of Tourism Development in Independent Ukraine: From the Collapse of the USSR to the Conflict in the Donbas

Łukasz Quirini-Popławski[1]*, Natalia Tomczewska-Popowycz[2], Sławomir Dorocki[1], Halyna Kushniruk[3] and Mykhailo Rutynskyi[3]
[1]Pedagogical University of Krakow, Poland; [2]University of Silesia in Katowice, Poland; [3]Ivan Franko National University of Lviv, Ukraine

Introduction

In 2021 Ukraine celebrated three decades of national independence. This is an occasion that prompts a consideration of the determinants of, and direction in, tourism development in this young, post-Soviet country, which is the main goal of the study reported in this chapter. Existing studies focus on the influence of singular factors on tourism in Ukraine (Riashchenko *et al*., 2015; Ivanov *et al*., 2016, 2017; Webster *et al*., 2017; Sass, 2020; Smyrnov and Liubitseva, 2020) and specific time periods (Rutynskyi, 2004; Liubitseva, 2014; Kolosinska *et al*., 2018; Lozynskyy and Kushniruk, 2020; Mykhnenko, 2020; Tomczewska-Popowycz and Quirini-Popławski, 2021). Few studies provide a comprehensive overview of the issue (Doan and Kiptenko, 2017; Kiptenko *et al*., 2017). The current study is designed to fill the gap in research in the area of comprehensive analysis of tourism development since the collapse of the Soviet Union three decades ago with the use of canonical correlation analysis. Changes in the tourism sector in post-communist countries were examined in a number of studies in the 1990s (Hall, 1992; Mazaraki and Voronova, 1994; Baláz 1995; Jaakson, 1996; Bachvarov, 1997; Light and Dumbrăveanu, 1999). Our study helps contribute to the empirical research available on emerging post-communist tourist destinations.

Using secondary data collected from the Worldwide Governance Indicators (WGI) project, the State Statistics Service of Ukraine (STTU) and the State Border Guard Service of Ukraine (SBGAU), the chapter examines the impact of major events such as the Orange Revolution (2004), the financial crisis (2008–2009), the European Football Championships (2012), Euromaidan political protests (2013–2014), the annexation of Crimea, the war in the Donbas region (2014) and the COVID-19 pandemic (2020) on:

- inbound tourist traffic;
- share of foreign tourists in the total number of tourists;

*Corresponding author: lukasz.quirini-poplawski@up.krakow.pl

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