

OPENING OF THE EASTERN BLOC COUNTRIES TO INBOUND TOURISM

Stephen F. Witt, University of Wales, Swansea

ABSTRACT

The impacts on international tourism demand of the recent political and economic upheavals which have taken place in Eastern Europe are considered. Substantial changes in previously established patterns of travel to the Eastern bloc countries have occurred. Data on the sizes of the inbound international tourism markets are presented for the former

Soviet bloc countries and these are compared with corresponding destinations in Western Europe in order to provide a yardstick of progress in tourism development. Opportunities for the development of the tourism markets in Eastern Europe and the constraints on their growth are considered. In particular, it is clear that a general lack of marketing expertise and marketing education opportunities will restrict potential growth.