

Chapter 1

The Position of Countries of Central and Eastern Europe on the International Tourism Market

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Abstract This chapter characterizes the contemporary role of the Eastern and Central European countries in the international tourism and as the source of the tourist movement and the income and expenditure balance in the foreign tourism. Among the Central and Eastern European countries, there are 20 former socialist countries. Some of them came into existence as a result of the Soviet Union, Yugoslavia and Czechoslovakia disintegration. Their total surface adds up to 64% of the Europe area. Tourist potential of the Central and Eastern European countries is significant, expressed by, among the others, a high number of national parks, natural and cultural UNESCO heritage objects and by the capacity of the accommodation units (2014, 2.7 million of beds). The size of the international incoming tourism is illustrated with data for 2005 and 2013 concerning the number of foreign visitors (280 million and 308 million), foreign tourists (280 million and 99 million of people) with overnight stays (95 million and 103 million) and financial income arising from attending them (34 billion euro and 85 billion dollars). Outbound tourism of Central and Eastern Europe inhabitants in 2005 and 2013 amounted to 129 billion and 124 billion of departures and expenditures of 31 billion euro and 99 billion euro. The financial balance taking into account the income from attending international tourism as well as the inhabitants' own expenditures spent for out-bound departures amounted to +3 billion euro in 2003 and -14 billion dollars in 2013.

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1.1 Introduction

According to a convention adopted in the course of a cycle of international scientific conferences and scientific papers published by the Department of Regional Geography and Tourism of the University of Wrocław, the notion of Central and Eastern Europe refers to twenty post-socialist European countries, some of which came into being as the result of the dissolution of Soviet Union, Yugoslavia and Czechoslovakia. The only country not included was Kazakhstan, as 95% of its territory lies in Asia. Some other Asian post-socialist countries, such as Armenia, Azerbaijan, Georgia, Kirgizstan, Tajikistan, Turkmenistan and Uzbekistan, have not been taken into consideration either, even though they, quite unfortunately, are numbered among Central and Eastern European countries by UNWTO.

Table 1.1 Basic information concerning countries of Central and Eastern Europe

Country	Territory 1000 km ²	Population million (2014)	GDP USD (2014) *	GDP per capita USD, thousands (2014)*	Year of entry UNWTO
Albania	28.8	3.2	13.3	4.8	1993
Belarus	207.6	9.6	76.1	8.0	2005
Bosnia and Herzegovina	51.1	3.9	18.2	4.7	1993
Bulgaria	110.9	6.9	59.8	7.8	1976
Croatia	56.5	4.5	57.1	13.5	1993
Czech Republic	78.9	10.6	205.3	19.5	1993
Estonia	45.2	1.3	26.5	20.1	–
Hungary	93.0	10.0	137.0	13.9	1975
Latvia	64.6	2.2	32.0	15.7	2005
Lithuania	65.2	3.5	48.3	16.5	2003
Macedonia	25.7	2.1	11.3	5.5	1995
Moldova	33.8	3.6	7.9	2.2	2002
Montenegro	13.8	0.7	4.6	7.3	2007
Poland	322.6	38.3	547.9	14.4	1976
Romania	238.4	21.7	199.1	10.0	1975
Russia, Fed. Rep.	European part —4551.0 (total 17075.4)	142.5	1860.6 (total)	12.7	1975
Serbia	86.4	7.3	43.9	6.1	2001
Slovakia	49.0	5.4	99.9	18.4	1993
Slovenia	20.3	2.1	49.6	24.1	1993
Ukraine	603.7	45.6	130.7	3.1	1997
Total	6746.5				

*Nominal GDP, data from International Monetary Fund, 2014

The 20 post-socialist European states (including the European part of Russia) together occupy the territory of 6.7 million km², which constitute 64.1% of the European total area. The largest countries, except for Russia, are the Ukraine, Poland and Belarus (Table 1.1). Taking into account the fact that three quarters of Russia's population live in its European part, the demographic potential of the region may be defined as close to 290 million of people. Russia, Ukraine and Poland have the largest populations. The highest GDP per capita is to be found in Slovenia, the Czech Republic and Slovakia.

After 1945, all these countries (except of former Yugoslavia) were dominated by the social model of tourism where domestic tourism constituted the main part of any tourist traffic. Visits to foreign countries for a long time were being limited and mainly concerned the "Socialist Block". Political, social and economical changes in these countries started in 1980 and 1990, especially the introduction of market economy to tourism, made it possible to define the former socialistic countries as important targets for international tourism and the source of international tourist traffic. Attempts to assess the role of countries of Central and Eastern Europe on the international tourist market after the change of system in the 1990s were taken by, among others, Wyrzykowski (1995, 1997, 2000 and 2007), as well as Marak and Wyrzykowski (2008).

1.2 The Current Role of Former Socialist Countries in International Tourism Servicing

1.2.1 Tourist Potential

Tourist potential in Central and Eastern European countries may be expressed by the number of national parks, UNESCO World Heritage Sites, as well as the number of hotel rooms.

Steps to be taken for the development of international tourism are represented, among others, by the improvement in natural environment, landscape and cultural heritage protection.

According to the World List of National Parks of IUCN, currently there are 166 national parks in Central and Eastern European countries, half of which were set up after year 1990. They constitute around 40% of the total number of national parks in Europe. The largest amount of national parks is located in Russia (27 parks in the European part of the country), Poland (23) and Romania (13). Montenegro and Slovakia have the highest share of national park areas on their total territory (Table 1.2).

The total number of UNESCO World Heritage Sites in Central and Eastern European countries at present amounts to 116, among which as many as 82 sites have been added to the list since year 1990. They constitute about 30% of the total number of UNESCO World Heritage Sites in Europe. The largest number of the Sites is located in Russia, Poland and the Czech Republic (Table 1.3).

Table 1.2 The number of national parks in Central and Eastern European countries (2015)

Country	Number of national parks	Share of national parks area in total territory
Albania	16 (including 1 sea national park)	–
Belarus	4	1.6
Bosnia and Herzegovina	3	0.8
Bulgaria	3	1.8
Croatia	8	1.8
Czech Republic	4	1.5
Estonia	5	4.3
Hungary	10	5.2
Latvia	4	3.2
Lithuania	5	2.4
Macedonia	3	3.8
Moldova	1	0.1
Montenegro	5	7.9
Poland	23	1.0
Romania	13	1.4
Russia, Fed. Rep.	27 (European part)	0.1
Serbia	5	2.3
Slovakia	9	7.5
Slovenia	1	4.1
Ukraine	17	1.2
Total	166	

Source en.wikipedia.org/wiki/List_of_national_parks

Materials of UNWTO allow to determine the number of tourist accommodation places, including hotels, and their capacities. It is important to notice that these materials mainly show hotels, which are considered the chief indicator of tourist development. The number of hotel rooms is not the best way to describe tourist capabilities of post-socialist countries of Central and Eastern Europe. After World War II for a few decades, it was mainly the social tourism accommodation that was developed, with hotels constituting only a small part of the total number of beds. Since the last decade of the twentieth century, the structural transformation of tourist accommodation has been implemented and it aims at raising their standard and increasing the share of hotel rooms, but this process requires a longer span of time.

Countries with the largest number of establishments providing tourist accommodation are (Table 1.4) Russia (including its Asian part), Albania, the Czech Republic, Poland and Romania. In the light of hotels capacity (Table 1.5), the number of tourist establishments in Albania seems considerably overstated.

Table 1.3 Number of UNESCO World Heritage Sites in Central and Eastern European countries (2015)

No	Country	The number of sites	Sites added after 1990
1	Albania	2	2
2	Belarus	4	3
3	Bosnia and Herzegovina	2	2
4	Bulgaria	9	–
5	Croatia	7	4
6	Czech Republic	12	12
7	Estonia	2	2
8	Hungary	10	8
9	Latvia	2	2
10	Lithuania	4	4
11	Macedonia	1	–
12	Moldova	1	1
13	Montenegro	2	–
14	Poland	14	9
15	Romania	7	7
16	Russia, Fed. Rep.	16 (European part)	13
17	Serbia	4	2
18	Slovakia	7	7
19	Slovenia	3	2
20	Ukraine	7	6
	Total	116	86

Source pl.wikipedia.org/wiki/Lista_światowego_dziedzictwa_UNESCO

The highest capacity of hotels (Table 1.5) may be found in, except for Russia, the Czech Republic, Poland, Romania, Bulgaria, Ukraine, Hungary and Croatia. The total hotel capacity of countries of Central and Eastern Europe in the year 2013 amounted to 2.7 million beds, which constitutes nearly 20% of hotel capacity in Europe.

1.2.2 The Current Extent of International Tourism

The size of international tourism in countries of Central and Eastern Europe is expressed by the following: the number of international arrivals and the number of foreign tourists (i.e. those who stay at least one night in the country, see Table 1.6), the number of nights foreigners spend in hotels (see Table 1.7) as well international tourism receipts (see Table 1.8).

Table 1.4 Number of establishments providing tourist accommodation in Central and Eastern European countries (2013)

Country	Total number of places providing tourist accommodation	Number of hotels among these
Albania	13,677 (?, 2012)	–
Belarus	945	487
Bosnia and Herzegovina	476	414
Bulgaria	2953	2055
Croatia	4247	961
Czech Republic	9972	6301
Estonia	1320	404
Hungary	3086	2064
Latvia	546	441
Lithuania	1305	224
Macedonia	–	–
Moldova	264	119
Montenegro	333	293
Poland	7152	3595
Romania	6009	5580
Russian Federation	14,571	9855
Serbia	911	657
Slovakia	3485	1439
Slovenia	1106 (2012)	395
Ukraine	6411	3582
Total	78,769	38,866

Source Compendium of tourism statistics, 2015a, UNWTO Madrid

In 2005, the number of international arrivals to Central and Eastern European countries amounted to approximately 280 million people, and in the year 2013, around 308 million. In that period, there occurred a significant fall in the number of visitors to the region. In the year 2005, the largest number of visitors visited Poland (64.6 million), Slovenia (60.2 million), Croatia (45.8 million), Hungary (36.2 million) and Slovakia (30.1 million). There are no data concerning Slovenia and Slovakia, so the only conclusion to be made about year 2013 is that the most frequently visited countries were Poland and Croatia.

The number of foreign tourists (people who stayed overnight) in the countries in 2005 was estimated to be 93.3 million people and in the year 2013—98.6 million people. That was over 17% of the total size of international tourism in Europe and 9% of the world tourism. In 2005, the largest number of tourists arrived to Russia (19.9 million), Ukraine (17.6 million), Poland (15.2 million), Hungary (10.0 million) and Croatia (8.5 million). In 2013, the same countries were visited by the largest number of tourists, and there are no data concerning Russia, however.

Table 1.5 Capacity of hotels in Central and Eastern European countries (2013)

Country	Number of rooms	Number of beds
Albania	14,652 (2012)	32,004 (2012)
Belarus	16,613	29,908
Bosnia and Herzegovina	11,796	25,270
Bulgaria	118,107	262,196
Croatia	77,146	161,957
Czech Republic	137,278	317,916
Estonia	15,321	31,989
Hungary	71,041	173,156
Latvia	12,637	26,004
Lithuania	13,468	27,793
Macedonia	–	–
Moldova	3053	5811
Montenegro	15,548	34,935
Poland	134,417	281,774
Romania	131,756	276,119
Russian Federation	318,703	676,810
Serbia	24,759	55,729
Slovakia	38,790	92,261
Slovenia	22,102	49,351
Ukraine	89,441	178,506
Total	1,266,628	2,739,489

Source Compendium of tourism statistics, 2015a, UNWTO, Madrid

A significant increase of number of visitors was noted in Ukraine, The Czech Republic, Bulgaria and Croatia while Poland and Hungary noted stagnation.

When counting foreign tourists per 100 of inhabitants the highest index was noted in 2005 Croatia (188), Estonia (144) and Hungary (100). Among countries of similar data for the period between 2005 and 2013, stagnation was observed only in Poland, Hungary and Lithuania; however, a huge positive change was noted in Albania and Slovakia. It must be emphasized that when a number of international tourists per 100 inhabitants in the years 2005–2013 in Europe, especially in the Western one, and in the whole world grew, in Central and Eastern Europe this index practically remained on the same level.

Having taken into consideration the above-mentioned reservation about the index based on hotel rooms in countries of Central and Eastern Europe, it becomes noteworthy that the largest number of nights spent by foreign visitors in 2005 in hotels of those countries concern Croatia (18.4 million), the Czech Republic (16.6 million), Bulgaria (11.5 million), Russia (10.7 million) and Hungary (9.1 million) (Table 1.7). Comparison of numbers for years 2005 and 2013 is limited due to the lack of data from Russia, the Ukraine, Belarus, Macedonia and Montenegro. In

Table 1.6 International arrivals to Central and Eastern European countries (2005 and 2013)

No.	Country	Total arrivals (1000)		Tourists (overnight visitors), (1000)		Tourists (overnight visitors) per 100 inhabitants	
		2005	2013	2005	2013	2005	2013
1	Albania	748	3256	46	2857	1	89
2	Belarus	–	6240	91	137	1	1
3	Bosnia and Herzegovina	–	–	217	529	5	14
4	Bulgaria	7282	9192	4837	6898	65	100
5	Croatia	45,762	48,345	8467	19,955	188	243
6	Czech Republic	–	23,019	6336	9004	62	85
7	Estonia	–	6057	1917	2863	144	220
8	Hungary	36,172	43,665	10,048	10,675	100	107
9	Latvia	3790	5822	1116	1536	49	70
10	Lithuania	–	5264	2000	2012	56	57
11	Macedonia	3246	–	197	–	10	–
12	Moldova	25	13	23	12	1	0
13	Montenegro	–	–	–	1324	–	189
14	Poland	64,606	72,310	15,200	15,800	39	41
15	Romania	5839	9019	1430	–	6	–
16	Russian Federation	22,201	30,792	19,940	–	14	–
17	Serbia	–	–	725	922	–	13
18	Slovakia	30,100	20,375 (2012)	1515	6235 (2012)	28	115
19	Slovenia	60,230	–	1555	2259	77	108
20	Ukraine	–	26,025	17,631	24,671	38	54
Total Central and Eastern Europe		280,001	308,394	93,291	98,688	32	ca 34
Europe total		–	–	437,4 (441,5)	566,400	60	77
% share in Europe		–	–	21.3	17.4	–	–
World total		–	–	801,6 (806,8)	1,087,000	12	26
% share in world		–	–	11.6	9.1	–	–

Source WTO (2007); UNWTO (2015b)

most of the countries, a clear increase in the number of foreign tourist overnights was noted. In particular, Bosnia and Hercegovina, Lithuania and Latvia deserve a positive distinction. It must be noticed that in that period several countries noted a decline in the number of international tourists; these are Serbia, Slovakia and Romania.

Table 1.7 Nights spent by international tourists in hotels (2005 and 2013)

No	Country	Number of nights (in thousands)		2013/2005 (%)
		2005	2013	
1	Albania	176	215	122.2
2	Belarus	–	1612	–
3	Bosnia and Herzegovina	485	1063	219.2
4	Bulgaria	11,471	13,988	122.0
5	Croatia	18,415	18,901	102.6
6	Czech Republic	16,607	20,072	120.9
7	Estonia	2791	3537	126.7
8	Hungary	9127	10,367	113.6
9	Latvia	1507	2383	158.1
10	Lithuania	1299	2169	167.0
11	Macedonia	391	–	–
12	Moldova	170	193	113.5
13	Montenegro	–	2921	–
14	Poland	7869	10,129	128.7
15	Romania	3377	3168	93.8
16	Russian Federation	10,696	–	–
17	Serbia	1966	1617	82.2
18	Slovakia	4055	3529	87.0
19	Slovenia	3322	4202	126.5
20	Ukraine	1420 (2003)	3249	–
Total Central and Eastern Europe		95,144	103,315	108.6

Source WTO (2007); UNWTO (2015b)

The total receipts from international tourism in 2005 in Central and Eastern Europe were about 33.9 billion euro (Table 1.8). That is around 12.1% of receipts from international tourism in Europe and 6.1% of receipts in the world. Foreign tourists spent much less than the average for the world and Europe. Tourist expenditure per 1 tourist arrival was 40–50% lower. Among countries of Central and Eastern Europe, the largest receipts from international arrivals were in the following: Croatia (6.0 billion euro), Poland (5.1), Russia (4.5), Czech Republic (3.8) and Hungary (4.3). The largest receipts per 1 inhabitant were in the following: Croatia (1334 euro), Slovenia (720), Estonia (574), Czech Republic (363), Hungary (343) and Bulgaria (262).

In the year 2013, the biggest receipts from international tourism and the international transport among the countries that presented the data were obtained by Russia, Poland, Croatia, Czech Republic and Hungary (Table 1.9).

Table 1.8 Receipts from international tourism (2005)

No	Country	Receipts from international tourism (million euro)	Including		
			Per tourist (euro)	Per visitor arrival (euro)	Per inhabitant (euro)
1	Albania	713	15,500	953	225
2	Belarus	278	3050	–	28
3	Bosnia and Herzegovina	444	2046	–	115
4	Bulgaria	2469	510	339	321
5	Croatia	6204	732	135	1394
6	Czech Republic	4541	716	–	442
7	Estonia	972	507	–	723
8	Hungary	3676	365	101	365
9	Latvia	359	321	94	160
10	Lithuania	784	392	–	231
11	Macedonia	73	370	22	35
12	Moldova	131	5695	5240	31
13	Poland	5737	377	88	150
14	Romania	1066	4215	182	49
15	Russian Federation	6028	302	271	42
16	Serbia and Montenegro	178 (2003)	245	–	–
17	Slovakia	972	641	32	180
18	Slovenia	1527	982	25	761
19	Ukraine	2847 (2003)	161	–	–
Total Central and Eastern Europe		33,896	363	–	–
Total Europe		279,931	640	–	–
% share in Europe		12.1	–	–	–
Total world		547,621	683	–	–
% share in world		6.2	–	–	–

Source WTO (2007)

Between 2005 and 2013, all countries of Central and Eastern Europe noted a considerable increase, mostly in Albania, Bulgaria, the Czech Republic, Poland and Russia. Counting per one tourist and one visitor, these receipts grew largely in Moldova, but fell sharply in Albania. All countries noted growth per inhabitant. Significant changes concern receipts from international transport fares. Hungary and Ukraine went considerably up, whereas Poland suffered from a visible regress in this respect (Table 1.8).

Table 1.9 Receipts from international tourism and international passenger transport (2013)

No	Country	Receipts from international tourism and international passenger transport (million dollars)	Including		
			Per tourist (dollars)	Per visitor arrival (dollars)	Per inhabitant (dollars)
1	Albania	1670	584	512	602
2	Belarus	1086	7927	174	115
3	Bosnia and Herzegovina	759	1434	–	197
4	Bulgaria	4632	671	503	637
5	Croatia	9721	887	201	2286
6	Czech Republic	7802	866	338	744
7	Estonia	1390	485	229	1081
8	Hungary	6407	600	146	652
9	Latvia	1191	775	204	589
10	Lithuania	1595	792	303	538
11	Macedonia	–	–	–	–
12	Moldova	320	–	–	81
13	Montenegro	929	701	–	1498
14	Poland	12,476	789	172	324
15	Romania	1894	–	236	96
16	Russian Federation	20,198	–	655	140
17	Serbia	1238	1342	–	173
18	Slovakia	2634	422	129	485
19	Slovenia	2976	1317	–	1444
20	Ukraine	5946	241	228	130
Total Central and Eastern Europe		84,864	860	275	859

Source UNWTO (2015b)

1.3 The Current Role of Central and Eastern European Countries as the Source of International Tourist Traffic

With the fall of communism in Europe, inhabitants of the former so-called “communist block” faced new, previously unknown, opportunities of unlimited international travelling. The so far unfulfilled dreams and hidden accumulated demand for tourism finally found a way to come true. However, it never meant complete fulfilment of tourist needs. There were a lot of limitations: most of all of economical and political type. The economical barrier resulted from very limited financial

Table 1.10 International outbound tourism in Central and Eastern Europe (2005 and 2013)

No.	Country	Trips abroad (1000)		Trips abroad per 100 inhabitants	
		2005	2013	2005	2013
1	Albania	2097	–	59	–
2	Belarus	572	708	6	7
3	Bosnia and Herzegovina	–	–	–	–
4	Bulgaria	4235	3930	57	54
5	Croatia	–	2927	–	–
6	Czech Republic	–	5304	–	–
7	Estonia	2075 (2003)	1166	154	90
8	Hungary	18,622	4871	186	49
9	Latvia	2959	1530 (2011)	129	75
10	Lithuania	3502 (2003)	1764	97	59
11	Macedonia	–	–	–	–
12	Moldova	57	157	1	4
13	Montenegro	–	–	–	–
14	Poland	40,841	10,050	106	25
15	Romania	7140	11,149 (2012)	32	56
16	Russian Federation	28,416	54,069	20	37
17	Serbia	–	–	–	–
18	Slovakia	486	–	9	–
19	Slovenia	2800 (2004)	2612	139	126
20	Ukraine	15,488 (2004)	23,761	33	52
Total Central and Eastern Europe		ca 129,290	ca 123,998	73	43
Total Europe		443,200	–	61	–
% share in Europe		29.2	–	–	–

Source WTO (2007); UNWTO (2015b)

resources of the inhabitants of the countries, where only a small part of population had available funds, also called the free decision funds, at their disposal. The political barrier was the derivative of the economical barrier and introducing visas by wealthy countries for the inhabitants of poor countries. The situation on the European continent started to improve with the access of consecutive post-socialist countries into the European Union, especially to the “Schengen zone”. Table 1.10 presents the level of outbound tourism measured by the number of foreign trips in the year 2005 and 2013 (in a few cases, for the lack of data, in 2003 or 2004). Unfortunately, the UNWTO statistics do not contain data concerning: Bosnia and Herzegovina, Croatia, the Czech Republic, Macedonia (former Yugoslavia) and Serbia and Montenegro. Moreover, some countries provide numbers for tourists (staying overnight), others both tourists and single-day visitors.

Taking into account the number of trips abroad in 2005, it is Poland, a country with a comparatively large population, which had the highest number of trips (almost 41 million of trips). The smallest number of trips were counted in the small Republic of Moldova—barely 57,000. In the total number of international trips in Central and Eastern Europe in the year 2005, this area had a 30% share, whereas their population constitutes 47% of the European total. A more objective measure for comparisons is the number of outbound trips per 100 inhabitants of a country. By using this index, one may conclude that people from Hungary, Estonia, Slovenia and Latvia in 2005 were most active international travellers, whereas the inhabitants of Moldova, Belarus and Slovakia made the least trips abroad. By dividing the number of 129,290 thousand trips abroad in the 14 Central and Eastern European countries, where UNWTO data are available, by the population of those countries, which is 300.7 million, we receive the average of 43 trips per 100 inhabitants. The analogous index for the whole European continent is 61. It should be remembered, however, that the numbers for Central and Eastern European countries are included in the data for the entire Europe. Therefore, any comparisons made with the so-called “old” Europe would be much more unfavourable for the Central and Eastern one. Comparable data in the research period shown the increase of the number of the international trips of the inhabitants of the countries of Central and Eastern Europe like Russia, Ukraine, Romania, Belarus and Moldova. The biggest recourse was observed in Poland, Hungary, Lithuania, Latvia and Estonia. Calculated per 100 inhabitants, a notable positive change was observed in Russia, Ukraine and Romania and negative change was observed in Poland, Hungary, Latvia and Lithuania.

An imminent feature of any travel, especially the foreign one, are expenses related to transportation, accommodation, tourist attractions, etc. Even though the number of trips provides quantitative characteristics of tourism, it is the level of expenditure that measures the quality of purchased tourist services. Table 1.11 illustrates international tourism expenditure in Central and Eastern European countries in the years 2005 and 2013.

In absolute numbers, they were the citizens of Russia who both in 2005 and 2013 spent most on international travel—respectively, 14.3 billion euro and 59.5 billion dollars; one of the smallest expenditure came from Moldova (134 million euro and 426 million dollars, respectively) Objectified measurement—expenditures per one inhabitant presents a different picture. The highest expenditures per capita were in 2005—three times higher in Poland than in Moldova. Dispersion of this gauge is relatively poorly differentiated in countries of Central and Eastern Europe. The highest expenditure per capita occurred in 2005 in Slovenia (382 euro), the lowest in Bosnia and Herzegovina and Macedonia (22 and 23 euro). Comparing the absolute value of international tourism expenditure in Central and Eastern European countries to the same category of expenditure in all European countries, it has been established that they constituted only 13.3% of the total value. Referring this value to the fact that these countries have 47% of total European population indicates how large is the economical distance between Central and Eastern European countries and the rest of Europe. At the same time, however, comparing Central and Eastern

Table 1.11 International tourism expenditure in Central and Eastern Europe (2005 and 2013)

No	Country	International tourism expenditure		Including: per 1 inhabitant	
		2005 (million euro)	2013 (million USD)	2005 (euro)	2013 (USD)
1	Albania	635	1567	178	564
2	Belarus	485	1264	49	133
3	Bosnia and Herzegovina	99	157	22	40
4	Bulgaria	1039	1755	139	241
5	Croatia	604	922	134	216
6	Czech Republic	1938	4655	189	444
7	Estonia	360	1110	270	863
8	Hungary	2347	2558	235	260
9	Latvia	469	900	205	445
10	Lithuania	598	1149	166	387
11	Macedonia	48	–	23	–
12	Moldova	134	446	31	114
13	Montenegro	–	81	–	130
14	Poland	3482	9414	90	244
15	Romania	750	2109	34	107
16	Russian Federation	14,311	59,504	100	415
17	Serbia	–	1289	–	180
18	Slovakia	680	2600	125	479
19	Slovenia	769	1075	382	521
20	Ukraine	2255 (2003)	6300	48 (2003)	138
Total Central and Eastern Europe		31,003	98,855	–	–
Total Europe		231,586	–	–	–
% share in Europe		13.3	–	–	–
Total world (2003)		459,540	–	–	–
% share in world		6.7	–	–	–

Source WTO (2007); UNWTO (2015b)

European international tourism expenditure and the same category of spending for the whole world shows their close to 7% share, even though the participation in total world population amounts to barely 0.4%. Such a comparatively favourable ratio comes from the fact that there is a very large number of poor countries in the world where international tourism is almost beyond reach. It is noteworthy that in the period between 2005 and 2010 foreign travel expenditure per capita grew in all the countries of Central and Eastern Europe, the most in Russia and the least in Hungary.

1.4 Balance of Receipts and Expenditure in International Tourism in Central and Eastern Europe

The knowledge concerning the place of Central and Eastern European countries on the international tourist market may be substantially enriched by the analysis of receipts and expenditure in the tourism of these countries (see Table 1.12). It is a kind of synthetic measure combining information about the scale and quality of tourist business in a country with the affluence and tourist activity of its inhabitants.

Both in 2005 and 2013, it was Croatia, which belonged to the group of top receiving countries of Europe as for international tourism (shows the largest number of tourist arrivals per 100 inhabitants), that reached the highest positive balance. At the same time, its inhabitants do not demonstrate any outstanding international tourist activity. Much lower but positive balance was reached by the Czech

Table 1.12 The balance of receipts and expenditure from tourism in Central and Eastern European countries (2005 and 2013)

No.	Country	Balance of receipts and expenditure in international tourism (million euro)	
		2005 (million euro)	2013 (million dollars)
1	Albania	57	103
2	Belarus	-282	-178
3	Bosnia and Herzegovina	314	602
4	Bulgaria	913	2877
5	Croatia	5395	8799
6	Czech Republic	1784	3147
7	Estonia	405 (2003)	280
8	Hungary	1085	3849
9	Latvia	-195	291
10	Lithuania	142 (2003)	446
11	Macedonia	20	-
12	Moldova	-32	-126
13	Montenegro	-	848
14	Poland	1569	3062
15	Romania	102	-215
16	Russian Federation	-9838	-39,306
17	Serbia	178 (2003)	-51
18	Slovakia	293	34
19	Slovenia	678 (2004)	1901
20	Ukraine	257 (2004)	-354
Total Central and Eastern Europe		+2,845	-13,991
Total Europe		+68,400	-
% share in Europe		4.2	-

Source WTO (2007); UNWTO (2015b)

Republic and Poland in 2005, both characterized by plentiful arrivals and substantial outbound tourism. The country presenting the highest negative balance, which in 2005 almost reached 10 billion euro and in 2013—40 billion dollars, is Russia. Despite its gigantic potential, it attracts limited international arrivals, but, at the same time, it shows high spending on international tourism born by a comparatively small number of its inhabitants. Negative balances in international tourism were in 2005 noted in Belarus, Latvia and the Republic of Moldova; however, the sums are rather small (from 282 million euro in Belarus to 32 million euro in Moldova). In 2013, Hungary, the Czech Republic, Poland, Bulgaria and Slovenia got comparatively high positive balances, ca. 3 billion dollars. They are—except for Poland—rather small countries where incoming tourism is well developed.

In total, Central and Eastern Europe in 2005 reached a positive balance of receipts and expenditure for international tourism which amounted to 2845 million euro. In the year 2013, there occurred a high negative balance, mainly as a result of a huge growth of negative balance in Russia. In the year 2005, all European countries (including the Central and Eastern European ones) reached a positive balance in the amount of 68.4 billion euro. Therefore, Central and Eastern Europe participated in the all-European balance in just 4.2%. Taking into account the fact that these countries cover together 64.2% of the territory of Europe and are inhabited by 46.6% of its population, it is justified to claim that the development level of international tourism they have achieved, expressed by the size of departures, arrivals, receipts, expenditure and their balance, is highly unsatisfactory.

Referring to the title of this paper, it must be said that Central and Eastern European countries on the international tourist market so far have not attained the position, which they deserve as a result of their location, territory, history, population potential and tourist value. It seems that the main reasons for this situation are insufficient tourist development and unprofessional advertising.

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