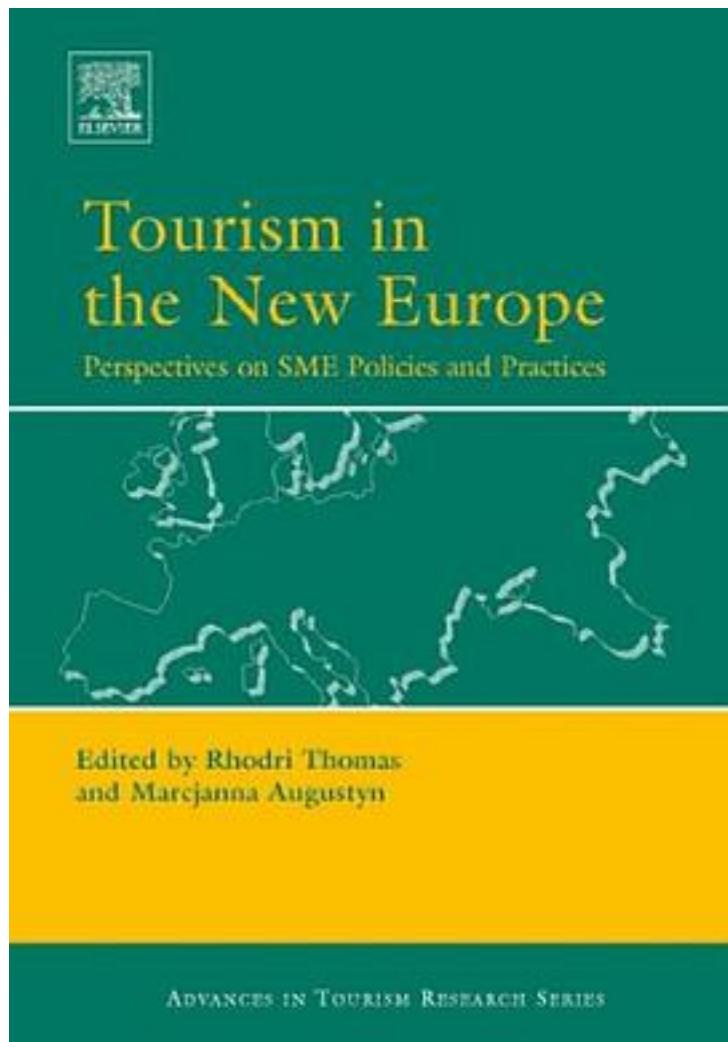


# Tourism in the New Europe



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This book examines the implications of EU enlargement for tourism in the region. It provides a country-by-country examination of each of the new member states, in terms of their current patterns and trends of tourism development and the impacts of EU accession on them. Topics include: historical trajectories of the European tourism development process, new structural and geographical patterns of European tourism, the politics of EU enlargement and implications for tourism policy, regional, national and local economic development trends, social and cultural implications of transition and accession, tourism education in the new Europe, and the marketing and re-branding of accession countries.

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