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## **PERCEPTION OF TRAVELLING PHENOMENON IN THE "SCHENGEN" FRAMEWORK AT SLOVAK-UKRAINIAN BORDER (SLOVAKIAN MASS MEDIA AS OPINION MAKERS)**

*The work focuses on the illustration of Slovak-Ukrainian relations in major Slovak newspapers after Slovakia's entry to the Schengen zone in 2007. Analysis of articles was carried on a particular vertical hierarchy: from the method that is perceived by the citizen (tourist, traveler, a citizen who lives in the area of small border traffic, etc.) through the issues that are the focus of municipal and regional authorities on both sides of the border, and the Slovak-Ukrainian relations at the official level and priorities in a particular period. This subjective view advanced issues relating to tourism and to some extent economic development in general.*

*Keywords: Schengen border, Slovak-Ukrainian relations, tourism, Slovak publications, opinion makers.*

The situation in journalism, which in Slovakia is long formed, facilitated us in the decision what publication deserves to be called that makes public opinion. For many years, the main players are competing newspapers: Liberal «SME» («We are») and left «Pravda» («The Truth»). To them we have attached an expert paper without much political focus «Hospodárske noviny» («Economic newspaper»), and to have the range full, we paid attention to the «Nový čas» («New Time») - no doubt tabloid that has the largest daily readers.

Our aim was to assess how the Slovak-Ukrainian relations reflected in the Slovak press, namely, with special emphasis on travel and tourism, which, after the introduction of the Schengen rules in 2007

got a new level of quality, not like the one from the Soviet era. Isolation breeds ignorance, but it could be, as you know, "myths provoking". We considered it mandatory to investigate whether and how the Slovak press is trying to fight stereotypes that are stored in the subconscious of the public. Finally, our goal was also just summarize topics that newspapers considered as important that the University has allocated an appropriate place, and assess the emotional coloration characterizes the debate on specific items. Ranking criterion journalistic production was specific entity (individual, government, state), whose article content related - business, business climate and tourism. As a result, we, therefore, interested in the travel experience of the individual in the same way as the Slovak-Ukrainian scale at the international level.

### **Slovak-Ukrainian relations and their priorities at the international level:**

Cancellation of visa regime for the citizens of the Slovak Republic took place in 2005. First, when it was created "Schengen" border brought articles about travel complications from Ukraine and the attempt in this connection type Visa compensation (extension of validity to 180 days) [1]. This can be attributed to conclude intergovernmental agreement on a new border crossing point (Cherna - Solomonove). At the same time in this crucial period was the warning that Schengen is likely to change the preferences in Travel Destinations of Ukrainian in favor directions without administrative barriers.

The following years brought an article on how (and whether at all) Ukrainian used with the new regime. In Lviv held demonstrations against the "new Berlin Wall" [2]. Despite the obvious disappointment, Ukraine, as the reader can learn Slovak in 2010 did not yield to the temptation so to speak from the east and not entered into a single customs space created by Russia.

News about possible compensation measures appeared from time to time - Simplified issuance of visas in the winter season this time had to rehabilitate damages of hoteliers from Slovakian side.

This (2012), the Slovak Foreign Minister Miroslav Lajcak wants to keep Ukraine "in our cultural space," especially because "if someone thought that our most problematic neighbor is in the south, he should look to the east." [3] Slovaks would still have well known to them inside

of this space, because their (shopping) tourism in Ukraine is seen as especially significant shortage of government revenue from VAT.

### **Politics of self-governing corporations:**

At the level of local government press reported about cooperation between Snina - Hust, Velyki Kapushany - Svalyava and settlements Drenitsa and Perecyn to promote tourism development, education and culture. Partner of Bratislava self-governing region is Kyiv region; together they tried to develop a relationship through partnership of regional Chambers of trade and commerce. Presov self-governing region conducted with the Transcarpathian Regional Council establishment of the new border crossing point with the intent to start tourism in the national park "Polonyny". Of course, there also were discussed the concept of inter-regional and cross-border cooperation (INTERREG 2005, ENPI 2010), as well as a new strategy for Carpathian Euroregion (2007), which emphasizes the development of tourism as "the most effective tool for the development of relations" in a situation where one of the partners through the creation of the Schengen border was in a new position [4].

### **Tourism and economic sphere:**

In 2008, the abolition of quotas for Ukrainian workers in the Slovak labor market while positive experience Slovak employers with Ukrainian. In 2010, the Ukrainians were already in fifth place in the ranking of foreigners working in Slovakia. However, it was in the absolute numbers of the small number of roughly 1% of Slovaks working in the Czech Republic. At the same time, the Czech labor market closed to workers from countries that are not members of the EU and Slovak position on the Czech labor market remained unchanged, the number of Ukrainian workers in the Czech Republic declined sharply.

"Schengen" in 2007 brought tourism sector only anxiety: stated that Bratislava acquires image of cheap destinations and through several time growing interest of visitors from Ukraine, and the winter season in the High Tatras estimated that approximately one third of hotels remain unemployed. Although Ukrainian evaluated as guests of the longest average stay in the Slovak mountains, in 2009 brought further reduce the number of visas issued to Ukrainian. Already it is time to think about the

way to convince and keep guests from Ukraine and Russia. In addition to Visa and pricing policies there was emphasized their focus on the service of high class. After 2010, a change for the better indeed occurred: in 2011, sharply increased interest in Slovak visas for Ukrainian side. It was noted that, in addition to Tatra, Ukrainian opened Bratislava, in 2012 the number of visitors from Ukraine raised to 57% [5].

As Slovaks out to the Ukraine, back in 2008 it was clearly observed that prevails shopping tourism. Since often mentioned only increasing restrictions by purchasing the most desirable products (gasoline, alcohol, cigarettes) and for 2012, according to the Slovak press, true is the fact that shopping in the Ukraine is no longer so attractive [6].

### **Man - the buyer, vacationer, tourist, traveler:**

Travel experience - from the Ukrainian Carpathians, trips to Kyiv and Crimea, the memories about vacation on the Black Sea coast, in relatively large quantities appearing in the online versions of electronic Slovak newspapers. The report allegedly returned from the literature of the interwar period image next Podkarpatiya as wild, untouched by civilization, and therefore romantic country. Among news are about Chornobyl as destinations for Slovak 'dark tourists ". In any case, we can rejoice the publication in style "seven most beautiful buildings of Ukraine." Bloggers willingly share with us their experience and practical advice about travelling to Ukraine for dental treatment, or talk about the pitfalls that await Slovak drivers from the Ukrainian traffic police. Authors who are familiar with the problems of tourist business, centered on the Ukrainian market, often able to formulate a question that would be interesting to us: "Why Slovak Consulate is such xenophobic in relation to Ukrainian and Belorussian and why you do need a visa through Hungary to be able to go to Slovakia - that I do not know. But one thing is clear: either Slovakia so rich that it does not need tourists from Ukraine, or someone would have over the actions of the Slovak consulates much to think about" [7]. Nothing better illustrates the situation of people on both sides of the border, as the fact that during celebration of Good neighborhood days, they had to accept the fact that the most commonly used border crossing point Vysne Nemecke - Uzhgorod was closed on May 14, 2012 [8].

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