

# Conceptualizing the Cross-Border Market for Tourism Services: A Case Study of the Polish-Czech Border

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## ABSTRACT

The article attempts to define and interpret the concept of the cross-border market for tourism services. In its first part, a systematic literature review focused on the cross-border market, particularly for tourism services. The analysis was based on one hundred selected scientific publications written in English and available in the SCOPUS database, using the Bibliometrix (biblioshiny) software. The literature review indicates a growing interest among researchers in the issue of cross-border markets. However, there is a noticeable research gap concerning cross-border tourism markets' definition, determinants, and functioning. Therefore, in the second part of the article, based on a critical analysis of the literature and classical definitions of a market, a definition of the cross-border market for tourism services is proposed. The structure and determinants of this market within the Polish-Czech borderland are also presented. The author's findings may serve as a starting point for further in-depth analyses, particularly regarding consumer behavior on the Polish-Czech cross-border tourism market, or the process of shaping relationships between tourism providers and recipients of their offer in border regions.

## KEY WORDS

Cross-border market, tourism, borderland, polish-czech cooperation, euroregion

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