

From the Scientific Editor

The second volume of the journal is devoted to the topics connected with the sustainable development in a broad meaning of the notion. The Scientific Editor decided not to limit the authors solely to problems of economic stability, but rather to open the pages of the journal to the topics concerning various social and administrative aspects, plans, projects and schemes.

The sustainable development is considered as a specific paradigm, whose aim is to make public and private businesses harmonious to ensure natural environment protection through the achievement of the effective economy and the state obligations towards its citizens.

Among the authors of hereby publication, there are the academic teachers of the University of Economics and Humanities, side by side with the scholars from other academic centres. The authors of the articles reflect upon the topics of the economy of the environment, sustainable development, sociology, sustainable marketing, sustainable tourism and sustainable city planning. The attention has also been drawn onto the aspects of the information management in relation to public trust institutions and the problems of the unemployment in Bielsko-Biala (Silesian Voivodeship).

Special emphasis has been put on the issues concerning natural environment protection in the international view, due to a difficult period of transformation in the European Union. New types of threats and dangers arise for both people and the natural environment. These are connected with migration phenomena on the scale never seen before or the war and socio-economic conflicts at the European Union borders.

Simultaneously, new forms of communication emerge, including the dynamic development of tourism. Between Poland and Ukraine "nostalgic tourism" is growing (visiting places connected with individual and family traditions and history). Also economic migration to Poland is more and more popular.

Marketing management forms another topic reflected in articles. Firms and businesses use the virtual instruments to promote their goods and services in social media. Scientists cannot remain silent and ignore such tendencies in socio-economic relations and they have to reflect upon those aspects in their projects and research concerning current reality.

The Scientific Editor hopes that the aspects discussed in the articles will be of interest for the wide circle of readers.

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