Old and New Retail Environment in a Post-Communist City: Case Study from the Old Town in Bratislava, Slovakia[1]

František KRIŽAN – Kristína BILKOVÁ** – Peter BARLÍK*** – Pavol KITA**** – Martin ŠVEDA******

Abstract

The future success, vitality and viability of urban shopping areas in Slovakia have attracted considerable attention from academics and policymakers alike over the last few years. This paper reports the current state of the urban retail environment in Bratislava (Slovakia) as a result of various transition waves that reflect its changes over a forty-four year period (1967 – 2011). The outcome of this paper is the identification of concentric zones with the highest rates of changes based on analysis of old and new retail data from both temporal and spatial aspects. In addition to this, it also offers a variety of approaches to measuring the change of urban retail environment in a post-communist city.

Keywords: *retail transition, post-communist, Bratislava, spatial analysis*

JEL Classification: L81, P25, R11, R12

* František KRIŽAN, corresponding author, Comenius University in Bratislava, Faculty of Natural Science, Department of Regional Geography, Protection and Planning of the Landscape, Ilkovičova 6, 842 15 Bratislava, Slovakia; e-mail: frantisek.krizan@uniba.sk

** Kristína BILKOVÁ, Slovak Academy of Sciences, Institute of Geography, Štefánikova 49, 814 73 Bratislava, Slovakia; e-mail: kristina.bilkova@savba.sk

*** Peter BARLÍK, Market Locator SK s.r.o., 29. augusta 36/A, 811 09 Bratislava, Slovakia; e-mail: peter.barlik@instarea.com

**** Pavol KITA, University of Economic in Bratislava, Faculty of Commerce, Department of Marketing, Dolnozemská cesta 1, 852 35 Bratislava, Slovakia; e-mail: pavol.kita@euba.sk

***** Martin ŠVEDA, Comenius University in Bratislava, Faculty of Natural Science, Department of Regional Geography, Protection and Planning of the Landscape, Ilkovičova 6, 842 15 Bratislava, Slovakia and Slovak Academy of Sciences, Institute of Geography, Štefánikova 49, 814 73 Bratislava, Slovakia; e-mail: martin.sveda@uniba.sk

[1] This work was supported by the Slovak Research and Development Agency under the contract No. APVV-16-0232, and by VEGA 2/0113/19 and VEGA 1/0066/18.