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THE DEVELOPMENT OF THE GLAMPING INDUSTRY IN THE CONTEXT OF POST-CRISIS ECONOMIC TRANSFORMATION

РОЗВИТОК ГЛЕМПІНГ-ІНДУСТРІЇ В УМОВАХ ПОСТКРИЗОВОЇ ТРАНСФОРМАЦІЇ ЕКОНОМІКИ

Abstract. The article analyzes the development of the glamping industry in Ukraine under the conditions of post-crisis economic transformation. The relevance of the research stems from the growing need for innovative models to restore the tourism sector after the COVID-19 pandemic and amid ongoing military challenges. Glamping, as a form of eco-oriented entrepreneurship, combines comfort and environmental harmony, offering travelers an opportunity to enjoy nature without compromising convenience. The study provides an overview of global and domestic trends in glamping tourism, identifies the main social and economic prerequisites for its formation, and classifies internal and external factors influencing its development. The research highlights successful Ukrainian glamping initiatives – such as Sovinih Dvor, Berezka Glamping, ecoSpace Sea, Tatariv Glamping, and Green Hills – which demonstrate the adaptability of small and medium-sized businesses to new market realities and the principles of sustainable tourism. Particular attention is paid to glamping as a strategic instrument for stimulating domestic tourism, attracting investment, and creating employment opportunities, including for internally displaced persons. The findings emphasize glamping's advantages: moderate investment needs, short payback period, mobility, environmental sustainability, and potential to revitalize local economies. Strategic priorities for the industry's development are proposed, including: (1) improvement of legal and regulatory frameworks; (2) modernization of tourist infrastructure; (3) promotion of public-private partnerships; (4) implementation of ecological and technological innovations; and (5) strengthening of marketing and international promotion. The study concludes that glamping may become a significant driver of tourism recovery and regional economic growth in the post-war period, contributing to Ukraine's image as a destination of sustainable and responsible tourism. The practical results of this research can be applied in the development of regional tourism strategies, investment programs, and entrepreneurial projects in the recreation and hospitality sectors.

Keywords: glamping, sustainable tourism, post-crisis economy, entrepreneurship, innovation, investment, eco-tourism, Ukraine.

Анотація. У статті досліджено особливості розвитку глемпінг-індустрії в Україні в умовах посткризової трансформації економіки. Актуальність теми обумовлена потребою пошуку інноваційних моделей відновлення туристичної сфери після пандемії COVID-19 та в умовах воєнних викликів. Глемпінг як форма екоорієнтованого підприємництва поєднує комфорт і природність, забезпечуючи туристам можливість відпочинку на природі без відмови від базових зручностей. У статті проаналізовано сучасні тенденції розвитку глемпінг-туризму у світі та в Україні, визначено основні соціально-економічні передумови його становлення, виявлено внутрішні та зовнішні чинники впливу. Узагальнено досвід успішного функціонування українських глемпінг-проектів, таких як Sovinih Dvor, Berezka Glamping, ecoSpace Sea, Tatariv Glamping, Green Hills тощо, що демонструють високий рівень підприємницької адаптивності та орієнтацію на стійкий розвиток. Особливу увагу приділено потенціалу глемпінгу як інструменту підтримки внутрішнього туризму, залучення інвестицій та забезпечення зайнятості, зокрема серед внутрішньо переміщених осіб. У роботі визначено ключові переваги цього сегмента: відносно низька вартість запуску, швидкий термін окупності, мобільність і екологічна безпечність. Сформовано стратегічні напрями розвитку глемпінг-індустрії в Україні, що передбачають: удосконалення нормативно-правового регулювання; розвиток інфраструктури; стимулювання державно-приватного партнерства; упровадження інноваційних технологій та екологічних стандартів; активізацію маркетингової діяльності й промоції на міжнародному ринку. Підкреслено значення глемпінгу як складової відновлення економіки регіонів у післявоєнний період та формування позитивного іміджу України як країни сталого туризму. Результати дослідження, проведеного в статті колективом авторів, можуть бути використані органами місцевого самоврядування, підприємницькими структурами та інвесторами при розробці програм розвитку рекреаційних територій, створенні нових туристичних продуктів і розробці бізнес-стратегій.

Ключові слова: глемпінг, екологічний туризм, сталий розвиток, посткризова економіка, підприємництво, інноваційна бізнес-модель, інвестиції, туризм в Україні.

Formulation of the problem. The tourism industry is one of the most dynamically developing sectors of the Ukrainian economy, but until recently it has not been a priority in the country's economic policy. One of the main reasons for this is the insufficient contribution of tourism to gross domestic product (GDP), which in turn is due to low infrastructure readiness, limited investment and insufficient advertising support on the international arena.

As a result of the COVID-19 pandemic and geopolitical challenges, the tourism industry has suffered significant losses, further highlighting the importance of transforming approaches to the development of this sector. However, in the post-crisis period, new opportunities are opening up for businesses in the glamping industry. The promotion of eco-tourism and the experience of implementing innovative business models have become important factors that allow not only to restore but also to effectively modernise the country's tourism infrastructure.

Analysis of recent achievements and publications.

The issue of developing the glamping industry as a modern direction in the tourism and recreation business is increasingly attracting the attention of scientists and practitioners in the context of sustainable and innovative economic recovery [1–14]. The works of researchers such as J. Swarbrooke, C. Cooper, D. Buhalis, S. Becken, K. Weaver, and N. Hall highlight the issues of innovative business models in tourism, the concept of sustainable tourism, and the impact of technological trends on the development of entrepreneurship. A. Kachniewska, M. Pappas, and M. Sigala explore the role of digitalisation and environmental innovation in shaping the competitive advantages of recreational services. Contemporary authors pay particular attention to the adaptation of tourism enterprises to post-crisis challenges, in particular changes in consumer priorities, the development of domestic tourism, and the introduction of hybrid leisure formats, among which glamping is seen as a combination of comfort, environmental friendliness, and entrepreneurial innovation. At the same time, domestic scientists (I. Kudla, T. Tkachenko, O. Melnyk, Yu. Zinko, O. Drebot) emphasise the regional aspects of the development of tourism entrepreneurship, issues of strategic management of recreational resources and an ecosystem approach to tourism development. Despite growing scientific interest,

a comprehensive analysis of the strategic factors for the development of the glamping industry in the context of post-crisis economic transformation remains insufficiently researched.

The purpose of the article is to justify the theoretical and methodological foundations and determine the strategic directions for the development of the glamping industry in the context of post-crisis economic transformation, taking into account trends in innovative entrepreneurship, sustainable tourism, and changes in consumer behaviour.

Presentation of the main material. Glamping (from “Glamorous Camping”) is one of the most promising areas of development in modern tourism. It is a form of comfortable camping that combines nature and comfort, ideal for tourists who want to combine outdoor recreation with a high level of convenience. This type of tourism became popular worldwide in the early 2000s, when there was a need for alternatives to traditional types of recreation at resorts or hotels [5]. Glamping offers tourists comfortable tents with all amenities (beds, bathroom, electricity, heating), allowing them to combine proximity to nature with a high level of service (Table 1).

Glamping has only recently begun to gain popularity in Ukraine. Its development has great potential thanks to the country's unique natural resources, numerous nature parks, lakes, forests and mountains, as well as growing interest in eco-tourism. However, despite its great prospects, the development of glamping in Ukraine currently faces a number of challenges.

There is no clear regulatory definition and regulation of glamping in Ukraine, which may hinder its development. It is recommended to include the term “glamping” in national regulatory documents and to promote this type of accommodation among the population. Glamping as a business is highly profitable and attractive to investors. The quick launch of such projects (3–4 months) and short payback period (2–3 years) create opportunities for quick investment and profit. Given the high demand for such services, especially in ecologically clean regions, this segment may attract more and more investment [7].

For the further development of glamping in Ukraine, it is necessary to create clear standards for such facilities to ensure their competitiveness in the international market, as

Table 1 – Characteristics of types of glamping and the required amount of investment depending on their type

Reasons for the growing popularity of glamping networks among consumers and tourists		Consumers of glamping network services
In glamping, people fulfil their archetypal need for closeness to nature and nostalgia for childhood spent at their grandmother's village or in a pioneer camp, but with comfort – a restaurant, amenities, etc. When holidaying in glamping, people invest in experiences and emotions, reinforced by photographs that bring additional ‘likes’ on social media.		<ol style="list-style-type: none"> 1. Young people under 30, whose personalities have been shaped by the ideology of ethical consumption. They understand and share the principles of lessismore, non-interference in nature, etc. 2. An older audience, experienced travellers who are tired of standard hotels and have a high level of consumer awareness. 3. Parents of older preschool/younger school-age children who want to give their children the opportunity to experience the freedom of life in nature.
The amount of private investment for organising glamping		
1st type of glamping	2st type of glamping	2st type of glamping
A small number of tents, furniture from IKEA or made by hand, only the most necessary infrastructure: a public toilet and parking. 2–5 million UAH	More tents, creation of public areas, restaurants, photo zones, playgrounds, etc. Investment in the design of the territory and comfort (orthopaedic mattresses and high-quality furniture). 7–9 million UAH	Many tents and entertainment venues – bike rental, cinema, restaurants, etc. High level of service, expensive furniture and plumbing. The cost of accommodation may include transfers, excursions, guide and instructor services. 15 million UAH and above

Source: developed by the authors

well as support for relevant infrastructure projects (roads, electricity supply, sanitation).

Key factors for the development of glamping in Ukraine (Table 2):

1. The growing popularity of eco-tourism. In recent years, Ukraine has seen a steady increase in demand for eco-tourism, including glamping. This is linked to global trends in nature conservation, healthy lifestyles and the promotion of active leisure. Ukrainians are increasingly looking for opportunities to relax in nature, where they can enjoy a comfortable holiday without harming the environment.

2. Development of infrastructure and tourist routes. The presence of unique natural resources – national parks, nature reserves, lakes, mountain ranges – provides great opportunities for the development of glamping. New tourist routes are actively being developed in Ukraine, particularly for camping and glamping, which include not only traditional landscapes but also infrastructure for a comfortable stay.

3. Changes in consumer preferences. Tourists, especially young people, are increasingly seeking new forms of recreation that provide comfort and the opportunity to relax in nature. Glamping is becoming an attractive option because it allows you to enjoy nature without having to give up comfortable living conditions.

Growth of domestic tourism. With the onset of the COVID-19 pandemic and the closure of borders with foreign countries, domestic tourism in Ukraine has received a significant boost to its development. This has created an opportunity for the development of new tourist destinations, such as glamping, where tourists can enjoy nature without leaving the country [11].

The war started by Russia in 2022 has significantly changed the tourism situation in Ukraine. Many traditional tourist routes have become inaccessible due to hostilities, numerous restrictions on movement, destruction of infrastructure and lack of security in certain regions. This has undoubtedly affected the development of glamping, as well as other forms of tourism. However, even in such difficult conditions, this segment of the tourism industry has significant potential for recovery and adaptation.

Here are some examples of successful glamping businesses in Ukraine [10].

1. Glamping “Sovinih Dvor” (Cherkasy region)

This glamping resort is located in the Cherkasy region on the banks of the Dnipro River. The complex offers various types of accommodation, from tents to stylish eco-cabins. All glamping sites are equipped with modern amenities, such as comfortable beds, electricity, heaters, baths and showers, ensuring the most comfortable outdoor experience. In addition to glamping, you can enjoy spa

treatments, go fishing, take part in hiking tours and engage in other active leisure activities.

2. Berezka Glamping (Kyiv region)

This glamping resort, located near Kyiv, offers comfortable tents with all modern amenities, from beds and toilets to air conditioning and Wi-Fi. Berezka Glamping allows you to relax in a natural environment while enjoying a high level of comfort. In addition to accommodation, they also offer active pursuits such as cycling, fishing and outdoor yoga.

In general, glamping – comfortable outdoor recreation with elements of luxury – has been actively developing in the Kyiv region in recent years. Demand for such formats has grown especially during the pandemic and war, when domestic tourism has taken on new significance.

One of the popular destinations is ecoSpace Sea Glamping, located in the village of Tolokun on the shores of the Kyiv Sea. The complex offers accommodation in eight dome tents with panoramic windows. Each room has a kitchenette, bathroom, dining area and sleeping area. The glamping site also has a swimming pool, spa area, restaurant and barbecue area. It is a great location for those seeking a balance between nature and a high level of comfort.

Another well-known glamping site is Shatro in the village of Ulyanyky. It is located on the territory of an equestrian estate and offers accommodation in three cosy tents – Ocheret, Yavir, and Barvinok. Each tent has comfortable living conditions, and the location itself is ideal for family holidays or small groups. In addition to relaxing in nature, guests can go horse riding or simply enjoy the tranquillity of the forest landscapes.

It is also worth mentioning Royal Glamping – another interesting option for active recreation near Kyiv. Here, you can not only stay in comfortable tents, but also rent SUP boards, kayaks or boats, go fishing or cycling, and visit a nearby ostrich farm.

In general, glamping in the Kyiv region is currently showing a trend towards individualised services focused on combining nature, comfort and safety. Such formats are becoming increasingly popular among Ukrainians who appreciate eco-holidays without having to give up basic amenities.

3. Glamping “Tatariv” (Ivano-Frankivsk region)

This glamping resort is located in the Carpathians and attracts tourists not only with its comfortable tents but also with its magnificent landscapes. Tatariv offers outdoor recreation with modern amenities: toilets, bathtubs, heaters, as well as the possibility to use the kitchen and barbecue areas. The glamping site is located near tourist routes, allowing tourists to combine relaxation with mountain walks, hiking tours, and active sports such as skiing and cycling.

Table 2 – External and internal factors influencing the development of glamping in Ukraine

Factors	Positive impact	Negative impact
External factors	growing demand for eco-tourism and outdoor recreation; promotion of ethical consumption and slow living; development of domestic tourism due to restrictions on outbound tourism	unstable economic situation; military risks and security threats; low level of development of tourist infrastructure in certain regions
Internal factors	Ukrainians' desire to relax in comfortable conditions in nature; availability of beautiful natural locations (mountains, forests, lakes); activity of small and medium-sized businesses in the tourism sector	high cost of launching high-quality glamping; low level of training for service personnel; lack of clear standards and regulation of the glamping industry.

Source: developed by the authors

4. EcoVillage “Green Hills” (Lviv region)

Located in western Ukraine, this glamping site offers accommodation in tents with comfortable beds and modern amenities, including Wi-Fi, electricity and bathrooms. It is known for its location in the middle of a forest, which creates an atmosphere of tranquillity and unity with nature. This place is ideal for eco-tourists who want to enjoy fresh air, walks in the woods, relaxation by the river and organised activities such as yoga or folk craft workshops.

5. Glamping is actively gaining momentum in the Ukrainian Carpathians, offering guests modern comforts against the backdrop of incredible nature. Among the most interesting options are several locations:

Mandra Hills (Rychka village, Zakarpattia). Glamping offers stylish dome tents among green hills. The terraces offer panoramic views of the mountains. The location is geared towards a peaceful, relaxing holiday with the option of booking spa treatments;

De Vibe Glamping (Vorokhta, Ivano-Frankivsk region). A modern complex with dome tents near the forest and river.

Each tent has its own bathroom and kitchenette. Nearby are convenient routes for hiking and walking; TAOR Karpaty Resort & Spa (Skhidnytsia, Lviv region). Although this complex is not classic glamping, it offers accommodation in eco-houses and camping areas.

This place combines a high level of service with an eco-friendly concept of recreation;

SlavskoGlamping (Slavske, Lviv region). A small complex with dome tents, located in the popular mountain resort of Slavske. An ideal place for active tourism: trekking, cycling, excursions;

Carpathian Springs (Yaremche, Ivano-Frankivsk region). The complex is located near natural springs and famous Carpathian routes. It offers comfortable conditions for family recreation and wellness

Potential for glamping development during the war

1. Domestic tourism. Given the restrictions on international travel and the ban on men of conscription age leaving the country, domestic tourism in Ukraine has become the only affordable alternative for many citizens. The search for safe places to relax within the country is growing. Glamping, as a type of eco-tourism, has become attractive to many Ukrainians because it allows them to relax in nature while maintaining comfortable conditions.

2. Low cost and mobility. Glamping is an affordable holiday option because, compared to traditional hotels, tents or eco-cabins can be placed even in remote locations, making it possible to use areas that have not been affected by hostilities for the development of such locations. Mobile glamping sites can be quickly deployed in safe areas, allowing for adaptation to changing situations.

3. Involvement of displaced persons. Ukraine is currently experiencing a large influx of internally displaced persons (IDPs). Thanks to its mobility, rapid deployment and comfortable living conditions, glamping can serve as temporary or medium-term housing for people who have been forced to leave their homes due to hostilities. Compared to traditional solutions, such as modular towns or converted sports halls, glamping provides a higher level of comfort and privacy, which is especially important for the psychological well-being of those affected. In addition to meeting basic housing needs, glamping in a natural environment creates conditions for psychological

rehabilitation. Nature, fresh air, silence and comfort contribute to emotional recovery, which is extremely important for IDPs who have experienced stressful situations and traumatic experiences. Glamping can also serve as an element of social projects. The organisation of glamping sites provides an opportunity to involve internally displaced persons in work in the service sector, territory maintenance, administration or tourist support. Thus, glamping will contribute not only to temporary accommodation but also to the employment of IDPs, which will help them to adapt more quickly to new conditions and be socially active. The creation of glamping sites will also facilitate the integration of IDPs into new communities. Locating glamping sites near villages and towns will allow displaced persons to interact with the local population, get acquainted with the culture of the region and gradually become part of a new social environment. In addition to the social aspect, the development of glamping sites in the regions has a powerful economic effect. The creation of such towns stimulates local business: construction companies, furniture manufacturers, food and service providers receive new orders. This contributes to the restoration of economic activity, especially in regions that have suffered destruction.

Businesses involved in glamping have significant potential for development, especially in the post-crisis period, when economic recovery requires rapid adaptation and the implementation of innovative solutions. In addition to the direct development of infrastructure, the glamping industry contributes to the development of local communities by creating new jobs, attracting investment and increasing tourism revenues.

Strategic priorities for the development of the glamping industry

The strategic development of the glamping industry in Ukraine should be based on several key aspects:

1. Investment in infrastructure. One of the important areas is the modernisation of existing infrastructure. For the development of glamping tourism, it is necessary to ensure comfortable transportation of tourists to glamping sites, improve road conditions, and create appropriate recreation areas.

2. Innovation and environmental friendliness. Investments in environmentally friendly technologies, such as renewable energy sources and the use of eco-friendly materials for construction and equipment, are important elements of the modern glamping business model. Glamping villages can become a benchmark for eco-tourism and environmentally friendly recreation.

3. Development of partnerships and public-private partnerships (PPPs). One of the key drivers of the development of the glamping industry in Ukraine is the active formation of partnerships between private companies and between businesses and government agencies. Partnerships allow for the pooling of resources, expertise and marketing opportunities of different parties to create innovative tourism products that meet the current demands of consumers. The development of public-private partnerships opens up new prospects for glamping projects: local authorities can provide land for the creation of glamping locations, facilitate the development of the necessary infrastructure (roads, electricity, water supply) and support projects through grant programmes or tax incentives. For their part, private investors are ready to

invest in the construction of eco-friendly complexes, the development of services and the enhancement of the tourist appeal of regions. In addition, partnerships may include cooperation with educational institutions to train qualified personnel in the service sector, as well as with the media and travel agencies to promote new glamping facilities to a wide audience. Thus, the development of partnerships not only contributes to increased investment in the industry, but also to the creation of a sustainable glamping ecosystem focused on long-term growth, innovation and environmental responsibility.

4. Marketing and promotion. Since glamping is a new type of tourism for Ukrainian consumers, it is important to create programmes to promote this type of holiday. This includes both local and international advertising, participation in tourism exhibitions, and active promotion through social networks and online platforms.

5. Attracting foreign investors and tourists. The strategic goal is to create comfortable conditions for foreign investors who would be willing to invest in glamping projects in Ukraine. To do this, it is necessary to develop incentives, including tax breaks, simplified licensing procedures and easier access to financing.

Prospects and challenges for the development of the glamping industry in Ukraine

Despite the difficult situation, glamping has great prospects for development in Ukraine after the end of the war. One of the priorities for post-war economic recovery will be the development of tourism, including glamping, which could become not only a popular form of recreation but also an important tool for restoring the socio-economic situation in regions affected by the hostilities. Important factors for this will be:

1. Restoration of infrastructure and improved access to natural sites.

2. Attracting investment in the restoration and development of glamping sites.

3. Support for domestic tourism through lower prices for services and tax breaks for entrepreneurs.

4. Development of international tourism after the restoration of stability and security in Ukraine.

Conclusions. Thus, glamping in Ukraine could become an important direction for tourism development during and after the war. Although this market is currently limited due to complex security conditions and economic instability, its potential for domestic tourism remains significant. Glamping could become an attractive option for Ukrainians seeking a comfortable holiday in nature, as well as an important component of economic recovery through the development of ecological and regenerative tourism.

Given the current trends towards eco-tourism and mobile solutions, glamping could become an important component of the Ukrainian tourism landscape, contributing to post-war economic recovery, increasing interest in domestic tourism and attracting foreign tourists.

Given the growing interest in eco-tourism and glamping, experts estimate that the glamping market in Ukraine could grow by 25–30% annually until 2027. The key factors contributing to this growth are: the development of infrastructure for glamping projects; growing demand among domestic tourists; the prospect of attracting international tourists.

These areas have great potential if modern requirements for ecology, design and services in the field of glamping are taken into account.

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