

## **Innovative Model of Creative Tourism as a Factor of Sustainable Development in the Context of Modern Challenges**

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### **KEYWORDS**

creative tourism, innovative model, sustainable development, digital technologies, everyday practices, areas of optimisation.

### **ABSTRACT**

The aim of this study is to develop an innovative model of creative tourism as a key driver of sustainable development in response to modern challenges. In a world where globalization and technological advancements are reshaping traditional tourism approaches, creative tourism emerges as a novel strategy to attract visitors and foster economic growth. This study employs a data-driven analytical approach (BIG DATA analysis) to examine creative tourism, recognizing the need to manage, systematize, classify, and draw insights from large datasets enabled by digital technologies. Creative tourism systems leverage advanced neural networks with multiple hidden layers to intelligently process and extract maximum value from data, providing essential insights for tourism service consumers. This positions creative tourism as both a critical business asset and a valuable tool for improving the human experience. Research Objectives: 1.To develop a model of creative tourism that supports sustainable development. 2.To examine the daily practices and impact of creative tourism on sustainable development. 3.To identify ways to enhance the effectiveness of creative tourism models and their contribution to sustainable development. The study highlights the essential components of an innovative creative tourism model, integrating local culture, environmental responsibility, digital technologies, and the creation of unique tourism products. Special focus is given to sustainable development principles, which not only protect environmental resources but also promote the social well-being of local communities. The paper also presents successful examples of creative tourism practices, showcasing their potential to open new market opportunities and increase regional competitiveness. The findings underscore that this innovative model of creative tourism holds the potential to revolutionize the tourism industry, advancing economic, social, and environmental progress.

## **1. Introduction**

Creative tourism is a new approach to tourism travel that emphasises the active participation of tourists in creative processes and cultural exchange. Creative tourism offers tourists the opportunity to become co-creators of their journey by engaging in local cultural, artistic, craft or other creative processes. The creative tourism model is a conceptual framework that aims to combine tourism practices with creative industries to offer visitors a unique and meaningful experience. The model assumes that tourists can actively participate in cultural, creative and learning activities that allow them to interact with local communities, culture and nature. Key characteristics of the creative tourism model: 1) Tourists actively participate in various creative processes, such as workshops, cultural festivals, art exhibitions, etc. 2) Involvement of local residents as partners in tourism activities, which contributes to the development of social ties. 3) Interaction of tourists with local traditions, culture, gastronomy, arts and crafts. 4) Learning about local customs, traditions and history, which creates a deeper connection with the region. 5) Encouraging sustainable development, eco-digital practices and responsible use of resources, including measures that support environmental protection and conservation of natural resources. 6) Use of new technologies and digital platforms to improve the tourist experience and promote local cultural resources, create new event formats that combine traditions with modern trends. 7) Economic growth, based on the development of the local economy through attracting investment in creative industries, promoting support for local entrepreneurs offering unique products and services (Formation of modern management concepts of touristic, hotel and restaurant business in the sustainable development paradigm conditions: monography, 2022)

## **2. ANALYSIS OF RECENT RESEARCH AND PUBLICATIONS**

Creative tourism, which focuses on the unique cultural and social aspects of regions, is becoming an important tool for sustainable development in the context of globalisation and environmental challenges. In recent years,

researchers have increasingly focused on innovative models that can increase the efficiency of creative tourism, ensuring economic, social and environmental progress at the same time. These are articles by V. Voronkova, V. Niekitenko, R. Oleksenko, G. Garbar, S. Bilogur, N. Rybalchenko. (2021).

Recent studies by Roman, Cherep, Alla, Cherep, Oleksandr, Halina Harbar (2024) show that the integration of digital technologies is a key factor in the development of innovative models of creative tourism. In particular, the availability of online booking platforms, the use of mobile applications to interact with tourists and local communities, as well as the introduction of augmented reality (AR) and virtual reality (VR) technologies are changing the way tourists perceive traditional products and services.

Social aspects are discussed in the article by Tatyana Teslenko, Valentyna Voronkova, and Mira Hakova (2023), in which social responsibility and the participation of local communities in creative tourism processes are becoming increasingly important. It is important that innovative models stimulate cooperation between local entrepreneurs, tourists and government agencies, which contributes to the development of social infrastructure, preservation of cultural heritage and improvement of the quality of life.

Environmental challenges are discussed in the article by A. Cherep, N. Venherska, L. Bezkorovaina. In the context of current environmental challenges, such as climate change and biodiversity loss, an innovative model of creative tourism should focus on environmental sustainability. According to recent sources, many researchers believe that environmental initiatives, such as the use of renewable resources, reducing carbon emissions and actively engaging tourists in conservation programmes, can significantly increase the sustainability of tourism practices.

This analysis highlights the need for a comprehensive approach to the implementation of innovative models of creative tourism to ensure sustainable development in the face of current challenges (Voronkova et al., 2024).

### **3. MATERIALS AND METHODS**

The nonlinear methodology of innovative creative tourism as a factor of sustainable development is a methodology that takes into account the complex, irregular and unpredictable relationships between the elements of the creative tourism system, and takes into account the influence of many factors that can interact in a complex way. The main characteristics of the non-linear methodology are complexity, unpredictability, self-organisation, fractality, which allow for a deep understanding and modelling of complex systems that cannot be adequately described by linear methods, where the complexity and dynamism of systems play a key role. The interdisciplinary approach is based on the methods and principles of cybernetics and computer science based on the synthesis of spiral dynamics, The interdisciplinary approach is based on the methods and principles of cybernetics and computer science, based on the synthesis of spiral dynamics, Wilber's integral approach, which helps to go beyond traditional disciplinary frameworks, contributing to a deeper understanding of complex problems and the development of innovative solutions. The use of an interdisciplinary approach combines methods from several fields (economics, sociology, psychology), and cooperation with specialists from different fields can pose certain challenges. A data analytical approach (BIG DATA analysis) was used, as digital technologies deal with a large amount of data that needs to be systematised in a certain way, classified, and indicators classified, conclusions drawn, and forecasts made. Creative tourism systems allow for an intelligent approach to data based on neural networks with many hidden levels and maximise the benefits of the data, which is essential in today's environment for consumers of tourism services. All this makes creative tourism a valuable business resource and an indispensable human assistant. The purpose of the article is to develop the concept of an innovative model of creative tourism as a factor of sustainable development. Objectives of the study: 1) to develop a model of creative tourism to ensure sustainable development; 2) to analyse the everyday practices of creative tourism impact on sustainable development; 3) to find out the ways to improve the efficiency of creative models of tourism development and their impact on sustainable development (Diversification of European rural tourism through balance and creativity: educational and practical guide, 2022)

### **4. RESULTS**

1. Development of creative tourism models for sustainable development. The model of creative tourism as a factor of sustainable development is based on the integration of economic, social and environmental aspects into the development of tourism infrastructure, which leads to an improvement in the quality of life of local residents and the preservation of the natural and cultural environment for future generations. The creative tourism model as a factor of sustainable development is a powerful tool for preserving cultural heritage, developing local economies and improving the quality of life in communities. It encourages the preservation of the natural

environment, supports social inclusion and promotes environmental awareness among tourists. Thanks to innovation and the use of digital technologies, creative tourism opens up new opportunities for tourist development. (Šálková et al., 2024)

The creative tourism model as a factor of sustainable development cultivates: 1) Gastronomic tourism, including participation in culinary masterclasses and tastings of local dishes. 2) Art tourism, based on visits to art residences, galleries, and participation in joint projects with local artists. 3) Cultural festivals, based on participation in festivals representing local traditions, music, dance and art. 4) New opportunities for interaction between tourists and local communities that enhance the value of cultural heritage and ensure sustainable development. Thanks to this model, tourists can not only consume but also actively create cultural values, which makes their experience more meaningful and memorable (Kyrychenko et al., 2021)

The main characteristics of creative tourism are: 1) tourists do not just observe culture, but become a part of it, for example, by attending masterclasses in folk art, gastronomy, crafts, etc. 3) interaction between local people and tourists promotes a deeper understanding of cultural diversity. 4) Creative tourism supports local communities and economies by preserving cultural heritage and promoting its development. This approach expands the boundaries of tourism, emphasising the importance of creativity, cooperation and integration of tourists into the local environment. In the context of the concepts of sustainable cultural tourism and regenerative tourism, the potential of creative tourism as a regenerative element in community development processes is explored. Creative tourism initiatives can inspire new ideas and activities and contribute to the viability of the local community and potential recovery dynamics.

Among the creative tourism models, key themes have been identified that resonate in terms of their impact on the wider community and development dynamics: 1) reinforcing distinctive elements of local identity; 2) stimulating flows and connections between the local area and the external environment; and 3) providing platforms for local cooperation, exchange and development. A key aspect of creative tourism is its connection to the place where it takes place. The local identity and distinctiveness of a place are intertwined with tangible and intangible heritage, local culture and traditions, narratives and history, landscape and local communities (Report on the results of the survey "Conducting a domestic and outbound touristic research by Ukrainians, 2021). Creative tourism, embedded in local specificity, is a strategic differentiation factor for providing distinctive and unique offers related to vulnerable local heritage, such as local traditions, craft cycles. Thus, the creative tourism model as a driver of sustainable development is a conceptual framework or approach that demonstrates how creative tourism can contribute to the achievement of sustainable development goals. It covers various aspects such as economic, social and environmental impacts and includes a number of components (Table 1)

**Table 1. Model of creative tourism as a factor of sustainable development**

| The direction of the model development | Characteristics                                                                                                                                                                                                                                                                                                                                                                                                                        |
|----------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Economic aspect                        | Creative tourism stimulates the development of local businesses, such as craft workshops, art galleries and restaurants, leading to the creation of new jobs.<br>By offering unique cultural and creative experiences, regions can reduce their dependence on traditional mass tourism and diversify their income:                                                                                                                     |
| Social aspect                          | Creative tourism promotes the popularisation and preservation of local cultural traditions, arts, and cultural heritage.<br>Local residents become active participants in tourism programmes, which contributes to the development of a sense of pride in their culture and heritage, which is achieved through community involvement                                                                                                  |
| The environmental aspect:              | Creative tourism can promote environmental practices, for example, through educational programmes and participation in environmental activities, and contribute to the development of environmental awareness. The creative tourism model focuses on the conservation of natural resources and the development of environmental initiatives, based on the responsible use of resources:                                                |
| The innovation aspect                  | The use of digital technologies to create new forms of interaction between tourists and local communities (e.g. through mobile applications, virtual tours, etc.).<br>Creative approaches, based on the search for new ideas and forms of tourism development that meet modern requirements and interests of tourists.                                                                                                                 |
| Ensuring inclusiveness                 | The creative tourism model aims to make cultural and creative experiences accessible to all segments of the population, including people with disabilities, that are inclusive of all.<br>Creative tourism programmes can support the inclusion of marginalised groups, such as minorities or disadvantaged communities, by providing them with opportunities to present their culture and traditions, which promotes social inclusion |

|                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|--------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Promoting sustainable practices:     | Creative tourism promotes the use of local materials and resources, which reduces the carbon footprint and supports local economies, based on the use of local resources.<br>Involving tourists in environmental initiatives, such as planting trees, cleaning up areas or participating in the restoration of natural resources, creates a responsibility for environmental protection, which includes environmental measures.                                                                                                                   |
| Intellectual property and creativity | Protecting the rights of artists: The creative tourism model takes into account the protection of intellectual property of local artists, craftsmen and cultural figures, which will help to preserve their creative achievements, provide them with economic benefits and contribute to the protection of creative individuals.<br>Creative tourism can be a catalyst for the development of cultural and creative industries, such as art, design, gastronomy, which contributes to economic growth and the development of creative industries. |
| Partnership and cooperation          | Effective implementation of the creative tourism model requires close cooperation between local governments, entrepreneurs and local communities.<br>Creative tourism can be an incentive for the development of international relations and the exchange of experience between different.                                                                                                                                                                                                                                                        |

Table 1 (compiled by the authors)

## 2. Everyday practices of creative tourism impact on sustainable development

Creative tourism models and practices are part of the creative economy, which focuses on using innovation and creative processes as a source of economic development. This can include workshops on local art, participation in music festivals, theatre performances, cooking shows, and the creation of tourism products that are linked to local cultural identity. One of the key ideas of creative tourism is co-creation, i.e. the co-creation of experiences by tourists and locals. It is more than just consuming finished tourism products; it is an interactive collaboration that allows tourists to participate in the creation of a cultural product. For example, tourists can join traditional crafts training or participate in local festivals, allowing them to immerse themselves in authentic culture (Teslenko et al., 2023).

Creative tourism models and practices promote transformative experiences that impact not only tourists but also local communities. For tourists, it can be the development of new skills, broadening of cultural outlook, and personal development. For local communities, it helps to preserve and update cultural heritage, create new jobs and support the local economy. Creative tourism is closely linked to sustainable tourism and cultural heritage preservation. This type of tourism helps to preserve local traditions that could be lost due to globalisation. By engaging tourists in local cultural practices, it provides financial support for their preservation and development. This is especially important for rural areas, where traditional crafts and arts can become a source of income for local communities (Table 2).

**Table 2. Daily practices of creative tourism and their impact on sustainable development**

| Direction of model development                                                       | Characteristics                                                                                                                                                                                                                                                                                                                                                             |
|--------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| The potential of digital technologies to create new types of interactive experiences | Augmented reality (AR) and virtual reality (VR) allow tourists to immerse themselves in cultural environments before they actually travel.                                                                                                                                                                                                                                  |
| Digital platforms and social media                                                   | Digital platforms and social networks help to disseminate knowledge about local cultural traditions and attract a wider audience to participate in such projects, and facilitate the exchange of experience                                                                                                                                                                 |
| Emotional and cognitive aspects of tourism.                                          | Participants gain a deep emotional experience through personal interaction with local culture, which creates a unique bond between the tourist and the place they visit. Such tourism contributes to cognitive development as tourists learn new skills, cultural traditions and gain a deeper understanding of the socio-cultural contexts of other countries and peoples. |
| Stimulating social innovation                                                        | Different segments of the population are involved in cooperation, new formats of cultural interaction are created, and inclusive tourism products are developed. They can be an important tool for social integration, especially in multinational countries or regions with diverse cultural heritage.                                                                     |

Table 2 (compiled by the authors)

Thus, creative tourism models and practices are becoming not only an important economic factor, but also a powerful tool for preserving cultural heritage, promoting sustainable development and forming a new type of interaction between tourists and local communities, where creativity and co-creation play a key role. In the broadest sense, creative tourism models and practices are a mutual exchange between locals and visitors. In this regard, creative tourism initiatives can serve as a focal point for intercultural knowledge exchange, exchange and dialogue. Creative activity stimulates exchange processes that can ‘articulate a range of aspects related to human attachment to a place and trigger an exchange of memories between visitors and locals’. Stimulating exchange and meaningful interaction between tourists and locals through creative tourism activities can create

new influences and perspectives on both local and external culture(s), provide participants with ‘different’ approaches and create collective expressions and forms that emerge within the activity or environment (Implementation of the European experience of sustainable rural tourism and creative industries complementary development, 2023).

3. Directions for improving the effectiveness of creative models of tourism development and their impact on sustainable development

Increasing the effectiveness of creative models of tourism development can be carried out through a variety of areas, including innovation, management strategies, marketing, partnerships, environmental responsibility and other aspects. Creative tourism development models linked to (or embedded in) small festivals and aligned with creative accommodation can play an important role in the strategic positioning of the region internationally and in actively generating these flows. The diversity and interdisciplinarity inherent in creative tourism can lead to participation and cooperation to pool efforts, create resources and share know-how between developers and other members of the local community (Table 3).

**Table 3. Key areas for improving the effectiveness of creative tourism development models**

| Directions for the development of creative models | Characteristics                                                                                                                                                                                                                                                                       |
|---------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Innovative products and services                  | Creation of new tourism products, which requires the development of unique routes, excursions and events offering a non-standard experience.<br>Improving tourism themes, based on the development of specialised types of tourism, such as gastronomy, ecology, culture, sports, etc |
| Use of digital technologies                       | Digital platforms, based on the use of online platforms to promote travel services, bookings and ticket sales.<br>Social media, which includes engaging the target audience through social media and content marketing.                                                               |
| Partnerships and collaborations                   | Cooperation with local enterprises, based on interaction with local manufacturers, artists and other businesses to create integrated products.<br>International partnerships aimed at developing cooperation with foreign tourism organisations to attract international tourists.    |
| Resource management                               | Sustainable development: Implementation of sustainable tourism practices that minimise environmental impact.<br>Environmental initiatives: Implementation of environmental protection programmes, including waste reduction and energy conservation.                                  |
| Improving the quality of service                  | Staff training: Investing in staff training and development to ensure a high level of service.<br>Customer feedback: Proactively collecting feedback and analysing it to improve services.                                                                                            |
| Adaptation to changes                             | Flexibility in planning: Quickly adapt to new market conditions, changes in consumer behaviour or new challenges such as pandemics or economic crises.<br>Innovative strategies: Using new business models and management approaches in the face of uncertainty.                      |
| Cultural integration                              | Involvement of local traditions: Incorporating local culture, traditions and customs into tourism programmes to create authentic experiences.<br>Education and awareness raising: Holding cultural events, workshops and seminars for tourists and local residents.                   |
| Market research and analysis                      | Customer research: Regularly analysing customer needs and preferences to adapt products and services.<br>Trend monitoring: Keeping an eye on new trends in the travel industry to respond quickly to changes.                                                                         |

Table 3 (compiled by the authors)

The model of creative tourism in the EU is based on the integration of cultural, creative and innovative elements focused on the active participation of tourists in local cultural practices. This model reflects current trends in tourism, where the emphasis is shifting from passive consumption of cultural products to active participation and interaction with local communities.

Many EU countries have a rich cultural heritage, which becomes the basis for the development of creative tourism. Local crafts, traditional holidays, art and cuisine are used to create authentic tourism products. Many European cities are developing special creative spaces (e.g., art studios, coworking spaces, craft workshops) that serve as a platform for creative initiatives. Tourists can participate in master classes, workshops, and cultural projects. The European model of creative tourism focuses on the interaction of tourists with local people and culture. For example, tourists can participate in grape harvesting in Italy, learn how to make cheese in France, or master traditional pottery in Spain. An important characteristic of European creative tourism is the focus on



preserving authenticity. Local communities benefit from tourism without compromising their cultural identity. Many EU countries use modern digital technologies to develop creative tourism. These can include virtual tours, online workshops, digital platforms for booking participation in events, or interactive applications with augmented reality. As part of the EU's sustainable development strategy, many countries are focusing on environmentally friendly and sustainable forms of tourism. Creative tourism is focused on supporting local producers and cultural projects that do not harm the environment (Rybalchenko et al., 2021).

In EU countries, creative tourism is often aimed at developing rural or lesser-known regions, allowing local people to generate new sources of income and preserve their traditional way of life. Examples: In Tuscany, creative tourism programmes are popular, where tourists can participate in wine making, attend ceramics workshops, or learn culinary arts. In Andalusia, craft tourism is developing, where visitors can learn traditional crafts such as pottery or jewellery making. In Provence, tourists can participate in lavender picking and learn how to make natural cosmetic products. Finland is developing eco-creative tours that combine traditional crafts with outdoor activities. The EU's creative tourism model aims to provide sustainable, authentic and interactive experiences that support both economic development and the preservation of the region's cultural heritage.

Creative tourism models contribute to: 1) strengthening the distinctive elements of local identity; 2) stimulating flows and connections between the local area and the external environment; 3) using platforms for local cooperation, exchange and development. Creative tourism emphasises the importance of enabling grassroots, endogenous processes to stimulate sustainable and creative local development, as well as the multifaceted impacts of creative tourism models on the wider community in which the initiatives are implemented. In many cases, creative tourism activities also contribute to the preservation of local cultural heritage and the revival of endangered arts, crafts and traditions. The development of such initiatives should actively involve communities and place them at the centre of strategic planning and decision-making on how to use tourism for local development, heritage preservation and cultural vitality. In general, these dynamics can contribute to the development of sustainable and regenerative tourism, which pays great attention to community well-being, holistic development, cultural vitality and sustainability (Oleksenko et al., 2021).

## 5. CONCLUSION

The practical significance of creative tourism is that it promotes the development of innovative approaches to tourism activities and engages visitors in active participation in the cultural, creative or artisanal life of local communities. Creative tourism stimulates the economy of local communities as tourists actively interact with local entrepreneurs, craftsmen, artists and artisans. Through the involvement of tourists in traditional crafts, local cultural practices and creative events, interest in preserving cultural values and traditions is growing. Creative tourism offers tourists the opportunity to immerse themselves in authentic cultural practices, making their experience more rich and interactive than traditional forms of tourism. Tourists have the opportunity to learn new skills, develop their own talents and creativity through participation in workshops, cultural projects and creative activities. Creative tourism, which focuses on interactive and environmentally sustainable forms of activity, helps to minimise the negative impact on the environment. This type of tourism promotes cultural exchange between tourists and locals, which strengthens social ties and cultural understanding. Thus, creative tourism models contribute to the sustainable economic and cultural development of regions, improve the quality of tourist experience and develop personal skills of tourists. In conclusion, the article emphasises the need to introduce innovative approaches in creative tourism that are consistent with the principles of sustainable development and can significantly change the tourism landscape in the global context.

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