

O. V. KUCHAI

PhD in Economics Sciences,

Associate Professor of Department of the Psychology and Tourism,

Kyiv National Linguistic University (Ukraine, Kyiv)

e-mail: oksana.kuchai@knlu.edu.ua

ORCID ID: <https://orcid.org/0000-0002-4201-7236>

ECONOMIC BASES OF TOURISM STUDIES

Abstract

The purpose of the article is to determine the composition and features of the economic foundations of activity in tourism studies, to identify the problems of their provision and implementation, to substantiate the means and tools for improvement with a view to increasing the efficiency and competitiveness of tourism activities. **The methodological basis** of the article is a systematic approach with the use of general scientific and special economic methods of cognition, for example: comparative analysis in the study of the impact of the economy on the tourism sector. In addition, the following methods were also used: analysis, comparison, systematization and generalization – to clarify the essence and content of the categories under study, in particular, “tourism economy”, “economy of a tourism enterprise”; statistical and comparative analysis, method of generalization. **Scientific novelty.** The formation of the concept of tourism as a type of economic activity in modern economic science is traced, the main components of the concept of “tourism” are defined from the economic, consumer and socio-cultural points of view. The theoretical prerequisites are outlined and the expediency of solving the problems of development of tourism as an economic category is substantiated. It is proved that the assessment of the economic effect of tourism activity should be based on the definition of an indicator that characterizes the effectiveness of economic activity of entities. **Conclusions.** It is determined that the economic component in tourism studies is very important, since the development of tourism gives the country the following advantages: an increase in cash flow, including the inflow of foreign currency, and hence an increase in population income; growth of gross national product (GNP); replenishment of the budget through an increase in tax revenues of the host region and other revenues; creation of new jobs, i.e. increase in employment; attraction of capital, including foreign capital; multiplier effect by developing the tourism sector, the country is gradually.

Key words: tourism, tourism as an economic concept, economic approach, economic principles of hospitality services, tourism enterprise.

ЕКОНОМІЧНІ ОСНОВИ ТУРИЗМОНАВСТВА

Анотація

Метою статті є визначення складу та особливостей економічних засад діяльності в туризмознавстві, виявлення проблем їх забезпечення та реалізації, обґрунтування засобів та інструментів удосконалення з метою підвищення ефективності та конкурентоспроможності туристичної діяльності. **Методологічною базою** статті є системний підхід з використанням загальнонаукових та спеціальних економічних методів пізнання, наприклад: порівняльний аналіз під час дослідження впливу економіки на туристичну сферу. Крім того, використовувались також такі методи: аналізування, порівняння, систематизації та узагальнення – для уточнення сутності та змісту досліджуваних категорій, зокрема, “економіка туризму”, “економіка туристичного підприємства”; статистичного та порівняльного аналізу, метод узагальнення. **Наукова новизна.** Прослідковується формування поняття туризму, як виду економічної діяльності в сучасній економічній науці, визначено основні складові поняття “туризм” з економічної, споживчої та соціокультурної точки зору. Викладено теоретичні передумови та обґрунтовано доцільність вирішення проблем розвитку сфери туризму як економічної категорії. Доведено, що оцінка економічного ефекту туристичної діяльності повинна базуватися на визначенні показника, який

характеризує результативність господарської діяльності суб'єктів. **Результати дослідження.** Визначено, що економічна складова в туризмознавстві є дуже важливою, оскільки розвиток туризму дає країні наступні переваги: збільшення грошового потоку, у тому числі приплив іноземної валюти, а отже, і зростання доходів населення; зростання валового національного продукту (ВНП); поповнення бюджету через збільшення податкових зборів приймаючого регіону та інших надходжень; створення нових робочих місць, тобто збільшення зайнятості населення; залучення капіталу, в тому числі іноземного; ефект мультиплікатора розвиваючи сферу туризму, країна поступово розвиває й інші галузі; розвиток інфраструктури; реформування структури відпочинку, яка може бути використана як туристами, так і місцевим населенням; підвищення якості життя місцевих жителів унаслідок демонстраційного ефекту.

Ключові слова: туризм, туризм як економічне поняття, економічний підхід, економічні засади надання послуг гостинності, туристичне підприємство

Introduction. According to the modern Ukrainian school of maximizing the satisfaction of tourist and recreational needs of the country's population and foreign tourists, and to ensure, on this basis, the comprehensive development of territories and their socio-economic interests while preserving ecological balance and historical and cultural heritage. Historical, geopolitical, economic opportunities and specifics of individual territories, it will be extremely difficult, if not impossible, to achieve the desired result, so the problem of "regionalization" is quite acute today.

The view of a region as a market with clearly defined territorial boundaries, in turn, requires a revision of the methods of studying economic processes taking place on its territory. Economic diagnostics can serve as such a new tool of the regional market research methodology, as it provides information that becomes the basis for identifying strategic directions of activity, as it indicates the efficiency of potential use, allows to identify imbalances in the development of the object under study, and adequately respond to changes in the external and internal environment.

Today, the issue of scientific substantiation of the place and role of the tourism sector in the context of economic priorities of regional and local development, development of a methodology for assessing the effectiveness of tourism potential development, development of theoretical foundations for its practical implementation is also extremely relevant. In other words, it is necessary to develop a methodology for the national, regional and local levels in the context of foreign experience. **Analysis of recent research and publications.** The first attempts to define the tourist space in economic terms were made in the 1990s. Some components and phenomena of the tourist space were described by M.P. Krachilo in his work on the basics of tourism studies, where he studied the components of the tourist space at the infrastructure level, as well as the processes associated with changes caused by the impact of tourist traffic at the mental level. However, this work did not become the basis for a detailed theoretical study of the economic essence of the tourist space due to the author's rejection of economic benefits as a factor in the organization of tourist activities.

In the 2000s, there was a revival of interest in the problem of defining the tourist space, which laid the foundation for theoretical studies of the content of this concept. In particular, O. Beidyk (2001), in the course of a theoretical study of recreational zoning, outlined the boundaries of resource and recreational areas of Ukraine, laying the foundation for further typology of the geospatial concept of tourism organization. In 2002, O. Lyubitseva published a thorough work, where the author structured the regional organization of the tourism industry and proved the connection between the level of structure of the tourism services sector and the level of economic development at both the global and national levels.

A significant impact on solving the problem of localization of the subject of tourism economics research is made by A. Prykhodko (2012), who notes that today the issue of

systematization of approaches to the economic definition of the tourist space is arbitrary and synonymous. In addition, he draws attention to the differences between domestic and international terminology and unsystematic attempts to bring them together, which has led to the existence of several synonymous definitions of the tourism space.

In the modern tourism historiography, the scientific article by Fedoryshyna, L., Holovchuk, Y., & Bodnar, R. (2023) is devoted to the analysis and generalization of the philosophical content of the category “tourism”, outlining the structure and functions of modern tourism activity and substantiating its interrelationships with the concepts of regional economy. The article by Smutchak, Z. (2020) is devoted to the substantiation of the impact of tourism on the socio-economic development of the country.

At the same time, the study of the economic foundations of tourism studies remains an urgent need in modern science.

The purpose of the article is to determine the composition and features of the economic foundations of activity in tourism studies, to identify the problems of their provision and implementation, and to substantiate the means and tools for improvement with a view to increasing the efficiency and competitiveness of tourism activities.

The goal is achieved by fulfilling the following tasks: to analyze the state of development of the problem in Ukrainian and foreign historiography; to determine the essence of economic foundations in the tourism sector; to substantiate the main directions of improvement and ways to solve the identified problems in the economy of tourism activity.

Methods and methodology of the study. The methodological basis of the proposed article is a systematic approach using general scientific and special economic methods of cognition, for example: comparative analysis in the study of the impact of the economy on the tourism sector. In addition, when writing the article, various methods of scientific research were also used: analysis, comparison, systematization and generalization – to clarify the essence and content of the categories under study, in particular, “tourism economy”, “economy of a tourism enterprise”; statistical and comparative analysis – to study the indicators of development of economic entities for assessing innovation activity in Ukraine, the method of generalization – to substantiate the directions of improvement and ways to solve the identified problems in the economic.

Presentation and discussion of the main research material. Despite the current global problems affecting tourism, the travel and tourism sector does not lose its relevance and occupies a significant share in the world economy. The World Economic Forum, held annually in Davos, facilitates the discussion of current issues and problems, prospects for economic development, and the development and strengthening of international partnerships.

Ukraine also has economic prospects for transforming the tourism sector into an industry that brings huge revenues to the state budget. All travel agencies started their activities with little or no experience in this field; Ukrainian citizens, not spoiled by foreign travel, were unpretentious tourists and did not spare money for their first trips abroad. Travel agencies could easily find their niche and win new customers (Tregubov, 2016, pp. 192–193).

As a socially determined phenomenon, tourism activity requires a deep scientific understanding. In this regard, a new direction in science has emerged – tourism studies. Tourism studies is a scientific field that combines various studies of tourism as a social phenomenon, and the task is to develop a theory of tourism functioning (Liubitseva, 2002, p. 11).

In this context, we can distinguish the concept of “tourist space”, which is defined as a component of the economic space, where, with proper resource provision, dynamic events, phenomena and facts occur due to tourist activity with a functional link to the natural

and social environment or social relations. The attribution to the tourist space is due to the presence of tourist dynamics, regardless of its size and nature of movement, and the presence of tourist infrastructure, its size and nature makes it possible to determine the type of tourist space.

We can identify the following areas of impact of tourism development on economic activity: growth of international trade; – increasing investment attractiveness, accelerating infrastructure development. The development of the tourism sector often leads to the improvement of basic infrastructure: airports, roads, water supply, energy, medical services, communication networks used by tourists and local residents; support for low-income economies. Tourism is especially important for less developed and low-income economies, promoting integration growth, revitalizing urbanized areas, improving access to income generation through new technologies, supporting folk crafts, and boosting the blue economy, which is understood as the use of the sea and its resources for sustainable economic development (Moskaleva, 2018, pp. 765–766).

Tourism's impact on economic development is also manifested in increased business activity and expanded production of goods and services as a result of increased effective demand from foreign and local tourists. From an economic point of view, the attractiveness of tourism as a service industry lies in the faster return on investment and the generation of income in freely convertible currency. In most countries, tourism is among the top 3 leading industries of the state, is rapidly developing and plays. The tourism industry is becoming more and more important in the global economy every year. Over the past fifteen years, the tourism sector has gained recognition as one of the world's largest service industries.

There are a number of conceptual approaches and methods for assessing the economic impact of tourism. The Input-Output Model was developed by the famous economist, Nobel Prize winner V. Leontief in the 20s of the twentieth century, and after a break was used in the 1950s and 1970s. In the twenty-first century, this model has found application in the field of tourism calculations (especially significant experience has been gained in assessing economic indicators in tourism abroad), as well as in analyzing inter-sectoral relations in the national and regional economy, identifying possible areas for optimizing the sectoral structure (Михайличенко, 2012, p.137-138). In addition, the state of national tourism today is considered as an indicator of the quality of life of the population, since a high level of social welfare and an increase in leisure time of the population (as two main prerequisites for the development of tourism itself) are always associated with consistently high rates of economic development, so a high degree of tourism development is characteristic primarily of economically developed countries.

Thus, in the 1980s, a clear idea of tourism was formed not only as an economic activity, but also as an economic phenomenon, and there was a realization that tourism as an economic phenomenon can create conditions for the development of the world and national economies. Consequently, the very paradigm of studying the economic impact of tourism has changed. Today, the science of tourism around the world is going through a period of rethinking the basic concepts, trends and prospects of development, as well as methods and means of managing the development of this industry.

Among the recent achievements is an attempt to identify and define the main seven types of so-called tourism multipliers (output, sales, profit, employment, imports, etc.), which are the focus of certain theories of organizing economic activity in the tourism sector. However, the peculiarity of the service and tourism sectors is that the same multiplier differs significantly from country to country or region to region. Thus, the problem of choosing a multiplier arises, since each type of multiplier is able to provide only its specific functions.

Due to the multiplication of the tourism sector by industries with different content, the growing role of intermediation and widespread virtualization of technological processes, it is difficult to determine the contribution of each segment of the tourism industry to the formation of total industry revenues. In order to calculate a comprehensive differentiated tourism multiplier in Ukraine, it is necessary to gradually introduce international standards for tourism statistics and adapt existing models for calculating certain types of tourism multipliers to the specifics of the national statistics system. According to G. I. Mykhailichenko, financial indicators and prospects for expansion are important for the accuracy of forecasts and the formation of a strategy for the development of the tourism sector, which in turn can serve as an assessment of the profitability of this type of business (2012, p. 140–141).

Today, the world's leading tourist countries are focusing and innovation infrastructure rather than transport or accommodation infrastructure. These two components form the competitive advantages of the tourism business. Enterprises that are able to effectively use information and communication resources become leaders in the tourism market and ensure accelerated development. Economists have proven that a developed infrastructure is a condition for efficiency of such businesses depends on the efficiency of the same infrastructure. Thus, the infrastructure of the tourism is an organizational and economic system that most effectively ensures the movement of tourism products and services from seller to buyer, together with a number of enterprises that ensure the functioning of the tourism market itself. The development of the tourism market infrastructure is impossible without funding at the state level and has a socially significant content, so it is necessary to actively attract private and public investment to improve it. In addition, solving the problems of tourism infrastructure is possible through comprehensive projects for the development of tourist destinations, rather than at the level of a single company.

Russian military aggression has caused irreparable damage to the national and global economy. Ukraine's national economy could shrink by up to 50% if Russia continues to shell its energy infrastructure. This was stated by Prime Minister D. Shmyhal at the Economic Forum in Paris (2022). It is clear that the war has almost stopped the tourism and hotel and restaurant industry. Ukrainian hotels, sanatoriums, and other temporary accommodation facilities in the unoccupied territories were forced to reorient themselves to serve the population affected by Russian aggression and forced to leave their homes. Restaurants, canteens, and cafes began to provide catering services to refugees, territorial defense soldiers, and volunteer organizations. The hospitality industry, like the entire Ukrainian economy, switched to a war footing, working to ensure Ukraine's victory in the difficult battle for independence.

However, there are many examples in the world where countries have recovered quickly from large-scale military conflicts and welcomed visitors again, and the share of foreign tourists has only grown. We hope that Ukraine will soon join these countries. Post-war economic recovery is impossible without the development of the tourism and hotel and restaurant industries. The hospitality industry, which suffered from the consequences of Russian aggression in 2014, the global pandemic in 2019, and full-scale hostilities in 2022, needs investment revenues to overcome the crisis and develop sustainably. Accordingly, each investment project is based on a detailed analysis of the advantages and disadvantages in the activity economic (Shynkarenko V., Shynkarenko L. & Orlov, 2023, p. 135).

The creation of a more effective synergy effect in the formation of an organizational and economic mechanism for managing systems (the tourism sector is conventionally divided into systems of the basic level of territorial communities, regions, and the country), in which strategic quantitative, qualitative, and relative indicators are formed, occurs not by the sum of these indicators, but as a whole in the interaction of several strategic units of the

system. This can be clearly seen in the example of tourist transfer companies, hospitality, consumer services, communications, information, leisure, security, and the expansion of the range of tourist services that a tourist adds to his or her list in real time when discovering a new object and interest in it. Studying the features of synergy as a factor in the formation of mechanisms and tools for managing the tourism sector of a region increases the positive effect of each unit of the tourism industry of the territory, as well as the overall socio-economic effect of the region's development.

In determining and evaluating the synergistic impact and effectiveness of each element of the system of the tourist complex of the region, an important emphasis is placed on the combination of tools and mechanisms in the process of managing them, information exchange, that is, ensuring a kind of openness in the market of tourist services between the subjects of the tourist sphere.

In today's complex production and management processes, increased globalization, the identification of economic risks, which is an integral part of risk management at the enterprise, is of particular importance in the activities of a tourism enterprise. The importance of identifying economic risks, specifically in the activities of a tourism enterprise, is due to the fact that seasonal fluctuations in demand, a short cycle of business activity, as well as the characteristics of the tourism service itself have a great influence on its functioning.

Risks of the tourism business can be considered as risks of consumers of tourism services and risks of tourism enterprises and their infrastructure. All risks inherent in tourism enterprises are somehow related to the creation and sale of a tourism product. This is because it is the peculiarities of the tourism product that determine the specifics of tourism enterprises and, as a result, determine the range of risks inherent in the tourism business.

Given the impact of the tourism product on the specifics of the tourism enterprise itself and on the risks inherent in it, it is justified to identify the risks of a tourism enterprise using SWOT analysis. This analysis allows to identify negative and positive factors that affect the company's activities both from the outside and from the inside. The analysis methodology involves identifying the strengths, weaknesses, opportunities and threats of the enterprise, assessing the degree of influence of each of the indicators, as well as establishing links between them (Denysenko, 2013, p. 215–216). Insurance mechanisms play a significant role in preventing and minimizing the negative consequences of risks that accompany citizens' tourist activity. The system of services to provide insurance protection against risk situations during a tourist trip is quite complex. This is due to the heterogeneity of possible negative events that may occur at a certain time or under certain circumstances. Such services include life and health insurance for tourists, their property and liability, etc. Specific types of travel risk insurance include insurance against transportation delays, bad weather during the insured's stay on vacation, as well as failure to provide or improper provision of services specified in the travel package, etc. An important place in the insurance protection of tourists is occupied by compulsory insurance against transport accidents. (Chvertko & Demchenko, 2018, p. 69).

One of the key areas of economic bases of tourism is the implementation of a business processing approach to the organization of tourism activity, which is considered as documentation of the activities of the organizations of the organization in the form of processes and establishing the interaction between these units by entrances/exits. With regard to the tourism enterprise, it is advisable to define the business process as a sequence of work on the creation and maintenance of a tourist product, focused on meeting the needs of consumers for recreation, recovery, travel and more. It should be noted that, in addition to the main business processes for the development and implementation of tours, there

are auxiliary business processes at the tourist enterprise concerning marketing, financial, logistics and other activities (Haustov & Monzol, 2023, p. 52).

One of the first stages of construction of process organization and management of the activity of a tourism enterprise is the selection and classification of business processes. The source of such information is the modeling of tourist enterprises at the level of business processes, which has spilled into an independent area of research-business modeling. The process of forming a tourism product, although the basis of the tourism enterprise, is only a separate element of many interconnected processes that, in the aggregate, form a network of business processes of a tourist enterprise.

The prerequisites for planning presents the results of the analysis planned period. Therefore, alternative calculations are the third stage of economic management, which determines the expected economic results from different variants of planned actions. Planning is a justification for the future period of eco -tasks on the accepted variant of planning and introducing them into a document called a plan. The economic activity of the enterprise records the program of actions of its individual structures of units and the whole enterprise as a whole (Sidorov & Klimova, 2013, p. 181).

The implementation of plans is the implementation of planned tasks into the work. Drawing up reports obtained to perform the planned tasks of the enterprise for a certain period. Economic management control of plans is completed. Control is a comparison of reporting indicators with the planned period, detection of deviations and their submission for analysis. The interaction of tourist enterprises with the environment is higher.

In the context of the economic system of market type and influence of factors of military nature, the nature of tourism planning changes. The plan becomes the basis of the activity of tourism organizations of all forms of ownership and size, since without it it is impossible to ensure the consistency in the work of organizational structures, to determine the need for resources, to control production processes. Modern form of planning in tourist firms of entrepreneurial type is the use of methods of business planning, where the cost factors and the obligation to return the invested funds play a paramount role.

The business plan allows you to more clearly formulate the target installations of tourism enterprises, use the system of indicators of activity necessary to further control the results. Current planning, which considers various aspects of activity within the annual period, is an organic part of long -term and medium -term plans, which show possible directions of future development factors. Due to the high uncertainty of the future state of the tourism market, plans are subject to adjustment according to a particular situation. Thus, the organization and planning of tourism in market conditions requires qualitatively other approaches. The plan became the basis of the activity of tourist organizations of all forms of ownership and size, since without it it is impossible to ensure consistency in the work of organizational structures, to determine the need for resources, to control production processes. Modern form of planning in tourist enterprises of entrepreneurial type is the use of methods of business planning, where the cost factors and the obligation to return the invested funds play a paramount role.

Business processes are an important component of tourism. The current economic situation requires new comprehensive approaches and practical recommendations for identifying the features of business processes of a tourism company and identifying methods of effective management of business processes of tourist enterprises and the processes of formation of tourist product (tours development) (Pustovit, O. & Pustovit, Y., 2020, p. 121–122).

Travel agencies of their activity, are engaged only in the sale of tourist products of various tourist operators under previously concluded contracts. In order to improve the theory of business process development in tourism companies, special attention was paid

to the substantiation of the concept of “business process”, and a general description of the business process of a tourist enterprise was given.

Conclusions are the prospects for further research. Thus, it can be stated that the development of tourism gives the country the following advantages: increasing cash flow, including the influx of foreign currency, and therefore, the increase in income of the population; growth of gross national product (GNP); replenishment of budgetary increases in the tax fees of the host region and other revenues; creation of new jobs, that is, an increase in employment; raising capital, including foreign ones; The multiplier effect by developing tourism, the country is gradually developing other industries; infrastructure development; reforming the recreation structure, which can be used by both tourists and the local population; improving the quality of life of the locals as a result of the demonstration effect.

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