

DOI: <https://doi.org/10.32782/2524-0072/2025-77-85>

UDC 338.48:65.011: 338.43

THE ROLE OF SMALL BUSINESS IN DEVELOPING THE TOURISM AND HOSPITALITY SECTOR OF TERRITORIAL COMMUNITIES IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT

РОЛЬ МАЛОГО ПІДПРИЄМНИЦТВА В РОЗВИТКУ ТУРИСТИЧНО-ГОСТИННОЇ СФЕРИ ТЕРИТОРІАЛЬНИХ ГРОМАД У КОНТЕКСТІ СТАЛОГО РОЗВИТКУ

Viktoriia Boiko

Candidate of Economic Sciences (Ph.D.), Docent,
Associate Professor at the Department of Hotel,
Restaurant and Tourism Business,
Kherson State Agrarian and Economic University
ORCID: <https://orcid.org/0000-0002-8032-5731>

Hennadii Nikolenko

Third-Level Higher Education Applicant (Ph.D. Degree Applicant),
Uman National University of Horticulture
ORCID: <https://orcid.org/0009-0000-9316-866X>

Бойко Вікторія Олександрівна

Херсонський державний аграрно-економічний університет

Ніколенко Геннадій Борисович

Уманський національний університет садівництва

The article reveals the role of small business as a key factor in developing the tourism and hospitality sector of territorial communities in the context of implementing the principles of sustainable development. The emphasis is on the interest of territorial communities in using local resources to form a competitive tourism offer. The study uses a systematic approach that combines qualitative and quantitative analysis. The content analysis method was used to summarize scientific sources; economic and statistical analysis was employed to analyze the dynamics of registration of individual entrepreneurs in the tourism sector during 2020–2024. To assess the internal potential and external threats, a SWOT analysis of the tourism and hospitality sector was conducted in the context of the activities of territorial communities. The results obtained allow us to identify the main areas of support for small business, which will contribute to activating tourism development at the local level and the strengthening of the economy of communities.

Keywords: entrepreneurship, tourism and hospitality sector, territorial communities, decentralization, competitiveness.

Актуальність теми дослідження зумовлена зростаючим значенням малого підприємництва як рушія економічної активності на місцевому рівні, зокрема у сфері туризму та гостинності. У контексті сталого розвитку територіальних громад малий бізнес відіграє ключову роль у формуванні туристичної інфраструктури, збереженні культурної спадщини та створенні нових робочих місць. У статті розкрито роль малого підприємництва як ключового чинника розвитку туристично-гостинної сфери територіальних громад у контексті реалізації принципів сталого розвитку. Акцент зроблено на зацікавленості територіальних громад у використанні місцевих ресурсів для формування конкурентоспроможної туристичної пропозиції. У межах дослідження застосовано системний підхід, що поєднує якісний і кількісний аналіз. Метод контент-аналізу використано для узагальнення наукових джерел; за допомогою економіко-статистичного аналізу проаналізовано динаміку реєстрації фізичних осіб-підприємців у туристичному секторі впродовж 2020–2024 років. Для оцінки внутрішнього потенціалу та зовнішніх загроз проведено SWOT-аналіз туристично-гостинного сектору в контексті діяльності

територіальних громад. Отримані результати дозволяють визначити основні напрями підтримки малого бізнесу, що сприятимуть активізації розвитку туризму на місцевому рівні та зміцненню економіки громад. Практична цінність результатів дослідження полягає у тому, що отримані результати можуть бути використані територіальними громадами, органами місцевого самоврядування та підприємцями для розробки стратегій розвитку туристично-гостинної сфери з урахуванням принципів сталого розвитку. Зокрема, результати SWOT-аналізу можуть слугувати основою для прийняття управлінських рішень, спрямованих на ефективне використання наявних ресурсів, усунення бар'єрів та посилення конкурентних переваг. Також, рекомендації сформульовані в межах дослідження, можуть бути корисними при плануванні програм підтримки малого бізнесу, залученні інвестицій та формуванні партнерств у сфері туризму на місцевому рівні.

Ключові слова: підприємництво, туристично-гостинна сфера, територіальні громади, децентралізація, конкурентоспроможність.

Problem statement. Modern conditions of decentralization in Ukraine have created new opportunities for activating the economic potential of territorial communities. The tourism and hospitality sector, as an industry with a high multiplier effect, is a promising direction of sustainable local development. A special role in this process is played by small businesses, which are able to quickly respond to changes in the market situation, create unique tourist products and provide employment for the local population.

The participation of small businesses in creating and expanding tourism infrastructure, providing hospitality services, and promoting local cultural heritage and natural resources contributes not only to increasing the tourist attractiveness of regions, but also to creating jobs, developing social entrepreneurship, and increasing the investment attractiveness of territories. At the same time, this approach is consistent with the goals of sustainable development, focused on a balance between economic, social, and environmental aspects.

The integration of small businesses into the development of community tourism infrastructure meets the key principles of sustainable development – economic efficiency, social justice and environmental safety. Under the conditions of proper organization of partnership between authorities, business and the public, such an approach can become the basis for long-term growth of regional competitiveness.

Analysis of recent research and publications. The topic of small business development in the context of decentralization is actively studied by domestic scientists. In particular, the scientific works of Loiak L. M. highlight the importance of small business in a market economy, study the features of its development at the regional level, analyze the factors influencing the formation of regional tourism, and also emphasize that the formation

of a favorable business environment is one of the key areas of activity of local governments [1].

The works of Tymoshenko T. et al. mostly focus attention on considering the current issues of restoring and developing the tourism industry in Ukrainian communities and regions in the conditions of post-war reconstruction. The authors emphasize that the restoration of tourism should be based on the principles of sustainable development, ensuring environmental, social, and economic balance as a long-term success. In the context of the prospects for sustainable restoration of the tourism sector, it is noted that Ukraine has significant potential due to its cultural heritage, diversity of natural landscapes, and numerous historical and cultural sites. Restoration and development of tourism can become an important factor in the socio-economic and environmental growth of communities and contribute to overcoming the consequences of the war, activating entrepreneurial activity, creating new jobs, and replenishing local budgets [2].

Scientist Yurchenko S.O. in his research analyzes the need to strengthen the role of state regulation in the conditions of martial law in Ukraine, which is due to both existing and potential risks. He pays special attention to the issues of ensuring the quality of tourist services in crisis conditions, which determines the relevance of the chosen topic. The researcher reveals the essence and significance of state influence on the tourism sector and summarizes the arguments in favor of the active role of the state in forming a system of regulating the quality of tourist services during the war. The scientist systematizes the regulatory framework that regulates state intervention in the tourism industry in the conditions of martial law with an emphasis on the need to consider the key factors influencing its development [3].

Mashika G. and other scientists present a comprehensive study and effective recommendations on adapting the tourism

and recreation sector of Ukraine to modern challenges. The authors pay special attention to implementing innovative approaches to restoring and developing the tourism industry, which are based on international experience and current trends in sustainable tourism [4].

In her analytical research, Zhukova O., relying on her empirical experience in the field of urban space development and cultural heritage management in European cities, demonstrates examples of successful transformation of urban locations. The author emphasizes the feasibility of implementing such practices in territorial communities of Ukraine even in wartime conditions, emphasizing their accessibility and practical feasibility. In her expert position, Zhukova emphasizes that the level of economic development of the state is not a determining factor for the development of tourism in a particular community. In her opinion, the decisive role is played by the professional capacity of local management – it is the qualitative level of management that determines success in developing tourism potential [5].

Identification of previously unresolved parts of the general problem. At the same time, a synthesized approach to studying the participation of small businesses in the tourism and hospitality sector of territorial communities in combination with the principles of sustainable development remains insufficiently disclosed. This determines the relevance of our study.

Formulation of the objectives of the article. The purpose of the article is to analyze the impact of small business on developing the tourism and hospitality sector of territorial communities of Ukraine in the context of sustainable development and to identify practical mechanisms for stimulating this process.

Summary of the main research material. The successful development of the tourism sector at the local level is today considered not only as a tool for economic growth, but also as a means of activating public initiative, preserving cultural heritage and improving the quality of life of the population. In the context of decentralization, local governments have received more opportunities to form their own tourism policy, but implementing these opportunities largely depends on involving small businesses as a key participant in local tourism services markets.

Small businesses, unlike large ones, are able to quickly introduce new products, adapt to changes in demand, develop niche tourism destinations and create emotionally attractive tourist images of territories. Its participation in

forming the tourist offer is not only an economic activity, but also a mechanism for manifesting local identity, community integration into the processes of sustainable development, and strengthening social capital. In this context, it is important to understand how small business affects the tourism landscape of communities, what forms of its participation are the most effective, and how local authorities can promote the development of this interaction [6; 7].

Business is the driver of the development of small hotels, green tourism estates, gastronomic establishments, craft workshops, and also the organizer of event tourism. Thanks to this, a unique tourism product is formed, focused on the local characteristics of the community. As of January 1, 2025, there were 1470 territorial communities in Ukraine, covering the territories of 24 regions, excluding the Chernobyl zone [8].

Many local communities are actively interested in developing the tourism and hotel business as one of the promising areas of local economic development. They realize that investments in this area can not only increase the attractiveness of the territory for domestic and foreign tourists, but also create new jobs, improve infrastructure, and contribute to the growth of local budget revenues [9].

For example, the Lviv city territorial community pays significant attention to supporting the hotel business, expanding the number of rooms and modernizing tourist facilities. A similar strategy is observed in the Yaremche community of the Ivano-Frankivsk region, which is actively developing a network of hotels and green tourism estates, using the natural resources of the Carpathians to attract tourists. Also, an example of successful support for the tourist and hotel business is the Truskavets city community, known for its resorts, where local authorities promote investment in constructing modern hotels and developing recreational infrastructure. Such examples indicate that the interest of territorial communities in developing the tourist and hotel sector is an important factor in the formation of a competitive tourist offer and sustainable development of regions.

Despite the significant potential and active interest of territorial communities in developing the tourism and hotel sector, there are both positive effects and a number of significant barriers that affect the pace and quality of this process. Among the main positive effects are the creation of new jobs, increasing local budget revenues, improving social infrastructure and enhancing the image of the community as a tourist

center. In addition, the development of the hotel business contributes to attracting investments, supporting small and medium-sized businesses, and also stimulates the development of related industries, such as catering, transport, and culture.

At the same time, in the process of developing the tourism and hotel sector, communities face a number of obstacles. Among them are the lack of financial resources for infrastructure modernization, a low level of professionalism of local government, problems with accessibility of territories (transport and information), and the shortage of qualified personnel. Moreover, a significant challenge is maintaining ecological balance and cultural authenticity in the face of growing tourist load. For the sustainable development of tourism and hotel business in territorial communities, an integrated approach is needed, which will include overcoming existing barriers and maximizing the potential effects of the industry development.

Territorial communities can play a key role in developing the tourism sector, acting as initiators and coordinators of processes aimed at increasing the attractiveness of their territories for visitors. They ensure the creation of favorable conditions for the functioning of the tourism business by developing infrastructure, supporting local entrepreneurs, and implementing cultural and historical projects. The active participation of communities is also manifested in developing tourism development strategies, organizing events and festivals, as well as in promoting tourism products at the regional and national levels [10]. Thanks to such comprehensive activities, territorial communities contribute to the growth of tourist flows, the creation of new jobs and the strengthening of the economy at the local level.

Communities can effectively use municipal property – buildings, land, parks and other territories – to create tourist facilities, such as hotels, restaurants, museums, recreational areas, or tourist information centers. Territorial communities have the opportunity to create and implement tourism development programs aimed at increasing the tourist attractiveness of the region, developing infrastructure, preserving cultural heritage, organizing routes and events, as well as supporting local entrepreneurs in the tourism industry. They can stimulate the development of tourism infrastructure through cooperation with private investors, attracting grant funds and funding from state and international programs.

Communities contribute to creating unique tourism offers based on the cultural, historical, and natural features of the territory. This may include the development of rural, gastronomic, ecological, cultural tourism and other niche areas [11; 12]. To increase the effectiveness of tourism development, territorial communities can establish partnerships among themselves, as well as with tourism associations, educational institutions, and public organizations in order to exchange experiences, coordinate actions, and jointly promote tourism products.

Communities can actively promote their tourism potential at the local, regional, and national levels, using various communication channels – the Internet, social networks, printed materials, and participation in exhibitions and fairs. Investments in roads, transport links, hotels, recreation centers, campsites, catering establishments, recreation areas, and tourist information centers are an important component of community participation in tourism development [13]. Territorial communities hold festivals, fairs, concerts, sports competitions, excursions, quests and other events that attract tourists and stimulate the development of the local economy.

To create a safe tourist environment, communities should implement public order measures, organize rescue services, install video surveillance systems, and inform tourists about safety rules. Additionally, they should help entrepreneurs by providing advice, assisting in attracting financing, organizing training programs, and promoting their services and products. Active work on restoring historical sites, creating museums and exhibitions, holding cultural events, and supporting folk crafts help communities preserve and popularize their unique heritage.

Among Ukrainian regions, Kyiv remains the undisputed leader in terms of revenue from tourism (Table 1). In the first half of 2024, tourism companies registered in the capital received a total income of UAH 3.1 billion, which is almost 54% of the total net income of the industry in the country. In addition, Kyiv is home to the largest number of tourism companies – 817, or 38.9% of all registered active companies in the sector. In second place is Lviv region, where the tourism business received UAH 1.1 billion over the same period, which corresponds to 19.1% of total revenue. There are 229 tourism companies registered in the region, which is 10.9% of the national figure. Ivano-Frankivsk region ranks third, demonstrating high industry efficiency:

with 69 registered companies (3.3% of the total), revenue amounted to over UAH 852.2 million, which corresponds to almost 15% of the country's tourism sector revenues. Zakarpattia region provided UAH 208.7 million of net revenue (3.6%). The top ten regions in terms of revenue also included: Kyiv region (UAH 146.7 million, or 2.5%), Poltava region (UAH 120.4 million, 2%), Odesa region (UAH 88.4 million, 1.5%), Dnipropetrovsk region (UAH 63.5 million, 1%), Chernihiv region (UAH 19.4 million, 0.9%), and Ternopil region (UAH 17 million, 0.3%) [14].

The list of the ten largest companies by net income in the first half of 2024 included two enterprises from Ivano-Frankivsk region, two from Lviv region, and six from the city of Kyiv. Seven of these companies belong to hotel complexes (KVED 55.10 – activities of hotels and similar temporary accommodation facilities), and the remaining three operate as tour operators (KVED 79.12 – activities of tour operators). It should be noted that the growth of activity in the tourism sector is also observed among individual entrepreneurs. Over the 9 months of 2024, the number of new registrations of individual entrepreneurs increased by almost 20% compared to the same period in 2023. The dynamics are even more noticeable compared to 2022, when the increase was about 61%. The total number of individual entrepreneurs in this industry as of September 2024 reached 19,232 (Fig. 1).

Entrepreneurs express hope for a rapid renewal of the tourism and hotel sector, counting on the active participation and support of local

communities. They see cooperation with local authorities as a key factor in creating favorable conditions for development, modernization of infrastructure, and improvement of service, which will increase the competitiveness of regions in the tourism market. Such interaction will contribute not only to the revival of the industry, but also to the sustainable economic growth of communities as a whole.

For further in-depth understanding of the state of the tourism and hospitality sector of territorial communities, it is advisable to conduct a SWOT analysis. This method allows for identifying key strengths and weaknesses, as well as opportunities and threats that affect the development of the industry. Thanks to such a comprehensive approach, one can more effectively build development strategies, optimize the use of resources and minimize the risks facing communities in the field of tourism and hospitality. Below is a detailed SWOT analysis of the tourism and hospitality sector of territorial communities (Fig. 2).

The tourism and hospitality sector of territorial communities has a strong internal potential for development, but it requires a clear strategy, resource support, and a partnership approach. Maximization of strengths and opportunities is possible provided that the identified weaknesses are systematically eliminated, as well as an appropriate response to external risks. Thus, communities that integrate sustainable development approaches will strengthen their competitiveness and become growth points on the tourism map of Ukraine.

Table 1

Volumes of income from tourism activities for the first half of 2024

Region	Number of travel companies	Share of total (%)	Revenue, UAH million	Share of total revenue (%)
Kyiv	817	38.9	3100	54.0
Lviv region	229	10.9	1100	19.1
Ivano-Frankivsk region	69	3.3	852.2	14.9
Transcarpathian region	—	—	208.7	3.6
Kyiv region	—	—	146.7	2.5
Poltava region	—	—	120.4	2.0
Odessa region	—	—	88.4	1.5
Dnipropetrovsk region	—	—	63.5	1.0
Chernihiv region	—	—	19.4	0.9
Ternopil region	—	—	17.0	0.3

Source: [14]

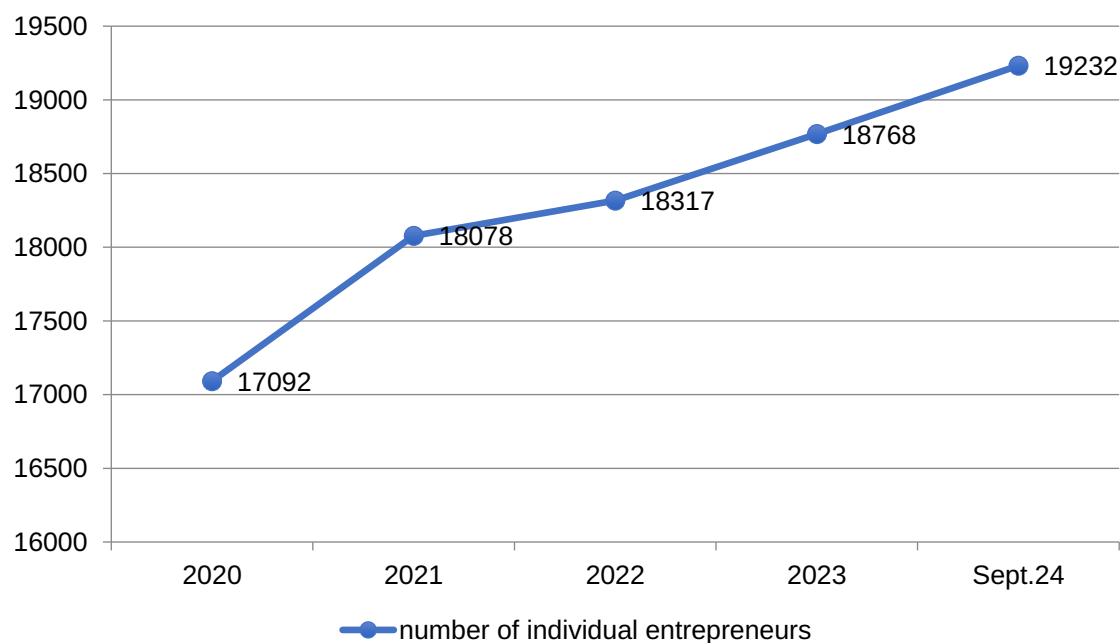


Figure 1. Dynamics of the number of sole proprietors in the tourism sector

Source: [15]

Strengths	Weaknesses
✓ Diversity of natural and cultural resources (monuments, landscapes, traditions)	✗ Insufficient level of tourism infrastructure (roads, toilets, navigation)
✓ Activity of small businesses in the tourism and gastronomic spheres	✗ Lack of qualified personnel in the field of tourism and hospitality
✓ Flexibility of small businesses in creating niche tourism products (eco-, agro-, ethno-, gastrotourism)	✗ Limited financing of tourism projects and startups at the local level
✓ Local flavor, authenticity and hospitality of residents	✗ Lack of systematic marketing and promotion of territorial brands
✓ Possibility of developing event tourism and local festivals	✗ Unsatisfactory condition of cultural heritage sites and nature reserves
Opportunities	Threats
✓ Creation of tourism clusters and small business cooperatives	✗ Declining solvency of the population and instability of domestic tourism
✓ Support from the state and international donors (grants, tourism development programs)	✗ Military operations, security risks, negative information background
✓ Development of digital platforms for promoting community tourism products	✗ Youth migration and reduction of human capital in villages and small towns
✓ Increasing demand for local tourism, growing interest in authenticity	✗ Uncontrolled tourism can lead to resource degradation (ecological load)
✓ Expanding partnerships between business, government and public organizations	✗ Competition from more developed tourist centers

Figure 2. SWOT analysis of the tourism and hospitality sector of the communities

Source: formed by the author based on the results of the study

Conclusions. Small business is a key factor in developing the tourism and hospitality sector in territorial communities of Ukraine. Its

potential is most fully revealed in conditions of active interaction with local governments and the public, considering the principles of sustainable

development. To increase the effectiveness of this interaction, it is necessary to improve small business support programs at the community level; provide local grants, preferential loans, tax breaks, and compensations for entrepreneurs who invest in creating or developing tourism and hospitality facilities; develop infrastructure – modernization of roads, creation of information centers, arrangement of pedestrian and bicycle routes, recreation areas, signs, parking lots, and catering facilities, etc.; attract private investors to the joint construction of hotels, campsites, and tourist routes through co-financing or concession programs; support local branding,

participate in tourist exhibitions, create websites, mobile applications, tourist maps, and actively maintain pages on social networks; create entrepreneurship and tourism support centers; involve public-private partnership instruments; adopt local tourism development programs considering environmental, economic, and social aspects, as well as monitor the effectiveness of implemented projects. The transition to sustainable models of tourism and hospitality development will ensure not only the economic growth of communities, but also the preservation of their identity and cultural wealth.

REFERENCES:

1. Loyak L. M. (2010). Rol maloho pidpriemnytstva v rozvytku turystychnoho rehionu [The role of small business in the development of a tourist region]. *Modern problems of economy and entrepreneurship: a collection of scientific papers*, no. 5 (1), pp. 178–182. Available at: <https://ela.kpi.ua/server/api/core/bitstreams/a5886bcc-6257-46e4-b3a3-288657788760/content>
2. Tymoshenko, T., Shevchuk, O., & Shevchuk, O. (2024). Rozvytok turyzmu v hromadakh i rehionakh Ukrainy v umovakh povoiennoho vidnovlennia [Development of tourism in the communities and regions of Ukraine in the conditions of post-war reconstruction]. *Economy and Society*, no. 63. DOI: <https://doi.org/10.32782/2524-0072/2024-63-124>
3. Yurchenko S.O. (2023). Derzhavne rehuliuвання yakosti turystychnykh posluh v umovakh voiennoho stanu v Ukraini [State regulation of the quality of tourism services under martial law in Ukraine]. *Economic space*, no. 188, pp. 153–162. DOI: <https://doi.org/10.32782/2224-6282/188-26>
4. Transformatsiia turystychno-rekreatsiinoi sfery v Ukraini: vyklyky viiny, hlobalni zminy ta innovatsiini rishennia [Transformation of the tourist and recreational sphere in Ukraine: challenges of war, global changes and innovative solutions: a collective monograph / edited by prof. Mashika, G. V. Gabchak. Uzhhorod: UzhNU Publishing House 'Hoverla'. 2025. 360 p.
5. Rozvytok turyzmu v hromadakh: yevropeyskyi dosvid ta Ukraina [Tourism development in hromadas: European experience and Ukraine]. (2024). Available at: <https://www.if.gov.ua/news/rozvytok-turyzmu-v-hromadakh-iev-ropeyskyi-dosvid-ta-ukraina> (accessed June 12, 2025)
6. Nikolenko H.B., Melnyk L.Y., Fursa T.P., Kantsir I.A. (2023). Instrumenty vzaiemodii vlady i hromady: finansove zabezpechennia, zakonodavche rehuliuвання [Analysis of tools for the interaction of the government and society: financial security, legislative regulation]. *Economics. Finances. Law*, no. 7, pp. 47–50. DOI: <https://doi.org/10.37634/efp.2023.7.9>
7. Nikolenko H. B. Otsiniuvannia konkurentospromozhnosti terytorialnykh hromad na osnovi ekonomichnykh faktoriv [Assessment of the competitiveness of territorial communities based on economic factors]. *Entrepreneurship, accounting and finance: current state and prospects for post-war revival: materials of the II International Scientific and Practical Internet Conference (Kherson – Kropyvnytskyi, May 21, 2025)*. Kherson: KhSAEU, 2025, pp. 44–46 Available at: <https://surl.li/bxgdwp>
8. Terytorialni hromady [Territorial communities]. 2024. Available at: <https://decentralization.ua/newgromada> (accessed June 14, 2025)
9. Tanklevska N., Cherniavska T., Skrypyuk S., Boiko V., & Karnaushenko A. Financing of Ukrainian agricultural enterprises: Correlation-regression analysis. *Scientific Horizons*. 2023. No. 26(8). P. 127–139. DOI: <https://doi.org/10.48077/scihor8.2023.127>
10. Boiko V. & Boiko L. (2022). Problems and Prospects for Innovation-Driven Development of the Tourism Industry in Ukraine. *Science and Innovation*, no. 18(5), pp. 26–37. DOI: <https://doi.org/10.15407/scine18.05.026>
11. Boiko V. O. Green tourism as a perspective direction for rural entrepreneurship development. Scientific approaches to modernizing the economic system: vector of development: collective monograph. Lviv-Torun: Liha& Pres, 2020, pp. 1–18.
12. Boiko, V. (2021). Ekolohichniy turyzm yak skladova zelenoi ekonomiky [Ecological tourism as a component of a green economy], *Efektivna ekonomika*, [Online], vol. 4, available at: <http://www.economy.nayka.com.ua/?op=1&z=8773> (Accessed 02 Jul 2025). DOI: 10.32702/2307-2105-2021.4.73

13. Boiko, V. (2021). Hlempinh – novyi trend industrii hostynnosti [Glamping as a new trend in hospitality industry]. *Taurida Scientific Herald. Series: Economics*, (8), 22–28. DOI: <https://doi.org/10.32851/2708-0366/2021.8.3>
14. Derzhavna sluzhba statystyky Ukrainy [State Statistics Service of Ukraine]. 2025. Available at: <https://www.ukrstat.gov.ua> (accessed June 15, 2025)
15. Chystyi dokhid ukrainskykh turystychnykh kompanii zris na tretynu u pershomu pivrichchi 2024 roku [Net income of Ukrainian tourism companies increased by a third in the first half of 2024]. 2024. Available at: <https://business.dii.gov.ua/news/chystyi-dokhid-ukrainskykh-turystychnykh-kompanii-zris-na-tretynu-u-pershomu-pivrichchi-2024-roku-doslidzhennia-youcontrol> (accessed June 15, 2025)

СПИСОК ВИКОРИСТАНИХ ДЖЕРЕЛ:

1. Лояк Л. М. Роль малого підприємництва в розвитку туристичного регіону. *Сучасні проблеми економіки і підприємництва : збірник наукових праць*. 2010. Вип. 5 (1). С. 178–182. URL: <https://ela.kpi.ua/server/api/core/bitstreams/a5886bcc-6257-46e4-b3a3-288657788760/content>
2. Тимошенко, Т., Шевчук, О., & Шевчук, О. Розвиток туризму в громадах і регіонах України в умовах повоєнного відновлення. *Економіка та суспільство*. 2024. (63). DOI: <https://doi.org/10.32782/2524-0072/2024-63-124>
3. Юрченко С. О. Державне регулювання якості туристичних послуг в умовах воєнного стану в Україні. *Економічний простір*. 2023. Вип. 188. С. 153–162. DOI: <https://doi.org/10.32782/2224-6282/188-26>
4. Трансформація туристично-рекреаційної сфери в Україні: виклики війни, глобальні зміни та інноваційні рішення: колективна монографія / за заг. ред. проф. Г. В. Машіки, Н. Ф. Габчак. Ужгород : Видавництво УЖНУ «Говерла», 2025. 360 с.
5. Розвиток туризму в громадах: європейський досвід та Україна. URL: <https://www.if.gov.ua/news/rozvytok-turyzmu-v-hromadakh-ievropeyskyi-dosvid-ta-ukraina> (дата звернення: 12.06.2025).
6. Ніколенко Г. Б., Мельник Л. Ю., Фурса Т. П., Канцір І. А. Інструменти взаємодії влади і громади: фінансове забезпечення, законодавче регулювання. *Економіка. Фінанси. Право*. 2023. № 7. С. 47–50. DOI: <https://doi.org/10.37634/efp.2023.7.9>
7. Ніколенко Г. Б. Оцінювання конкурентоспроможності територіальних громад на основі економічних факторів. *Підприємництво, облік та фінанси: сучасний стан й перспективи повоєнного відродження: матеріали II Міжнародної науково-практичної інтернет-конференції* (м. Херсон – Кропивницький, 21 травня 2025р.). Херсон : ХДАЕУ, 2025, С. 44–46. URL: <https://surl.li/bxgdwp>
8. Територіальні громади. URL: <https://decentralization.ua/newgromada> (дата звернення: 14.06.2025).
9. Tanklevska N., Cherniavska T., Skrypyuk S., Boiko V., & Karnaushenko A. Financing of Ukrainian agricultural enterprises: Correlation-regression analysis. *Scientific Horizons*. 2023. No. 26(8). P. 127–139. DOI: <https://doi.org/10.48077/scihor8.2023.127>
10. Boiko V. & Boiko L. (2022). Problems and Prospects for Innovation-Driven Development of the Tourism Industry in Ukraine. *Science and Innovation*, no. 18(5), pp. 26–37. DOI: <https://doi.org/10.15407/scine18.05.026>
11. Boiko V. O. Green tourism as a perspective direction for rural entrepreneurship development. Scientific approaches to modernizing the economic system: vector of development: collective monograph. Lviv-Torun : Liha& Pres, 2020, pp. 1–18.
12. Бойко В. О. Екологічний туризм як складова зеленої економіки. *Ефективна економіка*. 2021. № 4. URL: <http://www.economy.nauka.com.ua/?op=1&z=8773> (дата звернення: 02.06.2025). DOI: 10.32702/2307-2105-2021.4.73
13. Бойко В. О. Глемпінг – новий тренд індустрії гостинності. *Таврійський науковий вісник. Серія : Економіка*. 2021. Вип. 8. С. 22–28. URL: <http://tnv-econom.ksauniv.ks.ua/index.php/journal/article/view/176/173>
14. Державна служба статистики України. URL: <https://www.ukrstat.gov.ua> (дата звернення: 15.06.2025).
15. Чистий дохід українських туристичних компаній зріс на третину у першому півріччі 2024 року. URL: <https://business.dii.gov.ua/news/chystyi-dokhid-ukrainskykh-turystychnykh-kompanii-zris-na-tretynu-u-pershomu-pivrichchi-2024-roku-doslidzhennia-youcontrol> (дата звернення: 15.06.2025).