

## Table of Contents

### CHAPTER «HISTORY, GEOGRAPHY AND GEOSPATIAL ORGANISATION OF THE WORLD TOURISM INDUSTRY»

#### **Viktoriiia Boiko**

HISTORY OF THE DEVELOPMENT AND CURRENT TRENDS OF CRUISE TOURISM AS A PROSPECTIVE SEGMENT OF THE HOSPITALITY INDUSTRY .....	2
1. The history of the emergence of cruise tourism in the world.....	3
2. Current state and prospects of the development of cruise tourism in a period of uncertainty .....	14

#### **Yaroslav Marynyak, Nadiia Stetsko**

GEOSPATIAL ORGANIZATION OF PILGRIMAGE TOURISM IN THE TERNOPIL REGION .....	26
1. Formation of tourism database. main pilgrimage objects .....	27
2. Territorial structure of pilgrimage tourism .....	38

### CHAPTER «ORGANISATION OF ACTIVITIES IN THE TOURISM AND HOSPITALITY INDUSTRY»

#### **Halyna Shchuka**

TERMINOLOGICAL DISCOURSE AROUND TRIPS, WHICH MAIN PURPOSES ARE HEALTH CARE .....	51
1. Terminological discourse of healthcare travel in the domestic legal field.....	53
2. Terminological discourses of domestic scientists.....	58

### CHAPTER «ECONOMICS, MANAGEMENT, MARKETING OF THE TOURISM AND HOSPITALITY INDUSTRY»

#### **Natalia Buntova**

TOURISM AND HOTEL AND RESTAURANT BUSINESS: PROBLEMS AND VECTORS OF DEVELOPMENT .....	79
1. Problems and vectors of further development of tourism and the hospitality industry .....	80
2. Customer orientation and technologies for improving the country's tourism brand .....	85

## **Ihor Nestoryshen**

FEATURES OF THE DEVELOPMENT OF THE TOURISM ECONOMY IN THE POST-CONFLICT PERIOD: INTERNATIONAL EXPERIENCE AND DOMESTIC PERSPECTIVES.....	93
1. The role and place of the tourism industry in the structure of the world economy .....	95
2. Development of the tourism industry in Ukraine.....	104
3. International experience of restoring the tourism industry in the post-conflict period .....	108

## **CHAPTER «INNOVATIVE AND INFORMATION TECHNOLOGIES IN TOURISM»**

### **Iryna Dydiv**

AGRITOURISM CLUSTER AS A TYPE OF INNOVATIVE TOURISM DEVELOPMENT IN RURAL AREAS .....	121
1. The role of clusters in tourism activities .....	122
2. Organization of the agritourism cluster "HorboGory" .....	131

## **CHAPTER «SUSTAINABLE TOURISM IN THE CURRENT CONDITIONS OF THE GLOBAL INDUSTRY»**

### **Hanna Haponenko, Anatoliy Parfinenko, Irina Shamara**

THE CONCEPT OF SUSTAINABLE DEVELOPMENT OF TOURISM IN POST-WAR UKRAINE AS A PRIORITY DIRECTION OF COMPREHENSIVE RECOVERY OF THE INDUSTRY .....	144
1. Sustainable development of tourism in numbers: ratings that confirm it.....	147
2. The war in Ukraine and the challenges faced by the domestic tourism industry .....	151
3. The concept of sustainable development of tourism in Ukraine as the main direction of the post-war recovery of the industry .....	3

### **Viktoriiia Patsiuk**

EUROPEAN EXPERIENCE IN THE DEVELOPMENT OF MINING TOURISM IN OLD INDUSTRIAL REGIONS AND THE POSSIBILITY OF ITS TESTING IN UKRAINE .....	166
1. The place of mining tourism among tourist types.....	167
2. Analysing the European experience of mining tourism development .....	171
3. Experience in the development of mining tourism in Ukraine .....	182

**Tetiana Tymoshenko**

**THE ROLE OF STAKEHOLDER ENGAGEMENT  
IN SUSTAINABLE TOURISM MANAGEMENT:**

**SWEDEN'S EXPERIENCE FOR UKRAINE ..... 194**

- 1. The global concept of sustainable tourism development:  
consideration in Sweden and Ukraine ..... 197
- 2. The model of inclusive management of a tourist destination:  
the results of a comparative analysis  
of tourist destinations in Sweden and Ukraine ..... 207