

CHAPTER 31
GREENING THE ECONOMY OF THE ENTREPRENEURIAL
ENVIRONMENT IN THE TOURIST SERVICE SECTOR
IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT
AND POST-WAR TERRITORIAL RECOVERY

Svitlana Tymchuk

INTRODUCTION

In the context of global transformations and increasing environmental challenges associated with climate risks, depletion of natural resources, and growing anthropogenic pressure on ecosystems, the greening of the economy is becoming a strategic priority for the development of all economic sectors. The entrepreneurial environment of the tourism service sector, which includes hotel and restaurant complexes, travel agencies, recreational enterprises, and other entities of the tourism industry, is particularly sensitive to these processes. On the one hand, tourism activity stimulates regional economic growth and generates employment; on the other hand, intensive resource consumption, the generation of significant volumes of waste, and pressure on natural ecosystems require the implementation of the principles of sustainable tourism development.

The greening of the economy within the entrepreneurial environment of the tourism sector becomes especially relevant in the context of post-war territorial recovery. Following conflict-related destruction, the restoration of economic activity and infrastructure in tourism regions should consider not only the reconstruction of production and service capacities but also the establishment of environmental sustainability. During the rebuilding of infrastructure and the gradual return of tourist flows to restored regions, enterprises of the tourism service sector play a key role in shaping a new entrepreneurial environment oriented toward the rational use of natural resources, energy efficiency, reduction of environmental pressure, and the development of green services.

The modern scientific concept of sustainable development emphasizes the integration of economic, social, and environmental components into business activities. In this context, the greening of the economy of the entrepreneurial environment in the tourism service sector is interpreted as a comprehensive transformation of production, management, and service processes aimed at

improving resource efficiency, enhancing the competitiveness of enterprises, and strengthening environmental safety at the territorial level. Environmental innovations, waste management systems, the use of renewable energy sources, the implementation of circular economy principles, and environmental certification are becoming key mechanisms for modernizing the entrepreneurial environment.

Another important aspect is the transformation of tourists' consumption behavior. Modern tourists increasingly prefer environmentally responsible and socially oriented tourism products, which creates incentives for enterprises to adopt sustainable practices. This, in turn, generates new economic advantages and contributes to the formation of a positive image of enterprises and territories that are actively recovering after military conflict.

Scientific analysis of the processes of greening the entrepreneurial environment in the tourism service sector requires a comprehensive research approach. Such an approach includes the study of the theoretical foundations of sustainable tourism development; the analysis of economic and managerial mechanisms for implementing environmental practices; the assessment of their impact on enterprise competitiveness and territorial recovery; and the generalization of international and national experience in implementing sustainable economic models in tourism services.

Therefore, it is important to investigate the conceptual, economic, and practical aspects of the greening of the entrepreneurial environment in the tourism service sector in the context of sustainable development and post-war territorial recovery, as well as to identify effective models and practices that ensure a balanced combination of economic activity, social responsibility, and environmental sustainability.

31.1. Theoretical Foundations of the Greening of the Entrepreneurial Environment in the Tourism Service Sector

The greening of the economy of the entrepreneurial environment is defined as a systemic process of integrating the principles of sustainable development and environmental standards into the functioning, management, and strategic development of enterprises. It involves the implementation of economic, organizational, and technological measures aimed at minimizing the negative environmental impact of business activities, optimizing resource use, and ensuring the socio-economic responsibility of business entities.

Within the context of the tourism service sector, the greening of the entrepreneurial environment encompasses both internal management processes within enterprises-including the planning of production and service operations-

and external interactions with the natural, social, and cultural resources of territories. In this regard, it serves as an important factor in enhancing the long-term competitiveness of enterprises by forming a balanced model of economic development that integrates environmental, social, and economic dimensions. Such an approach corresponds to the contemporary requirements of international standards of sustainable tourism development.

Enterprises operating in the tourism sector play a key role in shaping the sustainable development of territories, as they act as direct agents of economic, social, and environmental transformation in regions. From an economic perspective, the activities of tourism enterprises contribute to job creation, the attraction of investment, and the growth of tax revenues for local budgets. These revenues, in turn, support the development of infrastructure and the financing of social programs ¹.

An important aspect is that effective planning of tourist flows and the provision of high-quality tourism services stimulate the development of related sectors, such as the food industry, transport services, traditional crafts, and cultural industries. This interaction generates a multiplier effect of economic growth within territories and strengthens the overall sustainability of regional development.

The social impact of enterprises in the tourism service sector is manifested through the development of human capital, the enhancement of employees' professional competencies, and the creation of conditions for involving local communities in the management of tourism resources. Tourism enterprises also contribute to the promotion of cultural heritage and local traditions, which strengthens social cohesion and increases the level of local identity ².

The environmental dimension of tourism enterprises' activities is critically important for the sustainable development of territories. By implementing eco-oriented practices-such as the rational use of natural resources, waste reduction, energy conservation, and the use of renewable energy sources-enterprises ensure a balance between the development of tourism infrastructure and the preservation of ecosystems. This is particularly relevant for territories affected by conflicts or significant anthropogenic pressure, where the restoration of the

¹ Брич В., Галиш Н. Сталій розвиток туристичної індустрії: екологічний та статистичний вимір. *Економічний аналіз*. 2020. Том 30. № 4. С. 23-30. DOI: <https://doi.org/10.35774/есона2020.04.023>

² Атаманчук З. А. Туризм в європейському союзі задля сталого розвитку. *Економіка і організація управління*. № 2(54), 2024. С. 191-202. DOI: <https://doi.org/10.31558/2307-2318.2024.2.18>

natural environment and the creation of conditions for sustainable tourism development become priorities in ensuring long-term territorial resilience.

Thus, enterprises in the tourism service sector function as an integral mechanism for implementing the concept of sustainable development by combining economic efficiency with social responsibility and environmental safety. They are capable of shaping a territorial development model in which economic growth does not contradict the protection of natural resources and cultural heritage but instead becomes a driver for their preservation and rational use. This role becomes especially significant in the period of post-war recovery, when enterprises act as catalysts for the revitalization of local economies and the restoration of the resource base of territories.

The interconnection between the economic, environmental, and social components of the tourism business represents a key aspect of the implementation of sustainable tourism development. As a complex system, the tourism business simultaneously influences the regional economy, the social environment, and the condition of natural resources. Effective management of these three components ensures balanced regional development and enhances the competitiveness of tourism enterprises³.

The economic component involves ensuring the financial stability of enterprises, creating added value, increasing tax revenues, generating employment, and investing in tourism infrastructure. At the same time, economic outcomes are closely linked to the environmental component. Sustainable use of natural resources, the implementation of energy-efficient technologies, waste management, and biodiversity conservation contribute to increasing the attractiveness of tourism destinations and ensuring long-term economic efficiency.

The social component encompasses interaction with local communities, the development of human capital, the enhancement of employees' professional competencies, and the promotion of cultural heritage and local traditions. It contributes to the formation of social trust and community engagement in the management of tourism activities, which, in turn, creates a favorable environment for investment and economic development. Environmental responsibility and social participation mutually reinforce each other: communities interested in preserving the natural environment tend to support environmentally oriented projects and business practices implemented by tourism enterprises.

³ Бойко З.В. Горожанкіна Н.А., Грушка В.В. Тенденції розвитку туризму в Україні в умовах воєнного часу. *Економіка та суспільство*. Випуск № 59. 2024. DOI: <https://doi.org/10.32782/2524-0072/2024-59-7>

Table 1

**Interrelationship between the economic, environmental,
and social components of the tourism business ⁴**

Component	Key aspects	Impact on other components	Examples of implementation
Economic	Financial stability, job creation, investment, tax revenues	Stimulates investment in environmental technologies and social programs	Use of energy-efficient equipment, development of local crafts, support for cultural projects
Environmental	Rational use of natural resources, waste reduction, biodiversity protection	Enhances economic attractiveness and social support	Eco-hotels, organization of green tourism routes, certification of eco-services
Social	Human capital development, community involvement, promotion of cultural heritage	Increases economic efficiency and environmental responsibility	Professional training for staff, volunteer programs, cultural events and tours

Thus, the economic, environmental, and social components of the tourism business do not exist in isolation. Their integration ensures the formation of an effective and sustainable model for the development of enterprises and territories, in which economic success is achieved through environmental rationality and social responsibility.

The post-war context of the development of the entrepreneurial environment in restored territories is characterized by a set of specific features shaped by economic, socio-psychological, and environmental factors. A key challenge in such an environment is the simultaneous need to restore infrastructure, rebuild social connections, and revive economic activity under conditions of limited resources and a high level of uncertainty. Enterprises operating in these territories face a number of specific challenges, including the restoration of their material and technical base, adaptation to changes in demand

⁴ Атаманчук З. А. Туризм в європейському союзі задля сталого розвитку. *Економіка і організація управління*. № 2(54), 2024. С. 191-202. DOI: <https://doi.org/10.31558/2307-2318.2024.2.18>

for tourism services, and risk management related to environmental damage and the social consequences of conflict ⁵.

In the post-war environment, entrepreneurial initiatives aimed at creating new jobs, stimulating local economies, and integrating territories into national and international tourism flows acquire particular importance. The effectiveness of such activities largely depends on the ability of enterprises to apply innovative approaches to resource management, including environmentally oriented practices and socially responsible strategies.

An important aspect is also active cooperation with local communities, public authorities, and international institutions, which contributes to the creation of favorable conditions for sustainable economic recovery and the strengthening of social stability ⁶.

The combination of the above-mentioned factors forms the foundation for the functioning of the entrepreneurial environment in the post-war period. Their balanced development contributes not only to the economic recovery of territories but also to the creation of new opportunities for the sustainable development of the tourism sector, the enhancement of regional investment attractiveness, and the integration of local economies into the national and international tourism space.

A distinctive feature of the post-war development of the entrepreneurial environment is the high importance of cooperation and cluster-based approaches. Enterprises operating in the tourism service sector act as catalysts for the recovery of regional economies, as tourism contributes not only to economic revitalization but also to the restoration of the cultural and natural potential of territories. In this context, the strategic objective of enterprises is to ensure a balance between economic growth, social responsibility, and environmental safety, thereby creating the conditions for the long-term sustainable development of restored regions ⁷.

⁵ Povorozniuk I., Dzhoza O., Neshchadym L., Kyryliuk I., Tymchuk S., Blahopoluchna A. The influence of globalization processes on the development of the restaurant business of Ukraine. *Management Theory and Studies for Rural Business and Infrastructure Development*. 46. 2023. P. 183-192.

⁶ Лисюк Т., Семенюк О. Сталий розвиток у сфері туризму і рекреації: інноваційні технології та екологічні підходи. *Економіка та суспільство*. 2025. № 73. DOI: <https://doi.org/10.32782/2524-0072/2025-73-28>

⁷ Божанова В.Ю., Павелко Ю.С., Яценко Д.О. Теоретико-методологічні підходи та практичні рекомендації формування та функціонування екологічного туризму як цілісної системи. *Економічний простір*. 2019. № 149. С. 94-99. DOI: <https://doi.org/10.32782/2224-6282/149-15>

Table 2

**Key factors shaping the post-war entrepreneurial environment
in restored territories ⁸**

Factor	Impact on the entrepreneurial environment	Examples in the tourism sector
Economic	Creates conditions for the establishment of new enterprises, stimulates employment, and supports the development of local markets	Creation of new tourism routes, opening of small hotels, development of gastronomic and craft enterprises
Infrastructure	Ensures territorial accessibility, increases tourist mobility, and improves the efficiency of business operations	Restoration of roads to tourist attractions, modernization of hotel infrastructure, development of digital booking services
Social	Contributes to the formation of human resources, development of entrepreneurial culture, and social stability	Training of tourism specialists, involvement of local communities in the development of tourism products
Institutional	Creates a favorable regulatory environment for entrepreneurship and reduces investment risks	Grant programs for tourism businesses, government programs for regional tourism development
Environmental	Promotes sustainable business models and enhances the attractiveness of tourism destinations	Development of ecotourism, green rural homesteads, and nature-based tourism routes
Innovation and technological	Increases enterprise efficiency and regional competitiveness	Online booking platforms, digital tourist maps, application of smart technologies in tourism services
Security	Builds trust among investors and tourists and supports the recovery of tourist flows	Safety certification of tourism routes, development of crisis management practices in tourism

⁸ Бойко З.В. Горожанкіна Н.А., Грушка В.В. Тенденції розвитку туризму в Україні в умовах воєнного часу. *Економіка та суспільство*. 2024. Випуск № 59. DOI: <https://doi.org/10.32782/2524-0072/2024-59-7>

International and national concepts of sustainable tourism and the green economy provide the theoretical and practical foundation for transforming tourism activities in accordance with the principles of rational resource use, social responsibility, and economic efficiency. In contemporary academic and managerial practice, these concepts are considered an integrated system of approaches to economic development, in which the growth of social welfare is combined with the preservation of natural resources and the maintenance of ecological balance. Within this framework, the tourism industry represents an important sector of the economy capable of ensuring regional economic growth, provided that environmental standards are observed and the social interests of local communities are taken into account.

The formation of the concept of sustainable tourism development is closely associated with the global transition to a sustainable development model that seeks to harmonize economic, social, and environmental processes. At the international level, the development of this concept is based on the principles of rational use of natural resources, biodiversity conservation, protection of cultural heritage, and the provision of economic benefits for local communities. Sustainable tourism is therefore considered a system for managing tourism activities aimed at minimizing the negative impacts of tourism on the natural environment and socio-cultural structures while simultaneously ensuring stable economic outcomes for enterprises and territories. Such an approach involves the application of innovative management mechanisms, environmentally oriented technologies, and partnerships among public institutions, businesses, and civil society⁹.

The concept of the green economy represents a logical continuation and expansion of the principles of sustainable development and involves the transformation of economic systems toward environmental efficiency and rational resource use. Within this framework, economic growth is achieved through the implementation of environmentally friendly technologies, the reduction of greenhouse gas emissions, improvements in energy efficiency, and the development of the circular economy.

The tourism industry plays an important role in implementing the principles of the green economy, as it directly interacts with natural resources and cultural landscapes that require preservation and responsible management. The

⁹ Nataliia Kovshun, Alona Kliuchnyk, Svitlana Tymchuk, Olena Orlenko, Olha Soloviova, Kateryna Horiunova. Rural tourism potential in the development of the agriculture-industrial complex. *E3S Web of Conferences* 408, 01026 (2023). DOI: <https://doi.org/10.1051/e3sconf/202340801026>

introduction of environmental standards into the activities of tourism enterprises contributes to the formation of environmentally oriented tourism products, the development of ecotourism, and the enhancement of environmental awareness among both entrepreneurs and consumers of tourism services.

At the national level, the concepts of sustainable tourism development and the green economy are integrated into state tourism development strategies, regional economic recovery programs, and policies aimed at the environmental modernization of the economy. For Ukraine, these approaches are particularly significant in the context of European integration and post-war territorial recovery, as they contribute to the emergence of new models of entrepreneurship oriented toward environmental responsibility, innovation, and social inclusiveness.

The implementation of these concepts involves the development of green tourism clusters, support for local initiatives in rural and ecotourism, and the introduction of modern standards for natural resource management. As a result, the integration of international approaches with national strategic priorities forms a comprehensive model for the development of the tourism sector that enhances economic competitiveness, preserves the natural potential of territories, and ensures long-term socio-economic stability.

30.2. Economic and Managerial Mechanisms for Implementing Environmental Practices

The greening of entrepreneurial activity has acquired strategic significance in the contemporary economic context, as the integration of economic efficiency with environmental responsibility has become a key condition for sustainable development. This issue is particularly relevant for enterprises in the tourism service sector and the hotel and restaurant industry, whose operations are directly linked to the use of natural resources and the formation of the ecological image of territories. In this context, the implementation of environmental practices requires not only technological changes but also the development of a comprehensive system of economic and managerial mechanisms capable of ensuring the effective integration of green economy principles into enterprise activities ¹⁰.

¹⁰ Lytvyn O., Sushchenko O., Kyryliuk I., Chvertko L., Neshchadym L., Povoroziuk I., Tymchuk S. Mechanisms for developing tourism clusters to enhance the competitiveness of Ukraine's tourism industry. *Management Theory and Studies for Rural Business and Infrastructure Development*, 47(1), 153–161, 2025. DOI: <https://doi.org/10.15544/mts.2025.12>

Economic mechanisms include the use of instruments to stimulate environmentally oriented activity, such as optimizing resource consumption, improving energy efficiency, and applying financial incentives and support tools for environmental innovations. Concurrently, managerial mechanisms focus on the development of enterprise strategies for ecological development, the implementation of environmental management systems, the improvement of organizational processes, and the integration of sustainable development principles into corporate policy ¹¹.

The consideration of economic and managerial mechanisms for implementing environmental practices allows for the identification of effective tools to enhance enterprise competitiveness, promote rational resource use, and ensure the long-term sustainability of the entrepreneurial environment. Therefore, the study of these mechanisms constitutes a critical stage in the development of contemporary management models for tourism service enterprises, particularly under the pressures of global environmental challenges and ongoing economic transformation ¹².

Resource efficiency and energy efficiency are fundamental components in shaping modern models of sustainable development for enterprises in the hospitality and tourism sectors. Their implementation focuses on the rational use of natural, material, and energy resources, aiming to reduce the negative impact of business operations on the environment while enhancing the economic performance of enterprises. Within the framework of the green economy, resource efficiency is understood as the ability of enterprises to create economic value with minimal resource consumption, achieved through the optimization of production and service processes, the adoption of innovative technologies, and the improvement of management effectiveness.

In the tourism industry, resource efficiency manifests in the rational use of water, land, energy, and material resources, which is particularly crucial for hotels, restaurants, tourist complexes, and recreational areas. Effective resource management involves reducing raw material consumption, reusing materials, minimizing waste generation, and applying circular economy principles. This approach not only lessens ecological pressure on natural ecosystems but also

¹¹ Зеленко О.О. Стратегічне планування як основа впровадження екологічної відповідальності підприємств індустрії гостинності в Україні. *Часопис економічних реформ*. 2024. № 3. С. 112-119. DOI: <https://doi.org/10.32620/cher.2024.3.12>

¹² Нецадим Л.М., Тимчук С.В., Кирилюк І. Економіко-математичне моделювання впливу чинників на розвиток підприємств індустрії гостинності в Україні. *Економіка та суспільство*. 2022. № 39. DOI: <https://doi.org/10.32782/2524-0072/2022-39-35>

optimizes enterprise costs, positively impacting financial stability and competitiveness¹³.

Energy efficiency in the tourism industry entails utilizing energy resources with maximal economic output and minimal energy loss during enterprise operations. It is implemented through infrastructure modernization, the use of energy-saving equipment, the integration of renewable energy sources, and the adoption of energy management systems. In the hotel and restaurant sector, this may include energy-efficient lighting systems, building insulation, automated energy consumption control systems, and modern water supply and wastewater technologies.

Implementing resource and energy efficiency principles contributes to the formation of eco-oriented business models that combine economic benefits with responsible environmental practices. Furthermore, these approaches align with contemporary international standards for sustainable development management and enhance the attractiveness of tourist destinations for consumers increasingly oriented toward environmentally safe and responsible tourism. As a result, resource and energy efficiency emerge as critical drivers of innovative development in the tourism industry and ensure its long-term sustainability.

Environmental management mechanisms play a central role in supporting the ecological orientation of entrepreneurial activity and in establishing the foundations of sustainable economic development. In the context of tourism enterprises, environmental management encompasses a set of managerial approaches, tools, and procedures aimed at systematically reducing the environmental impact of business operations, ensuring the rational use of natural resources, and enhancing the ecological responsibility of economic actors. The implementation of these mechanisms allows for the integration of environmental considerations into strategic planning, strengthens enterprise competitiveness, and ensures compliance with international environmental safety standards.

One of the most widely used tools in environmental management is the ISO 14001 international standard, which specifies the requirements for an enterprise's environmental management system (EMS). Developed by the International Organization for Standardization (ISO), it is part of the ISO 14000 series, which regulates environmental aspects of business activities. ISO 14001 was first published in 1996, with the most recent revision in 2015.

¹³ Польова О. Економічні аспекти сталого туризму: принципи та нові можливості. *Економіка та суспільство*. 2025. № 76. С. 61–74. DOI: <https://doi.org/10.32782/2524-0072/2025-76-61>

Its primary goal is to establish an effective mechanism for managing environmental risks, systematically improving environmental performance, and ensuring compliance with environmental legislation.

The ISO 14001-based EMS is built on the Plan–Do–Check–Act (PDCA) cycle, which supports continuous improvement. Within this framework, enterprises identify the environmental aspects of their activities, set environmental objectives and performance indicators, implement measures to reduce negative impacts on the environment, monitor results, and regularly analyze the effectiveness of the implemented measures. According to the United Nations Environment Programme (UNEP), applying EMSs allows enterprises to reduce resource consumption by 10–30% and cut waste generation by 15–20%, depending on the industry and the level of technological modernization.

A crucial component of environmental management in tourism enterprises is the implementation of waste management systems. The tourism industry, especially the hotel and restaurant sector, generates significant volumes of municipal solid waste, food waste, packaging materials, and single-use items. Effective waste management involves minimization, reuse, sorting, and recycling. In this context, circular economy principles are applied to create closed-loop resource use and reduce pressure on natural ecosystems. According to the World Tourism Organization (UNWTO), implementing waste sorting and recycling systems in tourism enterprises can reduce the volume of waste sent to landfills by 40–60% ¹⁴.

An equally important direction in environmental management is water resource management, which is particularly relevant for hotel, restaurant, and recreational enterprises. Significant volumes of water are consumed in food preparation, cleaning, laundry, pool maintenance, and sanitary-hygienic needs of tourists. Effective water management systems include monitoring water consumption, installing water-saving equipment, reusing greywater, and applying modern wastewater treatment technologies. According to research by the United Nations World Tourism Organization (UNWTO), the use of water-saving technologies in the hotel sector can reduce water consumption by 20–50% without compromising tourist comfort.

Thus, environmental management mechanisms-including ISO 14001 implementation, efficient waste management systems, and rational use of water resources-form a critical foundation for the environmental sustainability of

¹⁴ The World Bank. Support for SMEs and economic recovery of Ukraine. Available at: <https://www.worldbank.org/en/country/ukraine>

tourism enterprises. Their application not only reduces negative environmental impacts but also enhances economic efficiency, strengthens international reputation, and supports the development of ecologically responsible tourism models.

In the context of post-conflict economic recovery, creating an effective system of entrepreneurial incentives is of special importance for affected and restored regions. These incentives operate on three interconnected levels-national, international, and local-and are aimed at restoring economic activity, generating new jobs, attracting investment, and creating a favorable business climate. The integrated application of such mechanisms accelerates economic stabilization, increases investment attractiveness, and establishes conditions for long-term sustainable entrepreneurship ¹⁵.

At the national level, key instruments for stimulating entrepreneurial activity include financial, fiscal, and institutional mechanisms to support business development. State programs providing financing, concessional loans, and grants play a significant role in promoting the growth of small and medium-sized enterprises (SMEs). A prominent example in Ukraine is the “Affordable Loans 5-7-9%” program, which offers preferential credit to enterprises for investment, production modernization, and business recovery. This program is implemented through the Ministry of Economy of Ukraine in cooperation with the national banking system and targets enterprises that create new jobs or restore economic activity in regions affected by conflict ¹⁶.

An important element of national entrepreneurship policy is the creation of special economic conditions to support investment projects. In this context, mechanisms for supporting large-scale investors, as established by the Law of Ukraine on State Support for Investment Projects with Significant Investments, are particularly relevant. These projects are implemented through the institutional framework of UkraineInvest, a governmental office for investment attraction and support. State incentives may include tax benefits, compensation for infrastructure development costs, and administrative facilitation of investment projects.

At the international level, entrepreneurship in post-conflict and restored regions is supported by international financial organizations, donor programs, and technical assistance projects. A key partner for Ukraine in economic

¹⁵ Міністерство економіки України. Доступні кредити 5–7–9 %: державна програма підтримки бізнесу. URL: <https://me.gov.ua/News/Detail/5ed6a432-33f8-4c18-b564-be46faf96b0a?lang=uk->

¹⁶ Фонд розвитку підприємництва. Програма «Доступні кредити 5-7-9 %» для малого та середнього бізнесу. URL: <https://bdf.gov.ua/programs/dostupni-kredyty-5-7-9/>

recovery is the World Bank, which implements programs supporting economic development, infrastructure modernization, and enterprise growth. The European Bank for Reconstruction and Development (EBRD) also contributes significantly by providing loans, grants, and advisory support to SMEs. Specific programs are focused on the development of enterprises in tourism, hospitality, and creative industries, which constitute critical components of regional economies.

The United Nations Development Programme (UNDP) plays a crucial role in supporting the recovery of the entrepreneurial environment through grant programs for small businesses, support for innovative entrepreneurial initiatives, and local economic development. Such initiatives aim to restore economic activity in communities, create new employment opportunities, and support enterprises operating in tourism, service, and creative sectors.

At the local level, entrepreneurial stimulation is implemented by municipal authorities and regional development agencies, which carry out programs supporting SMEs, developing entrepreneurial infrastructure, and fostering a favorable investment climate. The activities of Regional Development Agencies across various Ukrainian regions are particularly important, as they focus on implementing regional development strategies, attracting investment, and supporting local entrepreneurial initiatives. Local incentives include co-financing of business projects, development of industrial parks, startup support, and the creation of tourism clusters and partnership networks connecting businesses, communities, and authorities.

Thus, the establishment of a comprehensive system of incentives at the national, international, and local levels constitutes a critical prerequisite for the recovery of the entrepreneurial environment in affected regions. The combination of financial support instruments, investment programs, grant initiatives, and local development mechanisms creates favorable conditions for restoring economic activity, promoting innovation, and ensuring sustainable socio-economic development of territories.

Organizational approaches to the formation of an environmentally oriented entrepreneurial environment involve the integration of sustainable development principles into enterprise management systems, the establishment of institutional mechanisms for interaction between business, government, and communities, and the implementation of environmentally responsible business models. In the context of contemporary economic transformation, ecologization of entrepreneurial activity is considered a key factor in enhancing enterprise competitiveness, ensuring the rational use of natural resources, and reducing the negative impact of economic activity on the environment. The development

of an environmentally oriented entrepreneurial environment requires a comprehensive combination of managerial, institutional, and organizational tools, facilitating the transition toward “green economy” models and sustainable development.

A crucial organizational approach is the integration of ecological principles into strategic enterprise management. This involves incorporating environmental considerations into planning processes, managerial decision-making, and performance evaluation. Within this framework, environmental criteria become an integral part of corporate strategy, allowing enterprises to align economic performance with environmental protection requirements. Implementation of this approach includes the adoption of environmental management systems, notably the ISO 14001 standard, which specifies requirements for organizing the management of environmental aspects of enterprise activity and supports continuous improvement of ecological efficiency ¹⁷.

Another important direction involves the development of network-based forms of entrepreneurial organization, including the creation of clusters, partnerships, and cross-sectoral cooperation. In the context of the tourism industry, environmentally oriented entrepreneurial structures often operate within tourism clusters, which bring together hospitality enterprises, transportation companies, local government authorities, and civil society organizations. This approach facilitates the coordination of market participants, the development of environmentally responsible infrastructure, and the creation of comprehensive tourism products aligned with sustainable development principles. Such models are actively supported by international organizations, notably the United Nations World Tourism Organization (UNWTO), which recognizes the cluster approach as an effective tool for managing the sustainable development of tourist destinations ¹⁸.

A key organizational mechanism for developing an environmentally oriented entrepreneurial environment is the implementation of circular economy principles, which promote rational resource use, waste minimization, and the reuse of materials in production processes. The Circular Economy concept aims to establish closed-loop resource cycles and reduce ecological pressure on natural ecosystems. In the tourism sector, these approaches can

¹⁷ International Organization for Standardization. ISO 14001:2015 Environmental management systems – Requirements with guidance for use. Available at: <https://www.iso.org/standard/60857.html>

¹⁸ The World Bank. Support for SMEs and economic recovery of Ukraine. Available at: <https://www.worldbank.org/en/country/ukraine>

manifest through the adoption of energy-efficient technologies, the implementation of waste sorting and recycling systems, the use of locally sourced eco-friendly food products, and the development of eco-tourism routes.

An essential component of organizational approaches is the formation of an ecological culture in entrepreneurship, which involves raising the environmental responsibility of business leaders, employees, and consumers of tourism services. Educational and informational programs play a crucial role in promoting environmentally responsible business practices and fostering ecological awareness among market participants. According to the United Nations Environment Programme (UNEP), cultivating an ecological culture in the business environment is a key factor in transitioning the economy toward sustainable development models.

Thus, organizational approaches to the formation of an environmentally oriented entrepreneurial environment involve the integrated application of strategic management, networked collaboration, circular economy principles, and ecological culture development. Their implementation enhances the efficiency of natural resource use, reduces the negative environmental impact of entrepreneurial activity, and creates conditions for the sustainable development of the tourism industry and regional economies.

30.3. Sustainable Practices and Innovations in the Entrepreneurial Environment of the Tourism Sector

The current stage of global economic development is characterized by the widespread adoption of sustainable development principles, which emphasize the balanced integration of economic, environmental, and social interests. Within this context, the tourism industry represents one of the most dynamic spheres of entrepreneurial activity, with significant potential to stimulate regional development, create employment opportunities, and enhance the investment attractiveness of territories. At the same time, the growth of tourist flows and the expansion of tourism infrastructure can increase anthropogenic pressure on natural resources, highlighting the necessity of implementing sustainable management practices in tourism enterprises ¹⁹.

In today's entrepreneurial environment, innovative approaches to business organization are increasingly important. These approaches aim to improve resource efficiency, reduce negative environmental impacts, and establish

¹⁹ Тимчук С.В. Механізми екологізації аграрного виробництва як платформа для розвитку сільського зеленого туризму в Україні. *Економіка та суспільство*. 2025. № 80. DOI: <https://doi.org/10.32782/2524-0072/2025-80-123>

socially responsible business models. Their implementation involves adopting energy-efficient technologies, developing eco-oriented tourism products, applying digital solutions in enterprise management, and forming partnership networks between businesses, governmental bodies, and local communities ²⁰.

The contemporary development of the tourism industry is characterized by the active implementation of innovations aimed at enhancing operational efficiency, improving service quality, and ensuring the sustainable development of destinations. The most prevalent innovation directions include eco-innovation, digital tourism, and the concept of smart tourism.

Innovative approaches in the tourism industry contribute to the formation of a modern entrepreneurial environment that combines economic efficiency, environmental responsibility, and high levels of digitalization ²¹. The implementation of eco-innovations, digital technologies, and smart solutions enables tourism enterprises to adapt to global challenges, enhance competitiveness, and ensure the sustainable development of tourist destinations.

A key direction in transforming the entrepreneurial environment of the tourism sector is the integration of green economy principles and sustainable tourism into the strategic management system of enterprises. This involves the use of innovative management mechanisms, the development of environmental management practices, the adoption of resource-efficient technologies, and the creation of new models of tourism entrepreneurship oriented toward long-term economic and social efficiency. In the context of global environmental challenges and the need for economic recovery in post-crisis and post-conflict conditions, such approaches are particularly relevant for ensuring the sustainable development of tourist destinations ²².

²⁰ Панків Н., Скрипник М. Екологічний туризм як пріоритетний напрямок сталого розвитку туризму в Україні: виклики сьогодення. *Вісник Хмельницького національного університету*. 2022. № 308 (4). С. 229–240. DOI: <https://doi.org/10.31891/2307-5740-2022-308-4-36>

²¹ Barvinok N., Neshchadym L., Lytvyn O., Tymchuk S. Interactive marketing in the hospitality industry: digital tools for promotion in a multicultural environment. *Economies' Horizons*, 2025, 1(30), 22–32. URL: <http://eh.udpu.edu.ua/article/view/320681/311264>

²² Лисюк Т., Семенк О. Сталый розвиток у сфері туризму і рекреації: інноваційні технології та екологічні підходи. *Економіка та суспільство*. 2025. № 73. DOI: <https://doi.org/10.32782/2524-0072/2025-73-28>

Table 3

**Contemporary innovations in the entrepreneurial environment
of the tourism sector**

Innovation Direction	Essence of the Innovative Approach	Key Tools and Technologies	Examples in Tourism Business
Eco-innovation	Innovative solutions aimed at reducing the negative environmental impact of tourism activities and promoting the rational use of natural resources	Energy-efficient technologies; waste sorting and recycling systems; renewable energy sources; environmental certification; resource-saving technologies	Solar panels in hotels; water-saving systems; eco-hotels; development of ecotourism and green tourism farms
Digital tourism	Use of digital technologies for enterprise management, promotion of tourism products, and enhanced interaction with tourists	Online booking; mobile applications; digital marketing; property management systems (PMS); Big Data; artificial intelligence	Online booking platforms; customer service chatbots; personalized travel offers; digital guides
Smart tourism	Integration of information technologies, innovative infrastructure, and management systems to develop “smart” tourist destinations	Internet of Things (IoT); tourist flow management systems; smart infrastructure; digital maps; interactive tourist services	Smart tourist information centers; interactive city maps; tourist flow management systems; digital tickets and travel cards

Thus, the study of sustainable practices and innovations in the entrepreneurial environment of the tourism sector represents an important scientific and practical task. Their implementation enhances the competitiveness of tourism enterprises, promotes the formation of an environmentally responsible economy, and creates the foundation for long-term socio-economic development of regions.

In the current context of sustainable development, special attention is paid to the implementation of circular economy principles in the tourism sector. These principles aim to minimize environmental impact and ensure efficient resource use, which is especially critical for enterprises operating in regions with limited ecological resources or in post-crisis recovery conditions. The circular economy facilitates a transition from the traditional “production–

consumption–waste” model to a closed-loop system, in which materials and energy are maximally reused.

In the contemporary context of sustainable development, particular attention in the tourism sector is devoted to the implementation of circular economy principles. These principles aim to minimize environmental impact and ensure the efficient use of resources, which is especially critical for enterprises operating in regions with limited ecological resources or in post-crisis recovery conditions. The circular economy facilitates a transition from the traditional “production–consumption–waste” model to a closed-loop system, in which materials and energy are maximally reused²³.

The application of circular economy principles in the tourism industry includes effective waste management and resource reuse. Waste management involves the implementation of sorting, recycling, and disposal systems, which reduce environmental pressure and lower enterprises’ waste management costs. Resource reuse is realized through technologies for recycling water, energy, and raw materials, as well as the use of environmentally certified products and materials. In practice, this may involve the use of biodegradable packaging, the repeated use of household materials in hotels and restaurants, the use of secondary raw materials for souvenir production, and the development of environmentally safe tourist facilities. Such approaches not only reduce the ecological footprint of tourism enterprises but also enhance their competitiveness by fostering an environmentally responsible image among consumers²⁴.

Circular economy principles are particularly significant in the development of tourist destinations, where high concentrations of tourist flows can place considerable pressure on natural resources and waste management systems. Implementing circular approaches within tourism enterprises contributes to the formation of a more sustainable tourism infrastructure, the promotion of eco-innovations, and the enhancement of environmental responsibility among business operators.

Thus, the principles of the circular economy, particularly effective waste management and resource reuse, represent an important tool for ensuring the

²³ Бабікова К.О. Сталій розвиток аграрного туризму в Україні: монографія. Київ : Видавництво НПУ імені М.П. Драгоманова, 2016. 170 с. URL: <http://enpuir.npu.edu.ua/handle/123456789/11314>

²⁴ Нецадим Л.М., Тимчук С.В., Малюга Л.М. Чинники екологічної диверсифікації в діяльності підприємств готельно-ресторанного господарства. *Збірник УНУС*. 2024, 105.2. DOI: <https://doi.org/10.32782/2415-8240-2024-105-2-74-83> <https://journal.udau.edu.ua/assets/files/105.2/7.pdf>

sustainable development of the entrepreneurial environment in the tourism sector. Their implementation facilitates the reduction of environmental impacts, the optimization of natural resource use, and the improvement of the economic efficiency of tourism enterprises.

Table 4

3R / 5R principles of circular economy in the tourism industry

Principle	Meaning	Examples in Tourism Business
Reduce	Minimize resource consumption and waste	- Use of energy-efficient lighting and equipment in hotels – Optimization of water consumption (sensor taps, low-flow showerheads) – Minimization of single-use plastics (bottles, bags)
Reuse	Reuse items without recycling	- Reusable towels and bedding in hotels – Reuse of décor and furniture in themed areas – Multi-use garbage bags and reusable bags for tourists
Recycle	Convert waste into new resources	- Waste sorting in rooms and restaurants – Recycling plastic bottles, paper, and metal – Use of recycled materials for souvenir production
Refuse	Reject unnecessary or harmful resources	- Elimination of single-use plastics in restaurants and cafés – Avoidance of unnecessary promotional materials and disposable souvenirs
Repair	Extend product life through repair or refurbishment	- Repair of furniture and equipment instead of replacement – Refurbishment of tourist equipment (bicycles, skis, camping gear) – Renovation of old buildings for hotels or restaurants instead of new construction

The implementation of circular economy principles in tourism enterprises— including reducing resource consumption, reusing materials, and recycling waste – not only promotes environmental sustainability but also lays the groundwork for formalization through eco-certification standards.

Environmental certification confirms that an enterprise meets high standards of sustainable development and resource management. For tourism businesses, this entails:

- Enhancing the brand image among environmentally conscious tourists;
- Accessing the niche “green tourism” market;
- Achieving cost savings through optimized energy consumption and waste management;

– Increasing trust among partners and supplier ²⁵.

Prominent international certification schemes in tourism include Green Key International (eco-certification for hospitality facilities) and EarthCheck (a comprehensive sustainable tourism certification program). Certification relies on quantifiable indicators, covering resource efficiency (energy, water, waste), environmental impact reduction, implementation of environmental management systems, and transparency of reporting. Many programs align with international standards such as ISO 14001, which regulate environmental management systems in enterprises ²⁶.

In tourism, where consumers increasingly assess not only service quality but also a company's environmental responsibility, certification serves as a differentiation tool, enhancing the attractiveness of tourism products for eco-conscious market segments and strengthening brand trust. Research shows that pro-environmental orientation, communicated through certification, reinforces perceptions of competitiveness, as clients prefer operators demonstrating environmental responsibility and sustainable practices.

Functionally, certification contributes not only to reputational benefits but also to operational efficiency: implementing environmental standards often entails optimizing resource use, reducing energy costs, and improving waste management, which strengthens the enterprise's financial performance in the long term. Empirical evidence from the hotel sector indicates that certified establishments can achieve better key performance indicators than competitors and may gain higher market value due to enhanced reputational characteristics.

It is also important to note that certification is part of a broader context of environmental management and sustainable development strategies. Literature emphasizes that integrating environmental approaches into enterprise strategy not only ensures compliance with regulatory requirements and circular economy standards but also strengthens market competitiveness by building long-term advantages that reflect consumers' environmental and social expectations. Thus, environmental certification is not merely a formal marker of compliance; it represents a strategic factor of competitiveness, combining

²⁵ EarthCheck Certified: sustainable tourism certification programmes / офіс. сайт EarthCheck. URL: <https://earthcheck.org/what-we-do/certification/earthcheck-certified/>

²⁶ Смик І. Впровадження системи екологічного менеджменту в туристичній діяльності [текст]. Екологічна безпека держави : зб. наук. праць молодих учених і студентів. Івано Франківськ : ІФНТУНГ, 2025. Т. 19. DOI: https://doi.org/10.18372/2786_8168.19.19988

reputational, operational, and innovative aspects of a tourism enterprise's activities ²⁷.

The development of environmentally oriented tourism services, such as ecotourism, agritourism, and green tourism, is one of the key directions in transforming the modern tourism industry toward sustainability. Scientific sources highlight that these forms of tourism focus on human interaction with the natural environment while minimizing negative impacts and maximizing socio-economic benefits for host communities. They are distinguished by active tourist engagement in conservation and cultural practices, promoting environmental awareness and responsible behavior during recreation in natural landscapes ²⁸.

From an economic and social perspective, ecotourism serves not only as a means of recreation but also as a tool to mobilize financial resources for environmental protection, biodiversity conservation, and local community development. Continuation of conservation efforts through tourism has potentially decisive significance for preserving natural ecosystems and cultural heritage, especially under limited public funding. At the same time, research emphasizes that without proper planning and management, tourist activities may lead to resource degradation, environmental pollution, and biodiversity loss, highlighting the necessity of sustainable development strategies as the foundation for organizing environmentally responsible tourism services.

Agritourism, as a component of green tourism, is increasingly highlighted in contemporary research as an effective mechanism for supporting rural areas. It contributes to diversifying local residents' income, preserving traditional agricultural practices, and strengthening the socio-economic stability of communities. Scientific publications indicate that integrating environmental approaches into agricultural production creates a platform for the sustainable development of green tourism, enabling farms to efficiently utilize their natural and cultural resources to develop attractive tourism products that align with the ecological responsibility expectations of modern travelers ²⁹.

²⁷ Літвак О. Тенденції розвитку екологічної сертифікації та маркування в країнах Європейського Союзу. *Сталий розвиток економіки*. 2024. № 3(50). С. 203–210. DOI: <https://doi.org/10.32782/2308-1988/2024-50-30>

²⁸ Замула І.В., Кирилюк Д.Р. Розвиток екологічного туризму в Україні. *Економіка, управління та адміністрування*. 2023. № 2(104). С. 3–9. DOI: [https://doi.org/10.26642/ema-2023-2\(104\)-3-9](https://doi.org/10.26642/ema-2023-2(104)-3-9)

²⁹ Тимчук С., Чернега І. Механізми екологізації аграрного виробництва як платформа для розвитку сільського зеленого туризму в Україні. *Економіка та суспільство*. 2025. № 80. DOI: <https://doi.org/10.32782/2524-0072/2025-80-123>

Green tourism, in a broader sense, is considered a multi-component form of tourism that combines natural, cultural, and social resources to create a comprehensive tourist product. It promotes employment in rural areas, strengthens local economies, and preserves cultural heritage, which is particularly relevant in post-crisis periods, including the COVID-19 pandemic and situations of armed conflict, where tourism flows can stimulate the recovery of regional economies and social structures³⁰.

SUMMARY

The development of environmentally oriented tourism services not only expands the range of offerings in the tourism market but also plays a strategic role in promoting the sustainable use of natural and cultural resources, thereby enhancing the socio-economic and ecological resilience of the regions in which they operate.

Analysis of current trends in the tourism sector indicates that the implementation of sustainable practices and innovations within the entrepreneurial environment is a key factor in improving competitiveness and ensuring long-term business sustainability. The integration of circular economy principles, ecological certification, development of environmentally oriented services, and innovative resource management approaches enables the optimization of material and intangible assets, reduces environmental impact, and creates additional value for consumers. Research confirms that such strategies generate synergy between economic efficiency, social responsibility, and environmental stability, forming a foundation for the sustainable development of tourism enterprises in the context of contemporary global challenges.

References

1. Брич В., Галиш Н. Сталий розвиток туристичної індустрії: екологічний та статистичний вимір. *Економічний аналіз*. 2020. Том 30. № 4. С. 23-30. DOI: <https://doi.org/10.35774/econa2020.04.023>
2. Атаманчук З.А. Туризм в європейському союзі задля сталого розвитку. *Економіка і організація управління*. 2024. № 2(54). С. 191-202. DOI: <https://doi.org/10.31558/2307-2318.2024.2.18>

³⁰ Долинська О.О., Шоробур І.М., Долинський Є.В. Потенціал зеленого туризму в досягненні сталого соціально- економічного розвитку сільських територій України. *Acta Academiae Beregsasiensis: Geographica Et Recreatio*, 2025. № 3. С. 125–133. DOI: <https://doi.org/10.32782/2786-5843/2025-3-11>

3. Бойко З.В., Горожанкіна Н.А., Грушка В.В. Тенденції розвитку туризму в Україні в умовах воєнного часу. *Економіка та суспільство*. 2024. Випуск № 59. DOI: <https://doi.org/10.32782/2524-0072/2024-59-7>
4. Povorozniuk I., Dzhoha O., Neshchadym L., Kyryliuk I., Tymchuk S., Vlahopoluchna A. The influence of globalization processes on the development of the restaurant business of Ukraine. *Management Theory and Studies for Rural Business and Infrastructure Development*. 2023. Vol. 46. P. 183-192.
5. Лисюк Т., Семенюк О. Сталій розвиток у сфері туризму і рекреації: інноваційні технології та екологічні підходи. *Економіка та суспільство*. 2025. № 73. DOI: <https://doi.org/10.32782/2524-0072/2025-73-28>
6. Бойко З.В., Горожанкіна Н.А., Грушка В.В. Тенденції розвитку туризму в Україні в умовах воєнного часу. *Економіка та суспільство*. 2024. Випуск № 59. DOI: <https://doi.org/10.32782/2524-0072/2024-59-7>
7. Божанова В.Ю., Павелко Ю.С., Яценко Д.О. Теоретико-методологічні підходи та практичні рекомендації формування та функціонування екологічного туризму як цілісної системи. *Економічний простір*. 2019. № 149. С. 94-99. DOI: <https://doi.org/10.32782/2224-6282/149-15>
8. Nataliia Kovshun, Alona Kliuchnyk, Svitlana Tymchuk, Olena Orlenko, Olha Soloviova, Kateryna Horiunova. Rural tourism potential in the development of the agriculture-industrial complex. *E3S Web of Conferences* 408, 01026 (2023). DOI: <https://doi.org/10.1051/e3sconf/202340801026>
9. Lytvyn O., Sushchenko O., Kyryliuk I., Chvertko L., Neshchadym L., Povorozniuk I., Tymchuk S. Mechanisms for developing tourism clusters to enhance the competitiveness of Ukraine's tourism industry. *Management Theory and Studies for Rural Business and Infrastructure Development*, 47(1), 153–161, 2025. DOI: <https://doi.org/10.15544/mts.2025.12>
10. Зеленко О.О. Стратегічне планування як основа впровадження екологічної відповідальності підприємств індустрії гостинності в Україні. *Часопис економічних реформ*. 2024. № 3. С. 112-119. DOI: <https://doi.org/10.32620/cher.2024.3.12>
11. Нецадим Л.М., Тимчук С.В., Кирилук І. Економіко-математичне моделювання впливу чинників на розвиток підприємств індустрії гостинності в Україні. *Економіка та суспільство*. 2022. № 39. DOI: <https://doi.org/10.32782/2524-0072/2022-39-55>
12. Польова О. Економічні аспекти сталого туризму: принципи та нові можливості. *Економіка та суспільство*. 2025. № 76. С. 61–74. DOI: <https://doi.org/10.32782/2524-0072/2025-76-61>

13. The World Bank. Support for SMEs and economic recovery of Ukraine. URL: <https://www.worldbank.org/en/country/ukraine>
14. Міністерство економіки України. Доступні кредити 5–7–9 %: державна програма підтримки бізнесу. URL: <https://me.gov.ua/News/Detail/5ed6a432-33f8-4c18-b564-be46faf96b0a?lang=uk->
15. Фонд розвитку підприємництва. Програма «Доступні кредити 5-7-9 %» для малого та середнього бізнесу. URL: <https://bdf.gov.ua/programs/dostupni-kredyty-5-7-9/>
16. International Organization for Standardization. ISO 14001:2015 Environmental management systems – Requirements with guidance for use. URL: <https://www.iso.org/standard/60857.html>
17. The World Bank. Support for SMEs and economic recovery of Ukraine. URL: <https://www.worldbank.org/en/country/ukraine>
18. Тимчук С.В. Механізми екологізації аграрного виробництва як платформа для розвитку сільського зеленого туризму в Україні. *Економіка та суспільство*. 2025. № 80. DOI: <https://doi.org/10.32782/2524-0072/2025-80-123>
19. Панків Н., Скрипник М. Екологічний туризм як пріоритетний напрямок сталого розвитку туризму в Україні: виклики сьогодення. *Вісник Хмельницького національного університету*. 2022. № 308 (4). С. 229–240. DOI: <https://doi.org/10.31891/2307-5740-2022-308-4-36>
20. Barvinok N., Neshchadym L., Lytvyn O., Tymchuk S. Interactive marketing in the hospitality industry: digital tools for promotion in a multicultural environment. *Economies' Horizons*, 2025, 1(30), 22–32. URL: <http://eh.udpu.edu.ua/article/view/320681/311264>
21. Лисюк Т., Семенюк О. Сталый розвиток у сфері туризму і рекреації: інноваційні технології та екологічні підходи. *Економіка та суспільство*. 2025. № 73. DOI: <https://doi.org/10.32782/2524-0072/2025-73-28>
22. Бабікова К.О. Сталый розвиток аграрного туризму в Україні: монографія. Київ : Видавництво НПУ імені М.П. Драгоманова, 2016. 170 с. URL: <http://enpuir.npu.edu.ua/handle/123456789/11314>
23. Нецадим Л.М., Тимчук С.В., Мальога Л.М. Чинники екологічної диверсифікації в діяльності підприємств готельно-ресторанного господарства. *Збірник УНУС*. 2024. № 105.2. DOI: <https://doi.org/10.32782/2415-8240-2024-105-2-74-83> URL: <https://journal.udau.edu.ua/assets/files/105.2/7.pdf>
24. EarthCheck Certified : sustainable tourism certification programmes. URL : <https://earthcheck.org/what-we-do/certification/earthcheck-certified/>

25.Смик І. Впровадження системи екологічного менеджменту в туристичній діяльності [текст]. Екологічна безпека держави : зб. наук. праць молодих учених і студентів. Івано-Франківськ : ІФНТУНГ, 2025. Т. 19. DOI: <https://doi.org/10.18372/2786-8168.19.19988>

26.Літвак О. Тенденції розвитку екологічної сертифікації та маркування в країнах Європейського Союзу. *Сталій розвиток економіки*. 2024. № (3(50)). С. 203-210. DOI: <https://doi.org/10.32782/2308-1988/2024-50-30>

27.Замула І.В., Кирилюк Д.Р. Розвиток екологічного туризму в Україні. *Економіка, управління та адміністрування*. 2023. № 2(104). С. 3–9. DOI: [https://doi.org/10.26642/ema-2023-2\(104\)-3-9](https://doi.org/10.26642/ema-2023-2(104)-3-9)

28.Тимчук С., Чернега І. Механізми екологізації аграрного виробництва як платформа для розвитку сільського зеленого туризму в Україні. *Економіка та суспільство*. 2025. № 80. DOI: <https://doi.org/10.32782/2524-0072/2025-80-123>

29.Долинська О.О., Шоробур І.М., Долинський Є.В. Потенціал зеленого туризму в досягненні сталого соціально-економічного розвитку сільських територій України. *Acta Academiae Beregsasiensis: Geographica Et Recreatio*, 2025. (3), 125–133. DOI: <https://doi.org/10.32782/2786-5843/2025-3-11>

Information about the author:

Svitlana Tymchuk

Ph.D. in Economics, Associate Professor,
Associate Professor at the Department of Tourism
and Hotel-Restaurant Affairs,
Uman National University
4/8 Yednannia Str., Uman, 20301, Ukraine