

Review Paper

Socio-cultural Aspects of Tourism Development and their Impact on the Efficiency of Museum Institutions

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Received: 13-11-2023

Revised: 04-01-2024

Accepted: 25-01-2024

ABSTRACT

Socio-cultural issues related to tourism are currently considered to be the conceptual basis for the global transformation of the industry. The phenomenon of tourism is an influential factor in the development of modern society. This study aims to analyze the interdependence between the peculiarities of the sociocultural development of the tourism industry and the efficiency of the museum sector. The research was carried out using general scientific methods of cognition, such as analysis and synthesis, induction, deduction, generalization, and the historical method. This paper examines the issues of sociocultural aspects of tourism development, as well as analyzes aspects of their impact on the activities of museum institutions. The authors focus on the relevance of preserving cultural identity, given the trend of globalization of sociocultural processes. In addition, the authors studied the tools for optimizing the management system of the sociocultural aspects of tourism. This includes the preservation of cultural heritage and the innovative development of museum institutions. The article analyzed the social and cultural conditions that influence the transformation of museums as a sociocultural institution. It also highlighted the problems of such transformations in the context of society's globalization. The development of museum institutions as a center for the cultural and spiritual revival of national identity is closely related to information and communication technologies. The authors have identified the sociocultural functionality of museum tourism and mechanisms for combining traditional and innovative components of museum activities. Utmost attention was paid to determining the role of sociocultural trends in the management paradigm of tourism on the level of museum institutions' efficiency. The practical significance of the research findings lies in the possibility of their application in programs to optimize the activities of the investigated sphere and to increase the efficiency of museums.

HIGHLIGHTS

- ① The study underscores the vital need for museums to adapt to the evolving sociocultural dynamics of the modern tourism sector, emphasizing the growing importance of digitalization, interactive features, and innovative solutions for enhancing their role in cultural preservation and identity formation.
- ① Despite the negative impact of fast-paced tourism consumption and commercialization on cultural individuality, the research highlights positive trends, advocating for the integration of digital technologies, comprehensive cultural tours, and strategic management approaches to optimize the sociocultural potential of museum institutions, ensuring their relevance in the globalized sociocultural space.

Keywords: Tourism, tourist infrastructure, cultural heritage, sustainable development, value orientations, sociocultural institution, museum management

How to cite this article: Holubets, I., Zarakhovskiy, O., Prykhod'ko, K., Chukhrai, L., Krasovskyi, S. and Sidyna, L. (2024). Socio-cultural Aspects of Tourism Development and their Impact on the Efficiency of Museum Institutions. *Econ. Aff.*, 69(Special Issue): 149-157.

Source of Support: None; **Conflict of Interest:** None



The relevance of the current research topic is determined by the need for a theoretical rethinking of the modern tourism phenomenon as a social and cultural aspect of globalization. The modern tourism sector is marked by the pluralism of behavioral strategies of its subjects. It is reflected in the evolution from the concept of equality to the value of individuality. It combines retrospective and prognostic functionality, actualizing the regeneration of cultural heritage and family traditions, and promotes the construction of self-identification strategies. At the same time, the dynamics of the conditions of museum institutions as part of modern tourism require new approaches to identifying the museum as a sociocultural institution and optimizing the possibilities for the development of the museum sector in society in the context of globalization.

Many studies, both by Ukrainian and foreign scholars, have been devoted to the research of the sociocultural aspects of tourism and their impact on the museum sector. Scientists in this field focus mainly on the phenomenology of tourist experience in the functioning of museum institutions (Nikitenko, 2023; Komova, 2023), as well as revealing the essence of the sociocultural aspects of tourism. They identify the place of tourism within the strategic development of museums (Mazurkevych *et al.* 2022).

Many researchers have studied specific issues of the theoretical and methodological framework for developing museum tourism (Khlopiak *et al.* 2021; Dychkovskiy, 2020). They have also made a significant contribution to the study of tourism as a sociocultural activity (Berest, 2021; Oryshchuk *et al.* 2023).

However, the significance of the research of these authors does not negate the relevance of studying the impact of sociocultural factors of tourism development on the effectiveness of museum institutions. In addition, the problem of optimal involvement and use of the sociocultural component of tourism and justification of the priorities for activating the sociocultural system to improve the efficiency of museum tourism still needs to be solved. The following issues remain unaddressed:

- ◆ the formation of a system of motivations in museum tourism;

- ◆ the construction of sociocultural types of identity;
- ◆ the identification of factors of local restrictions and obstacles to the development of museum tourism.

This study aims to analyze the specifics of the impact of sociocultural factors of tourism development on the activities of museum institutions, taking into account the processes of global social transformation.

Literature Review

The theoretical background of the study is formed by the results of both fundamental, analytical, and generalizing scientific research in the fields of sociocultural activities management, cultural history, cultural studies, and sociology. The diversity of the museum tourism subject explains the interdisciplinary nature of the issues that were studied. Therefore, the scientific understanding of the relationship between the sociocultural aspects of tourism and the development of museum activities is realized in studies by scholars from various fields of humanitarian knowledge.

The peculiarities of forming a sightseeing product and the role of museums as a sociocultural formation of a tourist resource are described in the studies of several contemporary scholars (Zhuchenko, 2022; Kuchai, 2023). Some papers analyze the importance of museum institutions in preserving and popularizing cultural heritage and tourism development (Sydoruk *et al.* 2023). A separate group of studies is made up of research papers that focus on modern modifications in the tourism sector, as well as in museum tourism (Jiménez-Medina *et al.* 2021; Zhang *et al.* 2021).

Some representatives of modern scientific schools made a significant contribution to the study of the theory and methodology of museum tourism (Framke, 2020; Cavalheiro *et al.* 2020; Uslu *et al.* 2020). Their studies are focused on museums' influence on the tourism industry and trends and problems of sociocultural tourism activities. Some scholars have thoroughly described the place and prospects of museums as objects of cultural tourism (Santos *et al.* 2022).

Many contemporary foreign scholars have studied the problems of museum communication. They have examined the communication functions of the

museum in the modern aspect of the globalization of social processes (Guo *et al.* 2023; Alabau-Montoya *et al.* 2020). The issue of the pandemic's impact on the activities of museums as a tourist resource is highlighted in the studies by Antara N. and Shuvro S.E.N. (2020). Certain contemporary researchers focus on some aspects of the sociocultural potential of the tourism sector (Ponsignon *et al.* 2020; Trunfio *et al.* 2020).

Despite the significant amount of research results, there are still several issues regarding the interdependence of trends in the development of museum and tourist networks. It stimulates the formation of a special type of territorial recreational systems - museums and tourism complexes. Such a situation testifies to the relevance and versatility of the topic under study, necessitating the development of further scientific research. The study of the interaction of museum institutions with the tourism sector remains an urgent problem given the priority of prospective improvement of the researched spheres of activity and the adoption of the successful initiatives' experience.

MATERIALS AND METHODS

During the study, the authors employed a set of general scientific research methods. The methods of systemic, functional, structural analysis, synthesis, comparison, induction, and deduction were used to analyze the cultural, sociological, and historical aspects of the development of the research area. They were also used to identify the main concepts and directions in museum research. Finally, the historical method was employed to study the history of the theoretical and methodological basis of the research.

The research was carried out in accordance with the principles of complexity and systematicity of scientific research. The systematic approach allowed us to analyze the phenomenon of museum tourism as an integral sociocultural system marked by a set of interconnections and interdependencies.

RESULTS

According to the sociocultural interpretation, tourism can be seen as a large-scale phenomenon of transmitting cultural meanings of a particular historical era. It is a vivid expression of the cultural matrix of globalization processes. The radical

transformation of modern tourism practices is largely caused by the growing intensity of spatial mobility and the virtualization of society. In this regard, the tourism sector is developing as a sociocultural area with a wide range of institutions.

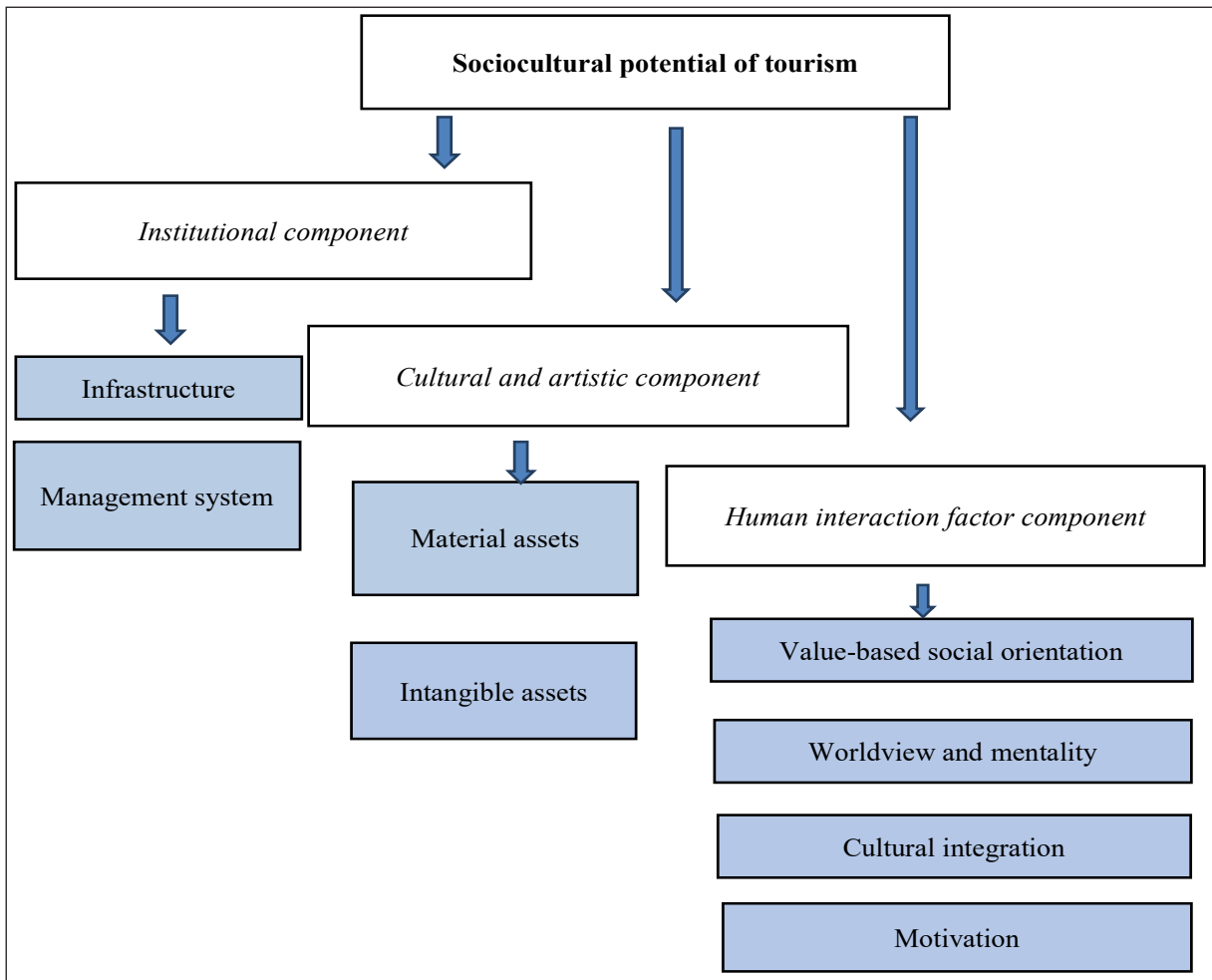
The current modifications in the tourism sector require a corresponding adaptive transformation of museum institutions. The relevance of museums' role and their place in the tourism market is growing due to the modernization of approaches to the work of museum institutions.

Today, the museum ceases to function exclusively as a historical and cultural heritage repository. The modern museum is a concentrated expression of the spiritual search for the culture of the past and present in the form of an interactive, multifunctional institution. It engages tourists in a dialogue of cultures in order to self-identify in the sociocultural space.

The sociocultural potential of the tourism sector is a set of opportunities to meet the sociocultural needs of people in tourism services. First, tourism is positioned as a social practice realized in communicative, recreational, mediative, and other functions. As such, the functioning of the tourism sector identifies the most influential transformations of modern sociocultural processes. At the same time, the sociocultural functionality of the tourism sector is primarily determined by the level of cultural development of society, its value priorities, guidelines, and motivation (Fig. 1).

The sociocultural component of tourism is a dynamic system of influence on the formation of the population's recreational needs and the means of satisfying them. It is determined by ideological and geopolitical factors that can transform sociocultural standards within specific systems. As a system, the sociocultural potential includes the subject, spiritual, symbolic and visual, institutional, interaction, and human relations spheres.

The tourism industry operates in a certain sociocultural environment where certain attitudes, values, and traditions dominate. Nowadays, the importance of the cognitive and aesthetic components of tourism is being significantly actualized. The basic object of tourism sociology is the sphere of motivation. It is worth noting that the study of the motivational component requires a



Source: Compiled by the authors.

Fig. 1: Sociocultural factors of tourism development

preliminary analysis of a person’s value orientations. They are considered to be the core of the mechanism of social and psychological regulation and the central formation of the personality consciousness. This ensures its stability, expressed in the orientation of needs and interests. Value orientations are considered to be the most crucial regulatory factor that determines personal motivation.

When describing the impact of the sociocultural features of the current stage of the tourism sector development on the efficiency of museum institutions, it is necessary to note the duality of the process, as today, there are both positive and negative trends. Among the negative ones, it is necessary to highlight the increasing distance between the innovative potential of culture and the mass capacity of the tourist contingent to assimilate and use it in everyday sociocultural practice, as well

as a significant social stratification by lifestyle, social identity, and social status.

To a large extent, tourism today is focused on fast and large-scale consumption. This leads to an intensification of leveling spiritual self-identification, unification of traditions and lifestyles, and standardization of cultural demands. The degradation of the spiritual identity of society on a large scale leads to an intensification of the differences between specialized and everyday levels of cultural development. This leads to the destruction of artistic taste, the lack of requirements for the artistic level of works, and the reorientation of public consciousness from humanistic values to material goods.

Furthermore, the excessive commercialization of the tourism sector minimizes the possibilities of free sociocultural services and transforms sociocultural

priorities from a content component to profit. It leads to the standardization of cultural demands, loss of cultural identity, and leveling cultural individuality.

However, it should be noted that among the sociocultural factors of modern tourism development in terms of influencing the efficiency of museum institutions, there are also positive trends. They include the intensification of interpenetration processes between the sociocultural and tourism spheres. This leads to the development of sociocultural activities and the enrichment of cultural initiatives.

At the same time, the cultural tourism resource is enriched with interactive opportunities and becomes related to the leisure and entertainment industry. Obviously, it remains essential to maintain the boundaries between different semantic spheres. Nevertheless, the implementation of leisure elements in the cultural space makes it possible to attract a wide range of tourist groups to the system of museum institutions. This approach requires the transformation of museum management using innovative digital optimization capabilities.

Among the positive trends in the impact of sociocultural aspects of tourism development on the museums' activities, it is also worth noting an active and practical involvement in the experience of forming comprehensive cultural tours. These tours include visits to various representative museums of a particular location, combined in the spatial and temporal aspects. Thanks to this approach, the sightseeing services museums provide are becoming an integral part of the commercial tourism product. They contribute to the growth of the importance of museum institutions' scientific, cultural, educational, sightseeing, and tourism functions.

For effective operation, a museum must offer a qualitatively new product. The practical implementation of this concept can be observed today in the practice of private museums that attract tourists by offering the opportunity to purchase works of art, entertainment programs, and interactive opportunities. Along with the focus on preserving the historical and cultural heritage of the region, modern museum institutions should direct their efforts to introduce the latest information and digital technologies, as well as international

cooperation projects. They should also improve the skills of their staff in foreign languages to communicate with foreign tourists.

A promising area for the development of museum institutions synergizing with the sociocultural tourism trends of our time is the maximum use of digitalization opportunities. It forms unlimited variations in the museum's communication with the tourist contingent and its involvement in material, spiritual, and cultural heritage. Moreover, it helps to intensify international contacts and integration into the global museum community.

Customized websites of museum institutions are becoming increasingly interactive, encouraging communication between museums through animated plans, panoramas, chats, and commercial online services. The transformation of such resources from a short museum guide to full-fledged mobile applications that actively cooperate with tourist content is seen as very promising.

The selection of communication formations between museum institutions and society is determined by their specificity as scientific and cultural centers. They have a significant potential for preserving cultural heritage and developing the spiritual foundation of society. The current processes of social transformation necessitate the development of new vectors of museum activity alongside the traditional ones.

Communication and digital technologies, marketing, digitalization, and the commercial component in the cooperation between tourism and museum institutions ensure the formation of original forms of communication. They actively position the museum's role as a social institution and highlight its special place in the sociocultural space of modern society.

Museum institutions have a significant impact on the personal development process, worldview formation, knowledge of historical and cultural heritage, and cultural self-identification. Therefore, the issues of popularizing museum values, actualizing them as an integral part of tourism services, and deeper integration into the tourism business have become extremely relevant.

DISCUSSION

The issue of the impact of sociocultural aspects

of tourism development on the efficiency of museum institutions is related to the findings of contemporary scholars. Their studies are driven by the need to adapt the museum sector to the global challenges of the present. Scholars in leading scientific fields argue that museum tourism today is seen as a means of expanding the information and cultural horizon. It is also a channel of intercultural communication and a tool for reflecting the interaction of different cultures and subcultures in the historical context (Santos *et al.* 2022).

The scholars and experts in this field propose to identify the axiological aspect as the main feature of museum tourism (Alabau-Montoya *et al.* 2020). They believe that, in this way, mass culture maintains formal respect for the authorities of a high culture. Nevertheless, according to Alabau-Montoya, J. *et al.* sociologists, psychologists, and tourism business specialists should constantly monitor prioritized museum tourism facilities.

At the same time, according to some scientists, museum tourism is also an object-based form of intercultural communication. This means the interaction between the subject and elements of culture and art, often in non-verbal communication (Guo *et al.* 2023). According to scholars, this is evidenced by the global trend of growing tourist interest in informal museum institutions. As Guo K. *et al.* summarize, the world's leading museums are actively using innovative digital and interactive capabilities, including:

Audio installations, video mapping, holographic window displays, and other installations. They allow the simulation of natural processes or phenomena and immerse tourists in a particular era or theme.

- ♦ Virtual tours and augmented reality technologies.
- ♦ Navigation systems. They help to move around the museum complex, considering opening hours, distance, and interests of tourists.
- ♦ Touchscreen pavilions and large information displays.

The beliefs of Guo, K. are absolutely synergistic with the results of the current study on the priority of museum tourism development in the direction of innovative, creative solutions and digitalization.

Trunfio M. and Campana S. (2020) draw attention to the need to improve the functionality of museum destinations as tourist and recreational systems. They should have identical and authentic tourist resources that can form a tourist and recreational product. According to Gao B. and Yu S. (2024), such a concept should provide for the endowment of museum destinations with such properties as exoticism and uniqueness. Moreover, their territorial structure should be characterized by the placement of individual locations, tourist and excursion routes, and the tourism industry. They should also be supported by appropriate infrastructure capabilities.

The studies of contemporary scholars show that within the framework of sociocultural tourism aspects, social interaction is focused on a complex process of intercultural communication, acculturation, and inculturation (Lukáč *et al.* 2021). Some scientific papers consider the museum as a social institution. Their authors identify their special place in the sociocultural space of modern society (Papaefthymiou *et al.* 2022). Such scientific achievements are identical to the definition of the role of sociocultural aspects of tourism development in the functioning of museum institutions developed by the current study.

In modern scientific research (Aprilia *et al.* 2021), there is a tendency to position museum and tourist complexes as a promising form of symbiosis between tourism and museum institutions. In addition, as emphasized by Farani K., Nafis F., Aghoutane B., Yahyaouy A., Riffi J., and Sabri A. (2021), the priority role belongs to the introduction of digitalization opportunities in all aspects of the industry under study. Such conclusions are identical to the results of the current study. They also require further practical development of tools for interactive and digital means of optimizing the functioning of museum institutions.

Murzyn-Kupisz M. and Hołuj D. (2020) focus on the fact that an increase in the number of museum objects inevitably leads to a complication of the network of tourist routes and the emergence of new tourist infrastructure. At the same time, some scholars (Khaustova *et al.* 2022) emphasize that the relationship between museum and tourism activities is constantly growing.

Nowadays, museums are included in the system of tourist and sightseeing routes. Also, new tourist routes emerge based on new museums, and vice versa; the emergence of new museums can often result from intensive tourism activities. This study leads to similar conclusions about the interdependence of the phenomena of tourism and museums. It highlights the result of their interaction as the formation of territorial recreational systems.

Consequently, the results of the current study reflect the scientific beliefs of the majority of modern scientists. It positions the concept of effective interaction between the tourism sector and museum activities as the optimal modern approach to the sustainable development of the studied area. It also guarantees the efficiency of their functioning, algorithmization of the target functionality, and the involvement of innovative opportunities for digital optimization of the studied process.

Despite the significance of the research findings of modern researchers, it should be noted that in the context of the constant dynamic influence of sociocultural factors, it is essential to develop a universal adaptive algorithm for an innovative symbiosis model between tourism and museum institutions. This involves the introduction of modern management tools, a strategic focus on meeting public expectations, and the potential for digital optimization of activities. There are several aspects of this issue that need to be studied more and require detailed theoretical and practical exploration.

CONCLUSION

The sociocultural transformation in the context of globalization radically changes social stereotypes. Such a dynamic process affects the format of the social typology of the tourist contingent and its cultural orientation. The intensification of the mass tourism industry, changes in sociocultural priorities, and motivation in the tourism sector place the mutual influence of tourism and museums as priority indicators of sociocultural transformations.

The article analyzes the sociocultural aspects of tourism development. It also analyzes aspects of their impact on the activities of museum institutions. Based on the results of the analysis, the authors identified the need to preserve cultural identity, given the trend of globalization of sociocultural

processes. The study proved that the development of museum institutions as a center for the cultural and spiritual revival of national identity is closely related to information and communication technologies. In addition, the priority areas of digital optimization of the studied sphere have been identified, including:

- ♦ innovative interactive features;
- ♦ audio and holographic installations;
- ♦ virtual tours and augmented reality technologies;
- ♦ navigation systems;
- ♦ touchscreen pavilions;
- ♦ mobile applications.

It is obvious that the tools for optimizing the management of sociocultural aspects of tourism are crucial for the future development of the field of study. They help to shape the paradigm of sustainable development of museum tourism.

The study focuses on the identification of the sociocultural functionality of museum tourism and mechanisms for combining traditional and innovative components of museum activities. The authors identified the social and cultural conditions that influence the transformation of museums as a sociocultural institution. They also highlighted the problems of such transformations in the context of the globalization of society.

Thereby, during the research process, maximum efforts were made to identify the role of sociocultural trends of the tourism development paradigm in the system of operation of contemporary museum institutions. The article proposes a vector optimization of this area.

The perspective of this research lies in the new global trend of synergy between the recreational and cultural directions of tourist motivation. This trend has already been practically reflected in the prism of tourist demands of developed countries. It seems advisable to continue further scientific development of the studied issues in the outlined direction.

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