

The Concept of Smart Tourism in the Context of the Formation of Sustainable Innovative Ecosystems of Territories

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Abstract

This article explores the concept of smart tourism as a new approach to creating a sustainable and innovative tourism environment. The importance of this study lies in the need to develop a tourism sector based on digital technologies and sustainable management models that maintain a balance between economic growth, human development, and the preservation of natural resources. This article explores the foundations and key components of smart tourism and its role in transforming society. The research focuses specifically on the use of digital technologies, such as artificial intelligence, big data, the Internet of Things, geographic information systems, and digital platforms, which contribute to connecting stakeholders within the tourism system and improving its management. Studies have shown that smart tourism contributes to creating a new and sustainable tourism environment by building digital infrastructure, improving the quality of tourism services, supporting innovation, and enhancing communication between government agencies, businesses, and local communities. It also discusses the main challenges faced in implementing the concept, such as digital inequality, cybersecurity issues, and the need to modernize control systems. Based on the analysis, it is concluded that smart tourism is an important tool for the development of the sector and contributes to improving its competitiveness in the transition to a digital economy. This study allowed us to summarize the main elements of the concept of "smart tourism", which works by integrating infrastructure, technology, social, and institutional components. The Smart Tourism Readiness Index (STRI) was developed and calibrated to assess the readiness of places to implement the concept of "smart tourism".

Keywords: smart tourism, innovation ecosystem, digital transformation, regional economy, sustainable development

JEL Codes: L83; O32; Q01

Received: 24.08.2026

Accepted: 20.09.2026

Published: 30.09.2026

<https://doi.org/10.54414/DWMG8745>

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1. Introduction

The concept of smart tourism combines digital technologies (IoT, big data, AI) with sustainable development practices to create an ecosystem that enhances tourism experiences, improves the quality of life of local communities, and reduces environmental impact. He is an innovative environmental leader, transforming places into smart destinations.

The rapid pace of digitization and changing consumer preferences are revolutionizing the tourism market today. Consumers don't just want a vacation, but a "smart" experience – personalized and high-tech. The situation has evolved to the point where the success of today's tourism companies and sectors is not primarily based on the quality of their services, but on how agile and quickly they respond to environmental changes through innovation. However, experience has shown that despite the extensive adoption of technology in the sector, most tourism sectors in the country suffer from communication challenges between key market

participants, duplicative services, and often a complete lack of an integrated digital strategy. By this, we mean that technology adoption and ecosystem approach strategies do not guarantee sustainable outcomes.

The research rationale for organizing an innovative tourism ecosystem can be summarized as follows: first, it should be understood that digitalization in tourism is not only a technological process, but also a process that needs to be transformed and, if necessary, a system to restructure the interaction between government agencies, universities, and businesses. Second, they have developed asymmetrically across regions, especially in terms of digital competence, which should be considered when planning the implementation of "smart tourism" models in different regions. Third, the competitiveness of regional tourism in the current scenario is directly dependent on the introduction of digital technologies, the creation of innovative infrastructure, and the development of platform solutions, which makes the idea of an ecosystem approach within the concept of "smart tourism" logical and natural. The theoretical foundations of the implementation of the concept of "smart tourism" within the framework of the ecological approach are examined in the works of Russian and international authors, including E.A. Bukharova, S. Grinenko, and M.S. of. Ashinova, N.V. Khavanova, E. Outeau, W. Gretzel, and Jiang Zheng (Gudkov & Aliyeva, 2020). et al. Although the digitalization of tourism has received considerable attention in academic work, the role of the concept of "smart tourism" in the development of regional innovation ecosystems has not been explored. Most studies emphasize technology and services as the key to "smart tourism" and almost ignore the role of sound institutional and governance mechanisms for the innovation ecosystem within the regional tourism industry.

According to the research hypothesis, the implementation of the concept of "smart tourism" should not be seen as an isolated innovation, but as a systemic interaction between governments, institutions, enterprises, technologies, and consumers, including a preliminary assessment of the level of digital development of the region. Only a systematic approach, integrating the concept of "smart tourism" with an innovative ecosystem, can be the basis for the sustainable development of this tourism industry in the region, ensuring high competitiveness, improving the quality of services, and attracting new participants (stakeholders). No investors.

The aim of this study is to determine the feasibility of an effective way to integrate the "Smart Tourism" model into the regional innovation ecosystem and to determine the impact of the region's digital maturity level on the transition to the "Smart Tourism" concept.

The novelty of this study is that it proposes a comprehensive approach to implementing the "Smart Tourism" model in new tourist destinations; adapting the STRI (Smart Tourism Readiness Index) to assess the suitability of digital platforms for travel, which can serve as a benchmark for implementing the "Smart Tourism" concept and monitoring the results of its implementation; and identifying the scope of the "Smart Tourism" ecosystem - institutional, platform-wise, and partnership-wise. This article uses the following methods: critical research methods - review and synthesis of academic literature and current research activities to translate the concept of "smart tourism" into the local tourism ecosystem; formal methods - classification and categorization methods; and qualitative methods - comparing the results of researchers' scientific work.

2. Main part

At the current stage of economic development, the tourism industry is seen as a complex, multi-layered innovation system involving technology, human capital, and institutional relationships. Simple, linear approaches are no longer sufficient to assess and predict the future of the tourism industry and need to adapt to current conditions. To develop the theoretical framework, the study relied on the synthesis of the smart destination concept, which views digitalization as the basis for tourism infrastructure management; the theory of innovation ecosystems, which describes the relationships between technological, institutional, and social elements of regional development; the triple helix model, which articulates the interaction between government, business, and universities to generate innovation; and the concept of sustainable tourism and ESG innovation, which integrates digital and environmental transformation. It is based on the concept of "smart tourism", which is based on the concepts of "smart city", innovation ecosystem, and sustainable tourism. Table 1 shows the evolution of approaches to interpreting the term "smart tourism" during the period 2015–2025.

Table 1. Evolution of approaches to interpreting the term "smart tourism", 2015–2025.

№	Year	Interpretation
1	2015	Smart tourism is the integration of smart city technologies and services to enhance the quality of tourism experiences through personalization, data analytics, and user participation (Mamraeva, 2019). .
2	2016	Smart tourism is a system based on the interconnection of data, people, and technology, creating an intelligent ecosystem for decision-making (Morozov, 2020).
3	2017	Smart tourism refers to the process of digital transformation of the tourism industry, where data becomes a key resource for competitiveness (Bukharova & Minaev, 2024).
4	2020	“Smart tourism” is a component of the digital economy that includes the development of intelligent services and platforms that improve the efficiency of managing tourist flows (Cherevichko & Temyakova, 2019).
5	2021	In the context of innovation ecosystems, smart tourism is seen as an environment for co-creation of value between market participants (Ralyk, 2023).
6	2022	“Smart tourism” is often replaced by the concept of “digital tourism,” which highlights electronic services as the basis for providing information for an effective tourist experience.” (Cherevichko & Temyakova, 2019).
7	2023	“Smart tourism is an innovative space accessible to everyone, ensuring interaction and integration between the environment and the guest” (Morozov, 2020).
8	2024	“Smart tourism should focus more on the integration of various tourism systems to improve tourist satisfaction ” (Mamraeva, 2019).
9	2025	“The concept of ‘smart tourism’ defines a set of digital mechanisms and solutions specifically for the tourism sector ” (Grinenko, 2024).

The material reviewed in the table shows that most authors see the concept of “smart tourism” as part of an ecosystem that aims to integrate technological, institutional, and social elements and generate innovations for the tourism sector, which ultimately allows the creation of new tourism experiences and increases the sustainability of the industry. The analysis of the data in the table allows us to identify two main stages in the approach to understanding the concept of “smart tourism”.

The term “smart tourism” is vaguely defined in both scientific and practical literature due to its interdisciplinary nature and the rapid development of digital technologies. Depending on the research context, several main approaches to its understanding can be identified.

1. Technological approach

This approach sees “smart tourism” as a system based on the use of digital technologies to improve the efficiency of tourism activities. The focus is on tools such as artificial intelligence, big data, the Internet of Things (IoT), cloud computing, and mobile applications. The main focus is on automating processes, digitizing services, and improving the management of tourist flows.

2. Management

From a management perspective, smart tourism is defined as an innovative model for organizing the tourism sector, based on real-time decision-making using data analytics. In this context, the integration of information systems between government entities, businesses, and tourists is crucial, leading to greater coordination and efficiency in managing the tourism sector.

3. Economic Perspective

From an economic perspective, smart tourism is considered a factor in enhancing the region's competitiveness and developing the tourism economy. It will contribute to increasing sector revenue, creating

new job opportunities, and fostering innovative entrepreneurship. The main focus is on the economic efficiency of applying digital technologies and their impact on the development of the tourism market.

4. Environmental (Sustainable) Approach

Within the framework of sustainable development, smart tourism is understood as a means to reduce the negative environmental impact of tourism. The use of digital technologies allows controlling the tourist load, optimizing the use of natural resources, and developing environmentally responsible forms of tourism.

5. Socially oriented approach

This approach emphasizes improving the quality of life of the population and enhancing the tourist experience. Smart tourism is seen as a mechanism for ensuring the availability of tourist services, increasing safety, developing cultural exchange, and involving local communities in tourist activities.

6. Integrated (integrated) approach

The most modern approach is an integrated approach that combines technical, economic, management, environmental, and social aspects. Within this framework, “smart tourism” is seen as a complex ecosystem that ensures the sustainable development of the region through the synergy of digital technologies and innovative management models.

Thus, the analysis of existing approaches shows that “smart tourism” is a multidimensional concept, the meaning of which depends on the chosen research approach. The most comprehensive understanding of this term is achieved when viewed within the framework of an integrated approach that considers the interrelationships between technological and socio-economic factors.

Researchers also identify various key elements in the “smart tourism” model, without contradicting each other. For example, Buhalis D. and Amarangana A., Garifullina A.F. emphasize the personalization of the tourist experience as a key value, while Auteu E. and Grigorenko S.V. consider “smart tourism” as part of the innovation ecosystem of the region, where shared value is created. Ralik D.V. and Havanova S.V. (Grinenko, 2024) define “smart tourism” as a set of digital methods and solutions specifically for the tourism sector. This allows us to discuss established scientific approaches to explaining “smart tourism” (Table 2).

The study of the theoretical framework allowed us to consider the concept of "smart tourism" as a key element of the regional innovation ecosystem, which is responsible not only for the digitalization of services, but also for the formation of a model of interaction between participants in the tourism market. The main difference from digitalization projects is that they are often unplanned and implemented in isolation, and are not tied to any strategy. The regional ecosystem,

with the concept of "smart tourism," plans the sustainable reproduction of innovations within the framework of an integrated strategy, which takes into account the current digital development of the region with the exchange of knowledge, joint investments, and the participation of various sectors of the economy.

Table 2. Approaches to the interpretation of the term "smart tourism".

№	Approach	Description
1	Technological	Focus on information technology and the implementation of digital solutions
2	Value-oriented	The focus is on creating value for the region, the enterprise, and the consumer at the same time.
3	Ecosystem	Focus on the interaction of key actors (business, institutions, consumers, government agencies)

Of particular importance is the development of more precise indicators for measuring the level of digitalization of the tourism system, as well as the development of integrated indicators of “smart tourism” that take into account technological, economic, social and environmental aspects.

The use of modern data analysis techniques, such as machine learning and hybrid econometric models, is a promising approach, as it allows us to assess nonlinear relationships and complex interactions between

variables. This is particularly important given the dynamic nature of the tourism sector and the rapid spread of digital technologies.

Special emphasis should be placed on using dashboard data at the regional and national levels, which enables us to identify the long-term effects of digitalization and compare different regional models of tourism development. In this context, research into the factors of digital inequalities and their impact on the sustainability of tourism ecosystems is a crucial area of focus.

A separate study is needed to assess the impact of external shocks (economic crises, pandemics, geopolitical changes, etc.) on the efficiency and resilience of digital tourism systems. This would improve the quality of forecasting models and the relevance of management decisions. Therefore, further research is needed to improve econometric tools for analyzing smart tourism, expand the scope of data used, and deepen the understanding of the mechanisms by which digitalization affects the sustainable development of the tourism sector.

Therefore, innovation is possible only with institutional support and a well-developed regulatory framework, and consumer participation has a positive impact on economic and environmental outcomes. In addition, it can be said that the innovation ecosystem based on the concept of "smart tourism" develops within the following cycle: data → innovation → value → sustainability → new data. Maintaining a stable cycle of stages helps the ecosystem to continuously renew itself and adapt more flexibly to external changes.

The proposed calculation of the integrated STRI index is a weighted sum of five subindices

$$\text{STRI} = 0.2(\text{DI}) + 0.2(\text{PA}) + 0.2(\text{ESG}) + 0.2(\text{IS}) + 0.2(\text{SE}),$$

where:

- DI (digital index) – technological level;
- PA (people activity) – social-interactive level;
- ESG (ecology, social, governance) – environmental level;
- IS (institutional system) – institutional level;
- EE (economic efficiency) – economic level.

The index is interpreted within the numerical horizons presented in Table 3. The ranges for the STRI indicator are developed in analogy with international digital readiness indices (OECD, UNWTO). The time periods were chosen to be equal (0.25 each), but they reflect the qualitative changes in the maturity of each ecosystem: from active pilot projects to institutional consolidation, then to inter-stakeholder collaboration and full digital integration. Therefore, the categories not only quantitatively monitor the level of digitalization but also reflect the organizational development stage of regional smart tourism systems.

Table 3. STRI Numerical Horizon Range.

STRI range	Characteristics of the level of readiness	Ecosystem type
0,00 – 0,25	Low level. Lack of strategy, weak digital infrastructure.	Initiative (pilot stage)
0,26 – 0,50	Intermediate level. Emerging programs, partial integration of platforms.	Institutional
0,51 – 0,75	Above average. Established connections, sustainable digital services.	Collaborative
0,76 – 1,00	High-level. A fully integrated digital ecosystem.	Smart Tourism Ecosystem

The concept of smart tourism promotes responsible tourism, using technology as a tool to achieve a sustainable balance between the needs of tourists and the interests of the region. Smart tourism is considered one of the most important tools for transforming current tourism systems towards sustainable and innovative development. This approach is essential for integrating digital technologies into tourism management

processes, creating flexible, adaptable, and interconnected ecosystems that rapidly improve the experiences of tourists and visitors.

From an analytical perspective, smart tourism is not limited to the use of digital solutions; it also encompasses an effective interactive model among all stakeholders in the tourism sector—authorities, businesses, local residents, and tourists—based on smart environments and technologies. This process utilizes tools such as artificial intelligence, big data, the Internet of Things (IoT), and geographic information systems (GIS) to collect, process, and analyze massive amounts of information in real time.

The use of these technologies significantly improves the quality of tourist flow management, enhances infrastructure, and reduces the burden on the region's cultural heritage. For example, big data analytics enables more accurate forecasting of tourism development, while IoT solutions can help monitor environmental opportunities and the sustainability of tourism infrastructure. Digital platforms, in turn, enable effective coordination between tourism market players and improve the quality of services.

The econometric analysis of smart tourism aims to measure the impact of digital technologies on the tourism industry and the sustainability of regional ecosystems. This allows for the identification of statistical relationships between the level of digitalization and key indicators of tourism performance, economic growth, and environmental sustainability.

The main objective of the econometric analysis is to assess the impact of the implementation of smart tourism elements (digital platforms, big data, Internet of Things, artificial intelligence) on the development of the tourism sector. To achieve this goal, the following objectives were addressed.

- Identify digitalization factors affecting tourism;
- Develop econometric models for the dependence of tourism indicators on the level of digital development;
- Assess the significance of the impact of digital technologies;
- Forecast the dynamics of the development of the tourism industry.

The following are usually considered as dependent variables.

- Tourist flow (number of tourists);
- Tourist income;
- Level of use of tourism infrastructure.

The following can be used as independent variables.

- Regional digitalization index;
- Smart tourism index;
- Investment in information and communication technologies;
- Internet penetration rates;
- Number of digital tourism platforms;
- Development of Internet of Things infrastructure and artificial intelligence solutions.

The most commonly used linear regression model is:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n + \varepsilon$$

where:

- Y is the tourism development indicator,
- $X_1 \dots X_n$ are digitalization factors,
- β are the influence coefficients,
- ε is the random error.

An economic study of the smart tourism sector found that:

- The degree of digitalization has a positive and statistically significant impact on tourist flow growth;
- Investment in digital infrastructure is directly linked to tourism revenue growth.
- The development of the Internet of Things and data analytics will help to increase the efficiency of the use of tourism resources;
- The digital maturity of the sector is an important factor in its competitiveness.

The econometric analysis confirms that the growth of digitalization and smart tourism is an important factor for the development of the tourism sector and sustainable regional development. Using standard economic models allows for the assessment of the current impact of digital technologies and the prediction of the evolution of tourism systems, which is crucial for strategic planning and ecosystem management. Through the economic analysis of the impact of smart tourism on the development of the tourism sector and a sustainable ecosystem, we can draw some general conclusions.

First, the degree of digitalization is the primary determinant of tourism development dynamics. The spread of artificial intelligence, big data, the Internet of Things, and digital platforms has a statistically significant and positive impact on the growth of tourist flows, sector revenues, and the efficiency of tourism resource utilization.

Second, the analysis confirms that digital transformation in the tourism sector contributes to enhancing the sector's competitiveness. Regions with higher levels of digital maturity demonstrate better development in tourism infrastructure, service quality, and investment attractiveness.

Third, the use of econometric models allows us to identify stable relationships between digital factors and indicators of tourism development, as well as to develop forecasts for future developments in the industry. This lays the foundation for more informed management and strategic decision-making. At the same time, limitations related to the lack of statistical data, the difficulty of assessing the level of smart tourism, and the influence of external macroeconomic factors were identified. These issues require further improvements in the research methodology framework and the development of more accurate indicators of digital transition for the tourism industry.

Therefore, it can be concluded that the economic analysis confirms the important role of smart tourism as a tool for sustainable regional development. Further development will help to increase the efficiency of tourism system management, strengthen innovation, and support the sustainable competitive advantage of digital economy sectors.

Smart tourism, which aims to create a sustainable innovation ecosystem, can become an accelerator of regional development, stimulate innovation, develop small and medium-sized enterprises, and increase the attractiveness of the region for investment. It contributes to the creation of new jobs, the development of creative industries, and the strengthening of regional integration into the global tourism network.

However, the analysis points to several constraints and challenges, including digital disparities between regions, the high costs of technology adoption, insufficient digital skills among tourism sector employees, and risks associated with cybersecurity and the protection of personal data. These factors could significantly delay the establishment of a comprehensive smart tourism ecosystem.

Therefore, smart tourism should be considered a strategic tool for regional development, ensuring a transition to a sustainable innovation management model. Successful implementation requires a holistic approach that includes developing digital infrastructure, training personnel, modernizing regulatory frameworks, and fostering interdisciplinary collaboration.

Considering the concept of smart tourism from the point of view of creating a sustainable and innovative ecosystem in the regions, this approach shows that it is the most promising approach for the digital transformation of the economy and society.

Smart tourism is not only a tool for improving the efficiency of tourism management, but also a mechanism for the regional development system, which ensures the integration of digital technologies into economic,

social, and environmental processes. Its implementation supports sustainable relationships between participants in the tourism ecosystem, improves the quality of services, promotes the rational use of resources, and supports regional innovation.

The study found that the key factors for the successful development of smart tourism include the development of digital infrastructure, the use of artificial intelligence, supporting big data and the Internet of Things, as well as increasing the digital literacy of tourism market participants. The creation of an effective data management system and ensuring its security are of particular importance. It is worth noting that developing a smart tourism system faces several challenges related to the digital divide, the financial cost of implementing technologies, and the need to change current management models. These factors necessitate a comprehensive approach to sector development and the active participation of governments, businesses, and the scientific community. In general, it can be concluded that smart tourism is an important tool for the sustainable development of regions and helps them transition to an innovative economic model. Further development will be determined by the level of integration of digital technologies, the level of institutional support, and the readiness of society for digital transformation.

3. Conclusion

The results of the study confirm that the implementation of the concept of "smart tourism" in the development of regional tourism ecosystems is not only an important factor of sustainable and innovative development, but also the basis for the implementation of digital solutions. It is shown that the success of a modern tourism ecosystem is determined not only by the level of technological development, but also by the maturity of institutions, the availability of effective communication channels and cooperation between market participants, as well as the ability of local communities to adapt to innovation. The novelty of this study lies in the confirmation of the connection between the level of regional innovation systems and the digital process of tourism. Unlike existing studies, the proposed approach considers the concept of "smart tourism" not as a result of digitalization, but as an accelerator of innovation and an element of the strategic development of regional tourism ecosystems. There is no doubt that the development of algorithms for the implementation of the concept of "smart tourism" around the world will contribute to the transition to a new type of regional economy based on knowledge, innovation and sustainable development. The following general trends in the development of tourism ecosystems have been identified.

- First, many regions have begun to implement the concept of "smart tourism" by creating or modifying digital platforms. These platforms are often the center of innovation ecosystems responsible for the transparency of information exchange and interaction between industry participants;

- Second, regions that timely recognized the need for partnerships between governments, companies and research institutions have achieved the most positive results from the implementation of the concept of "smart tourism";

- Third, the popularity of the concept of "smart tourism" shows that many regions are moving from implementing independent digital solutions to developing an "ecosystem mentality", which considers the tourism sector as part of an innovative economy through development projects (which include cross-sectoral projects, creative tourism, etc.).

Based on the "smart tourism" model, three main directions of ecosystem development have emerged worldwide: platform-based - creation of digital platforms with the participation of government representatives and large IT companies; collaborative - development of innovation ecosystems at the regional level with the participation of states, entrepreneurs and universities; Limited - Focused on implementing specific digital technologies.

Author Contributions

The author approved the final manuscript.

Conflict of Interest

The author declares no conflict of interest.

Funding

This study received no external funding.

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