

On the issue of creating a modern classification of tourist destination

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Abstract

Classifications are widely used in scientific research. They can be the result of empirical research and created a priori according to certain rules. In tourism studies, these approaches are combined. The main criteria used in tourism classifications are its purpose, functions, geography, spatial and temporal characteristics, and the dynamics of tourist flows (directions, intensity, duration, seasonality), logistics (travel, accommodation, food), the socio-demographic composition of tourists, and the nature of the organization and financing of trips. Complete classifications of tourism include dozens or hundreds of indicators, but in practice, only the most relevant and significant ones are usually used, which requires the introduction of an additional synthesizing feature. Tourism studies discuss the need to create a unified classification of tourism, which should be analytical and synthetic in nature. The classification should be based on the main indicator - the purpose of the trip to satisfy the most important constant human needs - rest (recovery), health improvement, and treatment. However, society and individuals are constantly evolving, and new needs are emerging, which are increasingly generated by the mental sphere. In our opinion, the trends that are emerging here allow us to introduce a criterion of significance of the type of tourism from the perspective of the current and future needs of humanity on our planet and divide them into 4 groups: traditional (the same in all countries); traditional, but specific and exclusive in certain countries (national); futuristic (currently perceived by society as extreme, unique, etc.), developed by the most active representatives of humanity). They are shown in the table compiled by the author. This article examines a group of future types of tourism destinations in the People's Republic of China.

Keywords

Tourismology, classification of tourism, tourist destination, future types of tourism

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До питання створення сучасної класифікації туристичних дестинацій

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Анотація

Класифікації широко використовуються в наукових дослідженнях. Вони можуть бути результатом проведених емпіричних досліджень і створюватись априорі за певними правилами. В туризмології ці підходи поєднуються. Основні критерії, що використовуються в класифікаціях туризму, це його мета, функції, географія, просторово-часові особливості і динаміка туристичних потоків (напрямки, інтенсивність, тривалість, сезонність), логістика (пересування, проживання, харчування), соціально-демографічний склад туристів, характер організації і фінансування поїздок. В повних класифікаціях туризму присутні десятки-сотні показників, але на практиці з них зазвичай використовуються найбільш актуальні і значущі, що вимагає введення додаткової синтезуючої ознаки. В туризмології йдеться про необхідність створення єдиної класифікації туризму, яка повинна бути за змістом аналітико-синтетичною. Класифікація повинна будуватись на основному показнику - меті поїздки задля задоволення найважливіших постійних людських потреб – відпочинку (відновлення сил), оздоровлення, лікування. Але, суспільство і конкретна людина безперервно розвиваються і виникають нові потреби, які все більше генеруються ментальною сферою. На наш погляд, тенденції, що тут проявляються, дозволяють ввести критерій значимості виду туризму з позиції нинішніх і майбутніх потреб людства на нашій планеті і поділити їх на 4 групи: традиційні (однакові в усіх країнах); традиційні, але специфічні і ексклюзивні в окремих країнах (національні); футючерсні (нині в суспільстві сприймаються як екстремальні, унікальні тощо), які розвивають найбільш активні представники людства. Вони показані в складеній авторкою таблиці. В даній статті розглянута група футючерсних видів туризму дестинації Китайської Народної Республіки.

Ключові слова

Туризмологія, класифікація туризму, туристична дестинація, майбутні види туризму

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1. Introduction

A comprehensive analysis of information from historical and esoteric sources, data from Earth sciences (geology, geography, geomorphology), other planets (Mars, Moon, etc.), and trends in human development throughout its

existence form the basis for a bleak prognosis regarding the physical existence of our planet and the future of all humanity. This is confirmed by the study of the history of tourism, changes in motives (trade, education, pilgrimage, medical treatment, sports) and the emergence of new types of tourism (space tourism).

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2. Materials and methods

The following sources were used: articles, abstracts from scientific conferences on tourism held in Ukraine and abroad, monographs, textbooks (Kolosinckayia, 2016; Komlieva, 2023; 2024b; Mandrik & Gnedko, 2018; Stafiyuchuk & Moskalenko, 2015; Ping, 1999; Shamara & Chetverikova 2017). These materials were analysed by the author from the perspective of creating a universal classification of types of tourism. The classification divides them into 4 groups of types of tourism, which she used when studying the tourist destination of the People's Republic of China.

3. Results and discussion

In science, classifications are the result of *empirical* research and often become the basis for new ones (Danilian & Dzoban, 2023). Classifications can also be created *a priori* according to certain rules, using certain accumulated knowledge. In tourism, both approaches are combined. They show the complexity of this socio-economic phenomenon. The main features in tourism classifications characterise it: *motivation* (purpose, function); *geography* (domestic, international); *tourist flow* - direction (inbound, outbound), intensity (permanent, seasonal), duration (short-term, long-term); *logistics* (transport, accommodation, food); *socio-*

demographic aspect (social status, age, gender of tourists); *organisation* (organised, unorganised, planned, spontaneous, individual, group, family); *financing* (own funds, social, commercial).

Classifications by method of generalisation can be analytical, synthetic, or analytical-synthetic. Complete classifications of tourism contain dozens or hundreds of indicators (characteristics) for individual items, and their number is only growing. However, in practice, only relevant and significant indicators are usually used, which requires the introduction of *an additional* synthesising feature. Some researchers consider it necessary to create a unified classification of tourism, which, in our opinion, should be *analytical-synthetic*. The main synthesising indicator is the purpose of the trip, which is carried out to satisfy the most important constant human needs – *rest (recovery)*, *health improvement*, and *treatment*. However, society and individuals are constantly evolving, and new needs are emerging, which are increasingly generated by the *mental sphere*. In our opinion, the trends that are emerging here allow us to introduce a criterion such as *the significance* of a type of tourism, assessing it from the perspective of the current and future needs of humanity. Taking this into account, all types of tourism can be divided into groups: *traditional* (the same in all countries); *traditional, specific and exclusive* (national); *future* (extreme, unique) (developed by the most active representatives of humanity) (Table 1).

Table 1. Classification of types of tourism in the PRC by significance (compiled by M. Komlieva).

Types of tourism	
Traditional	Recreational, health and medical, business, professional and business, economic, social, sports, sports and health, mining and industrial
Traditional national	Museum, gastronomic, health and medical, green, shopping tourism
Specific national	Cultural, religious, esoteric, ethnic, linguistic, ethical, cinematographic
Exclusive national	Red, military, political
Futures (extreme, unique)	Naturally-educational, scientific, biosphere, air (hang gliding and paragliding, parachuting, hot air balloons, bungee jumping, rope jumping, wingsuit flying), land-based (mountaineering, rock climbing, mountain skiing, snowboarding, kiting, mountain biking, mountain boarding, trophy raids, sandboarding, caving, X-races or extreme races), water sports (wakeboarding, windsurfing, water skiing, kayaking, diving, rafting, surfing, flyboarding), space, nuclear, and jailo tourism.

The table shows more details about future types of tourism, as they are new. *Traditional* types of tourism are the same everywhere, but differ in different countries - *traditional national* ones. Among national types of tourism, *specific national* and *exclusive national* ones are also distinguished. We propose to single out a group of *future* types of tourism ((from the English word *future*), which are currently perceived as *unique*. These are, first of all, extreme types of tourism, which develop a person harmoniously - creatively and physically, demonstrate the technological achievements of our civilisation (nuclear tourism), and show promising directions for its development (space tourism). Extreme types of tourism are becoming more and more popular, reflecting the general trend of expanding humanity's

living space on Earth and beyond thanks to the use of new technical capabilities. Many types of tourism perform more than one function, but the table usually shows the main one.

In our opinion, the proposed classification reflects the trends of the *postmodern era*, in which the leading countries currently find themselves and where the main global tourist flows are formed. Society leaders are aware of *the limitations* of living space, natural resources, and their own capabilities; *the peculiarities* of the modern information age; *the negative consequences* of failed large-scale social projects in countries that are destinations for significant tourist flows; and *the liberalisation* of many areas of society. Postmodern trends necessitate in-depth scientific study of tourism, rapid commercialisation of the

results obtained, and the emergence of new active users.

The presented classification of types of tourism was used by us when studying the tourist destination of the PRC (People's Republic of China). At the same time, the development of the destination and the reflection of the mentality of the local people were taken into account (Komlieva, 2024a; Komlieva, 2024b). Its political system is characterized by a combination of socialist and capitalist elements. The former reflects the specific national type of tourism in the PRC - *red tourism*. Most Chinese people adhere to Confucian traditions in their daily lives (*ethical tourism*), while at the same time they are quite active in defending their rights (*political, economic, social tourism*). The latter is the reason for the high mobility of the Chinese people (internal and external migration). The "reform and openness" program shows the sequence of its implementation: agriculture, industry, military construction (*military tourism*), new technologies, cultural development (*cultural tourism*) and the "cultural" expansion of the PRC into other countries, primarily through education and tourism. To this end, capital from foreign Chinese diasporas (*huaciao*) is actively attracted, for which numerous SEZs (special economic zones) have been created in the PRC in recent decades, offering preferential investment conditions for representatives of Chinese diasporas.

The Chinese super-ethnic group consists of 56 ethnic groups and ethnic groups with different cultures, languages and religions, which allows for the development of *ethnic, linguistic, religious and esoteric* types of tourism.

The diverse and rich natural conditions and resources allow for the development of many areas of *naturally-educational* tourism in the PRC.

We have researched most types of tourism in the PRC and compiled a classification of them (Table 1). The article discusses the most *significant* for society **group of future types of tourism**, both now and in the future.

Naturally-educational tourism. The territory of the PRC is distinguished by perhaps the world's greatest diversity of natural conditions and resources conducive to the development of nature and educational tourism, which is combined with the natural sciences. Natural tourist attractions are located here in all parts of the geographical shell - the lithosphere, relief, hydrosphere, atmosphere, biosphere, and landscapes. Many of these sites are unique on our planet and introduce tourists to important issues concerning the Earth and scientific theories about them. Many sites are located in difficult conditions (remoteness, difficult accessibility, lack of logistics), but modern technical means allow these difficulties to be overcome.

Naturally-educational tourism in China can cover the entire geographical area of its territory as a whole and individual elements - lithosphere, relief, climate, surface and underground waters, glaciopause, biosphere, landscapes). Accelerating the development of tourism with the aim of contributing to the sustainable and healthy development of tourism.

Naturally-educational sites related to geology, geography, and geomorphology in China are evaluated according to a specific integrated indicator that includes

their scientific significance, aesthetic appeal, and logistical accessibility. The most famous of these are the *Zhangjiajie Mountains* (Hunan Province), which became famous thanks to the film "Avatar". The mountains are part of a national park that is included in the UNESCO World Heritage List; the colourful Danxia Mountains (Gansu Province), which are composed of deposits of different colours and geological ages, on which unique relief forms have emerged that are attractive to tourists; *the karst relief of Guilin* (Guangxi Province) formed in limestone rocks, which represents an alternation of low mountains and river valleys creating picturesque landscapes; *the Mogao Caves* (Gansu Province) - one of the world's largest cave complexes located along the ancient Silk Road. More than 700 caves contain unique Buddhist frescoes and statues, as well as natural cave formations (stalactites, stalagmites); *the Gobi Desert* is one of the largest deserts in the world, attractive for extreme tourism and research into geological and geomorphological processes; *The Qinghai-Tibet Plateau* is the "roof" of the planet, its highest region, surrounded by the highest mountains (the Himalayas, Karakoram), attracting lovers of extreme and other types of tourism.

Geological and geomorphological objects located in the PRC enable tourists to learn about important geological, geographical and geomorphological theories - *general* (geosynclines, lithospheric plate tectonics, geographical cycle, morphogenesis cyclicality, latitudinal zonality, altitudinal zonality, climate-forming factors) and *specific* (types of mountain formation, relief levelling, inversions of natural objects). Based on these theories, natural objects are presented - folded and disjunctive geological structures, outcrops of the Lesovoy Plateau, penepains, river terraces, antecedent river sections, foothill cones of temporary water flows, deluvial trails, barchans, dunes, 'desert tan', badlands, modern glaciers and glacial landforms, wandering lakes, the role of groundwater in arid zones (oases), etc.

Biosphere tourism. The territory of the PRC represents the largest ecosystem in the world, where latitudinal and altitudinal natural and climatic zones intersect, from tropical forests to high-altitude tundra. Here, untouched natural landscapes are preserved, and rare species of animals and plants can be found. China's biosphere reserves offer tourists the opportunity to combine active recreation with nature study. China's biosphere reserves, which are part of UNESCO's World Network of Biosphere Reserves, *provide opportunities for environmental education, support for local communities, and wildlife observation.*

The most famous and logistically accessible sites for biosphere, ecological, nature, ethnic, cultural and other types of tourism are: *Zhangjiajie National Forest Park* (Hunan Province), which is included in the UNESCO World Heritage List (a dense network of ecological trails, unique karst relief, macaques and red pandas); *Shennongjia Biosphere Reserve* (Hubei Province) - one of the most famous biosphere reserves in China (rich flora and fauna, golden macaques, black bears, Himalayan pandas); *Huanglong Reserve* (Sichuan Province) (limestone terraces, coloured pools, hot springs, diverse wildlife, giant pandas, Tibetan monkeys); *Sanjingyuan Reserve* (Qinghai Province)

- “source of three rivers”, where the Yangtze, Yellow River and Mekong River originate (the reserve specialises in the protection of water resources, alpine meadows, and rare animal species such as Tibetan antelopes and snow leopards); *Xihuyan Reserve* (Hunan Province) - where there is a diversity of wetland ecosystems and the opportunity to observe and study migratory birds; *Woyaluang Biosphere Reserve* (Yunnan Province) - one of the oldest national parks in China (tropical rainforests, rare animal species - Bengal tiger, clouded leopard. Tropical forest conservation programmes are implemented here); *Qinghai-Tibet Plateau* (Tibet Autonomous Region) - a high-altitude isolated ecosystem where endemic plant species, high-altitude pastures, Tibetan antelopes can be found, and cultural programmes are implemented.

Extreme types of tourism – *air, water, and land-based* – have great potential for development in the PRC. This is facilitated by the contrasting relief, rapids of mountain rivers and full-flowing plains, significant temperature and atmospheric pressure gradients.

Air tourism. In recent years, new exotic types of air tourism have been developing, such as *bungee jumping* (jumping using a rubber rope), *rope jumping* (jumping from high natural and man-made objects using professional climbing equipment), and *wingsuit flying* (gliding using a special wing suit). More well-known types - hang gliding, paragliding, parachuting, hot air ballooning - require knowledge of physical processes in the atmosphere, in particular those that cause upward air currents (thermals) and which athletes and tourists “seek out” (Komliev, et al., 2020).

Water tourism includes rafting on flat water and rivers (in rubber inflatable boats, kayaks, rafts and catamarans), rafting (rafting on rivers in special inflatable boats - rafts for 6-8 people), kayaking (rafting, rowing slalom and rodeo on single or double small boats), yachting (the most romantic type of water tourism can be practised on almost all large bodies of water - wide rivers, lakes, reservoirs, seas), diving (underwater swimming in the sea with scuba gear - has become a popular type of water tourism, accessible to almost all healthy people).

Land-based types of tourism. Mountaineering, rock climbing, mountain skiing, snowboarding and other new types of tourism have great potential for development in China. The problem here is insufficiently developed logistics.

Jailoo tourism. This is a new type of tourism in remote, uninhabited or indigenous areas without electricity, mobile communications, etc. There are many such places in China (mountains, steppes, deserts).

Space tourism. In our opinion, there are three main reasons why the development of space tourism is important, which are provided by mythological sources, archaeological and historical data, and various material artefacts. They testify to: *the finality* of the existence of human races in the past (Lemurian, Atlantean); correlative links between key events in their history and natural cataclysms that led to their demise. Currently, there is extraordinary activity of natural processes (tectonic, seismic, volcanic, atmospheric) that are dangerous to the existence of humanity. Another reason is the imperfect nature of human beings. This is indicated

by religions (Christianity) and various ethical systems (Pythagoras, Buddha, Confucius). This is confirmed by the entire history of past eras, which testifies to incessant wars and clashes between different peoples and ethnic groups. This points to the aggressive and insurmountable nature of humans, whose main law of existence is the struggle for survival (resources, etc.). The science of planetology, which integrates data from astronomy, astrophysics, geology, geophysics, geography, and research on other planets, gives a pessimistic forecast for the future existence of the Earth itself as a planetary body (Komlieva., 2023) .

In 1957, the space age began on Earth. Humans went into open space, visited the Moon, and are preparing to go to Mars. Currently, space is the domain of professionals. But commercial flights for married citizens of the planet have already begun, and their number will only grow. Over time, as prices fall, space travel will become accessible to a wider circle of relatively wealthy people. Space tourism is becoming commonplace, adding a new product of significance to humanity to the Earth's tourism industry. The main condition for the successful development of space tourism is the systematic development of the space industry, which, at present, only technologically and economically developed countries can afford. In recent decades, the PRC has joined them.

The development of space programmes in the PRC began in 1956. At that time, the creation of a ‘space’ infrastructure began. In 1958, the Jiuquan test site was built, where Chinese ballistic missiles were tested, and in 1966, a rocket with a nuclear warhead was launched. In 1970, the first Chinese artificial satellite was launched. Since 1999, the PRC has been developing the Shenzhou unmanned spacecraft launch programme. Between 1999 and 2002, four unmanned launches were carried out. In 2003, the PRC became the third space power in the world with its own manned space programme. In 2003, the first human flight into space (Yang Liwei) was carried out, completing the first stage of the development of manned spaceflight in the PRC. During the second stage, spacecraft were docked with other spacecraft, space laboratories were created, and preparations were made for humans to go into open space. In 2008, the first Chinese cosmonaut went into open space, and in 2012, a spacecraft with the first Chinese woman on board was launched from the Jiuquan spaceport.

During the third stage, work was carried out to create reliable space transport and a space station where cosmonauts could conduct scientific experiments in open space. During this stage, a near-Earth orbital infrastructure for space services was created, satellites moving in different orbits were integrated, a mobile space platform and technical base for space exploration were created, and the creation of a Chinese space station was planned.

Currently, the PRC uses three spaceports (Jiuquan, Sichuan, and Tainan) and is building a fourth one in Hainan.

The PRC is developing a programme to study the Moon, which includes three stages: exploration, landing, and return. The third stage involves the creation of a lunar base.

The PRC is creating a high-quality modern tourism system that combines cultural development, an accessible

environment and services (Komlieva & Lubitseva, 2024). While flights to the Moon and Mars are being planned, space tourism is also developing. The leaders in this field are the American companies Virgin Galactic, Blue Origin and SpaceX. In the near future, the PRC will compete with them (Universe Today). Currently, more than 370 companies are working in the space industry in China. Space tourism will continue to develop. The United States and China are actively developing dual-use space industries, which include space tourism. The necessary logistical and technological infrastructure is being created for this purpose. Space tourism will also develop in other countries, including Ukraine. (Komlieva, 2023).

Nuclear tourism. In the 1950s, China became the fifth nuclear power in the world and conducted nuclear weapons tests in the desert in the southwestern part of the country. After joining international treaties on the limitation and non-proliferation of nuclear weapons, China radically changed its policy in this area. To promote the PRC's national defence heritage and attract tourists to the Xinjiang Uygur Autonomous Region, a “theme park” was created, where laboratory buildings and residential premises for service personnel (military, scientists) are preserved.

4. Conclusions

Classifications in science perform various functions. They allow us to summarise, generalise, systematise and formalise the accumulated information about the objects of scientific research and create a methodological and methodical basis for further research.

The science of tourism (tourismology) has been developing since the second half of the 20th century, when tourism became a mass socio-economic phenomenon and an object of scientific research. At that time, empirical classifications of tourism began to be created, mainly based on criteria such as motivation, geography, spatial and temporal dynamics of tourist flows, logistics, socio-demographics, organisation and finance.

In modern comprehensive classifications of tourism, there are dozens or hundreds of indicators, but in practice, the most significant ones are usually used. In tourism studies, a pressing issue is the creation of a unified analytical and synthetic classification of types of tourism, which preserves traditional motivations (recreation, health improvement, treatment) and identifies historical, esoteric, natural sciences, and planetology, certain stable trends in the development of humanity and the planetary body of the Earth on an earthly and cosmic scale. Society and the individual are capable of comprehending them, and science and technology, which are constantly evolving, are capable of realising new needs related to the survival of humanity. In the new classification of tourism, the criterion of the significance of a type of tourism should be introduced, taking into account the current and future needs of people on the planet, and all tourism can be divided into four groups of types: traditional (the same in all countries); traditional, specific and exclusive (national); futuristic (extreme,

unique) (developed by the most active representatives of humanity). This classification reflects the trends of the postmodern era, in which the world's leading countries find themselves and the main tourist flows are formed. These include the PRC, whose tourist destination is notable for having perhaps the greatest diversity of natural conditions and resources of any country in the world. Here, there are the best conditions for the development of future types of tourism, in particular nature and educational tourism. In the PRC, it covers the entire geographical shell of the territory as a whole and its elements – geological structure, relief, climate, glaciopause, surface and underground waters, biosphere, landscapes.

Naturally-educational objects of geology, geography, and geomorphology in the PRC can be assessed using a specific integral indicator that includes their scientific significance, aesthetic appeal, and logistical accessibility. Geological and geomorphological objects located in the PRC enable tourists to learn about important geological, geographical, and geomorphological theories - general (geosynclines, lithospheric plate tectonics, geographical cycle, morphogenesis cyclicality, latitudinal zonality, altitudinal zonality, climate-forming factors) and partial (types of mountain formation, relief levelling, inversions of natural objects). Based on these theories, natural objects are presented - folded and disjunctive geological structures, outcrops of the Lesovoy Plateau, peneplains, river terraces, antecedent river sections, foothill cones of temporary water flows, deluvial trails, barchans, dunes, ‘desert tan’, badlands, modern glaciers and glacial landforms, wandering lakes, the role of groundwater in arid zones (oases), etc.

Biosphere tourism within the PRC destination is extremely important, as it is here, at the intersection of all latitudinal and altitudinal natural and climatic zones of the planet, that the world's largest ecosystem is located, where untouched natural landscapes are preserved and rare species of animals and plants can be found. China's biosphere reserves provide opportunities for environmental education, support local communities, and study wildlife.

Extreme types of tourism, which are developing in the atmosphere, hydrosphere, and lithosphere, have great potential for development in the PRC's tourist destinations.

Currently, the PRC is actively creating the technological conditions for the development of space tourism. The importance of its development is recalled by mythological sources, archaeological and historical data, and material artefacts. They testify to the finiteness of the cycles of existence of past human races, the obvious correlative links between key events in their history and the natural cataclysms that led to their demise. Today, humanity lives in an era of extraordinary activity of natural processes that are dangerous to its existence. Another reason is the imperfect nature of man. The entire history of humanity testifies to constant wars between different peoples and ethnic groups over territory, resources, etc. A pessimistic prognosis for the existence of the Earth as a planetary body is provided by the science of planetology, which integrates data from astronomy, astrophysics, geology, geophysics, geography, and research on other planets.

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