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Retreat Tourism as a Strategy for Sustainable Development of Tourist Destinations

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ABSTRACT

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The article conceptualizes retreat tourism as a vector for the sustainable development of Ukrainian tourist territories, which becomes particularly relevant under the conditions of post-war socio-economic transformations and the escalating societal demand for psychophysiological rehabilitation. The aim of the study is to provide a theoretical and methodological justification for the institutionalization models of retreat destinations through the synthesis of natural-resource potential, environmental quality standards, socio-psychological determinants of demand, and the adaptation of European practices. The results indicate that retreat tourism functions as an innovative, low-invasive paradigm of tourism activity aimed at minimizing anthropogenic pressure on ecosystems and forming an ecologically balanced "tourist-nature" interface. It is identified that the natural and landscape heterogeneity of Ukraine creates favourable prerequisites for diversifying retreat-program formats. It is demonstrated that the determinants of demand formation for retreat services include post-war psychotraumatic effects, digital oversaturation, growing interest in mindfulness practices, and the need to restore psych emotional homeostasis. Practical models of sustainable management for retreat destinations are proposed, integrating eco-housing, renewable energy sources, localized food supply chains, multi-actor coordination among the state, businesses, and communities, as well as the formation of regional clusters based on the experiences of Italy, Portugal, Poland, and Germany. The applied validity of the study lies in the possibility of translating the proposed models into tools for activating new segments of the tourist market, stimulating local economic systems, and institutionalizing innovative formats of recreational services. Prospective vectors for further scientific inquiry focus on constructing a system of performance indicators for retreat destinations and modelling their impact on regional socio-economic development. The study also highlights the need for deeper investigation into the integration of retreat tourism into the post-war rehabilitation system and its institutional incorporation into the national tourism strategy.

KEYWORDS

retreat tourism, sustainable development, tourist destinations, nature therapy, digital detox, post-war rehabilitation.



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Ретрит-туризм як стратегія сталого розвитку туристичних дестинацій

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СТАТТЯ

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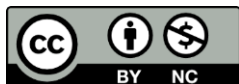
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Стаття концептуалізує ретрит-туризм як вектор сталого розвитку українських туристичних територій, що актуалізується в умовах поствоєнних соціально-економічних трансформацій та ескалації суспільного запиту на психофізіологічну реабілітацію. Метою дослідження є теоретико-методологічне обґрунтування моделей інституціоналізації ретрит-дестинацій шляхом синтезу природно-ресурсного потенціалу, екологічних стандартів якості, соціально-психологічних домінант попиту та адаптації європейських практик. Отримані результати свідчать, що ретрит-туризм функціонує як інноваційна низькоінвазивна парадигма туристичної діяльності, спрямована на мінімізацію антропогенного пресу на екосистеми та формування екологічно збалансованого інтерфейсу «турист-природа». Виявлено, що природно-ландшафтна гетерогенність території України генерує сприятливі передумови для диверсифікації форматів ретрит-програм. Доведено, що детермінантами формування попиту на ретрит-послуги є поствоєнні психотравматичні ефекти, цифрова перенасиченість, зростання зацікавленості в практиках усвідомленості та потреба у відновленні психоемоційної гомеостазу. Запропоновано практичні моделі сталого управління ретрит-дестинаціями, що інтегрують екологічне житлове господарство, відновлювані джерела енергії, локалізовані продовольчі ланцюги, багатоакторну координацію держави, бізнесу та громад, а також формування регіональних кластерів з урахуванням досвіду Італії, Португалії, Польщі та Німеччини. Прикладна валідність дослідження полягає у можливості трансляції розроблених моделей для активації нових сегментів туристичного ринку, стимулювання локальних економічних систем та інституціоналізації інноваційних форматів рекреаційного обслуговування. Перспективні вектори подальших наукових розвідок фокусуються на конструюванні системи індикаторів ефективності функціонування ретрит-дестинацій та моделюванні їхнього впливу на регіональний соціально-економічний розвиток. Актуалізується необхідність глибшого дослідження інтеграції ретрит-туризму в поствоєнну систему реабілітації та його інституційного впровадження у національну туристичну стратегію.

КЛЮЧОВІ СЛОВА

ретрит-туризм, сталий розвиток, туристичні дестинації, природотерапія, digital-detox, поствоєнна реабілітація.

1. Introduction

In the plane of deepening global environmental challenges, increasing the level of psycho-emotional exhaustion among the population, transformation of tourist preferences and structural transformations in the economy of post-war Ukraine, scientific interest in retreat tourism as an innovative and resource-efficient model of sustainable development of tourist territories is actualized. In contrast to mass tourism, which often leads to an excessive load on natural complexes, increased anthropogenic impact and destruction of ecosystems, retreat tourism is based on the principles of environmental responsibility, minimization of anthropogenic interference in natural landscapes, support of the local economy and cultivation of environmental awareness among tourists. The problem of the study is that in Ukraine, despite the presence of a significant natural and recreational resource, the sustainable development of retreat destinations is characterized by an insufficient level of structuring: there is a lack of standardized models of organizational and management activities, mechanisms for adapting international experience, certification systems for environmental standards and tools for state and regional support. This necessitates the development of applied foundations for the development of retreat tourism as a strategic vector for the development of tourism in the regions of Ukraine.

2. Literature Review

The systematization of the published work shows that in the scientific discourse, retreat tourism is conceptualized as a multifaceted phenomenon that integrates psychological rehabilitation, environmental ethics, spatial localization and strategies for ensuring the sustainability of tourist areas. A significant block of foreign studies from the authors: R. Butler [5], M. Lyulicheva et al. [11] concentrates on the study of transformational tourism, within which the retreat is interpreted as a form of travel with an enhanced therapeutic, meditative and mindfulness-oriented component, which contributes to the reduction of stressful states, increase cognitive plasticity and restoration of psychological resilience. Scientific research from A. Ashton [1], B. Guardini et al. [7], M. Puchan [14], devoted to the practices of forest therapy and ecological retreats, substantiates the significant influence of the natural environment on the functioning of the nervous system, which creates prerequisites for the development of specialized routes and therapeutic programs.

The scientific works of S. Butchak et al. [4], T. Hassan, M. I. Saleh [8] indicate that retreat tourism is constituted as a component of regional strategies for sustainable development: it provides decarbonization of tourism infrastructure, support of local economic systems, formation of alternative employment models and preservation of natural landscapes due to minimal infrastructure intervention. Ukrainian researchers S. Babushko and S. Popovych [2], I. Shamara [16] focus on the significant recreational potential of the Carpathian region, Polissia, Podillia and the Black Sea zone, emphasizing the readiness of these territories for the formation of specialized retreat destinations. The synthesis of the results obtained demonstrates that modern scientific discourse qualifies retreat tourism as a promising form of sustainable and environmentally responsible development, which requires adaptive implementation of European models in the specific conditions of Ukraine.

3. Problem Statement

The purpose of the article is to substantiate the conceptual foundations of the formation, functioning and sustainable management of retreat tourist destinations in Ukraine.

4. Methods and Materials

The methodological basis of the study was formed by an integrated interdisciplinary approach that integrates the methods of tourism economics, rational nature management, social psychology and regional spatial planning. In the process of the study, a system analysis was applied to identify the interdependencies between retreat tourism, natural resource basis and socio-economic parameters of territories; comparative analysis to evaluate international organizational models of retreat destinations

and establish prospects for their adaptation in the Ukrainian context. The method of geospatial analysis was used to identify territories with increased recreational potential, while statistical analysis served as a tool for identifying the leading trends in demand for recreational tourist services. Content analysis is used to systematize scientific publications, analytical reports, strategic documents for the development of tourism in the European Union and Ukraine.

5. Results and Discussion

Retreat tourism as an innovative form of tourism practice is gradually being transformed from a poorly developed segment of the tourism market into a strategically significant direction that will be able to provide not only deep psychological rehabilitation of the individual, but also a comprehensive ecological, social and economic effect for local territorial systems. The actualization of trends is due to the growth of global environmental risks, increased urbanization pressures and conceptual rethinking of the nature of human interaction with the natural environment, since retreat practices focused on reducing the information and emotional load are integrated into the broader paradigm of sustainable development. Retreat tourism functions as a mediation mechanism between the anthropogenic system and the natural environment, because the organizational models of retreat trips are based on a departure from mass tourism, which is characterized by intensive resource consumption, infrastructural oversaturation and significant anthropogenic pressure on ecosystems. Instead, the retreat as a format of tourist activity is based on the principles of low invasiveness, minimal infrastructural intervention, locality, autonomy and natural acoustic silence, which is problematic to provide in traditional tourist destinations.

The relationship between retreats and environmental responsibility is especially evident in the way in which space is organized, in approaches to nutrition, mobility and the choice of materials. Most retreat centers focus on the use of local resources, organic products, renewable energy sources and environmentally friendly materials, which not only reduces the ecological footprint but also creates a sustainable local economic environment in which local communities, farmers and artisans have the opportunity to earn sustainable incomes. At the same time, certain formats, such as forest-bathing, green-care, yoga retreats, or spiritual retreats, demonstrate that a retreat can be not just a type of recreation, but an ecologically ethical practice aimed at restoring the natural balance of a person and the environment in which he or she is [1].

Low rates of invasiveness of retreats, which is realized due to the limitation of the number of groups, minimization of infrastructure support, the absence of mass tourist flows and orientation to the most natural environment, constitutes a qualitatively new tourist product. It does not require large-scale capital construction, urbanization transformations or intensive traffic load, and it is under such conditions that retreat programs demonstrate a significantly higher level of environmental sustainability compared to common forms of recreation, in particular beach, health or ski tourism, which require significant material and resource costs and provoke degradation of natural complexes. Instead, the retreat is characterized by minimal environmental impact and can be integrated into local landscape systems without disturbing ecosystem relationships. Studying the natural-resource and recreational potential of Ukraine in the context of the formation of retreat tourism as an innovative component of health and spiritual tourism, we must emphasize that the territory of the country is characterized by exceptional landscape and ecosystem diversity. It creates unique prerequisites for the spatial organization of retreats of various concepts, ranging from meditation and yoga programs to forest-bathing practices, digital detox trips, and mixed formats of psycho-emotional recovery [5]. Diversity allows Ukraine to claim the place of one of the leading destinations in Central and Eastern Europe in terms of the development of nature-oriented tourism.

The Carpathians, which combine mountain landscapes, coniferous and beech forests, and a high level of biodiversity, are of leading importance for the market formation of retreat products. The presence of mineral springs and traditional healing practices, which are located at a relative distance from large industrial centers, can provide a unique recovery space, where natural silence, the absence of man-made load and high air quality create optimal conditions for mountain retreats. They can integrate yoga sessions at height, meditative walks, ethno-ritual practices, "wellness-detox" programs and "forest-retreat" formats, similar to those actively used in a number of tourist countries in Europe [8].

The Polissia region constitutes another valuable natural resource for retreat tourism, as it preserves large expanses of pine wet and dry forests, swamps, sparse ecosystems and authentic Polissia villages, which are key components for creating deep practices of “total immersion” in natural space. In these locations, it is easy to adapt the “forest-bathing” concepts (*shinrin-yoku*), which have long proven their effectiveness in Japan and Western Europe, since the natural conditions of Polissia contribute to the restoration of the nervous system, reducing stress levels, stabilizing cardiovascular functions and supporting mindfulness practices due to spatial isolation and minimal man-made impact [7].

The Podillia region, with its picturesque canyons, karst formations, river valleys and warm, mild climate, is the most promising territory for creating retreats focused on a combination of spiritual practices, soft physical activities (hiking trails, Nordic walking, yoga in nature) and gastronomic components. Because the Podillia cuisine and organic farming create the prerequisites for the formation of food detox programs and local “slow-food” tourism, a similar format has long been used in Portugal and Italy, where the natural and cultural complex becomes the basis of transformational retreats [5].

A separate group is the Black Sea coast, which, with its steppe landscapes, mild maritime climate, salt lakes, mud and opportunities for thalassotherapy, provides multifunctional opportunities for retreat programs. In the future, programs can be focused on breathing practices, meditations by the sea, wave watching, therapeutic walking along the coast, as well as digital detox programs, since sea noise and the absence of an intense urban environment contribute to reducing the level of stress and psycho-emotional stress [9, p. 228].

Table 1. Potential of Ukrainian regions for the development of retreats

Region	Key natural resources	Potential Retreat Formats	Practical value
Carpathians	Mountains, coniferous forests, mineral springs	Mountain yoga retreats; forest retreats; Spiritual practices	High level of nervous system recovery; clean air; Adventure component capability
Polissia	Pine forests, swamps, lakes	Forest-bathing; digital-detox; Mindfulness Retreats	Spatial distancing; minimal man-made noise; Conditions for deep meditation
Podillia	Canyons, river valleys, caves	Transformational retreats, slow-food, ethno-retreats	Synergy of nature and gastronomy; calm climatic conditions
Black Sea coast	Sea, steppes, salt lakes	Thalassotherapy retreats, breathing practices, meditations	Therapeutic sound of the sea; the possibility of seasonal wellness tours

Source: systematized by the author according to the data given in [13; 16].

The leading factor driving the growing demand for retreat tours is post-war psychological trauma, which covers a wide range of conditions, from chronic stress and emotional exhaustion to anxiety disorders, sleep disorders and cognitive decline. Under such conditions, high-quality retreat practices, involving acoustic silence, work with corporeality, mindfulness practices, therapeutic stay in the natural environment and psycho-emotional rehabilitation, function as a kind of “social antidote” to the collective trauma of post-war Ukrainian society. There is also an increase in the popularity of yoga, meditation, mindfulness practices and breathing techniques among young people and representatives of the IT sector and creative industries. These practices are focused on cultivating self-awareness, and the retreat appears as a logical continuation of these daily practices, providing an opportunity for in-depth immersion in the appropriate techniques. To a large extent, demand is increasing due to digital overload, which manifests itself in constant access to social networks, work chats, news, and information noise, which provokes chronic overstrain of the nervous system. This is how we remove the direction of “digital-free” tourism, when tourists seek to find a space where they can leave their smartphones, turn off information flows and return to the natural rhythm of life [10, p. 84].

The management of retreat territories within the country is conceptualized through the institutionalization of environmental standards that integrate the principles of eco-housing, renewable energy and eco-food into a single low-carbon paradigm. Such an approach transforms the material infrastructure of retreat centers into a resource-efficient system, which simultaneously functions as a mechanism of psychosensory recapitulation “man-nature”. Domestic practice demonstrates the gradual adaptation of natural construction technologies (straw panels, local wood, clay composites), autonomous water supply systems with biofiltration, as well as solar and heat pumps, which cumulatively reduce operating costs and minimize anthropogenic pressure on ecosystems [12, p. 245].

The ecological component of food policy (eco-food) replicates the model of organic farming, local food chains and seasonal menus, which generates a multiplier effect for local agricultural producers and increases the reputational capital of the destination.

Institutional sustainability is achieved through a partnership (state-business-community) that synthesizes investment, natural and regulatory resources into a common asset of tourism infrastructure. Business structures mobilize financial capital to create retreat complexes, communities transform natural and cultural capital into a comfortable environment, while the state provides institutional support through tax incentives, environmental financing, and regulatory legitimation. In the post-war context for Ukraine, the key agents of this format of interaction are amalgamated territorial communities (ATCs). They will be able to concentrate ownership of natural assets (forests, mountain locations, hydro resources), which is a prerequisite for the design of retreat programs. The geospatial diversity of Ukraine (Carpathians, Podillia, Polissia, Black Sea region) creates prerequisites for the formation of differentiated clusters specializing in “forest-bathing”, prayer retreats, “wellness centers”, “digital detoxification” and complex wellness practices that expose natural capital as the main factor of tourist advantage (Table 2) [4].

Table 2. Improved Practical Models of Sustainable Management of Retreat Destinations in Ukraine

Model direction	Extended practical content (suggestions)	Expected effect for the retreat destination
1. Eco-housing	Use of low-waste construction technologies, local materials (wood, clay, adobe), introduction of “green roofs”, natural ventilation, water biopurification systems; arrangement of modular retreat cabins that can be easily dismantled without harming the landscape	Reducing the environmental burden on natural areas; improving the energy efficiency of facilities; formation of the “eco-image” of the destination
2. Renewable energy	Use of solar panels, heat pumps, microturbines in forest and mountain locations; accumulation of excess energy for autonomous operation of the retreat complex; Integration of smart energy systems	Energy independence of retreat locations; reduction of maintenance costs; increasing resilience during possible crises
3. Eco-food & local supply chains	Forming partnerships with local farms; creation of organic kitchens “from bed to table”; transition to seasonal menus, herbal preparations and local superfoods; implementation of zero-waste practices in nutrition	Support for the local economy; increasing the level of trust of tourists; reduction of food waste; improving the image of the region as a wellness center
4. Partnership between business and communities	Joint creation of infrastructure projects (routes, water supply, eco-mobility); organization of training of guides, yoga instructors, mindfulness consultants; formation of common rules of conduct in natural territories	Increase in the quality of tourist services; formation of responsible management of territories; increasing employment of the local population
5. Partnership between the state and ATCs	Implementation of eco-standards for retreat centers, tax incentives for “green” projects; creation of state grants for regions with high recreational potential; inventory of natural areas suitable for retreats	Expansion of investment attractiveness; streamlining the use of natural resources; infrastructure development at the state level
6. Wellness & Retreat Clusters	Formation of regional clusters in the Carpathians, Podillia and Polissia; launch of joint marketing platforms; cooperation of hotels, farms, wellness centers; creation of “paths of silence”, “forest-bathing routes”, meditation eco-trails; development of specialized retreat festivals	Increasing the competitiveness of the region; increase in tourist flows; strengthening the brand of Ukraine as an ecologically oriented wellness destination

Source: Systematized by the author according to the data given in [2; 13; 15].

Thanks to a systematic approach, models of sustainable management of retreat destinations should move into the status of platforms for long-term socio-economic development of the regions of Ukraine. Because it is retreat tourism that can provide high added value, create new jobs, stimulate the development of small businesses, and also harmonize the relationship between man and nature. At the same time, the effectiveness of the above list of models is possible only under the condition of integrated planning of territories, the introduction of public monitoring of the state of natural resources, the improvement of service standards and the integration of eco-educational programs into the activities of retreat centers, in order to achieve both a social effect and ensure the sustainable development of the tourism sector in Ukraine [13].

In the direction of developing an innovative policy in the field of tourism, based on the principles of sustainable development, environmental responsibility and psycho-emotional health of the population, the study of the successful experience of retreat tourism in the Member States of the European Union is of paramount importance. The analysis will help not only to identify the diversity of organizational models of restorative practices, but also to determine the possibilities of adaptation of strategic mechanisms for their implementation to the conditions of Ukraine [6, pp. 70–71]. Given the war circumstances, the growing need for rehabilitation services and significant natural and recreational potential, Ukrainian territories demonstrate high suitability for the formation of retreat destinations based on the principles of integration, locality, network interaction and environmental balance (Fig. 1).

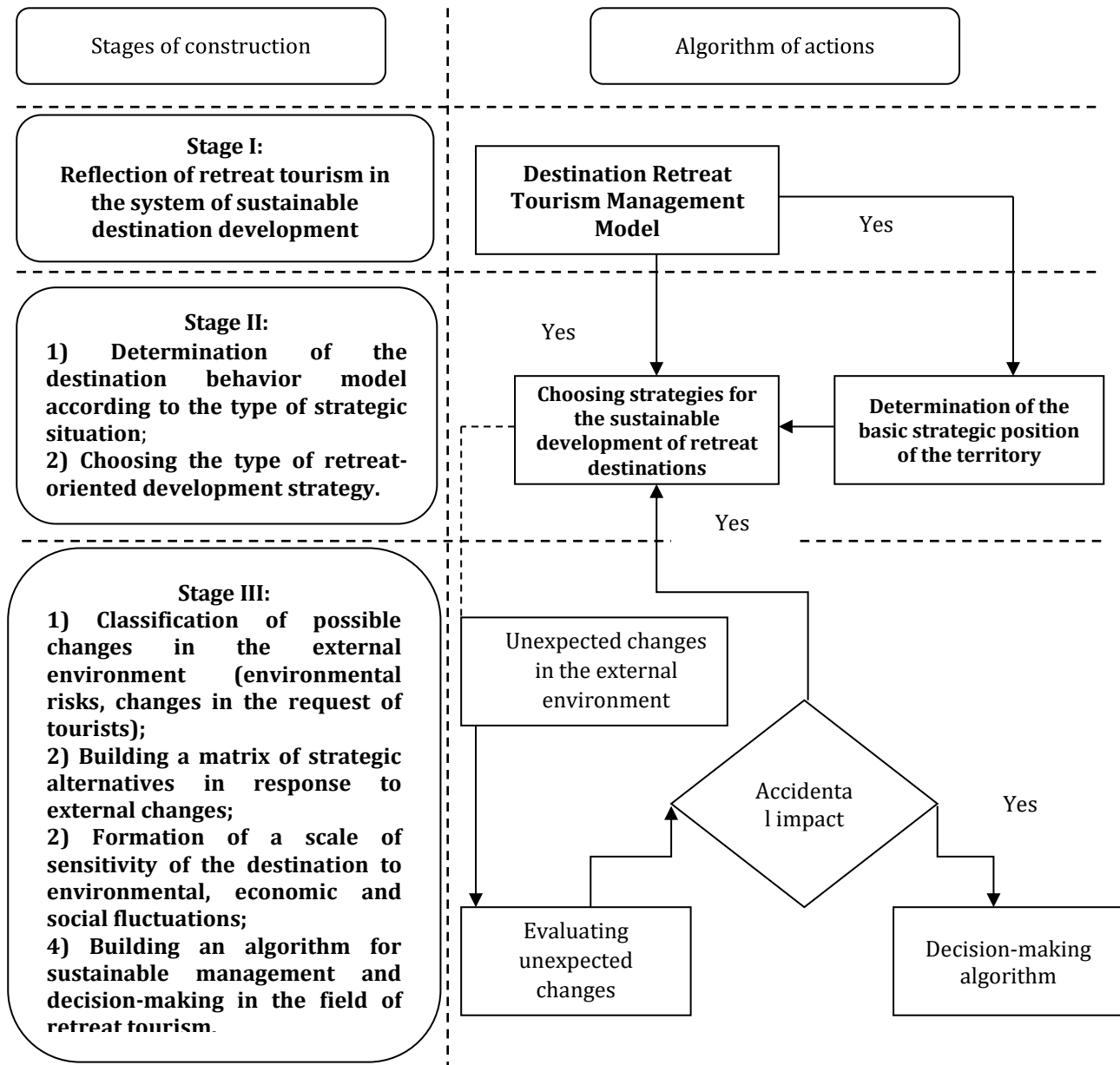


Figure 1. Level model of choosing a strategy for managing retreat tourism in the context of sustainable development of destinations

Source: Developed by the author.

The experience of European countries convincingly shows that the most effective models of retreat tourism are those that combine natural resources with therapeutic practices, local products, high-quality infrastructure and cultural authenticity of territories. Thus, the leader, Italy, which has become one of the leading centers of “forest-bathing” practices, has created a whole network of “forest thermal zones” and natural therapeutic trails, integrating the Japanese “shinrin-yoku” technique into the national ecotourism policy. Italian retreat centers combine low building density with a high level of

ecoplanning based on microlocations in the Dolomites, alpine forests or coastal natural parks. Portugal has established itself as a European leader in the development of “yoga retreats”, which are located both on the Atlantic coast and in the interior of the Alentejo. In these regions, specialized ecological retreat complexes have been created, focused on the use of local building materials, natural ventilation and organic nutrition. The Portuguese experience shows that even territories with limited economic potential are able to transform into international wellness hubs, subject to the implementation of a well-thought-out marketing strategy and effective cross-sectoral cooperation.

Poland and Germany are actively developing wellness centers based on forests, mineral springs and rural areas, integrating medical and paramedical wellness programs. These countries have a comprehensive system of certification of wellness services, which increases competitiveness and ensures a high level of trust from tourists [3]. German practices, in turn, demonstrate that the combination of “digital-free” formats, mineral waters, special trekking routes and psychological support creates an authentic, effective sustainable retreat model. All these cases are indicative for Ukraine, which has no less unique resource potential, which was presented above: forests of Polissia, mountain ranges of the Carpathians, mineral springs of the Carpathian region and ecologically clean territories of Podillia. That is why the adaptive implementation of the European experience can become the basis for the development of new forms of retreat tourism, which will be able to transform the natural regions of Ukraine into competitive international destinations [17, p. 64–65].

Within the Ukrainian tourism sector, a number of practices have already been formed that can be considered as a basis for the development of full-fledged retreat destinations, although so far, their scale is much lower compared to European countries. Firstly, the Carpathian retreat programs, which operate in the mountainous areas of Lviv, Zakarpattia and Ivano-Frankivsk regions, demonstrate the successful integration of natural resources (mountain slopes, spruce forests, mineral springs) with mindfulness programs, yoga and meditation, which brings them closer to the forest-bathing models common in Northern Italy and Austria. The Carpathian retreat locations, due to the high level of silence and low density of anthropogenic load, have all the prerequisites for positioning themselves as ecologically clean “recovery zones”. Secondly, New Level Travel programs, which create systematized tours with elements of yoga retreats, trekking and breathing practices, demonstrate the commercially successful format of Ukrainian retreat tourism [16]. Their experience really demonstrates that the demand for travel with high therapeutic and psychological content is growing rapidly, especially among young people and middle-aged people who seek to gain experience of “escaping digital noise”. Thirdly, youth adventure retreats, combining camping, light extreme, group psychological support and “outdoor-mindfulness” practices indicate the emergence of a new market segment – hybrid retreat products that combine activity, environmental education and emotional recovery (Table 3).

Table 3. Practical Models of Strategic Implementation of the European Retreat Experience in Ukraine

European model	A practical element for adaptation in Ukraine	Expected strategic effect
1. Forest-bathing retreats (Italy)	Creation of a network of “forest therapeutic trails” in the Carpathians and Polissia with certified guides in mindfulness and nature therapy	Formation of a new national tourist brand; growing demand for environmental services
2. Yoga-retreat villages (Portugal)	Development of “retreat villages” in Podillia and on the Black Sea coast with local architecture, eco-housing and organic nutrition	Revival of the economy of depressed regions; Increasing employment
3. Wellness medical complexes (Poland, Germany)	Creation of medical and health retreats based on mineral springs of the Carpathian region with programs for veterans and civilians	Integration of retreat tourism into the rehabilitation system; improving the level of public health
4. Digital-detox centers (Germany)	Introduction of digital-free zones in mountainous and forest locations of Ukraine with strict rules for disabling gadgets	Increasing the attractiveness of Ukrainian destinations among European youth
5. Wellness tourism clusters (Spain, Italy)	Formation of clusters “Carpathian Recovery Zone”, “Podillia Natural Practices”, “Polissia Forest Retreats”	Growth of Ukraine's international competitiveness in the field of wellness tourism
6. Eco infrastructure (Scandinavia)	Introduction of eco-hubs, autonomous retreat cabins, micro-hotels with RES in natural areas	Reducing the anthropogenic load, developing a sustainable economy

Source: Developed by the author.

Based on the research of the tourist potential of natural territories of Ukraine, we make a reasonable conclusion: the country is characterized by a unique landscape diversity, covering mountain, forest, steppe, marine and canyon ecosystems. These facts become the source of the development of diversified retreat tourism products adapted to different segments of tourists and aimed at solving specific psychophysiological problems.

6. Conclusions

The results of the study confirm that retreat tourism is an innovative and highly effective form of tourism activity that provides a synergistic psychological, environmental and socio-economic effect. It contributes to the formation of a new type of tourist behavior, focused on the deep restoration of the personality under the conditions of rational use of natural resources. It has been proven that the implementation of such principles as minimal interference with natural ecosystems, locality, environmental ethics and limited infrastructural expansion contributes to reducing the anthropogenic load on retreat destinations, increasing the environmental sustainability of the natural environment and simultaneously creating added value for local communities. Thus, retreat tourism is an effective tool for sustainable regional development in Ukraine.

The potential opportunities of Ukraine in the formation of differentiated retreat destinations based on the natural and ecosystem potential of the Carpathian region, Polissia, Podillia and the Black Sea zone were highlighted. It is argued that geolandscape diversity creates prerequisites for the development of multifunctional retreats, from forest therapy and digital detox to spiritual-relaxation, gastronomic and medical-health programs. It has been established that such landscape polystructurality provides Ukraine with the opportunity to position itself as a leading destination in the Central and Eastern European region, which is able to offer tourists a variety of restorative practices adapted to international environmental standards and current social needs.

It is substantiated that the sustainable development of retreat tourism in Ukraine can be implemented only under the condition of institutional coordination between government agencies, business entities and territorial communities, which provides a synergistic effect from the combination of natural resources, investment capital and regulatory support. Generalization of European experience shows that the most effective models are those that integrate environmental infrastructure, local production chains and environmental management standards. The proposed models: ecological housing, renewable energy, organic nutrition, clustering of retreat destinations form a mechanism for long-term socio-economic growth, contribute to the strengthening of the local economy and ensure the integration of retreat tourism into the post-war rehabilitation system.

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