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**GLOBAL TRENDS IN CREATIVE INDUSTRIES AND THEIR IMPACT ON TOURISM:  
BIBLIOMETRIC RESEARCH**

**Abstract.** *This scientific article presents a bibliometric analysis of research in the field of creative economy and creative industries, based on data from the scientometric database Web of Science. A total of 1,356 and 4,121 articles were analyzed within the search queries “creative economy” and “creative industries”, respectively. The authors used the methods of bibliographic analysis, clustering and graphical interpretation to identify key scientific trends, the dynamics of publication activity and the citation structure within the framework of the studied scientific problems. Within the framework of the first search query (by the keyword “creative economy”), 6 frame clusters were obtained that characterize the key trends in the study of publication activity according to the studied criterion: the first – “cultural aspects and employment in the creative economy”; the second – “cultural heritage, cultural tourism and the impact of the COVID-19 pandemic on the development of the creative sector of economic activity”; the third – “the economy of culture, art, creative cities and the creation of cluster structures”; the fourth, reflecting the aspects of agglomeration, economic growth of territories. the fifth, characterizing the issues of responsible consumption; the sixth, uniting works that reveal the possibilities of forming competitive advantages by companies representing the creative sector. Visualization of keywords related to creative industries (when constructing frame clusters) demonstrates their interdisciplinary nature, covering economic, innovative, urban, cultural, social and technological aspects. In addition, publications included in frame clusters emphasize the role of developing digital skills, communication, and generative AI, indicating the growing influence of technologies in the development of creative industries. In addition, the authors identified key trends within the analyzed publication activity that affect the development of the tourism industry, including the development of creative tourism.*

**Keywords:** *bibliometric analysis, creative industries, creative economy, scientific and research trends, tourism economics, tourism services market, creative tourism.*

**Introduction**

In the modern world, the creative economy and creative industries are becoming one of the most important drivers of economic growth, implementation, adaptation of innovations and cultural development, as they cover a wide range of services - from art and design to digital technologies

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and media, significantly contributing to the formation of new markets, job creation and increasing the competitiveness of countries and regions of the world. In the conditions of modern economic development, the formation and adaptation of creative industries are inextricably linked with digital transformation, globalization, and the changing needs of society, making them an important element of the sustainable development of territories.

According to the Creative Economy Outlook 2024 report prepared by the UN, cultural and creative industries annually generate income at the level of 2,3 trillion US dollars, accounting for about 3,1% of the world's gross domestic product. Experts note that in 2022, the export of creative services reached a record 1,4 trillion US dollars while employment in countries developing a creative economy and creative industries ranges from 0,5% to 12,5%.

The report also identifies key trends that will be characteristic of the industry in 2024, including: digitalization through the growth of platform solutions and streaming services that have significantly changed the ways of producing and consuming creative content, leading to the emergence of new business models, including those focused on cross-industry cooperation; widespread use of artificial intelligence integrated into various sectors of the creative economy, which helps accelerate productivity, increase innovative activity of all participants in the creative industries market, as well as the emergence of unique products; high level of concentration of the creative industries market; market orientation towards sustainable development goals; tangible impact on job creation and economic development of territories (according to experts, from 0,5 to 7,3% of GDP depending on the country); the presence of a large number of developing sectors, emphasizing the creative nature of creative industries and their ability to actively integrate technologies and successfully adapt them in practice (including in the tourism sector) [1].

Based on the data from the PwC report “Global Entertainment & Media Outlook 2023–2027”, it is important to note that by 2026-2027, the revenue generated by traditional forms of media (television, film distribution, physical media (CD, DVD), concerts, exhibitions, etc.), as well as from the sale of digital content (streaming video on demand, digital advertising, games and mobile applications, subscription services (e.g. Netflix, Spotify), social media marketing, etc.) will reach approximately 2,701 and 2,778 billion US dollars, respectively [2].

In general, it can be noted that the creative economy and creative industries market is quite dynamic and fully correlates with key global trends related to digitalization, globalization, cross-industrial cooperation, sustainable development, and technological innovation. However, in science, there is still no single scientific approach to the analysis of key market trends; there is a diversity in research methodologies, which does not provide a general idea of the development of the object under study, in connection with which, the purpose of this scientific article is to conduct a scientometric analysis to identify key global trends in the study of creative industries and determine their impact on the development of tourism.

### **Materials and methods**

The following methods were used in this research article: 1. The bibliographic analysis method, which allowed us to identify key trends in the study of the creative economy and creative industries at the current stage of economic development. It is important to note that bibliometric analysis is one of the effective quantitative methods capable of providing an objective assessment of the structure and dynamics of scientific research within the framework of the research problem we are studying. Within the framework of this article, it allowed us to identify key areas in the

study of the creative economy, as well as to show its relationship with the development of tourism. It is also important to note that the method has confirmed its pronounced practical applicability for systematizing an extensive scientific data array and identifying sustainable research trends; 2. The generalization method, which made it possible to systematize the obtained results and build frame clusters based on the VOSViewer software product, reflecting the results of the bibliographic analysis; 3. The graphical interpretation method, which clearly demonstrated the main trends in publication activity within the framework of the studied scientific issues based on the analysis of data from the scientometric database Web of Knowledge (for the entire depth of the array). The methodology of the bibliographic analysis included the following main stages: 1. choosing the scientometric database WoS for analysis and subsequent unloading of the array of scientific publications; 2. formulating search formulas; within the framework of this study, two key search formulas were used: 1. “creative economy”; 2. “creative industries”; 3. searching for works across the entire depth of the array, starting from 1975 (years of publication: all; types of documents: all; search restrictions - no); 4. obtaining an array of data: within the first search formula - 1356 publications; within the second - 4121; 5. primary analysis of the obtained arrays of data using the services already built into the WoS database: “Analyze Results” (criteria: publication years, document types, affiliations, countries / regions, book series titles, publication titles, sustainable development goals, WoS categories) and “Citation Report” (times cited and publications over time, citing articles (total, without self-citations), times cited (total, without self-citations, average per item), H-index); 6. unloading arrays from the database using the “Plain Text” file type; 7. loading arrays within each of the search queries into the VOSViewer program; 8. construction of frame clusters using the criterion: co-occurrence – all keywords; 9. downloading the obtained graphic data for subsequent interpretation of the results (analysis of frame clusters) and identification of key scientific trends within the framework of the scientific categories under study.

**Literature review.** The creative economy and creative industries are of persistent scientific interest to the academic community. The study of publications devoted to various aspects of studying these objects shows that a certain pool of works by scientists is related to the consideration of issues of support and financing of territorial creative centers, coworking spaces, events (in particular, festivals) that play a key role in urban development, modernization of local creative ecosystems, increasing the competitiveness of tourist microclusters (including through active involvement of local communities and digital nomads in the process), and the formation of economic sustainability of regions [3-5].

It is also important to note that a special layer of scientific works is devoted to conducting scientometric studies of the current state of the creative economy, reflected in international publications [6], analyzing the influence of intellectual and innovative determinants on the development of economic systems in the context of the formation and development of a new type of creative economy [7], studying the problems of measuring creativity levels based on index methods, using multivariate and univariate methods of analysis, data validity tests, etc. [8], development of a training model using design thinking for the development of creative industries and digital creative entrepreneurship [9], identification of factors influencing the development of the creative economy (digital literacy, business sustainability) [10], as well as issues of formation of creative social entrepreneurship and the role of social innovations in this process [11].

In the context of modern economic development, issues of sustainable development play a special role. Thus, in the works of researchers, aspects reflecting the role of the creative economy

and industries in promoting sustainable regional growth have been repeatedly considered, including through improved access to financing and risk capital, links between the business community and the university environment, activation of large-scale initiatives to improve the skills of representatives of the creative industries, development of institutional infrastructure [12]; scientists also paid special attention to cases of development of a sustainable creative economy based on the analysis of leading subsectors (crafts, performing arts, arts and crafts, etc.) [13-14] and the influence of digital competencies [15].

Of scientific interest is also a set of scientific works devoted to the study of international experience in the development of creative industries, in particular the analysis of the structure of the cultural and creative economy of Italy, where models of specialization and spatial distribution of creative industries are studied using an aggregated territorial unit [16], strategies and policies for managing the development of a digital creative economy in Indonesia [17], systems of economic support for cultural and creative workers in the EU [18], and issues of developing an innovative ecosystem for the creative economy in New Zealand and Brazil [19].

### **Results and discussions**

As part of the bibliographic analysis, 2 data arrays were obtained in the context of key queries: “creative economy” and “creative industries”, each of which consisted of 1356 and 4121 documents, respectively. According to the analysis results, the bulk of works falls on the period 2018-2024, which is associated, firstly, with the growth of academic interest in studying the theoretical and practical features of the development of creative industries and determining their role in ensuring sustainable economic growth of territories; secondly, with the global digital transformation of almost all areas of activity, including creative, in terms of the development of digital platform services, virtualization, the distribution of NFT and blockchain in the creation of digital creative assets, etc. thirdly, with global trends in the development of the creative economy, especially in the context of the implementation of the sustainable development objectives outlined in 2021 when it was declared the International Year of the Creative Economy; fourthly, with the impact of the COVID-19 coronavirus pandemic on the adaptation of creative industries to crises and the transformational changes they cause; fifthly, with the formation of a special social category of people - digital nomads, who are of particular interest for study both from the point of view of economics, sociology, psychology, and from the position of an interdisciplinary approach; sixthly, with the presence of connectivity with sustainable development goals and the ESG agenda, since in the creative economy there are often cases of interaction with environmental aspects (for example, “sustainable design”, “green fashion”, “ecotourism”, “local communities”, etc.), issues of preserving cultural heritage and developing cultural tourism. The total number of citations for the two search formulas was 13,189 and 44,455 units, respectively (12,044 and 35,990 excluding co-citations), while the average number of citations per publication within the search query “creative economy” was 9,73 units, “creative industries” – 10,79, which indicates a greater interest on the part of scientists in the applied aspects of the scientific problem under consideration. It is also important to note that the difference in the total and average number of citations may indicate that the term “creative industries” is used in more practice-oriented contexts, while “creative economy” may remain a more theoretical and generalized category, considered most often from the standpoint of conceptual and comprehensive scientific approaches.

The main number of works are scientific articles for both search queries, in second place are

conference materials, and the top three is rounded out by book sections (monographs, textbooks, etc.). First of all, this is due to the fact that scientific articles are the main publication format, collections of materials from scientific and scientific-practical conferences are an operational way to present the results of your scientific research, while sections of books and monographs are fundamental sources that, as a rule, contain deeper and more detailed research results.

Speaking about the regional distribution of works, the following can be noted: 1) within the search query “creative economy”, the leading countries by the number of publications were England (212), USA (158), Australia (119), Indonesia (98), China (75) and South Korea (74); 2) at the same time, according to the search query “creative industries”, the leading regions by the number of works were England (695), China (532), Australia (440), USA (301), Italy (190), Netherlands (184) and Spain (175).

The results of the analysis also allow us to identify the TOP-3 research organizations / universities actively engaged in the study of the creative economy and creative industries: University of London, King's College London, and Queensland University of Technology.

Among the most popular journals chosen by authors for publication, for the entire analyzed period were (TOP-5 for each of the areas) (Table 2): 1) within the search query “creative economy”: Creative Economy, Sustainability, Elgar Original Reference, Handbook on the Digital Creative Economy, Kyoto Manifesto for Global Economics the Platform of Community Humanity And Spirituality; 2) for the search query “creative industries”: Creative Industries Journal, International Journal of Cultural Policy, Sustainability, Lecture Notes in Computer Science, Cultural Trends.

At the same time, if we talk about book series, within the framework of which materials were published, directly or indirectly related to the studied scientific problems (but identified within the framework of the designated search queries), then the following can be highlighted: Creative Economy, Regions And Cities, Routledge Focus On The Global Creative Economy, Connected Communities, Advances In Social Science Education And Humanities Research, Research Handbooks In Intellectual Property, Routledge Handbooks and many others, whose popularity is explained, on the one hand, by the interdisciplinary nature of the topic, and on the other, by the specialization and scientific focus of the represented publishers, including those actively publishing works on the issues under consideration. Among the WoS categories for both search formulas, the leading ones are Business, Management and Economics: they account for more than 40% of all works. Table 1 presents the key scientists and their works within the framework of the studied scientific problems and search queries used to conduct the bibliometric analysis.

**Table 1 - Leading authors and the most cited publications on the topics of “creative economy” and “creative industries” (based on the results of the bibliometric analysis)**

№	Author (TOP-3)	Key publications (TOP-3 by number of citations)
Search query 1: “creative economy”		
1	Comunian, R.	1. “Rethinking the Creative City: The Role of Complexity, Networks and Interactions in the Urban Creative Economy”; 2. “Creative and cultural work without filters: Covid-19 and exposed precarity in the creative economy”; 3. “Enabling and Inhibiting the Creative Economy: The Role of the Local and Regional Dimensions in England”

*Table 1 – continued*

2	Kacerauskas, T.	1. “The creative economy and sustainable development: The Baltic States”; 2. “The Terms and Concepts of Creative Society”; 3. “Technologies in creative economy and creative society”
3	Luckman, S.	1. “Craft entrepreneurialism and sustainable scale: resistance to and disavowal of the creative industries as champions of capitalist growth”; 2. “Craft Revival: The Post-Etsy Handmade Economy”; 3. “Craft and the Creative Economy”
Search query 2: “creative industries”		
1	O'Brien, D.	1. “Sociology, Sociology and the Cultural and Creative Industries”; 2. “Genres and inequality in the creative industries”; 3. “Cultural Engagement and the Economic Performance of the Cultural and Creative Industries: An Occupational Critique”
2	Potts, J.	1. “Four models of the creative industries”; 2. “Social network markets: a new definition of the creative industries”; 3. “Do developing economies require creative industries? Some old theory about new China”
3	Cunningham, S.	1. “Creative industries as a globally contestable policy field”; 2. “Rearticulating the creative industries-STEM relationship: the case of innovation precincts in South Australia”; 3. “Trojan horse or Rorschach blot? Creative industries discourse around the world”
<i>*Note: compiled by the authors based on bibliometric analysis data.</i>		

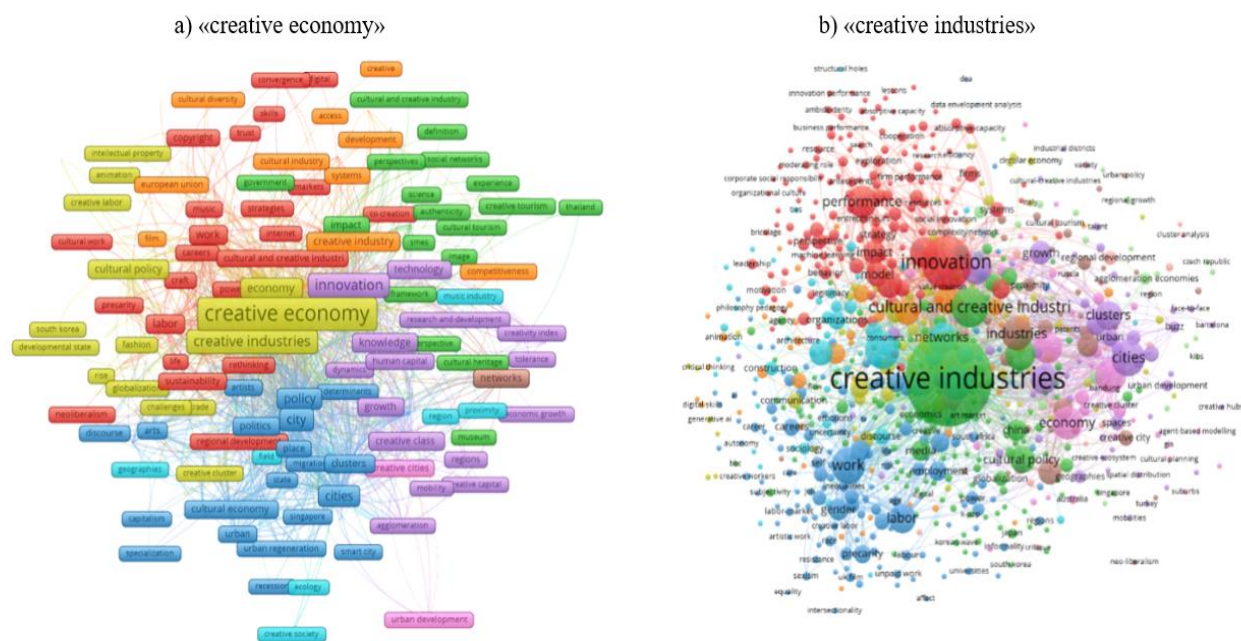
It is important to note that the main pool of works in both areas falls on the following goals: “No Poverty”, “Good Health And Well Being”, “Quality Education”, “Gender Equality”, “Industry Innovation And Infrastructure” and “Sustainable Cities And Communities” in the context of ensuring sustainable development of territories, which is explained by the ability of creative industries to create jobs, support small businesses (including local ones), improve the health, well-being of the population and local communities due to the influence of art and the development of digital technologies, the development of education in the context of creative skills and EdTech, ensuring equality due to the high involvement of women in creative professions, the development of innovation and infrastructure through the development, implementation and adaptation of digital ecosystems and technology hubs, as well as in the formation of sustainable cities due to the important role of creative industries in the popularization of urbanism, the integration of eco-design into urban space and the cultural development of territories.

The obtained data arrays were then uploaded to the VOSViewer program for subsequent analysis and obtaining frame clusters characterizing key trends in the context of the previously designated key queries “creative economy” and “creative industries” (Figure 1 (a, b)).

Based on the data obtained, within the first search query (by the keyword “creative economy”) and the analysis of 1356 scientific articles using the parameter “co-occurrence - all keywords”, 6 frame clusters were obtained that characterize the key trends in the study of publication activity according to the criterion under study:

- the first “cultural aspects and employment in the creative economy” (48 terms), including such keywords as: business, creative entrepreneurship, creative labor, creative work, employability, markets, participation and others;

- the second “cultural heritage, cultural tourism and the impact of the COVID-19 pandemic on the development of the creative sector of economic activity” (34 terms), combining such words and expressions as: cultural heritage, cultural tourism, cultural and creative industries, heritage, museum, impact, COVID-19, quality and others;
- the third “economics of culture, art, creative cities and the creation of cluster structures (including tourism)” (64 terms), which is associated with the following concepts: place, cities, clusters, industries, indicators, smart city, state, urban, etc.;
- the fourth, reflecting aspects of agglomeration, economic growth of territories, issues of human capital development for the creative economy and the role of knowledge and the formation of the necessary competencies for this sector of the economy (23 terms);
- the fifth, characterizing issues of responsible consumption (including products that are the result of the successful functioning of creative industries), management and geographical specialization of regions (20 terms);
- the sixth, combining works that reveal the possibilities of forming competitive advantages for companies representing the creative sector (17 terms) and the creative tourism market, as well as key aspects of state regulation of the industry.



**Figure 1 - Obtained frame clusters using the data array in terms of key queries “creative economy” (1356 publications) and “creative industries” (4121 publications)**

*Note – created by the authors based on the conducted scientific and theoretical analysis*

Visualization of keywords related to creative industries (4121 publications analyzed) demonstrates their interdisciplinary nature, covering economic, innovative, urban, cultural, social, and technological aspects. The central criteria (frame clusters) are: *creative industries, innovation, networks, economy, cultural policy, clusters, growth, cities and labor*, which indicates the predominant number of studies devoted to the analysis of the current state of the creative industries, their network organization, role in the development of cultural policy and the preservation of cultural and historical heritage, as well as in creating jobs and ensuring economic growth of

territories. In addition, the studies included in the frame clusters emphasize the role of digital skills development, communication, and generative AI, indicating the growing influence of technologies in the development of creative industries. Thus, the analysis confirms that creative industries are a key factor in sustainable economic development, territorial organization, and innovation processes, forming new approaches to the interaction of business, society, and the urban environment.

**Conclusion (findings).** In general, summing up all the above, it can be noted that the influence of research trends in the field of creative economy and creative industries on the development of tourism can be considered through several key aspects:

1. growing interest on the part of the academic community in the study of issues of digital transformation and adaptation of various digital tools and ecosystem products in the tourism industry, including through the widespread use of virtual and augmented reality (VR / AR), which increase the level of tourist involvement and can generate sustainable tourist interest;

2. the focus of researchers on the sustainable development of territories and tourist destinations in studies of creative industries and their impact on the tourism sector; thus, the conducted scientometric analysis showed that studies of the creative economy are increasingly focused on the sustainable development goals (SDGs), including this is reflected in the popularization of eco-tourism, the establishment of effective communication with local communities, the development of local production and responsible consumption in tourism; It is also important to note that, according to the analysis, scientific papers have repeatedly considered issues related to ESG principles, which were then reflected in practical examples, for example, in the development of “green routes”, environmentally friendly materials and products in the restaurant and hotel business, etc.;

3. research into creative industries contributes to the formation of new business models of tourism models, including innovative ones, considering aspects of customized development and implementation of adapted tourism products on the market;

4. studying trends in the labor market and digital professions allows training specialists in the field of a new formation of the tourism market;

5. the conducted scientometric studies make it possible to form a fundamental basis for cluster development of territories, including combining creative industries, digital opportunities, and local production.

The results obtained in the course of the research conducted in the scientific article are of practical significance, since they allow identifying the most relevant and dynamically developing scientific areas at the intersection of creative industries, creative economy and tourism. The identified thematic clusters reflect sustainable research trends that can be used as a basis for developing scientifically based strategies for the development of creative and cultural tourism, digital transformation of the tourism industry, and development of regional policies for sustainable tourism territories. The findings presented can also contribute to decision-making in determining priorities for public and private investment, forming tourism clusters and adapting educational and innovative programs to the needs of the creative economy in the context of tourism.

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**КРЕАТИВТІ ИНДУСТРИЯНЫ ЗЕРТТЕУДЕГІ ЖАҒАНДЫҚ ҮРДІСТЕР ЖӘНЕ  
ОЛАРДЫҢ ТУРИЗМГЕ ӘСЕРІ: БИБЛИОМЕТРИЯЛЫҚ ТАЛДАУ**

**Аңдатпа.** Бұл ғылыми мақалада *Web of Science* ғылыми-метриялық дерекқорына негізделген креативті экономика және креативті индустриялар саласындағы зерттеулердің библиометриялық талдауы ұсынылған. «Creative economy» және «creative industries» іздеу сұраныстары бойынша тиісінше 1356 және 4121 жұмыс талданды. Авторлар зерттеліп отырған ғылыми мәселе аясында негізгі ғылыми трендтерді, жарияланымдық белсенділіктің динамикасын және дәйексөз келтіру құрылымын анықтау үшін библиографиялық талдау, кластерлеу және графикалық интерпретация әдістерін қолданды. Бірінші іздеу сұранысы («creative economy» кілт сөзі) аясында зерттелетін критерий бойынша жарияланымдық белсенділікті зерттеудің негізгі трендтерін сипаттайтын 6 фрейм-кластер анықталды: бірінші – «креативті экономикадағы мәдени аспектілер мен жұмыспен қамту»; екінші – «мәдени мұра, мәдени туризм және COVID-19 пандемиясының креативті экономикалық сектордың дамуына әсері»; үшінші – «мәдениет экономикасы, өнер, креативті қалалар және кластерлік құрылымдарды қалыптастыру»; төртінші – агломерация және аумақтардың экономикалық өсу аспектілерін сипаттайтын; бесінші – жауапты тұтыну мәселелерін қарастыратын; алтыншы – креативті сектордағы компаниялардың бәсекелестік артықшылықтарын қалыптастыру мүмкіндіктерін ашатын зерттеулерді біріктіреді. Креативті индустриялармен байланысты кілт сөздерді фрейм-кластерлер негізінде визуализациялау олардың пәнаралық сипатын көрсетеді, экономикалық, инновациялық, урбанистикалық, мәдени, әлеуметтік және технологиялық аспектілерді қамтиды. Сонымен қатар, фрейм-кластерлерге кіретін жарияланымдар цифрлық дағдыларды дамыту, коммуникация және генеративті ЖИ рөлін ерекше атап өтеді, бұл технологиялардың креативті индустриялардың дамуына өсіп келе жатқан әсерін көрсетеді. Сонымен қатар, фрейм-кластерлерге кіретін жарияланымдар цифрлық дағдыларды дамыту, коммуникация және генеративті жасанды интеллекттің рөлін атап көрсетеді, бұл технологиялардың креативті индустриялардың дамуына өсіп келе жатқан әсерін айқындайды. Бұған қоса, авторлар талданған жарияланымдық белсенділік аясында туризм индустриясының, соның ішінде креативті туризмнің дамуына әсер ететін негізгі тенденцияларды анықтады.

**Кілт сөздер:** библиометриялық талдау, креативті индустрия, креативті экономика, ғылыми және зерттеу үрдістері, туризм экономикасы, туристік қызмет көрсету нарығы, креативті туризм.

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## **ГЛОБАЛЬНЫЕ ТРЕНДЫ В ИССЛЕДОВАНИИ КРЕАТИВНЫХ ИНДУСТРИЙ И ИХ ВЛИЯНИЕ НА ТУРИЗМ: БИБЛИОМЕТРИЧЕСКИЙ АНАЛИЗ**

**Аннотация.** В данной научной статье представлен библиометрический анализ исследований в области креативной экономики и креативных индустрий, основанный на данных наукометрической базы *Web of Science*. Было проанализировано 1356 и 4121 работ в рамках поисковых запросов «creative economy» и «creative industries» соответственно. Авторы использовали методы библиографического анализа, кластеризации и графической интерпретации для выявления ключевых научных трендов, динамики публикационной

активности и структуры цитируемости в рамках исследуемой научной проблематики. В рамках первого поискового запроса (по ключевому слову «creative economy») было получено 6 фрейм-кластеров, характеризующих ключевые тренды в рамках изучения публикационной активности по исследуемому критерию: первый - «культурные аспекты и занятость в креативной экономике»; второй - «культурное наследие, культурный туризм и влияние пандемии COVID-19 на развитие креативного сектора экономической активности»; третий - «экономика культуры, искусство, креативные города и создание кластерных структур»; четвертый, отражающий аспекты агломерации, экономического роста территорий; пятый, характеризующий вопросы ответственного потребления; шестой, объединяющий работы, раскрывающие возможности формирования конкурентных преимуществ компаниями, представляющими креативный сектор. Визуализация ключевых слов, связанных с креативными индустриями (при построении фрейм-кластеров), демонстрирует их междисциплинарный характер, охватывая экономические, инновационные, урбанистические, культурные, социальные и технологические аспекты. Кроме того, публикации, входящие во фрейм-кластеры, подчеркивают роль развития цифровых навыков, коммуникации и генеративного ИИ, указывая на растущее влияние технологий в развитии креативных индустрий. Помимо этого, авторами были выявлены ключевые тенденции в рамках анализируемой публикационной активности, влияющие на развитие туристской отрасли, включая развитие креативного туризма.

**Ключевые слова:** библиометрический анализ, креативные индустрии, креативная экономика, научные и исследовательские тренды, экономика туризма, рынок туристских услуг, креативный туризм.