

**Rural hotel-museums and eco-museum complexes as drivers of tourist revitalization of territories  
(using the Rostov region as an example)**

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*The potential of hybrid formats – hotel-museums and eco-museum complexes – as drivers of rural tourism development in the Rostov Region is being examined. Hybrid formats are a significant innovative factor in improving the efficiency of cultural heritage use and the sustainability of rural areas. However, their scaling up requires institutional legitimization: introducing a separate status of “hotel-museum” in the classification of accommodation facilities, creating a targeted grant line for museumification, and developing a pilot eco-museum project in one of the rural districts.*

**Keywords:** hotel-museum, eco-museum complexes, rural tourism, Rostov Region, institutional barriers, revitalization

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***July, 02 2026***

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