

MANAGEMENT DEVELOPMENT OF MEDICAL AND HEALTH- IMPROVING TOURISM

World experience shows that tourism as an important economic factor can significantly affect the development of the region and its attractiveness. Tourism-based regional development should be based on natural potential in harmony with the interests of the local population and an effective marketing campaign.

In recent years, the number of travel related to treatment and health improvement has increased significantly in the world. This type of tourism is gaining a global scale and tourist flows have covered all continents. The world market of medical and health-improving tourism with characteristic institutions, product, methods of organization and production of services is being formed. For many countries, this type of tourism is an important service industry and a significant source of income.

Ukraine also has significant reserves in this industry, but for successful use it is necessary innovative organizational, economic and managerial solutions, effective marketing development programs, which requires generalization of world and domestic experience and the development of an effective strategy for the sustainable development of medical and health-improving tourism and the tourism industry on the whole.

In accordance with the Law of Ukraine «On Resorts», sanatorium and resort establishments are health care institutions located on the territory of resorts and provide citizens with services of a therapeutic, preventive and rehabilitative format using natural healing resources [1; 2].

The sanatorium-resort base of Ukraine is widely represented by sanatoriums of various forms of ownership and departmental subordination located in different regions of Ukraine. A variety of natural healing resources are widely used for treatment and rehabilitation: mineral waters of different chemical composition for both internal and external use, therapeutic mud, bischofite, ozokerite, clay and preformed physical factors. Classification of resorts in the presence of natural healing resources, their geographical location is presented in Figure 1 [3; 4].

It should be noted that for the effective functioning of resorts only natural factors are not enough, the appropriate tourist infrastructure must be established.

Unfortunately, in Ukraine there is still no clear idea of how sanatorium-resort establishments should function in a freely competing market. And in practice we can observe two types of management approach to them – social and commercial. Socialis characteristic mainly for state medical and health-healing establishments, as well as for some corporations (Ukrzaliznytsia, Ukrposhta and so on). A more common commercial approach in involves increasing the profitability of sanatorium-resort establishments to ensure current and expanded reproduction.

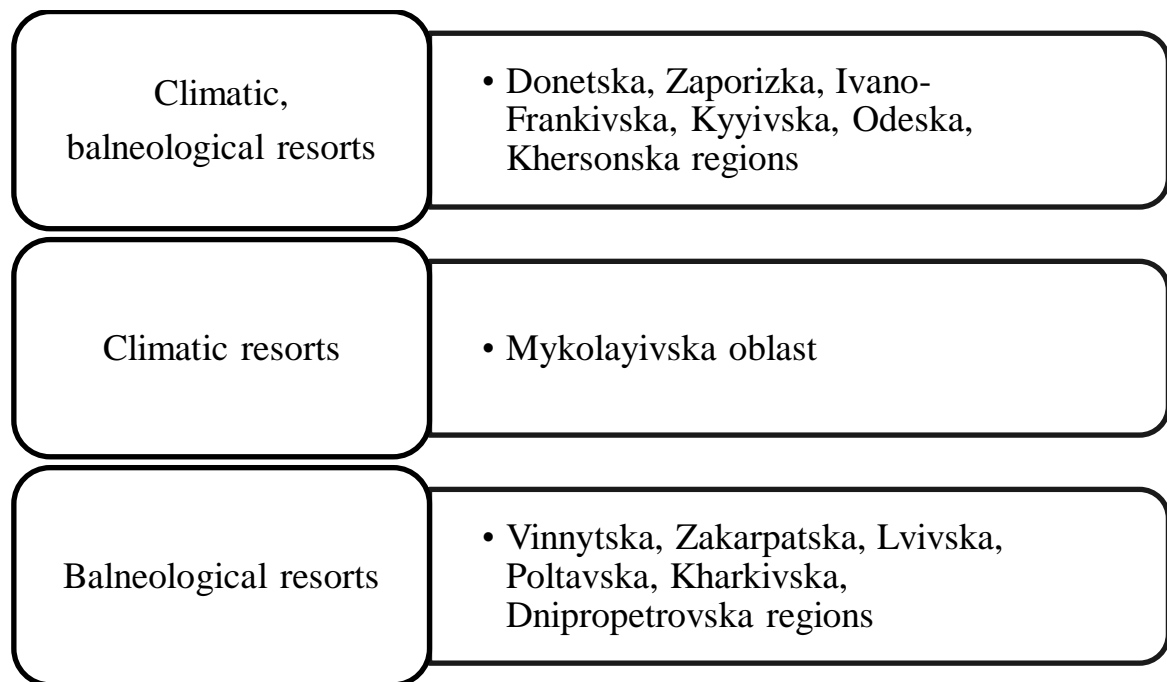


Fig. 1. – Classification of resorts in the presence of natural healing resources, geographical location

At the same time, the development of medical and health-healing tourism in Ukraine is hampered by a number of factors, which include:

– the absence of a state program for the development of medical and health-improving complexes (although mortality in the country is increasing every year and lifetime of the population is decreasing);

– the staff, involved in the implementation of medical and health-improving services, is lacking special knowledge and a responsible attitude towards their clients (the staff implementing the services must understand the possible indications and contraindications for certain diseases, especially of diet and accommodation regimes);

– lack of benefits for utilities and tax payments for medical and health-improving establishments;

– lack of the open and efficient system of informing the population about the possibilities of Ukrainian resorts and health-improving complexes.

However, despite the negative dynamics, there are conditions for the development of medical and health-improving tourism.

Giving due importance to the «Strategy for the development of tourism and resorts for the period up to 2026», it should be noted that the studied problems of sustainable development of medical and health-improving tourism are mostly general. The problem of the development of this direction of tourism in Ukraine is not well covered.

Having solved the intended tasks, it is possible to obtain the following results:

– strengthening the health of the population, improving the quality of its life;

– improvement of the demographic situation in the country;

- development of the infrastructure of recreational areas;
- ensuring economic stability and profitability of the entire medical and health-improving complex,
- conservation, rational use, development of production of healing natural resources and their implementation in the domestic and foreign markets;
- ensuring the work of medical and health-improving institutions in market conditions, their transition to self-financing;
- increasing the competitiveness of the Ukrainian medical and health-improving complex in the international market.

One of the most important areas of effective management of the field of medical and health-improving services is the development and implementation of projects and programs for their development, providing an organizational and economic mechanism for interaction between the tourism administration, the private business and public sectors in order to coordinate their activities.

References:

1. Pro kurorty: Zakon Ukrainy vid 05.10.2000 r. No. 2026- 14 z potochnoi redaktsiiei vid 8.12.2017 r. [On resorts: Law of Ukraine dated 05.10.2000, No. 2026-14, as amended from 8.12.2017] [Electronic resource]. – Available at: <http://zakon0.rada.gov.ua/laws/show/2026-14>
2. Bylym O.O., Dernova K.O. Rozshyrennia posluh likuvalno-ozdorovchoho turizmu v Ukraini [Expanding services for health-improving tourism in Ukraine] / O.O. Bylym, K.O. Dernova // Visnyk aharnoi nauky Prychornomia [Bulletin of Agrarian Science of Black Sea Region]. – 2017. – №4. – P.62–71.
3. Gerasimenko V.G., Bedrarina G.K., Halasiuk S.S. (Eds.). Ocinka turystychno-rekreatsiynogo potencialu regionu. – Odessa: ONEU, 2016. – 262 p.
4. Chernovskyy S.M. Likuvalno-ozdorovchyy turizm u konteksti staloho rozvytku [Medical and health tourism in the context of sustainable development] / S.M. Chernovskyy // Dominanty sotsialno-ekonomichnoho rozvytku Ukrayiny v umovakh innovatsiynoho typuprohresu : zbirnyk tez dopovidey Vseukrayinskoyi naukovo-praktychnoyi konferentsiy iz dobuyachiv vyshchoyi osvity ta molodykh uchenykh, prysvyachenoyi 90-richchyu Kyyivskoho natsionalnogo universytetu tekhnolohiy ta dyzaynu, m. Kyyiv, 26 bereznya 2020 r. / upor. O.V. Olshanska. – Kyiv: KNUTD, 2020. – P.457–458.