

STRATEGIC DEVELOPMENT OF SANATORIUM AND SPA INSTITUTIONS OF THE DNIPROPETROVSK OBLAST

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The sanatorium-resort industry is a multifaceted phenomenon that combines economic, social, cultural and ecological aspects, has practically inexhaustible potential for continuous development, cooperates with many branches of the economy, which determines its leading place in the socio-economic life of the state [3].

The main link of the sanatorium-resort complex of Ukraine is a sanatorium-resort facility – sanatorium, boarding house with treatment, sanatorium-prophylactic, which are located, as a rule, in resort zones.

The general development strategy is related to the activity of the enterprise as a whole, the use of all resources and is oriented towards the fulfillment of its main goal.

As of the beginning of 2018, 1,641 sanatoriums and health resorts were registered in Ukraine (this category includes sanatoriums, including children's sanatoriums, boarding houses with treatment, preventive sanatoriums, rest houses, boarding houses, recreation centers, institutions 1-2- day stay, etc.), which have 226,000 places [1].

Since 1995, the number of sanatoriums has decreased most noticeably. This is due to the fact that these institutions were created during the Soviet Union period, as a rule, at enterprises, institutions, organizations and were financed from the profit of the founders, and during the years of independence, the enterprises felt a deterioration in their financial condition and were inclined to get rid of so-called “non-core assets”, including social infrastructure facilities, health facilities.

Activation of innovative activity is one of the key factors in increasing the competitiveness of enterprises of the sanatorium-resort complex.

The management of sanatorium-resort institutions in the conditions of a market economy increasingly understands the need for the development and implementation of innovations and the associated economic benefit.

Dnipropetrovsk region has the potential to strengthen the rehabilitation and health cluster, both to meet the needs of Ukrainian soldiers and to expand the tourist industry in the future. The advantage for strengthening the cluster is created by available natural resources, developed infrastructure and the best global rehabilitation practices. One of the main natural resources is mineral water, which has healing properties. And the developed infrastructure of the region is filled with modern sanatoriums, hotels and recreation centers [2].

Investment projects in the medical and health sector are promising, as tourism is one of the fastest growing sectors of the world economy.

Dnipropetrovsk investment agency is supported by two investment projects from businesses in the region for strategic investors who intend to quickly implement projects in the medical and health sector:

- creation of a modern medical and wellness complex (Sanatorium Orlivshchyna Kurort LLC, Pishchanska TG, Novomoskovsk region);
- the creation of a sports and health ecological recreation center (ARMAN GROUP LLC, Verkhnyodniprovsk TG, Kamyansky region) [2].

The projects are based on existing complexes: a recreation center and a sanatorium, which have the necessary engineering infrastructure and previous experience related to the investment project.

Sanatorium Orlivshchyna LLC is recommended to increase its competitiveness through the expansion of the range of innovative health and treatment services through the reconstruction of clinical and residential buildings and the construction of a resort SPA-center with a swimming pool. It is also planned to purchase new equipment that will additionally provide 3 types of services and expand 5 existing ones.

The sanatorium-resort sphere contributes to the creation of conditions for the economic growth of the region, raising and improving the quality of life of the population, increasing its employment and income. The formation of new approaches and the introduction of innovations will allow to create a modern sanatorium-resort complex with a well-developed material and technical base [4].

Thus, for the sanatorium-resort segment, the priority direction is innovative activity, and for the successful functioning of sanatorium-resort institutions, the introduction of innovations is necessary.

References

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