

Yavorska Victoria, Nikolaeva Maya, Grigoriev Oleksandr. Development of health tourism in Ukraine. *Journal of Education, Health and Sport*. 2022;12(9):998-1006. eISSN 2391-8306. DOI <http://dx.doi.org/10.12775/JEHS.2022.12.09.112>
<https://apcz.umk.pl/JEHS/article/view/41367>
<https://zenodo.org/record/7427628>

The journal has had 40 points in Ministry of Education and Science of Poland parametric evaluation. Annex to the announcement of the Minister of Education and Science of December 1, 2021. No. 32343. Has a Journal's Unique Identifier: 201159. Scientific disciplines assigned: Physical Culture Sciences (Field of Medical sciences and health sciences); Health Sciences (Field of Medical Sciences and Health Sciences).

Punkty Ministerialne z 2019 - aktualny rok 40 punktów. Załącznik do komunikatu Ministra Edukacji i Nauki z dnia 1 grudnia 2021 r. Lp. 32343. Posiada Unikatowy Identyfikator Czasopisma: 201159. Przypisane dyscypliny naukowe: Nauki o kulturze fizycznej (Dziedzina nauk medycznych i nauk o zdrowiu); Nauki o zdrowiu (Dziedzina nauk medycznych i nauk o zdrowiu).

© The Authors 2022;

This article is published with open access at Licensee Open Journal Systems of Nicolaus Copernicus University in Torun, Poland

Open Access. This article is distributed under the terms of the Creative Commons Attribution Noncommercial License which permits any noncommercial use, distribution, and reproduction in any medium, provided the original author(s) and source are credited. This is an open access article licensed under the terms of the Creative Commons Attribution Non commercial license Share alike. (<http://creativecommons.org/licenses/by-nc-sa/4.0/>) which permits unrestricted, non commercial use, distribution and reproduction in any medium, provided the work is properly cited.

The authors declare that there is no conflict of interests regarding the publication of this paper.

Received: 26.08.2022. Revised: 01.09.2022. Accepted: 30.09.2022.

UDK 339.137.2

Development of health tourism in Ukraine

Victoria Yavorska, Maya Nikolaeva, Oleksandr Grigoriev

Odesa National University named after I. I. Mechnikova

Abstract

The article examines the problems and prospects of the development of medical tourism. An analysis of the development and assessment of the current state of the health care complex in Ukraine was given. The article emphasizes that resort recreation should become a priority area for the future development of tourism in the state, as it can already provide significant foreign exchange earnings, contribute to the strengthening of the national monetary system and create additional jobs in this area. Centers of health tourism are sanatoriums and resorts of various medical profiles. The peculiarity of the tourist product in health tourism is its seasonal nature, the predominance of intra-regional trips and the specific age composition of consumers.

Keywords: tourism; health tourism; resorts; recreation; sanatoriums.

Relevance of research. Modern society is increasingly concerned about strengthening and protecting its health. The high potential of people's physical and mental activity is an immediate prerequisite for a fulfilling life. Medical and health tourism allows you to maintain good health in comfortable and relaxed conditions, therefore its development in recent years

has been extremely dynamic both on the domestic and international tourist markets. Constantly growing competition in the field of tourist services requires the development of new types of tourism in the world and in Ukraine in particular.

Analysis of recent research and publications. Given the fact that Ukraine has one of the best natural health and wellness potentials in Europe, the issue of improving the sanatorium and resort complex becomes one of the most priority directions for the development of domestic tourism, in particular its health and wellness type, which leads to replenishment of the budget and strengthening of the state economy in general. A significant contribution to the study of the problems of development and functioning of the field of tourist and recreational services and medical and health tourism was made by such well-known foreign and domestic scientists, such as: O.O. Beidyk, N.M. Vlashchenko, V.G. Gulyaev, P.V. Gudz, V.I. Karsekin, V.A. Kvartalnov, V. F. Kyfyak, N. P. Krachylo, O. O. Lyubitseva, M. P. Malska, P. O. Maslyak, I. V. Skmal, V. I. Stafiychuk and others. In their works, both the topic of development of the sanatorium-resort industry as a whole and individual aspects of the functioning of such institutional-territorial formations, which are tourist and recreation complexes, are analyzed.

The purpose of the article is an overview of medical and health tourism in Ukraine and an assessment of the competitiveness of medical and health tourism in Ukraine.

Research methods. To solve the tasks, general scientific methods - analysis and synthesis, systematization system approach were used. The information base of the research was analytical reviews

Presenting main material. The legal regime, organizational and economic principles of using recreational and tourist resources in Ukraine are regulated by the Law "On Resorts" dated October 5, 2000. According to this document, decisions on the declaration of natural territories as resorts of state importance are made by the Verkhovna Rada of Ukraine at the request of the Cabinet of Ministers of Ukraine; of local importance -- by the Verkhovna Rada of the Autonomous Republic of Crimea, regional, as well as Kyiv and Sevastopol city councils upon submission of the relevant local self-government bodies.

In recent years, a lot has been done in the field of legislative regulation of the activities of tourist and recreational establishments in Ukraine. All legislative activity in this area is based on the documents of the World Tourism Organization, which Ukraine joined in 1997,

as well as the Manila Declaration on Tourism, the Tourism Charter, the Tourist Code, the Global Tourism Code of Ethics, etc. In addition to the Law of Ukraine "On Resorts" (2000), the Law of Ukraine "On Tourism" (1995, with amendments made in 2003) was adopted. In 1999, the Cabinet of Ministers of Ukraine approved the resolution "On measures for the further development of tourism", and the Decree of the President of Ukraine "On the main directions of tourism development in Ukraine until 2010" was also issued. [5].

The modern use of recreational areas in Ukraine is characterized by the irregularity of the processes of their development and use for other purposes (for example, residential and summer house construction). Designing the development of recreational areas should be carried out in accordance with the Concept of the General Planning Scheme of the Territory of Ukraine, which defines the following as the main problems of preservation and rational use of recreational areas in the country:

- recognition at the state level of their priority value;
- creation of the state cadastre of lands for health and recreational purposes;
- establishment of design boundaries of protection zones of all types;
- definition and legal registration of reserve recreational areas [6].

The General Scheme also provides for the gradual development of the potential of recreational and health resources: by 2010 - 16%, by 2020 - 23%, in the long term - up to 48% of all territorial resources of the country. It is also planned to gradually develop the material and technical base of tourism and recreation in Ukraine: at the first stage (2001-2006) - 1.2 times; on the second (2006-2016) - 1.5-2 times; in the third (2016-2026) - 2.1-3 times. The maximum increase in the number of recreational facilities is expected in the Carpathians, in Polissia, in the Dnieper region and the Azov region [5].

So, we can draw a conclusion: Ukraine's diverse and powerful recreational potential should be considered as a significant source of the country's economic development in the future.

The general inhibiting factor in the development of recreational activities, primarily its material and technical base, are problems related to the tax legislation of Ukraine. This applies primarily to the payment of value added tax, land tax, hotel and resort fees. The mechanism of incentive taxation of information and advertising activities, stimulation of investments in the tourism industry has not been worked out. In the work of the recreational industry, the following problems can be identified, which restrain its development. Including:

- lack of an extensive system of information and advertising support for industry activities;

- tax legislation that does not promote investment in recreational infrastructure and sanatorium-resort complex;
- multi-departmental subordination of recreational and sanatorium-resort complexes;
- deficiencies in the regional management system;
- the problem of the shadow economy;
- the need to transfer part of the powers to local self-government bodies.

After the collapse of the Soviet Union, a difficult situation developed in the sanatorium-resort industry of Ukraine. Due to a number of socio-economic reasons, the formed material, medical-diagnostic and scientific base was not used to its full extent. The creation in 1992 by the Federation of Trade Unions of Ukraine, the Social Insurance Fund of Ukraine and the Ukrainian Republican Council for the Management of Trade Union Resorts on the basis of the resort facilities of the trade unions of Ukraine of the joint-stock company "Ukrprofozdoronytsia" made it possible not only to preserve, but also to give impetus to the development of the resort system of independent Ukraine [12].

Most of the hotels, motels, camping sites, sanatoriums, recreation centers and tourist centers were built according to projects that today do not meet international standards. Their network was actively formed during the period of mass tourism, with intensive exploitation and untimely capital and current repairs, which led to significant wear and tear of these buildings and equipment.

The multi-specialty of accommodation facilities requires their classification and standardization. The typological unification of means of accommodation will allow the creation of a standard, the central part of which should be the classification of means of accommodation developed by the WTO.

Recreational facilities need general reconstruction to increase the level of service, comfort, and expand the range of recreational and related services. The development of the collective recreation industry, aimed at meeting the needs of low- and medium-income vacationers, involves the modernization of sanatoriums, the reconstruction of vacation homes with year-round operation, the development of a network of tourist routes (walking, water, horseback), and the development of a network of related services for vacationers. The organization of individual recreation, which ensures the satisfaction of the needs of wealthy vacationers, must meet the highest international standards. This involves the construction of special cottages that can be rented or sold, holiday homes with rental to legal entities; the organization of the individual recreation service [10].

From the point of view of the organization of infrastructural support of the recreational process, one of the key places belongs to the transport system. The issue covers the problem of transit transportation, the organization of railway connections, the development of highways, air, sea, and river transport.

Ukraine has a developed network of highways and railways, airports, river and sea ports. Aviation, road, railway, river and sea transport are able to provide transportation of tourists with a reserve of transport capacity on some types of transport.

Transport routes of Ukraine must meet international requirements and provide an opportunity to carry out transportation quickly, safely, reliably, and comfortably. The Program for the functioning of the national network of international transport corridors has been adopted in Ukraine. its implementation will solve the problem of road construction, create favorable conditions for the development of the tourist industry [10].

An equally important component of the infrastructure is the existing network of border crossings with neighboring countries, its expansion and service arrangements. The development of recreation is impossible without a communication and communications system, the functioning of various services, the development of public catering and household services, and the organization of cultural and entertainment services. The problem of water supply and sewerage of settlements and, first of all, recreation centers remains relevant for Ukraine [12].

The prospects for the development of medical and health tourism in Ukraine are determined by the action of a wide range of natural, historical and cultural, social, economic and political factors, which have clearly expressed regional specificity [7]. In addition, the peculiarities of the current situation are that the formation of a highly developed national recreation industry and its integration into the world market of tourist and recreational services are connected with the need to solve acute socio-economic problems in the period of transformation of socio-economic relations. In particular, when planning the further development of the recreational complex, the idea of natural-historical-ethnographic recreation based on the most rational use of the territorial combination of natural conditions, resources and historical and architectural monuments of the region should be the basis.

In addition, in the case of recreational planning, it is necessary to determine the permissible and optimal loads on the landscape, which ensure the stability of natural complexes - an important condition for preserving the recreational potential of the territory. For any territory there is an ecological limit regarding the use of recreational resources. Therefore, in the process of forming recreational zones, it is necessary to maintain an optimal

balance between natural prerequisites, opportunities and needs of consumers of recreational resources with the aim of preserving the environment and dynamic use of natural complexes.

Ukraine has unique and one of the most diverse resources in Central Europe for the development of sanatorium-cup treatment. To date, their excavation, unfortunately, cannot be called effective. Special climatic conditions took place in the mountainous regions of Ukraine: Kapata and Crimean mountains. The climatic conditions of the Cappadocia are quite comfortable for the organization of winter types of recreation, and the preparatory zones and the Cappadocia, both winter and summer [1].

Important climatic regions of the region are Yapemcha, Vopokhta, Kosiv, Sheshopy, Yasinya, Yablunysia, Slavske, Soymy, Chinandieve, Kobyletska Polyana, etc. The Carpathian region has all the conditions to become a successful center for the development of domestic spa resorts: location features, natural climatic conditions, the presence of mineral springs, thermal springs of Transcarpathia, a large number of forests. Gradual improvement of infrastructure, location and product quality will open up new opportunities for the Carpathians in new markets. It is necessary to systematically and persistently work in neighboring countries, paying more attention to maintaining attention to the Carpathians and constantly improving the image of the region [2].

Lviv Oblast belongs to those regions in which the sanatorium-resort sphere is one of the fields of specialization; almost all types of mineral waters are found here. According to the indicator of the balance of forecast resources, released and approved mineral water reserves, the region ranks first among all regions of Ukraine. The problem for health resorts in Lviv Oblast is the need to find investments for the reconstruction of health resorts, as well as the development of tourist and auxiliary infrastructure.

That is why scientific research is relevant, the results of which are aimed at developing practical recommendations for improving the functioning of the sanatorium-resort industry in the region. Analysis of the features of the operation of the sanatorium-resort industry of Lviv region (on the example of Morshin, Truskavets and Skhidnytsia resorts) revealed that Lviv Oblast is the leader among all regions of the Western Ukrainian region in terms of the development of medical and health tourism. Thus, there are 124 sanatorium-resort establishments operating here (4.07% of the total number in Ukraine), which is 3-4 times more than in the Volyn, Zakarpattia, Ivano-Frankivsk, Rivne, Ternopil, or Chernivtsi regions [4].

The major part of sanatorium-resort facilities in the Lviv region consists of sanatoriums (37.9% of the total number) and recreation centers; boarding houses with

treatment, independent establishments of 1-2 day stay, rest boarding houses, sanatoria-prophylactics, balneo-gyrazeliki and resort polyclinics provide services. A negative trend in the development of medical and health tourism in the Lviv region is a significant and constant reduction in the number of people who are treated and rest in sanatoriums and resorts. Along with the reduction in the number of people served, the price of services is increasing.

The resorts of Morshyn, Truskavets, and Skhidnytsia are part of the Carpathian recreation area, which stretches in a strip from the northwest to the southeast and partially covers the Starosambir, Sambir, Drohobyt, Skoliv, and Stry districts. The main type of recreational activity of the Carpathian Recreational District is sanatorium-resort treatment. Given the existing objective and subjective prerequisites for development and the available resource potential, the sanatorium-resort economy of the Lviv region is one of the priority areas of the region's perspective development with a clearly defined policy in relation to it and a program of actions [7, 9]. There are ten resort areas in Ivano-Frankivsk region, 42 sanatorium-resort establishments of general and specialized profile with 4351 places are operating.

For spa therapy, climatic treatment, mineral baths, therapeutic mud are used, on the basis of which it is possible to develop certain types of tourism, such as: balneological, spa tourism. The main resort areas are low-mountain villages. Tatariv, the city of Yaremche and the village of Mykulychyn, Yaremchanska city council, village. Myslovka and village Novy Mizun, Dolyna district, Kosiv city and village Sheshory of Kosiv district, high mountain village. Vorokhta and Yablunysia of Yaremchan city council and balneo-mud foothill resort Cherche of Rohatyn district. Climatic treatment, mineral baths are used for spa therapy. Among the mineral springs, the most famous is the "Horyanka" water spring, similar in effect to the Truskavet "Naftusi", in the village of Novy Mizun of the Dolyna district. The curative properties of the "Burkut" spring for the treatment of internal organs were known as early as the 19th century. For the treatment of the musculoskeletal system, peat mud and mineral waters of the Cherche resort are used.

The waters of the Sheshory resort with a high content of organic substances are promising for treatment. Sanatorium-resort facilities specialize in general health and treatment of digestive organs. Some institutions provide treatment for the respiratory system (Kremintsi, Tatariv village, Yaremche) and musculoskeletal system. Most sanatoriums have a diagnostic base for examining patients and balneological departments.

Peat mud and mineral waters of the resort "Cherche" (Cherche village, Rohatynskyi district) are used for the treatment of the musculoskeletal system. In the Ivano-Frankivsk

region, there are about 40 sanatorium-resort establishments (rest houses and boarding houses, recreation centers, sanatoriums-prophylactics, sanatoriums), there are about 850 children's health camps (city and country camps) with 3,800 places [8].

Conclusions. The analysis of the formation and assessment of the modern state of the health and wellness complex on the territory of Ukraine indicates that resort recreation should become a priority area for the prospective development of tourism in the state, since it can already provide significant foreign currency income, contribute to the strengthening of the national monetary system and create in this area additional jobs.

Centers of medical and health tourism are sanatorium-resort facilities of various medical profiles, where a high level of service is provided, medical personnel are involved and they serve mainly middle-aged and older people or people with impaired health. The peculiarity of the tourist product in health tourism is its seasonal nature, the predominance of intra-regional trips and the specific age composition of consumers.

Ukraine, thanks to its unique natural and recreational potential, the growing demand of the population for the services of sanatoriums and resorts, and the increase in the interest of foreign tourists in this sphere, has all the prerequisites for the recovery and development of medical and health tourism. The main obstacle for this is the lack of a state and regional strategy for the development of the sanatorium-resort economy of the region, which would provide for an active influence on its investment attractiveness.

References

1. Babov K.D., Ometsypskyi S.V., Leonova S.V., Nikipelova O.M. Prerequisites and prospects for the development of the resort complex of Ukraine // *Ukrainian Geographical Journal*. - 2005. - № 2. - P. 67-68.
2. Beydyk O.O. Recreational and tourist resources of Ukraine / O.O. Beylik. - K.: Central University of KNU, 2009. - 396 p.
3. Birzhakov M.B. Introduction to tourism. - St. Petersburg: Izdatelsky Torgovy Dom "Herda", 1999.
4. Vlaschenko N.M. Patterns of economic development of the regional sanatorium-resort complex: [Electronic resource] / N.M. Vlaschenko - Access mode: tourlib.net/statti_ukr/vlaschenko3.htm
5. Law of Ukraine "On Resorts" dated October 5, 2000, № 2026-III // *Bulletin of the Verkhovna Rada of Ukraine*. - 2000. - № 50. - Art. 435.

6. Zorin I.V., Kvartalnov V.A. Encyclopedia of tourism. - M: Finances and statistics, 2000.

7. Karsekin V.I., Hopkalo L.M. Economic and organizational problems of the development of medical and health facilities in the tourist sphere in Ukraine // Problems of informatization of recreational and tourist activities in Ukraine: Perspectives of cultural and economic development / Proceedings of the International Congress. - Truskavets, 2000. - P. 223-226.

8. Kyfyak V.F. Organization of tourist activity in Ukraine: Study guide. - Chernivtsi: Books - XXI, 2003. - 300 p.

9. Maslyak P.O. Local history: a textbook / P.O. Maslyak - 2nd ed., correction. and additional - K.: Znannia, 2008. - 293 p.

10. Smal I.V. Tourist and sanatorium-resort clusters in Ukraine: prospects and problems of creation / Tourism and local studies: Collection. - K., 2002. - Issue. 4.- P. 214-216.

11. Smal I.B. Basics of the geography of recreation and tourism: teaching. manual / I.B. Smal - Nizhin: NDPU, 2004. - 105 p.

10. Tkachenko T.I. Sustainable development of tourism: from theory to reality / T.I. Tkachenko // Tourism: realities and prospects of sustainable development: materials of the International Scientific and Practical Conference, Kyiv, October 23–24, 2014 – pp. 41–43.

12. Fomenko N.V. Recreational resources and resort science / N.V. Fomenko. - K.: TsNL, 2007. - 311 p.

13. Shatylo O.A. Directions of state regulation of the tourism industry of Ukraine / Shatylo O.A. // Tourism: realities and prospects of sustainable development: materials of the International Scientific and Practical Conference, Kyiv, October 23–24, 2014 – pp. 60–61.