

UDC 338.487(477.83)

UKRAINIAN MARKET OF MEDICAL AND HEALTH SERVICES OF INTERNATIONAL TOURISM

Bokovets V. V.

Doctor of Economics, professor

*Department of Management and Administration, Academician of the Academy of Economic
Sciences*

*Vinnitsia Institute of Trade and Economics KNUTE
(Ukraine)*

The article is devoted to the state and trends of development of domestic medical and health services.

At the present stage of development of international economic relations globalization processes covered all spheres of the world economy, including the world market of tourist services. The current trend in the economy of virtually all countries of the world is an increase in the share of tourist services, both in the structure of the gross domestic product and in the structure of consumption. Zakarpattia is one of the priority areas in terms of attractiveness and prospects for the development of international tourism in Ukraine. He not only must become a powerful tool for economic growth in the region, but can also serve as an effective factor in creating a positive image of Zakarpattia as a pearl of international tourism.

Given the recent changes in the world market situation, there is an urgent need to study trends in the development of international tourism in the region. However, the development of tourism, especially in the context of international scale, is so dynamic that there is a need to follow the current trends in its manifestation in the regional aspect.

Towards solutions to the problems of tourism at the regional and local levels, optimization of external and internal tourist flows, is seen in improving the mechanisms of state regulation of the industry, taking into account foreign experience. Ensuring sustainable development of the tourist industry of the region should be based on the modernization of tourism and recreation and recreation infrastructure. To this end, it seems necessary to introduce a special investment regime to promote the construction and reconstruction of tourist infrastructure.

Key words: tourism, health-improving tourism, organization of tourism, sanatorium and resort establishments, resort-tourist relations.

The problem statement in general terms and its relation to scientific practical tasks. In the context of the activation of the incitemental processes of medical and health services of Ukraine (Zakarpattia), there is a tendency for the tourism industry to become a part of the region, and therefore, for the sake of this, the common cause of climatic mental and health treatment traditions are to be highlighted.

Modern trends include a healthy lifestyle, an active leisure for middle-aged people. According to experts, consumers of this type will be the main clients of sanatorium resorts and will guarantee health and wellness tourism prosperity. Recently the market of health-improving tourism undergoes has changed. Traditional

sanatorium resorts cease to be a place for treatment and rest of the elderly and become multifunctional health centers, designed for a wide range of consumers.

Selection of previously unsettled parts of the general problem. For the purpose of obtaining a high level of touristic area of Ukraine, the final level of measurement is based on the moderation of the tourist and cruise-invasive infrastructure. With this measure, it seems that it is necessary to introduce a professional investment mode for facilitating the construction and reconstruction of objects of tourist infrastructure.

Setting objectives. To highlight the dynamics and trends of the development of domestic medical and surgical procedures, as well as to indicate the directions of their imprisonment on the international market.

Description of the main material justifying the result. The basis of health and medical recreational activity is natural resources, namely: mineral and thermal water, medical mud. The use of balneological resources implies the presence of certain traditions, the culture of their medical and recreational consumption, a sufficient level of development of medicine and medical technologies [2].

At present, the development of health tourism is one of the leading places in the development of tourism in Ukraine. A big plus is that Ukraine is rich in various types of balneological resources that are located throughout our country. However, as we know, the main part of them is concentrated in Zakarpattia region.

Today, health-improving complexes are quite popular among Ukrainians, people are trying to pay more attention to their health. This is supported by a large base of sanatorium complexes in Zakarpattia.

Zakarpattia already has a sufficient resource of competitiveness through democratic prices for spa procedures, but it is important to bring this information to the general public of consumers, especially foreign ones. Prices for residing in sanatorium and resort facilities are in most cases not lower than European ones. At the same time, the competitiveness of the territory is ensured not only by the level of prices, but also by their optimal correlation with the quality of services that correlate with the chosen marketing strategy [3].

Among the balneological resources of the Zakarpattia region, mineral waters, therapeutic mud and ozocerite can be isolated. It should be noted that the number and quality of therapeutic mineral waters of Zakarpattia occupy the first place in Ukraine, but there are no deposits of therapeutic rice and ozocerite. There are 620 sources of mineral water, of which more than 300 are studied. A large number of them have become health-improving resorts and recreation areas, both for young people and for older people.

Zakarpattia has long been known as the land of extremely rich mineral springs. More than 300 mineral medicinal sources have been investigated in the region. According to the gas composition of their water, they are divided into carbonic, hydrogen sulfide, methane and radon [6, p.328].

Consequently, a number of fields are unique, their waters correspond to Esentuki type, Borjomi, Arzni and are not inferior to the known waters of the Czech Republic, Poland, France. Waters are highly effective and valuable for the treatment and prevention of diseases of the digestive system, musculoskeletal system, cardiovascular and peripheral nervous system. They are also used to spill as a therapeutic.

Monitoring of the global market of health-improving tourism allows you to follow and understand the global laws of the industry, the place of Zakarpattia in international markets, the benefits and challenges for domestic health and wellness tourism. In recent years (2014-2017), tourist travels in the world cover an average of over 900-920 million travelers, which is approximately 13-14% of the planet's population. Moreover, the reason for more than half of international travel was rest and recreation.

At the present stage of development of international economic relations globalization processes covered all spheres of the world economy, including the world market of tourist services. The current tendency in the economy of virtually all countries of the world is the growth of the share of tourist services, both in the structure of the gross domestic product and in the structure of consumption. Zakarpattia is one of the priority areas in terms of attractiveness and prospects for the

development of international tourism in Ukraine. He not only must become a powerful tool for economic growth in the region, but can also serve as an effective factor in creating a positive image of Zakarpattia as a pearl of international tourism.

Given the recent changes in the world market situation, there is an urgent need to study trends in the development of international tourism in the region. However, the development of tourism, especially in the context of international scale, is so dynamic that there is a need to follow the current trend of its manifestation in the regional aspect.

Therefore, the question of studying, researching and forecasting the development of international tourism in Zakarpattia will always be on time [7, p.3].

The domestic market of international tourism is rather dynamic, both for Ukraine as a whole and for Zakarpattia in particular. The advantageous economic, geographic and transit position of the region in the center of Europe, combined with the unique reserves of balneological, climatic, landscape and historical and cultural recreational resources, makes this land the most attractive region for the development of international tourism.

In general, tracking the number of international tourists visiting this or that particular region is very difficult. After all, only about 30% of foreign tourists use the services of Ukrainian tour operators, the rest - representatives of unorganized tourism. Analysis of tourist flows within the Zakarpattia region shows the dynamic development of inbound tourism. For the period 2014-2017, the number of tourists who visited Zakarpattia increased by 77%. Accordingly, the volume of tourist services provided increased almost threefold. In 2014, the number of tourists who preferred the rest in Zakarpattia was 390 thousand people, in 2015 this figure increased to 450 thousand people, however, in 2016, again dropped to a mark of 420 thousand people.

The main reasons for reducing the number of tourists, we see in the rise in prices for tourist products, an unstable political situation in Ukraine, which are combined against the background of the global economic crisis. According to various forecasts

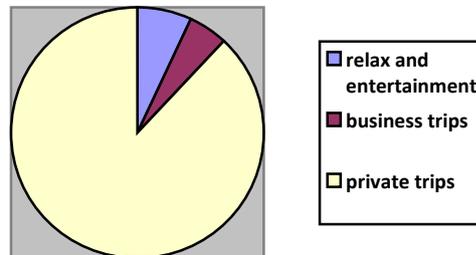
by 2019, the volume of the tourist flow will increase by 50 thousand people and will reach the figure of 470 thousand people.

Zakarpattia region is a very diverse tourist and recreational region of Ukraine. If over the last four years the territory of Ukraine has registered a significant increase in sales of product rounds during the period of June-August and their reduction during the off-season and winter period, then Zakarpattia is characterized by the same popularity, both in the summer and in the winter. The peak season of visiting the area falls on the period of New Year's celebration - the Christmas holidays and the flowering of Sakur in the spring. The high season is January for ski resorts and July for climatic and balneological resorts. Season of decline in tourist activity falls on April and October. There is no so-called "dead" season in our territory.

Geography of inbound tourism today has more than 40 countries around the world. However, if between 2014 and 2015 among foreign tourists the most popular were short-term trips of citizens of Poland (more than 30% of all citizens of other countries who came to Zakarpattia), then from 2017 there was a significant increase in the number of tourists from Belarus, Slovakia, Hungary Also, the region with health and well-being is visited by citizens of Latvia, Austria, Great Britain, Italy, Romania.

Today, according to the indicator of the country of origin of tourists, the orientation of receiving visitors from two neighboring states (Hungary, Slovakia), which provided 41, 5% of all foreign tourists, Belarus - 9,0%, Poland - 7,2%. In terms of diversification of flows, the formation of about two thirds of all foreign tourists at the expense of four countries is a negative phenomenon and increase the sensitivity of the tourist and recreational complex to the influence of political, economic or environmental changes. Potentially sufficient opportunities for activation of inbound tourism flows from Romania, the Czech Republic, other CIS countries, which have common or close to Zakarpathian historical, cultural, linguistic traditions. A promising direction is the development of diaspora tourism from Canada, the USA, Portugal, Italy, and other countries where Ukrainian emigrants of different waves are represented.

The conducted analysis shows that in private tourist flows the private purpose of the visit prevails. Instead, the share of therapeutic tourism in the last years tended to decrease. The situation testifies to the lack of sufficient information and promotion of domestic tourist products in the world market [8].



Picture 1. Structure of tourist inflows with a trip goal

One of the most effective ways of attracting foreign investments to recreational business is the establishment of integrated medical and treatment, and tourist enterprises. The second area is the formation of free trade recreative enterprises. They can be formed on a basis of limited territories with special financial, credit, economic and taxes conditions of economic operators of domestic and foreign legal entities. In future, it will bring a great profit to the development of social infrastructure and will provide the income of foreign currency to domestic budgets, will enhance management experience and will accelerate the output to international market of recreative services.

Such zones should be creates on the territories, which natural resources and conditions are popular in the world market. Improvement of state regulation' mechanisms and optimization of internal and external tourist flows are the ways of solving the problems on regional and state levels. Providing sustainability of tourist region should be based on the modernization of tourist and resort and recreational infrastructure.

With this measure, it seems that it is necessary to introduce a special investment regimen for facilitating the construction and reconstruction of objects of tourist infrastructure [9].

At the same time, it is necessary to introduce the practice of direct financing from the state and local budgets measures to promote local tourism products, development of tourist infrastructure, in particular, arrangement of routes, places for rest in forests and mountainous areas, observation platforms, tourist information centers, information stands on roads, etc. Given the geographical location of the region, implementation of joint international cross-border projects with neighboring countries for the purpose of development of recreation and tourism, improvement of tourist infrastructure, environmental protection, deepening of cooperation, improvement of economic and social development of the border area is promising.

Conclusions and perspectives of further research. To conclude, we can say that to take a prominent place in an international market of health and treatment services, it is needed to go through a great and complicated way.

Zakarpattia has a perspective to get a higher level of services after improvement of its infrastructure. To attract the attention of foreign tourists, Ukrainian resorts need to solve a number of problems related to financing, management and modernization. The basis for the formation (designing) a tourist product of Ukrainian resorts is the latest spa technologies that can improve the quality of life.

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Стаття відправлена: 29.03.2019 р.

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