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Tourism and Recreation Department

FINAL QUALIFYING PAPER

on the topic:

**«Promotion of Vinnitsia region resort destination on the
international market»**

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Subject of the research theoretical and practical aspects of tourism destination promotion of Vinnitsya region on the international market.

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Tables: Hierarchy of tourist products-places and tourist regions, Characteristics of elements of a regional tourist cluster, Prices of vouchers to the sanatorium "Avangard", The cost of additional medical, therapeutic, and sanitary services of the sanatorium "Avangard" Organization of diet nutrition in the dining room at the sanatorium "Avangard", Number room and rates for trips to the Podillya resort, Prices for tickets at the sanatorium "Khmilnyk trade union", SWOT - analysis of the market of health-improving tourism in Vinnytsia region, Problems of development of tourist potential and possible ways of their solution, Stages of the development of health-improving and other types of tourism in Vinnytsia region, Respondent and questionnaire by age and gender, Criteria for assessing the implementation of the strategy for the development of health and recreation and other promising areas of tourism in Vinnytsya

Figures: Structural-logical scheme of implementation of the program of promotion of a regional tourist product to the international market, The structure of the flow of tourists from foreign countries to the sanatorium "Avangard" in 2018

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PART 1. THEORETICAL BASIS OF PROMOTION OF REGIONAL PRODUCT OF TREATMENT AND RECREATION TOURISM

1.1. The essence and features of the formation of a regional tourist product

1.2. Characteristics of health-improving tourism

1.3. Methodical principles of promotion of the regional tourist product to the international market

Conclusions of part 1

PART 2. Investigation of the factors influencing the process of promotion of the tourism product of health-improving tourism of Vinnytsia region to the international market

2.1. Characteristics of the potential of health and wellness tourism in Vinnytsia region

2.2. Assessment of the conformity of the product of health-improving tourism of Vinnitsa to the requirements of the international tourist market

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PART 3. RECOMMENDATIONS FOR THE FORMATION OF THE STRATEGY FOR PROMOTING THE PRODUCT OF TREATMENT AND WELFARE TOURISM OF VINNYTSK REGION ON THE INTERNATIONAL MARKET

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INTRODUCTION

Relevance of research topic. In recent decades, thanks to the rapid development in terms of growth, tourism as an industry came to the forefront of economic efficiency, and this despite the global crisis, a number of natural - their cataclysms and aggravation of political conflicts. Tourism is not only a powerful tool for economic development, but it can also be an effective factor in creating a certain image of a territory, propaganda of its history and achievements of the present. One of the prerequisites for the development of the tourism industry in Ukraine is the promotion of domestic tourism products to international markets through the definition of priority tourist products and services, forming a strategy for promoting tourist products and services, its implementation on international markets and the provision of permanent monitoring. This process will contribute to dynamic development and competitiveness of domestic tourism enterprises.

Given the high dynamism and the level of ambiguity of the external environment of the tourism market, the increase in the formation of a regional tourist product in the modern economic conditions requires the proper management of strategic changes in tourism that can be realized through the formation of a product of the tourist reception space.

Regions of Ukraine have a wealth of recreational and tourist potential, which, when effectively used, can not only lead to the revival of recreational and tourist complexes, but also give impetus to the development of the entire national economy. Worldwide practice has shown that, under effective public administration, tourism is capable of producing tangible positive results for both individual regions and for states as a whole.

Despite the fact that tourism is one of the priority directions of economic and cultural development, the state and regional policy of forming the mechanism

of strategic tourism management remains, unfortunately, not sufficiently consistent and well-grounded. To a certain extent, this is due first, the continuous restructuring and reorganization of the central executive authorities, which are carried out in the management system of tourism activities, and secondly, the negative economic processes of the last decade, which covered the tourist sphere. As a result, the integrity of the important components of the tourism infrastructure, the development of communications, the destruction of socially oriented domestic tourism and the deterioration of its material and technical base were violated.

At the same time, it should be noted that in Ukraine tourism activity is sufficiently regulated by an institutional basis, which includes laws, regulations, as well as state and regional strategies and programs for tourism development.

In modern Ukrainian realities, regional tourist complexes have a number of serious problems: low quality of recreational and tourist services, weak infrastructure, high level of depreciation of fixed assets, instability (or even stagnation) in the development of domestic and inbound tourism. The development of an effective system of strategic management and state regulation of regional tourism products at the local and state levels with the same goal, strategy and implementation program can be changed .

Problems and the nature and development of regional markets and product areas dedicated to tourism many scientific investigations b s and publications and national and foreign scientists, among which are the works of local authors Beydyka A., I. Bochana Yu Zabaldinoyi, V. Kifiak and others. At the same time, scientific publications do not sufficiently reveal the ways and strategic approaches to the development and successful promotion of the tourist product of the regions of Ukraine in the international market .

The aim of the master's thesis is to develop strategic approaches to promote the tourist product of health-improving tourism of Vinnytsia region to the international market.

Proceeding from the goal, *a series of tasks of the master's study* are formulated :

- Determine the essence and features of the formation of a regional tourist product;
- Provide a description of health-improving tourism ;

- To define methodical principles of promotion of the regional tourism product to the international market;
- To characterize the potential of health-improving tourism of Vinnytsia region;
- To evaluate the conformity of the product of health-improving tourism of Vinnitsa to the requirements of the international tourist market;
- To conduct marketing strategic analysis of the situation on the market of health-improving tourism;
- To substantiate the main provisions of the strategy of promotion of the product of health-improving tourism of Vinnitsa region in the international market;
- To define proposals on implementation of the strategy of promotion of the product of health-improving tourism of Vinnitsa region in the international market.

The object of research of master's work is the sector of health-improving tourism of Vinnytsia region.

The subject of the study is the peculiarities and approaches to promoting the tourism product of health-improving tourism to the international market.

The information base of the master's work is the laws and regulations of Ukraine in the field of tourism, the work of leading domestic, foreign scientists and specialists in the field of tourism, data of statistical collections and published in periodicals and online Internet materials related to tourism development and the effectiveness of tourism destinations , as well as statistics from the Main Department of Statistics, which reflect the characteristics of the tourism industry.

Research methods. In the course of the research were used: general scientific methods of cognition (analysis, synthesis, generalization, abstraction), on the basis of which studies were conducted in the first section of the work, methods of system analysis used in the second section of the work; sociological methods (questionnaires, interviews, surveys), through which studies were conducted in the second and third chapters. The processing of the information obtained during the research and testing was carried out with the help of modern software.

Approbation of research . Some provisions of the master's work are described in the article "Promotion of tourism product of health-improving tourism of Vinnytsia

region to the international market", published in the collection of scientific articles of students of KNTEU.

The structure of the master's work. The work consists of an introduction, three sections, conclusions and proposals, a list of sources and applications.

SECTION 1. THEORETICAL BASIS OF PROMOTION OF REGIONAL PRODUCT OF TREATMENT AND RECREATION TOURISM

1.1. The essence and features of the formation of a regional tourist product

The regional tourist complex is a complex open system that is in constant development. The basis of the formation of RTC and the need for it is the unity of the goals of its participants. Basic aim of RTC is to provide quality, unique and competitive product ystychnoho tour aimed at spiritual and physical recovery and improvement of man [70].

In view of this, when forming a regional tourist complex, it is necessary to consider and study the problems of zoning, the specifics of tourist and resort areas, to systematize a complex of recreational resources and to carry out its complete and objective inventory.

At the same time, the formation and development of RTC should be based on a combination of market and state regulation mechanisms. It is obvious that in the analysis of types of economic activity, it is, first of all, the independent economic entities of the market - enterprises and institutions operating in a market environment. State regulation is not included in the scope of activity, it stands above it. In RTC, the state acts as a separate participant, a subject that provides a closer connection of interests of the region with the interests of individual participants of the RTC [23].

The expediency of forming the RTC, planning its development, building a common strategy, policy and tactics and based on obtaining a definite economic effect through the saving of all kinds of resources for the creation and promotion of a single tourism product territory.

On the basis of studies of the domestic and world experience of management of the tourist complex, three approaches to its formation can be distinguished [70].

The first approach is that regional policy in some sectors of the national economy, including tourism, is often not carried out in isolation, but integrates into the policies of other sectors of the economy. Regions include plans for tourism development in their economic strategies [8].

Such a necessity to solve problems of tourism in the general context of socio-economic development of the region is caused by a number of reasons. First, the regional tourist complex is an integral part of the economic and social system of territorial education. The development of the economy of tourism is strongly influenced by the state of the monetary system, the level of development of related sectors of the economy, the services sector in general, and others. Secondly, the development of the tourism industry requires concentration of significant financial resources and in many cases involves the presence of a large number of participants at the stage of formation of the investment portfolio, construction, reconstruction, and at the stage of operation of the enterprise. Thirdly, as practice shows, the highest results in terms of return on invested capital are achieved with the possibility of forming a competitive integrated tourist product, which implies the availability of developed satellite infrastructure and specialization at all stages of the production and implementation of tourist services.

The second approach is based on the fact that regions characterized by high tourist attractiveness and developed tourism sector are developing independent strategies for tourism development. This approach is feasible, provided that the development of tourism will contribute to the dynamic and balanced development of administrative and territorial units, as the strategic plan is a document aimed at achieving the main goal (in this case, the development of the tourism industry) - increasing the competitiveness of the territory .

The third approach takes into account the following characteristic feature of tourism - often Attractive places for tourists are located within more than one administrative unit, therefore their cooperation is necessary. Such cooperation may include a common technical infrastructure (water supply and sewage, roads, telecommunications, etc.). The development of tourism also involves co-ordinating

the actions of local authorities with the state administration at the district level and above. Tackling such cooperation significantly increases opportunities for tourism development [34] .

Regional tourism has its history of origin, stage of development, structure, internal organization, specialization in certain types of tourism and recreation, its advantages and disadvantages.

In the generally accepted perception, the term «region» is defined as a part of a country that differs from its other territories by a combination of natural and / or historic, relatively stable economic-geographical and other features that are often combined with the peculiarities of the national composition of the population.

As a rule, regions are distinguished on the basis of internal similarity with respect to certain properties, that is, for homogeneity, or differences from surrounding territories.

As the main criteria for distinguishing tourist regions use:

- tourist attractions of the territory (mostly natural as well as anthropogenic);
- nature of tourism infrastructure;
- tourist movement (also considered as confirmation of the correctness of the region's identification and as a measure of its significance and attractiveness) [35] .

At the present stage, the first two criteria have significantly lost their significance. Modern tourism is not so closely linked to its material base (infrastructure) and can develop in areas that do not have special equipment. However, the link with the natural environment is becoming increasingly weak. For tourists more important are the cultural monuments, added by man to natural values (historical heritage, architectural monuments, amusement parks, etc.).

Tourist product-place can not be considered a simple sum of all tourist values and services offered in a particular area. As a rule, it is a combination of more or less individual tourist products that form a single ideologically homogeneous whole. Accordingly, certain efforts should be made to form it (infrastructure, transport accessibility, development of additional services, etc.). But first of all, effective management of each element is required.

A tourist product-place is the most important part of a territorial tourist product and plays the role of a kind of business card of the area, becoming its proprietary product. You can identify it using a specially organized advertising campaign, the important elements of which are the name, logo, advertising slogan, etc. [33] .

Tourist product-place -special A geographically determined product, which consists of some elements of the tourism potential or existing simple products of this territory, combined by a higher idea that determines the originality, uniqueness and market attractiveness of such a product.

Specialists distinguish between two types of regions.

A. A region clearly dominated by one tourist product, which is most often defined by natural monuments (for example, the seacoast is a recreational tourism). Accordingly, it is a homogeneous region, which is universally identified with the most expressive, most cultivated product (for example, the Caribbean Sea - walks on yachts and rest on exotic islands).

B. Within the same region there are several equally significant tourist products (for example, the Black Sea coast of the Crimea has various opportunities for recreational, cultural or specialized tourism). This is a heterogeneous region, the diversity of which is due to the presence of several products. In this category you can additionally select two subtypes [46] .

Tourism product linked to a territory and its spatial character is considered one of the most important properties. So pretty thorough decomposition products considered by the criterion of dimension - more precisely areas territorial coverage.

At the lowest level of such a hierarchical structure, there is a local tourist product - a place that covers a particular area - a district, a group of districts, a district, a landscape park or another small geographic space.

The second level of the hierarchy is the regional tourist product-a place it extends to a much larger territory. As in the preceding case, various spatial structures that are natural or artificially created may be represented at this level.

At the highest level, a national tourist product is a place (or a few such products), the coverage of which coincides with the territory bounded by state borders [34] .

This approach is based on two important principles that are extremely important. First, the territorial sphere can not be identified with the sphere of distribution. A tourist product-a place that has a local scale can have both local and regional or international significance. Secondly, the principle of optional participation of all tourist products-places of the lower order in higher products operates at all levels of such a hierarchy. For example, a tourist product-location at a regional level can contain only individual local products, and a national tourist product-place can be a combination of local and regional products, as well as products of other categories.

The presented hierarchical structure of the tourist product-place can be compared with the hierarchy of tourist regions, which is offered by various scientific sources (Table 1.1).

Table 1.1 .

Hierarchy of tourist products-places and tourist regions

Tourist region	Tourist product-place
Microregion (district)	Local
The region	Regional
Mesoregion	National
Macro region	Subcontinental Continental

Source: [35]

Interesting in this context are products and regions that are transitory. In the era of globalization and the unification of the European continent, political boundaries are no longer considered an obstacle to the creation of a tourist product-place or for the functioning of a tourist region: in many cases, the artificial division of territories that historically, culturally or naturally constituted and form a single whole ceased; moreover, there are even attempts to unite the hostile once the territory.

In the process of tourist development of territories, the creation of the RTC is inevitable and objectively necessary, as RTC acts as a higher stage of regional tourism organization [70].

The development and formation of RTC is the transition from the "focal" creation of tourist facilities and products to their integrated and purposeful development and development based on its strategic management.

Significant role in the formation of RTC have a model of its development. In modern conditions, there are several approaches to managing the development of tourist complexes.

In the context of F. Kotler's theory, there are four methods for the development of a definite place:

- development of the social sphere;
- improvement of the environment (urban, regional, territorial, etc.);
- economical development;
- Strategic Market Planning [70] .

The use of these methods for the development of the tourist complex will undoubtedly have a positive effect, provided that all four methods are combined.

The aim of social sphere development is to create a qualitative environment for two target markets:

- 1) people living in the region;
- 2) potential consumers of tourist services. This requires a balance between adequate and attractive social service and the costs of its creation and provision [34] .

The method aimed at improving regional education is of great importance for the development of a regional tourism complex through the improvement of the environment, an architectural ensemble of cities and settlements, open territories, land use, street planning, pedestrian zones, cleanliness and ecological status, etc.

From the point of view of RTC development, the economic development of the region is important. Studies of world experience allow us to formulate statements about the allocation of several approaches to stimulate the economic development of regions [70] .

The magnitude of tourism, its links with other spheres of the economy indicate the strategic importance of its development in the regional and national dimensions. The development of RTC requires an adjustable, proportional and optimal combination of economic, socio-cultural and environmental potential. Regional management of the development of the tourist complex in this

way will be aimed at leveling out the negative effects and increasing the positive effects of tourism complex development [20] .

The main managerial aspects of the development of RTC at the present stage is the interaction and combination of national and regional programs, the establishment of the optimal balance in the dynamics of changes that occur constantly and completely objectively. In line with this, regional tourism development as a means of ensuring sustainable, balanced and socially oriented functioning of regional tourist complexes within territorial entities is impossible without socio-economic priorities of systemic transformations, that is, without a desire for structural equilibrium; creation of new control units (or those that are lacking at present); overcoming the destructiveness of individual elements; stimulation of intra and interregional territorial ties [36] .

The development of RTC, in our opinion, is such a mode of its operation that:

- 1) oriented, first of all, on the positive dynamics of the parameters of the level and quality of the tourist product,
- 2) is provided with a stable, balanced and multifactorial reproduction of the tourist, social, cultural, economic and environmental potential of the region [70] .

Formation of strategies, that is, strategic choice, is one of the most important stages of strategic management of RTC. Strategies are developed for a particular object of management and depend on its specificity, therefore, this stage is least exposed to unification. Formation of a strategy is a complicated process that has irreversible consequences (if errors occur at this stage). In implementing this stage of strategic management, the RTC should adhere to a number of principles:

- purposefulness, which involves the selection of functions, priority for the object of strategic management and aimed at achieving certain social standards;
- complexity, which involves determining the composition of the functions of the object of strategic management, taking into account the consistency of the whole set of predictive assessments and factors of its development;
- systematic, which involves taking into account the preconditions and limitations of the development of the object of strategic management, which are conditioned by the functioning and the external environment of the environment;

- adaptability, which consists in the development of a special mechanism, which allows to make adjustments to strategic plans and projects under the influence of changes both in the object itself and in the external environment;
- efficiency, and in terms of regional development, socio-economic efficiency, which involves the definition of such a set of functions that will ensure the achievement of strategic goals in the rational use of its resources;
- minimization of risks: is to ensure the maximum possible minimization of risks (uncertainties), caused by the implementation of the object of strategic management of certain functions in the future [18].

The process of forming a strategy consists of three successive stages:

- 1) the formation of alternatives to the strategy of development of RTC;
- 2) assessment of alternative strategy options;
- 3) strategic choice [8] .

At the regional level, three options are usually developed and approved. Regarding the regional tourist complex, variants of the strategies may look like this:

1. Pessimistic, when there is a complex, unstable economic state, both the region itself and its tourist resources.
2. The realistic, most expedient in the situation when the region is in the stage of economic maturity (according to the theory of life cycle), its regional tourist complex is formed and is functioning stably.
3. Optimistic, when the region has high incomes, stable socio-economic status, development of its tourist complex is carried out at high rates, all subsystems are in a state of intensive use and functioning [70] .

Within each of the options, it is advisable to use the specific strategies needed to develop comprehensive sustainable tourism programs and RTCs, especially in those areas where the region has competitive advantages. .

The research of many foreign and Ukrainian authors suggests that regulation of tourism development is carried out at different levels and includes:

- management of the development of tourism on a global scale through relevant international organizations (UNWTO, UN, etc.);
- management of tourism development at the inter national level through the assistance of regional tourist organizations and interstate associations;

- management of tourism development at the state, regional and municipal levels through tourist organizations and associations indirectly through different management tools [70] .

At the state and regional levels of management the development of the tourist complex is carried out by using two main mechanisms:

- 1) self-regulation (laws of supply and demand for tourist products);
- 2) state and regional influence through the use of various instruments in the economic, legal, social, environmental, scientific, educational and other fields [64] .

Thus, different management actors at the regional, municipal levels and the level of individual enterprises forming the tourist cluster of the region should be involved in the organization of strategic management of the RTC (Table 1, 2).

Table 1 .2.

Characteristics of elements of a regional tourist cluster

Element	Characteristics of an element
Administrative	State, regional and municipal governing bodies
Organizational	Tour operators, travel agents, organizations that carry out exclusively the sale of tourist products, excursions and other tourist organizations, associations of tourist organizations
Infrastructure	Enterprises and organizations of RTC infrastructure: collective accommodation facilities; food company; transport enterprises; sports organizations; regional producers of tourism and sports products; manufacturers of souvenirs and folk crafts; entertaining establishments; insurance organizations; communication companies; financial and credit institutions
Providing	Enterprises and organizations of the regional economy (engineering communications, housing and communal services, architecture and construction)
Motivational	Enterprises formed on the basis of tourist objects: museums, nature reserves, parks, etc.
Providing security	Organizations included in the security system: law enforcement agencies, environmental control bodies, sanitary-epidemiological service, MES service, medical institutions
Informational and educational	Organizations included in the information zabe with BAKING: the media, advertising and consulting organizations, and bodies of regional statistics of scientific and educational spheres

Source: [70]

Thus, the organization of strategic management of RTC should be based on the principles of an integrated approach. Representatives of all elements of the

tourist cluster of the region should be involved in the strategic management of the development of the RTC; therefore, it is necessary to intensify the activities of regional tourist associations, as well as associations and unions formed in the tourism related spheres.

1.2. Characteristics of health-improving tourism

Recently the market of health-improving tourism undergoes changes. Traditional sanatorium resorts cease to be a place for treatment and rest of the elderly and turn into multifunctional wellness centers, designed for a wide range of consumers. Such a transformation of resort centers is due to two reasons. The first one lies in changing the nature of demand for health and wellness services. Fashionable is a healthy lifestyle, in the world there are more people who want to maintain a good physical form and need a restorative anti-stress program. It is mostly middle-aged people who prefer active recreation and are often limited in time. According to many experts, consumers of this type will be the main clients of sanatorium resorts and guarantee the prosperity of health-improving tourism of the XXI century.

The second reason for the reorientation is that the resorts gradually lose traditional support, including financial, municipalities and the state. To enter new segments of the consumer market and attract additional customers, health resorts are forced to diversify their product.

While preserving the therapeutic function, the resorts diversify the program of staying patients with cultural and sporting activities, offer a wide range of health improvement and recovery services, and are more flexible in determining the length of treatment and rehabilitation courses. Recently, in seaside hotels, thalassotherapy is very popular [51] .

The importance of the development of this type of tourism for modern society was celebrated at the International Congress on Health-Improving Tourism in 1999 in Spain. In this connection, the necessity of carrying out a large-scale research of the market of rest and treatment, development and implementation of standards of resort service was emphasized.

There are three main types of resorts: balneological, mud and climatic.

In the balneological resort, the main cure factor is natural mineral water. They are used for drinking treatments, baths, bathing in medical pools, all kinds of showers, as well as for inhalations, rinses and irrigation [30].

Information about the civilized use of healing mineral waters has come down to us from the depths of ages. Numerous archaeological finds show that the practice of healing with mineral waters existed thousands of years ago; ancient people considered mineral water as a source of health, strength and beauty. The works of Hippocrates describe the healing properties of river, salt and seawater. "In balneis salus" ("Health - is swimming") - the veracity of this statement Hippocrates proved practical use recreational water power [5] .

Mineral water helps to cure many diseases. Among patients of balneological resorts are people with diseases of the gastrointestinal tract, cardiovascular and nervous systems, respiratory tract, musculoskeletal system. The effectiveness of the treatment of a number of diseases in balneological resorts is confirmed by the results of medical research.

Mud resorts are tied to deposits of medical mud (peloids). Mud treatment is used mainly in pathology of joints, nervous system of traumatic origin, as well as gynecological and some other diseases. Thanks to modern methods and newest technologies, mud treatment can achieve high medical results, which contributes to the growing popularity of mud spas among people in need of medical assistance.

Climate resorts are as diverse as the climate itself. In the structure of the world's climatic resorts, the forest (plain) is 11.3%, mountainous - 24.2%, climate-kumios-therapeutic - 4.2%. Each of them has a unique combination of weather-climatic factors (temperature, atmospheric pressure, solar radiation, etc.), which are used for therapeutic and prophylactic purposes. The combination of these factors depends on the profile of the resort. If the forest resorts with their characteristic continental climate are mostly taken by persons suffering from diseases of the upper respiratory tract, asthma, disorders of the nervous system, then staying in the mountain resorts is recommended in the initial forms of tuberculosis and anemia [65] .

The most common type of climatic resorts - seaside. In the structure of the world's climate resorts, they make up 60.3%. More and more tourists discover the opportunity to combine recreation at sea with effective treatment. Marine climate contributes to overcoming many diseases. It positively affects people with diseases

of blood, bone tissue, lymph glands. After completing the course of treatment, the state of health of patients improves, for a long time they can do without medications or reduce the dose of drugs.

Another type of climatic resorts - climate-kumios-therapeutic - are located in the steppe zone and are known for their combined treatment, which combines the healing properties of dry steppe climate and kumiss - a sour milk drink from marigold milk. Kumi increases the digestibility of proteins and fats, increases the mass. Such resorts in the world are only about 40.

In addition to the three main types of resorts - balneological, mud and climatic - distinguish transitional (intermediate). These are resorts that use several natural cure factors at once, such as mineral waters and mud or climate and mineral waters [65] .

Therapeutic and recreational tourism is quite common in Europe until the XIX century. A German spa school was formed, whose supporters, besides Germany, Austria and Switzerland, became the Czech Republic and Slovakia. In these countries rich traditions of resort business have been formed, they have a wide range of healing natural and climatic resources, developed infrastructure, use modern effective methods of prevention and treatment of diseases, as well as rehabilitation. The Czech Republic, Slovakia and Germany control a large proportion of European health and wellness tourism.

Laid in the XIX century. The principles of the German spa resort school in the countries that support them (Germany, Austria, Switzerland, Czech Republic, Slovakia, etc.) have not undergone any significant changes so far. Persons arriving at resorts usually do not offer a strict daily routine, they themselves choose time for medical treatment and are not required to act on medical advice [26] .

Resorts of the other group, which include Spain, Italy, France, Belgium, are mainly healthier. Although it is in Belgium that the famous spa resort, which gave a generic name to all resorts with thermal waters.

The number of tourist arrivals in the sanatorium-resort treatment heads the list of European countries headed by the Czech Republic. The largest and most famous Czech health resort - Karlovy Vary, or Carlsbad, as the resort was called in the nineteenth century. It is located in the west of the country. The history of the resort is closely linked to the discovery and development of mineral water sources. Spa treatment here began in the XV century. There are officially 12 sources in

Cardavia. The most powerful among them - Vrzhidlo - a geyser that ejects about 2000 l / min. hot water (+ 72,6 ° C) to a height of 12 - 14 m. At this resort tourists not only treat, but also are acquainted with the rich history and culture of the city. Karlovy Vary now hosts visitors from all five continents. German tourists due to the favorable price / quality ratio of treatment enjoy especially the resort. Treated in Karlovy Vary illness of the digestive tract and metabolism.

Not far from Karlovy Vary is the famous resorts of Frantiskovy Lazne and Marianske Lazne.

The resort of the world-famous Frantiskovy Lazne is located in the western part of the Czech Republic and is one of the oldest (founded in 1792) and the largest resorts of the country. It cures circulatory system diseases, heart disease and diseases of the musculoskeletal system [26] .

Marianske Lazne Resort also belongs to the so-called West-West Triangle and has worldwide popularity. At the resort and in the immediate vicinity there are 140 sources of mineral water, of which 39 are used for therapeutic purposes. Here they treat diseases of the kidneys and urinary tract, metabolism, some diseases of the nervous system.

In the northwest of the Czech Republic, in the area of the Ore Mountains massif, the Teplice Balneology Resort is one of the oldest in Europe [41].

20 km north of Karlovy Vary at an altitude of 650 m above sea level is the Yakhimov resort, which is also a resort of world importance. The healing properties of thermal radioactive sources have a temperature of + 28 °C. There are very few such sources in the world. By the way, Yakhimov is the world's first radiation sanatorium resort. Here diseases of the musculoskeletal system and some diseases of the nervous system are treated.

Recently, there has been a sharp increase in the promotion of Czech lakes in the European market for health-improving tourism. All Czech resorts, besides medical and wellness, offer cultural, entertainment and sports programs. Theaters offer theatrical scenes, galleries and exhibition halls, gambling establishments, etc., expand the possibilities of active recreation, creating conditions for golf and tennis, and swimming, horseback riding, hiking and cycling walks. Health and wellness programs are well integrated with cultural, entertaining and cognitive activities [48] .

Hungary is the main competitor of the Czech Republic in the European market of health-improving tourism. It is called "the country of thermal baths". Here in the outskirts of Budapest in 14 places from the depths 523 life-giving streams break through. Although the treatment offered in this country is different from treatment at the resorts of the Czech Republic and Slovakia, Hungarian health resorts are in high demand. Its natural sources and wells per day give about 0.5 million cubic meters. Thermal waters, some of them are used in medicine. The European center of hydrotherapy bathing Hungary became in the XIX century. Currently 22 cities and 62 Hungarian villages have officially recognized medical sources [7] .

Visiting balneological resorts is one of the main motivations for traveling to Hungary. Especially popular holiday and treatment in Hungarian resorts among tourists from Germany, USA, Austria. Yes and the Hungarians themselves enjoy their resorts. These countries account for half of all arrivals.

The tourist flows go in two directions: in Budapest and Lake Balaton. The capital of Hungary Budapest in the XIX century. Has received the status of the city of medical waters. Today it is one of the main balneological resorts of the world. On the territory of the city, every day from 123 sources receive 70 million liters of hot healing water, more than half of which has a temperature of more than + 40 ° C. Lake Balaton is one of the warmest lakes in Europe. Annually here comes up to 100 thousand tourists from different countries.

A well-known spa is a logical Resort Hévíz, located on the eponymous hottest lake in Hungary. It is worth mentioning and resorts of Tata, Talovce (sulfuric acid (+ 28 ° C) mineralized water of the underground river) [34].

Poland on the market of health-improving tourism is represented by balneological and climatic resorts. The main seaside balneological and balloon water resorts - Swinoujscie, Kamen-Pomorskie, Ko-lobzeg - are located on the coast of the Baltic Sea. They are less known than Czech or Hungarian and are not their competitors. Lack of proper advertising, low level of medical care, as well as cold sea - all this limits the possibilities of Polish resorts [40] .

The development of coastal health and wellness tourism in Poland, as well as the three Baltic states - Estonia, Latvia and Lithuania, is negatively affected by the adverse ecological situation in the region. Industrial effluents and emissions pollute coastal areas of the sea. Due to the high level of bacterial contamination,

some Baltic beaches are closed, swimming is prohibited there. Therefore, tourist flows in the coastal areas of Poland are decreasing.

The climate in the mountains is more favorable to climate resorts. Mountain-climatic tourism can be considered as a branch of specialization of Poland in the field of health and wellness tourism [8].

Mountain climatic resorts of the country are concentrated in the Sudets and the Carpathians. On the eastern slope of the Sontsky Beskydy, there is a pearl of the Polish resorts of Krynica. This place has long been known in Europe due to the healing properties of mineral springs and healing mud, and has recently become a mountain-climatic and sports center.

In addition to the Czech Republic, Slovakia, Hungary and Poland, healing and health tourism is developing in Bulgaria, Romania and its countries - the former republics of Yugoslavia. These countries have access to warm seas and offer mainly health programs at seaside climatic resorts. In addition, in Croatia, the only field in Europe opened for oil naphthalan - a kind of medical oil with a characteristic aroma used in medicine. Created on its base, the resort IvanichGrad accepts patients suffering from diseases of the skin and musculoskeletal system [7].

There are more than 300 resorts on the territory of Germany. Only in Bavaria is about 50. Some are of world importance, they are visited annually by thousands of foreign tourists. This is, first of all, Baden-Baden - a resort with a mild climate. About 2000 years ago, the Romans discovered here hot hot springs. Such sources in Baden-Baden 20. Wiesbaden (the capital of Hesse), the wealth of which consists of 26 thermal therapeutic springs with a temperature of + 68 ° C, received the greatest world fame. This is a green oasis (on the one hand, the Rhine, on the other - the Taunus Mountains). The Mediterranean climate and the average annual temperature of + 9 ° c. Wiesbaden called "Nice North" [7].

Famous balneological resorts in Germany are also Badenweiler, Wildbad and Byersbronn, located at the foot of the Schwarz-Wald mountain range; Vad Homburg and Bad Nauheim, located near Frankfurt am Main; Aachen - in the west of the country. Many in Germany are climatic resorts dominated by mountain and forest: Quedlinburg, Oberhof, Füssen, as well as seaside, located near the North Sea or in the German Baltic: Wangerooge, Dame, Travemünde, Timmendorfer, Strand, Heiligenhafen, Flensburg.

Every year, German resorts take over 1 million people. Prophylactic and rehabilitation programs they offer are in demand from residents of Austria, France, Belgium, Luxembourg, the United States and Canada.

The most famous among the many resorts in Austria - the Badgastein Balneological Resort - Located in the south of the federal province of Salzburg, in the valley of the Gastein River, it was created on the basis of 17 hot radon sources with a temperature of + 44.3 ° C. Badgastein began to develop rapidly from 1828 until the middle of the XX century. becoming world famous. The flow of tourists in Badgastein has increased significantly. All conditions for rest and recreation are created here. On the advice of a doctor, you can undergo a treatment course in radon health signs in the Radhausberg Mountains, which help with diseases of the nervous, cardiovascular, broncho-pulmonary system, musculoskeletal system, and hormonal disorders. According to medical statistics, 70% of the patients experience bad health after visiting Badgastein, so the resort, despite high prices, is always filled by more than 80% [7].

In the same area is another balneoclimatic resort with hot springs - Bad Hofgastein. It is also known as a mountain sports center.

The famous resort of Austria is Bad Hall - a charming town, located between Vienna and Salzburg in the picturesque Alps. Treatment of chronic inflammatory and degenerative rheumatic diseases, female diseases is based on the use of iodine from natural sources.

The world-famous spa town is Baden, located on the eastern outskirts of Vienna Forest. He received his reputation as a health resort thanks to 14 hot springs (+ 36 ° C).

Also worth mentioning is the resorts of Bad Ischl, Bad Blyumau and Bad Dührk-Berg.

In addition to balneological and climatic resorts, Austria is developing lavish healing and health tourism. Every year, about 1 million tourists visit the lakes Attersee, Monza, Toplitz, Grywendze, Cammersze. In total, more than 20% of all tourist arrivals to Austria are provided for therapeutic purposes [40] .

Switzerland is inferior to Germany and Austria in terms of the number of resorts, but as a region of health and wellness tourism, it is not less popular. True, resort services in this country are available only to wealthy clients.

Baden, Bad Ragaz and the mountain climatic resorts of Arosa, Davos, Sangp-Moritz, Zermatt and others are deservedly honored by Swiss and foreign visitors. Switzerland was one of the first to start treating herbs with herbs. Here is the powerful phytotherapeutic center of Cran-Montana. Herbal decoctions and infusions help to activate the protective functions of the body, to get rid of excess weight, to slow down aging. The phytotherapeutic center successfully treats dermatosis, metabolic disorders, diabetes, joint diseases, and disorders of the nervous system.

Southern Europe on the market of health-improving tourism is represented mainly by Italy. Its balneological resorts are concentrated in the northeast of the country, in the region of Emilia-Romagna and on the island of Ischia, rich in not only thermal waters, but also therapeutic mud. The most famous Italian balneological resorts are located on the Adriatic coast, in the province of Ravenna. The most popular resort in Europe is Montecatini Terme, founded back in 1345. It is located 50 km from Florence in Tuscany. On the island of Ischia - the resorts operating under the slogan "beauty and health" - there are about 70 active thermal springs. 35 km from Verona is the resort town of Sirmione, known for its sulfuric sources that hit the bottom of the lake [40] .

In Northern Europe, health-improving tourism is not developed enough. Separate seaside resorts of Denmark (Lavrik, Ballestran, Leikanger), the seaside climate resorts of Denmark (Snekskersten, Bogense, Assens, Scagerrach, Teststed, Rennes, Kexs) and the Netherlands (Katveikan-Zi, Terschelling, Vliiland, Valkenburg, Flessengen and Domburg) Resorts (Lillehammer, Hamar), as well as the resorts of Finland (Lappenrenta, Lauritsala, Imatra on the shores of the Lake Saimaa) and Sweden (Sarna, Selen, Moore, Retwick, Lexand), but they all have a predominantly internal meaning [40] .

Thus, healing and health tourism is a promising modern direction of tourism activity, developed in many countries. It should be noted that Ukraine also has a great potential for the development of health-improving tourism, but it does not use it fully and inefficiently. For the further development of the regional product of health-improving tourism in the regions of Ukraine, it is necessary to develop strategic approaches to its development, popularization and promotion in foreign markets.

1.3. Methodical principles of promotion of the regional tourist product to the international market

In the first decade of the XXI century due to someone growth rate of tourism as an industry, despite the global crisis, some natural disasters and worsening political conflicts, the economic efficiency came in first place in the world. Tourism is not only a powerful tool for economic development, but also can be an effective factor in creating the image of a region, promoting its history and achievements of the present. One of the prerequisites for development of tourism industry in any country is to promote domestic tourism product to international markets by defining priority region and product formation strategy to promote tourism products in a region, its implementation in international markets and ensure continuous monitoring of the process to facilitate the dynamic development and increase the competitiveness of domestic tourism enterprises [15].

Development of tourism industry based primarily on important integrated in the World Tourism industry, one of the key areas of economic restructuring. Priority development of tourism positively affects summarized quality of life of the population, creating jobs, replenishment of currency reserves of the state, raising its prestige in the international arena. A main task in the development of tourism industry in modern conditions is to develop programs to promote regional tourists' productivity in various fields to international markets (Fig. 1. 1).

In developing programs that promote regional product should make with a diagnosis external functioning of the tourism industry, which will identify factors that positively or negatively affect the prospects for regional tourism product in international markets.

In the group of international factors, the growth of volumes of foreign trade is highlighted, which is accompanied by an increase in the number of interconnections between enterprises of different countries, which leads to an increase in both inbound and outbound tourist flows with a business purpose, which in turn increases the potential demand of foreign citizens for tourist services of tourist enterprises. On the prospects of development of regional tourism product on the world market has a positive effect against the growing international tourist market [1].

In determining the most promising for the development of tourist destinations should take into account the current trends in changing the specific structure of the world tourist market. In particular, the WTO predicts five most prospective promising tourism development in the XXI century., Which are dynamic prospects develop with the increase of share in the total of ongoing international travel and the most to satisfy individual cultural and late plentiful needs of tourists, cruise, ecological, adventure, cultural cognitive and thematic tourism.

The assessment of the attractiveness of the tourist regions is based on the main factors:

- general image of the region;
- natural and climatic conditions for rest and recreation;
- social stability and security;
- transport accessibility;
- economic attractiveness;
- spiritual attraction centers of religious pilgrimage;
- attractiveness of historical monuments;
- cultural and educational attractiveness [52] .

1. Stage of the diagnostics of the external environment of the tourism industry			
1.1 Investigation of environmental factors influencing the position of travel agencies on the world market	1.2. Grouping factors, allocating existing opportunities and threats	1.3 Conduct a SWOT analysis of the position of regional tourism in the world market	1.4. Selection of promising directions of tourism development based on the analysis of the environment and market positions



2. Identification of priority areas for the promotion of tourism products of the regions			
2.1 Territorial grouping of tourism industry by regions	2.2. Analysis of the existing tourist potential of the regions (recreational, historical-cultural, medical, etc.)	2.3 Analysis of the development of the tourism infrastructure of the region (transport, communications, accommodation, food)	2.4. Evaluating the position of the regions and developing a strategy for their improvement for the region
3. Formation of the strategy of promotion of tourist products to international markets			
3.1 Identification of Direct Competitors of the Regions in the World Market	3.2. Determination of factors influencing the competitiveness of tourist regions	3.3 Assessment of competitive advantages of tourist regions in comparison with world competitors	3.4. Selection of the strategy of positioning and promotion of the tourism product of the region to the world market

			
4. Implementation of measures to promote tourism product to international markets			
4.1 Organization of sales of travel services abroad through overseas travel agents	4.2. Joint participation of travel agencies of the region in international tourist exhibitions, representation of tourist products in the region	4.3 Development of regional tourist Internet portals, their integration with world tourist Internet portals	4.4. Advertising and information activities to create a positive image of the region as a tourist center

Fig. 1. 1. Structural-logical scheme of implementation of the program of promotion of a regional tourist product to the international market

Source: [1]

The next step in the process of programs to promote regional tourism product on the international market, according to the proposed higher structural logic, is the definition of tourism regions and their products have great potential and are in demand on the world market.

To assess the strengths, weaknesses, threats and opportunities of tourist regions and to use the method of SWOT-analysis.

The third step in the process of promotion strategy - is the definition of key competitors of the regional tourist product (tourist areas) on the world market and the assessment of their strengths and weaknesses in competition (in terms of number of parameters - recreational, historical and cultural potential, the degree of development of tourism infrastructure, investment attractiveness for potential investors, advertising and information activity, environmental and socio-economic situation etc.). It is worth saying that the improvement of competitive poses of tourist regions in the world market is impossible without the creation of new recreational product within the travel business clusters in combination with the already available would create the conditions for the fullest relieving the diverse needs of tourists, including and foreign tourists. New or improved services, welcomed customers, provide the company more weight before the competition, which reduces the intensity of price competition. It should be noted that the term "new recreational product" which in some cases must be understood as "not used recreation product." Within the tourist region can take place virtually all types of recreational pursuits, but in the weak awareness of potential tourists and substantial guidance on these studies identified target segments, many of them could not get the proper development [1] .

Analysis of management experience alone as travel agencies and entities within the cluster shows that companies that successfully operate in one ryzmu, guided by two strategic methods used individually or in combination:

1) development of tourism products, companies that choose this option strategies often remain almost constant growth Tourist them and selling offers;

2) expanding the geography of travel and sales through the development of new turys tation areas and offer extensions within the existing range. So, given all the above, we can note that the main strategy chnym direction of further development of the tourism cluster is constant roses expansion of the portfolio of tourism services, tourism market launch of "no wreath" and broadening and deepening the range of services offered by tourism [71] .

The final step in the development of programs to promote regional one rystychnoho product on the international tourism market is the realization of complex marketing and communication activities to provide advertising-infor -transformational support release it to the world market. A key role in this process should belong to offices of public authorities abroad and created from respectively to the regional claim rohran tourism development [1] .

Creation of such structures will increase the economic efficiency of the tourism industry, increase currency revenues to the state budget. Tourist office abroad - is an effective system of promotion of national tourist product on the inter nal market, advertising of tourism opportunities in the region , expand Rennes relationships with travel agencies and enterprises of the country stays tion, establishing direct contact tourist ventures with foreign partners. The urgency of the needs of creating tourism representatives nytskoyi predetermined structure and the ability to attract more foreigners terrestrial tourists to the region , Protection of rights and interests of domestic tourism enterprises and domestic tourists abroad, attraction of foreign their investment in the tourism industry of the host countries.

It should be noted that a very important tool for promoting regional tourism product in the international market is engaged in the Specialized them international tourism exhibitions. Experience in tourist performances Kach shows that they - one of the most important elements of the marketing system of tourism. It solves several problems at once:

- market research, advertising, establishing personal contacts with partners and customers;
- the management of the range of services or adjustment to provide improve the quality of proposals;
- pricing issues, possible discounts on prices, credit by CIV settlements;
- search for new partners through sales channels [71].

Promotion of tourism product in both domestic and international markets of tourism services is impossible without proper information and advertising provision. The main directions of development of information technologies in the tourism sector are: information infrastructure facilities, databases, websites and tourism portals, profile online, e-marketing, advertising, automation of travel organization and management of tourism.

An important element of tourist promotion management on the international market is the organization selling services via the Internet. Note that this is a relatively new sales channel for the Ukrainian tourism companies that opened thanks to the active use of employment of a tourist enterprise information technology.

World experience shows that the tourism industry - one of the largest needs telecommunications, which has one of the highest levels of computer equipment in the business world. This is partly due to the nature of the information used in the travel industry. Firstly, this information is very sensitive to time as often vary different dates - events, schedules, etc. Secondly, information about tourist products from different parts of the globe must be available in a timely manner. Third, the tourism product consists of many components that also require fast and accurate information to coordinate deliveries at a sufficient level [32]

According to the experts of tourism business, the most promising direction of tourism development is precisely its development with the use of the possibilities of the Internet. Tourism is developing at a rapid pace, each year a growing number of tourists, expanding the company's business in a competitive market by involve new technologies for its development. With the proliferation of Internet technologies in Ukraine, the number of travel companies with their own websites increases. Travel companies and portals occupy high positions in the rankings, the market has a specialized software for operations designed to optimize their work and expand their capabilities.

Conclusions of part 1

Organization of strategic management of recreational and tourist complex should be based on the principles of an integrated approach. Representatives of all elements of the tourist cluster of the region should be involved in the strategic management of the development of the recreational and tourist complex, which requires intensification of the activities of regional tourist associations, as well as associations and unions formed in the tourism related areas. The organization of the strategic management of the recreational and tourist complex must involve different management subjects at the regional, municipal levels and levels of individual enterprises forming the tourist cluster of the region.

Treatment and health tourism is a promising area of modern tourism, developed in many countries. It should be noted that Ukraine also has a great potential for the development of health-improving tourism, but it does not use it fully and inefficiently. For the further development of the regional product of health-improving tourism in the regions of Ukraine, it is necessary to develop strategic approaches to its development, popularization and promotion in foreign markets.

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provision. The main directions of development of information these technologies in the tourism sector are: information infrastructure facilities, databases, websites and tourism portals profile in the Internet, e-marketing, advertising, automation of travel organization and management of tourism. Tourism is developing at a rapid pace, each year a growing number of tourists, expanding the company's business in a competitive striggle attract new technologies for its development. With the proliferation of Internet technologies in Ukraine, the number of travel companies with their own websites increases. Travel companies and portals occupy high positions in the rankings, the market has a specialized software for tourism organizations designed to optimize their work and expand their capabilities.

PART 2. INVESTIGATION OF THE FACTORS INFLUENCING THE PROCESS OF PROMOTION OF THE TOURISM PRODUCT OF HEALTH-IMPROVING TOURISM OF VINNYTSIA REGION TO THE INTERNATIONAL MARKET

2.1. Characteristics of the potential of health and wellness tourism in Vinnytsia region

Vinnitsa region is an administrative and economic territorial structure of Ukraine. Population of the region - 1701, 6 thousand people. (as of January 1, 2006), which is 3.6% of the total population of Ukraine. Administratively Vinnytsia region is divided to 27 districts, 18 cities, including the 6 cities of regional subordination: Vinnitsa, Mogilev - Podolsky, Jmerinka, Kozyatin, Khmilnyk, Ladyzhin; 29 urban-type settlements and 1466 villages. Vinnitsa region has a favorable socio-geographical position.

This is one of the central regions of Ukraine, which is part of the Podillya socio-geographical region. The length of its territory from the north to the south - 204 km, from east to west - 196 km. Thus, areas characterized by such features as compact tnist [35] .

The geographic center of the region is located in the Nemyriv district between the villages of Nykyforovtsi and Luka. Considering the Vinnytsia region as externally open system meters, it should be noted that sixteen of areas - Kozyatyn, Pogrebysche, Oratovsky, Il'inetskiy, Bar, Hmilnyts cue Mogilev-

Podolsk, Bershada and others. have a significant part of the boundaries of the "external systems" - from Odesa, Cherkasy, Kirovohrad, Kyiv, Zhytomyr, Khmelnytsky, Chernivtsi regions and the Republic of Moldova. This helps to expand ties with these regions, including in the field of recreation and tourism. Consequently, the analysis of the degree of neighborhood of the region and its administrative units indicates that it can be considered (along with the other factors) a priority argument in their favor, especially in determining the location of recreational facilities infrastructure [15].

Analysis of relative remoteness of administrative districts of the Southern Bug and Dniester indicates that you are most worthy of river provisions should Tulchin, Nemirovsky, Tyvrovsky, Yampolsky, Mogilev-Podolsky, Trostyanetsky, Tomashpil areas. Unfavorable indicators are characteristic of Orativsky, Pogrebishchensky, Kozyatinsky districts.

Social and geographical location of administrative-territorial entity is defined as the sum of the scores level and position. Neighborhood territory relatively large rivers. In this regard, the best indicators are Tulchinsky, Tyvrivsky, Nemirovsky, Shargorod and Zhmerinsky districts.

The geographical location in the center of Ukraine determines the transit of the territory - the region crosses important highways Kyiv - Odessa, Kiev - Lviv, Kiev - Chisinau, Kharkiv - Lviv, etc. Vinnytsia region and cross climbed sordid used for international connections, Moscow, Prague, Moscow, Sofia, Bucharest, Moscow, Kyiv - Legnica, Kyiv-Budapest-Ljubljana-Trieste etc. [19].

Thus, speaking about the social and geographical position of the Vinnytsia region in the context of its influence on the development of the territorial-recreational complex, it should be noted that it is a favorable factor for the long-term development of the region as a whole and recreation and tourism in particular.

The richest natural resources, which formed the basis of the natural resource potential necessary for the operation of this particular area of tourism, play a key role in the development of health-improving tourism in the Vinnytsia region [23].

The structure of the natural resources of Vinnitsa region includes landscapes, natural ingredients that you use in recreation and tourism (geological, orographic, climate, hydrology, soil and plant, fauna).

One of the factors that determines the degree of fitness of the territory for recreational activities is the relief. The relief of the Vinnytsia region was formed under the influence of endogenous and exogenous factors. Of particular importance in the creation of relief is small and has the activity of rivers. Therefore surface area - a wavy, sometimes hilly plain. The southern and central parts of the Vinnytsia region lie within the limits of Podolsk, and the northern part of the Dnieper Highlands. General on hyl territory - southeast. In this direction the main river artery of the region - the Southern Bug flows.

On the territory of the Vinnitsa region are the highest elevations of Podolsk (370 between the town of Zhmerinka and the village of Rakhni) and Prydniprovsk (323 ms. Victory of the Kozyatyn region). Vinnitsa Transnistria - is ECS yeridna "mountainous country". Here, the Podilsky Plateau has a slope towards the Dniester River and is marked by a considerable dismemberment of the rivers into separate strata. For Transnistria also characterized by interesting forms of weathering. This organization creates opportunities for winter relax ku, training and educational tourism. Pobuzhzhya much less dismembered valleys of rivers. Crystal rocks are covered with a layer (0.5 - 3 m) of anthropogenic deposits, so go on to upper in the valleys of the rivers, forming rapids. These areas are favorable ve to develop water tourism [45].

The northern part of the region is occupied by the Dnieper hill. its slopes are dissected by valleys of rivers and ravines, especially in the south-eastern part. Height hi rankswithin the region stanovyt300 m. Lowland full insights in any of the definitions within the region there. But the valleys and floodplains area suitable for hunting, picking berries, mushrooms and Lee Kara plants. An important value for recreation is the aesthetic value of the territory, the possibility of its attraction for the needs of recreation. Determining coefficients yenty horizontal and vertical separation of relief Vinnitsa region, one can conclude that the area is characterized by high field aesthetic qualities, expressiveness of relief. Although small relative excess is the ability panoramic ohlya do near and medium plans of the landscape, choosing the most favorable points of view, which increases the aesthetic value of the region to re kreatsiynomu respect. Climatic features of the region also contribute to creating a climate therapy facilities and carrying out recreational and ozdo rovlennya using environmental resources [10].

For temperatures it regime and moistening climate regime Vinnitsa region is moderately continental. Conducting winter holiday you may combine of appropriate weather conditions. The average monthly mean temperature to January in the region varies from -6.0°C (northeast) to -4.3°C (southwest). The average wintertime of the region is 100 days. In terms of administrative districts duration varies from 98 days in Mogilev-Podolsky and Yampil to 113 in Litynskiy and Vinnytsia regions. An important characteristic of the climatic conditions of the cold period is the presence of snow cover, which is favorable for winter recreation. In the territory of region, steady snow cover is formed in the second decade or end of this December. Of course, these terms vary depending on weather and atmospheric circulation features. The average height of snow cover in the north of the region in February is 15-19 cm, in the south - up to 11 cm, and only in some winters can reach 40 cm. In the south of the region, about 50% of the winter does not have a stable snow cover due to thaw.

Optimum temperatures in the summer, in which all types of recreational activity are possible, are temperatures above 15°C . The average monthly temperature in July varies from $+18.5^{\circ}\text{C}$ in the north to $+20.6^{\circ}\text{C}$ in the south. The average length of the summer period is in the region of 111 days. In terms of administrative districts, it varies from 106 days in Litynskiy, Vinnitsa, to 124 - in Mohyliv-Podilskiy, Yampilskiy districts. Active recreational activities are possible with mean temperature to above 12°C . One of the main types of recreational operations at that summer are the bathing-beach vacation. Duration of bathing-beach in the region ranges from 95 to 110 days in which to determine the optimum parameters for recreational purposes in this a showdown. Climatically, the Vinnytsia region belongs to the regions with the most favorable ratio of heat and moisture, which usually contributes to the development of various types of recreational activities. Vinnytsia region has a rather dense network of rivers that present in the river systems of the Southern Bug, Dniester and Dnieper [45].

The Southern Bug pool is 62% of the oblast's territory. The density of the river shall be $0.43\text{ km} / \text{km}^2$. With medium rivers are flowing and is beginning to labor on Tikich Mountain.

The Dniester basin occupies 28% of the oblast, the density of the river network is $0.41\text{ km} / \text{km}^2$. One of the average Muraf River flows

The Dnipro river basin is represented by the middle river Ros and occupies 10% of the territory of the region. The density of the river network is 0.48 km / km.

Almost all water bodies' areas can be used for recreation, but most promising in this regard is the small rivers that serve as a natural basis for the development of a recreation complex bathing and wellness chill NOC fishing.

The largest recreational resources of rivers are concentrated in the central and southern regions of Vinnytsia; the main ones are the Southern Bug and Dniester with tributaries. It should be noted that in the Southern Buh, in the unchanged natural form, thresholds are preserved. Some facets of blocks that are raised above the water to a height of 1.5 m. POBUZHSKIY on the horns known far beyond the field, you can carry water Canoeing, hold competitions on tourism and others. A significant amount of water resources in the region is accumulated in lakes, reservoirs and ponds. Lakes, however, do not exist in Vinnytsya, because significant drainage of the territory does not contribute to their formation. The total area of reservoirs and ponds in the Vinnytsia region is near to 32 thousand hectares. At 1 km area accounts 1.2 t water surface doym - is one of the largest percentages in the regions of Ukraine [3].

Forests are the most suitable for recreation and improvement among plant resources. Besides aesthetic qualities forest and fulfills takozh health and hygiene functions. As of 01.01.2006. In nalichuvalas 376.90 thousand. Hectares of forestland are covered with forest vegetation - 364.52 thousand. Ha (13.7% of the total area). On the territory of the region forests are unevenly located. In Chechelnytsia, Pishchansky districts, forests occupy more than 20% of the territory; in most districts varies forest boundaries s 15-20% (Tulchin, Trostyanetsky, Litinskiy etc.), and Kozyatyn Lipovetsky region and less than 5%. Forest resources occupy an important place in the structure of nature-recreational - tential field and can meet different needs re kreantiv in the short-term, long rest, treatment and rehabilitation. The largest supply of recreational forest we have resources Chechelnitsky, Peschansky, Tulchin, Trostyanetsky, Litinskiy, Zhmerinskiy, Gaysinskiy, Il'inetskiy districts.

The objects of the environmental fund, with the exception of reserves, also constitute recreational potential of Vinnytsya Region. After all, in addition to its main purpose -the preservation and restoration of natural background do they

perform and recreational functions, especially as a prerequisite for the development of eco-tourism [39].

In the Vinnytsia region there are 338 environmental protection facilities, including 90 reserves (21 - national and 69 local), 182 natural sites (10 - national and 172 -local), 36 parks, monuments garden- architecture (11 - national and 25 - local) and 30 natural reserves.

In general, the territories and objects of the nature reserve fund of Vinnytsya occupy 23878.67 hectares, which is only 0.78% of the area of the region. This is one of the lowest conservation indicators in Ukraine. For the region it is one-step from a very cultivated areas of the country, such as Dnepropetrovsk, Lugansk, ie areas where the share is below 1%. The number of protected objects and territories is concentrated in Vinnitsa (33) and Mogilev-Podolsky (29) areas. In the most critical position on this indicator are the Kalinowski, Kryzhopolsky (4), and Oratovsky Lipovetsky (5) areas. However, in terms of the share of protected areas, leadership is in the past Mule Chechelnytsky district. Only seven protected areas and objects account for the NZF area, but they are located on an area of 4674 hectares, which is 23% of the reserved area of the area [11].

By degree available, those for recreational use of the natural protected areas about the oblast are divided into:

- public, having the status of security objects; open for organized tourism - all parks, monuments of garden art and most of the monuments of nature;
- from Covered for strictly regulated and organized tourism - a part of the monuments of nature and most of the sanctuaries;
- Closed for tourism - part of nature monuments, as a rule, zoological [22].

In the component structure of the natural resource potential of Vinnytsya, natural recreational resources make up 5.1%. Having added aesthetic value estimates territory administrative five districts, to assess their security climate, water them, forest resources and taking into account indicators of recreation defined integrated scoring availability in Vinnytsia region natural recreational resources we have. It is highest in Vinnitsa, Litinsky, Khmelnytsky, and Mohyliv-Podilsky. Zhmerinsky Murovan Kurilovetsky and Nemyrivsky districts.

Based on the rich natural-recreational resources in Vinnytsia region, a powerful network of institutions for treatment and rehabilitation was created. Recreational resources of Vinnytsya are unique for Europe. The Odessa Institute of Spaology confirms the state significance of these resources:

- Mineral radon water;
- Curative peat mud [18].

On May 12, 2011, the Verkhovna Rada of Ukraine adopted a bill "On announcing the natural territories of the city of Khmelnik of the Vinnytsia region as a resort of state importance" [7].

Thus, in the territory of Vinnytsia oblast, considerable natural-resource potential is concentrated for the development of various types of health-improving tourism. Such potential is the basis for creating within the limits of the Vinnytsia region the distribution of health-improving tourism and its promotion in foreign markets.

2.2. Assessment of the conformity of the product of health-improving tourism of Vinnitsa to the requirements of the international tourist market

To evaluate the product of health-improving tourism in Vinnytsia region, the clinical sanatorium-resort institution "Avangard" was selected.

The sanatorium "Avangard" in the city of Nemyriv is a multidisciplinary health and wellness institution. It is located on the territory of the former estate of Countess Shcherbatova in Nemirovsky Dendroparks (XIX century.) With a total area of 86 hectares with architectural and sculptural compositions, a cascade of artificial lakes, connected by rocks and openwork bridges. The sanatorium specializes in the treatment of diseases of the circulatory system, nervous system, musculoskeletal system and various metabolic disorders in the body. Sanatorium "Avangard" has a large medical and diagnostic base (47 cabinets), a medicinal pool, a mineral water pump room, and a radon bath [55].

The sanatorium Avangard has 5 sleeping buildings for 246 rooms. Rooms of the sanatorium are single and double rooms with amenities of the "standard", there are rooms "junior suite" with improved furniture and plumbing, there are also two-room suites and suites. All rooms have a full bathroom, TV, fridge. Consider the

prices for visas, depending on the category of rooms in the sanatorium "Avangard" in the table. 2. 4 .

Table 2. 4 .

Prices of vouchers to the sanatorium "Avangard"

Types of permits	Price 1 l / d for persons under 18 years of age and invalids (excluding VAT), UAH.	Sales price, UAH	For patients who were at the sanatorium at least 3 times for cash; for travel companies (for the off-season and winter period), UAH
1. 2-seater with all conveniences	371	405	385
2. 2-bed room with all conveniences (building number 4 floors 1,2,3)	437	480	456
3 Double room with all conveniences (treatment of ophthalmologic diseases)	460	505	480
4. Accompanying	-	372	-
5. One-seater with all conveniences	465	510	485
6. "Suite" single room. 1 room; 2 beds 2 rooms	501	550	523
7. "Suite" single room. 2 rooms	635	700	665
8. "Suite" 2-bed. 1 room	474	520	494
9. Rehabilitation of burn patients	468	514	489
10. Rehabilitation: respiratory organs; pregnant women	468	514	489
11. "Suite" 1-room. 1 room; 2 rooms Double room (room number 3)	559	615	585
12. "Suite" 2-room. 1 room (k. №1,3)	741	820	779
13. Sursory "L" (treatment)		120	
14. Branch of general profile for a child accompanied by an adult (2 people).		781	
including : - for an adult		405	
- for a child		376	
15. Rehabilitation departments: for post-burn patients; for patients with metabolic disorders and an illness. endocrine systems for the child accompanied by an adult (2 pers.)		837	
including : - for an adult		405	
- for a child		432	

Source: [55]

It should be noted that the cost of a sanatorium resort sanatorium "Avangard" includes:

- Accommodation in the sanatorium according to the category (price) of the tour;
- Meal (4-time for adults and 5-time for children in dining rooms or in the restaurant room (according to the category of the room and the price of the ticket);
- Treatment (a set of medical procedures, the type and amount of which are determined by the physician based on the basic diagnosis, age of the rest, standards of spa treatment, taking into account concomitant pathology, within the limits of the funds allocated for treatment of the total cost of the trip) [55].

Medical staff of the sanatorium "Avangard" indicate that the full course of treatment is 18-21 days, for rehabilitation vouchers - 24 days. It has been scientifically proven that a beneficial effect is achieved with the course of sanatorium-resort treatment for a term of 21 days. Reducing the 14-day stay reduces the effectiveness of treatment, since there are many treatments that are incompatible in one day, respectively, the number of procedures decreases and as a result of treatment becomes incomplete and to the extent that does not meet the standards.

In the sanatorium "Avangard" there is a list of additional paid medical and health services that are not included in the cost of the trip. Therefore, upon request, you can order additional services:

1. Ultrasound;
2. Diagnosis by Foley;
3. Therapeutic pool;
4. Infrared sauna;
5. Criosaua;
6. Solarium;
7. Pneumopressing therapy;
8. Underwater Retraction;
9. Individual classes at Yevminov's dispensary;
10. Classes in the gym;
11. Plasmapheresis;
12. Iglorefleksoterapija;

13. Bioresonance stimulation;
14. Hirudotherapy [55].

It is worth noting that the procedures specified in clauses 3, 7, 8, 10, 13 are included in the cost of rehabilitation vouchers of the sanatorium "Avangard".

The sanatorium "Avangard" offers a wide range of additional services. We propose to consider the cost of additional therapeutic and sanitary services of the sanatorium "Avangard" in the table. 2. 5 .

Table 2. 5 .

The cost of additional medical, therapeutic, and sanitary services of the sanatorium "Avangard"

The name of the service	Unit	Cost per unit, hryvnia
General blood test	1 p.	20.00
General Urine Test	1 p.	15.00
Urine analysis on acetone	1 p.	10.00
Determination of glucose in serum	1 p.	20.00
Determination of protein in serum	1 p.	30.00
Determination of creatinine in serum	1 p.	30.00
Determination of urea in serum	1 p.	30.00
Determination of cholesterol in serum	1 p.	30.00
Determination of uric acid in serum	1 p.	30.00
Definition of ALT (alanine aminotransferase)	1 p.	30.00
Determination of AST (aspartate aminotransferase)	1 p.	30.00
Determination of total bilirubin in serum	1 p.	30.00
Determination of bilirubin in blood serum fractionally (direct and indirect)	1 p.	50.00
Lipidogram package (cholesterol, triglyceride, LPVITs, LPNICs)	1 p.	90.00
Prothrombin index	1 p.	15.00
Blood collection for biochemical analysis	1 percent	10.00
Computer rheoencephalography	1 survey	50.00
Computerized rheovasography of the limbs	1 survey	50.00
Computer cardiogram	1 survey	50.00
Acupuncture	1 procedure	20.00
Pneumopressing therapy	1 procedure	25.00
Bioresonance stimulation	1 procedure	35.00
Combined bioresonance stimulation	1 procedure	50.00
Exercise therapy (in groups) hall number 1	1 lesson	15.00
Exercise therapy (individually)	1 lesson	30.00
Advisory reception by the doctor-gastroenterologist (1st appointment)	1 checkout	100.00
Advisory reception by the doctor-gastroenterologist (2nd reception)	1 checkout	50.00
Advisory reception by the doctor-gastroenterologist	1 checkout	30.00

(3rd reception)		
Inhalation, SCT	1 procedure	20.00
Galocamera, aromatherapy, phytotherapy	1 procedure	10.00
Medical injections (customer's medicine)	1 injection	10.00
Physical Procedures	1 procedure	20.00
Electrophoresis with pelodex	1 percent	30.00
Electrophoresis with potassium iodine	1 percent	22.00
Electrophoresis with lidaza	1 percent	75.00
Plasmapheresis	1 procedure	1550.00
Baths are curative: conifers, turpentine, pearl, radon	1 procedure	20.00
Medical baths: marine	1 procedure	20.00
Therapeutic baths: sulfur hydrogen	1 procedure	82.00
False Express Diagnostics	1 procedure	50.00
Therapeutic shower	1 visit	25.00
Shower hygiene	1 visit	20.00
Shower "Sharko"	1 visit	40.00
Singlet-oxygen phytotherapy	1 cup	6.00
Infrared camera	1 procedure	30.00
Underwater Retraction Spine	1 procedure	50.00
Cryotherapy	1 minute	60.00
Taking a material for a smear	1 procedure	20.00
Smear microscopy	1 procedure	20.00
Procedure on the device "Intramag" (medications of the performer)	1 procedure	25.00
Procedure on the device "Intramag" (the medicines of the customer)	1 procedure	12.00
Fatovanochka	1 procedure	16.00
Phytopenesis	1 procedure	18.00
Ointment tampon (medication artist)	1 procedure	17.00
Ointment tampon (mirror and gloves honey sterile customer)	1 procedure	9.00
Vibromassage of the feet	1 procedure	10.00
Consultation of a surgeon (oncologist)	1 checkout	100.00
Massage	1 U.D.	15.00

Source: [55]

Sanatorium "Avangard" has a large and modern material base, which consists of equipment and equipment:

- devices for inhalation of firm "PARI" (Germany) - inhalations;
- a device for salt inhalations produced by the company "Galoneb";
- the device "Flow" for electrophoresis and galvanization;
- the device "Polyus", "Mustang", "Mite", "Olympus" - for magneto and magneto laser therapy;
- the device "EOL" for vibrating massage of lungs;
- Apparatus "UZT", "Barvinok", "Gamma ENT" for ultrasound therapy;

- Apparatus "Probe", "Spear", "Radmid" - for EHF therapy;
- Chyzhevsky lamp for aeroionotherapy;
- the device "MIT" - for oxygen therapy;
- the device "UI" - for aerosol therapy;
- devices of series "MIT" - for ultraviolet and laser irradiation of blood;
- Apparatus for washing of the sinuses, tonsils;
- Apparatus for massage of the drum membranes of the middle ear;
- devices for electrosonotherapy;
- apparatus "Fiton" for aerosvetomikeskaperapii;
- baths combined for therapeutic baths of vortex and massage;
- Souls for circular, ascending, Charcot, jet methods soul;
- devices of the series "MIT" for hydrolaser showers;
- endotracheal, endobronchial irrigation as special. method of treatment;
- Swimming pool;
- massages;
- laser therapeutic ophthalmic ЛТО-02Р;
- ophthalmic stimulator "Fosfen";
- muscle contraceptive ophthalmologic perimeter MOS-1;
- Акомодотренер оптический АТО-3;
- sinfonto for Sinf-1;
- simulator for stimulation of the retina of the eye by panoramic shaped fields "Ambliopanorama";
- Macular pacemaker "MKS-ts";
- Apparatus spectral ophthalmic ASO-3 mind;
- Apparatus of vacuum massage ophthalmic ABMO 2M;
- Device for visual inspection of the "Pericom" [55] .

The sanatorium "Avangard" has a large swimming pool, which is successfully used in integrated therapeutic programs or just for the satisfaction of the guests. The swimming pool offers spa treatments, underwater shower-massage, hydromassage, aqua fitness and more.

The sanatorium has a dining room, designed for 500 seats, which is a separate 2-storey building. On the ground floor, there is a restaurant and dining room for 200 people. On the second floor, there is a dining room for 250 people

and a restaurant for 40 people. Two dining halls, equipped with modern air-conditioners, can be freely placed in one shift for all holidaymakers.

The sanatorium has developed an effective nutrition system, which includes pre-ordering of dishes, which allows vacationers to choose their own menu each day for their own taste.

In the main halls, guests staying on the standard category trips, as well as those who need a diet menu or custom meals are fed. The restaurant's catering hall is designed for holidaymakers in the categories of "junior" and "luxury" categories. Also, they can eat with a surcharge vacationers on trips of the standard category.

In the halls there are nursing sisters of the highest category, which for each patient constitute a personal program of nutrition taking into account the main and concomitant illness. If necessary, you can get advice from a dietitian.

Meals at the sanatorium "Avangard" - differentiated: for adults - 4 times; for children - 5 times a day. When planning baby food and preparing a diet, the main attention is paid to the optimal satisfaction of the physiological needs of growth and development of the child's body in the necessary nutrients, as well as energy, taking into account the age-specific characteristics of maturation. Adult nutrition is organized according to medical diets, which are an integral part of complex therapy for many diseases.

Dining at the resort is organized in the following dieting (Table. 2 6 .):

- Diet # 15 - general;
- Diet # 10 - with diseases of the cardiovascular system;
- Diet # 9 - in diabetes mellitus;
- Diet # 8 - unloading, at obesity;
- Diet # 5 - in the liver and bile-excretory pathways [55].

Table 2. 6 .

**Organization of diet nutrition in the dining room at the sanatorium
"Avangard"**

Diet #	Indications and menus
15	Various diseases that do not require special diets. It is allowed to eat everything, without limitation, a person in a stage of recovery. Physiologically complete nutrition with the exception of hard-digested and sharp foods. Uses almost any food and dishes with the exception of fatty varieties of meat and poultry, pepper and mustard.
10	Diseases of the cardiovascular system with circulatory failure of degree I-IIA. Recommended foods and dishes: Bread of yesterday's baking, not baking cookies and sponge cake; any vegetarian soups; low-fat varieties of meat, fish, poultry; milk, sour milk

	<p>drinks and cheese; dishes from different cereals; boiled pasta; cooked and baked vegetables; soft ripe fruit and berries, honey, jam.</p> <p>Excluded: fresh bread, products made of baking dough; leguminous soups, meat, fish and mushroom soup; fatty varieties of meat, fish, poultry; kidneys, smoked sausages; salted fish, salty and fatty cheeses.</p>
9	<p>Diabetes mild and moderate diabetes.</p> <p>Exception - carbohydrates, 4-5 meals a day, steam nonfat food, stewed vegetables. Sugar is replaced by xylitol.</p> <p>Recommended foods and dishes: rye, wheat, protein-sour bread, not flour products; any vegetable soups, low-fat meat and fish broths; low-fat varieties of meat, poultry and fish; milk, dairy products, low-fat cheese and cheese; groats, buckwheat, millet, millet, oatmeal, pearl; legumes, potatoes and vegetables; fresh fruits and berries of sour-sweet varieties.</p> <p>Excluded: products made of baking dough; strong and greasy broths; low-fat varieties of meat, fish, poultry, sausages, salted fish; salted cheese, cream, sweet cheese cheese; rice, manna, pasta; salted and pickled vegetables.</p>
8	<p>Disease - Obesity, the goal - to lose weight.</p> <p>When creating the menu you need to calculate calories, however, it is necessary to conduct an active way of life in such a way that the energy consumption exceeds its arrival in the form of food.</p> <p>Recommended foods and dishes: rye, protein-wheat and protein-oat bread; vegetable soups with a small addition of groats, borscht, okroshka; 2-3 times a week of soup on a weak meat or fish broth with meatballs; low-fat varieties of meat, poultry, fish - in boiled, baked or stewed, beef sausage or jelly; sea products; milk and dairy products, cheese. Vegetables and fruits are used extensively, in all species, partly necessarily raw.</p> <p>Products excluded are: products of high-grade and high-grade wheat flour, rennet dough; potatoes, cereals, legumes, pasta soups; fatty varieties of meat, poultry, fish; sausages, smoked meat, canned fish and fish; fat cheese, cheese, cream, rice, manna and oat groats, pasta, beans, sweet varieties of fruits and berries; sugar, confectionery, jam, honey, sweet juices, cocoa; meat and culinary fats; fatty and spicy snacks, sauces, mayonnaise, all spices and spices.</p>
5	<p>A special diet for diseases of the liver and bile ducts.</p> <p>It is impossible to raw vegetables, smoked, spicy and fatty foods, alcoholic beverages, raw sour fruits. All dishes should be steam, boiled in the crushed form. Extremely light and healthy baked apples, broth of wild rose.</p> <p>Ingredients: vegetarian fruit, milk soups, cereal soups on vegetable broth, boiled meat, non-fatty bird, cooked non-fat fish, milk, fresh milk, kefir, acidophilic milk, cheese, porridge and flour dishes (except for baking)), white bread, black sturgeon, ripe fruit, berries (except sour varieties) in cheese, baked, boiled, vegetables and herbs in boiled form and raw (especially carrots, beets), jam, honey, sugar (up to 70 g in day), vegetables, fruit juices in large quantities, tea is tight with milk.</p> <p>Limit the fat (cream, cream butter to 10 g, oil 20-30 g), egg (one per day).</p> <p>Excludes: alcoholic beverages, liver, brains, spy, legumes, mushrooms, spinach, sorrel, onions, beetroot, fatty varieties of meat, fish, roasted, sharp, smoked products, extractive substances of meat, fish, spices, vinegar, canned food, ice cream, cocoa, carbonated drinks, chocolate, creams.</p>

Source: [55].

Significantly improve the efficiency of spa treatment for many diseases in adults and children using ecologically clean products, modern advanced technologies for their processing, preparation and feeding.

The menu at the dining room at the Sanatorium "Avant-guard" presents a wide range of meat and fish snacks, salads, cold and hot dishes, side dishes, fresh vegetables and fruits, homemade pastries and drinks. All dishes recipes are made according to the recommendations of the nurse on nutrition. If necessary, fractional and vegetarian food is possible.

The dining room at the Sanatorium "Avangard" has a modern interior of the dining rooms, a good serving of tables, high-quality service, which promotes good appetite, better assimilation of food and a wonderful mood for holidaymakers.

According to the statistics department of the sanatorium "Avangard", last year the sanatorium was visited by tourists from the following countries: Italy, Germany, Israel, Bahrain, Czech Republic, USA. Here is a distribution of foreign tourists by country of retirement in rice.

The given data show that the services of the sanatorium are used by foreign tourists, but the demand for them is not high and constant, since the sanatorium Avangard does not position itself in the international tourist market. However, the sanatorium has all the prerequisites for attracting tourists from abroad to create the attractiveness of the institution in the eyes of the world tourist community.

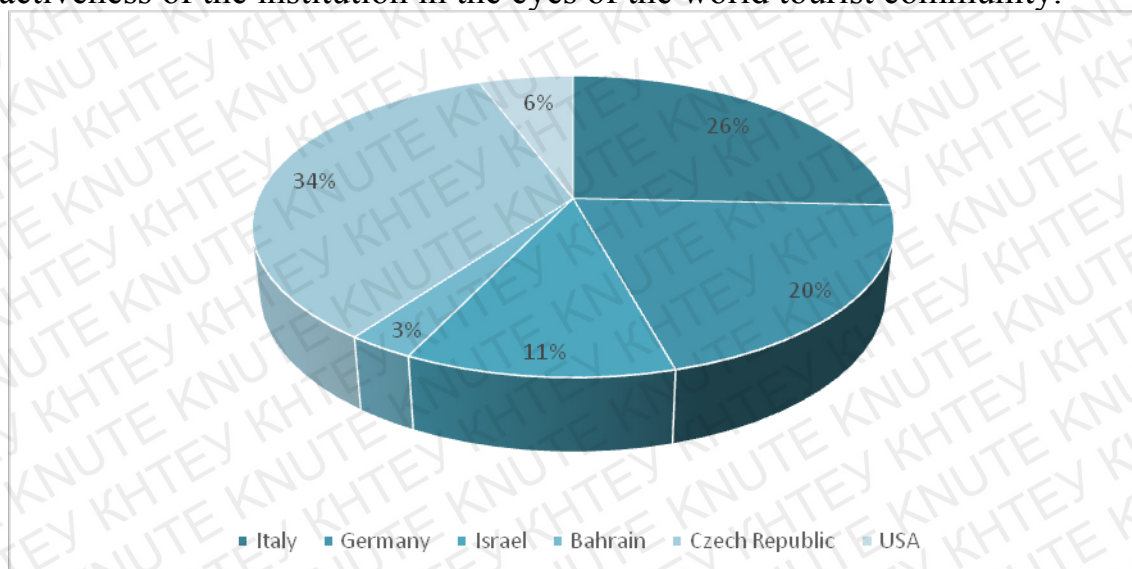


Figure 2.1 . The structure of the flow of tourists from foreign countries to the sanatorium "Avangard" in 2018

Source: [55]

Popular service of the sanatorium "Avangard" is the improvement of children in the summer. For children in the sanatorium, wonderful conditions for recreation and recreation have been created. Comfortable and comfortable triple rooms with a TV, a refrigerator, a shower and a bathroom in the room are used to live the children .

For children, a full-fledged, vitaminized four meals a day. The diet includes balanced dishes, fresh fruits, juices.

For children in the sanatorium "Avangard" there are offered health and medical procedures: therapeutic baths, mineral waters, medical physical training, halocamera, singlet oxygen therapy, inhalation, psychotherapy, magnetotherapy and other physical procedures, ozocerite paraffin treatment, vitamin preparations and other medicines (as needed) . In the highly specialized, equipped with modern equipment cabinets we treat a wide range of diseases, including respiratory and vision organs. The sanatorium has a therapeutic swimming pool [55] .

Consequently, the study shows that Sanatorium "Avangard" provides a wide range of services in accordance with modern and progressive treatment methods. The sanatorium Avangard has state-of-the-art equipment, highly qualified doctors and a quality room suite. The clients of Sanatorium "Avangard" are not only Ukrainian tourists, but also foreign tourists from different countries. Therefore, the services provided by the sanatorium "Avangard" fully and completely correspond to modern requirements and therefore can be offered to a foreign consumer.

2.3. Marketing strategic analysis of the situation on the market of health-improving tourism

There are 14 sanatoriums in total, including 7 children's, 9 sanatorium-dispensaries, from the house and 7 recreation centers, 30 children's camps for rest. Well known in Ukraine and far beyond its borders, the resort "Khmilnik" (6 sanatoriums), where people with various pathologies, and in the first place - osteochondrosis, are successfully treated with the use of mineral-medicinal water "Radon" of high mineralization. Nemirovsky sanatorium "Avangard" carries out treatment in specialized departments: post-optic, pulmonologic and pathology of pregnancy of women. Sanatoria are equipped with modern medical diagnostic equipment, have high climatic and balneological indicators.

Consider the most well-known sanatorium and resort establishments of Vinnytsia region, which form the basis for the development of health-improving tourism.

1. The "Podillya" sanatorium is located in the forest massif, most of which are coniferous species of trees. The area of the forest park is 10 hectares. In the area of the forest park there is a lake. The sanatorium is designed for 610 beds [58].

Sanatorium "Podillya" is a balneological resort of state importance.

The sanatorium specializes in the treatment of diseases of the musculoskeletal system, the cardiovascular system, the nervous system, respiratory organs, skin diseases, and the endocrine system. Medical base:

- medical and diagnostic body;
- balneology hospital;
- peat hospital;
- sports and recreation complex with gymnasium and swimming pools;
- radio room;
- cabin of electrogalvanizing treatment;
- a cabinet of dry carbonic baths;
- dentist's office;
- massage room;
- and n galatorium;
- solarium.

Methods of treatment practiced at the "Podillya" sanatorium:

- peat applications;
- Electrotherapy;
- therapeutic massage;
- diadynamic current;
- microwave and magnetic therapy;
- hydrotherapy;
- hydrocolonolase therapy;
- hirudotherapy (treatment by medical leeches);
- speleotherapy [58].

The number of the sanatorium is represented by different categories of rooms (Table 2.1.)

Table 2.1.

Number room and rates for trips to the Podillya resort

Nop	Category of rooms	Specifics	Cost, UAH per person
1.	Economy class double room	The room has a TV, a bathroom with toilet and washbasin	285-00
2.	Economy class superior double room	The room has a TV, a bathroom with toilet, a washbasin and a shower	300-00
3.	Standard Double	The room has a TV, a bathroom with toilet, a washbasin and a shower	335-00
4.	Junior Suite Double	The room has a fridge, TV, bathroom with toilet, washbasin and shower.	350-00
5.	Junior Suite Single	The room has a fridge, TV, bathroom with toilet, washbasin and shower.	465-00
6.	Junior Suite is upgraded. Double room	Room with two rooms. The room has a fridge, TV, bathroom with toilet, washbasin and shower.	425-00
7.	Junior Suite Superior Single	Room with two rooms. The room has a fridge, TV, bathroom with toilet, washbasin and shower.	545-00
8.	Suite Double	Room with two rooms. The room has a fridge, TV, bathroom with toilet, washbasin and shower.	470-00
9.	Suite is single room	Room with two rooms. The room has a fridge, TV, bathroom with toilet, washbasin and shower.	630-00

Source: [58]

2. The children's health-improving boarding house "Dnister" is located in the city of Mohyliv-Podilsky, Vinnitsa region.

Sanatorium profile - treatment of the upper respiratory tract and lungs.

Therapeutic base of the boarding house "Dnister":

- Aromatherapy room for the treatment of diseases by inhalation of medicinal herbs (lavender, sage, fir, eucalyptus, etc.);
- massage room;
- room for manual therapy;
- a gym for conducting physical therapy classes;
- Physiotherapy department;
- the department of hydrotherapies;
- camera;
- paraffin-ozokerite separation;
- Inhaler.

Methods of treatment in the boarding house "Dnister":

- high and low-dispersed aerosols are heated;
- antibiotics;
- decoctions of medicinal herbs [57] .

The room is 2 or 4 beds. Cases are equipped with showers, rooms for personal hygiene, in the boarding house there is a laundry. Organized five times dietary meals.

3. The medical center for the rehabilitation of railwaymen is located in the city of Khmelnik, Vinnytsia region.

Sanatorium profile:

- treatment of diseases and injuries of the musculoskeletal system (joints, muscles, tendons, bones, etc.).

- Treatment of metabolic diseases and endocrine system:

- diabetes mellitus (mild and moderate) in the compensation stage;
- gout, uric acid diathesis;
- Obesity of the I-II degree with insufficiency of blood circulation is not higher and stage [50] .

- Burn disease treatment:

- rehabilitation with the predominant lesion of the skin, cardiovascular system, digestive organs;
- rehabilitation of patients with post-defective deformations, hypertrophic scars;
- psychocorrection of burn patients.

Medical facilities of the sanatorium:

- 30 common baths, 10 of which with facilities for underwater massage shower;
- pool for underwater stretching of the spine in radon water;
- vortex baths;
- oxygen baths;
- installation for gum hydromassage;
- equipment for vaginal irrigation;
- Room for hydrotherapy (Sharko's shower, circular and rising souls).

Methods of treatment:

- mud applications;

- hardware physiotherapy;
- Balneotherapy and mud therapy [50] .

The number of the sanatorium consists of one, two and three-bed rooms, rooms "Suite", VIP-apartments, made in a separate building.

4. Sanatorium "Birch grove" is located in a picturesque forest area within the city-resort of Khmelnik of the Vinnytsia region, at a distance of 4 km from the city center.

Sanatorium profile - diseases of bones, muscles, tendons, diseases of the skin, diseases of the nervous system, diseases of the musculoskeletal system, diseases of the cardiovascular system, neurosis and neurasthenia, trauma of the spine and spinal cord.

Methods of treatment at the Berezovy Gai sanatorium:

- radon baths from local natural sources;
- mud treatment;
- ozokerite and paraffin wraps;
- light therapy;
- therapeutic saunas: ultra-low temperatures (cryosauna); infrared sauna;
- Various types of massage: from classic to exclusive - chakra-stone, marble marine and semi-precious stones;
- lymphatic drainage of the face [56] .

Medical facilities of the sanatorium:

- Modern laboratory diagnostic equipment;
- vacuum hydromassage laser cabin;
- dry carbonaceous bath;
- computer system for pulling the spine;
- shock-wave installation.

The number of the sanatorium "Birch grove" is composed of the following categories of rooms:

- Apartments - fireplace with barbecue facilities, minibar, kitchenette, fridge, satellite TV, separate bathroom / WC, shower, washbasin, bidet.
- Suite - fridge, satellite TV, separate bathroom / WC, bath sink.
- Junior suite - fridge, satellite TV, WC, shower, washbasin.
- Standard - refrigerator satellite TV, WC, shower, washbasin [56] .

5. Sanatorium "Sokilets" is located on the steep bank of the Southern Bug, 15 kilometers from the city of Nemirov, in the village. Falcon

Sanatorium profile - treatment of diseases of the respiratory organs, musculoskeletal system, treatment of concomitant diseases, circulatory system, digestive organs, urinary system, nervous system.

Medical facilities of the sanatorium:

- Hydrotherapy room;
- Therapeutic cabinet;
- Cabinet of electrotherapy;
- Cabinet of laser therapy;
- Massage room;
- Hall for physical education;
- Speleocamera [60].

6. The sanatorium "Radon" is located in Khmilnyk city.

Specializes in the treatment of the nervous system, the cardiovascular system, the musculoskeletal system, the endocrine system.

Consider the options for placing on the prices for tickets to the sanatorium "Radon" in the table. 2.2.

Table 2.2.

Rooms of the Radon sanatorium and the cost of permits (per person)

Room type	Price per person for single accommodation	Price per person for two beds	The cost of the trip (without treatment) for children from 7 to 12 years old in the main place
RADON TWIN (accommodation of 2 people in 2 double rooms with 2 beds)	605	420	280
RADON STANDART (accommodation of 2 people in a room with a double bed)	605	420	280
RADON STANDART +	775	495	350

(Superior Double)			
RADON VIP (2-bed room)	935	665	495
RADON TWIN (accommodation of 2 people in a double room with 2 beds) 3 building	495	330	200

Source: [59]

6. The Khmilnyk trade union sanatorium is located in the forest, not far from the city of Khmelnyk, Vinnitsa region.

In the sanatorium, the following diseases are treated:

- diseases of the musculoskeletal system;
- diseases of the nervous system;
- respiratory diseases;
- diseases of the female genital organs;
- diseases of the endocrine system and metabolic disorders (diabetes mellitus, obesity), skin and subcutaneous tissue disorders (including burns) [61].

Medical base of sanatorium "Khmilnyk trade union":

- Clinical and biochemical laboratory (computer diagnostics, neurofunctional, ultrasound diagnostics, X-ray rooms, rooms of the room);
- bathroom compartment (carbonic, mineral, magnetic baths);
- pool Hydrokinesiotherapy, underwater vertical vertical stretching of the spine, hydropathic cabin for radon water;
- Zbruchanska mineral water tank.

Prices for trips at Khmelnyk trade union sanatorium depend on the profile of treatment and the chosen accommodation option, we will consider them in the table. 2.3.

Table 2.3.

Prices for tickets at the sanatorium "Khmilnyk trade union"

Room categories and treatment profiles	1 day (price, UAH)
1 Treatment of organs of support, movement and nervous system	
"Economy class" 1-room double room	325.00
"Superior comfort" 1-room double room	465.00
1-room double room	360.00
1-room double room (family bed)	360.00
"Suite"	

1-room 2-bed (family bed)	385.00
1-room 1-bed room	485.00
2-room 1-bed room	675.00
2-room 2-bed room	480.00
"Lux" +	
1-room 1-bed room	535.00
1-room 2-bed (family bed)	410.00
2-room 1-bed room	740.00
2-room 2-bed room	515.00
"Apartment"	
2-room 1-bed room with kitchen	825.00
2-room 2-bed room with kitchen	565.00
2 Specialized treatment	
"Economy class"	
- cardiological, cerebrovascular department 2-bed room	365.00
- Diabetic department Double room	355.00
- rehabilitation of the organs of the musculoskeletal system double room	325.00

Source [61]

Taking into account the research of various aspects of the development of health-improving tourism in Vinnytsia region, it can be said that in the first place, the field of health-improving tourism is being built on the basis of existing natural potential, which within the region is quite attractive. However, one potential is not enough, therefore, a network of sanatorium and spa establishments was created in Vinnytsia region, which successfully use existing resources in their activities. Taking into account all aspects of the development of health-improving tourism in Vinnytsia region, we can draw up a SWOT analysis matrix, which characterizes the situation on the market of health-improving tourism in Vinnytsia region (Table 2.6.).

Table 2.7.

SWOT - analysis of the market of health-improving tourism in Vinnytsia region

Strengths	Weak sides
<ul style="list-style-type: none"> - availability of services; - Individual approach; - a wide range of facilities and services; - wide specialization of local sanatorium and spa establishments; - Favorable natural factors; - Favorable legislation in certain industries; 	<ul style="list-style-type: none"> - unfavorable political and economic situation; - insufficient level of tourist infrastructure; - investment risks; - insufficient level of tourist service; - high competition from foreign players; - Abandoned state of historical and cultural

<ul style="list-style-type: none"> -favorable geographical position of the region; - Ethnic diversity; - Availability of the material and technical base of the recreational complex; - Ability to develop a full range of tourist products; - Location in the geographical center of Europe; - Favorable ecological situation; - Powerful bandwidth. 	<ul style="list-style-type: none"> monuments - Weak diversification of tourist offer; - Lack of systemic development in the field of industry; - Lack of initiative in creating image and branding; - Permanent reorganization of the management apparatus.
Opportunities	Threats
<ul style="list-style-type: none"> - Diversification of the tourist offer; - Growth of the world and regional markets for medical tourism; - Use of innovative approaches and the latest technologies; - Creation and implementation of tourism development programs on a regional basis; - Systemic and phased approach to program implementation; - Development, proposal and realization of investment projects on development of the market of health-improving tourism; - Development of cross-border tourism cooperation; - Improvement of the legislative framework; - Promotion of tourism product of medical and health tourism on the international market; - Activation of domestic tourism. 	<ul style="list-style-type: none"> - Instability of the economic situation; - Instability of the political situation; - The need to create a competitive tourist product in the field of health and wellness tourism; - Lack of strategies for the development of the market of health and recreation tourism in Vinnytsia region.

So, as the research shows, Vinnytsya Region has a strong natural resource potential and material and technical basis for the development of health-improving tourism. On the basis of existing recreational resources in Vinnitsa region a network of sanatorium and health resorts has been established that specialize in the treatment of a wide range of diseases. Resorts of Vinnitsa are equipped with modern equipment, the number of sanatorium facilities is in good condition and is constantly updated. Thus, we can state that the resorts of Vinnytsia region can become a worthy player in the market of health and wellness tourism in Europe, but for this purpose it is necessary to develop qualitative strategic approaches to the development and popularization of this area of tourism.

Conclusions of part 2

Vinnitsa region is the administrative and economic territorial structure of Ukraine. This is one of the central regions of Ukraine, which is part of the Podillya socio-geographical region. Saying of social and geographical location of Vinnytsia region in the context of its impact on the development of territorially-recreational complex, it should be noted that it is a favorable factor for prospective development of the region as a whole and recreation and tourism in particular. The territory of the Vinnytsia region has a significant natural and resource potential for the development of various kinds of health-improving tourism. Such potential is the basis for creating within the limits of the Vinnytsia region the distribution of health-improving tourism and its promotion in foreign markets.

The "Avangard", located in the city of Nemyriv, Vinnytsia region, provides a wide range of services in accordance with modern and progressive treatment methods. The sanatorium Avangard has state-of-the-art equipment, highly qualified doctors and a quality room suite. The clients of Sanatorium "Avangard" are not only Ukrainian tourists, but also foreign tourists from different countries. Therefore, the services provided by the sanatorium "Avangard" fully and completely correspond to modern requirements and therefore can be offered to a foreign consumer.

Vinnitschyna has a strong natural resource potential and material and technical base for the development of health-improving tourism. On the basis of existing recreational resources in Vinnitsa region a network of sanatorium and health resorts has been established that specialize in the treatment of a wide range of diseases. Resorts of Vinnitsa are equipped with modern equipment, the number of sanatorium facilities is in good condition and is constantly updated. Thus, we can state that the resorts of Vinnytsia region can become a worthy player in the market of health and wellness tourism in Europe, but for this purpose it is necessary to develop qualitative strategic approaches to the development and popularization of this area of tourism.

PART 3. RECOMMENDATIONS FOR THE FORMATION OF THE STRATEGY FOR THE PROMOTION OF THE PRODUCT OF TREATMENT AND WELFARE TOURISM OF THE WINNITKA REGION ON THE INTERNATIONAL MARKET

3.1. Substantiation and main provisions of the strategy of promotion of the product of health-improving tourism of Vinnitsa region in the international market

The sphere of tourism and resorts is becoming one of the main sectors affecting the general state and trends of the world economy.

Ukraine is located in the center of Europe and has all the conditions for proper economic development at the expense of tourism, however, it lags far

behind the leading countries of the world in terms of the development of tourist infrastructure and the quality of tourist services.

In the modern globalized world, the leading powers have given a proper assessment of the benefits of the development of the tourism industry. Tourism contributes to the growth of employment, the diversification of the economy, as the tourist industry is connected with the work of more than 50 industries, which increases the innovation of the national economy.

The tourism industry is becoming increasingly important for the development of the economy and social sphere in the Vinnytsia region. The formation of domestic and inbound tourism has prospects to become an important factor in the social and economic development of the region. The main task is to create a modern competitive tourism industry in the Vinnytsia region, capable of meeting the needs of foreign and domestic citizens in tourist and recreational services [11].

Along with the rich natural recreational resources and the developed network of sanatorium and spa establishments that characterize the state of the sphere of health and wellness tourism in Vinnitsa region, there are a number of problems in the field of tourism, the resolution of which should be directed to the development strategy. Please note these issues:

- insufficient development of tourist infrastructure, in particular, reconstruction and construction of tourist accommodation establishments of different standards (hotels, motels, campsites);
- absence of the recreation and entertainment industry (except Vinnitsa);
- unplanned places of short-term holiday of tourists;
- unsatisfactory road conditions, lack of entrances to tourist facilities;
- unsatisfactory condition of most cultural heritage monuments; and effective programs for their preservation and adaptation for the needs of tourists have been developed;
- ineffective activities of the relevant structures in ensuring the ecological safety of territories for the development of recreational business;
- lack of system advertising and information support [64].

In order to make effective use of the existing potential of the region, tourists must invest heavily in re-equipping and modernizing the material and technical base of tourist and recreational facilities that meet modern requirements.

On the hindrance of the above-mentioned processes there is a lack of a full-fledged regional tourism development policy. Extremely insufficiently used the potential of tourism development in rural areas as a factor in reducing unemployment in villages. The level of provision of motor roads by the tourist, service and information structure is low (lack of billboards and a unified road marking system for tourism objects, hotels, hostels, etc.).

In accordance with the identified problems of development of tourism potential and tourism, in general, priority directions of improvement and ways of their solution can be determined (Table 3.1).

Table 3.1

Problems of development of tourist potential and possible ways of their solution

The essence of the problem	Ways of solving
1. Insufficient development of the legal base. Issues related to the licensing of excursions, mandatory certification of catering services and conditions for the provision of tourist services in the field of tourism without registration as subjects of entrepreneurial activity.	- elaboration and adoption of the Law of Ukraine on "Rural Tourism", other regulatory documents regulating tourism services organizations ; - simplification of tax policy;
2. Imperfection of the system of public administration.	- development of regional and municipal tourism development programs
3. Lack of uniform methods and standards for assessing the quality of tourist services.	- development of regulatory documents with requirements for the organization of tourist services
4. Lack of quality advertising and informational materials.	- conducting marketing researches; - development of a package of advertising and information materials with information on tourist facilities, living conditions, services provided, recreational facilities.
5. Lack of opportunities to enter the international market.	- compliance with international requirements for tourism organization; - participation in international tourism organizations; - use of international databases; - use of information resources of the Internet.
6. Low level of services and level of comfort.	- development of normative documents with a list of requirements for tourism services; - infrastructure development; - service quality contests; - granting of bank loans on preferential terms; - professional training and professional development of industry workers;

	- development of new excursion routes
7. Lack of specialized tour operators, guides and guides.	- development of seminars and training courses for tour operators in the industry.
8. Lack of interest and lack of awareness of local authorities and local people in the organization of high-level tourist services.	- holding seminars on tourism, devoted to the principles of organization, methods and management systems; - creation of business plans, projects of activity; - attraction of local residents for services related tourism; - printing of educational materials; - creation of preferential conditions for organization of tourism activity; - interaction with the population and entrepreneurs of the regions.
9. Low income from tourism activities	- an increase in the number of services provided, the development of various programs for different categories of the population.

Thus, the existing problems hinder the development of tourism and tourism potential in Vinnitsa region. To solve the problems considered, a tourism development strategy should be directed, which should have a positive impact on the tourist sphere of the rayon, as well as on improving the economic and social development of the region as a whole.

The main goal of the tourism development strategy in the Vinnytsya region for the coming years is to create a competitive tourism and health tourism market in the national and international markets that can maximally meet the tourist needs of the residents of the region and its guests, based on activities aimed at developing the tourism industry the area. In this issue, it is important to focus on the creation of integrated tourism products that will combine treatment and rehabilitation with cognitive activities, entertainment, sports-active activities, environmental tourism, etc.

In addition, special attention should be paid to access to tourist services for people with functional limitations. In addition, it is necessary to provide for the creation and development of a material and technical base and the modern tourism infrastructure for health and recreation, favorable conditions for attracting investments, effective use of natural, historical and cultural and tourist and recreational potential, ethnographic features of the region, ensuring conditions for the proper functioning of the sub tourist activities, improvement of the quality and range of tourist services, expansion of the network of tourist-excursion routes, training of qualifiers guided tourists, implementation of system advertising and

informational activity, support of inbound and domestic tourism, in particular, medical and recreational, ecological, recreational, green, etc. [62] .

Perspective directions of the strategy of development of health-improving tourism in Vinnitsa region:

- strengthening the role of inbound and inward therapeutic and recreational tourism on the basis of attracting investment in the spa and medical infrastructure of the existing network of sanitary and spa establishments of the region;
- use of historical and ethnic heritage for the development of inbound and outbound tourism ("The spiritual heritage of MI Pirogov", musical composition "Shchedryk" by MD Leontovich, "Tchaikovsky in Podillya", historical places of villages of Chetvertinivka Trostyanets district, Red and Cheremoshny Tyvrivsky District, which are connected with the Battle of Poltava and the commemoration of Bratslav Colonel, associate of Bogdan Khmelnytsky, Danylo Nechaya, and others);
- development of cognitive, religious and pilgrimage tourism to holy places of Vinnytsia in the programs of health-improving tourism;
- development of green, active and sports tourism and their combination with health-improving tourism programs [62] .

The strategy of tourism development in general and health-improvement in particular should become an effective tool for realization of the state policy in the field of development of tourist potential of Vinnytsia region. Its advantage is the possibility of providing an integrated approach to solving the problems of tourism development in the region.

The main ways to achieve the objectives of the tourism development strategy in Vinnytsia region can be defined as follows:

- to create a positive image of Vinnytsya as a tourist destination of health-improving and other related types of tourism at the national and international levels;
- presentation of the region as a destination of health-improving tourism at regional and international tourist exhibitions;
- attraction of grant funds and international technical assistance for improvement and modernization of the resource base for health-improving tourism ;
- provision of training of qualified specialists in the field of providing health-improving tourism services ;

- assistance in creation of safe conditions for tourists;
- measures to support inbound tourism;
- improving the quality of leisure for tourists ;
- creation of additional workplaces;
- provision of training specialists for the tourism industry;
- coordination of actions of local bodies of executive power, local self-government bodies, subjects of tourist activity, public organizations, scientific institutions, involvement of the public in the further development of various types of tourism in the region [62] .

The conducted study of the situation in the field of health and wellness tourism in Vinnytsia region allows us to identify the key problems and factors that restrain the development of tourism potential necessary for the further development of this tourism direction.

1. Image and positioning

- The lack of a clear and perceived community's ideology and strategy for the development of the region as a tourist destination.
- The vivid image of Vinnytsya in the tourist market.
- Ineffective municipal marketing, lack of systemicity and purposefulness in shaping the new image of Vinnitsa as a tourist-attractive area.
- Low representation of tourist places of Vinnytsia in the external media space.

2. Community development:

- High level of distrust by the community and business to power initiatives.
- Low level of local and national patriotism.
- Low level of cultural and aesthetic education of the inhabitants of the region.
- Low level of awareness of the local community about the natural, historical, cultural features of its area.
- The lack of a culture of hospitality, the creation of an atmosphere of spatial and emotional comfort.

3. Objects and resources necessary for the development of health-improving tourism:

- The unsatisfactory condition of the vast majority of resort and sanatorium facilities and their infrastructure.
- Unsatisfactory state of architectural monuments, sign objects.
- The unsatisfactory state of monuments of historical and cultural heritage.
- Lack of modern cultural, exhibition, entertaining, sports and other leisure facilities.
- Lack of national and international events for attracting tourists.
- The indistinctness of local color in tourist service places, including lack of traditions of widespread use of local and national cuisine.

4. Tourist infrastructure of the region, tourist products and services:

- Overall low development of tourist and recreational infrastructure.
- Lack of entrances to many tourist attractions.
- Lack of road signs and tourist information signs.
- The insufficiency of modern places of accommodation (hotels) for different categories of consumers, including two-star hotels, oriented to the average tourist, as well as hostels.
- Inconsistency of facilities with world standards.
- Incorrect condition of tourist routes, including shortage of equipped places for short-term rest.
- Lack of sufficient number of parking lots and other objects of tourist infrastructure (toilets, etc.).
- Low quality and inadequate assortment of tourist and related services: accommodation, transport, food, informational services, recreation areas, sanitary zones, etc.

5. General improvement, transport and communal infrastructure:

- Improvement problems: high "natural" litter and neglect of separate territories, including those with high tourist potential.
- The unsatisfactory state of roads - main, city and inner-quarter.
- Inadequacy of quality of transport, other commercial and municipal services to modern requirements.

6. Information support:

- The lack of a quality, complex proposal for health and wellness tourism.
- Insufficient tourist information for both tourists and companies providing tourism services (tourist maps and charts, guides, promotional products, updated cognitive information about the region, etc.).
- Lack of systematic accessible information about the available resource base (objects and their status) that can be used for tourism development.
- Underdeveloped information infrastructure, including information centers.

7. Managerial, financial, human resources and other resource support of the branch:

- Lack of traditions of system management processes of strategic development of the region and application of project management tools in general.
- Lack of purposeful management process in the field of tourism development.
- Lack of professional personnel in the field of tourism and recreation, and especially medical personnel for the sphere of health-improvement tourism.
- Lack of an effective organizational structure for management of tourism development, shortage of personnel in the system of municipal management.
- Manifestations of corruption of individual licensing, controlling and law enforcement agencies, which impedes business development.

8. Partnership:

- Low activity of the community and readiness for wide cooperation in the field of tourism, services, development of small and medium-sized businesses, aimed at attraction and service of tourists.
- Lack of effective mechanism of interaction of power, business, community in relation to the joint implementation of city development programs, incl. tourism industry.
- Lack of experience and active interest in the formation of cross-sectoral partnerships (tourist business associations, clusters, etc.).

- Lack of system support for manufacturers of souvenir products, folk artists.

9. *Environmental condition:*

- Significant industrial burden on the environment.
- Inefficient system for dealing with solid household and industrial waste.
- Insufficient work of the relevant structures to ensure the ecological safety of the territory, the activities of industrial enterprises and other economic entities.

Therefore, such a correlation of factors is the basis for choosing a tourism development strategy that involves the integrated development of the tourism industry with a more effective use of existing historical, cultural, natural, industrial, intellectual and social resource opportunities based on broad partnership, the involvement and unification of the potential of various stakeholders parties Particular attention during the implementation of the tourism development strategy should be given to the balanced development of Vinnytsya in the environmental, social and economic spheres.

Therefore, the strategy of development of tourist potential for the development of health-improving and related tourism areas as the most promising areas in the Vinnytsia region will include three stages (Table 3. 2.)

Table 3. 2

Stages of the development of health-improving and other types of tourism in Vinnytsia region

No. Nos.	The main goal of the phase	Task phase	Deadline
And the stage	creation of basic conditions for the development of tourism industry	<ul style="list-style-type: none"> - creation of an organizational structure for the management of tourism development; - Improvement of general improvement, infrastructure development; - fixation in the documentation of recreational and other territories that will be involved in the development of health-improving and other types of tourism in the region; - initiation of systematic work in the field of protection, restoration and preservation of architectural and other historical heritage - training (upgrading) of personnel in the field of health-improvement and other types of tourism in the region, studying and 	01.2019-04.2019

		<p>disseminating best practices in the management of the tourism industry, cross-sectoral cooperation, provision of services, etc., - improvement of the quality of municipal and commercial services, including transportation</p> <p>- activation of attraction of inhabitants of inhabited localities of Vinnytsia region, public associations, self-organization bodies and other interested parties to the process of building tourism industry;</p>	
		<ul style="list-style-type: none"> - formation of an atmosphere of hospitality, spatial and emotional comfort; - introduction of top-priority tourist products of health-improving and other kinds of tourism in the region; - providing effective information support to the industry, including wide informational presence of the region in the Internet and improvement of information service of tourists; - improvement of personnel, logistical and other resource support of the tourist sphere of the region, adaptation of existing utilities to the needs of the tourism industry; - creation of favorable conditions for the start-up and development of business in the sectors related to attracting and servicing tourists; 	
Stage II	increase of the presence of products of health-improving tourism of Vinnytsya in the market of tourist services of Ukraine	<ul style="list-style-type: none"> - formation of the image of the region as a destination for health-improving and other types of tourism; - introduction of purposeful municipal marketing policy for attraction of tourists; - complex arrangement of territories of priority tourism development and tourist corridors; - development and introduction of municipal standards for the provision of services; - providing comprehensive research on the territory of the region for increasing competitiveness in the field of cognitive tourism; - development of the museum business, museum-building of the main cultural-historical and other objects; - Increasing the attraction of financial resources from alternative sources for the development of tourism industry; - attraction of strategic investors for the further development of tourism industry; - creation of new tourist-attractive medical, recreational, cognitive, entertaining, sports and other objects; - development of tourist infrastructure of settlements of tourist importance (hotels and catering establishments, transport network, service facilities, etc.) taking into account the dynamics of increasing tourist's popularity; - organization of event tourism events at all-Ukrainian level according to certain priorities. 	04.2019 - 07.2019
Stage III	the formation of a stable demand for tourist products from the target segments of consumers	<ul style="list-style-type: none"> - solving key environmental problems that hinder the development of tourism; - further expansion of cooperation with cities and regions of Ukraine, international tourist organizations; - increase in demand due to the launch of innovative products of health-improving and other types of tourism; - formation and promotion of tourist brands of districts of Vinnytsia region in order to increase the overall competitiveness of the region 	07.2019-12.2019

	as a tourist attraction area	
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The next stage involves the development of priority strategic goals and operational objectives of the strategy of development of health-improving and other types of tourism in Vinnytsia region.

Strategic Goal 1: Building a Tourism Management and Partnership Management System:

1. To create an organizational structure for managing the development of the tourist industry of the region and to organize its activities ;
2. To improve organizational, personnel, legal, logistical and other resource support of health-improving and other promising types of tourism in the region;
3. To create a system of financial support for the development of tourism industry ;
4. To intensify cooperation with other cities, regions, countries in the field of tourism development, to expand international and intercultural relations .

Strategic Goal 2 : Development of Infrastructure Oriented to the needs of tourists:

1. To improve general improvement, compliance with sanitary and building regulations in the Vinnytsia region and
2. To increase tourist attractiveness and efficiency of the use of existing tourist-attractive objects and territories
3. Create conditions and ensure the development of multifunctional tourism infrastructure
4. To reconstruct the transport infrastructure in the region
5. Create modern areas of recreation and recreation based on the natural and landscape potential of the region

Strategic Goal 3 : Creating an atmosphere of hospitality, improving the quality of municipal and commercial services

- 1 To raise the level of local patriotism, cultural and aesthetic education and educate the citizens, promote the development of creative potential of the local population of the region
- 2 To ensure the achievement of the quality of municipal and commercial services of European level
- 3 To organize scientific support for the development of the tourism industry in Vinnitsa region

4. Improve the environment and improve the safety of life

Strategic goal 4: Formation of competitive tourism products in the field of health-improvement and other promising areas of tourism and provision of their marketing support.

1. To introduce a targeted policy of municipal marketing and the formation of the image of populated areas in the Vinnytsia region

2. Activate information support for tourism industry development

3. To increase efficiency of use of tourist potential of Vinnytsia region

4. To ensure the revival and development of the culture and traditions of the population of the Vinnytsia region

5. Activate activity in tourism based on rich cultural and historical resources Vinnytsia region

6. Create comprehensive tourism products that will combine health and recreation programs with cultural-entertaining, excursion, sports, active, event-based programs for staying tourists;

7. To form new directions of development of the tourist industry of the region, first of all - promising health-improving tourism;

8. To organize meaningful leisure, active and healthy rest of inhabitants and guests of the city on the basis of an innovative approach using the tourist potential.

Implementation of operational tasks to achieve certain strategic objectives is ensured through the development and implementation of Mr farm actions to implement with tratehiyi the relevant period, specifying a list of priority projects and activities, the timing of their implementation, custodians, budget and sources of funds, expected results and effectiveness taking into account the sustainable development of the economic, social (including cultural) and environmental.

Implementation with tratehiyi involves, first of all, to create an effective mechanism that should ensure the timely adoption of effective solutions at all stages of the management cycle: planning, setting goals, providing implementation, provision of resources, risk management, monitoring implementation, monitoring, and results evaluation with tratehiyi, as well as further regulation of the process and actualization of the goals.

Solving the identified problems is possible by implementing the following specific means:

1. Increasing the coordinating role of executive bodies and local self-government in practical assistance to territorial communities, small and middle-sized businesses, public organizations and other interested persons in the development of tourist infrastructure of the region.

2. Attracting international grant funds and technical assistance for projects under international programs today is the most effective way to cooperation with the European Union, as it allows the maximum deadlines to achieve high standards in all spheres of life.

3. Activation of informational work on promotion of tourist potential of the region.

4. Conducting scientific and practical conferences, seminars, round tables, forums, meetings, including international ones, with the purpose of activating the development of the tourist sphere of the region.

5. A wide representation of local providers of tourism services at domestic and international exhibition events of priority importance for the Vinnytsia region.

The solution of certain problems requires a comprehensive solution and belongs to the sphere of joint activity of executive authorities of the region, local self-government bodies, public organizations, educational institutions, etc.

The stable development of the tourist sphere of the region, the successful implementation of projects, the attraction and implementation of grant projects, as well as the creation and support of a positive tourist image of the Vinnytsia region, are the basis for achieving stability and prosperity in the region, raising the living standards of the population, as well as establishing democratic values, respect for human rights, etc.

In order to create conditions for high quality tourism product that can satisfy the needs of the population of the region, to ensure the comprehensive development of tourism industry must predict ichi perform the following tasks:

- effective promotion of tourist exchange and increase of tourist flow;
- manufacturing of high-quality advertising products about tourist opportunities of the region and improving the quality of excursions;
- increase in the number of tourists;
- development of prerequisites for attracting domestic and foreign investments;

- improvement of the conditions of rest and improvement of the population;
- an increase in the share of inbound tourism, which in turn will lead to the possibility of obtaining additional financial resources in local budgets [62].

3.2. Proposals for implementation of the strategy of promotion of the product of health-improving tourism of Vinnytsia region in the international market

In order to study the opinion of the local population on the development of strategies for the development of the region, it is necessary to conduct research and questionnaires. Therefore, for the development of strategic directions of tourism development in Vinnytsia oblast, a survey was conducted in the form of questionnaires. The questionnaire is not a statistical study and was intended to reveal the main tendencies and expectations of the inhabitants of the territory for the development of the tourism industry as a whole. The questionnaire was carried out in networks and the Internet, in the social community of Vinnytsia region in Facebook. By age and gender, respondents are divided into the following ways (Table 3.3)

Table 3.3

Respondent and questionnaire by age and gender

Nop		men	women
1	R azom	106	284
2	18-30 years old	34	58
3	31-45 years old	38	125
4	46-60 years old	28	86
5	61 and older	6	15

In general, the ratio of age groups corresponds to the average and age structure of the population of Ukrainian regions. Middle-aged women became the most active participants in the survey.

In carrying out questionnaires on their vision of the problems and priorities of the tourism industry development, as well as the priority tasks of various partner groups in the context of tourism development, the following results were obtained.

In scale (ability to attract tourists) respondents believe that the local government area next 10 years ought to focus efforts on attracting to tourists who live in Ukraine (so say 27% of respondents). About 20% preferred the region as a

priority area for attracting tourists, 12% believe that Vinnytsia region can become a powerful center of health-improvement tourism in Ukraine. The same (12%) indicate the ability of this sphere to reach the pan-European or even world scale. Another 20% expressed doubts that the region could become a famous tourist center.

According to the priority directions of the development of domestic and inbound tourism in Vinnytsya, the preferences of the inhabitants are distributed as follows (from the list it was proposed to select 3 priorities):

1. Green, ecological and agrotourism - 66%.
2. Therapeutic and health tourism - 64%.
3. Sport and active tourism - 44%.
4. Cognitive historical and cultural tourism - 26%.
5. Event tourism - 23%.
6. Business tourism and conference services - 20%.

These data indicate that the inhabitants of Vinnytsia region highly appreciate the natural resource potential of the region and the resource base for health-improving tourism. The first place of "green" tourism speaks more about the personal desire to rest in an environmentally safe environment, as well as the demand for a round-the-week tour.

In addition, Vinnitsyans highly appreciate the recreational potential of their region, which is the basis for the development of health-improving, green, ecological, recreational and other types of tourism.

Thus, representatives of tourism and other industries should additionally take into account the rather high demand of residents of the region for tourist services related to the natural recreational and resource base of tourism activities.

Among the priority tasks of the local authorities to improve tourism activity in the city of Vinnitsa, the poll participants identified:

- improvement of transport infrastructure of the district and transport services;
- maintenance of cleanliness in settlements of the district, improvement of the general state of the environment;
- development of public-private (municipal) partnership;
- increase of investments in the tourism industry and the city as a whole;

- development of the tourist and communal infrastructure of settlements of the district;
- formation of a new image of Vinnytsya , development of municipal marketing;
- development and implementation of a comprehensive tourism development program.

The main tasks of business for the development of tourism, according to residents of the district:

- use of new opportunities for own development;
- activation of business participation in the development of the city as a whole;
- increase of investments in the tourism and related industries;
- improving the quality of goods and services;
- effective use of advertising opportunities and PR;
- the introduction of cooperation for the development of tourism.

Among the priority tasks of the active part of the community and ordinary inhabitants respondents named:

- increase of personal culture, self-education, education of patriotism;
- preservation of the cleanliness of the streets of the city, courtyards, places of rest;
- Initiation and realization of public projects;
- participation in the formation of a positive image of the district;
- the organization of creative unions and other public associations;
- preservation and protection of cultural values.

Thus, the inhabitants of the district determine the common tasks for all participants in the development process of Vinnytsya as the destinations of health-improving tourism and other promising directions of tourism activity , first of all: the creation of partnerships, improvement of the environment, the formation of a new image of the region , improvement of resource provision, development infrastructure in support of tourism, integrated strategic approach to the development of tourism industry.

Monitoring and evaluation of implementation with tratehiyi of medical and health and other promising areas of tourism is individual stages of the strategic planning of tourism development that collect and analyze information necessary

for the attainment of the expected results and improve the implementation process with tratehiyi.

Monitoring and evaluation of implementation with tratehiyi of medical and health and other promising areas of tourism Vinnichiny carried out strategic objectives and priority areas, taking into account the operational objectives and appropriate indicators for monitoring and evaluation identified with tratehiyeyu and approved its execution.

The assessment of the village tratehiyi of medical and health and other promising areas of tourism Vinnichiny made - management process which aims to periodic systematic, independent and objective review and analysis of implementation with tratehiyi in accordance with certain criteria.

The overall objective assessment - based system analysis to determine how the implementation process with tratehiyi of medical and health and other promising areas of tourism Vinnichiny carried out in general and / or implementation of individual steps or direction is efficient, effective, economic and social-oriented.

The main tasks of the assessment are:

- determining how performance with tratehiyi with the priorities of the tourism industry and the city as a whole;
- formation of priority tasks for the further development of the tourist industry;
- limiting overhead and optimizing use of financial, human, logistical and other resources involved in the implementation with tratehiyi;
- improvement of the quality of managerial decisions in the field of strategic planning by the development of tourism industry;
- determine whether the expectations of the community area of the actual implementation results with tratehiyi and further consequences and effects of the introduction with tratehiyi.

The assessment of the strategy is made by the decision of the city authorities. The general coordination, methodological and informational support for the evaluation process, as well as the organization of work on the preparation of the final report on the results of the evaluation from the road, is carried out by the Tourism Development Department.

To ensure the transparency of the process and to obtain more objective evaluation results, as well as to increase the community's interest in the results and consequences of the implementation from the strategy, an expert (working group) is created to conduct the evaluation, with participation in which, on a parity basis, experts, representatives of scientific circles, public associations, the media, tour operators and other stakeholders.

The main sources of information for the evaluation are:

- statistical reports, administrative reports of the city department structural subdivisions, analytical notes, expert opinions (including reports on monitoring results from the trajectory and reports on the results of preliminary evaluations);
- sociological, marketing, expert research (including surveys, questionnaires, focus groups, etc.) and other documentary sources

The following are the criteria for evaluating the implementation from the developmental trend of health and recreation and other promising areas of tourism in Vinnytsia region (Table 3. 4.).

Table 3. 4

Criteria for assessing the implementation of the strategy for the development of health and recreation and other promising areas of tourism in Vinnytsya

Criterion (metric)	Sources	Units of measurement and determination mechanism	Periodicity
Short-and medium-term performance	Statistical and administrative reports Monitoring and evaluation reports of the strategy Reports on the implementation of programs, projects and activities Reports on conducting sociological, marketing and expert research	Units of measurement of quantitative results are determined according to the units of measurement of the expected result for the corresponding strategic goals, operational tasks, programs, projects and measures. Qualitative results are measured by focus groups, questionnaires, other forms of sociological, marketing and expert research.	1 every 2 years and after implementation with tratehiyi
Long-term performance (impact)	Statistical and administrative reports	The units of measurement of quantitative results are determined according to the	Within 3 years after implementation with tratehiyi

	Reports on conducting sociological, marketing and expert research	units of measurement of the expected result for the corresponding strategic goals. Qualitative results are measured by focus groups, questionnaires, other forms of sociological, marketing and expert research.	
Budget efficiency	Statistical and administrative reports	The estimated coefficient indicating the ratio of financial expenditures and revenues to the relevant budget related to the implementation of programs and projects and the overall strategy.	Once a year - after summing up the execution of the local budget
Economic efficiency	Reports on the implementation of projects and programs	Current ratio, which indicates the ratio of total expenditure and economic Whig and forth from the implementation of projects and programs aimed at implementing the strategy (BSR, NPV, IRR) - discounted and undiscounted	Once every 2 years and after completion of the implementation from the trajectory - separately for each project
Criterion (metric)	Sources	Units of measurement and determination mechanism	Periodicity
Social efficiency	Statistical and administrative reports Reports on conducting sociological and expert studies	Units of measurement of quantitative results are determined according to the units of measurement of the expected result for the corresponding strategic goals, operational tasks, programs, projects and measures. Qualitative results are measured by focus groups, questionnaires, other forms of sociological and expert research. The subject of evaluation is the specific social benefits derived from the implementation of the strategy (created jobs, improvement of social comfort, etc.).	1 every 2 years and after implementation with tratehiyi
Environmental efficiency	Statistical and administrative reports Reports on conducting sociological and	Units of measurement of quantitative results are determined according to the units of measurement of the expected result for the corresponding strategic goals,	Within 3 years after implementation with tratehiyi

	expert studies	operational tasks, programs, projects and measures. Qualitative results are measured by focus groups, questionnaires, other forms of sociological and expert research. The subject of evaluation is the specific environmental impacts (reduction of negative impacts and increase of positive environmental impact), which are the result of the implementation of the strategy.	
Stability (constancy)	Statistical and administrative reports Monitoring and evaluation reports of the strategy Reports on conducting sociological, marketing and expert research	A qualitative indicator indicating the future power of the authorities, businesses, community of the city to effectively use new achievements and potential created during the implementation of the strategy (human, financial, market and other)	Within 3-5 years after implementation with tratehiyi

The results of monitoring and evaluation of implementation with tratehiyi of medical and health and other promising areas of tourism Vinnitsa region are open and published by posting relevant information on the Internet and through publications in the media, publishing separate booklets, brochures and more.

The publication of the results of monitoring and evaluation of implementation from the trace is carried out in a volume and in a form that is accessible to the perception of different categories of consumers of this information. The reporting information should be clear, submitted using explanatory findings and comments, comparative tables, charts, maps, illustrations and other graphic images.

Data on monitoring and evaluation reports are mandatory for use in the development and updating of programs, projects, measures of the Strategy for the development of health-improving and other promising areas of tourism in Vinnytsia, to formulate and correct strategic objectives and operational

objectives of the Strategy, as well as to develop a development strategy tourism for the next period, other software and administrative documents.

The results of monitoring and evaluation are the basis for making decisions on the allocation or redistribution of financial and other resources, the formation of budget requests and the implementation of other measures on resource provision of the tourism industry and the development of the city as a whole.

Expected results of realization from the trajectory of development of health-improving and other promising areas of tourism of Vinnytsya in accordance with the chosen approach to strategic planning are divided into quantitative and qualitative:

- short-term, the achievement of which is expected during the implementation with tratehiyi at appropriate stages;
- mid-term, the achievement of which is expected immediately after the implementation with tratehiyi;
- long-term results (impacts), which will be achieved over several years in the future, due to the successful implementation of this from the trajectory and taking into account the next period of strategic planning of the tourism industry development in Vinnytsia region.

Conclusions of part 3

The tourism industry is becoming increasingly important for the development of the economy and social sphere in the Vinnytsia region. The formation of domestic and inbound tourism has prospects to become an important factor in the social and economic development of the region. The main task is to create a modern competitive tourism industry in the Vinnytsia region, able to meet

the needs of foreign and domestic citizens in tourist and recreational services . Available problems hindering the development of tourism and tourism potential in Vinnytsia region. To solve the problems considered, a tourism development strategy should be directed, which should have a positive impact on the tourist sphere of the district, as well as on improving the economic and social development of the region as a whole.

The choice of the tourism development strategy in the Vinnytsia region is based on the analysis of the internal and external environment, the assessment of its overall socio-economic status and the existing tourist potential. An effective strategy is able to increase the internal potential of the tourist industry of the region and through the use of external opportunities to strengthen the situation on the interregional tourist market.

The developed strategy for the development of health-improving and other promising areas of tourism in Vinnitsa will include three stages:

1. With the creation of basic conditions for the development of tourism industry
2. With the increase of the region's presence in the tourist services market of Ukraine
3. The establishment of a stable demand for tourist products from the target consumer segments .

On the basis of the elaborated stages, priority strategic goals and operational objectives of the development strategy of health-improving and other promising areas of tourism of Vinnytsya oblast have been identified .

CONCLUSIONS AND PROPOSITIONS

The conducted research makes the following conclusions:

1. Organization of strategic management of recreational and tourist complex should be based on the principles of an integrated approach. Representatives of all elements of the tourist cluster of the region should

be involved in the strategic management of the development of the recreational and tourist complex, which requires intensification of the activities of regional tourist associations, as well as associations and unions formed in the tourism related areas. The organization of the strategic management of the recreational and tourist complex must involve different management subjects at the regional, municipal levels and levels of individual enterprises forming the tourist cluster of the region.

2. Treatment and health tourism is a promising area of modern tourism, developed in many countries. It should be noted that Ukraine also has a great potential for the development of health-improving tourism, but it does not use it fully and inefficiently. For the further development of the regional product of health-improving tourism in the regions of Ukraine, it is necessary to develop strategic approaches to its development, popularization and promotion in foreign markets.

3. Promotion of tourism product in both domestic and international markets of tourism services is impossible without proper information and advertising provision. The main directions of development of information technologies in the tourism sector are: information infrastructure facilities, databases, websites and tourism portals profile in the Internet, e-marketing, advertising, automation of travel organization and management of tourism. Tourism is developing at a rapid pace, each year a growing number of tourists, expanding the company's business in a competitive market by attract new technologies for its development. With the proliferation of Internet technologies in Ukraine, the number of travel companies with their own websites increases. Travel companies and portals occupy high positions in the rankings, the market has a specialized software for operations designed to optimize their work and expand their capabilities.

4. Vinnitsa region is the administrative and economic territorial structure of Ukraine. This is one of the central regions of Ukraine, which is part of the Podillya socio-geographical region. Saying of social and geographical location of Vinnitsa region in the context of its impact on the development of territorially recreational complex, it should be noted that it is a favorable factor for prospective development of the region as a whole and recreation and tourism in particular. The territory of the Vinnitsa region has a significant natural and resource potential for the development of various kinds of health-improving

tourism. Such potential is the basis for creating within the limits of the Vinnytsia region the distribution of health-improving tourism and its promotion in foreign markets.

5. The "Avangard", located in the city of Nemyriv, Vinnytsia region, provides a wide range of services in accordance with modern and progressive treatment methods. The sanatorium Avangard has state-of-the-art equipment, highly qualified doctors and a quality room suite. The clients of Sanatorium "Avangard" are not only Ukrainian tourists, but also foreign tourists from different countries. Therefore, the services provided by the sanatorium "Avangard" fully and completely correspond to modern requirements and therefore can be offered to a foreign consumer.

6. Vinnitschyna has a strong natural resource potential and material and technical base for the development of health-improving tourism. On the basis of existing recreational resources in Vinnitsa region a network of sanatorium and health resorts has been established that specialize in the treatment of a wide range of diseases. Resorts of Vinnitsa are equipped with modern equipment, the number of sanatorium facilities is in good condition and is constantly updated. Thus, we can state that the resorts of Vinnytsia region can become a worthy player in the market of health and wellness tourism in Europe, but for this purpose it is necessary to develop qualitative strategic approaches to the development and popularization of this area of tourism.

7. The tourism industry is becoming increasingly important for the development of the economy and social sphere in the Vinnytsia region. The formation of domestic and inbound tourism has prospects to become an important factor in the social and economic development of the region. The main task is to create a modern competitive tourism industry in the Vinnytsia region, able to meet the needs of foreign and domestic citizens in tourist and recreational services. Available problems hindering the development of tourism and tourism potential in Vinnytsia region. To solve the problems considered, a tourism development strategy should be directed, which should have a positive impact on the tourist sphere of the district, as well as on improving the economic and social development of the region as a whole.

8. The choice of the tourism development strategy in the Vinnytsia region is based on the analysis of the internal and external environment, the assessment of

its overall socio-economic status and the existing tourist potential. An effective strategy is able to increase the internal potential of the tourist industry of the region and through the use of external opportunities to strengthen the situation on the interregional tourist market.

The developed strategy for the development of health-improving and other promising areas of tourism in Vinnitsa will include three stages:

1. With the creation of basic conditions for the development of tourism industry
2. With the increase of the region's presence in the tourist services market of Ukraine
3. The establishment of a stable demand for tourist products from the target consumer segments .

On the basis of the elaborated stages, priority strategic goals and operational objectives of the development strategy of health-improving and other promising areas of tourism of Vinnytsya oblast have been identified .

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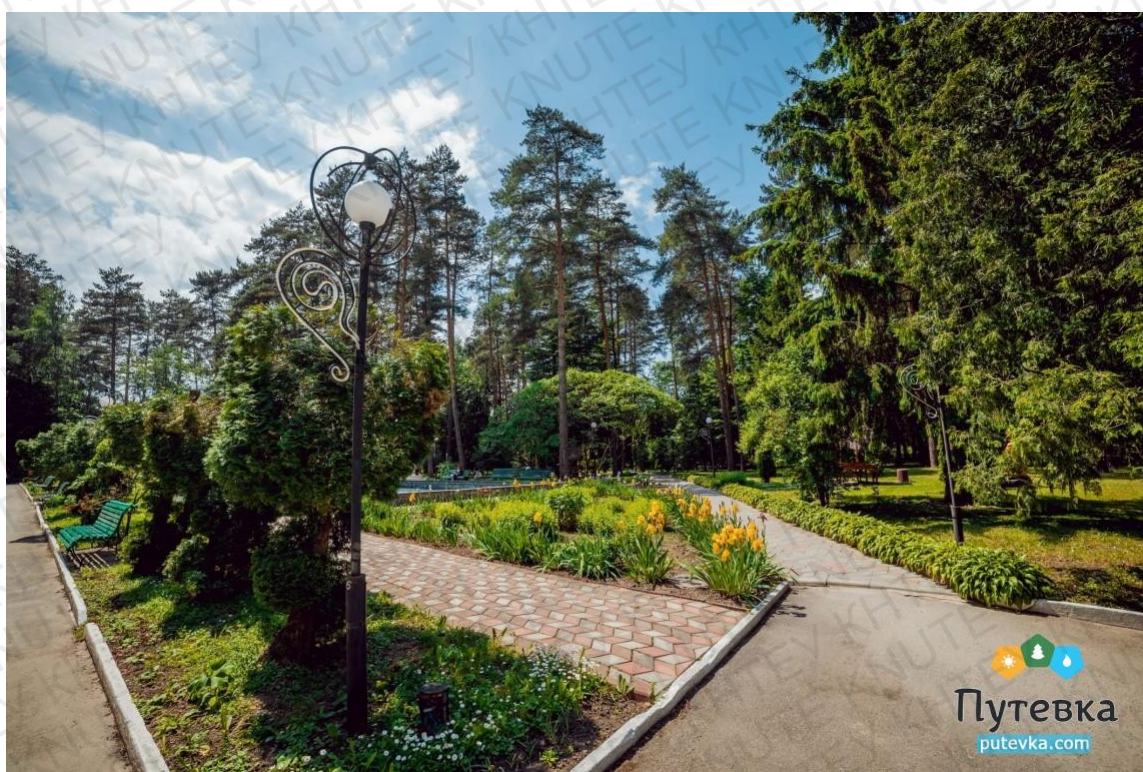
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APPENDIXES

Appendix 1

An overview of sanatoria in the Vinnytsia region Sanatorium Podolia



Sanatorium Birch Guy



Sanatorium Khmilnyk (trade union)



Sanatorium Khmilnik (Military Central Medical Center)



Source: [putevka.com]