

Kyiv National University of Trade and Economics
Tourism and Recreation Department

FINAL QUALIFYING PAPER

on the topic:

**Tourist product of medical and health tourism of Transcarpathia
region promotion on the international market**

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Task for a final qualifying paper

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1. Topic of a final qualifying paper: «Tourist product of medical and health tourism of Transcarpathia region promotion on the international market»

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Purpose of the paper is to create ways of tourist product of medical and health tourism of Transcarpathia region promotion on the international market.

The subject is the process of formation of health and medical tourist product and promotion of health and medical tourist destinations of Transcarpathia region on the international market.

The object is theoretical, methodological and practical basis of formation and promotion of health and medical tourist product of Transcarpathia region.

4. Illustrative material: conceptual framework of brand image for the tourism industry; conventional models of promotion in the field of tourism; maps of destinations; tables; diagrams; charts.

5. Consultants of the research and titles of subsections which were consulted:

Section	Consultant (last name and initials)	Date and signature	
		The task given	The task received
Part 1	Mykhaylichenko G.I.	02/11/2017	02/11/2017
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6. Contents of a final qualifying paper (list of all the sections and subsections)

INTRODUCTION

PART1. Theoretical and methodological basis of health and medical tourism.

1.1. The concept and essence of health and medical tourism, its characteristic and peculiarities.

1.2. Classification of health and medical tourism

1.3 The factors influencing development of health and medical tourism

Conclusion to the Part 1

PART2. Analysis of the effectiveness of health and medical tourism promotion of Transcarpathia region on the international market.

2.1. Characteristic of tourism resources of Transcarpathian region.

2.2. Analysis of the state of healthcare tourism in the Transcarpathian region and current activity of its promotion on the international tourist market.

2.3. Analysis of the strengths and weaknesses of the healthcare tourism of the Transcarpathian region and its promotion to the international market.

Conclusion to the Part 2

PART 3. Development of strategy of health and medical tourist product of Transcarpathia region promotion on the international market.

3.1. Characteristics of the promotion strategy.

3.2.The provision and ways of implementation of health and medical tourist product of Transcarpathia region promotion strategy.

3.3 Evaluation of the effectiveness of implementation of the proposed strategy.

Conclusion to the Part 3

Conclusions

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Appendixes

7. Time schedule of the paper

No.	Stages of the final qualifying paper	Terms of the final qualifying Paper	
		de jure	de facto
1.	Choosing and approval of the final qualifying paper topic	09.01.2017-10.25.2017	25/10/2017
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10.	Defensing of the final qualifying paper in the Examination Board	According to the schedule	

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9. Scientific adviser of the research

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10. Head of educational and professional program

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11. The task received by the student

_____ Viachalo T.Y.

11. Resume of a scientific adviser of a final qualifying paper (project)

Student Viachalo Tetiana fulfilled final qualifying paper in accordance with all requirements, according to the schedule. The first section is theoretical, it describes the concept and essence of therapeutic tourism, its varieties, reveals the factors of influence on the development of this type of tourism. In the second section analytical work was carried out. Namely, the tourist-recreational potential of the Transcarpathian region was characterized, the analysis of the current state of the tourist industry of the region was analyzed and the strengths and weaknesses of the development of tourist destination in the context of the development of health-improving tourism were analyzed. The third section contains the development of a strategy for the development of tourist destination and its promotion to the international market. The author describes the essence of the strategy, the ways of its introduction and justifies its economic and social efficiency.

The work meets the requirements for content, structure and volume. The author in this work showed his knowledge and skills acquired during the study. The work is highly skilled and deserves excellent mark.

Scientific adviser of a final
qualifying paper (project) _____ Mykhaylichenko G. I.

Note about preliminary paper (project) defence _____ Mykhaylichenko G. I.

12. Resume about a final qualifying paper (project)

A final qualifying paper (project) of the student Viachalo Tetiana
can be admitted to defence in the Examination Board.

Manager of the educational program _____ Mykhaylichenko G. I.

Head of the Department _____ Tkachenko T. I.

_____, _____, 20__.

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INTRODUCTION

Tourism is one of the world's fastest growing industries and is a major source of income for many countries. Being a people-oriented industry, tourism also provides many jobs which have helped revitalise local economies.

International tourism is an essential component of the innovative development of any country in the long run, an economically viable and environmentally sound economy, a source of foreign exchange earnings and a means to ensure employment. International tourism contributes to the diversification of the economy, creating sectors serving the tourism industry. At present, the tourism industry is one of the most rapidly developing forms in the international trade in services.

Health and medical tourism is one of the most persistent species tourism markets in Ukraine and priority areas, but it most needs support and coordinated development. Available and potential reserves of medical resources, taking into account their qualitative and quantitative characteristics, should at the moment become the stimulus of public practices in restoring human health, extending the active longevity period, and introducing a healthy lifestyle [1].

Health tourism is a wider term for travel that focuses on medical treatments and the use of healthcare services. It covers a wide field of health-oriented, tourism ranging from preventive and health-conductive treatment to rehabilitational and curative forms of travel.

Today, healthcare tourism is developing practically in all regions of the world and is one of the most popular tourist destinations. In our country, this kind of tourism also takes a rather significant place due to favorable climatic conditions, the proximity of the sea and the mountains. In Ukraine, the Carpathian region and the Black Sea region are the most desirable places for recreation. One of the most popular among the fans of health tourism in the regions of Ukraine is the Transcarpathian region.

The Transcarpathian region has a favorable geographical location and has a rich natural-resource potential, which allows developing all types of tourism in the

region. In addition, the Transcarpathian region is bordered by four European countries, which contributes to the development and improvement of international tourism in the region.

Significance of the Study. Health and medical tourism today is one of the most promising and sustainable types of tourism in Ukraine and in the world. This is due to the fact that the tempo of life of people has increased significantly, in comparison with last years, morbidity has increased among the population. The need for health-improving and treatment is one of the most urgent needs of mankind, which is satisfied with the help of healthcare tourism. The demand for healthcare tourism services is increasing from year to year and, according to forecasts of specialists will continue to grow at a fast pace.

This paper examines the most important aspects of healthcare tourism, the relevance of healthcare tourist product development in Transcarpathian region of Ukraine. In addition, in this work recreational resources and the current state of medical and health tourism of the region is analyzed.

It is important to explore ways of optimization and the need to promote a health and medical tourist product on the East European tourist market.

The purpose of the research is to study theoretical and methodological aspects of healthcare tourism development, to identify Transcarpathian region of Ukraine as one of the most promising destination for health and medical tourism, as well as evaluate its effectiveness in terms of marketing and managing the tourist product of Ukraine, and to find ways of its optimization at the international tourist market.

The objectives of the research are:

- to describe concept and essence of health and medical tourism, its characteristic and peculiarities;
- to reveal approaches to healthcare tourism clasification;
- to determine factors which have impact on the development of health and medical tourism;
- to give Characteristic of tourism resources of Transcarpathian region;

- to analyze current state of healthcare tourism in Transcarpathia region and level of its promotion on the international market;
- to analyze competitiveness of healthcare tourist product of Transcarpathia region;
- to create the strategy of tourist destination of Transcarpathia region development and promotion;
- to research ways and provision for implementation of proposed strategy;
- to estimate effectiveness of proposed strategy of transcarpathia region promotion on the international tourist market.

The subject of the paper is a process of tourism product formation and promotion in the segment of healthcare tourism by the example of Transcarpathian region of Ukraine.

The object of the research is a methodological, theoretical and practical bases process of tourism product formation, optimization, and promotion in the segment of healthcare tourism.

Research Methodology. In this paper, quantitative and qualitative scientific research methods were used to achieve the goals of the study. The research process was divided into three parts: theoretical aspects of healthcare tourism, analytical research of current state of tourism and practical. The research and theoretical frameworks were established to guide and control the review of the literature and the empirical studies. A classification, comparative analysis, and systematization of the information were implemented at all stages of the research paper.

Observation and general scientific methods such as synthesis, induction, deduction, abstraction, and generalization are implemented in the first part of the paper to investigate theoretical and methodological basis of health and medical tourism. At the second stage of the study, statistical methods are used to gather and analyze data. SWOT-analysis and case study are the main scientific methods for developing ways of promotion of healthcare tourism product of Transcarpathian region into European tourist market.

The level of research. Various aspects of the development of tourism in the countries of Europe and Ukraine were reflected in the works of domestic and

foreign scientists. Among them Malska M.P. [19, 20], Tkachenko T.I. [36, 37]. Processes of innovations in tourism were researched by Mykhailichenko G. I.[21] A wide spectrum of the development of healthcare tourism is reflected in the works of Volkova I.I [7, 8], Vlaschenko N. M. [6], Berezhna O.O. [3], Anischenko O. V. [1], Kifiak V.F [16], Rutinsky M. Y. [31, 32], Stafiychuk V.I. [35]and others. Among foreign scientists, the most significant contribution to the research of health tourism was made by E. Kaufman, H. Muller [63], H. Narstedt, E. Cohen [50] and others.

Studies of tourismologists have shown that health tourism occupies a special place in the system of world-wide relations. Today in the market of tourist services the most appreciated is the possibility of restoration of health during exciting tourist trips.

The healthful effects of tourism contribute to its widespread use in the complex of spa treatment. Recently, in the scientific-methodical literature, the mass media propagates such a type of tourism as a medical, or therapeutic and wellness. Therapeutic tourism occupies a special place in the system of world-wide resort tourist relations. According to the indicator of human-days of stay, the share in the global tourism turnover of medical tourism is less than 1%, and in the structure of incomes - about 5%, that is, the most money-intensive tourism industry [31, 32].

Practical approval of results of the final qualifying paper researches are illustrated in the scientific article «Health and medical tourism: peculiarities, types and promotion», which is published in the collection of scientific works of the faculty of restaurant-hotel and tourism business. The article is added to the appendix A.

PART 1

THEORETICAL AND METHODOLOGICAL BASIS OF HEALTH AND MEDICAL TOURISM

1.1. The concept and essence of health and medical tourism: its characteristic and peculiarities

In recent years, there is presence an increase in the interest of tourists in health and medical tourism in the world. The rapid rythm of life, a lot of stressful situations, the growth of information flow, unfavorable environmental conditions in most countries make people turn to this type of tourism. Traveling with curative purposes was already known in ancient Greece and Rome, whose citizens used healing springs and places with favorable climate in order to improve their health. The first known in the history of the resort of Asclepius in ancient Greece, located near the port of Epidauros, was created on natural sources of mineral waters in the II century. In the XVIII-XIX centuries spread the fashion to ride "for the water". People, mostly rich, went to the resorts not for the purpose of treatment, but for rest. Around the sources, spa towns grew, becoming centers of secular life, along with hospitals built concert halls, racetracks and casinos [20, p.198].

At the International Congress on Health-Improving Tourism, held in 1999 in Spain, the importance of developing this type of tourism for the modern society and 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. [19, pp. 27-28].

The motivation to travel to resorts for years has not changed. People who want to rest, are attracted to the resort's healing properties of natural factors.

There are different opinions about concept and essence of healthcare tourism, its purposes and features. Ukrainian and foreign scientists and scholars give definitions which vary one from other but in general give the similar characteristic for this type of tourism and its main purposes and features. Different definitions of health tourism are summarized in table 1.1.

The length of stay, which should be not less than three weeks, regardless of the type of resort and disease, because only in such a time can achieve a positive curative effect.

High cost of stay and treatment - the usual treatment at the resorts is expensive, so this type of tourism is designed for wealthy clients ordering an individual program of staying and treatment.

Age of tourists- statistics show that most of people come to the resorts of the older age group, although in recent times people who choose this type of tourism are also of middle-aged group who are suffering from ailments. The choice is made between the resorts specializing in the treatment of a particular disease, and mixed-type resorts, which generally improve health and contribute to recovery and stress relief.

Recently the market of healthcare 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 [31, p. 265].

The health tourism trend was initially thought to be propelled by people seeking cheaper alternatives to cosmetic procedures. Moreover, nowadays tourists, instead of seeking long-haul destinations, prefer shorter trips; short distance, medium, and known destinations. Consequently, the emergence of a global market

in health services is having profound consequences for other sectors, such as health insurance, delivery of health services, publicly funded healthcare, and the spread of medical consumerism [73].

The concept of health tourism recently emerged in the international academic community to refer to travelling to other countries to seek medical treatment at a lower price or to avoid waiting lists in the country of origin [70].

Medical tourism has been considered as an emerging niche, around which a global offer of services has been built. It is considered to be a product innovation developed mainly by the hotel industry with the healthcare hotel and medical organizations, and aimed at both national and international tourism; in certain areas, it has become an alternative to the seasonal nature of tourism demand [66].

However, despite the described practical and academic relevance, there are few theoretical or empirical studies to delineate this sector and to characterise this new offering, so there remains a research gap on the topic [68]. In particular, there is a lack of an integrative perspective that takes into account all the emerging issues related to medical and wellness tourism and there is still a need to clarify the different concepts. In addition, a call for greater empirical research on medical tourism in Europe has been made, arguing that such research will contribute toward knowledge of patient mobility [49]. Importantly, with the projected growth of medical tourism, as it is considered to be one of the fastest-growing tourism sectors in the world, the need to know more about it is urgent, particularly regarding its implications for regulation [59].

Recreation, from the medical point of view, is the most valuable type of tourism, which aimed at restoring health and workability by recreation on in nature, in favorable climatic conditions. To realize this goal patients and tourists-recreators at the resorts are provided with a variety of recreation facility. These services are used in various purposes: recreational, tourist, sporting and cognitive, basic natural- recreational resources (climate, therapeutic mud, mineral water, etc.) and special means are used to enhance the general psychophysical the potential and development of individual functional systems of the organism [61, c.48].

Recreational functions of urban and rural tourism make it possible to restore spiritual, physical and psychological forces. They were formed on the basis of the unique natural and climatic resources of the natural zone, where settlements are located, as well as various antiquities, cultural and historical monuments, which are part of the cultural and cognitive program of tourist services. Functions of resort towns and villages are connected with rest, cozy hotels, parks, green zones, seaside, rivers and other reservoirs, a quiet and unhurried course of life [36].

Healthcare functions are closely related to the previous group, but more focused on the treatment, rehabilitation and rehabilitation of patients. Centers of health and wellness tourism in cities and villages are located, as a rule, near the deposits of healing natural resources (mineral waters, medical mud, etc.) and are oriented mainly on the elderly or people with illness. However, despite the specifics of the segment of this market of services, the tourist product of health-improving institutions began to adapt to the needs of the wider population [58]. Sanatoriums, boarding houses, health care institutions develop a diverse program of staying for tourists, conduct cultural and sporting events, expand opportunities for active leisure activities and, with the preservation of the main therapeutic function, become closer to the centers of event and cultural-cognitive, sports tourism [12, 15].

Consequently, the emergence of a global market in health services is having profound consequences for other sectors, such as health insurance, delivery of health services, publicly funded healthcare, and the spread of medical consumerism. This has changed the regulations at a country level [73].

Healthcare tourism can be divided into subtypes as medical, wellness and other. In order to study health-improving tourism in full, it is necessary to characterize each of its types in the next section of this part.

1.2. Classification of health and medical tourism

There are different approaches of health and medical tourism classification. From the point of view of the direction of the tourist flow healthcare tourism can

be divided into types which are similar to classification of tourism in general. There are domestic, inbound and outbound health tourism. Domestic tourism, involving residents of the given country traveling only within this country for treatment or health improving purpose. Inbound tourism, involving non-resident coming in the given country for treatment, health improving and stabilization. Outbound tourism, involving residents traveling abroad with the named purposes [88].

The essence and content of health and medical tourism is determined on the basis of the principle of its division into four main components: only medical or treatment component based on conducting clinical exploring with subsequent surgical treatment - the clinical sphere, rehabilitation (after treatment or surgical intervention), health improving (or, as it is otherwise called, valeologic) and recreational. The first three components, are directly related to medical care, and the fourth is a complex of leisure and entertainment activities. [40].

According to the purpose of travelling of health tourists scientists distinguish different types. For example, Tourism Research and Marketing proposed types which is presented in figure 1.2 [72].

The term «treatment of illnesses», generally includes medical check-ups, health screening, dental treatment, joint replacements, heart surgery, cancer treatment, neurosurgery, transplants and other procedures that require qualified medical intervention. These can range from healthcare services that can be provided by a local general practitioner to complex surgical procedures such as transplants [49-50].

Medical tourism can be defined using the Medical Tourism Association's definition: «Medical Tourism is where people who live in one country travel to another country to receive medical, dental and surgical care while at the same time receiving equal to or greater care than they would have in their own country, and are traveling for medical care because of affordability, better access to care or a higher level of quality of care» [78]

Foreign scientist K. Pollard [52], on the other hand, introduces similar distinction of, what he calls comprehensively, “health and medical travel”. He splits this market into five segments: medical tourism, dental tourism, cosmetic surgery (or esthetic) tourism, spa tourism, wellness tourism. It follows that all medical travelers are health travelers, but not all health ones are medical: regarding plastic surgeries, for example the aim is mainly esthetics, not health condition improvement.

Enhancement procedures are carried out mainly for aesthetic purposes. Some of these procedures require qualified medical personnel but much of this work is non-disease related (unless disfigurement is caused by disease). Examples of such procedures include all cosmetic surgery, breast surgery, facelifts, liposuction and cosmetic dental work. This component of the tourism and healthcare tourism is traditionally most associated with the tourism and leisure industry.

The wellness segment of medical and healthcare tourism promotes healthier lifestyles [46]. Therefore, these products can include treatment in spas, thermal and water treatments, acupuncture, aromatherapy, beauty care, facials, exercise and diet, herbal healing, homeopathy, massage, spa treatment, yoga and other similar products. There is normally no need for a qualified doctor to provide these services, although many professionals providing these services, are often accredited members of the various associations. Reproduction tourism is an increasing and growing area of medical tourism travel. Under this component, there are patients who seek fertility-related treatments such as in vitro and in vivo fertilization and other similar procedures. In some situations, the travel is motivated and influenced by the legislation in the country of origin and host country.

Fertility tourism or reproductive tourism is the practice of traveling to another country or jurisdiction for fertility treatment, and may be regarded as a form of medical tourism. The main reasons for fertility tourism are legal prohibitions or regulation of the sought procedure in the home country, the non-availability of a procedure in the home country, as well as lower costs in the

destination country. The main procedures sought are In-vitro fertilization and donor insemination, but also surrogacy.

The term «medical wellness» is an example of the varying definitions used in the market, but for the purposes of this study we consider any form of tourism with a medical purpose or element to be medical tourism and not wellness tourism.

There is no one attitude to healthcare tourism subdivisions. There are other researchers who divide healthcare tourism into medical which includes surgical and therapeutic and wellness which includes physical and mental elements (figure 1.3).

The main directions of medical tourism in Ukraine with the greatest amount of foreign tourists: treatment with stem cells, dental tourism, anti-aging therapy, reproductive tourism (IVF, surrogate motherhood).

On the other hand, the number of Ukrainians traveling abroad for treatment in recent years has decreased by almost 50%. The reason for this is the rapid development of technologies in Ukraine, the increase in the number of private clinics, expanding the experience of native doctors in carrying out complex manipulations. Number of Ukrainian medical tourists who went outside native country with the purpose of treatment or other medical purposes was recorded as 200 persons in 2013 and 140 in 2016. The dynamics from 2013 to 2016 are presented in figure below [88].

abroad and wellness tourism is travelling both abroad and within native country. Medical tourism is connected with medicine and medical institutions while wellness does not involve of medicine. Among push factors for medical tourism the main is lack of appropriate medical services in the origin country but for wellness main factor is different and it means general health improvement and well-being. Pull factors are related with supply side of travelling and for medical tourist they include price and medical technology while for wellness tourism availability of natural resources and infrastructure are at the core of travelling.

SPA is an acronym for Sanus per Aquam (Latin: health through water),

meaning water-based therapies, and it has been defined as an entity devoted to enhancing overall well-being through a variety of professional services that encourage the renewal of mind, body, and spirit. It is currently one of the fastest growing subsectors of health tourism [59]. Normally, spas are served by plain tap water to which some salt or additives are added. The benefits of spas for the body are focused on temperature changes and the action of water pressure on the body [67]. Sport and fitness are wellness-promoting experiences that feature participation in sports at leisure or in an organised competitive setting, including opportunities to assess and improve one's fitness level with a specialist [65]. Finally, spiritual tourism is all-purpose travel that is based on an intentional search for connection with the spiritual self [60]. Table 1.2 presents the main differences between medical and wellness tourism.

Looking at the subject of health tourism from the demand perspective, it is possible to encounter very different types of health tourists. It may be possible to classify the objectives of these health tourists under the categories above. Cohen made a classification in the context of demand for the sector. Accordingly, in terms of the health tourism market, tourists or visitors can be divided into five basic categories [50]. These are:

- regular tourists: they do not benefit from any medical services or treatments, instead they spend their vacation on sea, sun and the beach;
- tourists with travel and treatment purposes: these tourists do not go to the country or region they travel for only medical reasons; however, the presence of treatment possibilities is a reason of preference for the region they travel to. In other words, they are tourists combining health services and vacation purposes;
- tourist patients: these tourists essentially go to a region for treatment purposes but during or after treatment, they travel in the region;
- regular patients: this group is mainly medical tourists and the only reason for their travel to an area is to receive treatment or a medical operation and they do not have leisure travel purposes As can be seen from the above approaches and definitions, health tourism actually refers to medical tourism, and health tourism is

confined in this area close to medical tourism. So there are different approaches to the definition of types of healthcare tourism, but all of them are equally important for research.

1.3 Factors influencing development of health and medical tourism

The growth of healthcare tourism is driven by various factors, such as the rapid life tempo, a lot of stressful situations, the relatively high costs of medical operations in developed countries, the increase in reasonably priced international travel options, increasing quality standards in developing countries, increasing demand for cosmetic and dental operations, increased sophistication of medical tourism operations, government support and the rise of information and communication technologies. In general, all these factors are presented in figure below.

Increasing rate of globalization. The boundaries between countries have become less significant with technological advances and the activities of the international and multinational organizations. In line with different trade and economic organizations, goods and services can travel freely and easily between countries [68]. Freedom in the movement of goods and services between countries provided international mobility to medical equipment, healthcare professionals and also to individuals looking for healthcare services. This ease of movement has led to the emergence of healthcare tourism as a significant economic phenomenon [87].

Increasing healthcare expenditures. Healthcare expenditures in developed countries are higher than those of developing countries and are expected to increase further [54]. That's why people from developing countries travel to developed countries in order to gain more qualified treatment, rehabilitation or just with the aim of improvement of physical and mental health and well-being. But from other hand people from developed countries travel to developing ones to gain healthcare services and treatment because of lower prices for it [81].

Increased availability of global travel. Because of the intensifying

competition caused by an increasing number of airline companies and technological advances, the average cost of air travel has decreased considerably. This, coupled with increasing impact of globalization, has led to a surge in air travel in the last 25 years.

Increasing demand for non-essential healthcare services. Several health-related services and the majority of wellness-related services are considered as non-essential services in the relevant literature. The demand for these non-essential healthcare services, which include but are not limited to the eye-related (ophthalmic), dental and cosmetic services, are on the rise with ageing populations and increasing cosmetic concerns in the developed countries. A considerable percentage of dental and ophthalmic operations and nearly all the cosmetic operations are not covered by state health insurance systems in developed countries. Moreover, certain medical operations, such as eye treatments that are covered by the health insurance systems, have long waiting times in western countries [79].

Individuals looking for affordable non-essential procedures are taking international destinations into careful consideration. Dedicated institutions in emerging countries offering competitive prices with state of the art equipment are presenting viable solutions for individuals looking for these types of services.

Significant differences in healthcare costs. Significant differences in health-care costs between countries are considered to be one of the major reasons for the growth in health-care tourism. Developed countries have higher personnel costs and fixed costs compared to developing countries that in turn leads to higher cost of health-care services [74, 81].

Rise of information and communication technologies and the internet. The rise of the internet as a vast information source is one of the greatest enablers of health-care tourism. M. Bookman [48] stated that the most important factor in medical tourism for both service providers and tourists alike is the internet. The internet provides an opportunity to find, compare and

evaluate various alternatives (hospitals, health tourism agencies, SPAs, etc.) for health-care services around the globe. The internet also acts as an outstanding communications tool that can help health tourists contact physicians, surgeons, health centers and tourism agencies for consultations, appointments or obtaining detailed information [55].

International healthcare tourism industry. Fueled by the aforementioned factors, this new wave of health-care tourism originating from developed countries and heading toward developing ones is accepted as a major development that can reduce costs and increase efficiencies in the health systems of developed countries. So-called third wave of medical tourism is expected to have a positive long-term effect on developing economies [51].

International health-care tourism consumer behavior. The rise of the internet and specialized tourism agencies focused on health-care tourism enable and empower potential health-care tourists to access and compare information on numerous health-care institutions in a wide range of countries. This abundance of information, numerous aspects to evaluate and the significance of the decision to be made all create a noteworthy challenge for medical tourists.

The health-care tourism destination consists of numerous diverse attributes that should be evaluated by potential travelers. Although there is no single integrated model that can explain consumer behavior in international healthcare tourism choice, many mutual factors appear in the literature that can be used to arrive at a holistic model. Such a model derived from the existing literature on consumers' choice of international health-care facility is provided in figure 1.8.

According to the proposed model, the factors in international healthcare facility choice evaluation are cultural distance, political and economic stability, regulations and legal framework, costs, credibility, overall quality of care, ease of access and physical distance.

Cultural distance. Socio-cultural factors create an important regional

preference in health-care tourism which leads to the creation of regional hubs in different parts of the world [62]. Culture encompasses religion, language, eating habits and many more dimensions that affect several aspects of daily life. Cultural differences, including language, create barriers for potential tourists in choosing their destination and are found to be significant in consumer choice. In medical tourism, the additional strain of being in an alien environment may create stress for patients seeking remedy.

Cultural distance, which provides the degree of which cultural values in one country are different from those in another country, may be considered an appropriate way to handle the culture aspect of choice.

Political and economic stability. The political and economic stability of a country provides information on living standards and security level of a nation. Political stability specifies lack of war, civil unrest, uprisings, terrorism and other activities that can affect the safety of health tourists during their stay. It is essential to have a secure and peaceful environment in a country to appeal to tourists. Economic stability and high average income levels in a country lead to lower crime rates and a secure environment. Consequently, tourism agencies promoting health-care tourism in developed countries generally consider only the economically and politically stable countries as viable alternatives for their clients [67].

Regulatory standards and legal framework. Regulatory standards in the host country and the legal framework that covers malpractice and patient confidentiality laws are also considered important factors in health-care tourism destination choice. Tourists looking for high safety standards enforced by laws may be discouraged by the lack of applicable laws in host countries.

Costs. The cost dimension is among the major factors in choosing a facility in another country. The attractive prices of health-care services determined by favorable exchange rates, lower professional wages and efficient state-of-the-art equipment lead consumers to health-care providers in developing countries. G. Moschis and M. Chambers [62] found that the cost of

health-care services is one of the important factors for mature customers in choosing health-care facilities.

Credibility and trust. Credibility of the institution or professional providing health-care services as well as resorts or destination of health tourism is an important factor for both locals and international medical tourists. Establishing trust with prospective travelers is challenging in international markets. Creating positive word-of-mouth via health-care professionals and relatives or friends of potential visitors is also considerably difficult to implement. In this context, international accreditation and quality assurance certificates help international patients in making their decision by acting as an indicator of the quality of services offered.

Overall quality of care. Quality is considered as one of the major factors in choosing health-care facilities. Nonetheless, the quality of a facility and the overall quality of care received including the hospitality and transportation may contrast each other. From this point of view, international accreditation of a facility is an effective indicator of the quality of care provided; however, it may not be a viable indicator of the overall quality of care available in a country. Different epidemiological characteristics in host countries and potential infectious disease breakouts may create health problems for visitors from other regions of the world [57].

Ease of access to health-care services. Social security and health insurance systems in most developed countries cover a significant number of health-related problems and offer free diagnosis and treatment to patients. However, health problems are not limited to these medical problems. Problems related to well-being, mental health and most cosmetic defects are not covered by the majority of social security systems.

Physical distance. Among the countries that are considered as popular destinations, most enjoy a regional popularity and provide services to visitors from a close proximity. This phenomenon can be explained by the physical distance between origin and host countries. Health-care tourists may be

deterred by the extensive travel requirements to obtain the services they demand. In addition to the increasing costs of travel for long distances, travel-related discomfort increases, especially for individuals in need of special medical treatment as the duration of the journey gets longer [56].

It is important that the use of modern communication technologies greatly reduces information asymmetry between providers and potential consumers of health, medical and wellness tourist services both at the regional and international levels. It contributes significantly the formation of a specific infrastructure of the global market for health and medical tourism, which can be counted:

- various organizations and associations in the sphere of medical tourism, among which: the Medical Tourism Association, European Medical Tourism Alliance, (International Medical Travel Association, International Association for Medical Assistance to Travelers, Council on the Global System of Healthcare, CGIH), Association of Travel Insurance Intermediaries, etc.;

- medical tourism agencies (medical management companies, medical providers) dealing with specific aspects of providing medical services abroad (individual selection of clinics, translation of documents, visas);

- support, transfer, whose activities are based on specialist knowledge in the field of global healthcare management and international tourism market, provides for direct contact with foreign clinics, the availability of staff with medical education and knowledge of foreign languages;

- classical tour operators (international, national, regional) operating mainly in the areas of wellness, SPA-tourism and offer pre-designed standard packages of medical and tourist services;

- insurance companies, among which offers are products with opportunities to improve customers abroad;

- media, specialized websites and PR-companies.

The key components that provide the regional development of the health and medical tourism market in the global leaders of the regions are:

- favorable geographic location of the region;
developed transport and service infrastructure of the region that meets international standards;
- presence in the region of prominent and interesting tourist centers, possibilities of organization of individual tourist routes taking into account the state of health of the consumer of medical services;
- relatively low wages of the population of the region, in particular, in the medical tourism market;
- minimum bureaucratic, administrative and visa barriers for access to the medical tourism market of foreign participants;
balanced combination of the most commonly used medical services (dentistry, plastic surgery, orthopedics, cardio-treatment) in the medical and tourist establishments with certain specialized and rare service services (bonus SPA-procedures, emphasis on family-friendly rest, etc.);
- high potential of the region regarding highly qualified medical specialists (studying or internship abroad, foreign language skills, successful medical practice through the use of innovative medical technologies, etc.);
- clear legal and normative basis for all types of activity of the subjects of the market of medical tourism;
- the most timely and reliable information provision regarding the activities (specialization, level of qualification of personnel, conditions and cost of rendering services, etc.) of subjects of the regional market of medical tourism for potential consumers of medical and tourist services, in particular, through on-line services of the Internet (informing, questioning, virtual counseling, pre-recording, etc.);
- functioning of institutions in the regional market of medical tourism on the principle of reengineering, that is, "their continuous development as a system in the process of providing a range of services and promoting new areas of activity by expanding and modernizing existing servants, their information support "and improvements [17, p. 53 c.];

- a general positive political and socio-economic environment in the country and its regions-centers of medical tourism;
- comfortable communication services, information, availability of financial and credit banking services in the region, etc. [7].

As market drivers for medical tourism, push and pull factors can be considered. Push factors in the traveller origin region, which explain the demand for medical tourism, have been known to include the lack of advanced medical technology or expertise, the quality of services, and the existence of legal, moral, or religious ethical issues, for example in the case of reproductive tourism. In terms of pull factors, which shape patients decisions, tourists may assess a potential destination based on its record of accomplishment in providing a healthy environment to visitors. Pull factors focus on the offer for medical tourism. They are mainly related to the medical tourism destination, such as the country's overall environment (e.g., stable economy, country's image), the healthcare and tourism industry of the country (e.g., healthcare costs, popular tourist destination), and the quality of the medical facilities and services (e.g., quality care, accreditation, reputation of doctors). More recently, a medical tourism index has been developed to measure the attractiveness of a country as a medical tourism destination in terms of overall country environment, healthcare costs and tourism attractiveness, and quality of medical facilities and services [68].

Conclusion to part 1

Healthcare tourism is related to trips to spa centers or resorts, the main purpose of which is to improve the physical well-being of the traveler through exercise and therapy, dietary control and health services related to health maintenance. By the UNWTO definition, health tourism includes services that vary widely, from visiting spa centers to surgical interventions that can be taken because it is either cheaper or the medical facilities at the destination are superior to those at home, or because the tourist wants to remain anonymous.

At the International Congress on Health-Improving Tourism, held in 1999 in Spain, the importance of developing this type of tourism for the modern society

and 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.

The market of medical and health tourism is a set of institutions and mechanisms that ensure the interaction of sellers and buyers in the process of selling a complex of medical and recreational services.

There are different approaches to the definition of types of healthcare tourism. Most scientists distinguish the following types: medical, wellness, spa-tourism, reproductive tourism, thalassotherapy and others.

In addition, there are factors contributing to the development of healthcare tourism, among which are: increasing rate of globalization, increasing healthcare expenditures, increased availability of global travel, increasing demand for non-essential healthcare services, significant differences in healthcare costs, rise of information and communication technologies and the internet, development of international healthcare tourism industry.

Particular attention deserves medical tourism. In Ukraine, it is not very developed yet, but every year more and more tourists travel here for treatment. Among the main types of Ukrainian medical tourism among foreigners are in demand: dental tourism, reproductive tourism, ophthalmologic tourism and others.

PART 2

ANALYSIS OF THE EFFECTIVENESS OF HEALTH AND MEDICAL TOURISM PROMOTION OF TRANSCARPATHIAN REGION ON THE INTERNATIONAL MARKET

2.1. Characteristic of tourism resources of Transcarpathian region

Transcarpathian region is located in the west of Ukraine, it is a part of the Carpathian area, in the south it borders with Romania, south-west – Hungary, west - Slovakia and north-west - Poland, the region is a kind of Ukrainian "window to Europe". Since ancient times the territory of Transcarpathia was a "bridge" between North and South, Western and Eastern Europe (appendix C).

The territory of the region is 12.8 thousand square kilometers or 2.1% of Ukraine. The population is about 1.25 million people or 2.6% of Ukrainian population, including urban population – 37.1% and rural – 62.9%. The most of the population live in the Transcarpathian lowland, which occupies about 20% of the region, in the mountain villages live the fifth of the population. Transcarpathian region is multinational; here are the representatives of over 70 nationalities [44].

Assessment of the recreational potential of regions and their resource availability is an actual scientific task, only partly solved within the framework of separate economic and geographical parameters. The multisystem of the tourist sphere influences the formation of different-oriented vectors of resource, material and technical, intellectual potential of territories [21].

The geographic position of Transcarpathia is considered to be advantageous at present as it is the western gateway to Ukraine bordered by four countries and the "farthest western" territory for the former Soviet Union's citizens accessed without a visa. This advantage can be supported by a variety of morphological features of the region, a dense network of water and its unique attractions. The nature reserves of the region can be considered as a priority area which due to its previous isolation and low anthropogenic impact deserved international recognition (UNESCO). The region's mineral and thermal water supplies enrich

the range of natural features. Health tourism in Transcarpathia is partially based on its use, but especially because of its unique medicinal water supplies, it can become an international destination for a narrow layer of visitors. The local culture which is an important element of national diversity is of special value in Transcarpathia. Occasionally we can talk about a unique, authentic culture, which is enriched by the Rusyn wooden churches found in the countryside, two of which - in Yasinya and Uzhok have good chances for inclusion in the UNESCO heritage list [47,61].

Transcarpathian region has exclusively favourable conditions for development of practically all branches of tourism and improvement of people's health. They come to the surface due to geopolitical situation and climatic natural peculiarities of the region. It's the only region of Ukraine which borders on four countries of Eurocarpathian region. 70 % of its territory, is presented by mountainous and premountainous types of relief which cause its unique landscape richness and variety of plant and animal world of the tourism recreational potential of the region. Transcarpathia retains one of the richest zones of balneologic treatment not only in Ukraine but in East Europe too. There are 620 mineral sources there 360 of which are mastered and most of them are world widely recognized for their unique peculiarities. There are 465 objects of nature reserve fund there, 494 reserves of alive and not alive nature and it is the most saturated memorial of history and culture of Ukraine. The potential of tourism resources of Transcarpathia is extremely big. There are 415 objects of nature reserve fund in the region, 9429 rivers and streams flow along it, there are 137 lakes among them 32 are mountainous. The most of populated area is in villages where people have their own farmsteads where they can accept guest [45].

The tourist and recreational potential of Transcarpathia is considered through the possibility of efficient use of the following aggregate of resources and directions: balneological resources (mineral waters, medical mud, ozocerite); forest resources (urban forests, forest parks, forests of green zones); water recreational resources (rivers, lakes, ponds, reservoirs, waterfalls); speleoresources (caves);

natural protected areas and objects; sights of history and culture, architecture (monasteries, castles, etc.); sanatorium and resort complexes (Lumshory, Polyana, Synyak, Shayan, etc.); winter types of tourism and sports (ski slopes, snowboard); rural green tourism.

Natural recreational resources - natural and natural-man-made systems, bodies, phenomena of nature, which have comfortable properties for recreational activities and can be used for its organization for a certain time. Among the natural resources there are: climate, water resources, relief, balneological resources, forest resources and others. The Transcarpathian climate is moderately continental with sufficient and excess moisture, unstable spring, not very hot summer, warm autumn and mild winters. It should be noted that the climate of Transcarpathia in the Ukrainian Carpathians is most favorable for the number of comfortable days for active recreation. In summer, air mass flows from the southwestern and western directions predominate. Autumn is also warm, lasted in time (3, 3,5 months), with a smoother temperature drop than spring. However, early frost is possible, especially in the mountains. Frequent fogs [24].

Winter on the plain is soft and short. It is much warmer here than in other regions of Ukraine, located at the same latitude, due to the arrival of wet and relatively warm air masses from the Atlantic Ocean. Cloudy weather with fog is predominant, the air temperature is close to 0 ° C. Strong frosts are rare. Snow cover is unstable, frequent thaws.

In the mountains, the winter is more severe and longer. Snow cover reaches 1 meter or more, at the highest peaks snow lies until July. Air temperatures often drop to -30 ° C and below, and the average in January is -8-9 ° C. In the mountains there is a temperature inversion - in the valleys it is colder than on the slopes of the mountains. This is due to the fact that heavy and dense cold air drops into the valley and stagnates there. Precipitation in the region is 642-1411 mm, depending on height [25].

Climatic resources of the region are very important resource for not only healthcare tourism development but for general potential of the tourist destination.

That's why there is assessment of its suitability for health and medical tourism is presented in table 2.1

The main natural recreational resources of Transcarpathia are balneological, which include medical mineral waters, medical mud and ozocerite. To water deposits without specific components and properties include carbon dioxide - this is one of the most valuable varieties of mineral water, which have long been used in medical practice. To waters of type Narzan belong mineral carbonic waters of districts of Uzhgorod, Rakhiv, Tyachiv district, Vishkovo, Khust district, Mizhhirsky district etc. The waters of the Borjomi type are concentrated mainly in the Mukacheve and Svalyava districts of Transcarpathia. Some water of this type contains fluorine, bromine, boron and iodine.

Very valuable varieties of carbonic mineral waters are waters of the Essentuki type. The largest deposits of this type in Transcarpathia are concentrated near the villages of Dragovo and Vyshkovo, Khust district, as well as Soymy and Verhny Bistry villages of the Mizhhirya region. Water of this type often contains in significant quantities such biologically active components as boron, iron, magnesium, silicic acid. The waters of the mentioned type are used by the "Verkhovyna" and "Shayan" sanatoriums in Transcarpathia.

Mineral waters of type Arzni differ from other types of carbonic water with sodium chloride composition and high mineralization. In Transcarpathia, such waters are known in the valley of the river Uzh and its inflow near the village of Kostrino and Sil of the Velyky Berezny district.

Mineral water with iron content. In Ukraine, such waters are rare. In the mountain-folded region of the Carpathians are found in the zone of distribution of carbonic mineral waters. Ferruginous carbonic mineral waters are known in the high part of Transcarpathia near the village Kelechin and Kobyletska Polyana of the Rakhiv district.

Arsenic water. Since arsenic has a pronounced toxicological effect, the intake of arsenic waters is strictly regulated.

Waters with high content of arsenic (5-10 mg / dm³) are established in

Ukraine within the limits of one deposit of carbonic mineral waters in the village. Kvasy of Rakhiv district. These waters are allocated to a separate Julfin type. Jolly-type water is used in the sanatorium "Mountain Tisa" in Transcarpathia [34, p.11].

Siliceous mineral waters (terms). Underground water of this type in Ukraine is the most widespread among Transcarpathian carbonaceous, less - nitrogen terms: the first - Uzhgorod and Ivanivsk deposits; the second - the Beregove deposit. Nitrous silicon terms are the most common in the world. Several deposits of such waters are found in Transcarpathia: Derenivske, Uzhgorod, Carpathian, Lisnarnya, Borzhavske.

Radioactive (radon) mineral water. Radioactivity of groundwaters is ensured, basically, by the presence of radon in them. There are many deposits of radon mineral water in Ukraine. Waters of this type are also found in the Carpathians, in particular in the Rakhiv district of Transcarpathia. Radon mineral water is used to treat many illnesses of the musculoskeletal system.

In general balneological resources of Transcarpathia region among it's districts including natural mineral springs, artificial wells, working wells, thermal wells and sanatorium and resort objects are presented in table below.

Sixth of the listed entities are concentrated in the Svalyava district, 14% in Mukacheve, 11% in Khust and 9.7% in Tyachiv district [31].

Forest resources are some of the most important types of recreational resources in Transcarpathia. All forests of Transcarpathia, except forests of protected areas, can be used for recreational and tourist purposes. However, the main burden falls on the recreational forests (urban forests and forest parks, forests of green areas, including forest park recreation areas, forest districts sanitary protection resorts, lanes along the permanent routes of tourist routes of international and national destination).

The largest areas of green plantations fall on Uzhhorod and Mukachevo. The resort woods perform important protective, sanitary and recreational functions. They support the flow of mineral springs, create favorable conditions for the treatment, rehabilitation and rest of the population.

In the region, resort forests are located around all sanatoria and sanatorium and resort complexes. The availability of resort forests is quite high. The largest areas of resort forests are allocated around the resorts "Polyana", "Soniachne Zacarpattia" and "Kvitka Poloniny" (total area 2.6 thousand hectares) [31, p.18].

Water recreational resources of Transcarpathia are represented by rivers, lakes, ponds, reservoirs, which are suitable for recreational use, as well as waterfalls, which are interesting as tourist objects.

The largest rivers in the region are Tysa, Uzh, Latoritsa. The Carpathian Rivers have a mountainous character, they are characterized by significant inclination of the channels, rapid currents, and insignificant depths. Due to the mountainous nature of the territory, the location of the region at the Main European Watershed is only a small part of the year suitable for recreational and tourist activities. To such years are first of all Latoritsa, Uzh, Tereblya. Basically they are suitable for kayaking and canoeing, swimming, amateur fishing. List of the largest rivers is presented in table below [93].

For development of healthcare tourism the rivers have also significant meaning as tourists who travel to the region with aim of health-improving or treatment can have other activities as canoeing, kayaking etc.

Transcarpathia is rich with lakes. By way of origin, they are divided into glaciers (Brebeneskul, Dragobratske, Nyzhne), volcanic (Lipovetske, Blakytne) and overflowing (Synevir, Ozyrtse).

Spelloversources of Transcarpathia are represented by Carpathian caves. There are dozens of caves in the region, but most of them are open only to experienced speleologists; only few tourists with no special equipment are available. The most favorable objects for the development of speleology are: a karstic cave with transparent walls (near the village of Malaya Uholka, Tyachiv district), its walls are covered with milky white clear calcite with greenish nasturtiums, which resemble beautiful stone flowers in shape. Has a scientific and aesthetic significance of the karst "Pearl Cave" (near the Little and Great Coal), laid in the Jurassic marbled limestones.

Transcarpathia belongs to the regions of Ukraine with the most developed network of nature-protected territories and objects. Currently, the Carpathian biosphere reserve operates in the region, as well as 3 national natural parks: "Carpathian", "Synevir", "Uzhansky". In addition to them there are nature reserves, natural monuments and natural parks of regional and local significance.

In historical and cultural terms, Transcarpathia is not only the most exclusive territories Ukraine, but also Europe as a whole. There are preserved historical and cultural monuments created by Ukrainian, Austrian, Romanian, Hungarian and other peoples. Some of them are of international importance.

Architectural monuments are among the most attractive tourist and recreational attractions. The greatest number of them is in Uzhgorod and Mukachevo.

The monuments of the region's architecture cover the period over 1000 years from X to XX century. The most well-known and oldest castles in the mountain regions of the region are Uzhgorod, Sredniansky (XIII century), Nevytsky, Khust (XI-XI centuries), Mukachevsky (X-XI centuries), Dovzhansky (XV century), Shenborn (XIX century) in the village. Among them Chinadiyevo, Uzhgorod and Mukachevo castles function as museum objects. Interesting examples of architecture are monastic ensembles. The most attractive tourist point is Mukachevo (XVIII-XIX centuries).

The medicinal effect of the mineral springs of the Carpathians was known to the local population and was used with the medical purpose from ancient times. Even now in Transcarpathia traces of ancient "bathing" have been preserved. In 1600 near the village. The Lumshory of Perechyn District in Transcarpathia has already organized a health facility, which was later called the "Lumshory Resort".

Old Chan (Lumshory) is a unique attraction of Transcarpathia. In this area, in the 17th century, warmed vats with mineral water were used to treat many ailments. Water was extracted from hydrogen sulfide sources, and it was a great help in violations of the musculoskeletal system and the functioning of the nervous system.

Carpathian Mountains are ideal for the development of winter types of tourism and sports, both for lovers and for professionals: ski slalom, jumping from springboard, snowboarding. This is practically the only place in Ukraine, suitable for skiing and ski slopes according to the world's highest standards and standards. Ski tourism is becoming more and more popular in virtually all areas with mountainous areas. In the Transcarpathian region, the most famous winter resorts are: Volovets, Dragobrat, Mizhhirya, Podobovets, Rakhiv, Yasinya, which have more than 40 ski lifts [31, 32, 41, 42].

The transport network of the Transcarpathian region includes all types of land transport, which greatly affects the development of the tourism industry in the region. The length of the public highways of the Transcarpathian region is 3329 km. Total length of railways - 652 km, roads - 3,5 thousand km. The largest railway nodes are Chop, Mukacheve, Batev, Uzhgorod. There is an airport in Uzhgorod [82].

The number of medical resorts and resort areas in the Transcarpathian region reaches 10 (Polyana, Golubin, Synyak, Soiy, Kvasy, Shayan, Teplitza, Borzhava, Solochin, Solotvyno).

The assessment of the tourist and recreational potential of Transcarpathia includes an analysis of the sanatorium and resort area of the region. To establishments of the sanatorium-resort complex include: sanatoriums, boarding houses with treatment, sanatorium-dispensaries, houses and holiday resorts, other health-improving establishments.

The sanatoriums located on the territory of the Transcarpathian region specialize in the treatment (rehabilitation) of a person by natural factors (mineral waters, thermal waters, mud, saline lakes, etc.), combined with physiotherapy, therapeutic physical training, diet nutrition under the conditions of a sanatorium regimen. As a result of resort and recreational zoning in the territory of Transcarpathia, 10 resort and recreation zones have been allocated [1].

The modern tourism industry and recreational activities in particular have undergone some changes, both quantitative and qualitative, over the past few

years. In the functional structure of the sanatorium and health and recreation institutions of Zakarpattia in general, dynamics can be traced to decrease their number [9, 11, 12].

2.2. Analysis of the state of healthcare tourism in the Transcarpathian region and current activity of its promotion on the international tourist market

Modern international relations are characterized by intensive integration processes, among them the important role is played by cross-border cooperation. Ukraine did not stay away from this process. Participation of its border areas in cross-border cooperation already has its own history, and experience and results today give every reason to consider transborder cooperation as a phenomenon in the modern history of Ukraine.

Nowadays Ukraine is taking serious steps towards the development of healthcare and medical tourism. The first serious step is the creation of the Ukrainian Association of Medical Tourism, which has assumed a mission in combining the possibilities of the state and private sector of medicine of Ukraine [1].

As for medical tourism in it is advisable to consider outbound and inbound market of medical tourism in Ukraine. The medical tourism market is structured according to such producers - intermediaries of services:

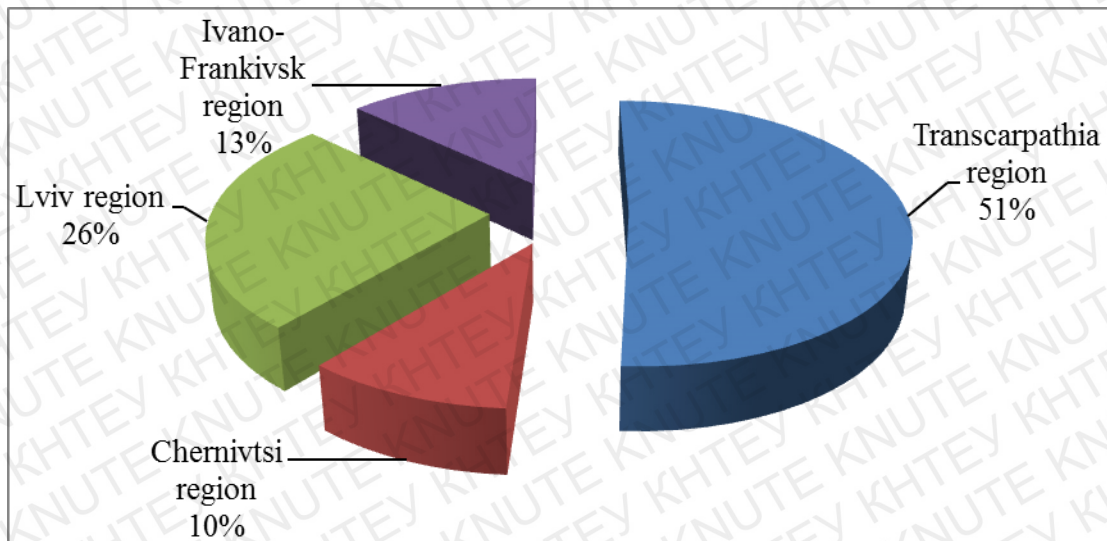
- national tourist enterprises. The overwhelming majority of Ukrainian tourist companies consider medical tourism as one of their business types, but only a small number of them specializes in this type of tourism activity;
- health care institutions offering medical care abroad as an additional kind of services.
- foreign medical institutions that offer their services to Ukrainian citizens;
- foreign non-medical establishments that have their representative offices or intermediaries in Ukraine. For example, since 2012, TNTS-Ukraine operates on the territory of Ukraine, which is the official representative of the Turkish Association of Medical Tourism.

According to the Ukrainian Association of Medical Tourism, the structure of outbound medical tourism services is: 40% - treatment; 30% - healing; 25% - diagnostics; 5% - medical travel insurance [11].

Speaking about the state of the tourist potential in terms of health tourism there are 800 sources and wells of curative mineral waters accrued in the Carpathian region, many of them are truly unique. Their reserves are sufficient for health improvement of more than 7 million people annually. The current level of their use does not exceed 15% [44, p. 62]. Within the Carpathian region one third of the recreational potential of Ukraine is concentrated. There are about 800 sources of mineral water for practically all types of balneology. Therapeutic peat peat, Precarpathian ozokerite and favorable conditions for climate treatment provide the opportunity to develop a network of balneological and climatic resorts, boarding houses, houses and recreation centers, tourist establishments. The natural resource base of the sanatorium sub-sector allows to heal up to 8 million people annually [46, p. 64].

The biggest number of balneological resorts and resort areas are located in Transcarpathian region, where their number reaches 10 (Polyana, Holubin, Syniak, Soi, Kvasy, Shayan, Teplitza, Borzhava, Solochin, Solotvyno). Half of mineral water reserves concentrated in the Carpathian region are located in the Transcarpathian region.

There is 51 % of balneological resources of Carpathian region are located in Transcarpathian region. The region is ahead of other regions in the Carpathian region by this indicator at least by half (figure 2.1).



Source [7, 8]

Figure 2.1. Distribution of mineral water reserves by regions

So, in particular, in the mountainous and foothill areas of the Transcarpathian region there are significant reserves of carbonic, hydrocarbonate, sulfate and chloride-sodium waters, on the basis of which several resorts operate. "By their physico-chemical properties, they are close to" Borzhomi "or" Essentuki-17 ", but they have significant differences that make them even more valuable" [7, p. 146-147].

Another area of development of health tourism in the region is the services of a huge number of spa centers, which are very popular among foreign and domestic tourists and located not only in resort towns and recreational areas, but also in ski resorts, sports facilities, hotels and recreation centers .

In addition to saunas, various massages, underwater and circular showers, vitamin and non-alcoholic bars, physiotherapy, gynecological, proctologic and other procedures, spa centers of the Carpathian region offer natural halotherapy (treatment of salt caverns with air), in particular, in Solotvyno of the Transcarpathian region, rejuvenating baths , aquaplaning, paraffin therapy and many other health-improving activities [48].

Statistics of Transcarpathia in the field of tourism indicate that this particular branch is the most promising in the region with its natural, historical and cultural resources. There are more than 2 thousand objects of the restaurant business, 600

objects of hotel business, 3 thousand rural dwellings, which provide services to tourists, hundreds of ski lifts, two dozen SPA and wellness facilities, hundreds of tour operator and travel agencies [14].

The functioning of tourism as a sphere of economy is characterized by indicators reflecting quantitative and qualitative tendencies of its development. One of the most important indicators is the number of arrivals. By the number of arrivals it is necessary to understand the number of registered tourists who have arrived in a particular country for a certain period of time, as a rule, a calendar year. Transcarpathia has a number of advantages in the structure of the recreational and tourist complexes of the regions of Ukraine, since it is one of the regions of the country that borders on four states of the Carpathian Euroregion: Poland, Slovakia, Hungary, Romania. According to data of The Main Department of Statistics in the Transcarpathian Region tourist flows was analyzed [41]. It presented in table 2.4.

Table 2.4

Tourist flows of Transcarpathia region in 2013-2017

Year	Number of tourists serviced by tour operators and travel agents, total	Of the total number of tourists, persons		
		foreign tourists	tourists-citizens of Ukraine who traveled abroad	domestic tourists
2013	19892	515	12963	6414
2014	11625	6	9815	1804
2015	10656	13	7594	3049
2016	11601	68	7939	3594
2017	14652	102	10534	4016

Source [41]

The number of foreign tourists who visited Transcarpathia in 2017 increased by 1.5 times in comparison with the previous year.

Analysis of statistical data during 2013-2017 pp. tourist flows in the Transcarpathian region makes it possible to draw the following conclusion:

- 1) domestic tourist flows are dominated, it is characterized by an increasing

trend;

2) foreign tourist flows, on the contrary, have a narrowed tendency.

Since 2014 there is a significant reduction of foreign tourists, but in 2017 the situation has improved.

The comparative analysis of the served foreign tourists and their share in the regions of Ukraine shows that according to the given indicator the Transcarpathian region is included in the first 10th, having taken the 8th place in 2016 (7761 persons, which makes up 1.5%). As for the differentiation by the countries of the formation of tourist flows, the picture is as follows - the largest number of people arrives in Transcarpathia from Belarus (20%), Hungary (17%), Slovakia (8%), Poland (6,6%), Romania (0 , 1%). At the same time, five countries - Belarus, Hungary, Russia, Slovakia and Poland - on average account for 73.6% of the flow of foreign citizens to Transcarpathia. Positive tendencies include the fact that to the second dozen countries whose citizens have visited Transcarpathia, during the research period include the following countries - Slovenia, Czech Republic, Germany [76]

Regarding the goals of entry into Transcarpathia, their structure almost did not change annually for five years: the largest share of people - 78.2% comes to the edge for leisure and recreation, 21.7% - for business and study purposes, and 0, 15% for treatment. It should be commented on the fact that those foreigners who arrive in Transcarpathia, officially declare another purpose, are also partly tourists. This is especially true for arrivals for business or service purposes, for cultural and sports exchanges and for religious purposes, as well as for private purposes.

On the basis of the foregoing it can be determined that the inflow to the Transcarpathian tourist flow has two main direction vectors:

1) Western (Hungary, Slovakia, Poland, Romania), where weekend or guest tourism prevails with predominance of its own auto;

2) northeast (Russia and Belarus). This is, as a rule, family vacation, the establishment and maintenance of business contacts, that is, business in the Ukrainian Carpathians with a predominance of rail and air transport [11].

An important component of the tourist complex in Transcarpathia is the hotel infrastructure. As of 2017, the number of collective accommodation facilities was 250 units, of which 208 were hotels and similar establishments and 42 specialized establishments.

Analyzing the table, we can conclude that the number of hotels in the region each year decreases in the middle class by 6-10 units. It should be noted that in the Transcarpathian region one four-star hotel, five star not at all.

The researcher of the region, F. Shandor [81], believes that segmentation is important for practical activity in tourism. A clear classification of forms, types, types of tourism is very difficult to carry out. Tourism categorizes according to various features: for purpose, means of travel, means of accommodation, etc. In this connection, there are various types of tourism that depend on various factors: the availability and duration of leisure time, age, gender, health status, level of development, personal tastes of people and their financial situation; diversity of nature and seasonality; the availability of infrastructure and transport facilities, etc.

Recreational resources of the Transcarpathian region make up a unique recreational and social potential, on the basis of which formed balneological and climatic resorts with sanatorium and health institutions of various forms of ownership.

Natural-recreational possibilities of the region make up 5.2% of the volume and 5.1% of the value potential of natural-recreational resources of Ukraine. The region is a unique ecological system of the west of Ukraine with diverse relief and climatic conditions. Its territory in the north is protected by the Carpathian Mountains, from the north-west by Tatras, from the south by the western Romanian mountains and by the Marmorosh massif. From other regions of the country, the region separates Yabloneck, Vyshivsky, Uzhotsky, Veretsky and Volovetsky passages.

Recreational resources of Transcarpathia include: balneological; forest and climatic; biological; water; historical and cultural (multinational cuisine, colorful

traditions); landscaped

One of the most important natural resources of the region is the balneological, which includes therapeutic mineral waters, medical mud and ozocerite. Mineral medicinal waters are the most valuable type of balneological resources. In the Transcarpathian region widespread deposits of medicinal mineral waters of various types. The number and quality of therapeutic mineral waters of Transcarpathia ranks first in Ukraine. There are 620 mineral springs, of which more than 300 are studied.

There are 5 districts in Transcarpathia region which belong to the resort area, among them: Mizhhirsky district (Soymy village), Mukacheve district (Chinadievo village), Rakhiv district (Kvasy village), Svalyavsky district (Polyana village, Golubine village), Khust district (Shayan village).

Mineral water for balneological treatment is used by:

- sanatorium Polyana, Sonyachne Zacarpattia, Cryshtaleve Dzherelo, Kvitka Poloniny, Verkhovyna, Hirska Tisa, Synyak, Shayan, Derenivska Kupil;
- educational and sports base "Zakarpattya" - on the territory of the base there is a source of thermal water and a thermal pool 50 m long, where the water temperature in winter and summer reaches +36 C (temperature at the outlet of the pipe +52 C). The water of the silicon is thermal nitrogen-carbonate of chloride-sodium of high mineralization;
- thermal pools Kosino - geysers with hot thermal water near the village Koson Beregovo district knocked to the surface from a depth of 1200 m. The water temperature on the surface reaches +50 C;
- limited liability company "Zharyonok-pakchirta" - features of the thermal complex its year-round work. Mainly in the basin with an area of 160 m, the water temperature is 30-31 C. In a separate corner of the smaller pool of 16 m² is equipped with a jacuzzi, where the water temperature reaches 42-45 C.

On the date of January 1st 2017 the network of sanatorium and health establishments of the Transcarpathian region includes: 19 sanatoriums and boarding houses providing medical treatment, 4 rest homes and guest houses, 19

recreation centers and other rest facilities. The current number of sanatorium and health resorts of the Transcarpathia region for the period of 2013-2017 illustrated in table 2.6.

According to the given table the number of sanatoria and boarding houses is almost unchangeable. Last two years there are no dispensaries in the region and only 4 rest homes and guest houses which is located in Svalyava and Muckachevo districts. Many sanatorium and resort complexes have an outdated material and technical base that needs to be reconstructed and innovated. Most newly built accommodation facilities are not entirely suitable for foreign tourists. The level of loading of the number room in health centers only in the summer is satisfactory, while in winter more tourists visit the ski resorts (Pylypets, Podobovets, Izki, Dragobrat).

Taking into account the volume of Transcarpathian tourism, its main tourist product is health tourism. The foundations of health tourism were laid in the Soviet era which preconditions the quality of the services offered.

The most important features of health tourism include a low level of seasonality and the long stay. The number of days per patient is 12.5. In 2016 tourists spent a total of 1.03 million days in Transcarpathian resorts; Svalyava (42 %) and Mukachevo (22 %) districts had the highest patient traffic [76].

There 63 tourist firms in the Transcarpathia region, among them 12 tour operators, 48 tour agents and 3 excursion firms were in functioning in 2017 (table 2.7).

The offer of health tourism is set up only to satisfy the national demand, the region does not have health promoting services that are related to active tourism and have become increasingly popular (wellness, SPA, Fitness). Further development is expected in the future on the regional and national levels, while on the international level health tourism has a lot of untapped possibilities.

The regional department of tourism and resorts deals with the economic support of health and medical tourism in the Transcarpathian region. From year to

year, the Program of development of tourism and resorts in the Transcarpathian region is created for 5 years.

In particular, according to the Program for 2016-2020, for the year 2017, 3 tourist routes were marked: 10.2 km "Path of the Pond" (Khust and Vynohradiv districts); 10.0 km Lisichevo city - Kuk (Irshava district); 38,6 km part of the Transcarpathian tourist route on the territory of the Mizhhir region.

Also, representatives of Transcarpathia took part in 9 national and international tourist exhibitions held in the cities of Kyiv, Odesa, Lviv, Kharkiv, as well as in Bryn (Czech Republic) and Budapest (Hungary). According to the Program, the XVI International Tourism Exhibition-Fair "Turovrecentre-Transcarpathia 2017" (September 22-23, 2017) and International Conference "Three" T "in Tourism: Transport, Technology, Tourism" (September 19, 2017) were held. .) An important step in the development of tourism in Transcarpathia is the development of a new site "Vitaemo na Zakarpatti".

In general, indicators of tourism development in the Transcarpathian region are among the best in Ukraine, but taking into account strong tourist and recreational potential of the region, these indicators can be significantly better. The development of tourism industry in the region is hampered by many factors, which will be discussed in the next section of this part of paper.

2.3 Analysis of the strengths and weaknesses of the health and medical tourism of the Transcarpathian region and its promotion to the international market

Promotion of the tourism product of the region to the international market is a long and time-consuming process. To do this, different actors in tourism should be involved. A necessary stage of the promotion activity of health tourism in the Transcarpathian region is a comprehensive study of the tourist potential for creation and development conditions for health and medical tourist product establishment and its promotion to the international tourist market. First of all, a SWOT-analysis of a destination in frame of health tourism activity of the region

should be carried out. It helps to determine strengths and weaknesses of Transcarpathia tourist product which are internal environment of tourist destination development. When strengths and weaknesses will be research it is possible to understand in which way tourism industry of the region should move and what types of measures should be undertaken with the aim to increase competitiveness of healthcare tourist product of Transcarpathia both on the domestic and international tourist markets.

On the other hand external environment of destination can be measured by opportunities and threats which have significant influence on the tourist destination development and can not be under its control. Determining all this factors give the opportunity to create tourist product which will have competitive advantages in comparison with other similar tourist products offering by other regions (Lviv region, Odessa region etc.).

Thus, the creation of SWOT analysis is the first step in developing a strategy to promote destination on the international tourist market. SWOT analysis of the tourist destination of Transcarpathia is presented in Table 2.8.

On the other hand analysis of the sanatorium and resort activities should be done. The strengths of the sanatorium and resort activities of the Transcarpathian region are as follows [8]:

1)extremely convenient physico-geographical location: passing through the territory of the region highway of international importance, connecting the three European countries with capital of Ukraine - Kiev; relatively developed network of transport communications, etc .;

2)competitive advantages in the presence of natural-recreational resources and ecology: balneological deposits, riches of flora and fauna, protected areas, etc.;

3) competitive advantages in the presence of tourist and recreational facilities;

4) the advantages in the climatic features of the territory: the long-growing vegetation period;

5) the local agrarian sector provides residents with quality and environmentally friendly food products;

6) the interest of local authorities in the development of innovative recreational product;

7) the involvement of public associations in healthcare tourism development and promotion among local people.

To the main weaknesses of the sanatorium-resort activity of the Transcarpathian region we suggest to attribute:

1) insufficient development or practical absence of some elements of the sphere of services and infrastructure in the sanatorium and resort complex;

2) inefficient use of existing sanatorium and resort potential;

3) acute shortage of professional managers, doctors, junior medical and service personnel in the resort complex of the region;

4) low income of the population;

5) inconsistency of existing sanatorium network with European standards;

6) low level of infrastructure development for cultural recreation and entertainment;

7) undeveloped marketing system of the resort product of the region;

8) low quality of resort services in relation to international quality management criteria;

9) limited access to information on the national and international markets for the spa product of Transcarpathia [7, 8].

At the second stage of the evaluation, the market opportunities and threats in the work of the resorts of Transcarpathia were systematized on the basis of such a system of parameters:

1) demand (the capacity of the resort market, the rate of its change, the structure of demand for the resort product is investigated);

2) economic parameters (hryvnia, euro, dollar, inflation rate, unemployment rate, income differentiation, etc.);

3) political and legal parameters (possible political risks);

- 4) scientific and technical parameters (degree of introduction of innovations, application of innovative technologies in treatment and resort maintenance, etc.);
- 5) socio-cultural parameters (cultural traditions, mentality, system of values, etc.).

Opportunities (potential benefits) include:

- 1) activation of the development of small business in the service sector;
- 2) the growth of the attractiveness of the resorts of Transcarpathia;
- 3) increasing the competitiveness of the spa product;
- 4) introduction of innovative technologies of spa services, balneotherapy and novelties of the world market of SPA-industry;
- 5) for the regional economy: creation of new jobs and growth of demand for local products and services;
- 6) stimulation of potential investors' interest in the sanatorium and resort complex of Transcarpathia;
- 7) use of innovative approaches and methods in the organization of a resort affair;
- 8) initiation of bringing the transport corridors vital to the resort sphere to the proper level;
- 9) initiation of creation and development in the region of a powerful promotional center, focused on the promotion and realization of the domestic resort product.

Among the potential threats to the effective development of the spa resort area of Zakarpattia, we suggest to note [30]:

- 1) high competition with a powerful neighboring resort region (Lviv region);
- 2) general political instability - military events that took place in Kyiv in 2014 have had a negative impact on the image of the entire country abroad as dangerous for tourists to stay.;
- 3) the need for major repairs of the local transport infrastructure (in case of an increase in passenger traffic possible emergency situations);
- 4) reduced access to investment and credit resources;
- 5) changes in the needs and preferences of potential consumers of resort

services, as a consequence - loss of customers;

6) outflow of skilled personnel in the field of tourism – most of skilled students leave region and move to work in capital or go to work to another countries.

In order to achieve the sustainable development of health tourism in the Transcarpathian region, the Government is developing the Tourism and Resorts Development Program in the Transcarpathian region for duration of 5 years. Thus, the Tourism and Resorts Development Program in Transcarpathia region for 2016-2020 is currently in operation.

Implementation of the measures will promote the creation of conditions for the implementation of effective marketing and information policy to support the regional and domestic tourism product in the domestic and international tourist markets, increase tourist flows and increase revenues from tourism activities to the budgets of all levels. The development of tourism in the region will stimulate economic activity, develop small and medium-sized businesses, and will help create new jobs in different sectors of the economy. Creation of a high-quality tourist and recreational product and the formation of a tourism and recreational services market, which is competitive on the domestic and world markets, will provide integrated development of the territory, will contribute to the formation of the region as a center for promotional activity of the tourism industry. Expected results from the implementation of the Tourism and Resorts Development Program in Transcarpathia region are presented in the table below.

There are many problems in the tourism sector of the Transcarpathian region, which may hinder its active promotion on the international market. Among them are following:

-absence of dialogue between market participants - there is no effective professional association of enterprises of the tourism industry in the region: associations of enterprises of the industry of placement (both oblast level and district and local), associations of enterprises of the food industry (both regional

and district level, local) - business associations of tour operators and tour agents (both oblast level and district, local) - associations of educational institutions;

- lack of a long-term vision of the development of the tourism industry in Transcarpathia;

- lack of an integrated marketing system for Transcarpathia as an attractive tourist destination;

- low level of infrastructure quality, lack of labeling systems;

- inefficient use of funds in support of the tourism industry: participation in fairs, exhibitions, information tours are organized for heads of departments, and not for target sellers (tour operators) creating a tour product;

- tour operators in Transcarpathia do not fulfill licensing conditions and do not create tours.

Predicted risks are the market independently regulates the situation - as a result, dozens of enterprises are closed, investment projects are frozen, and the illiquidity of capital and objects increases. Transcarpathia is losing its leading position in Western Ukraine, much inferior to the Lviv region as for the number of tourists and the state of the material and technical base sanatorium and resort complex. There is lack of understanding by participants of the market conditions and preconditions for the development of sustainable tourism, the planning of the enterprises of the tourism industry is managed by leaders without the proper level of education and competence. Transcarpathia, due to its unique geographical and geopolitical position and resort potential, can become the leader in the Carpathian region as well as in whole Ukraine and to rich significant economic indicators in the field of tourism [47].

Conclusion to part 2

The second part of the master's thesis describes the tourist-recreational potential of the Transcarpathian region, in particular, the balneological resources that are most important for the development of health tourism. Also, in this part the current state of health tourism, as well as the main economic indicators from the field of tourism in the region are analyzed. A comprehensive analysis of the

strengths and weaknesses of the tourist destination of the Transcarpathian region are analyzed, identified a number of problems that are present in the tourism sector of the economy. These studies allowed us to identify trends for tourism diversion in order to enter the international market. Based on the conducted research, the third section will propose a strategy for the promotion of the tourist destination of the Transcarpathian region to the international tourist market.

The geographic position of Transcarpathia is considered to be advantageous at present as it is the western gateway to Ukraine bordered by four countries. The tourist and recreational potential of Transcarpathia is considered through the possibility of efficient use of the following aggregate of resources and directions:

- balneological resources (mineral waters, medical mud, ozocerite);
- forest resources (urban forests, forest parks, forests of green zones);
- water recreational resources (rivers, lakes, ponds, reservoirs, waterfalls);
- speleoresources (caves);
- natural protected areas and objects;
- sights of history and culture, architecture (monasteries, castles, etc.);
- sanatorium and resort complexes (Lumshory, Polyana, Synyak, Shayan, etc.).

Analysis of statistical data during 2013-2017 pp. tourist flows in the Transcarpathian region makes it possible to draw the following conclusion: domestic tourist flows are dominated, it is characterized by an increasing trend; foreign tourist flows, on the contrary, have a narrowed tendency.

Number of establishments in healthcare tourism segment of Transcarpathian region has also tendency do decrease.

PART 3

**DEVELOPMENT OF STRATEGY OF HEALTHCARE TOURIST
PRODUCT OF TRANSCARPATHIAN REGION PROMOTION ON THE
INTERNATIONAL MARKET**

3.1 Characteristics of the promotion strategy

In order to maximize the benefits of tourism, the border region should develop a regional tourism policy based on strategic planning and one of the areas of socio-economic policy of the state. The main objective of the marketing strategy for the development of healthcare tourism is the creation of a highly effective competitive tourism complex, providing wide opportunities for servicing Ukrainian and foreign citizens, as well as making a significant contribution to the development of the country's economy.

In order to implement this strategy in the field of tourism, it is necessary to create an organizational structure able to search for the necessary information, to ensure its coordination between the firm and the environment, and also to make rational decisions related to the operation of enterprises in the market. To this end, in the tourist regions at the administrative level, the departments and positions responsible for the formation of the tourism product and its support, search for potential markets should be created at the administrative level [20, p. 418].

Attracting international tourists is at the core of the health and medical tourism market of Transcarpathian region, and as the industry becomes more competitive, the big players will be distinguished by their ability to attract foreign travelers who are looking for health improving, treatment or rest.

Marketing is very important factor for success of destination in the health tourism industry, and leading destinations or countries with a huge number of wellness or medical tourists are those with strong marketing strategies which meet the needs of these travelers.

One of the drivers for medical travel is the quality of healthcare. As competition in the market of health travel becomes harder, players in the industry

have adopted a number of strategies to increase their service value and quality in order to distinguish them from their competitors.

A few of these strategies include the availability of state-of-the-art medical infrastructure, expanding training and expertise in specific medical specialties, building strong collaborations with leading hospitals and healthcare institutions, and investing in technology and precision medicine.

Place marketing is the application of marketing and branding strategies and tactics to destinations in order to attract investment and income. This latter may arise from attracting new business, tourists, residential expansion and other types of development and activity.

Destination marketing facilitates the achievement of tourism policy, which should be co-ordinated with the regional development strategic plan. Marketing of destinations should also guide the tourism impacts optimisation and the maximisation of benefits for the region.

The strategic goal of the tourist destination as a competitive unit is the provision of competitive capacity for a long period. This indicator is influenced by the interaction of enterprises of various industries (hotels, transport companies, trade), their markets, the population and the environment [53].

Managing the competitive ability of a tourist destination in the region requires the use of marketing tools. Marketing of tourist territories as the main object of research distinguishes the territorial tourism product, which exists as a complex of interconnected components, and includes basic, complementary, integrated products.

International practice of management and strategic management of the development of destinations shows that the achievement of a high level of development depends largely on the ability of state authorities to build an effective mechanism for the adoption and implementation of decisions aimed at achieving the strategic goal. Therefore, a special place when developing the strategy for the development of regional tourist destinations should take the use of program-oriented management method, which is aimed at achieving the final result in the

logic of step-by-step action: the formation of a goal tree, the development of an adequate executing program, the implementation of the management program [13].

In order to create and implement a strategy for the development and promotion of Transcarpathia tourist destination on the international market, it is worthwhile to use European experience in this area .

it is advisable to develop a concept for the development of destination, the main elements of which are: the concept of entrepreneurship, the financial concept, the concept of management and the concept of marketing. In order to formulate a strategy for the development of tourist regions, it is necessary to focus on the development of such organizational and economic measures:

- improvement of the legislative and normative base on resort areas;
- expansion of assortment and quantity of healthcare tourist products, active introduction of methods of management and marketing at resorts;
- creation of an alliance of regional tourist destinations;
- organization of advertising campaign of resort and recreational regions.

Promotion of tourist destination of Transcarpathian region can be accomplished by forming a marketing strategy which can be displayed on the figure 3.1.

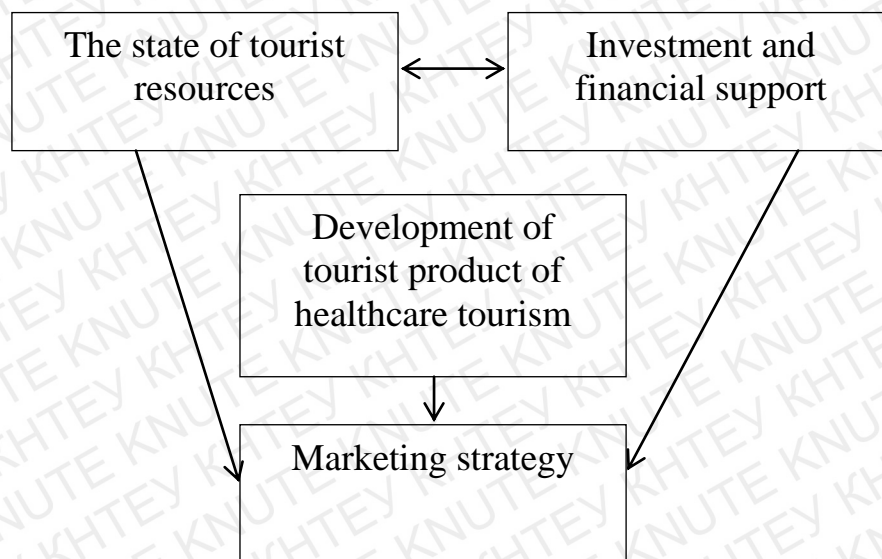


Figure 3.1. Model of tourist destination promotion

This model consists of three levels that have interdependence and inteconnections between them. The main driving force of the model is financing

and investment, because without financial support development and promotion of the tourist destination is impossible at all. However, the availability of financial support - not the only necessary element, should be tourist and recreational resources. Therefore, financing and resource potential underlie the whole model. The development of the tourist product depends on them directly, since it is formed on the basis of resource potential of the destination and the financial capacity to invest in the development of tourist routes and their release to the tourist market originally the country, then the East European region and the world. And at this stage, an element of a marketing strategy that shows and promotes a market in terms of financial resources, tourist and resource competitive advantages, and also considering the existing tourist product of the destination, is important.

The strategy for the development of a destination and its promotion to the international market is a document that should contain the purpose, strategic goals and tasks (table 3.1).

The purpose of the proposed strategy includes development of the tourist destination of Transcarpathia and its promotion to the international tourist market as one of the most promising and attractive destination in the segment of healthcare tourism, as well as popularization of healthcare tourism of Transcarpathian region among foreign tourists. According to the purpose of the strategy strategic goals should be set up and they have to be connected with all important elements of tourism sector in the region. Strategic goals should be aimed not only at improving the existing state, but also to create new tourist infrastructure objects in order to attract more foreign tourists.

In order to reveal the strategy of promoting the tourist destination of the Transcarpathian region to the international market, it is necessary to consider the current state of all elements of the tourist destination and take measures to improve them. Based on the analysis carried out in the previous section, we can conclude that the deployment strategy presented would be appropriate.

There are a set of urgent measures in the way of the tourist establishments

improving.

The above-mentioned establishments are the main ones in the field of tourism of Transcarpathian region . Therefore, their improvement should be at the heart of the strategy for the development of the regional establishment of Transcarpathia. The mentioned measures for their improvement are the first steps in the implementation of the strategy of promotion of tourist destination.

In the marketing of tourist destinations, the formation of its own attractive tourist image plays an important role. The image of the destination is of fundamental importance in attracting investors and consumers of tourist products. At the level of tourist marketing of the country, creating its favorable image becomes a state task, the solution of which largely determines the success of the development of the tourist complex.

In addition to creating a tourist image of the Transcarpathian region, it is necessary to create a tourist image of each individual city in the region in terms of healthcare tourism.

3.2 The provision and ways of implementation of health and medical tourist product of Transcarpathian region promotion strategy

The first section of this part describes the strategy that should be implemented to promote the healthcare tourist product of the Transcarpathian region to the international tourist market.

In order to implement this strategy in the field of tourism, it is necessary to create an organizational structure able to search for the necessary information, to ensure its coordination between the firms and the environment, and also to make rational decisions related to the operation of enterprises in the market. To this end, in tourist regions at the administrative level, the departments and positions responsible for the formation of the tourism product and its support, search for potential markets [23, p. 418].

The main mechanisms of the strategy of development of tourist destinations

and cover all areas and directions of its activities:

- normative legal mechanism (with a set of such management tools: legal acts, documents of permissive nature, etc.);
- organizational and managerial mechanisms (with a set of such management tools: concepts, programs, projects, plans, etc.);
- social mechanism (with a set of such management tools: the minimum and the average salary, the level of pensions, social benefits, the level of employment in the industry, etc.);
- financial and economic mechanism (with a set of such management tools: taxes, fees, tax breaks, depreciation deductions, loans, insurance, etc.);
- information and communication mechanism (with a set of such management tools: software and computer security industry, information flows, communication barriers, etc.).

The main tools of the mechanism for implementing the strategy of development of tourist destinations should be:

- 1) system of normative legal acts of the regions, which have a logical connection and consistent use of specific methods and instruments of state regulation. Such a system includes several levels of normative legal acts;
- 2) informational, methodological and instrumental support for the preparation and adoption of managerial decisions at the level of regional bodies of state power;
- 3) widespread use of elements of strategic management with the optimal connection of it with methods and forms of operational (short-term) management [21].

To ensure the sustainable development of healthcare tourism in Transcarpathian region as the border region and to promote its tourist product into European tourist market, taking into account Ukraine's legally established course on European integration, noting the need for a broad involvement of European experience in tourism management and the gradual introduction of common quality standards in tourism, with the aim of contributing to the harmonious

development of cross-border tourism, improving the level of service for tourists and to promote the cross-border region as a holistic tourist destination, the following steps need to be taken:

- initiate the creation of a joint Ukrainian-Polish cross-border tourist commission with the participation of representatives of regional authorities, local governments, local tourist associations, non-governmental organizations, small and medium-sized businesses in the field of tourism for joint consideration and resolution of the pressing problems of cross-border tourism development on the Ukrainian-Polish border;

- to support the continuation of work between the border regions of Hungary, the Slovak Republic, Romania, the Republic of Poland and the Transcarpathian region of Ukraine in relation to the creation of a unified network of tourist information centers;

- to recommend representatives of tourism business and public organizations, with the support of local governments and other regional authorities, to take an active part in joint cross-border tourist activities of health and medical tourism;

- continue work on the creation and promotion of joint cross-border tourist products based on the best tourist attractions of health-improving tourism of the border regions;

- to create conditions for cooperation with leading West European companies in the field of tourism and maintaining affiliate relationships with international hotel chains, tour operators and other representatives of European tourism business;

- to involve domestic and foreign investors for financial support of healthcare tourism infrastructure in the Transcarpathia region;

- to continue affiliate relationships with neighboring regions in framemarketing and advertising activity.

The resolution of these tasks should be facilitated by the introduction of new technologies for the development of health tourism in the Transcarpathian region,

approval of regulatory and legal support in the area of the establishment and functioning of healthcare tourism destinations and the activation of the reform process in the field of tourism and regional governance.

Strategic goals in the context of development of the destination are the development of the tourism product of the Transcarpathian region, promotion of the tourist product of Transcarpathia in the domestic and international markets, development and improvement of human resources as one of the most important element in the field of tourism and improvement and optimization of tourism management in the region at all levels.

Development of health-improving tourist product of the Transcarpathian region should be carried out by support and development of the existing tourist potential of the region, development of a new health and medical tourist product of the Transcarpathian region, development of tourism infrastructure in the region and stimulating the attraction of investments in the sphere of healthcare tourism of the Transcarpathian region. Next strategic goal is promotion of the tourism product of healthcare tourism of Transcarpathian region at first on the domestic market and after this on international market (table 3.4).

The labor resources are very important in the field of services, in particular in the tourism business, which depends to a large extent on how tourism is diverted, since the attitude of the service staff towards them is important for both domestic and foreign tourists. Therefore, the development of labor resources in the field of tourism in the Transcarpathian region should be a strategic objective within the framework of the strategy of development of the destination and its promotion (table 3.5).

In order to achieve sustainable development of tourist destination it is necessary that tourism management is carried out in accordance with laws, development programs, regulations. In other words, it is necessary to ensure the institutionalization of tourism management. In particular, based on the fact that the

region has a significant potential for the development of health tourism, it is necessary to redefine the management system in the field of healthcare tourism. Operational goals which should be taken on this stage include formation of an effective management system of healthcare tourism in the Transcarpathian region and expansion of affiliate relationships. These mentioned measures are presented in table 3.6.

Table 3.6

Improving of tourism management in the Transcarpathian region

Strategic goals	Operational goals	Tasks
Development of tourism management in the Transcarpathian region	Formation of an effective management system of healthcare tourism in the Transcarpathian region	Formation of the organizational structure of tourism management in the region
		Expansion of the number of public organizations for the development of health tourism in each districts of the region
	Expansion of relationships between all branches within tourist industry	Improvement of interaction between tourism companies in all districts and between different districts of the region
		Improvement of tourism interaction with neighboring countries and other European countries

Developed by the author

The implementation of the development strategy of the Transcarpathian region should be based on a clear understanding of strategic goals and their implementation. A prerequisite for the development and promotion of its international market is the creation of an effective management system at all levels through formation of an effective management system of healthcare tourism in the Transcarpathian region and expansion of affiliate relationships. This measure will improve the management of tourism enterprises and increase the interconnection between all the links of tourism enterprises.

3.3. Evaluation of the effectiveness of implementation of the promotion strategy

For the proper management and evaluation of marketing activities within a tourist destination, an integrated approach should be applied, since the tourist destination is the main element of the tourist system [27]. In order to justify the strategy, it is necessary to consider the social and economic consequences, make a budget or expenses list and determine the duration of tasks of the strategy. After this it will be possible to predict expected results in the monetary sense. It may help to understand what will be the results of the promotion strategy and understand where it necessary to correct actions and where it necessary to make accent.

In order to evaluate effectiveness of proposed strategy of tourist destination development and promotion three main indicators should be identified. There are social effectiveness, communicative effectiveness and economic effectiveness. Only by estimating named types of effectiveness general effectiveness, expediency and utility of the promotion strategy can be evaluated.

Social effectiveness of destination development includes quality of life of local people, cost of living, number of job places in tourism sector, migration level of people, dynamics of population. Communicative effectiveness applies to number of tourist visiting destination and destination recognizability on domestic and international tourist market. Economic effectiveness is money related and it includes taxes from tourist sector, total salary of human resources involved in tourism industry etc.

Turning to the practical determination of the effectiveness of destination promotion strategy, the method of expenditure - revenue should be applied. Thus, Table 3.8 presents the proposed cost items, period of implementation and ways of financing for the promotion of the Transcarpathia region as a destination of health tourism.

According to estimates, for the implementation of the development strategy of the Transcarpathian region and its promotion to the international market, about 31.1 million UAH are needed. The strategy will be financed from the regional

budget and from external investment funds. These cost items are destination promotion inputs. The next step is to identify the expected results from implementing the destination promotion strategy in quantitative terms.

Implementation of the strategy will have the following consequences for the region and its population:

- to increase the competitiveness of the regional tourism product both on the national and international markets, in particular to outpace the leader in the Carpathian region - Lviv region;

- improve the quality of life of the population by ensuring economic growth, increasing environmental safety, improving the general culture of the population;

- to create new job places, existing labor resources will have opportunity to develop their skills in the field of tourism;

- create a modern tourist information infrastructure, and also provide distribution of information about the tourist product of Transcarpathia outside the country.

According to the expectations, the number of domestic tourists in the first year of the strategy will increase by 12,5 times in comparison with 2017. The share of domestic tourists traveling with a health-improving purpose will be 30% of the total number of domestic tourists in the first year of implementation of strategic measures and will reach 50% by the fifth year of the strategy's implementation. As for foreign tourists, in 2017 only about 100 people are registered with the Main Department of Statistics. During the first year of operation of the startiation, their number will increase to 15 thousand people, and within the next five years will increase by an average of 35% per year. By calculation total revenue to budget for 5 years will reach 70 million UAH, the total investment in the strategy of the development of the placement will be paid back in 2 years and 10 months. Number of job places in tourism industry will increase up to 60 % during the strategy operating.

Conclusion to part 3

Marketing is very important factor for success of destination in the health tourism industry, and leading destinations or countries with a huge number of wellness or medical tourists are those with strong marketing strategies which meet the needs of these travelers.

In order to maximize the benefits of tourism, the border region should develop a regional tourism policy based on strategic planning and one of the areas of socio-economic policy of the state. The main objective of the marketing strategy for the development of healthcare tourism is the creation of a highly effective competitive tourism complex, providing wide opportunities for servicing Ukrainian and foreign citizens, as well as making a significant contribution to the development of the country's economy.

The purpose of Transcarpathia development strategy is development of the tourist destination of Transcarpathia and its promotion to the international tourist market as one of the most promising and attractive destination in the segment of healthcare tourism, as well as popularization of healthcare tourism of Transcarpathian region among foreign tourists.

CONCLUSIONS

Healthcare tourism is related to trips to spa centers or resorts, the main purpose of which is to improve the physical well-being of the traveler through exercise and therapy, dietary control and health services related to health maintenance. By the UNWTO definition, health tourism includes services that vary widely, from visiting spa centers to surgical interventions that can be taken because it is either cheaper or the medical facilities at the destination are superior to those at home, or because the tourist wants to remain anonymous.

The purpose of health tourism is prevention of diseases and rest. It is characterized by a greater duration of travel, a visit to fewer cities and a longer stay in one place, that is, along with leisure activities, involves rest.

The market of medical and health tourism is a set of institutions and mechanisms that ensure the interaction of sellers and buyers in the process of selling a complex of medical and recreational services.

There are different approaches to the definition of types of healthcare tourism. Most scientists distinguish the following types: medical, wellness, spa-tourism, reproductive tourism, thalassotherapy and others.

In addition, there are factors contributing to the development of healthcare tourism, among which are: increasing rate of globalization, increasing healthcare expenditures, increased availability of global travel, increasing demand for non-essential healthcare services, significant differences in healthcare costs, rise of information and communication technologies and the internet, development of international healthcare tourism industry.

The geographic position of Transcarpathia is considered to be advantageous at present as it is the western gateway to Ukraine bordered by four countries. The tourist and recreational potential of Transcarpathia is considered through the possibility of efficient use of the following aggregate of resources and directions:

- balneological resources (mineral waters, medical mud, ozocerite);
- forest resources (urban forests, forest parks, forests of green zones);
- water recreational resources (rivers, lakes, ponds, reservoirs, waterfalls);

- speleoresources (caves);
- natural protected areas and objects;
- sights of history and culture, architecture (monasteries, castles, etc.);
- sanatorium and resort complexes (Lumshory, Polyana, Synyak, Shayan, etc.).

Analysis of statistical data during 2013-2017 pp. tourist flows in the Transcarpathian region makes it possible to draw the following conclusion:

- 1) domestic tourist flows are dominated, it is characterized by an increasing trend;
- 2) foreign tourist flows, on the contrary, have a narrowed tendency.

Number of establishments in healthcare tourism segment of Transcarpathian region has also tendency do decrease.

Marketing is very important factor for success of destination in the health tourism industry, and leading destinations or countries with a huge number of wellness or medical tourists are those with strong marketing strategies which meet the needs of these travelers.

In order to maximize the benefits of tourism, the border region should develop a regional tourism policy based on strategic planning and one of the areas of socio-economic policy of the state. The main objective of the marketing strategy for the development of healthcare tourism is the creation of a highly effective competitive tourism complex, providing wide opportunities for servicing Ukrainian and foreign citizens, as well as making a significant contribution to the development of the country's economy.

The purpose of Transcarpathia development strategy is development of the tourist destination of Transcarpathia and its promotion to the international tourist market as one of the most promising and attractive destination in the segment of healthcare tourism, as well as popularization of healthcare tourism of Transcarpathian region among foreign tourists.

Strategic goals of tourist destination of Transcarpathia development should include the following aspects:

- the creation of a competitive tourist product in the field of medical and health tourism adapted to the requirements and expectations of foreign tourists;
- ensuring effective and comprehensive use of existing tourist and recreational potential by solving the problem of recreational use of nature and environmental protection and improving the territorial structure of tourism and resorts in order to develop a tourist destination of Transcarpathia;
- systemic improvement of the quality of the infrastructure of resorts and recreational territories by implementing a program of step by step improvement of the material and technical base;
- improvement of the information infrastructure of recreational and tourist services through the creation of tourist information centers and the promotion of tourist products of healthcare tourism during the fairs, festivals and exhibitions with the participation of foreign organizations;
- ensuring compliance with the price and quality of healthcare tourist products.

Compliance and widespread implementation of this strategy will ensure the stable development of tourism in the Transcarpathian region, in particular, increase the competitiveness of the health tourist product not only on the Ukrainian tourist market, but also at the international level especially in neighboring countries.

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APPENDICES

Appendix A

HEALTH AND MEDICAL TOURISM: PECULIARITIES, TYPES
AND PROMOTIONVIACHALO T. 2 course of master FRHTB KNTEU,
specialty «Tourism»

У статті охарактеризовано сутність лікувально-оздоровчого туризму, його особливостей та видів. Розглянуто теоретичні та практичні основи просування лікувально-оздоровчого туристичного продукту.

Ключові слова: лікувально-оздоровчий туризм, види лікувально-оздоровчого туризму, просування туристичного продукту.

В статье охарактеризованы сущность лечебно-оздоровительного туризма, его особенностей и видов. Рассмотрены теоретические и практические основы продвижения лечебно-оздоровительного туристического продукта.

Ключевые слова: лечебно-оздоровительный туризм, виды лечебно-оздоровительного туризма, продвижение туристического продукта.

The article describes the essence of health-improving tourism, its features and types. The theoretical and practical bases of promotion of health-improving tourist product are considered.

Key words: healthcare tourism, kinds of healthcare tourism, promotion of tourist product.

Actuality of the article. Nowadays tourism plays a very important role in the economies of many countries of the world. That is why some states chose the development and promotion of this industry as a priority area of activity. Among the specialized types of tourism in accordance with the purpose of travel, one of the most extensive is health and medical tourism. More and more people travel for health improving and treatment both abroad and within their own country. Most scholars tend to think that healthcare tourism is type of tourism that involves the movement of residents and non-residents within the state borders and beyond national boundaries for health purposes, for the prevention or treatment of various diseases, improving, promotion and stabilization of health.

The purpose of the article is to determine health and medical tourism as one of the most promising and fast-growing type of tourism, and describe the process of health and medical tourism product promotion

According to UNWTO, health tourism is related to trips to spa centers or resorts, the main purpose of which is to improve the physical well-being of the traveler through exercise and therapy, dietary control and health services related to health maintenance.

The purpose of health tourism is a complex use of natural healing factors with the aim to prevent diseases, treatment or just health improving. Health and medical tourism has the set of peculiarities that differentiate it from other types of tourism which are presented in figure 1, among them are the following:

- the length of stay, which should be not less than three weeks, regardless of the type of resort and disease, because only in such a time a positive curative effect can be achieved;
- high cost of stay and treatment - treatment at the resorts is expensive, so this type of tourism is designed for wealthy clients ordering an individual program of staying and treatment;
- age of tourists- statistics show that most of people come to the resorts of the older age group, although in recent times people who choose this type of tourism are also of middle-aged group who are suffering from ailments. The choice is made between the resorts specializing in

the treatment of a particular disease, and mixed-type resorts, which generally improve health and contribute to recovery and stress relief;

- the presence of natural curative resources in the place of stay, which can be used in the process of treatment, rehabilitation, health promotion etc.;
- visitation fewer places than other types of tourism include [5].

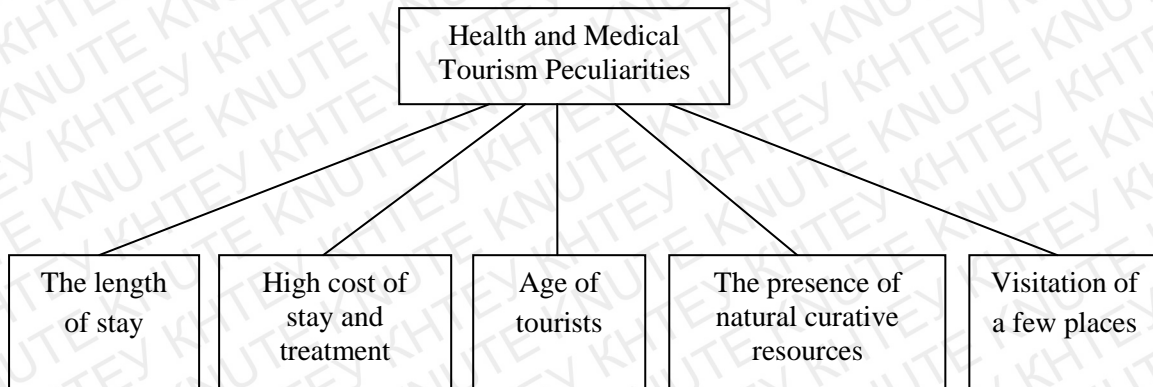


Figure 1. Peculiarities of health and medical tourism

Health and medical tourism programs and products have many benefits for the targeted tourists. These benefits are as follows their importance for the tourist:

The reasonable prices: Health and wellness tourism programs and products provide medical and health services at lower prices since a number of medical, health and tourism services are provided with package rates including flat rate and discount in addition to the beneficiary's ability to choose the services at affordable prices from multiple choices in different areas.

Quality and Quantity: Tour operators look for medical and health institutions with international quality certificates, adopting international and local standards.

Availability of latest medical technology: Medical facilities participating in the tourism health and wellness programs ensure the availability and use of modern technology in their services as they care to participate in healing and health tourism to cover excess potential in those services involving high technologies.

Personal services: The availability of personal services and programs by the participating parties in the program, in addition to allocating specialized staff in these institutions to be responsible for meeting the requirements of the tourists.

According to the purpose of travelling of health tourists scientists distinguish different types. For example, Tourism Research and Marketing (TRAM) proposed types which is presented in figure below [4].

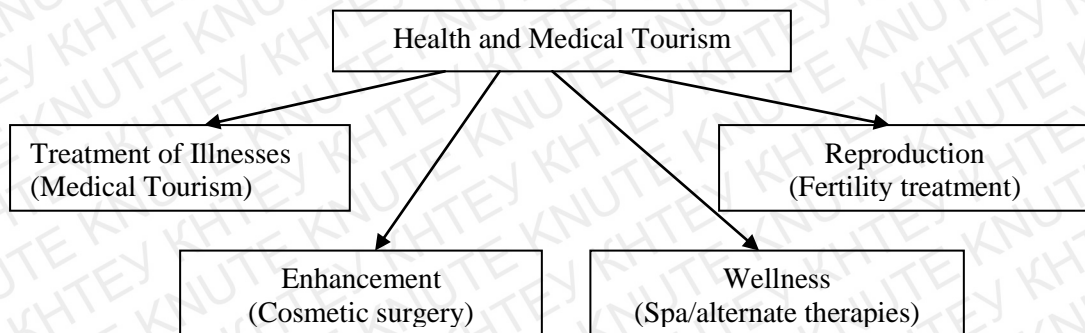


Figure 2. Types of health and medical tourism

The term «treatment of illnesses», generally includes medical check-ups, health screening, dental treatment, joint replacements, heart surgery, cancer treatment, neurosurgery, transplants and other procedures that require qualified medical intervention. These can range from healthcare services that can be provided by a local general practitioner to complex surgical procedures such as transplants.

Medical tourism can be defined using the Medical Tourism Association's definition: «Medical Tourism is where people who live in one country travel to another country to receive medical, dental and surgical care while at the same time receiving equal to or greater care than they would have in their own country, and are traveling for medical care because of affordability, better access to care or a higher level of quality of care. (Medical Tourism Association)

The terms “medical tourism” and “medical travel” will be used interchangeably, and medical tourism will include both inpatient and outpatient care, regardless of payer. Because medical tourists travel for care, medical tourism includes a “tourism” aspect, that is, the consumption of “services associated with travel, such as transport, lodging, and hospitality”.

Medical tourism is a growing phenomenon in the 21st century. The developing countries have seen a substantial rise in the number of visitors from the developed West for health and medical purposes. It can be referred to as a travel activity that promotes the well being of the tourist or an activity that involves a medical procedure. The OECD reports that medical tourism as a main component of international trade in health services has been attracting increased amount of attention from the medical profession, health analysts, trade, tourism promotion agencies and public health policy makers.

Enhancement procedures are carried out mainly for aesthetic purposes. Some of these procedures require qualified medical personnel but much of this work is non-disease related (unless disfigurement is caused by disease). Examples of such procedures include all cosmetic surgery, breast surgery, facelifts, liposuction and cosmetic dental work. This component of the tourism and healthcare tourism is traditionally most associated with the tourism and leisure industry [2].

The wellness segment of medical and healthcare tourism promotes healthier lifestyles. Therefore, these products can include treatment in spas, thermal and water treatments, acupuncture, aromatherapy, beauty care, facials, exercise and diet, herbal healing, homeopathy, massage, spa treatment, yoga and other similar products. There is normally no need for a qualified doctor to provide these services, although many professionals providing these services, are often accredited members of the various associations [1].

Reproduction tourism is an increasing and growing area of medical tourism travel. Under this component, there are patients who seek fertility-related treatments such as in vitro and in vivo fertilization and other similar procedures. In some situations, the travel is motivated and influenced by the legislation in the country of origin and host country [2].

Characterizing healthcare tourism in Ukraine and Central Europe. There are 58 resorts in Ukraine (45 of which - national and international significance), whereas in Poland - 43, in the Czech Republic - 33, in Hungary - 22 and in Slovakia - 18. The most famous Czech resorts are Karlovy Vary, Frantiskovy Baths, Marianske Baths, Jahimov, Lugachevitsa; Hungarian - Heviz, Balatonfured, Hajdúszoboszló, Paradfjordo; Slovak - Lisztany, Bardejov, Raeke Teplice, Smrdaki; Polish - Krynica, Dushniki-Zdroj, Wieliczka. The most famous resorts in Ukraine are Truskavets, Morshyn, Nimirov (Lviv region); Soyumi Svalyava, Kvasy, Synyak (Transcarpathian region); Ku Khmilnik rocks (Vinnytsia region), Mirgorod (Poltava region), Berimvoda (Kharkiv oblast) flock), Berdyansk, Kyrylivka (Zaporozhye region), Gopri, Genichesk (Kherson oblast), Odessa and others.

The highest concentration of healing and improving Institutions in the region are concentrated in the Western region Carpathians and their spurs. Polish Balneology is presented by 9 species of mineral water were assigned, Czech - 8, Hungarian - 7 and Slovak - 6 species. On the territory Ukraine has mineral water in almost every region (except Chernivtsi). In general, Ukraine has 8 of 9 types of therapeutic water.

By the number of health-improving enterprises Ukraine is ahead of the countries of the region. As By 2015, in our country there were 404 mortgages The fact that less than in the whole region is just about 70 enterprises. For 2015, Ukrainian Forging 651 943 people, which is more than 2.1 times than in institutions of Slovakia, but less by 1.7% than in Hungary; by 12.2% than in Poland; by 12.3% than at The Czech Republic At the same time, by the number of foreign tourists, resting with a healing and health purpose we are far behind the studied countries: from Czech Republic - 13.1 times, from Hungary - 11.2 times, from Slovakia - by 2.6 times, and from Poland - by 1.6 times [6].

Table 1

Sanatorium-and-spa institutions, recreational facilities [7]

Year	Sanatoria and boarding houses providing medical treatment		Dispensaries		Rest homes and guest houses		Recreation centers and other rest facilities		Children's institution of improvement and rest	
	total	beds, thousands	total	beds, thousand	total	beds, thousand	total	beds, thousand	total	beds, thousand
2013	477	132	165	15	271	57	1916	202	18549	191
2014	320	79	118	17	90	17	1400	157	13977	126
2015	309	78	79	12	76	15	1399	165	9743	113
2016	291	70	63	10	73	14	1295	146	9669	112
2017	284	71	55	10	67	12	1235	133	9745	106

Determining the promotion of health and medical tourist product. In order to develop health tourism, it is necessary to stimulate the development of tourist infrastructure facilities designed for the mass consumer with a seasonal visit (hotels and boarding houses of high and middle class, other health facilities near the resort areas, in conjunction with the facilities for the provision of medical and related services, food and leisure).

Tourism promotion means trying to encourage the actual and potential customers to travel a destination through the spreading of information. Promotion is one of the most effective marketing mix elements used in marketing a tourist product. The objectives of promotion those are consistent with the general marketing plan is to identify the target group to which the promotion is conducted, to find out the effective advertising, sales support and public relations programs to be planned, and to select the best methods to be used to control and assess the promotion operation.

According to Mill and Morrison, the following three types of promotion help to modify the consumer's behavior in the stages of buying process. Firstly, informative promotions are most effective at the earlier buying process stages like attention and comprehension. Secondly, persuasive promotions work well at intermediate buying process stages which assist with 4 attitude, intention, and purchase. Finally, after the first visit or usage the services, reminder promotions are effective to use. It is quite clear from this statement that promotion plays a vital role to advertise any destination and can help to modify the tourist behavior by ensuring the repeat visitor continue to purchase the same product instead of switch to another destination. Promotion in tourism helps to draw the attention of the potential tourists, modify the behavior of the existing buyers and influence them to visit a destination [3].

Promotion is persuasive communication, directed to its target audience. Specifically, promotion involves communicating information between seller and potential buyer in order to influence attitudes and behaviour. The promotional mix is now usually referred to as the marketing communications mix, which is more precise because the purpose of communication to

customers is not always to promote or persuade. Often the purpose of the communication is to make people aware, to inform or to reinforce an already promoted aspect of the product.

Types of promotional methods include: personal selling, sales promotions, advertising, publicity, sponsorship, public relations, special events, community relations, media releases, social media activities. The main of them from the point of view of health and medical tourism are summarized in figure 3.

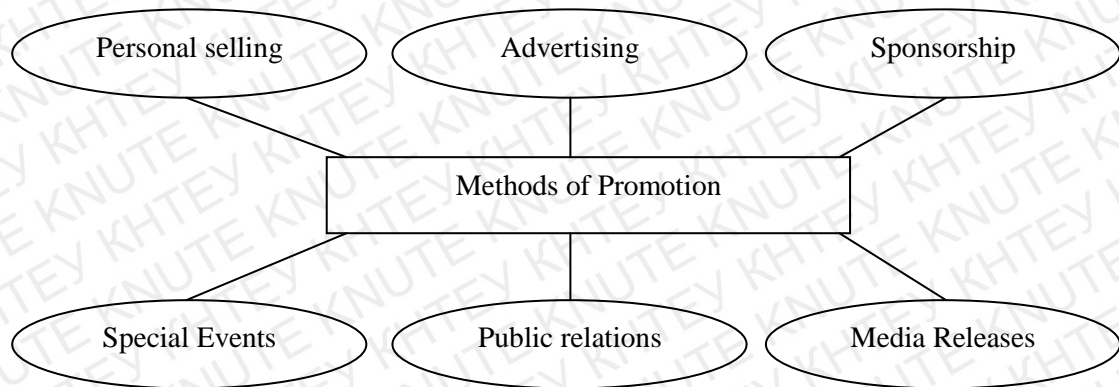


Figure 3. Main methods of health and medical tourist product promotion

Advertising is a non-personal form of promotion that is delivered through selected media outlets that, under most circumstances, require the marketer to pay for message placement.

Advertising is a one-way form of marketing communication where the message receiver (i.e., target market) is not in position to immediately respond to the message. But this is changing. Technology is now available that enables the message recipient to engage by click a link or button to request more details on a product or service seen on their hotel television or their tablet or smart phone. Soon advertising will move away from a one-way communication model and become one that is highly interactive.

Several health and wellness tourism services (e.g., minor cosmetic and dental procedures, executive checkups, quick consultations, laboratory testing and preventive screening exams) can be incorporated into this new advertising medium to covert a visitor at a destination into a health or wellness tourism visitor that might increase revenue and length of stay and activate more local value chain stakeholders.

Advertising can include paid content via: television, radio, newspapers, magazines and journals, newsletters, Internet.

Public relations involve the building of favourable relations for organisations and products with its key publics through the use of a variety of communications channels and tools. It looks at all activities aimed at bringing the attention of the organization and its offering to members of the media, to generate media coverage.

Special events can be designed for a variety of purposes including, but certainly not limited to: holding a grand opening, promoting new packages, having a themed activity, rewarding specific target audiences. It is essential that any event organized conveys the correct message and image to the target audience.

Branding is essential for medical tourism sellers. Medical tourism sellers must establish a trustable brand for someone to fly or drive a great distance to seek critical medical treatment from a stranger.

Many medical tourism sellers may have local recognition, but have not yet established themselves as a recognized global brand. An overarching brand strategy for the destination helps stakeholders integrate into that brand for their own individual branding and differentiation to

enhance competition while aligning with the destination goals, messages, and theme. Instead of "going rogue", stakeholders make the leap from hometown supplier to become globally-recognized solutions to people's health problems. At that point the market takes them seriously and places trust in the professional brand reputation of the physician, the facility or the health tourism product and the destination.

In designing the brand, design the story that captures the attention of the buyer and explains the benefit that a health tourism buyer should expect if they choose your brand over all others.

Experienced health and wellness tourism consultants bring insights and knowledge about your competitors. This information helps you to fast track the creation of your brand story, relevance, and differentiation and ignites a desire to take action that leads to bookings.

Conclusion. Health tourism is related to trips to spa centers or resorts, the main purpose of which is to improve the physical well-being of the traveler through exercise and therapy, dietary control and health services related to health maintenance. This type of tourism can be divided into medical tourism which includes diagnostic, treatment and rehabilitation, and health improving tourism which promotes physical and mental well-being of tourists. Health and medical tourism differentiates from other types of tourism by length of stay, high cost of tourist product, age of tourists and visitation of fewer places.

Promotion of health and medical tourist product is one of the most effective marketing mix elements used in marketing a tourist product. The objectives of promotion those are consistent with the general marketing plan is to identify the target group to which the promotion is conducted, to find out the effective advertising, sales support and public relations programs to be planned, and to select the best methods to be used to control and assess the promotion operation.

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