

Kyiv National University of Trade and Economics
Tourism and Recreation Department

FINAL QUALIFYING PAPER

on the topic:

«Development strategy of health tourism in Ivano-Frankivsk region of Ukraine»

Student of the 2^d year, group 13 a,
academic degree «Master»
specialty 242 «Tourism»
specialization «International Tourism
Business»

Skalozub Iryna

Scientific adviser
Doctor of Sciences (Geography),
Associate Professor

Hladkyi O.V.

Manager of the educational program,
Doctor of Sciences (Economics),
Professor

Mykhailichenko G.I.

Kyiv 2021

Kyiv National University of Trade and Economics
Faculty of Restaurant, Hotel and Tourism business
Department of tourism and recreation
Specialty 242 «Tourism»
Specialization «International Tourism Business»

Approved by
Head of the Department
Tkachenko T. I.

on « _____ » _____ 2021

**Task
for the final qualifying paper**

Skalozub Iryna

1. Topic of the final qualifying paper (project): «Development strategy of health tourism in Ivano-Frankivsk region of Ukraine»

Approved by the Rector's order of KNUTE from 12.01.2020 No. 3396

2. Term of submitting by a student his/her terminated paper: 19.11.2021

3. Initial data of the final qualifying paper (project)

The purpose of the research is creating and implementing of development strategy of health tourism in Ivano-Frankivsk region by using the research of theoretical and methodological basis of this type of tourism and determination of practical aspects of its development.

Object of the research is development of the health tourism in Ivano-Frankivsk region.

Subject of the research is a set of theoretical, methodological and practical issues related to the development strategy of health tourism in Ivano-Frankivsk region.

4. Illustrative material: types of health tourism; reasons to visit other regions and countries, 2020; the main types of services needed by tourists in the international health sector, 2019; dynamics of attendance in Ivano-Frankivsk region, million people (2015-2020); dynamics of tourist tax revenues in Ivano-Frankivsk region, UAH million; types of tourist activities in the Ivano-Frankivsk region; number of tourists who visited the Ivano-Frankivsk region for health tourism, 2015-2017; strategic goals of development of the sanatorium-resort complex of Ivano-Frankivsk region; appendixes.

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

Section	Consultant (last name and initials)	Date and signature	
		The task given	The task received
Part 1	Hladkyi O.V	12.01.2021	12.01.2021
Part 2	Hladkyi O.V	12.01.2021	12.01.2021
Part 3	Hladkyi O.V	12.01.2021	12.01.2021

6. Content of the final qualifying paper (list of all the sections and subsections)

INTRODUCTION

PART 1 THEORETICAL AND METHODOLOGICAL BASIS OF HEALTH TOURISM

- 1.1. Health tourism as an object of scientific research
- 1.2. World trends in the development of health tourism
- 1.3. Methodology and methods of health tourism investigations.

Conclusions to part 1

PART 2 CURRENT STATE OF TOURISM DEVELOPMENT IN IVANO-FRANKIVSK REGION

- 2.1. Characteristic of health tourism potential in Ivano-Frankivsk region
- 2.2. Analysis of health tourism development in Ivano-Frankivsk region
- 2.3. The current state of health tourism infrastructure in Ivano-Frankivsk region

Conclusions to part 2

PART 3 PROBLEMS AND PROSPECTS OF HEALTH TOURISM DEVELOPMENT IN IVANO-FRANKIVSK REGION

- 3.1. Problems of recreational and health tourist activities development in Ivano-Frankivsk region
- 3.2. Development strategy of health tourism functioning in Ivano-Frankivsk region
- 3.3. Development of innovative health tourist product in Ivano-Frankivsk region

Conclusions to part 3

CONCLUSIONS

REFERENCES

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	01.09.2020-12.11.2020	01.09.2020-12.11.2020
2.	Preparation and approval of task for the final qualifying paper	13.11.2020-13.12.2021	13.11.2020-13.12.2021
3.	Writing and pre defence of the 1 st part of the final qualifying paper	14.12.2021-10.05.2021	14.12.2021-10.05.2021
4.	Writing and preparation of scientific article	till 10.05.2021	
5.	Writing and pre defence of the 2 nd part of the final qualifying paper	11.05.2021-17.09.2021	11.05.2021-17.09.2021
6.	Writing and pre defence of the 3 rd part of the final qualifying paper	18.09.2021-31.10.2021	18.09.2021-31.10.2021
7.	Preparation of the final qualifying work (title, content, introduction, references, appendices), the presentation of the finished work to the department for preliminary defence in commissions	01.11.2021-12.11.2021	01.11.2021-12.11.2021
8.	Preliminary defence of the final qualifying work in commissions of the department	13.11.2021-19.11.2021	13.11.2021-19.11.2021
9.	Additional processing, printing, preparation of material to final qualifying paper defence	till 20.11.2021	
10.	Defence of the final qualifying paper in the Examination Board	According to the schedule	

8. Date of receiving the task 12. 01. 2021

9. Scientific adviser of the final qualifying paper (project)

Hladkyi O.V.

10. Manager of educational and professional program

Mykhailichenko H. I.

11. The task received by the student

Skalozub Iryna

12. Resume of a scientific adviser of a final qualifying paper

This paper deals with development strategy of health tourism in Ivano-Frankivsk region of Ukraine. The theoretical and methodological basis of health tourism is disclosed. The health tourism as an object of scientific research is substantiated. The world trends in the development of health tourism are explored. The methodology and methods of health tourism investigations are revealed.

The current state of tourism development in Ivano-Frankivsk region is explored. The characteristic of health tourism potential in Ivano-Frankivsk region is provided. The health tourism development in Ivano-Frankivsk region is analysed. The current state of health tourism infrastructure in Ivano-Frankivsk region is defined.

The main problems and prospects of health tourism development in Ivano-Frankivsk region are explored. The problems of recreational and health tourist activities development in Ivano-Frankivsk region are highlighted. The development strategy of health tourism functioning in Ivano-Frankivsk region is proposed. The development of innovative health tourist product in Ivano-Frankivsk region is researched.

A final qualifying paper can be admitted to defence in the Examination Board and deserves a positive estimation

Scientific adviser of a final qualifying paper _____

Hladkyi O.V.

13. Resume about a final qualifying paper

A final qualifying paper can be admitted to defence in the Examination Board

_____ Skalozub Iryna

**Manager of educational
and professional program**

_____ Mykhailichenko H. I.

Head of the Department

_____ Tkachenko T.I.

_____, _____, 2021

CONTENT

INTRODUCTION.....	7
PART 1 THEORETICAL AND METHODOLOGICAL BASIS OF HEALTH TOURISM.....	9
1.1 Health tourism as an object of scientific research	9
1.2 World trends in the development of health tourism.....	16
1.3 Methodology and methods of health tourism investigations	20
Conclusions to part 1.....	23
PART 2 CURRENT STATE OF TOURISM DEVELOPMENT IN IVANO- FRANKIVSK REGION.....	24
2.1 Characteristic of health tourism potential in Ivano-Frankivsk region	24
2.2 Analysis of health tourism development in Ivano-Frankivsk region.....	28
2.3 The current state of health tourism infrastructure in Ivano-Frankivsk region.....	32
Conclusions to part 2.....	38
PART 3 PROBLEMS AND PROSPECTS OF HEALTH TOURISM DEVELOPMENT IN IVANO-FRANKIVSK REGION.....	40
3.1 Problems of recreational and health tourist activities development in Ivano- Frankivsk region.....	40
3.2 Development strategy of health tourism functioning in Ivano-Frankivsk region.	45
3.3 Development of innovative health tourist product in Ivano-Frankivsk region.....	52
Conclusions to part 3.....	59
CONCLUSIONS	60
REFERENCES	62
APPENDIXES	67

INTRODUCTION

Today's society is increasingly concerned with the promotion and protection of health. High potential of physical and mental activity of people is a direct prerequisite for a full life. The fast pace of life, many stressful situations, increasing flow of information, unfavorable environmental situation in most countries are forcing people to turn to health tourism.

Actuality of research. Every year the popularity of health tourism is growing, and more and more people around the world are discovering new opportunities for this type of tourism. Therefore, health tourism performs all important social functions related to treatment, disease prevention and various activities aimed at protecting the health of the population. From an economic point of view, the introduction of this type of tourism for the state – this is what allows you to enter new markets for tourism services and, thus, to receive more income.

Yet, the health tourism segment is still not well defined, with differences based on geographical and linguistic characteristics and the large and wide variety of related cultural traditions. Furthermore, data is fragmented and limited.

Health tourism is considered nowadays to be an emerging, global, complex and rapidly changing segment that needs to be comprehended to a greater extent in order to leverage opportunities and better address challenges (Appendix A).

The object of the study is the market of health tourism, as one of the new alternative types of tourism, as well as entities operating on it.

The subject of this work is the practical aspects of the organization of health tourism in Ivano-Frankivsk region and the strategy of its development.

The purpose of the study is a theoretical analysis of the features of the functioning of health tourism in the international tourism market, world trends in the development of health tourism, methodology and methods of health tourism investigations. Analysis of the current state of tourism development in Ivano-Frankivsk region, identification of problems, opportunities and prospects for the development of the region in this direction.

Achieving the goal of the article is carried out through a number of **tasks**:

- to determine the essence and characteristics of health tourism;
- to analyze modern world trends in the development of health tourism;
- to investigate the methodology and research methods of health tourism;
- to analyze current state of tourism development in Ivano-Frankivsk region;
- to make characteristic of health tourism potential in Ivano-Frankivsk region;
- to characterize the current state of health tourism infrastructure in Ivano-Frankivsk region;
- to identify problems of recreational and health tourist activities development in Ivano-Frankivsk region;
- to develop the strategy of health tourism functioning in Ivano-Frankivsk region.

Textbooks, scientific manuals, works of domestic and foreign authors were used in writing the thesis. Medical and health tourism in its specificity has become the subject of research of such domestic scientists as O.O. Lyubitseva, V.I. Stafiychuk, O.O. Beidyk, T.I. Tkachenko, V.F. Kifyak, M.P. Klyap and F.F. Shandor, N.V. Chornenko, P.R. Putzenteilo, I.M. Shkola, M.P. Malska and others.

In the process of studying the organization of health tourism, various research methods were used, such as analysis, synthesis, comparison and grouping of data, causation.

Structurally, the thesis consists of an introduction, three sections, conclusion, list of sources and appendices. In the first section, the theoretical and methodological bases of medical and health tourism are considered. The second explores the current state of tourism development in Ivano-Frankivsk region. The third identifies the problems and prospects for the development of this type of tourism in Ivano-Frankivsk region.

PART 1

THEORETICAL AND METHODOLOGICAL BASIS OF HEALTH TOURISM

1.1 Health tourism as an object of scientific research

Health tourism is one of the most promising types of tourism at the present stage. It is developing due to significant resources: the sea coast, hot, warm and cold mineral springs, medicinal estuarine deposits of mud and forests. Interest in health tourism is constantly growing, which is largely due to demographic trends.

Today, health tourism is one of the leading places in the tourism industry, as a significant increase in income of economically developed countries, the development of transport, environmental pollution due to industrial development and active promotion of healthy lifestyles makes many seek health and recreation in others, environmentally friendly favorable regions [1, p. 130].

In recent years, as a result of globalization, which has resulted in the blurring of borders between countries, a special tourist flow has formed in the world people who go for treatment abroad and every year this flow is growing. Currently, the cost of certain health services in different countries is not the same, which is quite logical, given the state of development of national economies, demographic and social situation in the country and so on. The rising cost of treatment in developed countries has stimulated the emergence of additional requirements: quality treatment at low prices and vivid impressions of visiting a new country. The high cost of health care in the developed world has become a serious problem not only for patients but also for their employers, social funds, insurance systems and countries. At the same time, Ukraine, having a reputation as a provider of health services with good value for money, can become a promising area of health tourism in Europe and the world, so the study of this issue is of great interest in academia [2, p. 102].

Studies by tourism experts have shown that health tourism has a special place in the system of global relations. Today, the market for travel services is the most valued

opportunity to restore health during exciting tourist trips.

From the end of the 19th to the beginning of the 20th century, there was intensive development of commercial activity in the field of medical services, so-called cross-border trips “for health” appeared, which became a new direction of tourist activity. The fast pace of life, many stressful situations, increasing the flow of information, the unfavorable environmental situation in most countries encourage people to turn to health tourism [3, p. 67]. Every year the number of health tourists grows, due to numerical factors, which are summarized in Appendix B.

Health tourism includes tourist trips, where the main motivating factor for tourists is the desire to maintain and improve the state, which is defined by the complex concept of “health”. It should be noted that the term “health” in the modern interpretation is much broader than the generally accepted notion of health as a state of the body free from disease, physical defects and dysfunctions. The World Health Organization charter defines the term “health” as “not the absence of disease as such or of physical disabilities, but of a state of complete physical, mental and social well-being”. Achieving the highest level of health is one of the basic rights of everyone, regardless of race, religion, political beliefs, economic or social status [4].

In the English-language literature, the term “health-related tourism” is used to describe the direction of health-oriented tourism. In addition, in both domestic and foreign scientific literature, regulations, business practice, a large number of terms are used to define the activities covered by the concept of “health-related tourism”. Among them are both widespread, for example, health tourism, medical tourism, and relatively new, sometimes exotic: holistic tourism, wellness tourism, spa tourism. Although these terms are sometimes interchangeable, in most cases each of these terms has different concepts (Appendix C) [5, p. 7].

In the Law of Ukraine “On Tourism” health tourism is allocated as a separate type of tourism, but, unfortunately, the definition of this type is not given in the law [6].

A.V. Babkin defines health tourism as an activity characterized by the movement of residents and non-residents within or outside the state borders for a period of not

less than 20 hours and not more than 6 months for health purposes, in order to prevent various diseases of the human body [7, p. 128].

Health tourism covers those types of tourism which have as a primary motivation, the contribution to physical, mental and/or spiritual health through medical and wellness-based activities which increase the capacity of individuals to satisfy their own needs and function better as individuals in their environment and society (Fig. 1.1).

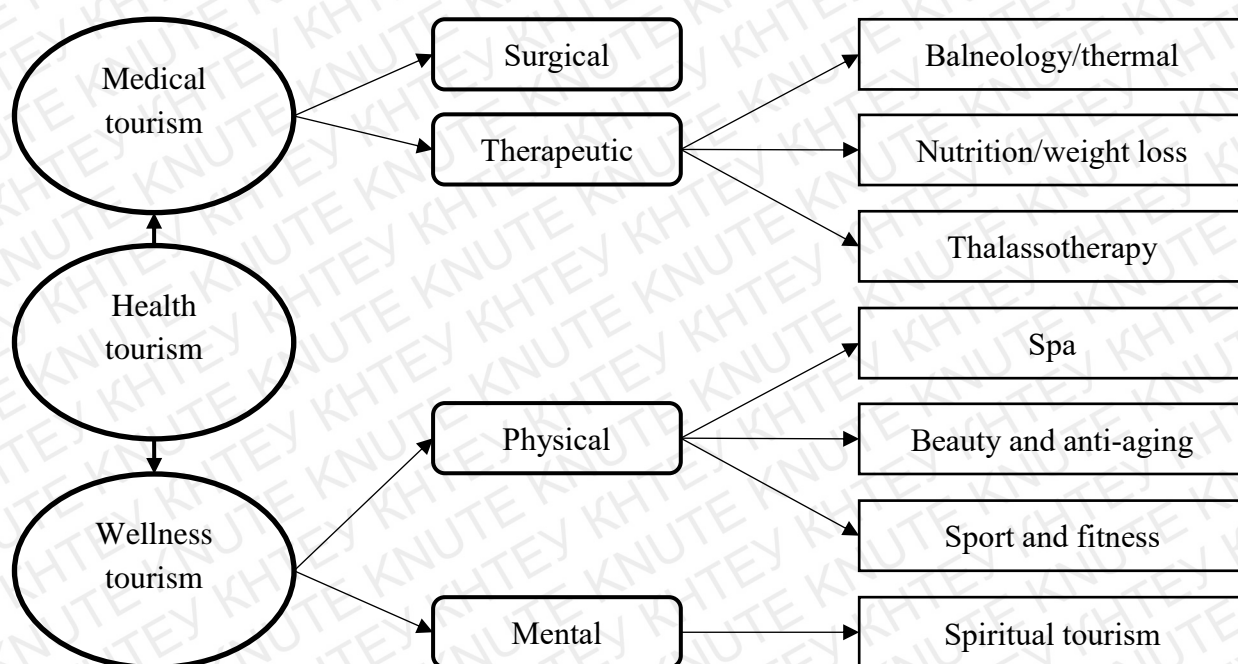


Figure 1.1. Types of health tourism. Source: [8]

Health tourism is the umbrella term for the subtypes: wellness tourism and medical tourism. Medical tourism is often compared to wellness. In particular, domestic scientists do not clearly distinguish between new types of tourism activities related to treatment and rehabilitation. However, if we talk about the achievements of foreign scientists, it is still clear that these concepts are not identical (table 1.1).

Wellness tourism is a type of tourism activity which aims to improve and balance all of the main domains of human life including physical, mental, emotional, occupational, intellectual and spiritual enhancing activities such as fitness, healthy eating, relaxation, pampering and healing treatments. Wellness is more of a psychological than a physical state [4].

Table 1.1

Understanding the difference between wellness tourism and medical tourism

Reactive	Proactive
Medical tourism	Wellness tourism
Travel to receive treatment for a diagnosed disease, ailment or condition or to seek enhancement.	Travel to maintain, manage or improve health and wellbeing.
Motivated by a desire for lower cost of care, higher quality care, better access to care, and/or care not available at home.	Motivated by a desire for healthy living, disease prevention, stress reduction, management of poor lifestyle habits, and/or authentic experiences.
Activities are reactive to illnesses, medically necessary, invasive and/or overseen by a doctor.	Activities are proactive, voluntary, noninvasive and nonmedical in nature.

Source: Global Wellness Institute [9]

Medical tourism is a type of tourism activity which involves the use of evidence-based medical healing resources and services. This may include diagnosis, treatment, cure, prevention and rehabilitation [4].

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.

Features of health tourism are:

- length of stay, which must be at least three weeks, regardless of the type of resort and illness;
- high cost of accommodation and treatment – the usual treatment at the resorts is expensive, so this type of tourism is designed for wealthy clients;
- age – according to statistics, the resorts are most often visited by people of older age, although the rest of the resorts recently also chosen by middle-aged people

suffering from the disease. The choice is made between resorts that specialize in the treatment of a particular disease, and resorts of mixed type [10, p. 368].

The supply of health tourism is already very wide from hotels with spas facilities, to wellness hotels and thermal baths to specialized hospitals and clinics. Depending on the purpose of the trip, tourists visit various health facilities [4].

Medical tourism is understood as a type of activity aimed at providing services for diagnosis, treatment and prevention of diseases outside the country of residence. This type of tourism involves visiting hospitals, treatment and diagnostic centers and other medical institutions (Appendix D).

Health tourism involves traveling and visiting sanatoriums and other facilities (spa, wellness hotels, thermal baths) that offer mostly health services, which include a wide range from therapeutic to a variety of fitness and relaxation programs (Appendix E) [11, p. 10].

The activity of sanatorium and health-improving enterprises in Ukraine is regulated by several main normative legal acts – the Law of Ukraine “On Resorts”, the General Provision on Sanatorium and Resort Institution, the National Standard of Ukraine “Tourist Services, Accommodation” (DSTU 4527: 2006), Code of Ukraine and the Law of Ukraine “On Joint Stock Companies” [12].

A resort is a developed natural territory on health-improving lands that has natural medical resources, the necessary infrastructure for their operation, which is used for treatment, medical rehabilitation, disease prevention and recreation and is subject to special protection [6].

Resort factors – natural or artificially created favorable conditions, which are a means of providing treatment and prevention activities in a particular resort area (Appendix F) [13, p. 9].

The main natural healing resources are: climate; mineral and thermal waters; therapeutic mud; ozokerite; brine of estuaries and lakes; sea water; natural areas and complexes with favorable climatic conditions, suitable for treatment, medical rehabilitation and disease prevention [14, p. 49].

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

At the balneological resort, natural mineral waters are the main therapeutic factor. They are used for drinking treatment, baths, bathing in therapeutic pools, for various types of showers, as well as for inhalation, rinsing and irrigation.

Mineral water helps to cure many diseases. Among the patients of balneological resorts, people with diseases of the gastrointestinal tract, cardiovascular and nervous system, respiratory tract and musculoskeletal system predominate. The effectiveness of treatment of a number of diseases in balneological resorts is confirmed by the results of medical research [10, p. 372].

Mud resorts are tied to deposits of therapeutic muds (peloids). Mud therapy is mainly used in pathology of the joints, nervous system of traumatic origin, as well as in gynecological and some other diseases. Thanks to modern methods and the latest technologies, mud treatment helps to achieve high medical results, which contributes to the growing popularity of mud resorts for people in need of medical care [10, p. 374].

Climatic resorts are as diverse as the climate itself. In the structure of climatic resorts of the world, forests (plains) make up 11.3%, mountain – 24.2%, climate-koumiss-treatment – 4.2%. Each of them is characterized by a unique combination of weather and climatic factors (temperature, atmospheric pressure, solar radiation, etc.), which are used for therapeutic and for preventive purposes. The profile of the resort depends on the combination of these factors. If forest resorts with a typical continental climate mainly accept patients suffering from upper respiratory diseases, asthma, nervous system disorders, then staying in mountain resorts is recommended for the initial forms of tuberculosis and anemia.

The most common type of climatic resorts are seaside resorts. In the structure of climatic resorts in the world, they are 60.3%. More and more tourists are discovering the possibility of combining recreation by the sea with effective treatment. The marine climate helps to overcome many diseases. It has a positive effect on people with diseases of the blood, bone tissue and lymph glands. After treatment, patients feel better, they can do without medication for a long time or reduce the dose of the drug [10, p. 379].

Another type of climatic resort – climatic-koumiss-medical – are located in the steppe zone and are known for their combined method of treatment, which combines the healing properties of dry steppe climate and koumiss – a sour milk drink made from mare’s milk. Kumis increases the digestibility of proteins and fats, promotes weight gain. There are only about 40 such resorts in the world.

In addition to the three main types of resorts – balneological, mud and climatic – there are transitional (intermediate). These are resorts that use various natural healing factors, such as mineral water and mud or climate and mineral water [10, p. 380].

The main functions of the resorts: sanatorium treatment; medical rehabilitation of patients; rehabilitation and disease prevention; cultural and entertaining [13, p. 11]. Each function requires its own specific technologies, which should be used only in combination. With regard to therapeutic functions, priority is given to natural factors and non-traditional methods aimed at expanding health reserves.

General requirements for resorts:

- the presence of the studied natural therapeutic factors that ensure the normal functioning and development of the resort;
- necessary technical means for the rational use of resort factors (baths, swimming pools, mud baths, solariums, beaches, etc.);
- specially adapted rooms for treatment and living (sanatoriums, rest homes);
- the presence of treatment and prevention facilities that provide medical care;
- availability of health facilities, sports facilities and playgrounds;
- the presence of public institutions, catering, trade and consumer services, cultural and educational institutions;
- streamlining that meets all the requirements of sanitary and hygienic standards (water supply, sewerage, maintenance of cleanliness);
- convenient ways and means of communication;
- the need to comply with the general resort regime [13, p.11].

In sanatoriums, the impact of medical procedures is combined with a powerful effect on the body of natural conditions. These include a long stay in the air, the positive

impact of the landscape, the aromas of flower beds, forests, active movement (alternation of rest and dosed movement, walks, excursions, hiking).

Mandatory elements of sanatorium treatment are morning hygienic gymnastics, therapeutic gymnastics, dosed walking, moving sports games. As a rule, patients and vacationers take walks and excursions and ride on boats. Other types of active recreation are organized – tennis, scuba diving, fishing, hunting, rafting, hiking, jeeping, horseback riding; in mountain resorts – descent from the mountains, snowboarding, etc. [13, p. 159].

Health tourism is very important for people. First, it is not only entertaining, but also cognitive activity (change of environment involves the study of new culture, new traditions, history). Secondly, it is the treatment and prevention of health, visiting various water sources, mud treatments, sports and other health-improving activities. Favorable natural and climatic conditions accompany the recovery of the human body. To do this, it is necessary to protect pristine areas of nature that are valuable for science, economics and culture.

1.2 World trends in the development of health tourism

The hospitality industry recognized the growing demand and interest in health or wellbeing, and an increasing number of operators either have reshaped their services or launched new brands adapted to the new demand trend.

Health, wellness and medical tourism have grown exponentially in recent years and are becoming increasingly relevant in many established and emerging destinations around the world [4].

Health tourism is considered nowadays to be an emerging, global, complex and rapidly changing segment that needs to be comprehended to a greater extent in order to leverage opportunities and better address challenges [4].

International tourism statistics show that the purpose of travel for health is among the main reasons for people to visit other regions and countries, (Fig. 1.2). Moreover, if for statistics, the world is dominated by travel for leisure purposes, then

for the Middle East (Iraq, Lebanon, Israel, Saudi Arabia, Qatar, etc.) it is dominated by travel to visit relatives and friends, religious and importantly, wellness [15].

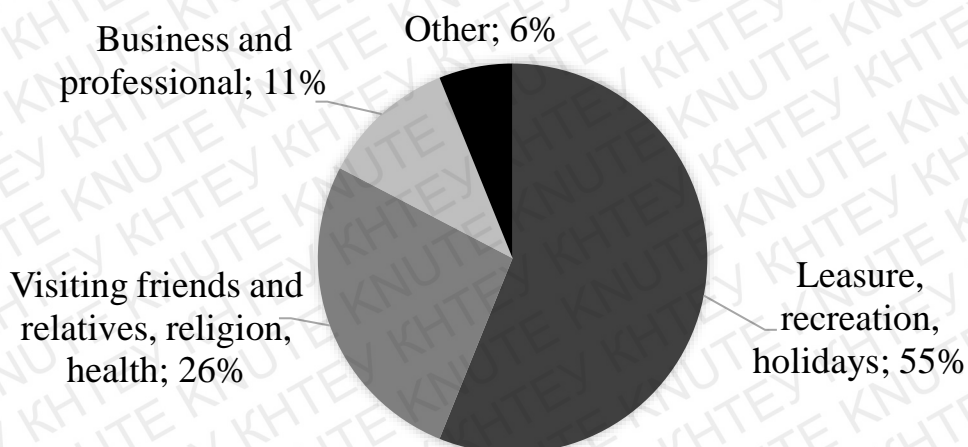


Figure 1.2. Reasons to visit other regions and countries, 2020. Source: [15]

The main areas of health tourism in the world are: medical tourism, thermal tourism (SPA & Wellness-tourism), tourism for the elderly, trips to clinics for treatment; receiving cosmetic and dental services; sanatorium treatment and rehabilitation (Fig. 1.3) [13, p. 14].

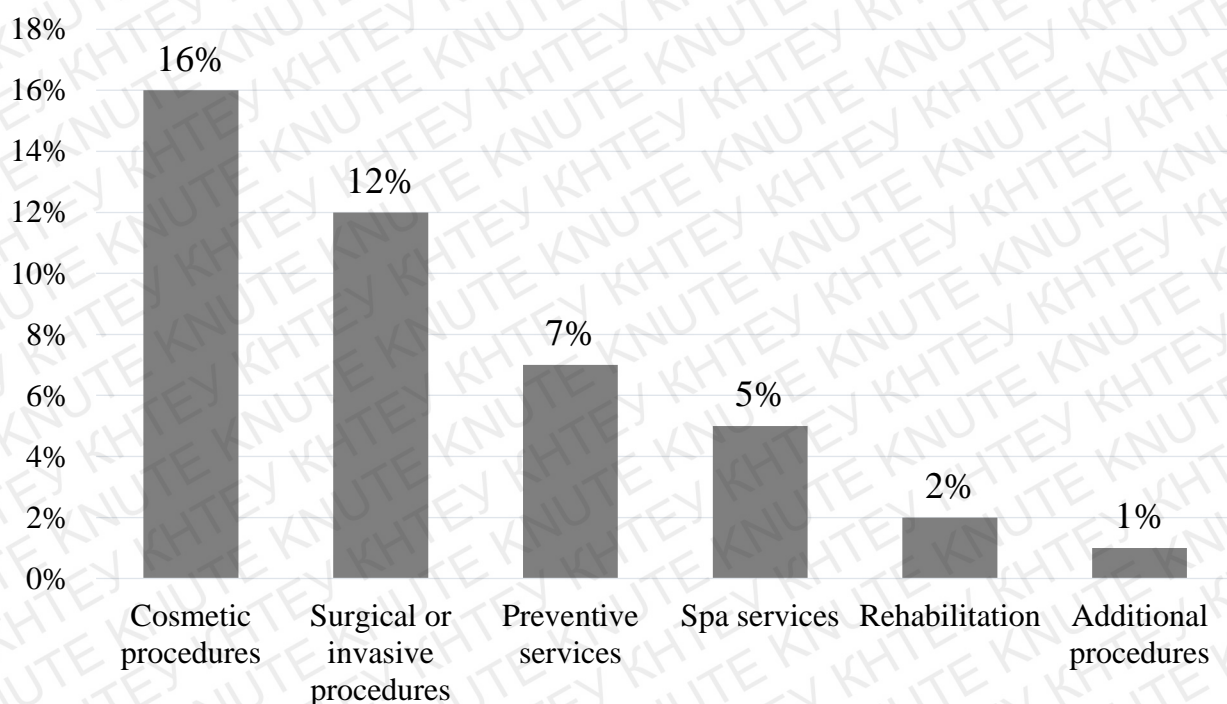


Figure 1.3. The main types of services needed by tourists in the international health sector, 2019. Source: [13, p. 14]

There are no exact statistics from the world market of medical and health tourism. In the world, domestic health tourism dominates the outbound flow. In the European Union, domestic medical tourism accounts for 77%. According to the Global Spa Summit, the global market for medical tourism is \$50 billion, health – \$106 billion. The world leaders in the number of medical tourists – Americans (1.6 million (76%)) [13, p. 15].

Medical tourism is a \$439 billion global market and every year there are around 50 million medical tourists that receive treatment that they are unable to get at home or for a cheaper price. In 2020, the global medical tourism market was around \$44.8 billion U.S. dollars. Medical tourism statistics:

- medical tourism increased from 750,000 in 2017 to 1.4 million in 2017;
- medical and dental tourism is a \$439 billion global market;
- there are around 50 million medical tourists worldwide annually;
- in 2019, Thailand was very popular for medical tourism with a market share of 22% and received 1.8 million visitors;
- \$3800-\$6000 is the average cost of each medical visitor every visit;
- 20% of the medical tourism market in Thailand is from U.S. citizens;
- weight loss surgery is the most popular procedure by U.S. and Canadian citizens when they visit Cancun, Mexico;
- India is very popular for medical tourism and the market share is expected to rise from 18% to 20% in 2022 (after the Covid Pandemic);
- U.S. citizens can save between 91-95% on a heart bypass by getting the procedure in India [16].

According to the global Medical Tourism Index, which ranks countries in terms of their attractiveness to people seeking medical treatment abroad, Canada, the United Kingdom, Israel, India and Singapore were the most popular destinations in 2019. Such data were obtained by rating experts who interviewed more than 4,000 people from different parts of the world planning treatment abroad, and about 400 members of the International Medical Tourism Association [17].

Top of the list of the most demanded procedures are oncology treatment,

cardiovascular surgery, dental procedures, kidney dialysis, cosmetic and plastic surgery, organ transplants [18].

The Global Wellness Institute (GWI) is recognized as the leading source for authoritative wellness industry research. Updated data and trends are provided in the most recent GWI Global Wellness Economy Monitor:

- wellness tourism is a \$639 billion market in 2017 [19];
- wellness tourism grew by 6.5 percent annually from 2015–2017, more than twice as fast as tourism overall (3.2 percent annually, based on Euromonitor data);
- world travelers made 830 million international and domestic wellness trips in 2017, representing 17 percent of all tourism expenditures [19];
- international wellness tourists on average spent \$1,528 per trip, 53 percent more than the typical international tourist. Domestic wellness tourists spent \$609 per trip, 178 percent more than the average domestic tourist [19].

With personal health on everybody's mind, wellness tourism is expected to be the biggest trend in travel in 2021. Top wellness travel trends for 2021: immunity booster vacations; stress and anxiety relief holidays; social distance wellness trips to far flung Destinations. holidays in remote eco-locations like jungles, private beaches and mountains; fitness and weight loss holidays; family-friendly wellness breaks; bio-hacking your way to optimal health, it is based on determining the eating patterns and lifestyle best suited for the individual body type; sustainable travel & eco-tourism. Sustainable living has been in the spotlight in 2020, as forest fires, floods and droughts made people more aware of the need to reduce their carbon footprint and be mindful of their environment; digital detox holidays or working remotely on holiday to stay healthy; vegan friendly vacations [20].

Each destination is different, there is always something unique to offer wellness travellers. These unique and authentic experiences can be built upon indigenous healing practices; ancient/spiritual traditions; native plants and forests; special muds, minerals, and waters; vernacular architecture; street vibes; local ingredients and culinary traditions; history and culture; etc. (Appendix G) [21].

The journal Medical Tourism mentions the ten top destinations:

- India: Quality and low cost, accredited hospitals and short waiting times;
- Brazil: Plastic surgery and cosmetic hub at reasonable prices;
- Thailand: Largest number of accredited hospitals in S.E. Asia. Known for cosmetic and dermatological procedures [22];
- Turkey: Short waiting times and quality in the surgical areas of transplants, radio-therapy, orthopaedic surgery, neuro-surgery and genome medicine;
- Mexico: Known for its edge in dental care and cosmetic surgery;
- Costa Rica: Low cost and high rankings (above Canada and USA) in dental care and cosmetic surgery. It also builds its reputation on ophthalmological surgery and oncological therapies [22];
- Taiwan: Positioning itself as a hub for treating heart and orthopaedic diseases. Leader in kidney transplants in Asia;
- South Korea: One of the most technologically-advanced countries. Extensive insurance cover offered to medical tourists;
- Singapore: Cutting-edge hospitals and, in general, one of the most efficient health systems in the world [22].

The anxiety and stress due to COVID-19 can be resolved with holidays in wellness-focused places that offer the essence of these holistic therapies and spirituality and well-being. Preventive healthcare is a good way to combat diseases. And after the pause in international travel due to COVID-19, health tourism will become more relevant than ever.

1.3 Methodology and methods of health tourism investigations

Studies by tourism experts have shown that health tourism has a special place in the system of global relations. Today, the market for travel services is the most valued opportunity to restore health during exciting tourist trips.

The theoretical and methodological basis of the study was general scientific methods of cognition, modern economic theories and works of domestic and foreign

scientists on the problems of economics and management of the sphere of recreation and tourism, including the sphere of medical and health tourism.

A systematic approach was used as a methodological basis for the thesis. The study used methods of analysis and synthesis, scientific classification, surveys and expert assessments, system-dynamic modeling and forecasting, economic and statistical information processing [23, p. 102].

Empirical research methods are based on reliable facts, the collection and analysis of which is carried out using certain methods based on the observation and study of tourism. Empirical research methods do not involve the creation of an artificial, experimental situation to identify and collect the necessary facts. These facts are real events in tourism that occurred in the process of tourism. They analyze and draw conclusions about events.

The empirical method of research can be of two types, both descriptive and explanatory. The facts are reflected in the descriptive method of research concerning insufficiently considered objects or phenomena in tourism [23, p. 103].

The review-analytical method of research can be critical and can be called review-critical. In this case, in addition to the obligatory review-analytical part, a detailed and substantiated critique of what has already been done about the presented situation should be provided, and appropriate conclusions should be made.

The method of theoretical research makes the following requirements: the accuracy of definition of the concepts used and their logic, consistency of reasoning. The peculiarity of the theoretical method is its generalization and abstractness, which differ in their systematic nature. Changing part of this method changes the method as a whole. Specifying the methods used in this work, we can indicate the following: ascent from the abstract to the concrete, analysis and synthesis, structural-system approach, inductive-deductive approach [24, p.10-12].

To achieve the goals of the study, we conducted a systematic bibliographic analysis of scientific sources, namely articles in Scopus and Web of Science databases.

The question of the organization of medical and health tourism and its place in the system of the tourist industry is revealed in the works of foreign and domestic

scientists. Significant contribution to the study of the problems of development and functioning of the sphere of tourist and recreational services and medical and health tourism made by such scholars as: L.G. Agafonov, A.A Beydyk, G.A Karpov, V.F. Kyfyak, A.A Lyubitseva, M.P Malska, V.K Mamutov, V.I Tsibukh and others.

Abroad, medical tourism has received much more attention in comparison with domestic studies. In this regard, I would especially like to note the works of J. Bridges, P. Karyerra, S. Konstantinidis, L. Puchko, D. Reisman, M. Smith, M. Hall Research on the topic of medical tourism stands apart (Bookman M., Bookman K., Cohen E., Moody M., Sobo E.). A significant number of publications (Dunn N., Garrow J., Kaufman L., Mueller X, Tabbachi M., etc.) are devoted to wellness and spa tourism and their role in health travel [23, p. 105].

In 2018, the ETC / UNWTO “Exploring Health Tourism” was published, which aims to provide a better understanding of the growing segment of health tourism. The study introduces the development of tourism products and services around the world and provides an understanding of the current situation in the industry, as well as future potential [21, p. 16].

The Medical Tourism Index (MTI) was developed by the International Healthcare Research Center. The Index and its scale and validation are go-to resources that explain how to measure and manage the perception of each destination’s brand. The first MTI was a completely new form of analysis on a growing economic trend; since that time, the number of destinations promoting themselves in the medical tourism sphere has steadily increased. The overall goal of the MTI rankings is to reveal perceptions of a destination – not necessarily the reality – as a medical tourism brand. The MTI is constructed around factors like tourist popularity, medical facility quality, hospital accreditation, healthcare costs, economic stability, and the overall environment of the destination.

Because the MTI focuses on key pull factors to explain how to bring medical tourism customers to a specific destination in the world, this report can offer a more concise and relevant analysis of each region. The main objective of each destination profile is to provide basic context for each region as a medical travel destination before

explaining the results of the most recent Medical Tourism Index. The MTI highlights established strengths, and potential opportunities that will help destinations develop a strategy that drives inbound traffic and incremental business [23, p. 106].

Thus, health tourism is one of the most promising and popular types of tourism at the present stage. A large number of foreign and domestic scientists study various aspects of this type of tourism. Despite the presence of a significant number of scientific papers on this issue, still remain unresolved issues of improving the organizational and economic mechanism of resort services, the social insurance system, development of strategic guidelines for resort activities in Ukraine.

Conclusions to part 1

Today, health tourism is one of the leading places in the tourism industry, as a significant increase in income of economically developed countries, the development of transport, environmental pollution due to industrial development and active promotion of healthy lifestyles makes many seek health and recreation in others, environmentally friendly favorable regions. Health tourism includes tourist trips, where the main motivating factor for tourists is the desire to maintain and improve the state, which is defined by the complex concept of “health”.

Every year the number of health tourists grows, due to numerical factors: time spent on leisure activities (including health care) has increased, over-burdened health care, urbanization, cross-border mobility, the concept of brain drain, technological development, protection of personal health data.

Health tourism is the umbrella term for the subtypes: wellness tourism and medical tourism. Wellness tourism is a type of tourism activity which aims to improve and balance all of the main domains of human life including physical, mental, emotional, occupational, intellectual and spiritual. Medical tourism is a type of tourism activity which involves the use of evidence-based medical healing resources and services (both invasive and non-invasive). This may include diagnosis, treatment, cure, prevention and rehabilitation.

PART 2

CURRENT STATE OF TOURISM DEVELOPMENT IN IVANO-FRANKIVSK REGION

2.1 Characteristic of health tourism potential in Ivano-Frankivsk region

Ivano-Frankivsk region is located in the south-west of Ukraine. It borders Lviv region in the north, Chernivtsi region in the south, Ternopil region in the east and Zakarpattia region in the west. In the extreme south of Ivano-Frankivsk region is the state border of Ukraine with Romania. The area of the region is 13.9 thousand sq. Km, which is 2.4% of the territory of Ukraine. In addition, it is one of the two highest regions of Ukraine (along with Transcarpathians), as a third of its territory is occupied by the Eastern Carpathians.

Frankivsk region is divided into 14 administrative districts, has 15 cities, of which 5 – regional subordination: Ivano-Frankivsk, Bolekhiv, Kolomyia, Yaremche, Kalush (Appendix H). As of 2020, the population was 1,368,000. The region is characterized by a significant population density – 97 people per 1 sq.km. The most populated is Tysmenytsia district, the least populated is Verkhovyna district [25].

Ivano-Frankivsk region is relatively small in territory, but by the nature of the relief it is one of the most picturesque in Ukraine. One third of the territory is occupied by the Carpathian Mountains, and two thirds – the foothills and plains. The plain zone is located in the northeast and adjoins the Dniester. Here is the regional center – the city of Ivano-Frankivsk (255 m above sea level). The mountainous part of the region is occupied by the Eastern Carpathians, which are divided into massifs Gorgany, Chornohora, Pokutsko-Bukovynsky Carpathians, Hrynyavy, Chyvchyny.

On the Chornohirsky ridge, on the border with Transcarpathia rises the highest mountain in Ukraine Hoverla (2061 m) [25].

Climatic conditions – mild winters with an average temperature of -5°C and warm summers (+18°C) – contribute to the organization of year-round recreation and

treatment. Snow on the slopes of the Carpathians lies for several months, which is important for the development of skiing.

Water resources of the region are surface and groundwater, mineral water sources. The region ranks third in the country in terms of water reserves. In Ivano-Frankivsk region flows more than 8.3 thousand rivers and streams, here are the main runoff of such large rivers as the Dniester and Prut. There are many lakes of different origins in the region (the largest are Lake Nesamovite and Lake Maricheika). Lakes, rivers, and picturesque waterfalls (on the rivers Prut, Rostocha, Zhenets, etc.) are attractive for tourism and recreation. An important recreational resource is mineral waters – iodobromine and sulfide (Gorodenkivsky, Rohatyn districts), calcium-sodium and sodium chloride (Kosiv, Kalush, Dolyna, Verkhovyna and Rozhnyativ districts) carbon dioxide (Kosiv district). Mineral waters are not used at full capacity, the level of development is much less than their potential. A significant range of therapeutic characteristics of mineral waters, as well as the presence in the field of thermal waters and peloids (Rohatyn district) allow to treat and rehabilitate in the region more than 80 thousand people a year [26, p. 71].

Ivano-Frankivsk region is also rich in forest resources (forest cover – 39.6%, and in some places the figure reaches 60-65%), they are the basis for many types of recreation and tourism. About 13.4% of the region's territory is protected, 438 territories and objects of the NPF are objects of recreation and tourism [27, p. 280].

Taking into account the norms of ecologically permissible loads on landscapes, in the Ivano-Frankivsk region it is established that the average permissible load on the territory is 36 people/ha. The highest capacity of recreational tourist areas is in Halych district (19 persons/ha), Nadvirna (18 persons/ha), Dolyna (17 persons/ha), Kosiv (16 persons/ha), and Verkhovyna (15 persons/ha) districts [27, p. 287].

In Ivano-Frankivsk region there are 5 recreational and tourist areas, which outline the types of recreation and tourism for which there are the most favorable conditions for development. The territory of the region is extremely favorable for the successful development of ecological, cognitive, green and sports tourism, and the mountainous part opens up opportunities for caving, mountaineering and others.

Ivano-Frankivsk region is also rich in numerous social and cultural-historical tourist resources, in particular:

- more than 3.5 thousand cultural and historical monuments
- ancient castles and unique churches and other outstanding monuments;
- 5 ancient cities, where there are entire complexes of monuments, such as cities such as Halych, Kolomyia, as well as Tysmenytsia, Snyatyn and Tlumach;
- biosocial resources related to the activities and birth of prominent people in national history and culture;
- places where outstanding historical events took place;
- holding various festivals in the region (Kolomyia, Sheshory, etc.);
- centers of traditional crafts (wood carving, carpet weaving, Easter painting, pottery, etc.), such settlements as Kolomyia, Kutu, Sheshory, Kosiv, Yavoriv [28].

All the above resources are a powerful basis for the development of many types of recreation and tourism, in particular, cognitive, sentimental, and importantly – not only local but also national and international importance. Consider in more detail the tourist potential of the region in terms of tourist and recreational areas:

North. A wide variety of tourist resources are found in large numbers in the Northern tourist area. This district includes Halytsky, Rohatynsky and part of Kalush district. Here is the Galician National Nature Park, where there are many rare and unique species of flora and fauna. Extremely favorable conditions for opportunities for the development of health and recreation. In the Rohatyn region there are sources of mineral waters saturated with hydrogen sulfide, as well as deposits of therapeutic peat mud. In Halychyna there are deposits of iodine-bromine waters (Pidmykhailivske mineral deposit in the villages of Pukiv, Cherche and Bukachivtsi).

Northeast district. This is the second district in terms of tourist opportunities, which includes Tlumach, Horodenka and part of Tysmenytsia districts. The Dniester Valley is an extremely attractive recreational resource here. In Tysmenytsia district there is an object of NRF “Kozakova dolyna tract” – it is a landscape reserve. There is also a botanical monument “Masok Tract” in Horodenkivshchyna. The recreational complex of the region is based on hydrogen sulfide and boron sources of mineral

waters, located in Horodenka district. The North-Eastern recreational area has all the prerequisites for the development, primarily of water, as well as cognitive, health, as well as recreational tourism [29, p. 315].

South-Eastern district. This district occupies the entire territory of Kosiv district, as well as parts of Sniatyn and Kolomyia districts. Climatic conditions here are comfortable. The recreational complex of the district is represented by mineral water sources, which are ferrous and iodo-bromine in composition, as well as there are waters rich in organic matter, their deposits are located in Kosiv district. In the Kolomyia region there are deposits of hydrocarbonate mineral waters. The cultural and historical resources of the North-Eastern region include a large number of archeological and architectural monuments of local and national importance.

South. This resource area is also interesting for tourism. The territory of the Southern Resource District almost coincides with the administrative boundaries of the Verkhovyna District. The area is rich in deposits of hydrogen sulfide mineral waters, and there are springs with high content of organic matter. Cultural and historical resources include a large number of architectural monuments of local and national importance. The village of Kryvorivnya is known for the Ivan Franko Museum. Here it is advisable to develop ski, extreme, ecological and cognitive types of tourism will also be successful [29, p. 320].

South-Western district. It covers part of Nadvirna, Bohorodchany and part of Rozhnyativ districts. There are various types of recreational resources for the development of many types of recreation and tourism. The area is located on the territory of Gorgan and covers part of the Pokutsko-Bukovynian Carpathians. The climate here belongs to the cool and cold zones. The recreational complex was developed on the basis of mineral water deposits, which are represented by the following types: hydrogen sulfide, iodine-bromine, bicarbonate, and with a high content of organic matter. The South-Western region has all the prerequisites for the development of recreational, cognitive, skiing and ecological tourism [29, p. 324].

Western district. Occupies part of Dolyna and Rozhnyativ districts. The climatic zones of the district are cool and cold. The area also has a source of mineral water with

a high content of organic matter. Valuable for tourism is the town of Magura (1365m). There are 175 monuments in the district. Today the sanatorium “Dzherelo Prykarpattya” and the sanatorium complex “Pearl of the Carpathians” work here. Also in the area there is a recreation center “High Pass”, where there are all the conditions for skiing and in general for winter tourism. Horseback riding or sleigh rides are offered as entertainment for tourists in the Dovbush Rocks area. The western region can successfully develop cognitive, sacred, as well as health tourism.

Central district. It occupies parts of Kolomyia, Tysmenytsia, Bohorodchany, Kalush, Rozhnyativ and Nadvirna districts. Tourism is relatively the least developed here. The climate has three zones: comfortable, warm and cool. Here is a source of mineral water with a bicarbonate composition. The main river is Limnytsia, and the real decoration of the district is the forests, which occupy 28% of the territory. The territory has significant prospects for the successful development of health and recreation, ecological, sacred, as well as cognitive and ski tourism [30, p.284].

The huge number of tourist and recreational resources in Ivano-Frankivsk region determines the development of many types of tourism. The tourist potential of geomorphological resources contributes to the development of ski and speleological tourism, climatic and balneal resources – the development of health and recreation, landscape resources – green and ecological tourism, also cultural tourism

2.2 Analysis of health tourism development in Ivano-Frankivsk region

Ivano-Frankivsk region has long held the championship among the most attractive regions of Ukraine. Today, many types of tourism are developing here, and therefore a developed network of enterprises serving the tourism industry. Strong tourist potential proves that the development of the tourism industry is one of the highest priorities of the region's economy.

According to official data of regional council, in 2020 Ivano-Frankivsk region was visited by 1.8 million tourists and excursionists, which is 10% less than in 2019 (Fig. 2.1). The fall is due to the COVID-19 pandemic [31, p. 37].

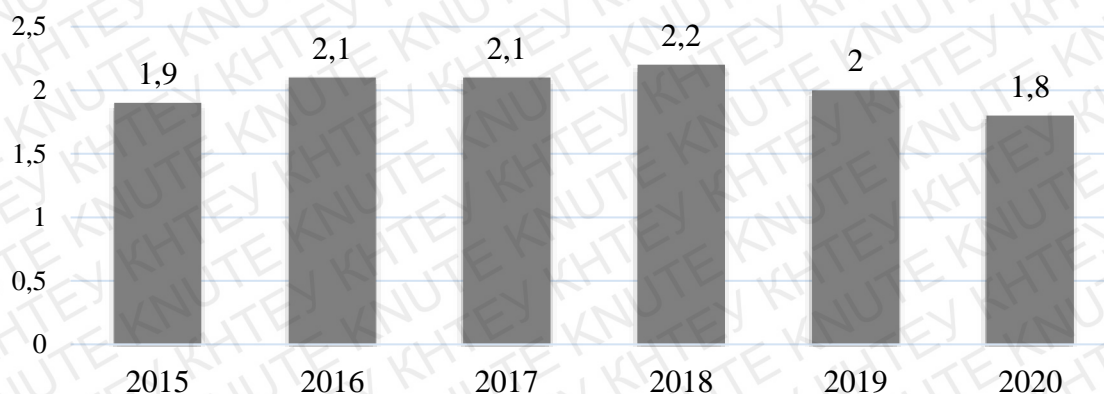


Figure 2.1. Dynamics of attendance in Ivano-Frankivsk region, million people (2015-2020). Source: [31, p. 37]

According to the Main Department of Statistics in Ivano-Frankivsk region, in 2020 the number of tourists served by tour operators and travel agents is 62479, which is 2% less than in 2019 (table 2.1) [32].

Table 2.1

Number of tourists served by tour operators and travel agents

	Number of tourists served by tour operators and travel agents, in total	Including		
		incoming (foreign) tourists	outbound tourists	domestic tourists
2000	30104	3401	1820	24883
2001	30443	3094	1984	25365
2002	44406	3490	3848	37068
2003	54099	4270	3013	46816
2004	58378	2559	3661	52158
2005	169890	20089	6789	143012
2006	326276	8621	5775	311880
2007	1268923	1072	8752	1259099
2008	595031	1739	9719	583573
2009	511397	2222	8135	501040
2010	53333	4528	8509	40296
2011	59327	3256	8816	47255
2012	110162	3171	9681	97310
2013	77666	5750	12025	59891
2014	63848	567	7609	55672
2015	65885	1324	6853	57708
2016	79973	2473	8588	68912
2017	73309	3190	14340	55779
2018	55781	3393	18816	33572
2019	63545	2295	25146	36104
2020	62479	1569	10430	50480

Source: [32]

In 2020, the tourist tax of the region reached UAH 5,4 million which is 12% less than the previous year (Fig. 2.2). The leaders of the collection are Yaremche (3.8 million), Ivano-Frankivsk (1.3 million), as well as Kosiv (172 thousand) and Bohorodchany (110 thousand), Kolomyia OTG collected 113 thousand UAH [33].

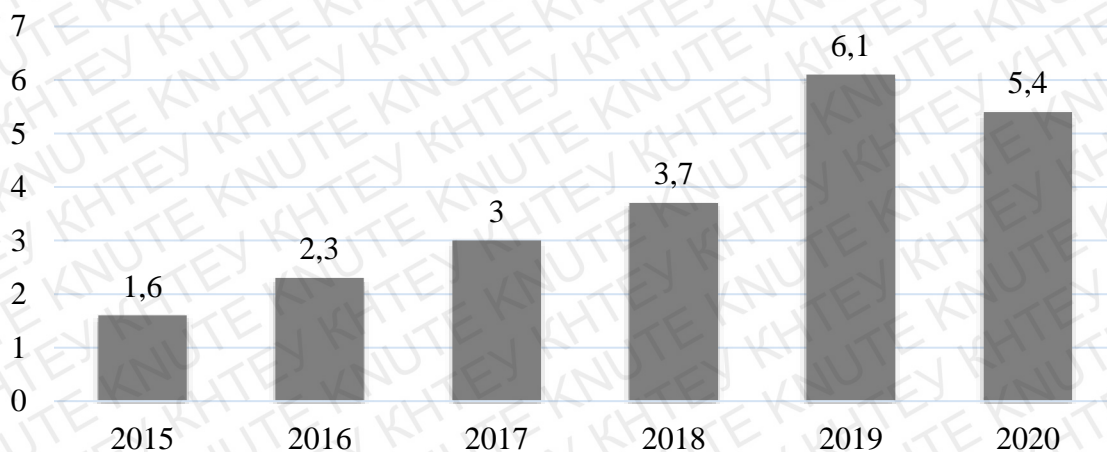


Figure 2.2. Dynamics of tourist tax revenues in Ivano-Frankivsk region, UAH million (2015-2020). Source: [33]

In 2020, the pandemic of COVID-19, led to a global collapse of international and domestic tourism. As a result of the introduction of comprehensive quarantine in the first half of 2020, there was a decrease in business activity, restrictions on passenger traffic, the closure of the hotel and restaurant industry, and so on. The losses of the tourism sector of Ukraine due to the coronavirus were estimated at \$1.5 billion. Due to the unfavorable epidemiological situation caused by the spread of COVID-19 in Ukraine, the tourism industry of Ivano-Frankivsk region also suffered losses. As a result of the introduction of quarantine, the resumption of the industry began only in mid-summer 2020. The development of tourism was negatively affected by the large-scale June flood and the lack of a full-fledged railway connection with other regions of the country [31].

In 2018, a large-scale sociological survey was conducted in the field of tourism in Ivano-Frankivsk region in order to study domestic and foreign tourist flows of Prykarpattia, determine the competitive advantages of the region, identify demand for

tourist services and forecast future requests for tourist infrastructure.

Social portrait of a tourist of Ivano-Frankivsk region:

– 88% of tourists and excursionists of Ivano-Frankivsk region are citizens of Ukraine. Most guests came from Kyiv (22.5%), Lviv (10.2%) and Dnipropetrovsk (6.4%) regions, while the share of residents of Prykarpattia who chose Ivano-Frankivsk for recreation is 6.9% .

– The share of foreigners is 10%. Most visitors are recorded from the following countries – Poland, Lithuania, Moldova, Germany, Italy, Czech Republic, Romania.

– 55% of guests of Ivano-Frankivsk region – tourists, 45% – excursionists.

– 49% – young people (aged 18-35 years), 55% traveled as a couple, and 63% – married couples. 43% – employees, 29% entrepreneurs or business owners.

– Mostly in the Ivano-Frankivsk region, tourists rested for 3-4 days (35%). 17% of guests – 7 or more days, 16% – 5 days, 12% – two days [34].

– The average daily cost of a visitor is 1260 hryvnias. The average daily expenses of an excursionist – 1100 hryvnias, a tourist – 1400 hryvnias. Ukrainian citizens spent an average of UAH 1,200 per day, while foreigners spent UAH 2,200.

Ivano-Frankivsk region, is a destination of recreational (recreational) tourism. At the same time, most often among the types of tourism respondents mentioned cultural and cognitive (39%), skiing and mountain tourism (34%).

Respondents named excursions (56%), visits to entertainment establishments (53%) and active recreation (45%) as the most common types of leisure, 16.5% named health tourism (Figure 2.2) [34].

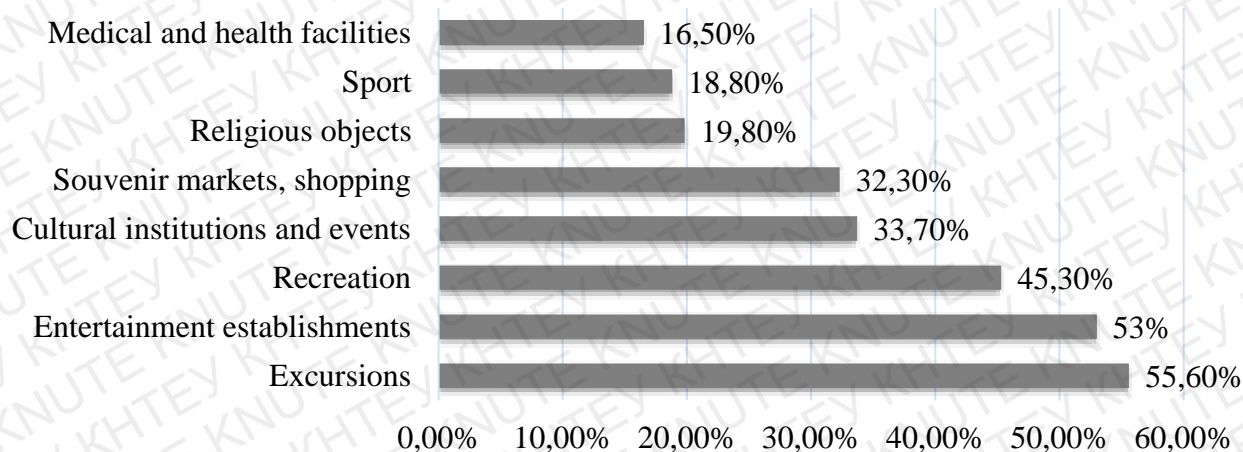


Figure 2.2. Types of tourist activities in the Ivano-Frankivsk region. Source: [34]

The latest statistics on the number of tourists who visited the Ivano-Frankivsk region for health tourism dates back to 2017 (Figure 2.3). The indicators shown in Fig. 2.3, quite disappointing, given the high resort potential of this region [35].

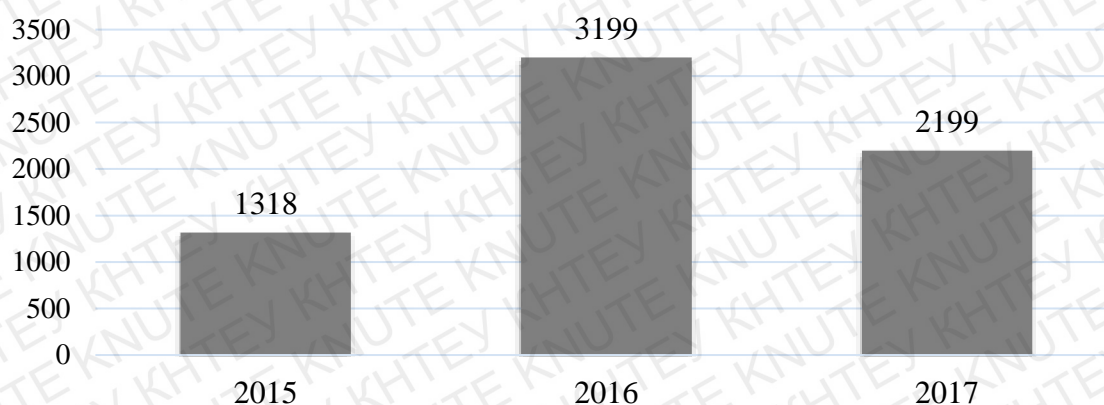


Figure 2.3. Number of tourists who visited the Ivano-Frankivsk region for health tourism, 2015-2017. Source: own elaboration based on [35]

Thus, it can be stated that the development of the tourism industry of Ivano-Frankivsk region in recent years has been characterized by positive and sustainable dynamics, as a result of which this industry plays an increasingly important role in socio-economic development of the region, but in 2020-2021 the development of tourism was negatively affected by the COVID-19 pandemic. Tourism in Ivano-Frankivsk region is becoming one of the most important parts of the regional economy. with which you can improve the economic development of the region.

2.3 The current state of health tourism infrastructure in Ivano-Frankivsk region

There are more than 500 tourist and recreational establishments with 20,000 places in the region, accommodation services are also provided by more than 800 farmsteads of rural tourism. More than 200 tourism entities are registered, of which 37 have a tour operator license. There are 9 tourist information centers [36].

The development of tourism in the region is facilitated by the functioning of collective accommodation facilities. In 2020, 50 collective accommodation facilities (legal entities and their separate subdivisions) were provided in the area of temporary accommodation, of which 70% were hotels and similar accommodation facilities, 26% were accommodation facilities for vacation and other temporary accommodation and 4 % - other means of accommodation [37].

During the period 2015-2018, the number of collective accommodation establishments increased from 230 to 274, or by 19%; including the number of hotels increased from 200 to 244, or 22%. The number of registered natural persons-entrepreneurs in the field of rural tourism increased from 179 to 306, or by 71%.

During 2020, 123.9 thousand people were in collective accommodation facilities, of which 4.8 thousand (3.9% of the total number) were foreign citizens. The vast majority of visitors (96.5%) preferred hotels and similar accommodation.

Most tourists stayed in the collective accommodation facilities of Yaremche (57% of their total number) and Ivano-Frankivsk (36.5%) [37].

The health sphere of the region is represented by sanatoriums, boarding houses with treatment, medical and health centers. In Ivano-Frankivsk region there are ten resorts, 30 sanatoriums of general and specialized profile with 3.6 thousand places. Climatic treatment, mineral baths, therapeutic muds are used for resort therapy, on the basis of which it is possible to develop balneological and spa tourism (table 2.2).

Table 2.2

Sanatoriums and health resorts of Ivano-Frankivsk region

	Sanatoriums and boarding houses with treatment		Sanatoriums-dispensaries		Holiday homes and pensions		Bases and other recreation facilities	
	total	number of beds, thousand	total	number of beds, thousand	total	number of beds, thousand	total	number of beds, thousand
2010	15	2,3	6	0,5	3	0,2	12	0,8
2011	15	2,4	6	0,5	2	0,1	12	0,9
2012	14	2,0	3	0,2	3	0,3	13	1,1
2013	15	2,3	3	0,2	2	0,1	12	1,1
2014	14	2,3	3	0,2	2	0,1	12	1,1
2015	15	2,3	1	0,1	2	0,1	12	1,1

2016	15	2,3	1	0,0	2	0,1	12	1,2
2017	15	2,3	1	0,0	2	0,1	12	1,2

Source: [38]

There are ten resorts in the region. Climatic treatment and mineral baths are used for spa therapy. Among the resorts are the low-mountain Tatariv, Yaremche and Mykulychyn of the Yaremche City Council, Myslivka and Novy Mizun of the Dolyna District, Sheshory of the Kosiv District and Kosiv, the highlands of Vorokhta and Yablunytsia of the Yaremche City Council and the balneo-mud foothill of the Cherche Rohatyn district (table 2.3) [39].

Table 2.3

Medical and health facilities of Ivano-Frankivsk region

Institution	Location	Profile
Sanatorium "Prykarpatsky"	Yaremche	treatment of respiratory diseases
Sanatoriy "Snizhynka"	Yaremche	pulmonological profile.
Sanatorium "Berehynia"	Yaremche	climatic, balneological
Hutsulshchyna Medical and Health Complex	Yaremche	climatic, balneological
Sanatorium "Vodospad"	Yaremche	climatic, balneological
Sanatorium-dispensary "Yaremche"	Yaremche	climatic, balneological, mud
Medical and health complex "Mountain"	Yablunytsya village	climatic, balneological
Sanatorium "Kremintsi"	Tatariv village	treatment of diseases of the broncho-pulmonary, nervous systems, upper respiratory tract.
Sanatorium "Mountain air"	Vorokhta village	pulmonological profile. treatment of tuberculosis.
Sanatorium "Smerichka"	Vorokhta village	pulmonological profile.
Medical and health complex "Carpathian dawns"	Kosiv	treatment of pulmonary, cardiovascular, neurological diseases.
Sanatorium "Kosiv"	Smodna village, Kosiv district	treatment of upper respiratory tract and lung diseases
Sanatorium "Sheshory"	Sheshory village, Kosiv district	treatment of gastrointestinal diseases and respiratory system
Boarding house "Sinegora"	Guta village, Bohorodchany district	climatic, balneological
Sanatorium "Cherche"	Cherche village, Rohatyn district	diseases and inflammatory processes of the spine, joints, disorders of the nervous system;

Sanatorium-dispensary “Mizun”	Novy Mizun village, Dolyna district	balneological (mineral water “Goryanka”), dental office, massage, sauna, pool, sports ground
Sanatorium-dispensary “Naftovyk”	Dolyna	climatic

Source: own elaboration based on [40]

Yaremche is a famous climatic resort located in the Carpathian National Nature Park. The resort includes the following settlements: Yaremche, town. Vorokhta, village Mikulichin, village Tatariv, village Polyanytsia. The famous ski resort “Bukovel” is located 35 kilometers from Yaremche. Yaremche has more than 40 tourist and recreational facilities and sanatoriums, more than 50 green tourism facilities. Climatic treatment, mineral baths, etc. are used for spa therapy.

Vorokhta is a climatic resort located in the Carpathian Natural National Park. Reduced atmospheric pressure, high intensity of solar radiation with sufficient ultraviolet rays, clean air contributes to the treatment of respiratory diseases.

Yablunytsia is a high-altitude ski and climatic resort of the Carpathians, which is also located in the Carpathian Natural National Park [41].

Mykulychyn is a low-altitude climatic resort located in the Prut River valley. The longest village in Ukraine, the total length is 44 km. The village developed as a recreation center with numerous recreation facilities, as well as a health resort. In particular, the village was famous for the treatment of sheep serum. During the independence of Ukraine, a number of boarding houses were built that meet the highest recreational requirements.

Balneo-mud foothill resort of Cherche in the village of Cherche of Rohatyn district. In Opiel, the balneological and mud resort of Cherche uses hydrogen sulfide, sulphate-hydrocarbonate-calcium and sulphate-calcium healing waters, which are used for drinking and baths, as well as combined with local peat mud. It treats diseases of the musculoskeletal system, peripheral nervous system, including various types of polyarthritis, radiculitis, neuritis, as well as gynecological diseases [41].

Myslivka is a low-altitude climatic resort. In the village of Novy Mizun, Dolyna district, there is a sanatorium “Dzherelo Prykarpattya”. In the village there is one of the

best sources of mineral water in Ivano-Frankivsk region – Mizunske spring. The water from the source is considered to be identical in composition to Naftus.

Guta of Bohorodchany district is the starting point of many tourist routes. In addition, it is a place for a very quiet and peaceful holiday. For winter holidays in the boarding house “Sinogora” there is a ski lift. Sinogora Hotel and Wellness Complex is located near the presidential residence in the village of Stara Guta.

Tourist resort “Bukovel” is a ski and balneological resort with modern equipment. Bukovel treats and heals people with problems of the musculoskeletal system, gastrointestinal tract and urinary tract. The institution is equipped with modern medical and diagnostic equipment. It is in the institution that the most modern X-ray equipment, ultrasound, all types of massage, chiropractic, acupuncture, balneological treatment are used. Ski and SPA-resort “Bukovel” has the following components: recreation complex “VODA club”, “Bath on firewood”, SPA-center “4 seasons”, SPA-center “Oasis”, “Bukovel vats” [42].

In winter, “VODA club” works in the format of a SPA-complex. The closed recreation area can accommodate about 500 visitors. The services of the complex are as follows: all-season warm pool, jacuzzi, relaxation area, spa treatments.

“Firewood bath” is located in the heart of the resort. The procedures are: warming up the feet with the help of bath brooms, aromatherapy, foot bath with sea salt, phyto-room, bath massage with brooms, contrast procedures, hot soap-birch washing, etc [43].

SPA-center “4 seasons” offers the following types of services: a complex of baths (classical, Finnish, Roman, hammam, hay), outdoor jacuzzi, massage technology, mud therapy and more.

SPA-center “Oasis” offers unique programs of relaxation, healing and figure correction. Services offered by SPA-center “Oasis” are: Turkish bath (hammam), Moroccan spa program, Finnish sauna, Jacuzzi for two, aromatized, phyto-salt bath, massage technology, mineral healing, treatment programs, mud treatment etc.

“Bukovel vats” have a positive effect on the functional state of the cardiovascular system, improve immunological reactivity and improve the condition of the body as a whole [42].

Sanatorium “Kosiv” is based on the healing salt waters of Lake Bansko in Kosovo. The specialized (special) sanatorium “Kosiv” of the Ministry of Health of Ukraine is a treatment-and-prophylactic institution that offers medical treatment of diseases of the upper respiratory tract [44].

Sheshory Resort is located on the territory of the Hutsulshchyna National Nature Reserve, 150 m from the mineral spring [45].

Ivano-Frankivsk region, having great tourist potential, currently has a relatively underdeveloped tourist infrastructure, which does not allow to increase the development of foreign tourism and attract tourists from other regions of Ukraine. The material base of tourism needs reconstruction, a significant expansion of the network of tourist facilities and services is needed. Equally important is the fact that the criterion of price-service does not correspond to reality. Another disadvantage of the service sector is that the owners of establishments that specialize in tourist services are focused on the rich consumer.

There are a large number of sanatoriums in the region. For their successful operation, they must compete with similar institutions in Romania, Germany and France. To do this, they need to invest heavily, equip with modern medical equipment and conduct marketing activities [46].

Recently, there has been a significant revival of the hotel industry in Ivano-Frankivsk region. This is primarily due to the geographical location. The hotel industry is especially growing in such settlements of the region as Yaremche, Kolomyia, Kosiv, Sheshory and others.

However, today the hotel industry of the region does not meet all the global requirements, quality rooms are only a few dozen, while others want to be better equipped and have a larger area. This area requires more investment and assistance from the state.

There are a number of significant problems and obstacles to the effective development of tourism in Ivano-Frankivsk region, the solution of which in turn will contribute to the development of tourism infrastructure in the region, strengthening its economy and attractiveness of both domestic and foreign citizens, but recently in Ivano-Frankivsk region considerable attention is paid to improving the condition and development of recreational and tourist resources.

Conclusions to part 2

The tourism industry is one of the most promising in the development of Ivano-Frankivsk region in the near future. Ivano-Frankivsk region is one of the most attractive and popular tourist and recreational regions of Ukraine. The development of tourism and recreation is facilitated by a variety of natural factors, mild climate, a large number of recreational areas, historical and cultural monuments, nature reserves. Determining natural recreational and tourist resources of the region are the mountain climate and landscape, as well as the presence of areas with a relatively favorable ecological situation.

The location of the region in the Center of Europe and close proximity to the countries of the European Union promotes the development of border and international tourism.

In Ivano-Frankivsk region there are ten resorts, there are 30 sanatoriums of general and specialized profile for 3.6 thousand places. Climatic treatment and mineral baths are used for spa therapy.

The main resorts are the lowland Tatariv, Yaremche and Mykulychyn of the Yaremche City Council, Myslivka and Novy Mizun of the Dolyna District, Kosiv and Sheshory of the Kosiv District, the highlands of Vorokhta and Yablunytsia of the Yaremche City Council and the balneo-mud foothill resort of the Cherkasy district. Among the mineral springs of the region, the most famous is the source of water “Goryanka”, similar in action to Truskavets “Naftus”, in the village. New Mizun of Dolyna district. The healing properties of the source “Burkut” (Verkhovyna district) for the treatment of internal organs were known in the XIX century.

There are a number of significant problems and obstacles to the effective development of tourism in Ivano-Frankivsk region, the solution of which in turn will contribute to the development of tourism infrastructure in the region, strengthening its economy and attractiveness of both domestic and foreign citizens, but recently in Ivano-Frankivsk region considerable attention is paid to improving the condition and development of recreational and tourist resources.

PART 3

PROBLEMS AND PROSPECTS OF HEALTH TOURISM DEVELOPMENT IN IVANO-FRANKIVSK REGION

3.1 Problems of recreational and health tourist activities development in Ivano-Frankivsk region

According to the results of the study of recreational and tourist potential of Ivano-Frankivsk region, the tourist opportunities of the territory for the development of tourist products in the field of health tourism within the Ivano-Frankivsk region were substantiated. To form a tourist product that can be competitive in the international market, it is necessary to use the strongest aspects of the tourist attractiveness of the region. Today, Ivano-Frankivsk region combines two strong competitive advantages of the tourist market – the presence of mountainous areas and a significant number of balneological resources that are used for the treatment and prevention of many diseases. Therefore, in our opinion, it is advisable to combine these advantages and on their basis to form an interesting tourist product.

However, despite the positive changes in the development of the tourism industry of Ivano-Frankivsk region, it should be noted that the regional tourist complexes of the region have a number of serious problems: the quality of tourist and recreational services (compliance with international standards); weak transport infrastructure; high level of depreciation of fixed assets; stagnation of domestic and inbound tourism due to the COVID-19 coronavirus pandemic [47].

Today, the main factors that hinder the development of health tourism in Ivano-Frankivsk region are:

- negative image of the resort areas of Ukraine among foreign tourists;
- weak, and sometimes no advertising positioning of the resort and services, as they offer on the international market for tourist services;
- poorly developed and outdated sanatorium infrastructure, which cannot fully meet the modern needs of consumers;

- low quality of service and insufficient level of services in resort areas compared to similar foreign resorts;
- significant competition between public and private health care facilities;
- insufficient state support for the development of health tourism;
- insignificant investments in the objects of the sanatorium-resort market.

In order to make the market of medical and health tourism in Ivano-Frankivsk region effective and successful and prosperous, first of all it is necessary to use the experience and activity of foreign countries.

The Presidential Decree “On the Development of the Ukrainian Carpathian Region”, issued in June, provides for the implementation of the Concept – and this is what the state program for 2020-2022 is being created for. It provides for the stimulation of socio-economic development, increase of investment attractiveness, development of recreational, tourist and ethnocultural potential of the region of the Ukrainian Carpathians and extends to Ivano-Frankivsk, Lviv, Zakarpattia and Chernivtsi regions [47].

Therefore, proposals are submitted to the Program from each region – by areas. As for tourism, it finally groups ideas, selects and submits projects to the relevant department of Ivano-Frankivsk Regional State Administration. The mountain development program is one of the tools of regional development as mountain areas have limited accessibility [48, p. 124].

Ivano-Frankivsk region, having a great tourist potential, currently has a relatively underdeveloped tourist infrastructure, which does not allow to increase the development of foreign tourism and attract tourists from other regions of Ukraine. The material base of tourism needs reconstruction, a significant expansion of the network of tourist facilities and services is needed. The main problems of tourism infrastructure development are inefficient and irrational use of natural resources, lack of a clear strategy for the development of the tourism industry and its regulation.

The development of tourism in Ivano-Frankivsk region is hampered by insufficient infrastructural accessibility. There are bad, broken roads in the region. Ivano-Frankivsk region is located away from the main highways and railways. The

airport, despite having international status, is almost never used. In addition, Ivano-Frankivsk region is the only border region of Ukraine that does not have its own checkpoint across the state border. In recent years, highways are being actively repaired, but this is not enough. When allocating funds for the repair of roads, first of all large roads of regional and national importance are repaired. Instead, a large number of tourist facilities are located in rural areas, which are difficult to reach. First of all, there is a need to revive road transport in Boykivshchyna, in Dolyna district and in Verkhovyna region. A modern airport is urgently needed because the railway cannot meet seasonal demand [48, p. 125].

On the example of the key tourist attraction of Prykarpattia – the Dniester canyon – we see a big problem with infrastructure and logistics. Tourists have nowhere to stay for the night. There are no campsites, no places with toilets for mooring and recreation of tourists during rafting. There is no information and signs for tourists. Similarly, in Vyhoda – if you go from Frankivsk. There is a noticeable lack of visual tourist information in the Kolomyia, Verkhovyna, Kosiv areas.

Only Yaremche tourist agglomeration has a developed network of hotels and restaurants, other areas are significantly losing. Today, out of 2.2 million tourists who visit Ivano-Frankivsk region a year, about 1.7 million choose the Yaremche direction, Polyanysya and Bukovel. Ivano-Frankivsk and Kolomyia are used mainly as cities through which tourists pass – here you need to think about how to detain tourists. Other areas – Verkhovyna, Dolyna, Pokuttya – which have extremely high potential, remain sparsely visited [49, p. 118].

The development of tourism is hampered by the fact that the tourism business in the region is virtually deprived of access to financial resources that would ensure its further development – it is primarily about lending at reasonable interest rates.

The main disadvantage of all budget programs is that the main indicator of their effectiveness is the percentage of funds disbursed. And the effectiveness of this development is not provided. In most government programs, there is no connection between the processes. The task of the budget, ie our taxes, is to create the conditions for which business will come. Every 10 tourists give work to 2 workers in tourism.

Each job in tourism is 4 jobs in related industries. One dollar invested in tourism is equal to \$ 7 in profitability of investments in related industries, and he argues that OTG should “push” tourism.

Equally important is the fact that the price-service criterion does not correspond to reality, and therefore many of our compatriots take their savings abroad, thus investing them in the economy of other countries, but for foreigners our prices are acceptable for the wallet, although the quality of domestic tourist services remain low. Another disadvantage of the service sector is that the owners of establishments that specialize in tourist services are focused on the rich consumer.

In European countries, treatment and rehabilitation are possible both at the expense of national health funds, at the expense of health insurance and at their own expense. In Ukraine today, treatment and rehabilitation services can be obtained only at one's own expense, which is quite expensive, given the current price level and the average monthly salary, even taking into account trade union discounts [47].

At present, Ukrainian and tour operators are not interested in selling Ukrainian sanatorium product, as many foreign competitors provide more attractive conditions for cooperation. Employees of travel agencies do not have the appropriate qualifications to provide advice to patients. Many travel companies do not have complete and accurate information about the health and profile of health resorts, the availability of specialists in the medical profile and the necessary medical equipment, health programs, as can be offered by the sanatorium [48, p. 125].

Also, the problem of the development of the region is the lack of awareness of the population about hotels, recreation or health facilities, tourist services.

Prykarpattia tourism is currently designed exclusively for domestic consumers. This determines the lack of a sufficient number of “tourist magnets” – attractions that detain tourists at locations. Plus, the already mentioned imperfection of existing products and services. We are not yet ready for a full-fledged foreign tourist. That is the highest level of service and infrastructure.

Based on the analysis, all factors of tourist attractiveness of Frankivsk region in the EU tourism market were summarized in the matrix of SWOT-analysis (table 3.1).

Table 3.1

Matrix of SWOT-analysis of factors of tourist attractiveness of Ivano-Frankivsk region in the EU tourist market

	<p align="center">Opportunities (O)</p> <ul style="list-style-type: none"> - Growing interest in tourist services of Ivano-Frankivsk region - Stimulation and promotion of domestic tourism product on the international market - Attracting more investors in the development of tourist infrastructure - Access to foreign markets - Interaction with entertainment projects (cafes, cinemas, etc.) in order to attract customers 	<p align="center">Threats (T)</p> <ul style="list-style-type: none"> - The emergence of new competitors - Price struggle in the market of tourist services - Coronavirus pandemic - High sensitivity of the tourism business to environmental conditions - Instability of the political and legal environment - Fiscal pressure on business from the tax authorities
<p align="center">Forces (S)</p> <ul style="list-style-type: none"> - Increasing the quality of travel services - There are government initiatives to promote tourism products - Convenient location of Ivano-Frankivsk region - Significant tourist potential of the region - The presence of a large number of tourism enterprises that can develop new tourism products 	<p align="center">SO field ("Maxi-Maxi")</p> <ul style="list-style-type: none"> -revise the state policy to stimulate the development of tourist products of the regions 	<p align="center">Field ST ("Maxi-Mini")</p> <ul style="list-style-type: none"> - to form directions of optimization of tools of advancement of a regional tourist product
<p align="center">Weaknesses (W)</p> <ul style="list-style-type: none"> - The need to improve the tourist infrastructure - Unpredictability of the external environment - Instability of demand in the economic crisis in the world 	<p align="center">Field WO (Mini-Maxi)</p> <ul style="list-style-type: none"> -introduce modern standards of tourist services, in particular the CRM approach 	<p align="center">WT field ("Mini-Mini")</p> <ul style="list-style-type: none"> - to involve foreign investors in the development of regional tourism products, which can be done by creating favorable conditions for raising capital in Ukraine

Source: own elaboration based on [51]

SWOT-analysis of Ivano-Frankivsk region was conducted taking into account the state and trends of development, current issues of tourism development, identification of possible external influences and proposals for further development of tourism in Ivano-Frankivsk region.

Thus, from the above we can conclude that there are a number of significant problems and obstacles to the effective development of tourism in Ivano-Frankivsk

region, the solution of which in turn will contribute to the development of tourism infrastructure in the region, strengthening its economy and attractiveness from both domestic and foreign citizens [49, p. 117].

The concept of the proposed tourist product, given the above, should combine elements of health tourism and elements of certain attractions, as which we propose to take tourist routes in the mountains. This combination, in our opinion, should be advantageous because it will provide: covering the need for a very relevant in the EU market direction of tourism – medical and health; covering the need for events that have a good emotional colour and are associated with elements of green and sightseeing tourism.

3.2 Development strategy of health tourism functioning in Ivano-Frankivsk region

In this question we will substantiate the main directions of development of the strategy of functioning of health tourism in the context of the main stakeholders. The main stakeholders in the development of health tourism within the Ivano-Frankivsk region are a number of participants in the market of tourist services, which include:

- tourism companies in the region that are interested in the implementation and promotion of innovative tourism product;
- directly consumers of the tourist product, which include both domestic and potential foreign tourists;
- medical and health facilities;
- local authorities that receive tax revenues from the sale of tourist products (tourist tax, a single tax from businesses in a simplified form, operating in the field of tourism and its service areas);
- state authorities (state budget), which receive revenues in the form of VAT and income tax from the sale of tourist products of the region;
- non-profit organizations that promote tourism in the region at the national and international levels.

In the table. 3.2 summarizes the activities of the main stakeholders of the tourist product in the field of health tourism within the Ivano-Frankivsk region.

Table 3.2

Characteristics of the main stakeholders of medical tourism within the Ivano-Frankivsk region

№	A group of stakeholders	The main representatives	The main objectives of the activity
1	Tourist companies in the region, including in the field of medical tourism	Tour operators: “Nimfa Travel Group”, “Aven-Tour”, “Orange”, “Voyage IF”, “Galician Travels”, “Sofia Tours”	Diversification of the product portfolio with innovative products in the field of health tourism, profit from the organization and implementation of tours
2	Consumers of a tourist product	Domestic and foreign citizens who are looking for conditions for outdoor recreation	Getting quality recreation services
3	Medical and health facilities	The largest sanatoriums: “Carpathian stars”; “Carpathian Khmilnyk”; “Sunny Transcarpathia”; “Church”	Providing accommodation, meals, tours from local organizers and entertainment on a commercial basis
4	Non-profit tourist organizations	“Tourist and Investment Center”, “Ivano-Frankivsk Regional State Center for Tourism and Local History”,	Coordination of tourism development in the region, organization of communication platforms for dialogue between different participants of the tourism market, between government and business
5	Local authorities	“Ivano-Frankivsk Regional State Administration”, local territorial communities of districts	development and implementation of the strategy of tourist development of the region, administration of local taxes from the subjects of tourist activity
6	The central apparatus of state power	National budget	Filling the budget through the administration of VAT and income tax from tourism entities

Source: own elaboration

Also, in order to reveal the features of innovation in the field of health tourism in the region, we propose to consider in more detail the activities of such stakeholders as “Tourist Investment Center”, “Ivano-Frankivsk Regional State Center for Tourism

and Local History”, “Ivano-Frankivsk Regional State Administration”. These categories of stakeholders are the drivers of the development of an innovative tourism product in the region.

Tourist and investment center. On May 7, 2016, the Tourist Investment Center was opened in Ivano-Frankivsk, the purpose of which is to meet the needs of visitors for tourist and investment information. The Center's services can be divided into three zones. The information and advertising zone provides information services for visitors: database of tourist service providers (guides, guides, translators, accommodation establishments, etc.), information stands, brochures, publications about the city with tourist information, maps; information and advisory assistance to the center's employees; services for accommodation of tourists, booking of hotels in the city; promotion of places of rest, tourist routes, etc .; rental of devices for self-guided tours of the city; advertising of local tourist services and products [50].

The trade area presents products of local masters and tourist products (photo albums, local history literature, video products, etc.). The exhibition-interpretation block includes an exhibition area focused on local specifics, which uses modern audio-visual presentation technologies and interactive objects for visitors, promoting the city, its inhabitants, traditional crafts, history and local culture.

Ivano-Frankivsk Regional State Center for Tourism and Local History. This stakeholder will be responsible for meeting the educational needs of students and listeners in tourism and local lore, which are not provided by other components of the structure of continuing education, assistance in professional self-expression and creative self-realization, providing additional education to students aimed at native land with the help of group work, national-patriotic education of young men and women through the formation of feelings of love for their native land, respect and honor for folk customs, traditions and national values of the Ukrainian people through tourism and local lore [51].

The Regional State Center for Tourism and Local Lore of student youth conducts tourist and local lore competitions in various types of tourism, conferences, excursions,

travels, hikes, expeditions, organizes meaningful leisure and recreation of boys and girls, coordinates tourist and local lore work in educational areas.

On January 1, 2020, with the co-financing of the European Commission, the implementation of the project “SWIFT: Carpathian Search and Rescue Network” began. The project envisages the creation of a Platform for Cooperation of Public Mountain Rescuers of Lviv, Ivano-Frankivsk, Zakarpattia and Chernivtsi regions and the introduction of new methods of searching and rescuing people in the Carpathians. The project concerns the personal safety of the local population and tourists in the target region. The project aims to establish cooperation between civil society organizations and local authorities in order to address priority issues related to security and rescue in the Carpathians. As part of the project, the creation and equipment of a regional public mountain search and rescue point in the village Vorokhta on the basis of Ivano-Frankivsk Regional State Center for Tourism and Local History of Student Youth.

Ivano-Frankivsk Regional State Administration. Extremely important for the development of health tourism is the tools of state regulation and assistance and development in this highly profitable area. The main direction of increasing efficiency in these industries is the growth of purposeful activities and regional authorities, which is designed to promote the development of industries and health tourism in the adaptation of this type in business to the economic situation in countries and also to ensure the stability and competitiveness of the medical and tourist complex in the region [38].

One of the key factors in the development of health tourism is the financial support of the institution on the basis of various sources and forms of formation, distribution and use of funds.

The most common type of financial support for health care facilities in Ukraine is the funds of the state and local budgets, as the main part of these facilities is owned by the state or local communities. Institutions, as well as are privately owned and financed from and at the expense of exclusively own or involved financial resources. To ensure profitability and health facilities need to carry out analyses of the market in

resort services, expand their existing segment and conduct a weighted price policy in order to more effectively attract consumers [51].

Even in the absence of direct financial support to the entity in or infrastructure facilities in the market of regional health tourism, regional structures in these areas and should be carried out large-scale information support by forming clear regional programs with and strengthening the image in the region, creating and promoting its tourism brand with an emphasis on the uniqueness and benefits of health tourism. It is also necessary to outline and control the key requirements for ensuring the safety of medical tourists and to be responsible for the results.

Pricing policy is one of the main factors that generates interest in the market of health services and which depends not only on the list of services and seasonality of rest but also on a number of other factors. Thus, the demand for health services also depends on the level of consumer income, so it is necessary to constantly monitor trends in the field of personal income. Reduction of real incomes of the population in the conditions of high inflation has a negative effect on the demand for services of medical and health-improving establishments.

Therefore, one of the recommendations for improving the functioning of the market of health services in Ivano-Frankivsk region is to take into account the principles and application of pricing strategy, which will allow sanatoriums to improve their business and increase the list and improve the quality of services [52].

A significant component of the effective functioning and development of the market of sanatorium-resort services is the attraction of investments for the development of resort complexes. Despite the investment attractiveness of the market of sanatorium services in Ivano-Frankivsk region, the volume of investment in this industry is insufficient. The main sources of investment at present are the funds allocated by the state for public institutions and financial resources of owners of private institutions. However, to increase the level of investment in the development of the market of sanatorium services it is necessary to develop and implement measures to attract large investors. The following measures should be: development and presentation of programs for investors on potential opportunities and the market;

implementation of a transparent procedure for selecting investors and providing guarantees for the efficient use of investment funds; carrying out by state authorities of effective process of regulation of activity on the market at sanatorium-and-spa services [51].

The following strategic goals are proposed to address the issues facing the sanatorium-resort complex of Ivano-Frankivsk region and its development (Fig. 3.1).

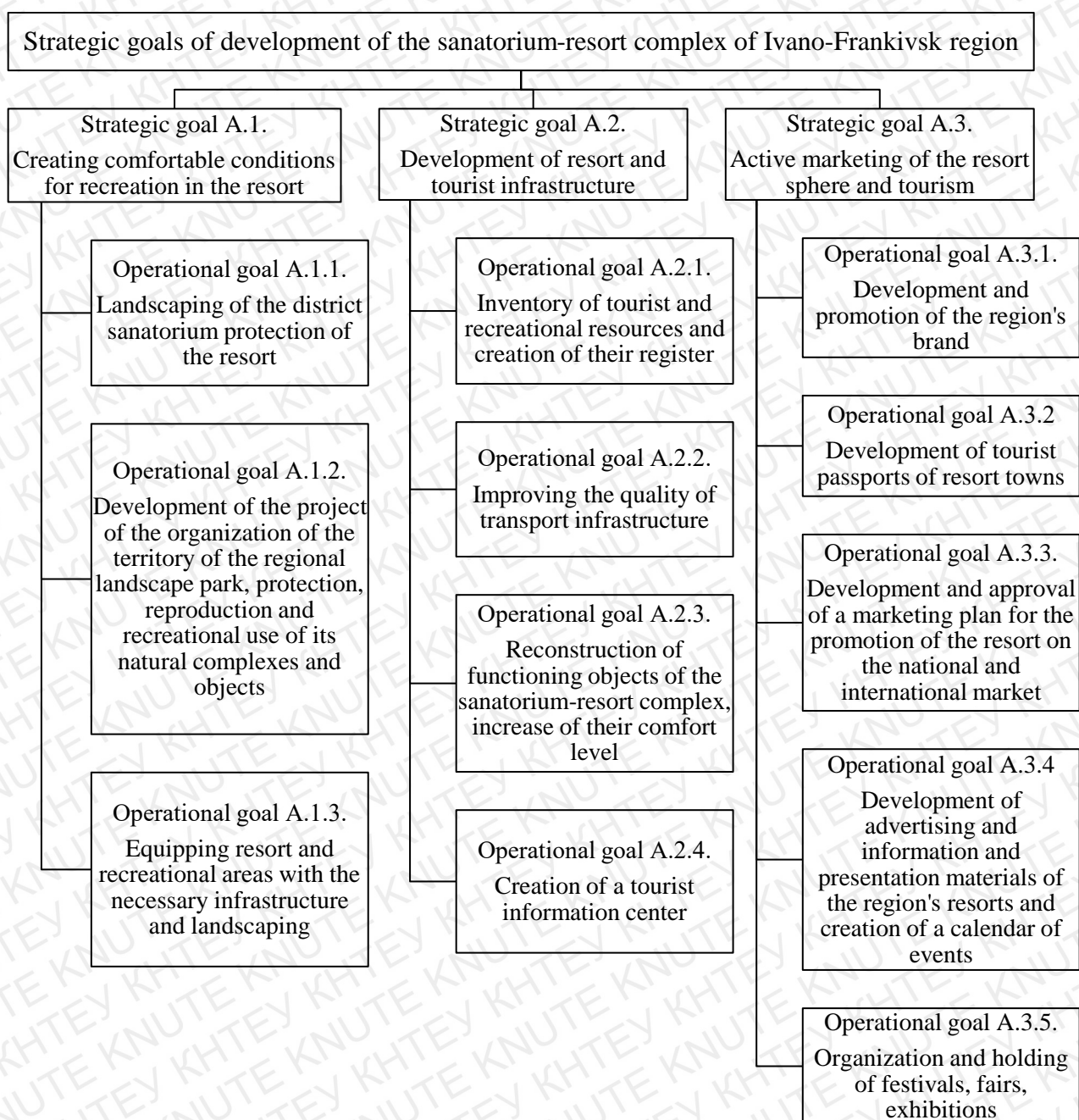


Figure 3.1. Strategic goals of development of the sanatorium-resort complex of Ivano-Frankivsk region. Source: own elaboration based on [51]

For the successful development of health tourism in Ivano-Frankivsk region it is necessary, at the regional level, to focus efforts on solving the following tasks:

- creation of a system of effective incentives for the development of domestic medicine, and a new competitive clinical and spa product of a new model;
- modernization and development on this basis of clinical and sanatorium treatment, increase in sales of relevant services;
- retraining and advanced training of medical and sanatorium establishments, tour operators and agents in terms of improving the level of customer service;
- creation of the corresponding material and technical base;
- substantiation of real sources of financing;
- interaction with government institutions and public organizations on solving problems related to the development of health tourism;
- attracting investment in the market of medical and health services;
- improvement of transport infrastructure;
- construction of new facilities and complete re-equipment of old ones;
- improvement and popularization of the health insurance system;
- advertising activities to promote the medical and health product of Ukrainian sanatoriums in foreign markets.

In order for tourists to come from abroad, it is necessary to disseminate information about medical and health facilities to potential patients through the media, websites, international portals, to establish cooperation with international agencies.

Researchers emphasize that the strategies for the development of resorts of state and local importance should take into account the introduction of an effective system of financing the spa industry and creating a system to encourage investment in modernization and construction of spa facilities, creating an affordable health product, compliance with state standard methods of treatment and medical rehabilitation at resorts, coordination of sanatoriums and health facilities, regardless of ownership and subordination [51].

Realization of the set purposes will promote improvement of a condition of infrastructure of sanatorium and health resorts, maintenance of economic stability and

profitability of all sanatorium complex, possibility to save and rationally use natural medical resources, to increase level of rendering of sanatorium services and competitiveness. resort complex in the national and international market.

Thus, the characteristics of the main stakeholders in the development of health tourism in Ivano-Frankivsk region allows us to draw conclusions about the prospects for further policy of interaction between public authorities and business in the direction of developing innovative tourism products.

The considered approach of the defined purposes and tasks to allow local governments with involvement of experts in the field of sanatorium and resort activity, and also other persons interested in development of medical and health tourism in regions by joint needs to develop the mechanism of realization of the set purposes.

3.3 Development of innovative health tourist product in Ivano-Frankivsk region

Taking into account the results of studying the recreational and tourist potential of Ivano-Frankivsk region, a project of a health tourism product for the international market of tourist services was formed. As a concept of the projected product of health tourism we choose the following: a tour to the treatment and prevention sanatorium of Ivano-Frankivsk region with the inclusion of excursion programs.

In this regard, we will consider the concept of developing an innovative tourism product, which is based on the development of the strategy of health tourism in the region, which was substantiated in previous questions. Below are the main parameters of the proposed tourist product of the region in the field of health tourism, which should be offered on the market through the tour company private enterprise Prykarpatska tourist company.

When preparing a tourist product, it should be noted that it is intended for people who want to relax and recuperate. Therefore, it is necessary to plan and create a travel product that meets the needs and desires of customers during the holidays. Wellness

tour programs are based on the fact that about half of the time should be spent on medical and health procedures. Age and illness should also be taken into account when designing health tours to prevent health complications. Nutrition in health and wellness tours should include the selection of dishes that correspond to a certain diet, previously prescribed by a nutritionist. Leisure and excursion program should be unsaturated and carefully thought out.

The Carpathian Dawns sanatorium, located in the village of Kosiv, Ivano-Frankivsk region, was chosen as the location (Appendix J). The complex "Carpathian Stars" widely uses herbal medicine, balneotherapy (water "Carpathian Stars" of medium mineralization with high selenium content, chloride-hydro-carbonate), climatotherapy, oxygen cocktails, baths, as well as active recreation in the fresh mountain air, walks by popular tourists routes, bicycle trips, excursion programs. For the development of a new tourist product, we propose to justify the main parameters, which are given in table. 3.3 [52].

Table 3.3

Parameters of the designed product of health tourism of Ivano-Frankivsk region

Tour critiria	Description
Tourist route region	Tourist route region
Transfer option from the tour operator	Transfer option from the tour operator
Options for self-transfer	By air By car By train
Tourist sites	Sanatorium "Carpathian Stars"
Tour operator through which the sale of a health tourism product is planned	Private enterprise Prykarpatska tourist company

Source: own elaboration

In the future we will substantiate the main stages of development of a new product of health tourism within the Ivano-Frankivsk region.

Infrastructure elements for the designed health tourism product are given in table 3.4.

Table 3.4

Infrastructure elements for the designed health tourism product

Elements of the product	Description
Transfer	Delivery of tourists to the estates will be carried out by bus, which belongs to the tour operator “Prykarpatska tourist company” Tourists should be sent from bus stations in Lviv or Ivano-Frankivsk
Residence	Sanatorium "Carpathian Stars"
Route	Tourists should be sent from bus stations in Lviv or Ivano-Frankivsk
Additional infrastructure	Secure free parking Wi-Fi – internet in cafes and superior rooms; Rental of sports equipment and gear; Conditions for skiing (winter), health trips; Transfer organization, ATM - ComInvestBank.
Food	On the territory of the sanatorium there is a dining room for 200 people: - 3 meals a day on the weekly menu in the dining room of the sanatorium; - Form of serving restaurant food – by waiters; Alternative food, under the order – in the cafe located in the territory.
Entertainment	Sports ground, Volleyball, basketball, mini-football; Cafe-bar on the territory, Gym, Fitness hall; Billiards, Table Tennis, Library, Horse Riding; Evenings of rest, dance programs, entertaining actions; Excursion programs – from Tuesday to Thursday and Sunday;

Source: own elaboration

Guests of the sanatorium “Carpathian Dawns” are accommodated in a five-storey building, designed for 248 people. From the dormitory it is possible to go to the medical building and the dining room through covered passages. The number fund of the Carpathian Dawns sanatorium consists of 132 double rooms with a comfort category from “Standard” to “Family Superior”. In each number: double or separate beds, necessary furniture, a shower cabin, a wash basin, a toilet, the TV, a refrigerator, an exit to a balcony. In the rooms of the “Standard” category there is no refrigerator in the room, it can be installed additionally [52].

Consider the main treatment and prevention characteristics of the sanatorium Carpathian Dawns:

1) Arsenic, chloride-hydrocarbonate-calcium-sodium with a high content of metaboric acid mineral water “Hirskotyansky”. It is used in dysfunction of the musculoskeletal system, diseases of the peripheral and autonomic nervous system,

diseases associated with the action of anthropogenic factors, including radiation pollution. “Girskotysyansky” frees the body from metabolic products, toxins and salts, radionuclides, heavy metals, toxins;

2) New, most modern and advanced medical equipment;

3) Therapeutic profile: diseases of the musculoskeletal system, the peripheral and autonomic nervous system and the endocrine system and metabolism [52].

An important component of the justification of tourist infrastructure is the pricing policy. The price of the sanatorium is given in Appendix K. To form a tour for the international market and further substantiate its effectiveness, it is advisable to choose the basic tariff standard.

The components of the excursion program of the tour are given in table. 3.5.

Table 3.5

The main elements of excursion programs within the tour

Elements	Stages of the excursion program
Excursion “Falcon Thigh”	1) meeting with a guide at the respub sanatorium “Carpathian Dawns” 2) transfer to the entrance to the Carpathian Biosphere Reserve 3) hike to Sokolina Berdo - a steep cliff, which offers a beautiful view, in particular to the territory of Romania, an overview of the dolomite gallery 4) excursion to the geographical center of Europe 5) lunch 6) visit to the trout farm 7) return to the sanatorium Duration - 8 hours.
Excursion “Wonders of the Carpathians”	1) meeting with a guide at the respub sanatorium “Carpathian Dawns” 2) departure by GAZ-66 cars to Terentyn, Perelisok mountain meadow (optional), contemplation of magnificent landscapes of the mountain massifs of Chornohora, Svydivets, Marmarosh and Gorgan 3) lunch 4) relocation to the Central Estate of the Carpathian Biosphere Reserve. Museum of mountain ecology, arboretum, alpine slide tasting of Carpathian “burkut” - hydrocarbonate table mineral water against the backdrop of beautiful mountain landscapes 5) return to the sanatorium Duration - 8 hours.
Total duration of excursions	2 days

Source: own elaboration

For the tour it is advisable to allocate no more than 2 excursion programs. However, they must be saturated. In our opinion, the maximum duration of the excursion program should not exceed 8 hours together with the time for the transfer. Given 30 minutes for a lunch break (tourists will be given food kits), the net duration of the tour should range from 4-5 hours.

The next stage is the substantiation of the technological map of the tourist route. The technological map of the tour should include the elements that were justified above, as well as indicators of the duration of the tour, the number of tourists in one group, the number of man-days of service within the tour. In this case, the new travel product must be given a name. We propose to name the route “Frankivschyna Health”. The technological map of the tourist route in the field of green tourism is given in table 3.6.

Table 3.6

Technological map of the planned tour “Frankivschyna Health”

№	Technological map parameters	Value
1	Name of the tourist organization	Prykarpatska tourist company
2	The name of the route	«Frankivschyna Health»
3	Type of transport	Bus
4	The main points of the route	Ivano-Frankivsk - Kosiv - Ivano-Frankivsk
5	Type of route	bilateral
6	Mileage in one direction	54 km
7	Route duration in days (calendar)	7.5 days
7.1	- incl. total transfer duration (round trip)	0.5 days
7.2	- incl. duration of rest combined with treatment and prevention procedures	7 days
7.3	- incl. duration of excursions	2 days
8	Number of tourist groups	1 group
9	Total tourists in one tourist group	30 people
10	Total man-days (per night) service on the route	330 man-days

Source: own elaboration

Based on the technological map of the tourist route is also calculated its cost and tour price. In order to determine the costs, it is necessary to calculate the cost of the tourist route “Frankivschyna Health” (table 3.7).

Table 3.7

**Calculation of the cost of the tourist product “Frankivschyna Health”
(per 1 tourist for 7 days) for internal tourists**

N	Costing item	Indicators		
		Number of tourists	Price, UAH	Cost, UAH
1.	Insurance	7	35	245
3.	Transfer	1	250	250
4.	Accommodation (average price)	6	320	1920
5.	Food	7	210	1470
6.	Excursion service	-	-	800
7.	Attractions	-	-	500
8.	Total direct costs			5185
9.	Overhead costs (10% of direct costs)	-	-	519
10.	Promotion costs (5% of direct costs)	-	-	259
11.	Production cost	-	-	5963
12.	Profit (margin)	30%	-	1789
13.	Price for the 1st tourist, without VAT	-	-	7752
14.	VAT	20%	-	1550
15.	Sale price for the 1st tourist, including VAT	-	-	9302

Source: own elaboration

Thus, the cost of the tour “Frankivschyna Health” per person for Ukrainian tourists is 9302 UAH. (including VAT), and the cost of the tour for a travel company – 5963 UAH. For foreign citizens it is necessary to offer tourist services at a price that is higher than the price for citizens of Ukraine. This is due to the additional costs of insurance and conditions of transfer, accommodation and security for foreign tourists. Therefore, the calculation of the tourist product for supply to foreign tourists is given in table. 3.8.

Table 3.8

**Calculation of the cost of the tourist product “Frankivschyna Health”
(per 1 tourist for 7 days) for foreign tourists**

N	Costing item	Indicators		
		Number of tourists	Price, UAH	Cost, UAH
1.	Insurance	7	250	1750
3.	Transfer	1	300	300
4.	Accommodation (average price)	6	410	2460
5.	Food	7	210	1470
6.	Excursion service	-	-	800
7.	Attractions	-	-	500
8.	Total direct costs			7280
9.	Overhead costs (10% of direct costs)	-	-	1092
10.	Promotion costs (5% of direct costs)	-	-	1456
11.	Production cost	-	-	9828
12.	Profit (margin)	30%	-	2948
13.	Price for the 1st tourist, without VAT	-	-	12776
14.	VAT	20%	-	2555
13.	Sale price for the 1st tourist, including VAT	-	-	15332

Source: own elaboration

Thus, the following “Frankivschyna Health” is proposed as the name for the planned tour. The name indicates the health of the tour. The Carpathian Dawns sanatorium, located in the village of Kosiv, Ivano-Frankivsk region, was chosen as the location. The basic tariff standard was chosen to form a tour for the international market and further substantiate its effectiveness. The main points of the route are: Ivano-Frankivsk – Kosiv – Ivano-Frankivsk. The duration of the tour is 7.5 days, including transfer 0.5 days. To design a tour, an option is considered in which a potential tourist arrives in Ivano-Frankivsk or Kosiv on his own. Thus, the cost of the tour “Frankivschyna Health” per person for foreign tourists is 15332 UAH. (including VAT), and the cost of the tour for a travel company – 9828 UAH.

Conclusions to part 3

According to the results of the study of recreational and tourist potential of Ivano-Frankivsk region, the tourist opportunities of the territory for the development of tourist products in the field of health tourism within the Ivano-Frankivsk region were substantiated. To form a tourist product that can be competitive in the international market, it is necessary to use the strongest aspects of the tourist attractiveness of the region. Today, Ivano-Frankivsk region combines two strong competitive advantages of the tourist market – the presence of mountainous areas with reserves and a significant number of balneological resources.

However, despite the positive changes in the development of the tourism industry of Ivano-Frankivsk region, it should be noted that the regional tourist complexes of the region have a number of serious problems: the quality of tourist and recreational services (compliance with international standards); weak transport infrastructure; high level of depreciation of fixed assets; stagnation of domestic and inbound tourism due to the COVID-19 coronavirus pandemic

For the successful development of medical and health tourism in Ivano-Frankivsk region should adopt the experience of foreign countries in organizing this type of tourism by creating a single body of control, monitoring, support of resorts and businesses. It is important to focus on the reconstruction of old institutions and the construction of new, hotel-type, as well as re-equipment of rooms. The creation and development of additional infrastructure for leisure will contribute to a longer stay at the resorts, and more thorough training of medical staff with a narrow knowledge of several languages will improve the quality of service.

A project of a health tourism product for the international market of tourist services was formed. As a concept of the projected product of health tourism we choose the following: a tour to the treatment and prevention sanatorium of Ivano-Frankivsk region with the inclusion of excursion programs.

CONCLUSIONS

In this thesis the theoretical and practical aspects of the organization of medical and health tourism were investigated.

During the thesis a number of tasks were performed: the essence and characteristics of health tourism were determined; the classification of sanatoriums is investigated; the modern world tendencies of development of health tourism are analyzed, the review of sanatoriums is made; the main problems and prospects of development of health tourism of Ivano-Frankivsk region are determined; the technology of the organization of health rounds at the tourist enterprise is investigated.

Thus, during the thesis it was determined that the territory of Ivano-Frankivsk region has significant prospects for the successful development of health and recreation tourism.

The huge number of tourist and recreational resources in Ivano-Frankivsk region determines the development of many types of tourism. The tourist potential of geomorphological resources contributes to the development of ski and speleological tourism, climatic and balneal resources – the development of health and recreation, landscape resources – the development of green and ecological tourism. Cultural tourism is also promising.

Health tour programs are diverse, but there are general specific requirements for organizing such tours. When preparing a tourist product, it should be noted that it is intended for people who want to relax and recuperate. Therefore, it is necessary to plan and create a travel product that meets the needs and desires of customers during the holidays. Wellness tour programs are based on the fact that about half of the time should be spent on medical and health procedures. Age and illness should also be taken into account when designing health tours to prevent health complications. Nutrition in health and wellness tours should include the selection of dishes that correspond to a certain diet, previously prescribed by a nutritionist. Leisure and excursion program should be unsaturated and carefully thought out.

Convenient, comfortable hotels, boarding houses, sanatoriums and other establishments located in quiet green areas, it is desirable near natural or artificial reservoirs are used for the organization of health rounds.

However, despite the positive changes in the development of the tourism industry of Ivano-Frankivsk region, it should be noted that the regional tourist complexes of the region have a number of serious problems: the quality of tourist and recreational services (compliance with international standards); weak transport infrastructure; high level of depreciation of fixed assets; stagnation of domestic and inbound tourism due to the COVID-19 coronavirus pandemic

For the successful development of medical and health tourism in Ivano-Frankivsk region should adopt the experience of foreign countries in organizing this type of tourism by creating a single body of control, monitoring, support of resorts and businesses. It is important to focus on the reconstruction of old institutions and the construction of new, hotel-type, as well as re-equipment of rooms. The creation and development of additional infrastructure for leisure will contribute to a longer stay at the resorts, and more thorough training of medical staff with a narrow knowledge of several languages will improve the quality of service.

Health tourism is very important for people. First, it is not only entertaining, but also cognitive activity (change of environment involves the study of new culture, new traditions, history). Secondly, it is the treatment and prevention of health, visiting various water sources, mud treatments, sports and other health-improving activities. Favorable natural and climatic conditions accompany the recovery of the human body. To do this, it is necessary to protect virgin areas of nature that are valuable for science, economics and culture.

Thus, a high-quality sanatorium-resort product is the provision of high-quality services to one client in terms of reception and accommodation, catering, transport, information and animation services for guests and, directly, high-level medical services.

REFERENCES

1. Волкова І. І., Парфіненко А. Ю., Щербина В. І. Проблеми та перспективи розвитку лікувально-оздоровчого туризму в Україні (у порівнянні з країнами Центральної Європи). Вісник Харківського національного університету імені В. Н. Каразіна. Харків, 2018. С. 130–135.
2. Діденко К. Д., Жученко В.Г. Медичний туризм в Україні: сучасний стан та перспективи розвитку. Науковий вісник Херсонського державного університету. Херсон, 2016. Вип. 16(4). С. 101–105.
3. Бордун О. Ю., Мальська М. П. Медичний туризм: теорія та практика: навч. посіб. Київ: «Центр учбової літератури», 2018. 128 с.
4. Всесвітня організація охорони здоров'я. URL: <https://www.who.int/ru/> (дата звернення: 10.03.2021).
5. Про внесення змін до Закону України «Про туризм»: Закон України від 18.11.2003 № 1282–IV. Офіційний вісник України. К., 2003. С. 34
6. Про туризм: Закон України від 15 вересня 1995р. Верховна Рада України. Офіц.вид. К., 1995.
7. Бабкин А.В., Специальные виды туризма: учеб. М., 2008. 208 с
8. Міністерство розвитку економіки, торгівлі, та сільського господарства. Департамент туризму та курортів. Офіційний сайт. URL: <https://www.me.gov.ua/Documents/List?lang=uk-UA&id=be44a1a7-69b3-4a77-a86a> (дата звернення: 10.03.2021).
9. The Global Wellness Institute. URL: <https://globalwellnessinstitute.org/> (дата звернення: 10.03.2021).
10. Мальська М. П., Антонюк Н. В. Міжнародний туризм і сфера послуг: Підручник. Затверджено МОН. Київ, 2008. 661 с.
11. Ведмідь Н. І. Класифікація санаторно-курортних і оздоровчих підприємств. Культура народів Причорномор'я. Сімферополь, 2012. Вип. 238. С. 9–13.

12. Про затвердження переліків закладів охорони здоров'я, лікарських, провізорських посад, посад молодших спеціалістів з фармацевтичною освітою, посад професіоналів у галузі охорони здоров'я та посад фахівців у галузі охорони здоров'я у закладах охорони здоров'я. Наказ Міністерства охорони здоров'я України від 28 жовтня 2002 року №385. URL: <https://zakon.rada.gov.ua/laws/show/z0892-02> (дата звернення: 11.03.2021).

13. Кравець О. М., Рябев А. А. Курортологія: підручник. Харків: ХНУМГ ім. О. М. Бекетова, 2017. 167 с.

14. Про курорти: Закон України від 5.10.2000 р., № 2026–III. Відомості Верховної Ради України. 2000. № 50. Ст. 435.

15. UNWTO. International Tourism Highlights. 2020 Edition. URL: <https://www.e-unwto.org/doi/pdf/10.18111/9789284422456> (дата звернення: 11.03.2021)

16. 60+ Medical Tourism Statistics (2021). URL: <https://www.jerseyislandholidays.com/60-medical-tourism-statistics/#1571043493011-c8e2afd9-4e782593-a8332965-4a1d> (дата звернення: 11.03.2021).

17. Medical Tourism Trends to Watch. URL: <https://www.magazine.medicaltourism.com/article/4-medical-tourism-trends-to-watch> (дата звернення: 11.03.2021).

18. Как начать медицинский туризм за границу. URL: <https://globalmedik.com/10-luchshix-tureckix-medcentrov-dlya-pacientov-iz-zagranicy-2/> (дата звернення: 11.03.2021).

19. 2018 Global Wellness Tourism Economy. URL: <https://globalwellnessinstitute.org/industry-research/global-wellness-tourism-economy/> (дата звернення: 11.03.2021).

20. Top 10 Wellness Travel Trends for 2021. URL: <https://medicaltravelmarket.com/news/top-10-wellness-travel-trends-for-2021> (дата звернення: 11.03.2021).

21. World Tourism Organization and European Travel Commission. Exploring Health Tourism, UNWTO. Madrid, 2018. 184 с.

22. Medical Tourism Magazine. Top 10 Medical Tourism Destinations in the World. February 28, 2018. URL: <https://www.medicaltourismmag.com/top-10-medical-tourism-destinations-world/> (дата звернення: 11.03.2021).

23. Данильчук В.Ф., Алейникова Г.М., Бовсуновська А.Я. Методологія оцінки рекреаційних територій. Донецьк: ДІТБ, 2003. 197 с.

24. Нагірняк З. Туризм - це пізнання світу і бізнес. Туристичний бізнес в Україні. Шлях перемоги. 2006, 18 жовт. С. 10-12

25. Івано-Франківська область: карта, фото, опис. URL: <https://drymba.com/uk/1027332-ivano-frankivska-oblast> (дата звернення: 16.09.2021).

26. Галюк М. Д. Водні ресурси Івано-Франківської області: інформаційний посібник. Яремче, 2011. 156 с.

27. Любіцева О.О., Панкова Є.В., Стафійчук В.І. Туристичні ресурси України. К. : Альтерпрес, 2007. 369 с.

28. Івано-Франківська область. URL: <http://www.karpaty.info/ua/uk/if>. (дата звернення: 16.09.2021).

29. Рутинський М.Й., Стецюк О.В. Туристичний комплекс Карпатського регіону України: монографія: навч. посіб. Чернівці: Книги–XXI, 2010. 440 с.

30. Ведмідь Н.І. Санаторно-курортний комплекс: сервісне управління. К.: КНТЕУ, 2013. 536 с.

31. Передерко В.П. Аналіз потоків внутрішнього туризму в Івано-Франківській області у 2016–2017 рр. за даними мобільного зв'язку. Частина 1. Вісник Одеського національного університету. Серія «Економіка». 2018. Т. 23. Вип. 6(71). С. 36-47.

32. Головне управління статистики в Івано-Франківській області. URL: <https://ifstat.gov.ua/INDEX.HTM> (дата звернення: 16.09.2021).

33. Регіональна цільова програма розвитку туризму в Івано-Франківській області на 2021 рік. URL: https://orada.if.ua/wp-content/uploads/2020/10/1571-37_%D0%94%D0%BE%D0%B4%D0%B0%D1%82%D0%BE%D0%BA_1.pdf (дата звернення: 16.09.2021).

34. Івано-франківщина туристична. URL: <https://iftourism.com/pro-ivano-frankivsku-oblast> (дата звернення: 16.09.2021).
35. Туристична діяльність в Україні. URL: Статистичний збірник <http://www.ukrstat.gov.ua> (дата звернення: 16.09.2021).
36. Туризм та відпочинок на Прикарпатті. URL: <https://dolyna.if.ua/aktualno/holovne-upravlinnia-statystyky-povidomliaie-turyzm-ta-vidpochynok-na-prykarpatti/> (дата звернення: 17.09.2021).
37. Інфраструктурні чинники розвитку туризму в Івано-Франківській області. URL: <https://journals.indexcopernicus.com/api/file/viewByFileId/365571.pdf> (дата звернення: 17.09.2021).
38. Івано-Франківська обласна державна адміністрація. URL: <https://www.if.gov.ua/> (дата звернення: 17.09.2021).
39. Оздоровчий туризм. URL: <http://rtic.if.ua/healthtourism.html> (дата звернення: 17.09.2021).
40. Каталог підприємств України. URL: <https://yellow.com.ua/rList.aspx?a=10&r=1025> (дата звернення: 17.09.2021).
41. Розвиток курортів Івано-Франківської області. URL: http://www.visnyk-econom.uzhnu.uz.ua/archive/14_2_2017ua/10.pdf (дата звернення: 18.09.2021).
42. Буковель. URL: <https://bukovel.com> (дата звернення: 18.09.2021).
43. Дороговказ. URL: <http://ua.dorogovkaz.com>. (дата звернення: 18.09.2021).
44. Санаторій «Косів». URL: <http://www.sankosiv.net/index.html> (дата звернення: 18.09.2021).
45. Резорт Sheshory. URL: <http://www.sheshory.com.ua> (дата звернення: 18.09.2021).
46. Туризм на Прикарпатті у 2016 році. URL: <http://www.if.gov.ua/files/uploads/Туризм%20на%20Прикарпатті%20у%202016%20році.pdf> (дата звернення: 18.09.2021).

47. Агафонова Л.Г. Соціально-економічні проблеми розвитку туризму в Україні та шляхи їх вирішення. Національна бібліотека України ім. В. І. Вернадського, 2011. URL: http://www.nbuv.gov.ua/portal/soc_gum/Nzkit/2011_9/14.pdf (дата звернення: 11.10.2021)

48. Атаманюк Я. Д. Соціально-економічні передумови розвитку рекреаційно-туристичної індустрії в Івано-Франківській області. 2013. Вип. 26. С. 122-131.

49. Атаманюк Я. Д. Сучасні тенденції розвитку рекреаційної інфраструктури Івано-Франківської області. Науковий вісник Чернівецького університету. Географія. 2014. Вип. 724-725. С. 116-121.

50. Tourist and Investment Center. URL: <https://iftravel.com.ua/en/info/tcentr/> (дата звернення: 11.10.2021)

51. Стратегія розвитку туризму та курортів на період до 2026 року. URL: <http://zakon2.rada.gov.ua>. (дата звернення: 11.10.2021)

52. Санаторій ‘Карпатські зорі’. Косів. URL: <https://ecohotels.in.ua/karpatski-zori> (дата звернення: 11.10.2021)

APPENDIXES

Appendix A

THEORETICAL AND METHODOLOGICAL BASIS OF HEALTH TOURISM

SKALOZUB I., 2 course of master FRHTB KNUTE,
specialty «Tourism», specialization «International Tourism Business»

Today, health tourism is one of the leading places in the tourism industry, as a significant increase in income of economically developed countries, the development of transport, environmental pollution due to industrial development and active promotion of healthy lifestyles makes many seek health and recreation in others environmentally friendly regions.

The article deals with health tourism as an object of scientific research, world trends in its development, methodology and methods of health tourism investigations.

Keywords: *health, health tourism, medical tourism, wellness tourism, resort, natural resources.*

Лікувально-оздоровчий туризм сьогодні займає одне з провідних місць у туристичній галузі, оскільки значне збільшення доходів жителів економічно розвинених країн, розвиток транспорту, забруднення навколишнього середовища внаслідок індустріального розвитку та активне пропагування здорового способу життя змушує багатьох шукати оздоровлення та відпочинку в інших екологічно чистих регіонах.

У статті розглянуто оздоровчий туризм як об'єкт наукових досліджень, світові тенденції його розвитку, методологія та методи дослідження оздоровчого туризму.

Ключові слова: *здоров'я, лікувально-оздоровчий туризм, медичний туризм, велнес туризм, курорт, природні ресурси.*

Today's society is increasingly concerned with the promotion and protection of health. High potential of physical and mental activity of people is a direct prerequisite for a full life. The fast pace of life, many stressful situations, increasing flow of information, unfavorable environmental situation in most countries are forcing people to turn to health tourism.

Actuality of the article. Every year the popularity of medical tourism is growing, and more and more people around the world are discovering new opportunities for this type of tourism. Therefore, health tourism performs all important social functions related to treatment, disease prevention and various activities aimed at protecting the health of the population. From an economic point of view, the introduction of this type of tourism for the state - this is what allows you to enter new markets for tourism services and, thus, to receive more income.

The purpose of the article is a theoretical analysis of the features of the functioning of health tourism in the international tourism market, world trends in the development of health tourism, methodology and methods of health tourism investigations.

Achieving the goal of the article is carried out through a number of *tasks*:

- to determine the essence and characteristics of health tourism;
- to analyze modern world trends in the development of health tourism in the world;
- to investigate the methodology and research methods of health tourism.

The object of research is the market of health tourism, as one of the new alternative types of tourist activity, as well as the entities operating in it.

Health tourism is one of the most promising types of tourism at the present stage. It is developing due to significant resources: the sea coast, hot, warm and cold mineral springs, healing estuarine deposits of mud and forests. Interest in health tourism is constantly growing, which is largely due to demographic trends.

Today, health tourism is one of the leading places in the tourism industry, as a significant increase in income of economically developed countries, the development of transport, environmental pollution due to industrial development and active promotion of healthy lifestyles makes many seek health and recreation in others environmentally friendly regions.

The question of the organization of medical and health tourism and its place in the system of the tourist industry is revealed in the works of foreign and domestic scientists L.G. Agafonov, O.O. Beydyk, I.S. Barchukova, V.S. Bovkuna, K.D. Bokova, O.M. Vetitneva, M.V. Vachevsky, B.I. Aksentiychuk, S.V. Ivasivka, O.R. Zavyalova, LB Zhuravlyova, A.M. Tuchak, I.V. Kotova, V.I. Dubovsky, and a number of others [5, p. 180].

Among the foreign researchers of the problems of medical tourism development, management of social processes in the field of services are the works of V. Antonelli, A. Carbone (Italy), K. Copper (France), F. Roskam (Germany), MB Birzhakov and A. P. Durovich (Russia), J. Kachmarek, A. Stasiak and B. Wlodarczyk (Poland) and others. According to their research, the motivation to purchase a medical tourist product is changing. If the main motive for purchasing a regular tour is an emotional motive, which is characterized by such factors as fashion, ambitions, dreams, new impressions, then the motive for purchasing a medical tourist product is a rational motive related to the need to improve mental and physical health, health and minimize costs [2, p. 30].

Besides, government organizations in many countries (World Health Organization, the American Medical Association, Indian Institute of Tourism and Travel Management) and consulting companies (e.g., Deloitte) conducted and continue to research to determine the impact of health tourism on the national economies of the world. In Ukraine, the Ukrainian Association of Medical Tourism, as a member of the Global Healthcare Travel Council, is actively involved in health tourism.

In 2018, the ETC/UNWTO «Exploring Health Tourism» was published, which aims to provide a better understanding of the growing segment of health tourism. The study introduces the development of tourism products and services around the world and provides an understanding of the current situation in the industry, as well as future potential. It also includes a comprehensive system, which serves as a general guide for tourism activities in this area, as well as practical tools to assist NGOs and local self-government in their planning and management of health-related tourism activities [8, p. 16].

The International Medical Travel Journal was established in 2007 with a focus on medical tourism. He maintains a weekly newsletter.

In the English-language literature, the term «health-related tourism» is used to describe the direction of health-oriented tourism. In addition, in both domestic and foreign scientific literature, regulations, business practice, a large number of terms are used to define the activities covered by the concept of «health-related tourism». Among them are both widespread, for example, health tourism, medical tourism, spa tourism, and relatively new, sometimes exotic: holistic tourism, medical tourism, wellness tourism, spa tourism. Although these terms are sometimes interchangeable, in most cases each of these terms has different concepts. [1, p. 7].

In the Law of Ukraine «On Tourism» health tourism is allocated as a separate type of tourism, but, unfortunately, the definition of this type is not given in the law [3]. A.V. Babkin defines health tourism as an activity characterized by the movement of residents and non-residents within or outside the state borders for a period of not less than 20 hours and not more than 6 months for health purposes, in order to prevent various diseases of the human body [5, p. 128].

Health tourism covers those types of tourism which have as a primary motivation, the contribution to physical, mental and/or spiritual health through medical and wellness-based activities which increase the capacity of individuals to satisfy their own needs and function better as individuals in their environment and society.

Health tourism is the umbrella term for the subtypes: wellness tourism and medical tourism.

Wellness tourism is a type of tourism activity which aims to improve and balance all of the main domains of human life including physical, mental, emotional, occupational, intellectual and spiritual. The primary motivation for the wellness tourist is to engage in preventive, proactive, lifestyle enhancing activities such as fitness, healthy eating, relaxation, pampering and healing treatments.

Medical tourism is a type of tourism activity which involves the use of evidence-based medical healing resources and services (both invasive and non-invasive). This may include diagnosis, treatment, cure, prevention and rehabilitation.

The key drivers for the health tourism are:

- lower cost of treatment and diagnosis in another country;
- modern medical technologies abroad;
- developed infrastructure;
- qualified medical care;
- high quality of service;
- time factor (with a long wait for medical treatment in your country);
- favorable ecological situation;
- availability of natural healing resources;
- the desire for confidentiality and the desire to obtain illegal treatment in their country.

The supply of health tourism is already very wide from hotels with spas facilities, to wellness hotels and thermal baths to specialized hospitals and clinics. There are several types of facilities that can provide services in many areas of health tourism (e.g., wellness cruises can also provide services such as spas, IVF clinics, dental or plastic surgery clinics). Operators in the health tourism supply can range from providers, brokers or hotels to certification, accreditation and insurance companies.

The hospitality industry recognized the growing demand and interest in health or wellbeing, and an increasing number of operators either have reshaped their services or launched new brands adapted to the new demand trend (e.g., in the form of healthy options).

Health, wellness and medical tourism have grown exponentially in recent years and are becoming increasingly relevant in many established and emerging destinations around the world.

Health tourism is considered nowadays to be an emerging, global, complex and rapidly changing segment that needs to be comprehended to a greater extent in order to leverage opportunities and better address challenges.

International tourism statistics show that the purpose of travel for health is among the main reasons for people to visit other regions and countries, (Fig. 1). Moreover, if for statistics, the world is dominated by travel for leisure purposes, then for the Middle East (Iraq, Lebanon, Israel, Saudi Arabia, Qatar, Oman, etc.) it is dominated by travel to visit relatives and friends, religious and importantly, wellness [8].

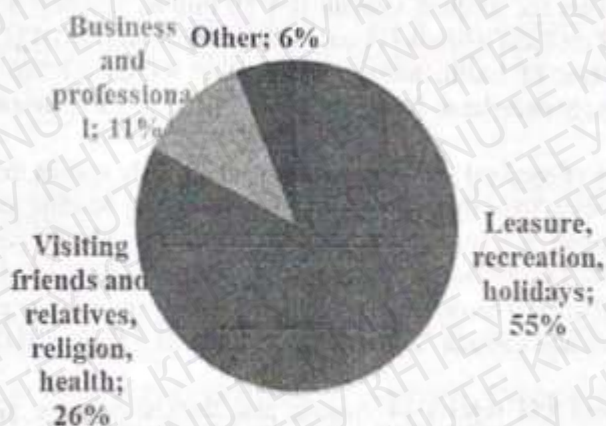


Fig. 1. Reasons to visit other regions and countries

Source: [8]

When a person travels abroad to a country of residence for medical procedures or treatment, then she/he becomes a consumer of medical tourism services. Moreover, in this case, this type of service belongs to the field of tourism because it is assumed that such clients often stay in the country of treatment before and after surgery, procedures, etc. for travel and recreation (Mohsen et al., 2018). Also, many countries have health resorts that provide recreation in a healthy region to prevent disease and prolong life. Therefore, with the growing popularity of the concept of healthy living, which will only gain momentum.

The main areas of health tourism in the world are: medical tourism, thermal tourism (SPA & Wellness-tourism), tourism for the elderly, trips to clinics for treatment; receiving cosmetic and dental services; sanatorium treatment and rehabilitation (Fig. 2) [2, p. 14].

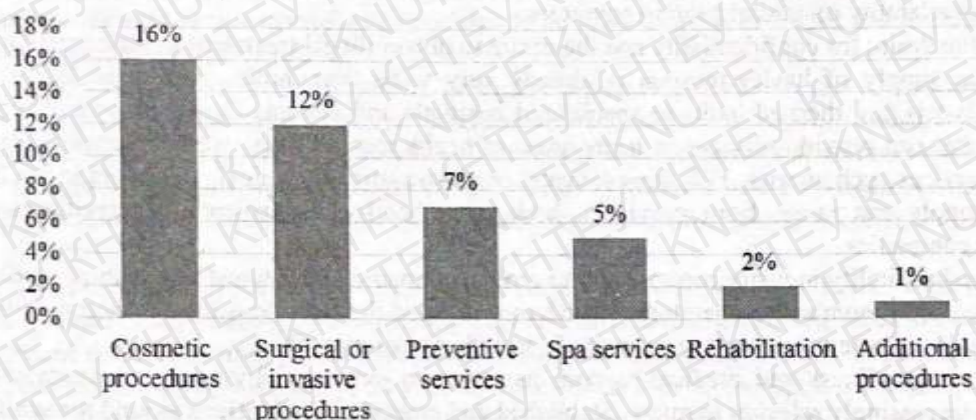


Fig. 2. The main types of services needed by tourists in the international health sector

Source: [2, p. 14]

There are no exact statistics from the world market of medical and health tourism. In the world, domestic health tourism dominates the outflow. One outbound tourist has four domestic. In the European Union, domestic medical tourism accounts for 77%. According to the Global Spa Summit, the global market for medical tourism is \$ 50 billion, health – \$ 106 billion. The world leaders in the number of medical tourists - Americans (1.6 million (76%)) [2, p. 15].

The main countries of health tourism or in other words the top ten world leaders are: Germany, Israel, Turkey, Switzerland, Japan, Austria, USA, Hungary, Romania, Poland (Table 1.6) [4, p. 80].

European centers of medical and health tourism are widely known in the world.

The Czech Republic tops the list of European countries leading in the number of tourist revenues from spa treatment. Every year the country is visited by 50,000 people from more than 70 countries. The most famous Czech resorts - Karlovy Vary, Františkovy Lázně, Jáchymov [4, p. 81].

There are more than 300 resorts in Germany, which accept more than 1 million people from Europe, the United States and Canada. The most famous resort – Baden Baden, located in the Black Forest.

The mountain and spa resorts of Austria and Switzerland are also the main European destinations for health tourism. Located near Vienna, the resort of Baden is famous for its sulfur and water springs, and is also a favorite vacation spot of the world's creative intelligentsia [4, p. 81].

Many world-famous resorts and thalassotherapy centers are located in France. Italy has a number of beautiful balneological resorts. Medical and health tourism is developing rapidly in Poland, Hungary, Slovakia, Bulgaria, Romania and Croatia, and health programs are also offered at seaside and balneological resorts.

Slovakia is rich in world-famous resorts. Such resorts include Piestany – a spa resort in southwestern Slovakia.

Sea resorts attract tourists to Spain, Portugal and Greece.

Israel (Dead Sea resorts), Egypt and Turkey with their sea climatic resorts remain traditional places of health tourism for the inhabitants of the CIS countries.

In the last 10 years, rapidly, taking into account the growing needs of vacationers and the latest trends in the development of global health tourism, this area is developing in India and Southeast Asia (Singapore, Thailand, China, Malaysia). As a rule, rehabilitation in newly built luxury SPA-hotels and wellness-centers includes methods of oriental medicine, increasingly in demand among supporters of a healthy lifestyle [4, p. 82].

China is famous for its health and healing capabilities. Thanks to sea water, mild climate, gentle sun, traditional Chinese medicine and mineral springs. Acupuncture, aromatherapy, mud therapy, inhalation, therapeutic baths and wraps, balneotherapy, etc. are widespread in Chinese sanatoriums.

Australia has all the natural resources needed for health tourism. Large spa resorts - Deildsford, Morek, Springwood - are concentrated in the southeast of the mainland. The coastal climatic resorts of Australia are also known around the world: the Gold Coast, Deidra Island, Cairns are considered ideal places for recreation and treatment. However, Australia's remoteness from Europe and America, the main regions that generate tourist demand, is preventing an increase in tourist inflows. Therefore, Australian resorts, as well as American, are focused mainly on the reception of domestic tourists [7].

In Africa, health tourism has recently begun to gain momentum. The popularity of Tunisian resorts is growing. In Egypt, the popular tourist center of Hurghada and the international class resort of Sharm el-Sheikh, which is washed by the waters of the Red Sea. In Morocco there are resorts Agadir, Tangier, Mohammedia and others. In Kenya, seaside resorts are located on the coast of the Indian Ocean: Mombasa, Malindi, Shimon. There are several resorts in South Africa [4, p. 84].

The considered resorts cover a wide range of diseases. The specialization of resorts depends on their location. For example, many resorts are located near mineral springs that help with diseases of the gastrointestinal tract and kidney disease. Some resorts specialize in the use of therapeutic mud, which helps to cure many skin diseases.

Conclusion. In each country, health tourism has developed taking into account the availability of natural resources, socio-economic conditions. At the same time, there is a tendency in the world to realize the importance of a healthy lifestyle. Health care and increased vital activity have become an integral part of the modern system of values. The number of people who strive to maintain good physical shape along with spiritual enrichment is growing.

References

1. Бордун О. Ю., Мальська М. П. Медичний туризм: теорія та практика: навч. посіб. Київ : Центр навч. літ., 2018. 128 с.
2. Кравець О. М., Рябев А. А. Курортологія : підручник. Харків : ХНУМГ ім. О. М. Бекетова, 2017. 167 с.
3. Про туризм : Закон України від 15 вересня 1995р. Верховна Рада України. Офіц. вид. Київ, 1995.
4. Романів О. Я. Географія медичного туризму Європи. Часопис соціально-економічної географії: Міжрегіональний зб. наукових праць. Харків, 2010. Вип. 8(1). С. 79–84.
5. Рутинський М. Й., Петранівський В. Л. Лікувально-оздоровчий туризм: актуальні цілі та сучасні підходи до організації. Вісник Львівського університету: Серія міжнародні відносини. Львів, 2012. Вип. 29(1). С. 179–188.
6. Cosburn Helen K. Health Tourism. Medical Tourism Magazine. URL: <http://www.healthtourismmagazine.com/article>

7. Gaponova, E.O. (2019). Current trends in the world market of medical services. URL: <http://repo.knmu.edu.ua/bitstream/123456789/23939/3/%D0%B3%D0%B0%D0%BF%D0%BE%D0%BD%D0%BE%D0%B2%D0%B0%20%D0%B4%D0%B8%D1%81%D1%81.pdf>
8. UNWTO. International Tourism Highlights. 2020 Edition <https://www.e-unwto.org/doi/pdf/10.18111/9789284422456>
9. World Tourism Organization and European Travel Commission. Exploring Health Tourism, UNWTO. Madrid, 2018. 184 c.

Work is executed under scientific guidance of the Doctor Sciences (in Geography),
Professor, HLADKYI O. V.

FORESIGHT PROJECT OF BUSINESS DEVELOPMENT OF AN INTERNATIONAL TOURISM CORPORATION

DIADIUK D., 2 course of master FRHTB KNUTE,
specialty «Tourism», specialization «International tourism business»

The article considers the definitions, elements and requirements for forecasting the development of a tourism corporation.

Keywords: foresight project, business development, international tourism corporation.

У статті розглянуто визначення, елементи та вимоги прогнозування розвитку туристичної корпорації.

Ключові слова: форсайт-проект, розвиток бізнесу, міжнародна туристична корпорація.

Actuality of the article due to the rapid development of society and its needs, including the prospects for the development of the tourism industry. The study seeks to highlight the basic concepts of the definition of «forecast», the preconditions for the emergence and new trends in the tourism business market. The most accurate and conceptual is the theory of the «dream society», which considers the tourist offer as an emotion that must be created for the consumer

Thus, the principles of the dream society concept are important in resolving the issue of «foresight projects». They allow to forecast development of the tourist sphere and to influence the further growth of demand among consumers.

The purpose of the article development of a program of measures to involve the principles of the dream society in the work of the tourism enterprise, as a future direction of development of the tourism industry, in the context of developing a «foresight project» for a tourism corporation.

Appearing about 40 years ago, foresight has now become one of the main tools of innovative economy [1, p. 208].

According to Ben Martin, foresight is «a process that involves a systematic attempt to look into the distant future of science, technology, economics, and society to identify areas of strategic research and technology that are likely to bring the greatest economic and social benefits» [2].

The term «foresight» is now understood as a process of systematic definition of strategic scientific directions and technological achievements, which for a long time will be able to have a significant impact on the economic and social development of the country [3, p. 190].

The essence of this approach is that the state with the help of companies determines promising technologies in the market for the next 10-20 years. Areas of cooperation between business and the state in creating competitive innovations. Measures that make it possible to use new opportunities to improve the quality of life accelerate economic growth and increase the country's international competitiveness.

Appendix B

Table B.1

Factors in the development of health tourism

Factors	Characteristic
Time spent on leisure activities (including health care) has increased	More available time and increased disposable income devoted to leisure activities (e.g., travel, entertainment, health care, personal wellbeing) are supporting healthy lifestyle motivations [4].
Over-burdened health care	Medical tourism is particularly driven by over-burdened health care and public health insurance systems. Long-term care (LTC) expenditure has risen over the past few decades in many advanced economies, with ageing population requiring more health and social care [4].
Urbanization	Urbanization is a major challenge for public health. According to the United Nations, over half of world's population live in cities, a proportion that is expected to increase to two-thirds in 2050. Urban living associated health condition and chronic diseases are leading to a growing need and demand for healthier trips, natural alternatives and escapism [4].
Cross-border mobility	Certain legal directives are also perceived as influential, especially those in medical tourism, like the European Union (EU) Directive on cross-border mobility. The Directive 2011/24/EU on patients' rights in cross-border health care "clarifies that patients are entitled to seek health care abroad, including for planned care, and be reimbursed for it, in principle without having to seek prior authorisation" [4].
The concept of brain drain	The global nature of financial markets fuels rapid developments, especially in the hospitality and spa market. Increasing investments are taking place in medical tourism as well, mainly in the form of investments in technology and know-how. However, the concept of brain drain is quite common especially in the medical tourism industry (i.e., doctors and other health care professionals choose to work in medical tourism rather than treating local residents) [4].
Technological development	Rapid technological developments and inventions also influence travel for health purposes. For instance, faster and less invasive, non- or minimal invasive technology (e.g., laparoscopy) in beauty and medical treatments. Technology and innovation companies with global outreach can influence the development of medical tourism locally [4].
Protection of personal health data	Protection of personal health data, information and malpractice legislation in health (especially in medical) tourism is paramount [4].

Appendix C

Table C.1

Definition of basic terms

Term	Definition	Author
Health tourism	Covers those types of tourism which have as a primary motivation, the contribution to physical, mental and/or spiritual health through medical and wellness-based activities which increase the capacity of individuals to satisfy their own needs and function better as individuals in their environment and society.	UNWTO
	Health tourism involves the movement of residents and non-residents within state borders and beyond state borders for a period of not less than 20 hours and not more than 6 months. for health purposes, for the prevention of various diseases of the human body.	Matsola V.I.
	Health tourism is the organization of inpatient/outpatient accommodation of tourists in order to combine services for the treatment of a particular disease and recreation.	Berezhna O.O.
Medical tourism	Medical tourism is a type of tourism activity which involves the use of evidence-based medical healing resources and services (both invasive and non-invasive). This may include diagnosis, treatment, cure, prevention and rehabilitation.	UNWTO
	Medical tourists elect to travel across international borders to receive some form of medical treatment	World Health Organization
Wellness tourism	Wellness tourism is a type of tourism activity which aims to improve and balance all of the main domains of human life including physical, mental, emotional, occupational, intellectual and spiritual.	UNWTO
	The Global Wellness Institute defines wellness tourism as travel associated with the pursuit of maintaining or enhancing one's personal wellbeing. With so much unwellness embedded in today's travel, wellness tourism brings the promise of combating those negative qualities and turning travel into an opportunity to maintain and improve our holistic health.	The Global Wellness Institute
SPA	A place where water that has many minerals in it comes up naturally from the ground and where people go to improve their health by swimming in, bathing in, or drinking the water	Merriam-Webster's Learner's Dictionary
	SPAS are places devoted to overall well-being through a variety of professional services that encourage the renewal of mind, body and spirit.	The International SPA Association

Appendix D

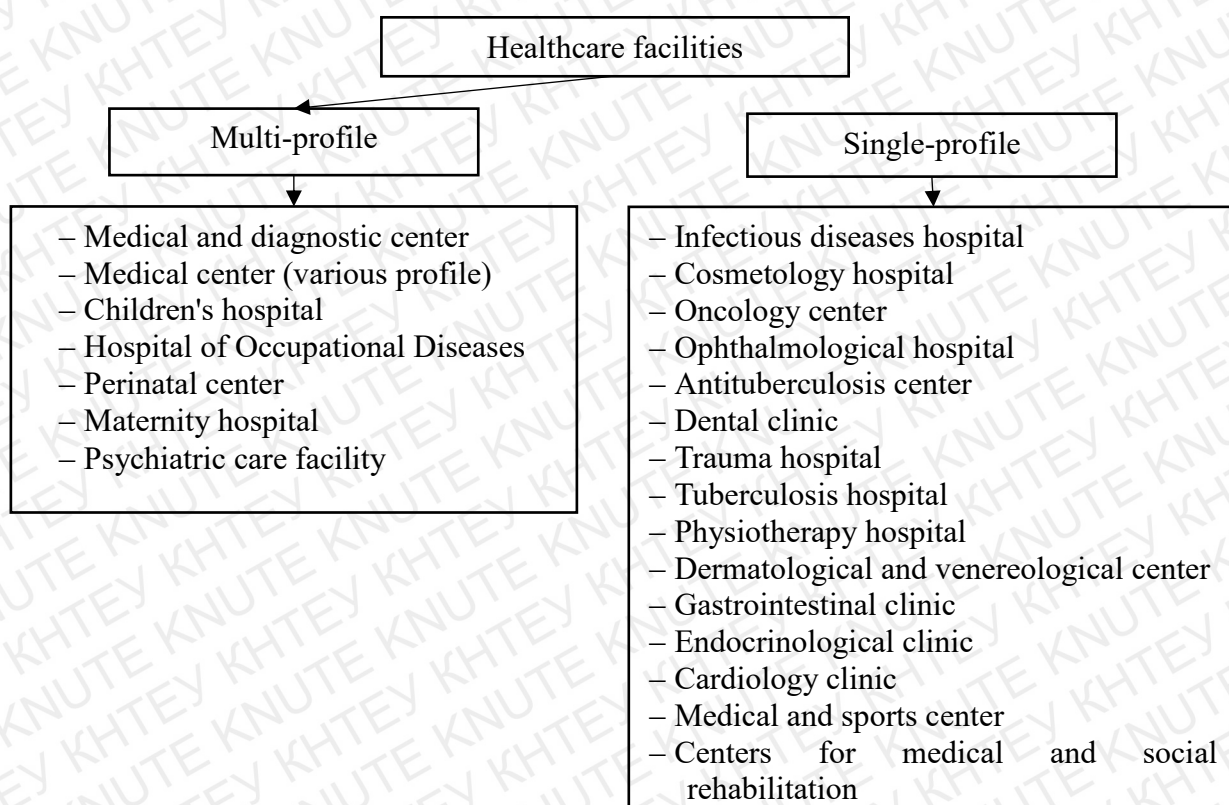


Figure D.1. Reasons to visit other regions and countries

Appendix E

Table E.1

Classification of health facilities

№	Feature	Classification
1	Profile	single-profile (mono-profile) multi-profile
2	Specialization	general therapeutic specialized
3	The main profile of treatment (medical profile)	circulatory system nervous system respiratory (non-tuberculous) digestive organs bodies of the musculoskeletal system, etc.
4	Type	Sanatoriums Boarding houses with treatment Resort hotels Holiday houses and boarding houses Bases and other recreation facilities Institutions of 1-2 day stay and others
5	Function	Therapeutic Wellness
6	Period of operation	Year-round Seasonal
7	Target segment	For adults For adults with children For children
8	Location	Resort type (on the territory of the resort) Non-resort type (outside the resort)
9	Duration of stay	1-2 - day 3 days or more
10	Form of ownership	Private enterprise Collectively owned enterprise Municipal Enterprise State Enterprise Mixed ownership
11	The purpose and character of commercial activity	Commercial (profitable) Non-profit

Appendix F

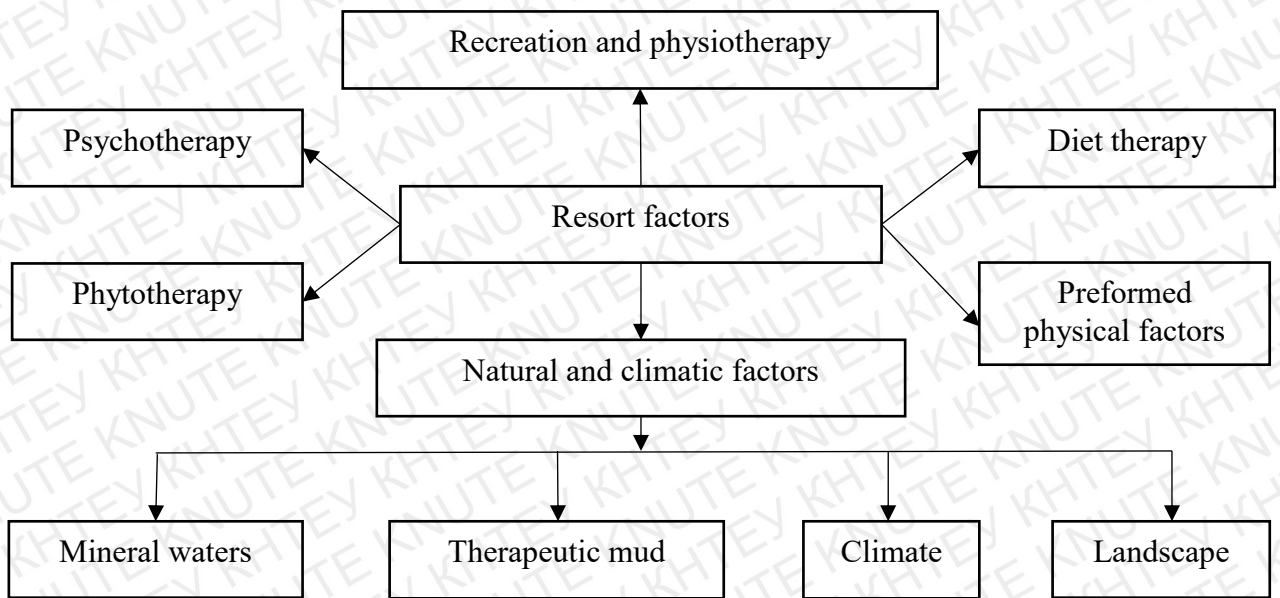


Figure F.1. The use of resort factors for therapeutic and health purposes

Appendix G



Figure G.1. Wellness tourism destinations, November 2018. Source: Global Wellness Institute, Global Wellness Tourism Economy

Appendix H



Figure H.1. Map of the administrative system of Ivano-Frankivsk region

Appendix J



Figure J.1. The Carpathian Dawns sanatorium

Appendix K

Table K.1

Prices for trips to the sanatorium Carpathian Downs of Ivano-Frankivsk region

Accommodation, breakfast, lunch, dinner and basic treatment package (FB + treatment)			
Category	Persons	01.11.21-27.12.211	01.07.21-31.10.21 28.12.21-31.01.22
Economy	1	926	1346
	2	1553	2097
Standard	1	1282	1760
	2	2086	2640
Family 1-room	1	2000	2757
	2	2538	3340
	3	3076	3923
Family 2-room	1	2168	2990
	2	2706	3573
	3	3244	4256
	4	3782	4739
Kosiv Deluxe 1- кімнатний	1	2570	3533
	2	3108	4116
	3	3646	4699
Kosiv Deluxe 2- кімнатний	1	3035	4233
	2	3573	4816
	3	4111	5399
	4	4649	5982

Last price update 01/21/21

The price includes:

- accommodation in rooms of the selected comfort category;
- food in the dining room of the sanatorium;
- recovery according to the paid package;
- room cleaning once a week;
- change of bed linen once a week;
- use of parking;
- Wi-Fi - internet in cafes and superior rooms.

Basic treatment package:

- doctor's consultation
- mineral baths
- physiotherapy
- ozokerite applications
- drinking water with bischofite
- group exercise classes
- Nordic walking (Hutsul)

Check-in and check-out rules:

- Estimated time: arrival - 13.00, departure - 11:00
- Reception of vacationers - around the clock
- When settling in a sanatorium, vacationers must provide a passport and a sanatorium card issued by a therapist at the place of residence (form 072 / b).
- Children aged 5 to 16 are admitted with a birth certificate, certificates of preventive vaccinations (form №63), certificates of absence of contact with infectious patients (children under 5 years are not admitted to the sanatorium).