

Kyiv National University of Trade and Economics

Tourism and Recreation Department

FINAL QUALIFYING PAPER

on the topic:

**“RESORT PRODUCT DESIGN AND PROMOTION BY
INTERNATIONAL OPERATOR”**

Student of the 2^d year, group 11a,
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business »

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« ____ » _____ 2019

Task for a final qualifying paper

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The object is promotion of the resort product by international operator.

The subject is theoretical, methodological and practical methods of design and promotion of resort product by international operator.

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Tables – вставити назви таблиць і рисунків 2-3 розділів
Pictures

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Section	Consultant (last name and initials)	Date and signature	
		The task given	The task received
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6. Contents of a final qualifying paper (list of all the sections and subsections)

INTRODUCTION

PART 1. THEORETICAL BASICS OF RESORT TOURISM DEVELOPMENT

1.1. The resort product as an object of special tourism

1.2. Practices of designing and promoting a Resort product

Conclusions to the part 1

PART 2. ANALYSIS OF THE RESORT PRODUCT POTENTIALS TO PROMOTE IT ABROAD

2.1. Characteristics of the tour operator “Fejeriia” and the resort potential of its program

2.2. An assessment of the tourist attractiveness of the resort potential in the international market

2.3. Determination of the competitive advantages of the resort product

Conclusions to the part 2

PART 3. DEVELOPMENT OF A STRATEGY FOR PROMOTION OF A RESORT PRODUCT BY AN INTERNATIONAL TOUR OPERATOR

3.1. Program for the withdrawal of the Resort product on the international market

3.2. Evaluating the effectiveness of the promotion of the resort product by the international tour operator.

3.3. Effectiveness of the project to promote the tour destination on the international market

Conclusions to the part 3

CONCLUSIONS

REFERENCES

APPENDIX

7. Time schedule of the paper

No.	Stages of the final qualifying paper	Terms of the final qualifying Paper	
		de jure	de facto
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2.	Preparation and approval of task for the final qualifying paper	01.11.2018-15.11.2018	15.11.2019
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5.	Writing and preparation of scientific article	till 01.05.2019	
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8. Date of receiving the task:

9. Scientific adviser of the research

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10. Manager of the educational program

Hladkyiy O.V.

11. The task received by the student

Kyrychenko D.V.

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

Student Kyrychenko Dariia prepared final qualifying work fully in accordance with the ratified plan and chart of work.

In the first part of work it was described theoretical basics of resort tourism development, such as: the resort product as an object of special tourism, practices of designing and promoting a resort product.

In the section 2. analysis of the resort product potentials to promote it abroad: pointed characteristics of the tour operator “Fejeriia” and the resort potential, an assessment of the tourist attractiveness of the resort potential in the international market, determination of the competitive advantages of the resort product.

At the end, in the Part 3 of work student is offered: program for the withdrawal of the resort product on the international market, evaluating the effectiveness of the promotion of the resort product by the international tour operator, effectiveness of the project to promote the tour destination on the international market. All the conclusions have a sound justification.

On the whole can be recommended to defence and deserves a positive estimation.

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13. Resume about a final qualifying paper

A final qualifying paper of Kyrychenko D.V. can be admitted to defense in the Examination Board.

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_____, _____, 2019

CONTENT

INTRODUCTION.....	7
PART 1. THEORETICAL BASICS OF RESORT TOURISM DEVELOPMENT	
1.1. The resort product as an object of special tourism.....	10
1.2. Practices of designing and promoting a Resort product.....	17
Conclusions to the part 1.....	22
PART 2. ANALYSIS OF THE RESORT PRODUCT POTENTIALS TO PROMOTE IT ABROAD	
2.1. Characteristics of the tour operator “Fejeriia” and the resort potential of its program.....	23
2.2. An assessment of the tourist attractiveness of the resort potential in the international market.....	28
2.3. Determination of the competitive advantages of the resort product.....	38
Conclusions to the part 2.....	44
PART 3. DEVELOPMENT OF A STRATEGY FOR PROMOTION OF A RESORT PRODUCT BY AN INTERNATIONAL TOUR OPERATOR	
3.1. Program for the withdrawal of the Resort product on the international market.....	46
3.2. Evaluating the effectiveness of the promotion of the resort product by the international tour operator.....	50
3.3. Effectiveness of the project to promote the tour destination on the international market.....	57
Conclusions to the part 3.....	62
CONCLUSIONS.....	
65	
REFERENCES	
APPENDIX	

INTRODUCTION

Actuality. Nowadays resort tourism is one of the most popular destinations and one of the most profitable industries. With the rapid development of the economy, industry and congestion, there is a growing demand for health and wellness services. The actuality of the study is determined by the fact that the development of resort tourism in most countries of the world and Europe is seen as an integral part of a complex social and economic development. This is relevant for the Carpathian region in Ukraine, which has all the prerequisites for developing this industry and promoting the product outside the country. Therefore, it is necessary to act skillfully, namely to do the right actions in the field of marketing and management of the tourism industry, to be careful about the environment.

The promotion of the resort product is a promising and socially necessary direction, which requires the support of the state for all levels, active involvement of educational institutions in the preparation of qualified personnel, co-operation with domestic and foreign tourist enterprises.

The possibility of promotion of resort tourism in the territory of Ukraine is determined by the significant climate and climatic features of their esthetics and ecological responsibility for exploitation; by the native icopoic-cultural heritage of the whole world. The positive impact of resort tourism is that it expands the scope of local employment and generates additional income. In this case, their income comes not only from sanatorium and spa complexes, but also from such services as: catering, rental of sports and fishing equipment, sale of handicrafts (souvenirs) and other products, organization of entertainment, etc.

Characteristics of the degree of study of the problem. This study is based on the work of national scientists who promote the development of spa tourism in

Ukraine, with which are the most important works of Medvid N.I., Zabaldina Y. B., Borulko N. M., Kifyak V.F. and others.

The information base of the research is the materials of the World Tourism Organization (UNWTO), legislative and regulatory acts of the Verkhovna Rada and the Cabinet of Ministers of Ukraine, statistics of the State Statistics Service of Ukraine and the Department of Tourism of Ukraine, official data of regional administrations of the Carpathian region, work of domestic and foreign scientists.

The object is promotion of the resort product by international operator.

The subject is theoretical, methodological and practical methods of design and promotion of resort product by international operator.

Purpose of the paper is the development and promotion resort product of Ukraine by using the research of theoretical and methodological basis of this type of tourism and determination of practical aspects of its development.

To achieve this goal, the **following tasks were assigned**:

- the essence of resort tourism and features of tourism product design;
- foreign experience of resort area development;
- characterization of prerequisites for the development and functioning of resort tourism;
- analysis of the use of resource potential for the development of the resort product in the Carpathian region;
- determination of competitive advantages of the resort product of the Carpathian region;
- ways to improve the resort product in the international tourist services market;
- designing a tourist product within the resort of Skhidnytsia, Lviv region.

Practical significance of the study results. The results of this study provide a theoretical basis for the promotion and improvement of the resort product in the region.

The scientific novelty of the conducted research is to determine the features of the development of resort tourism in the selected region. Practical importance is

the ability to use the results of an assessment of its potential in the region to further find ways to spread it.

Approbation: As the result of investigation of the final qualifying work was published the article «Resort Spa And Wellness potential of Ukraine» in Articles of master programs students Specialty «Management» (specialization «Tourism & Resort-Recreational Management») «Hotel, Restaurant and Tourism Business: Focus on International Trends» (Appendix A).

PART 1.

THEORETICAL BASICS OF RESORT TOURISM DEVELOPMENT

1.1. The resort product as an object of special tourism

Recently, there has been an intensive development of science and technology, accelerating the pace of human life, covering almost all countries. The person is in constant emotional stress, the information flow presses on him, the modern pace of life requires constant movement and solving problems in extreme conditions. It is not surprising, therefore, that in the developed countries much attention is paid to the social sphere. An important part of social protection policies aimed at maintaining human rights in today's context is tourism. It can be argued that it affects not only the emotional feelings and health of the person, but also the formation of personality as a whole.

Each natural resort area is a unique landscape, geological, economic and geographical entity, which is the main independent structural unit of the resort and recreation industry as a component of the tourism industry.

Modern balneology is a medical scientific discipline that studies the healing properties of natural physical factors, the nature of their action on the human body, the possibility of their use for therapeutic and prophylactic purposes during spa treatment and methods of using resort factors in various diseases.

The resort system requires the development of special principles of organization, because it is connected with the exploitation of natural healing resources and with the organization of the healing process [1].

The tourist services market is traditionally dominated by resort tourism. According to various calculations, it accounts for more than three quarters of the total volume of tourist flows. Next is educational and sightseeing and business tourism (up to 15%).

Most resorts located far from urban agglomerations, they have a fairly good ecological situation, which is a positive side for their advancement.

According to the Law of Ukraine "On Resorts", "sanatorium and spa establishments are health care institutions located on the territories of resorts and provide representation to the citizens of services of medical, preventive and rehabilitation nature using natural medical resources.

The resort is a specially protected natural area, which is used for therapeutic and preventive purposes, it has special natural healing resources and infrastructure. The resort can be located on the sea, in the mountains, on water springs, on therapeutic muds, in the natural place and other places. There are resorts according to the main medical factor:

Balneological - used natural mineral water for outdoor and indoor use.

Ski - located in the mountains, where all the necessary infrastructure is organized.

Mud - as the main factor used therapeutic mud, as well as mineral water.

Climatic - speleotherapy, cave air treatment, mountain, sea, steppe climate.

Sea - the healing factors are the steppe, forest-steppe climate and kumis [2].

The resort is a developed natural territory on the lands of wellness purpose, having natural healing resources necessary for their operation buildings and structures with the objects of infrastructure, is used for the purpose of treatment, medical rehabilitation, disease prevention and for recreation and is subject to special protection" [3].

In English-language professional literature such terms are also used: «wellnesstourism», «healthcaretourism», «curetourism», «holistictourism», «well-beingtourism», «spatourism», «medicaltourism», «healthandwellnesstourism» ect.

One of the main roles is always played by resort factors that mean:

- 1) conditions, territories of the resort area or resort, which promote the treatment and improving the human body;
- 2) methods and complex techniques used at the resort for provision of treatment and prevention services [6].

Resort factors - natural or artificially created favorable conditions, which are a necessary means of providing treatment and prevention activity in the territory of a particular resort area (Fig. 1.1).

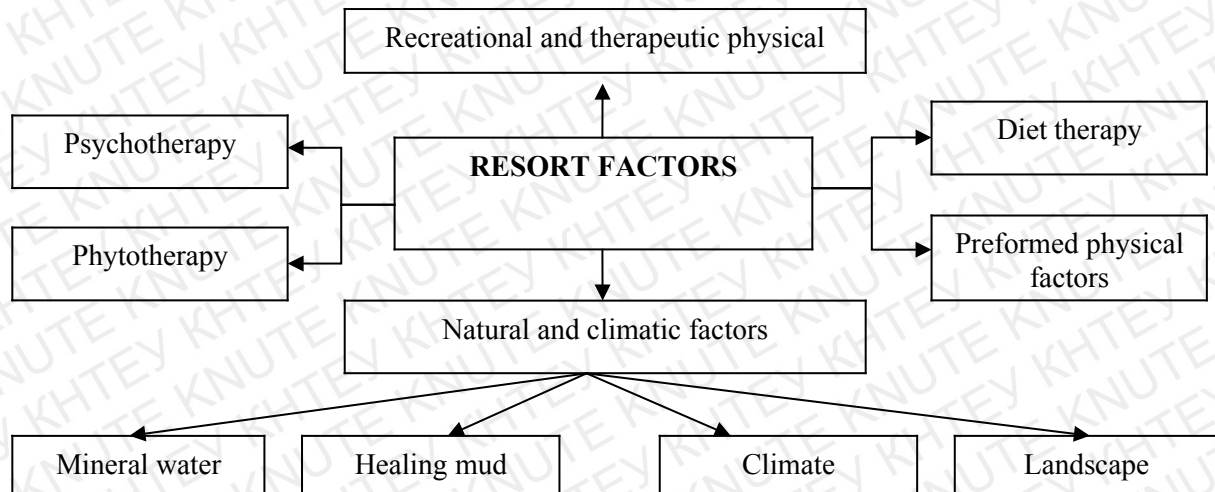


Fig. 1.1 Resort factors and their use in therapeutic and health goals [7]

The specificity of resort factors lies in their complexity and application that increase the wellness effect.

Growth factors for the health tourism market:

- an aging population and an increase in chronic diseases;
- striving for disease prevention;
- increasing interest in wellness centers and improving health;
- interest in alternative therapies;
- the revival of the tradition of healing and resting on the waters;
- the formation of programs of health and wellness tours, taking into account the fact that about 30-50% of recreational time is devoted to medical and health-improving procedures, and the rest of the time is used to promote additional services.

The main directions of health tourism in the world are: medical tourism, thermal tourism (SPA & Wellness-tourism), tourism for the elderly, dental tourism.

During the classical period, the theory and practice of health resorts in the XVIII - early XX centuries were developed by the most famous representatives of medical science. It was studied by doctors in educational institutions. On this subject only in the XIX century more than five thousand scientific articles have been written.

The latest achievements in theory have enriched the practice of European resort business. Due to this, the process of profile and social affiliation of recreation facilities took place. Resorts for the treatment of patients with tuberculosis, gastrointestinal disorders, skin diseases, musculoskeletal system, etc. were distinguished. Along with public health establishments, there were establishments for the rehabilitation of certain age groups of people. For example, in 1792, at the initiative of the English doctor R. Russell in Margate, the world's first children's resort was opened.

So, in the XIX - early XX century. in science dominated the narrow interpretation of the concept of "resort" as a healing area or institution for people with certain ailments. This is the basis of the first classic classification of resorts by medical profile. It was received by health resorts practitioners from all over Europe during the first and second health resort conferences.

Although the review of these works gives grounds to state that there is no unified approach to the systematic of resorts in the world of science, there is also no single view and criteria for interpreting the concept of "resort". The western science and practice of resort business of the late XX - early XXI centuries is dominated by the approach according to which the resort is a hotel complex classified to as the "Resort", "SPA" and "Wellnes", and resort or locality is interpreted according to UNWTO methodology as a tourist destination - a tourist center / region [2].

Wellness and *Spa* celebrate a growing trend from year to year. The growing trend of these markets is as a result of the fact that the population is becoming more and more focused on improving the health and quality of life, which is

manifested in the use of the services of these centers. Wellness and Spa have various terms and businesses, although many often identify them.

The perception model of spa tourism and wellness tourism emphasizes the presence of two elements: 1) the divergence of the concepts of spa tourism and wellness tourism (as these markets are sometimes confused) and 2) the continuum of common products / services (which can be accessed anywhere) to authentic (oriented to the specific traditions of the country and available natural resources). All four typologies of spa tourism and wellness tourism in continuum offerings are important and profitable markets. This is shown on the Figure 1.2

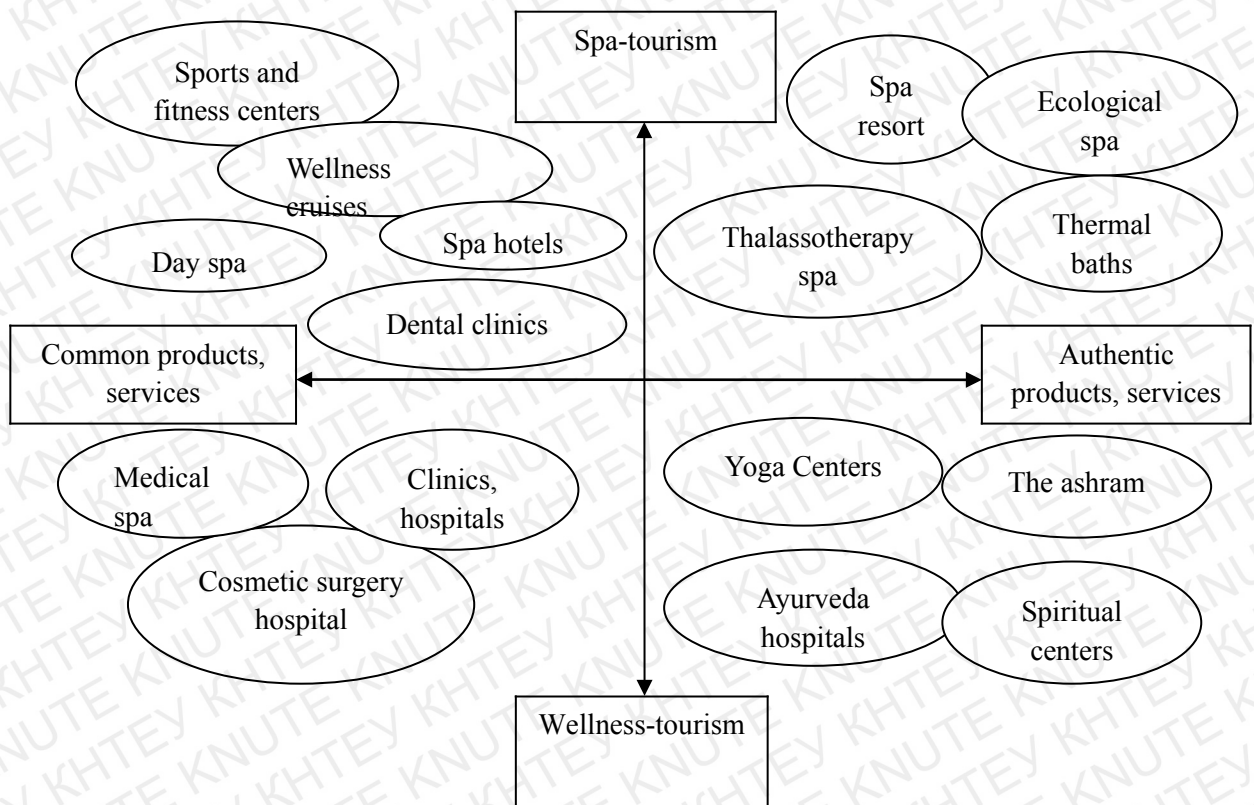


Fig. 1.2. Typology of spa tourism and wellness tourism

However, materially interested parties should carefully consider the various tourism needs for both types of tourism when they are developing and marketing a menu of offers for spa and wellness tourists [15].

According to theorists, "wellness" should not be associated with medical tourism, since it involves primary prevention of diseases, while medical tourism is

a prevention of the second or third level or even rehabilitation aimed at preventing the development of existing diseases or regain of a lost condition. “Wellness”, in turn, is sometimes equated with health tourism.

Wellness as a lifestyle, is the desire of every person to achieve a perfect balance between mind and body. This term was first used by the doctor Halbert L. Dunn in 1961. It occurs, as a new term, from two concepts, well-being - (to be good) and fitness - (to be in good shape), which indicates the direction to the maximum use of the potential of the individual. Employees in this industry are trying to teach their clients how to think in a wellness way, which means not only visiting the wellness center a couple of times a month, but achieving a state where tourists are able to do what they want without much effort.

First of all, this involves activities that affect the improvement of the physical and mental composition of the person, such as healthy eating, constant physical exercise, an active lifestyle, quality time with friends and family, and so on. In addition to the above activities, a visit to the wellness center is certainly one of the most important elements when it comes to a healthy lifestyle. The treatments that these centers provide are an easy and quick way to relax and recover. These places are an ideal environment for the regeneration of the body with the help of a hydromassage pool, relax partial massage or Finnish sauna.

On the other hand, when we talk about the spa industry, the first association should be a spa or mineral spring. According to most scientists in this field (E.A. Bogachyova, M.V. Kuchurkin, etc.), term “*Spa*” comes from the name of the spa town of Spa (Belgium, Liege province), widely known for its mineral waters. While an alternative version exist. The term spa is an abbreviation of “*Sanus Per Aquam*”, which in free translation means “health through water”. Recently, spa centers are becoming more and more popular both in Europe and in Ukraine. The spa, as a kind of oasis of relaxation, offers its visitors a wide range of services, ranging from various cosmetic procedures, manicures, pedicures, body peels, chocolate treatments, seaweed, Dead Sea mud, and the like. It depends on the

preferences of tourists. All activities take place in a calm and pleasant environment, with the support of professional staff.

- The wellness center bases its business on (medical) treatments, while the spa is the place to relax;
- Wellness offers massage-oriented services, while spa centers include body and pampering services;
- In certain circles, wellness is defined as necessity and spa as luxury. With this in mind, wellness prices are generally lower than spa prices [4].

For a third of humanity in the early XXI century is the norm to spend at least once a year on holidays or weekends at the resort. And so-called golden billion of the world's population from rich post-industrial countries spend leisure time in luxury resorts at least twice a year, in addition, is a regular consumer of the recreational and resort product during Sunday recreational cycles and tourist trips with different purposes.

The market for recreational tourism is almost comprehensive, and it covers all age, social and ethnic groups. After all, the need for wellness rest in the face of increasing environmental pollution, demographic and technogenic load, regardless of place and living conditions. The globalization of the consumer market, the steady increase in tourist demand, the intensification of competition between the resorts itself leads to the following:

- activation of the pace of development of the recreational resources of the planet and dynamic development of modern resort infrastructure on a global scale;
- constant search for innovates in the field of resort product renewal, improvement and diversification of quality of service;
- further tourist product differentiation and the market delimitation of the resorts, which leads to a continuous allocation from the resort cohort of territories and establishments of new kinds and types [5].

Додати текст до повної сторінки

1.2. Practices of designing and promoting a Resort product

According to the Law of Ukraine "On Resorts", "sanatorium and spa establishments are health care institutions located on the territories of resorts and provide representation to the citizens of services of medical, preventive and rehabilitation nature using natural medical resources. [3]

Product trends are many and varied. Spas are moving towards a more comprehensive array of treatments, services and activities combined in a highly conceptualised setting. A product trend growing in popularity is the use of nontraditional products such as 'Eastern' treatments. The Eastern or Asian influence has impacted on products, services and spa design. Body treatments using herbs and other natural ingredients are also becoming more popular. There also appears to be an increased importance of branding in the spa market. Branded spas are known regionally and nationally. The challenge is determining the appropriate set of offerings to carry for one's clientele. Technology usage has advanced in the spa industry because spas now report major investments in database management, integrated channel contact systems and marketing products/services online.

Spa users, especially resort and destination spa users, use the internet to obtain spa and/or pricing information. Making information easily accessible and staying up to date with technological advances are major challenges when attempting to make a spa more appealing than the competition. [8]

When we talk about resorts we always understand it as Spa, wellness, and partial wellness, disease prevention or rest and body relaxation in general. Regulation is carried out by a special organization: The International Spa and Body Wrap Association (ISBWA) is an international association for spas and body wrap centers around the world [30]. The main concern of the ISBWA is the regulation of the industry and the welfare of the consumers. Member organisations are to adhere to the ISBWA code of ethics, which requires them to do the following:

- Provide treatments and products that are safe, sanitary, and effective.
- Adhere to the highest standards of professionalism and honesty in all client interactions, and will not engage in any unethical practices.
- Respect the right of its clients to dignity, confidentiality, and privacy.
- Make a commitment to improving its services and treatments.
- Adhere to the laws, rules and regulations governing the provision of treatments and services as required by their local government in which they operate.

The Uniform Swimming Pool, Spa and Hot Tub Code (USPSHTC) is a model code developed by the International Association of Plumbing and Mechanical Officials (IAPMO) to govern the and inspection of plumbing systems associated with swimming pools, spas and hot tubs as a means of promoting the public's health, safety and welfare.

At present, there are 45 national and international resorts and 13 local resorts operating in Ukraine, with 415 sanatoriums and boarding houses with a single treatment of more than 150,000 beds [10]. There is also a list of 265 territories reserved for the organization of treatment, recreation and tourism areas.

Services of health resorts and resorts in Ukraine make up almost 40% of the total activity of the tourism industry. The country has a wide and diverse resource base, represented by almost all balneological types of mineral waters: carbon dioxide; radon; sulfide; ferruginous; bromine, iodine-bromine and iodine; siliceous; water with high content of organic substances; water without specific components, etc. Mud resorts use peat, silt, sapropel mud, significant deposits of which are found in lakes and estuaries of Odessa, Kherson, Zaporizhzhya regions.

Mineral waters with high content of organic substances (oil and oil type (Zbruchansk, Novo-Zbruchansk) are distributed in the Lviv, Ternopil, Khmelnytsky, Chernivtsi and Ivano-Frankivsk regions. It is these fresh waters that have brought world fame to the Truskavets health resorts. On the basis of their use the resort economy of Satanova, Skhidnytsia is developing; there are health resorts "Ukraine" (Khmelnytsky region), "Zbruch" (Ternopil region).

Mineral waters without the content of specific components are used by the resorts of Truskavets, Morshyn, Myrhorod, Slavyansk, sanatoriums of the Odessa group of resorts, etc.

Arsenic mineral waters in Ukraine have a narrowly localized manifestation in the vicinity of the village of Kvasy, Rakhiv district, Zakarpattia region. On the basis of their use there is a sanatorium "Mountain Tisa", which has only two world analogues.

Ferrous mineral waters are mainly used as medical-canteens and are bottled. Their manifestations are in Vizhnitsky, Novoselytsky, Khotyn, Sokyryansky districts of Chernivtsi region, in the north of Donetsk region [9].

The development of the most popular resorts began in the past centuries. One of the most successful and popular examples is the Czech resort named Karlovy Vary Resort or Carlsbad, which welcomes visitors from all five continents. Its history is closely linked to the discovery and development of mineral water sources. Spa treatment began here in the XV century. There are 12 sources officially in Karlovy Vary today. The most powerful of these is the Vrzlo - geyser, which emits about 2000 l / min. hot water (72.6°C) at an altitude of 12-14 m. At this resort tourists are not only treated, but also get acquainted with the rich history and culture of the city. German tourists are especially fond of the resort due to the favorable price / quality ratio.

This resort gained popularity due to mysterious history of its origin, so that the kings were treated and healed in the Middle Ages. Over time, it was built and created around the cities and settlements.

Nowdays, Karlovy Vary is the popular tourist destination. International celebrities come here for rest and treatment with mineral springs and clean air. Each year, the city is visited by about 2 million tourists from 77 countries, mostly for a short time, 50,000 guests come to be treated. In the city, especially in the resort area, there is a strong infrastructure and facilities for treatment, there are many boarding houses, sanatoriums, hotels, some of them four-star and five-star. The most famous of these is the Grandhotel Pupp. The city is also known for its

international film festival and the popular Czech liqueur “Karlovy Vary”. Tours and holidays in hotels and resorts are offered all year by almost all tour operators in the world.

Medical tours in Karlovy Vary and other Czech resorts are high quality of service, have the modern equipment, reasonable prices, climate for which there are practically no contraindications. This resort is now on everyone's lips - only for that it's worth going there.

But it is still a very picturesque country with breathtaking scenery, here is something to do. In winter, the winter sports season opens. Throughout the year, the quality of the holiday is maintained, despite the significant seasonal discounts. This is in order not to lose a level of market demand.

Now here everything is created for a comfortable holiday, it is a place where guests can not only significantly improve their health, but also have a great cultural rest, combining treatment with daily walks and visiting sights, parks, theaters, museums, exhibitions, natural nature reserves, etc., which are many in the city and in its immediate vicinity.

Another the most popular resorts in the Czech Republic: Marian Baths (140 mineral springs); Teplice (balneological); Jachimov (thermal springs, radon treatment); Lugachovice (water and dirt for the treatment of lungs, gastrointestinal tract and impaired metabolism); Podebrad (13 sources useful for heart disease); Janske Lazne [13].

Leading resorts in the world have desire to develop as multifunctional multi-purpose tourist centers. They are actively trying to attract tourists from different sectors of the market. For example, the Davos Alpine Resort is a world-class ski resort and, at the same time, Europe's largest congress tourism hub. Also, Las Vegas is the largest America's gaming business center, it actively promotes itself as a congressional and business tourism center, as well as a world center for sports and entertainment tourism, as a show organization of boxing duels for the world champions.

On the other hand, there is a tendency towards a narrow tourist product specialization of a resort, backed by long-standing traditions and established in the public consciousness with prestige. For example, since the 19th century, it has been prestigious to go "on the water" to the French resort of Vichy, the German Baden-Baden, the Austrian Bad Gastein, the Ukrainian Truskavets. Similar status, among many other ski resorts, have Swiss St. Moritz and Crans-Montana, French Chamonix, Ukrainian Bukovel.

The modern tourism industry takes into account and adequately responds to the fact that there are sexual and age characteristics of leisure. For example, in the Spanish island of Ibiza it is difficult to see the old recreation, and in the conservative and elegant resort areas of the Côte d'Azur or Florida, young people are a noticeable minority among respected tourists of middle and old age.

Similarly, in France, there are dozens of thalasso and spa resorts (eg, Vichy, Evian), where women are the majority of clients; while 70-80% of men form a contingent of extreme tourists in the highest alpine ski resorts of the Swiss Alps (Zermatt, Saas-Fé, Verbier, Crans-Montana, St. Moritz, Davos, Grindelwald).

From the point of view the resort geography of systematic methodology considers the concept of resort as a specific specialized territory with its infrastructural framework - territorial resort and recreational system (TRRS).

Therefore, the systems of the recreational and spa sphere of the lower level are spatially confined to the network of local resort and recreational areas and centers. In the world practice of touring it is these organizations and local territorial units (TRRC) that have established the term "resorts" [2].

Health tourism in the European countries is regulated at the state level by laws, regulations and regulations of the Ministries of Sport and Tourism, the Ministries of Health, the Ministries of Foreign Affairs, Transport and Regional Development, as well as the National Health Funds. In addition, special associations are in place to monitor and control health facilities: - The Association of Resort Communes (Poland); - Union of Medical Resorts of the Czech Republic,

Czech Tourist Information Center; - Hungarian Tourism PJSC, Hungarian Medical Tourism Association; - Association of Spa Resorts of Slovakia and others.

Conclusion to the 1st part:

Modern conditions of life, new needs of tourists have created new trends in motivations and in purposes of the trip. Resort tourism became a characteristic phenomenon for tourists in the 21st century.

According to the results of the study, the following conclusions are formed.

In the first section of the paper the theoretical and methodological principles of development were explored. We have determined that resort tourism is the most popular destination among other types. *The resort* is a specially protected natural area, which is responsible for treatment and improving the well-being of people. It has special natural healing resources and infrastructure. There are resorts according to the main medical factor: Balneological; Ski; Sea; Climatic; Mud. Each of them has their own special factors which can increase wellness effect. It was determined the growth factors for the health tourism market. The active development of health resort tourism and its research have begun to take place in Europe since the 18th century. The concept of health tourism began to be used. Concepts such as “spa” and “wellness” have emerged that equal to resort and characterized big hotel complex.

The growing trend of Spa and Wellness markets is as a result of population that become more and more focused on improving the health and quality of life, which is manifested in the use of the services of these health centers. The differences of concepts and the origin of words “Spa”, “Wellness” were investigated.

In the second section it was a studied a spa product designing. The impact of Foreign Procedures and Practices on the national products. Availability of resort areas in Ukraine and their amount. The country has a wide and diverse resource base, represented by almost all balneological types of mineral waters and existence them in country regions.

One of the most popular resorts Karlovy Vary, its appearance, development and popularity properties are considered.

It is also revealed that the world's leading resorts develop as multifunctional multi-purpose tourist centers. They are actively trying to attract tourists from different sectors of the market.

Natural conditions, resources, proper support from the state, development of resort infrastructure, use of modern treatment methods, attracting foreign investments, active promotion of the national tourist product do their job - the world-famous resorts of the countries of the region attract hundreds of thousands of tourists every year.

PART 2.

ANALYSIS OF THE RESORT PRODUCT POTENTIALS TO PROMOTE IT ABROAD

2.1. Characteristics of the tour operator “Fejeriia” and the resort potential of its program

The activities of such structures like “Fejeriia” are mainly focused on organizing inclusive tours and implementing them on their behalf through travel agencies or directly to clients.

Tour Operator Firm is a travel wholesale firm that acts as an intermediary between the tourism industry and travel agencies.

In the process of organizing tours, the tour operator establishes links with transport companies, hotels, catering establishments, as well as depending on the features of the tour - with cultural institutions and tour bureaus. In this case, the tour operator operates as a wholesale buyer. Often, tour operators rent out hotels and other accommodation facilities, planes, and buses on the basis of long-term contracts, ensuring their maximum utilization, while obtaining significant discounts from the tourist service manufacturer. In the process of calculating the cost of inclusive tours, the tour operator takes into account the cost of tourist services on the basis of own costs for the maintenance of the company apparatus, advertising, commission of the travel agent and the planned profit [16].

Analyzing the last statistics data “Number of tourists who served tourist firms of Ukraine, by type of tourism” (from 2014 to 2018) the number of foreign tourists served by national tour operators and travel agents has increased several times (from 17070 persons to 75945 persons); the number of domestic tourists served by national tour operators and travel agents also increased from 322746

persons to 456799 persons. Statistic for earlier years shows another data, because of due to the presence of Crimea and the occupied territories (Appendix B).

According to the results of the processing of statistical reports of tour operators for 2018, the Ministry of Economic Development, Trade and Agriculture of Ukraine: In 2018, 815.7 thousand vouchers were sold directly to the population for 9,492.1 thousand days with a total value of UAH 21,914.9 million. In particular:

- citizens of Ukraine for travel within the country - 28,8 thousand vouchers;
- to citizens of Ukraine for travel abroad - 789,0 thousand vouchers;
- to foreigners for travel within Ukraine - 11.4 thousand vouchers.

For the purpose of the trip, the largest number of tourists made trips:

Table 2.1

Top purposes of travel in Ukraine

Purpose of the trip	Number of tourists, (Thousands people)
Cultural and educational	1,731.1
Official	110.1
Medical and health	17.2
Cruise line	11.0
City tourism	10.7
Mountain resort	8.9
Adventure	6.5
Ecological	4.4
others	1 476,15

Made by [34]

Tour operator or tour firm “Fejeriia” was founded 16 years ago. Today it is a leading company in the tourism sector of Ukraine.

During its activities, the tour operator has gained the trust of thousands of travelers. It has awards for its contribution to the development of tourism, awards in the nominations “New Quality of Life” and “Bus Tours of the Year”. The company is also proud of its diplomas and certificates for participating in various exhibitions, presentations and on television. Note that the "Fejeriia" is the only tour

operator in Ukraine that created its own TV show. The project “Fejeriia Mandriv” is broadcasted on 60 domestic channels. The host and the CEO of the company is Igor Zakharenko [17].

The tour operator was the first to introduce to the Ukrainian market the concept of a trip “without night crossings”, this rule remains to this day. At night, tourists always relax in hotels, not in buses.

Many travel agencies collaborate with the company “Fegeriia”. Tourists from Belarus, Kazakhstan, Russia and Moldova also travel with it. The tour operator has concluded agreements with many countries of the world, including exotic ones (Vietnam, Cambodia, etc.). Permanent communication with foreign partners is supported by company employees. Tour operator has opened for Ukraine a new direction of summer holidays in Albania, the resort of Marsa Alam.

The company organizes tours to almost all countries of the world, including Denmark, Sweden, Greece, Montenegro, Albania, Japan, Croatia, Egypt, Jordan, Lebanon, India, Cambodia, Madagascar, South Africa, the Philippines, Kenya and other countries. Also, the tour operator creates tours in Ukraine. “Fejeriia” offers various travel options, including bus tours, skiing, corporate, medical, gastronomic, beach vacations, event and child tourism, tours with Igor Zakharenko, cruises, air tours, charter and educational programs.

Now, tour operators of the company are actively developing an exotic destination, preparing for tourists a whole series of trips to exotic countries with holidays on the sea and the ocean, on fabulous islands, magnificent beaches, in the places of origin of ancient civilizations. It offers fantastic landscapes and unusual excursions to the legendary monuments of the planet [18].

The tour operator offers spa tours to the spa complexes of different countries, including Ukraine. Also, programs and tours can change throughout the year, that is, they conclude contracts with new countries and new hotels that involve recreation and relaxation with a variety of procedures. At the moment, the tour operator offers the following areas:

- SPA-relaxation in the popular resort of Hungary - Hajduszoboszlo. The resort is a true paradise for lovers of high-class SPA-relaxation. The number of procedures here is amazing, tourists return home rested and in great shape. In addition customers can book excursions to Budapest, Eger and other beautiful cities of Hungary. The number of days and type of accommodation the client chooses independently.

- Baltic pearls in May! Riga - Stockholm - Jurmala (with air flight and cruise included in the price). “Fejeriia” offers a great option - three in one. In this tour, tourists will combine several types of recreation into one, which gives a choice of actions and their combinations. Cruise on a modern ship + rest in the modern Wellness Oasis center + acquaintance with Sweden and Latvia. The Baltic coast of Jurmala will surprise everyone with its healing, unusually fresh sea air with notes of pine needles.

- Rest on the thermal lake Heviz. Here tourists can relax their soul and body, improve their health in a unique Hungarian resort - Lake Hévíz! The small Hungarian town of Heviz is known throughout the world as a bathing town. Tourists from all over the world come here in winter and summer in order to plunge into the waters of the world's largest thermal reservoir - Lake Heviz, it is known for its healing features since the middle of the 17th century.

- Holidays in a paradise on Earth Edem Resort Medical & Spa. The resort is in Ukraine, near Lviv, on the shore of a clean lake the Edem Resort complex is located, which combines a hotel, medical and SPA centers, the first golf club in Western Ukraine, an art space, and a landscape sculpture park. The hotel complex is located in a picturesque area, surrounded by vineyards, their own hunting grounds, gardens and stables. Fairytale forest, clean air, 50 crystal clear springs filling the lake. The resort offers a program to improve tourist's health, peace and quiet contribute to a sense of unity with nature and achieve harmony of the soul with the body [19].

The tour operator always offers resorts in Ukraine, namely rest and wellness in such directions like in the Spa hotels of the Truskavets and Skhidnytsia resorts.

The list of Feeriya tours in Ukraine is growing: resort towns and villages, cozy hotels and spa centers, more and more new routes and interesting excursions are added every season.

Company team always describe and promote the Ukrainian direction from the good side. Ski resorts that are not inferior to Western European either in service, in quality of equipment, or in comfort. Picturesque lakes of Volyn - with glycerin water, giving youth and beauty. Stormy mountain rivers suitable for rafting. Beautiful waterfalls, healing mineral springs and recognized balneological resorts by the state and thousands of visitors.

The latest SPA complexes, centers of green and agritourism. Sanatoriums that have built their reputation as health resorts for decades. Modern children's and family camps, where children will find not just relaxation and recreation, but also adventure [18].

When introducing a new product to the market, Fejeriia uses a penetration strategy that sets a price lower than the average price of a similar product on the market. The purpose of this strategy is to attract as many potential customers as possible.

2.2. An assessment of the tourist attractiveness of the resort potential in the international market;

Ukraine has a unique resource, resort and tourist potential, capable of ensuring the development of a national resort and tourist product and its entry into the international market.

According to the State Statistics Service of Ukraine and the latest published data, the number of "Sanatorium-and-spa institutions, recreational facilities" decreases every year. The number of Sanatoria and boarding houses providing medical treatment is diminishing (from 320 in 2014 to 284 in 2017), Recreation centers and other rest facilities (from 1400 in 2014 to 1235 in 2017) due to the elimination of old sanatorium complexes and the improvement of existing ones.

Also with the construction of modern private hotel spa complexes in recreational areas (Appendix C).

Two SPA and Wellness centers are clearly positioned in Ukraine, which are widely visited by consumers from other regions, namely Crimea and the Carpathians. However, they have significant geographical, infrastructural and conceptual differences and are not currently considered as competitors in the global spa and wellness services market. However, each from them has their supporters. But after the annexation of the peninsula the main center became the Carpathian region, which now concentrates the largest number of Spa and Wellness resorts and is the most desirable among tourists to recover.

The highest percentage of climatic treatments in Europe is mountainous, less - flat and coastal. In turn, the orographic diversity of the territory of Ukraine, namely the favorable temperate continental climate of forests, forest steppes and steppes, mountain and coastal areas, unique microclimate of salt mines create ideal conditions for climate treatment. It can be said that the natural conditions and resources possessed by Ukraine are not inferior to those of some Central European countries and should be used rationally for the development of resorts and tourist infrastructure.

In the Carpathians and neighboring regions, mineral water sources in Truskavets, Morshyn, Svalyava, Khmelnyk and others are popular. The above list is not complete - there are about a hundred healing springs in this territory. Most are built with special infrastructure facilities.

The object under study is the Carpathian area, namely the Spa and Wellness resort potential. Next, more about the region and its overall assessment as a whole and all its benefits for customers.

The Carpathian regions are among the TOP-5 regions of Ukraine by the largest amount of revenues from the payment of the tourist fee, which came to the local budgets (in the first half of 2019).

ТЕКСТ ТЕКСТ ТЕКСТ

Table 2.2

TOP 5 regions by the largest amount of revenues from the payment of the tourist fee

Name of regions	Revenues (in the first half of 2019)
Kyiv	UAH 22.8 million (39.3% of the total)
Lviv region	UAH 7.7 million (13.4% of the total)
Odessa region	UAH 3.4 million (5.8% of the total)
Dnipropetrovsk region	UAH 3.1 million (5.4% of the total)
Ivano-Frankivsk region.	UAH 2.9 million (5.0% of the total)

Formed by [34]

From the given results it is seen that Lviv region holds a clear second place and remains the leader among others; Ivano Frankivsk is not much detached from Dnipropetrovsk and occupies 5th place.

Today, the Carpathian region includes the territory of Lviv, Ivano-Frankivsk, Transcarpathian and Chernivtsi regions, where the Ukrainian Carpathians are located. The Carpathian region covers an area of 56.6 thousand km. square (9.4% of the country's territory), of which the Lviv region occupies 21.8 thousand km², Ivano-Frankivsk - 13.9 thousand km², Transcarpathian region - 12.8 thousand km², Chernivtsi - 8.1 thousand km². About 6.4 million people live here, accounting for 12.3% of Ukraine's population. The level of economic development of the Carpathian region is estimated as average. In terms of GDP per capita, only the Lviv region exceeds the Ukrainian average, and Transcarpathian generally has one of the lowest rates in Ukraine.

The Carpathian region borders with Poland, Romania, Moldova, Hungary and Slovakia, which causes the advantage of its geographical location. Relations with the western neighbors are traced both at the production level and in the culture sphere, in the peculiarities of the national composition of the area. The most important transport routes pass through the territory of the district.

Geography is provided with a variety of natural resources:

- hydro (the largest and least polluted, they are mainly used for hydropower at small power plants, for the needs of industry and municipal water supply),
- forest (the forested area is the highest in Ukraine),
- mineral (oil, gas, coal and brown coal, potassium salts, peat, mercury, native sulfur, phosphorites, construction stone (marble, basalt), ozokerite, etc.),
- land (the land fund has the lowest indicators of agricultural development, plowing and soil fertility).

Some of the fossil deposits are only available here and are of exceptional value to the country.

Among the natural recreational land of the Carpathian region is water resources. The deep valleys, fast currents, unstable water regime, the presence of clear waters and rifts make the Carpathian rivers (among the largest - the Dniester, Prut, Cheremosh, Tysa, Latoritsa), especially, they are generally favorable for mass rest, but at the same time there are wide unused opportunities for the organization of individual tourist routes and unconventional extreme tourism.

Carpathian forests are rich in diverse fauna. There are 435 species of vertebrates. All major classes of animals are widely represented here: mammals, birds, reptiles, amphibians. However, the decoration of forests is mammals and birds. There are 74 species of mammals in the Carpathians, which is almost 77% of the mammal composition of Ukraine.

There are clear and mixed forests: oak, beech, fir, spruce, oak-beech-fir, beech-fir-spruce, as well as hornbeam, birch, aspen, alder and others in the Carpathians. Nearly 350 species of wild plants are of medicinal importance and are widely used in folk medicine (just over 200 species are officially recognized as medicine). [20, c.132]

The Carpathian region of Ukraine there is more than 800 mineral water sources and wells with daily flow of 57.5 mln. The fields of unique and highly effective mineral waters and brines of Truskavets, Skhidnytsia, Morshyn,

Boryslav, Sambir, Skole and fields of Svalyava, Mukachevo, Mizhhir, Khust, Tyachiv and Rakhiv districts have the most important potential. Only in the **Lviv** region the reserves of medicinal waters of 13 fields (Skhidnytsya, Sambir, Skole, Bubnyshche, Krushelnytsya and others) have been explored and approved, with a total flow of 4.6 million liters per day.

Mineral medical-table waters are the most valuable kind of recreational resources of Transcarpathia. **Transcarpathia** ranks first in Ukraine in terms of quantity and chemical composition of mineral waters. There are 62 known mineral deposits in the region, which are represented by more than 600 sources, of which more than 400 have been explored. On the basis of the well-known mineral waters such as Polyana, Luzhanskaya, Ploskivska, Shayanska, there are multidisciplinary and narrowly specialized resorts and recreation complexes "Carpathians", "Polyana", "Synyak", "Sunny Transcarpathia", " Soimy ", " Shayan ", " Mountain Tisa "and many others are known outside Ukraine. In Transcarpathia, on the basis of unique mineral-thermal waters, a ball-recreational Berehiv zone began to develop intensively.

In the **Ivano-Frankivsk** region, the most important are the climatic sanatorium and resort complexes of Yaremche, Vorokhta, Kosiv and the balneological and mud resort of Cherche. Climate resorts are also available in Chernivtsi region. Health resorts and resorts of the Carpathian Mountains make it possible to treat over 700,000 people annually. Therapeutic recreation is carried out, as a rule, in a hospital, long-term and organized forms [20].

The following table shows the exact amount of mineral resources in the whole region.

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Table 2.2

Mineral water reserves of the Carpathian region

Types of therapeutic	Deposits	Water reserves m ³ per
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mineral waters		day
High in Naftusia Organic Content	Truskavets, Skhidnytsya	129,0
Morshyn type brines	Morshyn	79,0
Truskavets type brines	Truskavets	466,5
Carbon dioxide	Golubinsk, Novopolyansk Polyansk, Soyminsk, Shayansk	2147,6
Carbon dioxide arsenic	Gorkotysovsk (Kvassi)	422,0
Carbon dioxide	Kelechinsk	501,0
Sulphide	Velikolubinsk, Sinyak, Brusnitsk	818,0
Other types	Truskavets, Skhidnytsya, Boryslav, Skole, Sambir	118,0
TOTAL		4602,8

The table lists the proven and approved stocks that really work. In addition to the well-known fields, there are many others: in the Skole, Stryi, Sambir (Lviv), Vynohradiv, Berehiv and Velyky Berezny districts (Transcarpathia), which need to be put in place for their use, but with significant budget deficits, these deposits remain as reserves for later their commissioning.

The climatic conditions of the Carpathian region are diverse. The climate of the plains and lowlands (up to 1000 m above sea level) is temperate continental. In the middle mountains in terms of annual amplitude of average monthly air temperatures (22 ° C) it is close to the sea climate. The temperature regime in the region is typical of areas with diverse terrain. As the absolute elevation of the terrain increases, as a rule the air temperature drops.

The favorable period for summer holidays and tourism lasts for more than 5 months in Transcarpathia and Precarpathians (from May to the second half of October); in the lowlands - up to 4 months (June-September), and in the highlands - 3 months and less. About 80% of days during this period are characterized by favorable, and more than 90% - by comfortable types of weather. By the number of days with favorable weather and tourism conditions, the Carpathian region is one of the most favorable for recreation regions of the country. In Transcarpathia, the annual number of days with favorable weather and tourism conditions is even

greater (by 8- 10%) than in the Pre-Carpathian, in the mountains it decreases by 20-50%.

Winter recreation and tourism are most favored by the climatic conditions of the mountainous region. Snow cover appears in the first half of November in the lowlands and goes down to mid-April. In the middle part of the mountain it is stored even longer - until the beginning of May. The favorable conditions for winter recreational activities are determined not only by the presence of snow cover, but also by the physiological and climatic index of temperature comfort - average temperature. [21].

Along with modern spa and wellness complexes, there are also significant amount of sanatoriums, health centers and rest houses, children's camps and other establishments located in or near forests in the Carpathians. They make it possible to heal more than 100 thousand people annually. However, the most popular is non-stationary or amateur recreation in the forest.

The health resorts and wellness establishments (according to the statistics of each region) of the Carpathian (available in the last 4 years) are shown in the following tables:

Table 2.3

Health resorts and wellness establishments by regions of Carpathian (in the last 4 years available)

Ivano-Frankivsk region								
	Sanatoria and boarding houses providing medical treatment		Health resorts		Rest homes and guest houses		Recreation centers and other rest facilities	
	total	Beds, thousand	total	Beds, thousand	total	Beds, thousand	total	Beds, thousand
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
Lviv region								
	Sanatoria and boarding houses providing medical		Health resorts		Rest homes and guest houses		Recreation centers and other rest facilities	

	treatment							
	total	Beds, thousand	total	Beds, thousand	total	Beds, thousand	total	Beds, thousand
2014	48	14,9	4	0,3	3	0,1	12	0,7
2015	45	14,8	-	-	4	0,2	9	0,9
2016	40	11,6	-	-	4	0,2	12	1,1
2017	42	13,2	-	-	4	0,2	14	1,2
Transcarpathian region								
	Sanatoria and boarding houses providing medical treatment		Health resorts		Rest homes and guest houses		Recreation centers and other rest facilities	
	total	Beds, thousand	total	Beds, thousand	total	Beds, thousand	total	Beds, thousand
2014	22	5,3	4	0,3	5	0,3	27	1,9
2015	21	5,3	2	0,2	4	0,2	28	1,8
2016	19	4,0	-	-	4	0,2	22	1,0
2017	19	3,9	-	-	4	0,2	19	1,0

Made by [35, 36, 37]

According to the most progressive regions, in 2017 there are accruals Sanatoria and boarding houses providing medical treatment – 76; Rest homes and guest houses – 10; Recreation centers and other rest facilities – 45.

In the summer, thousands of people go to suburban forests for the weekend, because of good transport links. As a rule, wellness or health recreation is to some extent combined with utilitarian and cognitive. The use of forests for mass recreation is steadily increasing. Improving public transport, increasing the number of vehicles for individual use, building new roads - all this greatly enhances the possibilities of non-stationary wellness recreation. The leading place in the Carpathians is occupied by sports-tourist recreation, which combines sports, tourism, hunting and fishing.

Every year, about two million tourists come to the Carpathians from different parts of the country. The major sports base of national importance is "Ukraine" in Vorokhta. Leading tourist bases - "Prykarpattya", "Hutsulshchyna", "Silver Waterfalls", "Carpathian Dawns" in Ivano-Frankivsk region; "Dawn", "Latorica", "Narcissus", "Trembita", "Tisa", "Hoverla" - in Transcarpathia region.

Nationally-owned hiking trails pass through picturesque mountain forests to the highest mountain of Hoverla.

There are good and favorable conditions for hunting and fishing in the Carpathian region, but these types of recreational activities are to some extent limited by appropriate terms and specific places.

Cognitive recreation is quite widespread in the Carpathians, the main purpose of which is the spiritual development of human, the enrichment of their knowledge of living and inanimate nature, flora and fauna. It is carried out mainly through organized excursions in the arboretum, arboretum, memorial parks, to nature monuments, to especially valuable natural objects and complexes. The Carpathians are rich in interest in the history of the region, historical and architectural monuments. Cognitive or educational trails are created in individual woodlands for cognitive recreation. The first such trails were created in Truskavets and Ivano-Frankivsk forests of Drohobych district.

Important for cognitive recreation is the monuments of the living and inanimate nature, reserves, nature protected areas and other valuable natural and artificially created objects. Today, there are 39 state reserves in the Carpathians, 29 local values with a total area of more than 44 thousand hectares, 99 protected areas (8.8 thousand hectares), 22 state monuments of nature (0.8 thousand hectares) and 142 monuments local nature (1.2 thousand hectares). Many dendrariums and arboretums, where valuable collections are; they are not only from the representatives of the local arboretum, but also from other regions of our country and foreign countries [21].

The region's recreational resources also include ozokerite and therapeutic muds. The Boryslav ozokerite area is the largest in Ukraine. Annually, about 700 tonnes of medical ozokerite is extracted in the Boryslav area (Lviv region). The reserves of the deposit, with existing production volumes. It will provide treatment needs for 100 years. Mud cure resources in the region are the peat mud of Nemyriv, Velikolubinsk, Morshin fields, Shklo deposit in Lviv region, Cherche field in Ivano-Frankivsk region.

The Carpathian region is rich in labor resources, which facilitates the industrialization of the territory and stimulates the development of labor-intensive industries and agriculture. Also the region is labor-intensive and it is characterized by considerable emigration of the population, especially of young people, which is conditioned by the limited employment places. The national composition is dominated by Ukrainians - about 90%, but the area is multinational.

Suburbanization of the district is also developed. This is due to the approach of rural settlements to cities of district and regional importance with a well-organized transport network. Among the main modes of transport the most developed are road, rail and pipeline. The density of roads and railways is one of the highest in Ukraine. The largest railway junctions: Lviv, Chop, Stryi, Krasne. There are airports in Lviv, Chernivtsi and Ivano-Frankivsk. A number of main oil and gas pipelines from Russia to European countries pass through the area. There is an Odessa - Brody oil pipeline. The largest railway junctions are the cities of Chop, Ivano-Frankivsk, Lviv, Stryi, Krasne. There are operating airports in the region centers of Lviv, Chernivtsi and Ivano-Frankivsk. Also, a number of main oil and gas pipelines from Russia to European countries pass through the area. The main one is the Odessa-Brody gas and oil pipeline.

The region is characterized by a multi-level system of industrial relations, its production facilities are focused on components. The dominant role in the structure of production industries is occupied by energy-consuming, timber-processing and raw material-mining complexes. Increasing production in these industries was constantly accompanied by the creation of chemical and forestry facilities, chronic backlog of technologies from world standards, the uncontrolled emergence of various toxic wastes, and man-made load on the environment of the region. Particularly great damage to the environment of the Carpathian region is related to the main natural resources - forests. Carpathian beech forests are a natural monument of world importance. Unjustified large deforestation in recent centuries has led to a decrease in their area, disrupted the age structure, reduced the natural growth of wood, caused damage to the water-forming system, caused frequent

natural disasters (floods, landslides, mudflows, flushing of fertile soil). Therefore, gradually, the Carpathian region from the "pearl of Ukraine" can become an ecologically averaged region of the technogenically polluted continent [22].

It is safe to say that there is no "technological boom" in the Carpathian region in the near future. Hence, it follows that tourism in the Carpathians needs to be developed, as there is a large base for this activity. Moreover, the economic development of the region through industry can cause environmental degradation. This should not be allowed, as the bad ecology will cause negative affect the tourism industry.

An increase in the number of tourists is reflected in the increase in jobs, which will increase the income of the local population, as well as replenish local and state budgets from taxes [30].

2.3. Determination of the competitive advantages of the resort product

For nowadays the Carpathian region ranks second in Ukraine in terms of recreational income. It is 22% of the total indicator in Ukraine, and previously it was conceded only to the Crimea.

Leader countries whose citizens visited the Carpathian region in 2017 were the Republic of Moldova, Belarus, Lithuania and Romania. 55.8 thousand people traveled within the country versus 68.9 thousand in 2016.

Lviv Region holds the dominant place in the region in terms of the number of sanatorium and resort facilities (50%). In 2017, there were 277 hotels and similar establishments operating in the Lviv region, of which more than half belonged to individual entrepreneurs. The one-time capacity of these establishments was 18.3 thousand places, the number fund numbered 9.0 thousand rooms. There were 60 units of specialized accommodation facilities for 14.6 thousand places. During 2017 - 987.9 thousand people used the services of collective accommodation facilities, including 871.4 thousand visitors in hotels and similar accommodation facilities; 116.5 thousand people recovered in

specialized accommodation facilities (sanatoriums, boarding houses, recreation centers). The seventh part of the visitors (138.8 thousand) were foreigners, 121.0 thousand were accommodated in hotel establishments, 17.8 thousand were served by sanatorium and resort facilities.

Compared to 2016, the number of accommodation in hotels and similar establishments increased by 16.2%, in specialized establishments - by 4.6%, while the number of foreign nationals increased by 29.4% and 33.6%, respectively. Number of people accommodated in all types of accommodation (Lviv region) can be seen in (Appendix D).

The majority of foreign nationals served in hotels and similar accommodation facilities came from Poland - 33,2 thousand, Turkey - 16,3 thousand, Belarus - 12,2 thousand, Germany - 10,4 thousand, USA - 8 , 4 thousand people. Among the well-healed foreigners in the health resorts were predominantly citizens from Poland - 6.3 thousand, Moldova - 4.2 thousand and Belarus - 3.2 thousand.

During 2017, there were 282 tourist entities operating in the region: 63 tour operators, 176 travel agents, 43 engaged in excursion activities only. In 2017 - 175.2 thousand people used the services of subjects of Lviv region tourism (in 2016 - 181.8 thousand people), 96.6% of them were citizens of Ukraine [24].

Although the largest number of tourists served is in the Ivano-Frankivsk region, which is explained by the inward tourist flows directed to the largest spa and wellness complexes combined with mountain-ski tourism (Yaremche, Bukovel, Verkhovyna, Kolomyia) [24].

The Department of Statistics in the Ivano-Frankivsk region states that the main purpose of travel for most tourists of all categories was leisure and recreation, which covered 70.1 thousand people or 95.6% of the total number of tourists.

In addition, the region's tour operators and travel agents served over 1.4 million sightseers and day visitors during 2018.

An important component contributing to the development of tourism in the region is the functioning of collective accommodation facilities. At the end of

2017, 244 hotels and similar tourist accommodation facilities and 30 specialized accommodation facilities were operating in the region, serving 340.7 thousand people.

From the total number of tourists in Ivano-Frankivsk region, 18.4 thousand were foreign nationals, with the largest share coming from visitors from Poland, Moldova, Romania, Belarus, Germany and the USA [28].

Looking through last data of WEF, namely (The Travel & Tourism Competitiveness Report 2019) which is calculated based on 15 factors, including the business environment, security, prices and infrastructure. The rating is published once every two years and covers 140 countries. Ukraine had the fastest rate of TTCI score growth in the subregion, rising 10 places to rank 78th globally. This was reported in the report of the WEF (World Economic Forum). In particular, as the country stabilized and recovered economically, Ukraine drastically improved its business environment (124th to 103rd), safety and security (127th to 107th), international openness (78th to 55th) and overall infrastructure (79th to 73rd) [33]. Reporting data in the table can be found in (Appendix E).

The Austrian Alps can become a model for the development of spa, recreation, tourism and sports in the Carpathians, facilitated by the climatic conditions, location and interest of European tourists. About 9 million people visit the Austrian Alps every year. The total annual income from the tourism and leisure industry in this Alpine country is over \$ 100 per capita. But for this, the Austrians did everything necessary in terms of transport and communication, as well as comfort of living in any corner of the region [23].

World practice has long confirmed the need for the development of recreational infrastructure for health resorts. Unfortunately, this sphere is still not good developed in Ukraine.

Generally, the main consumer of wellness and cosmetology services are women aged 30 years and over with middle and high incomes. In Ukraine, 80% of spas are targeted at this category of visitors. Men also visit spas - salons only in metropolitan areas. But even here their share is insignificant. In order to attract

men to the use of SPA services, separate men's salons and offices are created, with less romantic entourage and specific men's services [27].

Let's identify the main advantages of the Carpathian region in its development as a resort destination. We identify important aspects for visitors, because Ukraine has many advantages over other foreign countries' tourism offers.:

- Geographic and geopolitical location. (to attract foreign tourists; mountainous terrain).
- Historical, national-ethnographic feature of the region.
Rich cultural and historical heritage. Ukraine is a country located not only in the geographical center of Europe (located in the Transcarpathian region) but also in the geopolitical and historical heart of the continent.
- Availability of natural, recreational resources (the uniqueness of the healing natural possibilities. In particular, these are mineral waters, which are such a rich Transcarpathian region of Ukraine).
- Experience of receiving visitors (both Ukrainian and nearest foreign countries).
- Presence of architectural monuments, historical heritage of cities and villages, preservation of original culture and folk crafts.
- Existence of borders (customs) with Poland, Slovakia, Romania, Hungary, Moldova
- High capacity of the recreational economy and uniformity of its use (the effect of seasonality is not noticeable).
- Satisfactory political stability in the region; lack of interethnic and inter-religious conflicts.
- Recognition in the recreation and tourism markets, including international ones; relatively positive image of the region in general.
- A significant number of religious pilgrimage sites.
- The hospitable population, exquisite Carpathian cuisine.

Holidays in the Carpathian region are an opportunity to combine a pleasant holiday (filled with new impressions of acquaintance with Ukrainian cuisine, traditions, historical sites and picturesque landscapes) and useful health.

- Established cross-border contacts and cooperation within the Euro regions of the “Carpathian”, “Upper Prut”.
- Significant scientific potential, training of specialized personnel in educational institutions of the region.

Adequate level of spa treatment, the professionalism of the medical staff, as well as the frank, warm attitude of the the staff (applies the newest and modern spa centers)

- Clean environment, low pollution due to the Chernobyl accident. Relatively high environmental safety of the region (compared to other regions, the nature of the Carpathians has been reduced and in many places retained its original state, which is very important for the development of resort and tourism).

However, even the smallest interferences with the ecosystems of the Ukrainian Carpathians cause serious ecological and economic consequences;

- Developed transport network (a large number of road connections)
- Increase in private investment
- Continuous growth of quality and assortment of spa and spring, recreational and tourist services, tendency to increase the volume of provided services
- Availability of quite comfortable conditions of stay during holidays in Ukraine, which provide new buildings of SPA centers. Built on the basis of international requirements.
- Low level of prices in comparison with the European for medical and wellness procedures, recreational services. (Due to the fact that Ukraine has long been closed to foreign tourists. Like other republics of the USSR, especially during the Iron Curtain, our country's tourism services are very undervalued).
- Defining the resort and tourism sphere as a priority direction for the development of the region [25].

Along with the positive factors, there are always negative aspects that hinder the development of the region or have a negative impact on it. Let's define them:

- Insufficient conditions of arrival and travel (not good road conditions)
- Absence of a program to promote the national and ethnographic heritage of the region (this can be one of the purposes which combine with spa tourism)
- Lack of guarantees of service quality, lack of qualified specialized personnel in many recreation institutions.
- Concentration of natural and recreational resources in selected areas.
- Neglected monuments of history, architecture and culture.
- Insufficiently developed border and general infrastructure, attraction of general infrastructure to the highways.
- Uneven placement of infrastructure in territorial-administrative areas and in the region as a whole.
- Political issues at the national level.
- Lack of information about the region, lack of tourist maps, directories of promotional products.
- Low quality of service compared to developed countries in Europe.
- Availability of such resources and opportunities in the territories of some other Euro participants in the "Carpathian", "Upper Prut regions".
- Insufficient funds for market research and advertising in the region.
- Industrial and communal infrastructure is characterized by critical condition of fixed assets, high accident rate, which leads to pollution of the environment.
- Insufficient provision of roads with tourist, service and information infrastructure (lack of motels, service stations, campsites, billboards and a unified system of highway marking for tourism establishments, including resorts).
- Lack of sustainable investments in recreation and balneology.
- Imperfection of the legislative and regulatory framework in the field of balneology, inadequate status of tour routes (lack of equipped resting places, mountain shelters, lack of a unified marking system), insufficient development of

entertainment infrastructure for different age and social groups of population, imperfection of the tourist database; recreational facilities.

- Absence of a clearly developed concept of tourism development [29].

Thus, the main strengths are the presence of natural and recreational and cultural sites, geographical location, constant growth of quality and range of services, hospitable population and positive image of the region. At the same time, the disadvantages are the underdeveloped infrastructure, the lack of sufficient information about the region, the critical condition of the fixed assets, the neglect of cultural, historical and architectural monuments. In general, there are all possibilities for the prospect of development of the territorial recreational system of the Carpathian region.

The development of sanatorium and resort business in Ukraine needs support, coordinated development within the whole tourism industry of the country. Spa tourism is one of the priority areas for the development of domestic and foreign tourism in the country, one of the most stable types of tourist markets. The available and potential reserves of medical resources, given their qualitative and quantitative characteristics, can be the basis for creating an innovative tourism product. But the existing material and technical base requires considerable investment in the development and reconstruction of many existing resorts, exploration and construction of new ones, which should be facilitated by investment projects designed not only for the foreign but also for the domestic investor.

To encourage foreign tourists, the most promising specialists are called "ethnic" SPA. Also, unique Ukrainian healing techniques may be attractive.

Another important aspect is that, given the natural, economic and intellectual resources available in the Carpathian region, the strategic goal should be to create an effective ecological and economic system that can ensure upstream development and environmental security of the Carpathian region. In this context, the Concept, Programs and Plans for the Carpathian region development in the

near and long term are of great importance. They are based on the ideas and principles of sustainable development [22].

Conclusion to the 2nd part

Ukraine has its own progressive tour operator “Fejeriia”, which promotes both international tours around the world and many destinations in Ukraine. It positions our country only on the good side, describes all the charms and has a rich selection of tours, including the resort destinations of the Carpathian region, that are constantly added to the main list of destinations for recreation and health. The existing spa destinations that the company offers today are determined. The number of tourists served by Ukrainian tour operators has been analyzed, the trend shows an increase in this field.

Assessment of tourist attractiveness shows that the region has sufficient conditions. According to the State Statistics Service of Ukraine and the latest published data, the number of "Sanatorium-and-spa institutions, recreational facilities" decreases every year. The number of Sanatoria and boarding houses providing medical treatment is diminishing, due to the elimination of old sanatorium complexes and the improvement of existing ones. According to the State Statistics Service of Ukraine and the latest published data, the number of "Sanatorium-and-spa institutions, recreational facilities" decreases every year.

The assessment of the existing and suitable climatic conditions is conducted, the rich natural world and the ecological situation are determined. Existing medical sources are listed. The historical-architectural and historical attractiveness of the region is recognized.

The most popular resort areas of the region are Truskavets, Morshyn, Yaremche, Vorokhta and others. Rest here is possible regardless of the time of year.

Assessment of the recreational potential of the territory shows that its qualitative and quantitative parameters, combined with geographical and economic factors, are important objective prerequisites for the development of the

recreational complex of the Carpathian region. Recreational and tourism potential of any territory is characterized by the availability of recreational resources, their number and diversity. By type, these resources can be divided into climatic, landscape, aquatic, fauna, mineralogical and cultural-historical, and functionally they provide treatment, recreation, knowledge of nature and cultural and historical phenomena in a particular region.

The natural resource potential of the Ukrainian Carpathians is distinguished by its uniqueness and attractiveness in terms of introducing the tourist product of cognitive tourism to the market. This is evidenced by the richness of the territory with forests, unique flora and fauna, which gives the opportunity to create and improve the functioning of nature conservation areas, which are potential centers near which spa and wellness tourism develops.

We have identified enough competitive advantages and we can clearly say that the Ukrainian Carpathians deserve attention from foreign visitors and the further development of the court industry.

PART 3.

DEVELOPMENT OF A STRATEGY FOR PROMOTION OF A RESORT PRODUCT BY AN INTERNATIONAL TOUR OPERATOR

3.1. Program for the withdrawal of the Resort product on the international market

Despite the crisis, the spa industry in Ukraine remains a promising and popular segment. New spas, centers, clinics are being opened in the country, and new methods are being introduced in existing sanatoriums. Moreover, Ukraine has excellent basic opportunities for the development of SPA: climatic conditions, features, geographical location, a large number of mineral springs.

Ukrainians are recovering mainly at home. This gives local visitors a number of benefits: they don't need to pay for additional documents or visas, significantly cheaper transport costs and the services. In the meantime, the level of services is increasingly rising to the level of western resorts. Thanks to the cooperation with leading tour operators and bringing the resort product to the international level, the flow of customers will not be reduced all year long [38].

For the removal of a resort product is the effective activity of the Destination Management Organization (on local, regional or national level) which is responsible for the management and marketing of an identifiable destination (resort product in our case). Let's start with the main roles of the any DMO in Destination Management and Marketing:

- Leadership and coordination: the DMO has a leadership role in tourism within the destination; it sets the overall direction for tourism in future.
- Planning and research: DMO has a key role in preparing tourism policies, plans and strategies for the destination. It conducts research on existing and potential target markets to guide future marketing.

- Product development: DMO has overall responsibility for the sustainable development of the tourism product including physical products, people, packages and programs.
- Marketing and promotion: the DMO develops the overall marketing strategy and prepares long-term and short-term marketing plans for tourism.
- Partnership and team-building: the DMO puts together an affective destination team and builds alliances to achieve the destination's product development and marketing goals.
- Community relations: DMO acts as the main champion and advocate for tourism within the destination by raising the awareness and profile of tourism locally to support the achievement and marketing goals.

What consist of Destination marketing, it facilitates the achievement of tourism policy, which should be coordinated with the regional development strategic plan. Marketing of destination should also guide the tourism impacts optimization and the maximization of benefits for the region.

One more important thing is Destination branding, which influences not only the destination selection process but also future tourist behavior such as the intention to revisit the destination and to spread positive word of mouth [39].

In tourism, great importance is attached to measures for promoting the product to the consumer. The promotion of a tourist product means a set of measures aimed at the sale of a tourist product: advertising, participation in specialized exhibitions, fairs, organization of tourist information centers for the sale of tourism product, publication of catalogs, booklets, etc. In other words, promotion of tourist product activities to bring information about the best aspects of the product to potential consumers and stimulate their desire to buy it.

Product promotion can take the following directions: advertising campaign; sales promotion (sale); personal sales; Public Relations.

Advertising in the field of tourism is more relevant than in other industries. This circumstance is related to the individual properties of tourist services (insensitivity, inability to save, continuity of production and consumption).

Sales promotion in tourism means 'short-term promotional measures that promote sales and sales'.

Many tour firms practice price discounts:

- discounts in the case of booking tours in due time;
- discounts on seasonal sales;
- discounts for certain categories of buyers (children, couples, newlyweds).
- bonus discounts given to regular customers;
- group discounts.

Different stationery, branded T-shirts, printed products, etc. are used as gifts and souvenirs. It is a pleasure for tourists to receive flowers, fruits and sweets from the company during their birthday.

Travel companies use coupons. They entitle the owner to a discount when buying a tour.

Many travel agencies cooperate with banks by providing coupons to their clients, since the latter, because of the availability of funds, can be considered as potential buyers of tours. When placing deposits in a bank, the client is issued a coupon book for the purchase of various goods and services [40].

The success of a commercial event for the sale of tourist services requires the presence of a minimum of incentive measures that are taken in conjunction with advertising and other commercial activities. Large travel companies (wholesalers and tour operators) usually have their own sales promotion services that study the effectiveness of previously taken measures and provide recommendations on the most effective techniques.

After analyzing the Carpathian region, we can say that the most popular among the spa services is the Lviv region. It serves the largest number of tourists in this area. That is why this segment is still under study.

Recently, by the Cabinet of Ministers of Ukraine On April 3, 2019, the concept "Development of the mountainous territories of the Ukrainian Carpathian region" was approved.

In the Carpathian region considerable recreational, wellness, historical and cultural potential is concentrated. There are seven sites in Ukraine that are included in the UNESCO World Heritage List. Four of these sites are located in the Carpathian region, two of which are transnational.

The concept is expected to be implemented in 2019-2027. This concept of regional development can be a powerful mechanism for attracting foreign tourists, because with the development and improvement of all related services, the region becomes more interesting and attractive to foreign consumers and touroperators.

Expected results. The implementation of the Concept will contribute to the effective territorial development of the Carpathian region and will enable to ensure:

- equalizing imbalances in regional development through the implementation of joint projects aimed at solving the problems of the Carpathian development;
- increasing the competitiveness of mountain areas by starting new industries, increasing the number of jobs, increasing the employment rate of the population;
- enhanced economic cooperation in the region through tourism development, preservation of historical and cultural heritage, development of macro-regional innovation ecosystems;
- spatial development of the region by identifying investment-attractive territories and territories in need of state support, based on the results of territorial features analysis in order to create favorable conditions for entrepreneurship development;
- increasing transport and information accessibility in mountain areas;
- protection of the environment through rational management of natural resources, diversification of energy sources, compliance with environmental safety standards and prevention of natural disasters;
- intensification of inter-regional and cross-border cooperation aimed at the development of mountain areas.

The volume of financial, logistical and labor resources. Funding for the implementation of the Concept will be provided at the expense of state and

local budgets within budget programs approved for the respective year, as well as through international technical assistance and other sources not prohibited by law [41].

3.2. Evaluating the effectiveness of the promotion of the resort product by the international tour operator

The object under study is the Lviv region, namely the Spa and Wellness territory of the Skidnytsia balneological region and its suburbs.

Shidnitsya is balneological resort area in Ukraine; urban-type village in the Lviv region, which is administratively subordinate to the Borislav City Council. It is part of the Drogobych-Borislav agglomeration, located 9 (10) km south-west of the city and the railway station of Borislav. Located in the foothills of the Ukrainian Carpathians. Map of resort can be seen in (Appendix F).

There is a fairly high standard of living. The territory of the village is illuminated at night. There tourists will not find abandoned streets. There were well-equipped bus stops with pavilions. The Skhidnytsya became a place where art events are held, where eminent athletes come from all over Ukraine.

Skhidnitsa received a grant from the European Union for the construction of a summer amphitheater (Now it is actively used) - an ultramodern multifunctional entertainment complex. The health resort works fruitfully with the Polish resorts Polyanchik and Senkovo. A brand concept (Slogan and Logo) has been created for the resort town in 2017 from marketing and design studio (Picture 3.1).



Pic. 3.1 Modern LOGO of Shidnytsya Resort

From Kiev tourists can go by train № 49 "Kiev - Truskavets" (night) or the category Intercity "Darnytsa - Truskavets". From Dnipropetrovsk there is also a direct train to Truskavets. Then, you can get to the village of Skhidnytsya on the Lviv-Truskavets electric train (the schedule is on the UkrZaliznytsia website; see also the schedule of passenger trains at Truskavets station), and then on the Truskavets-Skhidnitsa minibus taxi from the Truskavets railway station (with on average every 2 hours). Also, from the suburban station of the city of Lviv there is a minibus "Lviv - Skhidnytsa."

Resort is located at an altitude of 600-900 m above sea level. The peaks that surround Skhidnytsya reach a height of 823 m.

In the 1960s, a resident of Skhidnytsia, engineer Emelyan Stotsky, discovered impressive reserves of mineral water sources such as Naftusya. Thanks to E. A. Stotsky, Skhidnytsia began to develop as a resort, and on January 9, 1976, the village was officially recognized by the All-Soviet Union Resort.

Skhidnytsya functions as a balneological resort, in the territory of which there are not only mineral water springs, but also medical buildings. Mineral waters of the Naftusya type brought fame to the Skhidnytsa resort, combined with such natural factors as fresh mountain air and the picturesque Carpathian landscape. The main natural healing factor is hydrocarbonate and sulphate-hydrocarbonate calcium-sodium (mineralization 0.5-0.8 g / l) water (containing also carbon dioxide, hydrogen sulphide and other substances), numerous mineral sources of which (in the form of drilling wells) bred in Skhidnytsya area. In the vicinity of Skhidnytsya there are also considerable reserves of peat mud, which can be used for medicinal purposes.

Long-term studies have established that Skhidnytsya mineral waters successfully treat diseases of the kidneys and liver, salt diathesis, increased and decreased acidity of the stomach, anemia, diabetes mellitus and other diseases.

Skhidnytsia resort infrastructure is not intended for people who like to go for a disco or go to entertainment centers such as bowling, billiards, cinema, such guests will be bored here as the main entertainment at the resort is several restaurants and spas in hotel and health resorts and spa hotels. The forest surrounding the village is one of the main factors for attracting guests.

Skhidnytsia infrastructure:

- 12 mineral water sources (in operation).
- 3 Sanatoriums
- about 70 recreation and health facilities.
- stadium
- amphitheater
- Saint Panteleimon's Park
- 2 church
- 2 supermarkets
- 5 Restaurants (General)
- 2 banks (Oschad Bank, Gazbank)
- bazaar
- Bus station (directions: Lviv, Truskavets, Borislav, Drohobych)

Among the hotels - now - it is worth highlighting and explores the entire tourist infrastructure of the resort, start with the accommodation options and types available in Skhidnytsya:

Table 3.1

Types of accommodation on the resort

Type of accommodation	Names of accommodation	Amount	Prices (UAH)
Sanatoriums	“Stozhary”, “East Carpathians”, “Edelweiss”	3	640-950
Wellness centers	“Villa Ignatieva”, “DiAnna Helios”, Therapeutic health complex “Green Bir”, “Sidus” Wellness Center	5	300-3500
Spa hotels	“Taor Carpathians”, “Santa Maria”,	8	1100-7000

	“Diana”, “Kievan Rus”, “Respect”, “Tustan”, “Three sons and a daughter” 4*, “Three sons and a daughter” 5 *		
Holiday complexes	“Verchovyna” Recreation center “Victoria” Holiday complex “Eden” Holiday complex “Under the forest” “Villa Synevir” “Citadel” Holiday Health Resort	6	300-1600
Hotels	“Valentine”, “Villa Grand” Boutique Hotel “Poetry Travels” “Ruthenia”	5	300-4000
Villas	Villa “Alesia”, Villa “Asteri”, Villa “Aura Carpathians”, Villa “Valeria”, Villa “Verbena” Villa “Woodman”, Villa “DaJarta”, Villa “Castle Bridge”, “Star Courtyard”, Villa “Xenia”, Villa “Crown”, Villa “Medova”, Villa “Mozola”, Villa “Leontia”, Villa “Obegig”, Villa “Olivia”, Villa “Oranta”, Villa “Rai”, Villa “Estates in Sisters”, Villa “Severin”, Villa “Semaka”, Villa “Constellation”, Villa “Skhidnytsya”, Villa “Three Crowns”, Villa “Juran”, “YardDan Villa”	26	300-1500

Continue of the table 3.1

Apartments	“SunRay” Aparthotel “Triumph” “FAVAR Carpathians” Aparthotel “Forest Fairy”	4	550-1400
Cottage	Arnica Apartments Cottage Zrub (Log house) Cottage Lviv, Olivia Cottage Cottage Smerekova hut, Cottages In Beaver, Cottages Cheremosh	7	900-3000
Private estates	“Amor” private estate, “Aura Carpathian”, “Beznikov Estate” “Rest in the Carpathians”, “Oles Hood's house”, “Zhuravlik”,	6	260-1400

“Harmony”, “Caramel”, “Mandry's” private estate, Private estate “MIO”, “Na Zarechnaya”, “On the corner”, “The fairy tale of the forest”, “Sviatoslav”, “Sunny courtyard”, “Stephanie”, The private estate “Eve”, “Red Ruta”, “YardDan”		
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Compiled by the author

Through this list it can be seen that resort has huge amount of different type of accommodation. But the most important thing, that there are a sufficient number of spa hotels. Unlike conventional sanatoriums, this establishments provide a wide range of treatments and beauty procedures, combined with modern service.

Prices for Skhidnytsya resorts depend on the holiday season (summer and New Year is always a high season), as well as on the specific institution and set of services. Classic sanatoriums offer comprehensive vouchers with a set of basic free treatment procedures. New SPA hotels usually offer dietary nutrition with accommodation, doctor consultations, mineral water pools and pump rooms using.

No tourist area, also a resort, can exist without catering and restaurants, which play an important role in the tourist attitude to the destination. On a fairly small locality there are several food treasures that are popular with guests.

Table 3.2

The most popular eating establishments by the customers feedback

Name	Direction	The average check
Jumbo Restaurant	family breakfast, lunch, dinner; business lunch. Additional services: music, karaoke, Wi-Fi, children's playground	300-350 uah
Kolyba	Cuisine: Ukrainian, Hungarian, domestic. Additional services: banquets, birthdays, corporate parties, weddings, trout fishing (250grn-1kg)	250-300 uah
Triumph Restaurant	3 meals a day, including diet food Wine list - 10 types.	From 250 uah

BBQ GRILL rib	barbecue, grill. Additional services: music, Wi-Fi. Wine list: About 8 species. Producer countries: Ukraine, Spain, Italy.	250-300 uah
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Compiled by the author

For guests and tourists, hiking in the vicinity is interesting: Skole Beskydy National Park located near the village; Mount Parashka, 1270 m; trips to the nearby resort of Truskavets.

Not far from village Urych on the left slope of the valley is a picturesque ensemble of large steep cliffs. They are formed by large-block sandstones (about 60 million years old), which have several separate protrusions: Sharp Stone (western part), Stone (central) and Zhelob (eastern part). On the central ledge, which rises above the valley to a height of 51 m, the remains of artificial walls (more than 3,500 logs for mounting wooden structures), undergrowth corridors, caves, a well (diameter 2 m, depth about 35 m), two tanks to collect water. There is a well on the Sharp Stone.

It is believed that here, on the so-called “princely path”, the ancient Kievan Russ city of Tustan existed, and on the Urych rocks in the 9th-13th centuries there was a rocky wooden fortress, which has been explored by the Carpathian architectural and archaeological expedition for several decades (the area of the ancient settlement is about 3 hectares) Nearby is the Tustan Museum.

During the season in Skhidnytsya, mushrooms and berries are collected by tourists. Here guests can go fishing, or book a fascinating excursion, like additional service on the route:

- *Lviv “33 raisins”* - Daily bus and walking excursion to Lviv, many interesting stories and the most famous architectural monuments of the city.
- *Mukachevo-Beregovo "Sunny Transcarpathia"* - excursion including a visit to the famous old castle in Mukachevo, then a trip to the thermal healing springs of Beregovo village

- *Sea Eye Synevir* - trip to the mountain lake in the Carpathians at an altitude of 989 meters above sea level. This natural miracle is deservedly considered one of Transcarpathia's main attractions.

- *Dovbusha Rocks "Stone Miracle"* - Stone giants with deep gorges and caves. The Dovbusha Rocks Landscape Park covers an area of 100 hectares and the rocks themselves - more than 2 hectares. They are surrounded by beech forest with admixtures of spruce and pine.

- *Sambir + Drohobych* - excursion to Sambir, where an organ music concert takes place every Saturday. The guide will tell the tourists the interesting history of Drohobych region and the facts about the life of the local population in different periods of the region formation.

- *Pochaiv* - a place of spiritual strength, a large and famous pilgrimage place where the largest Orthodox church complex and monastery are located in Western Ukraine and the second in Ukraine after the Kiev Pechersk Lavra.

- *"Tustan Rock Fortress"* - an ancient defense complex built of huge sandstone. It is eight kilometers from the resort.

- *Playa/Slavske* - ski resorts where in winter tourists can rent equipment and ride along the slopes, or in summer enjoy nature and see the beauty of the region from the ski lift.

- *Kosino Thermal Pools* - an area where groundwater with healing properties is found. Tourists can visit seven different pools with thermal and fresh water. Also walking with excursion around cozy town [42].

There are 2 other great attractions in the resort area:

First is the **rental of bicycles** (Men's and women's, adults and children's, mountain and city!), All related equipment. Recently, bicycle paths were laid on the village and cycle routes were formed around the village. You can also get a map of all bike routes at the "Velobika" rental center.

Secondly, in the village there is a possibility of where tourists can fly on a **hot air balloon** in the mountains! The whole walk lasts (with preparation) 3-4 hours, of course, on reasonable price. After the flight, a ceremony of initiation into

balloonists is mandatory, a commemorative letter and champagne are issued. At the end, transfer on a car to the departure base.

3.3. Effectiveness of the project to promote the tour destination on the international market

According to the Law of Ukraine "On Resorts" Resort development is carried out in accordance with long-term complex and targeted state and local programs.

Resort development programs are developed on the basis of the inventory of natural healing resources, objective indicators of the effectiveness of treatment, medical rehabilitation and prevention of diseases, the results of special scientific research and project work, financial and economic indicators of resort activity. It determines the parameters and the mode of use of natural healing resources, taking into account ecological and sanitary-hygienic restrictions, etc [43].

Important for development and greater popularity is the right marketing strategy, which will attract more interest from third parties and the opportunity to enter the international market. To do this, the following solutions will be correct:

Table 3.1

The main ways of resort strategy promotion

<i>Proposals</i>	<i>Promotion actions</i>
<i>Participation in travel and tourism exhibitions (both in Ukrainian and CIS countries)</i>	<ol style="list-style-type: none"> 1. Presentation of Skhidnytsia as a separate resort region and its opportunities 2. Print banners; leaflets; print content catalogs with information on spas and wellness centers. Provision of information is required in 3 languages: Ukrainian, Russian and English
<i>Modern website creating and development</i>	<ol style="list-style-type: none"> 1. Professional design of the resort's website, the ability to view all resources, hotels, restaurants, sources and related services. 2. Possibility of a virtual tour, to book a

	hotel. 3. Quality photos and reliable information. 4. Ability to choose a language (country border orientation+66english)
<i>Advertising on the Internet and social networks, targeting the border countries</i>	1. Advertising development in a comparative type: similar to a foreign resort, such as Czech, which is popular. - Compare resources, hotels, nature, mineral springs, procedures with foreign resorts. - Conclusion on the positive components obtained. 2. Signing agreements with bloggers, on the cooperation of «Visit Skhydnytsya».

Developed by the author

Participation in international exhibitions will make the population more aware of the existing tour product. Such events are usually attended by many stakeholders, as well as foreign investors and tour operators looking for favorable conditions, so it is an opportunity to interest them in the sale and promotion of the resort.

Designing a modern and attractive site will allow to see all the possibilities for the stakeholders or potential visitors from the comfort home or office. Today the site is the key to a good image of the area and a step towards its popularization. It is also more consumer confidence in the quality of services.

The Internet and social networks are the main sources for providing and finding information. Such advertising will promote the resort area, as it will always be on the eyes of consumers (before watching the videos on YouTube or in the right or left side of the screens when going to certain sites). In addition, the comparative analysis will lead to the conclusion that prices in Ukraine are lower and the service is the same. Recommendations from popular Instagram bloggers are also a powerful mechanism for promoting the product to the travel market. Creating a promotional barter trip is possible (free ad traveling).

These proposals will be funded through local and regional budgets, as a percentage of hotel and sanatorium taxes. To implement the program requires a

certain amount of funds needed, these figures are presented for the next 3 years in the following (Table 3.2).

Table 3.2

Amount of money allocated to the strategy implementation

The minimum amount of funds that are proposed to be used to implement the program	Cost of Program Execution (Stages)				Total costs for the proposed period, thousand UAH
	2019	2020	2021	2022	
- the regional budget, thousand UAH	500,0	462,5	480,0	487,5	1, 930

Continue of the table 3.2

- district, local budget	200,0	220,0	240,0	240,0	900,0
- other funds, thousand UAH. (taxes on tourism, investment)	255,0	277,5	277,5	300,0	1,110
The volume of resources, total amount, thousand UAH	855	860	897,5	927,5	3, 540

Source: designed from research

In order to attract potential clients and make the resort more attractive, consideration should be given to improving existing facilities and building new ones. Example:

Table 3.3

Ways to Reconstruct / Improve Objects and Locations

Object	Content of work	Deadline	Sources of financing
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<i>Bus station</i>	<ul style="list-style-type: none"> - Reconstruction of the bus station, improvement of the existing condition and its modernization (installation of new seats in the waiting room) -Installation of electronic information board 	2020 - 2021	District budget
<i>Highways</i>	Overhaul of the Borislav-Skhidnytsya highway, which is in poor condition	2019-2021	Regional and district budgets

Continue of the table 3.3

<i>Rail connection</i>	<ul style="list-style-type: none"> - Laying of the Truskavets - Skhidnytsia railway. - Construction of a small premises of the Skhidnytsya railway station for waiting of electric trains. -Installation of electronic information board and comfortable chairs 	2020-2022	Regional and district budgets
<i>Cycle paths</i>	<ul style="list-style-type: none"> -Placing benches along paths with a certain frequency and garbage cans that will look harmonious against the background of nature. -The installation in these places bicycle holders. 	2020	District and local budgets
<i>Entrances</i>	Reconstruction and		

<i>to mineral springs</i>	major overhaul of entrances to public springs and pump rooms (reconstruction of stairs, handrails) repair of associated premises.	2020	District and local budgets
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Developed by the author

According to the data for June 2019 it is planned to repair a large section of the Skhidnytsya - Pesochynaya highway, which is in poor condition today. 20 million UAH is directed on this road. One million hryvnias for the repair of communal roads will be received from the city's regional budget. Boryslav, Drohobych, Truskavets (who are on their way to the end point) [44].

Funds for the beginning of building and reconstruction of other objects can be allocated from the regional budget. As of 2019, Lviv regional budget allocated UAH 130 million for local development. The budget will only increase every year, so a gradual reconstruction of the above mentioned objects is quite possible [45].

Along with the development of a network of tourist sites and the improvement of tourist and recreational infrastructure, an important factor in increasing the tourist attractiveness of the region, namely the Skhidnytsia Resort, should consider the creation and promotion of new competitive tourism products, using all internal resources, cross-border opportunities, improving the coordination of tourist activities. . The tourism and recreation sphere cannot develop effectively without modern marketing of its potential. Such forms and means as forums and festivals, promotion of publications in national and world media, use of social networks, dissemination of reference and information materials (atlases, maps, guides) should be stepped up. It is necessary to create a calendar of tourist and cultural events covering all districts and cities of the region. The UNESCO World Heritage Sites should be more widely used to promote tourism in the area.

Expected results:

- Creation of new tourism products.
- Improving the quality of tourism services.
- Development of the marketing complex of the tourist and recreational sphere.

Indicators:

- Number of tourists who visit the region, incl. foreign.
- The volume of tourist, recreational and resort services provided [46].

ОПИС ТЕКСТ після індикаторів???

Conclusion to the 3rd part

An important role in bringing a resort product to the international market is played by the DMO (destination marketing organisation), which has the following functions: Leadership and coordination; Planning and research; Product development; Marketing and promotion; Partnership and team-building and Community relations. With these tools, the destination is gaining popularity and competitiveness in the market.

The promotion of a tourist product means a set of measures aimed at the sale of a tourist product: advertising, participation in specialized exhibitions, fairs, organization of tourist information centers for the sale of tourism product, publication of catalogs, booklets, etc. Large travel companies (wholesalers and tour operators) usually have their own sales promotion services that study the effectiveness of previously taken measures and provide recommendations on the most effective techniques.

Recently, the program “Development of the mountainous territories of the Ukrainian Carpathian region” was approved, which will promote the development of the resort industry as well. The concept is expected to be implemented in 2019-2027. This concept of regional development can be a powerful mechanism for attracting foreign tourists, because with the development and improvement of all related services, the region becomes more interesting and attractive to foreign

consumers and touroperators. Funding for the implementation of the Concept will be provided at the expense of state and local budgets.

Spa and Wellness territory of the Skidnytsia balneological region and its suburbs located in the foothills of the Ukrainian Carpathians. This village is equipped with a powerful resort potential that needs more promotion and attention not only in Ukraine and beyond too. Therefore, the infrastructure of the resort and all possible types of accommodation were evaluated. Most of them provide complex treatment in combination with excellent service. There are additional excursions and opportunities available at the resort.

According to the Law of Ukraine "On Resorts" Resort development is carried out in accordance with long-term complex and targeted state and local programs.

Resort development programs are developed on the basis of the inventory of natural healing resources, objective indicators of the effectiveness of treatment, medical rehabilitation and prevention of diseases, the results of special scientific research and project work, financial and economic indicators of resort activity. It determines the parameters and the mode of use of natural healing resources, taking into account ecological and sanitary-hygienic restrictions.

Therefore, suggestions for promotion resort product and its popularity were identified. It is added approximate required funds that can be allocated for this program. Deficiencies have also been identified, i.e. suggestions for improvements and construction of sites that are important to the site. Suggestions for object improvement and construction are found that are important to the resort.

CONCLUSIONS

The development of economy and civilization, scientific and technological progress, the improvement of computer technologies, all this has led to the creation of new living conditions, which contribute to the fact that many people have new needs and opportunities for their satisfaction. The demand for health-improving services is increasing every year.

Contemporary life situations, new tourist needs have created new trends and motivations for goals and travels.

The resort product shows that its qualitative and quantitative parameters, combined with geographical and economic factors, are important objective prerequisites for the development of the recreational complex of the Carpathian region. Recreational and tourism potential of any territory is characterized by the availability of recreational resources, their number and diversity.

According to the results of the study, the following conclusions were formed.

In the first part of the paper the theoretical and methodological principles of resort tourism development were explored. As a result, its directions and types were identified, it was researched that resort tourism exists and is actively developing in many countries of Europe and the world. Each country has its own peculiarities of the development of the industry, the complexity and ways of solving them, state programs and legislative framework.

The active development of health resort tourism and its research have begun to take place in Europe since the 18th century. The concept of health tourism began to be used. Concepts such as “spa” and “wellness” have emerged that equal to resort and characterized big hotel complex.

In the second part, the national tour operator “Fairy” was described, the number of tourists served by Ukrainian tour operators for the purpose of stay was analyzed, as well as the number of foreign tourists served.

The state of development of resort tourism and the most suitable territories for it has been analyzed, the Carpathian region has been identified as a priority. As a result, it has been researched that the development and promotion of existing spa tourism products is promising in this area due to a number of advantages.

Assessment of the recreational potential of the territory shows that its qualitative and quantitative parameters, combined with geographical and economic factors, are important objective prerequisites for the development of the recreational complex of the Carpathian region. Recreational and tourism potential of any territory is characterized by the availability of recreational resources, their number and diversity. By type, these resources can be divided into climatic, landscape, aquatic, fauna, mineralogical and cultural-historical, and functionally they provide treatment, recreation, knowledge of nature and cultural and historical phenomena in a particular region. We have identified enough competitive advantages and we can clearly say that the Ukrainian Carpathians deserve attention from foreign visitors and the further development of the court industry.

The third part of the paper describes the basic principles of promoting the resort product to the market, identifies the main mechanisms responsible for it. The promotion of a tourist product means a set of measures aimed at the sale of a tourist product: advertising, participation in specialized exhibitions, fairs, organization of tourist information centers for the sale of tourism product, publication of catalogs, booklets, etc.

Spa and Wellness territory of the Skidnytsia balneological region and its suburbs located in the foothills of the Ukrainian Carpathians were evaluated. Therefore, the infrastructure of the resort and all possible types of accommodation.

The main marketing steps to promote the resort on the international market were identified and evaluated. Proposed ways to improve the existing

infrastructure in order to create a quality product that would meet different requirements; creation of a positive image of Skhidnytsia resort in Lviv region.

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