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THE MAIN DESTINATIONS OF HEALTH TOURISM IN VINNYTSIA REGION

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The main destinations of health tourism development in Vinnitska region of Ukraine are disclosed. The development «Podillya» sanatorium, children's health-improving boarding house «Dnister», medical center for the rehabilitation of railwaymen is located in the city of Khmelnik, Sanatorium «Birch grove», Sanatorium «Sokilets», sanatorium «Radon» as well as Khmilnyk trade union sanatorium is investigated. The SWOT-analysis of the market of health-improving tourism in Vinnytsia region is proposed. The number room and rates for trips to different resort in Vinnytsia region is explored. The different methods of treatment practiced is substantiated.

Keywords: Vinnytsia region, health tourism, touristic destinations, SWOT-analysis, medical treatment.

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

Analysis of latest investigation and publication. This paper is based on the laws and regulations of Ukraine in the field of tourism, the work of leading domestic, foreign scientists and specialists in the field of tourism, data of statistical collections and published in periodicals and online Internet materials related to tourism development and the effectiveness of tourism destinations as well as statistics from the Main Department of Statistics, which reflect the characteristics of the tourism industry. Problems and the nature and development of regional markets and product areas dedicated to tourism many scientific investigations and publications and national and foreign scientists, among which are the works of local authors Beydyk O.O., Bochana I., Zabaldinoyi Yu., Kifiak V. and others.

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

The aim of this paper is to investigate the main destinations of health tourism in Vinnitska region as well as to develop strategic approaches to promote their tourist product to the international market.

The main paper. There are 14 sanatoriums in Vinnitska region, including 7 children's, 9 sanatorium-dispensaries, from the house and 7 recreation centers, 30 children's camps for rest. Well known in Ukraine and far beyond its borders, the resort «Khmilnyk» (6 sanatoriums), where people with various pathologies, and in the first place – osteochondrosis, are successfully treated with the use of mineral-medicinal water "Radon" of high mineralization. Nemirovsky sanatorium «Avangard»

carries out treatment in specialized departments: post-optic, pulmonologic and pathology of pregnancy of women. Sanatoria are equipped with modern medical diagnostic equipment, have high climatic and balneological indicators.

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

1. The «Podillya» sanatorium is located in the forest massif, most of which are coniferous species of trees. The area of the forest park is 10 hectares.

In the area of the forest park there is a lake. The sanatorium is designed for 610 beds [7]. Sanatorium «Podillya» is a balneological resort of state importance.

The sanatorium specializes in the treatment of diseases of the musculoskeletal system, the cardiovascular system, the nervous system, respiratory organs, skin diseases, and the endocrine system. Medical base: medical and diagnostic body; balneology hospital; peat hospital; sports and recreation complex with gymnasium and swimming pools; radio room; cabin of electrogalvanizing treatment; a cabinet of dry carbonic baths; dentist's office; massage room; inalatorium; solarium.

Methods of treatment practiced at the «Podillya» sanatorium: peat applications; Electrotherapy; therapeutic massage; diadynamic current; microwave and magnetic therapy; hydrotherapy; hydrocolonolase therapy; hirudotherapy (treatment by medical leeches); speleotherapy [7]. The number of the sanatorium is represented by different categories of rooms (Table 1).

2. The children's health-improving boarding house «Dnister» is located in the city of Mohyliv-Podilsky, Vinnitsa region. Sanatorium profile – treatment of the upper respiratory tract and lungs. Therapeutic base of the boarding house «Dnister»: Aromatherapy room for the treatment of diseases by inhalation of medicinal herbs (lavender, sage, fir, eucalyptus, etc.); massage room; room for manual therapy; a gym for conducting physical therapy classes; Physiotherapy department; the department of hydropathics; camera; paraffin-ozokerite separation; Inhaler.

Methods of treatment in the boarding house «Dnister»: high and low-dispersed aerosols are heated; antibiotics; decoctions of medicinal herbs [8]. The room is 2 or 4 beds. Cases are equipped

Table 1

Number room and rates for trips to the Podillya resort

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

Source: [7]

with showers, rooms for personal hygiene, in the boarding house there is a laundry. Organized five times dietary meals.

3. The medical center for the rehabilitation of railwaymen is located in the city of Khmelnik, Vinnytsia region. Sanatorium profile: – treatment of diseases and injuries of the musculoskeletal system (joints, muscles, tendons, bones, etc.); – treatment of metabolic diseases and endocrine system: diabetes mellitus (mild and moderate) in the compensation stage; gout, uric acid diathesis; Obesity of the I-II degree with insufficiency of blood circulation is not higher and stage [9]. – Burn disease treatment: rehabilitation with the predominant lesion of the skin, cardiovascular system, digestive organs; rehabilitation of patients with post-defective deformations, hypertrophic scars; psychocorrection of burn patients.

Medical facilities of the sanatorium: 30 common baths, 10 of which with facilities for underwater massage shower; pool for underwater stretching of the spine in radon water; vortex baths; oxygen baths; installation for gum hydro-massage; equipment for vaginal irrigation; Room for hydrotherapy (Sharko's shower, circular and rising souls). Methods of treatment: mud applications; hardware physiotherapy; Balneotherapy and mud therapy [9]. The number of the sanatorium consists of one, two and three-bed rooms, rooms «Suite», VIP-apartments in a separate building.

4. Sanatorium «Birch grove» is located in a picturesque forest area within the city-resort of Khmelnik of the Vinnytsia region, at a distance of 4 km from the city center. Sanatorium profile – diseases of bones, muscles, tendons, diseases of the skin, diseases of the nervous system, diseases of the musculoskeletal system, diseases of the cardiovascular system, neurosis and neurasthenia, trauma of the spine and spinal cord. Methods of treatment at the «Birch grove» sanatorium: radon baths from local natural sources; mud treatment; ozokerite and paraffin wraps; light therapy; therapeutic saunas: ultra-low temperatures (cryosauna); infrared sauna; Various types of massage: from classic to exclusive – chakra-stone, marble

marine and semi-precious stones; lymphatic drainage of the face [5].

Medical facilities of the sanatorium: Modern laboratory diagnostic equipment; vacuum hydro-massage laser cabin; dry carbonaceous bath; computer system for pulling the spine; shock-wave installation. The number of the sanatorium «Birch grove» is composed of the following categories of rooms: Apartments – fireplace with barbecue facilities, minibar, kitchenette, fridge, satellite TV, separate bathroom / WC, shower, washbasin, bidet; Suite – fridge, satellite TV, separate bathroom / WC, bath sink; Junior suite – fridge, satellite TV, WC, shower, washbasin; Standard – refrigerator satellite TV, WC, shower, washbasin [5].

5. Sanatorium «Sokilets» is located on the steep bank of the Southern Bug, 15 kilometers from the city of Nemirov [4]. Sanatorium profile – treatment of diseases of the respiratory organs, musculoskeletal system, treatment of concomitant diseases, circulatory system, digestive organs, urinary system, nervous system.

Medical facilities of the sanatorium: Hydrotherapy room; Therapeutic cabinet; Cabinet of electrotherapy; Cabinet of laser therapy; Massage room; Hall for physical education; Speleocamera [6].

6. The sanatorium «Radon» is located in Khmilnyk city. Specializes in the treatment of the nervous system, the cardiovascular system, the musculoskeletal system, the endocrine system. Consider the options for placing on the prices for tickets to the sanatorium «Radon» in the Table 2.

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

In the sanatorium, the following diseases are treated: diseases of the musculoskeletal system; diseases of the nervous system; respiratory diseases; diseases of the female genital organs; diseases of the endocrine system and metabolic disorders (diabetes mellitus, obesity), skin and subcutaneous tissue disorders (including burns) [10].

Medical base of sanatorium «Khmilnyk trade union»: Clinical and biochemical laboratory (computer diagnostics, neurofunctional, ultrasound di-

Table 2

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

Room type	Price per person for single accommodation	Price per person for two beds	The cost of the trip (without treatment) for children from 7 to 12 years old in the main place
RADON TWIN (accommodation of 2 people in 2 double rooms with 2 beds)	605	420	280
RADON STANDART (accommodation of 2 people in a room with a double bed)	605	420	280
RADON STANDART + (Superior Double)	775	495	350
RADON VIP (2-bed room)	935	665	495
RADON TWIN (accommodation of 2 people in a double room with 2 beds) 3 building	495	330	200

Source: [10]

agnostics, X-ray rooms, rooms of the room); bath-room compartment (carbonic, mineral, magnetic baths); pool Hydrokinesiotherapy, underwater vertical vertical stretching of the spine, hydropathic cabin for radon water; Zbruchanska mineral water tank. Prices for trips at Khmelnyk trade union sanatorium depend on the profile of treatment and the chosen accommodation option (Table 3).

Taking into account the research of various aspects of the development of health-improving tourism in Vinnytsia region, it can be said that in the first place, the field of health-improving tourism is being built on the basis of existing natural potential, which within the region is quite attractive. However, one potential is not enough, therefore, a net-

work of sanatorium and spa establishments was created in Vinnytsia region, which successfully use existing resources in their activities. Taking into account all aspects of the development of health-improving tourism in Vinnytsia region, we can draw up a SWOT analysis matrix, which characterizes the situation on the market of health-improving tourism in Vinnytsia region (Table 4).

So, as the research shows, Vinnytsya Region has a strong natural resource potential and material and technical basis for the development of health-improving tourism. On the basis of existing recreational resources in Vinnitsa region a network of sanatorium and health resorts has been established that specialize in the treatment of a wide

Table 3

Prices for tickets at the sanatorium «Khmilnyk trade union

Room categories and treatment profiles	1 day (price, UAH)
1 Treatment of organs of support, movement and nervous system	
"Economy class" 1-room double room	325.00
"Superior comfort"	
1-room double room	465.00
1-room double room	360.00
1-room double room (family bed)	360.00
"Suite"	
1-room 2-bed (family bed)	385.00
1-room 1-bed room	485.00
2-room 1-bed room	675.00
2-room 2-bed room	480.00
"Lux" +	
1-room 1-bed room	535.00
1-room 2-bed (family bed)	410.00
2-room 1-bed room	740.00
2-room 2-bed room	515.00
"Apartment"	
2-room 1-bed room with kitchen	825.00
2-room 2-bed room with kitchen	565.00
2 Specialized treatment	
"Economy class"	
- cardiological, cerebrovascular department 2-bed room	365.00
- Diabetic department Double room	355.00
- rehabilitation of the organs of the musculoskeletal system double room	325.00

Source: [10]

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

Strengths	Weak sides
<ul style="list-style-type: none"> - availability of services; - Individual approach; - a wide range of facilities and services; - wide specialization of local sanatorium and spa establishments; - Favorable natural factors; - Favorable legislation in certain industries; - favorable geographical position of the region; - Ethnic diversity; - Availability of the material and technical base of the recreational complex; - Ability to develop a full range of tourist products; - Location in the geographical center of Europe; - Favorable ecological situation; - Powerful bandwidth. 	<ul style="list-style-type: none"> - unfavorable political and economic situation; - insufficient level of tourist infrastructure; - investment risks; - insufficient level of tourist service; - high competition from foreign players; - Abandoned state of historical and cultural monuments - Weak diversification of tourist offer; - Lack of systemic development in the field of industry; - Lack of initiative in creating image and branding; - Permanent reorganization of the management apparatus.
Opportunities	Threats
<ul style="list-style-type: none"> - Diversification of the tourist offer; - Growth of the world and regional markets for medical tourism; - Use of innovative approaches and the latest technologies; - Creation and implementation of tourism development programs on a regional basis; - Systemic and phased approach to program implementation; - Development, proposal and realization of investment projects on development of the market of health-improving tourism; - Development of cross-border tourism cooperation; - Improvement of the legislative framework; - Promotion of tourism product of medical and health tourism on the international market; - Activation of domestic tourism. 	<ul style="list-style-type: none"> - Instability of the economic situation; - Instability of the political situation; - The need to create a competitive tourist product in the field of health and wellness tourism; - Lack of strategies for the development of the market of health and recreation tourism in Vinnytsia region.

Source: Prepared by Asanov Edem based on [1; 2; 3]

range of diseases. Resorts of Vinnitsa are equipped with modern equipment, the number of sanatorium facilities is in good condition and is constantly updated. Thus, we can state that the resorts of Vinnytsia region can become a worthy player in the market of health and wellness tourism in Europe, but for this purpose it is necessary to develop qualitative strategic approaches to the development and popularization of this area of tourism.

Conclusions. The territory of the Vinnytsia region has a significant natural and resource potential for the development of various kinds of health-improving tourism. Such potential is the basis for creating within the limits of the Vinnytsia region the distribution of health-improving tourism and its promotion in foreign markets.

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

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ОСНОВНІ ДЕСТИНАЦІЇ HEALTH ТУРИЗМУ ВІННИЦЬКОЇ ОБЛАСТІ

Анотація

Розкрито основні напрямки розвитку health туризму у Вінницькій області України. Окреслено напрямки розвитку санаторію «Поділля», дитячого оздоровчого пансіонату «Дністер», медичного центру для реабілітації залізничників у м. Хмельник, санаторію «Березовий гай», санаторію «Сокілець», санаторію «Радон» м. Хмельник. Проведено SWOT-аналіз ринку health туризму у Вінницькій області. Досліджено кількість номерів та тарифи на поїздки на різні курорти Вінницької області. Обґрунтовано різні методи лікування.

Ключові слова: Вінницька область, health туризм, туристичні напрямки, SWOT-аналіз, медичне лікування.

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ОСНОВНЫЕ ДЕСТИНАЦИИ HEALTH ТУРИЗМА ВИННИЦКОЙ ОБЛАСТИ

Аннотация

Раскрыты основные направления развития health туризма в Винницкой области Украины. Охарактеризованы направления развития санатория «Подолье», детского оздоровительного пансионата «Днестр», медицинского центра реабилитации железнодорожников в городе Хмельник, санатория «Березовая роща», санатория «Соколец», санатория «Радон», а также профсоюзного санатория «Хмельник». Проведен SWOT-анализ рынка health туризма Винницкой области. Исследованы особенности номерного фонда и расценок на поездки в различные санатории Винницкой области. Обоснованы различные методы лечения.

Ключевые слова: Винницкая область, health туризм, туристические направления, SWOT-анализ, лечение.