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## HEALTH TOURISM IN LVIV REGION: CURRENT STATE AND DEVELOPMENT PROSPECTS

**І. В. Ковальчук, А. І. Ковальчук, С. П. Запотоцький, В. А. Запотоцька. ЛІКУВАЛЬНО-ОЗДОРОВЧИЙ ТУРИЗМ У ЛЬВІВСЬКІЙ ОБЛАСТІ: СУЧАСНИЙ СТАН І ПЕРСПЕКТИВИ РОЗВИТКУ.** Лікувально-оздоровчий туризм розглядається як один з видів туризму, що здійснюється з метою профілактики різних захворювань і відпочинку та передбачає перебування відпочивальників у санаторно-курортних закладах. Це особлива форма туризму, яка включає подорожі для отримання лікування (частіше немедикаментозного) або оздоровчої допомоги. Здійснено короткий аналіз спеціалізації таких світових курортів як Стара Русса, Карлові Вари, Сент-Моріц, Баден-Баден і Віші. Вони призначені для лікування захворювань органів шлунково-кишкового тракту, печінки та жовчевих проток, а також порушень обміну речовин, зокрема, цукрового діабету та ожиріння. Окреслено основні напрями формування і розвитку лікувально-оздоровчого туризму у світі. Дешеві послуги з оздоровлення і відпочинку представлені, головним чином, на курортах країн Азії, Латинської Америки та Австралії, а також в окремих європейських країнах. Це пов'язано з дешевою робочою силою, а також загальносвітовими механізмами ціноутворення. Виділено основні етапи розвитку лікувально-оздоровчого туризму у Львівській області, зокрема, перший період – середньовічний (II – XVI ст.), другий – імперський (XVII ст. – 1914 р.), третій – міжвоєнний (1914 – 1939 рр.), четвертий – радянський (1939 – 1991 рр.) і п'ятий – сучасний (з 1991 р.). Подано характеристику Львівської області як ариени розвитку лікувально-оздоровчого туризму. Площа регіону становить 3,6% території України (21,8 тис. кв. км.), а сама область є не лише однією з найбільших і найкраще економічно розвинених областей Західної України, а й головним транзитним коридором між Європейським Союзом і Центральною Азією. Бальнеологія Львівської області приваблива в першу чергу цінами, а також широким асортиментом доступних послуг. Досліджено курортну сферу Львівщини. Її найбільшими бальнеологічними курортами є м. Трускавець, м. Моршин, смт. Великий Любін, смт. Немирів, смт. Шкло і смт. Східниця. Охарактеризовано туристичні потоки в регіоні. Визначено головні засоби популяризації бальнеологічних курортів Львівської області, у тому числі, реклама, Інтернет-ресурси, виставки, форуми та конференції. Розроблено пропозиції, спрямовані на оптимізацію розвитку та удосконалення функціонування бальнеологічних курортів Львівщини.

**Ключові слова:** лікувально-оздоровчий туризм, бальнеологічні курорти, Львівська область, туристи, лікувально-оздоровчі заклади, оздоровлення і відпочинок.

**І. В. Ковальчук, А. І. Ковальчук, С. П. Запотоцький, В. А. Запотоцька. ЛЕЧЕБНО-ОЗДОРОВИТЕЛЬНЫЙ ТУРИЗМ ВО ЛЬВОВСКОЙ ОБЛАСТИ: СОВРЕМЕННОЕ СОСТОЯНИЕ И ПЕРСПЕКТИВЫ РАЗВИТИЯ.** Лечебно-оздоровительный туризм рассматривается как один из видов туризма, осуществляемый с целью профилактики различных заболеваний и отдыха и предусматривающий пребывание в санаторно-курортных учреждениях. Это особая форма туризма, которая предусматривает путешествия для получения лечения (чаще немедикаментозного) или оздоровительной помощи. Проведен краткий анализ специализации таких мировых курортов, как Старая Русса, Карловы Вары, Сент-Моритц, Баден-Баден и Витши. Выявлено, что они предназначены для лечения заболеваний органов желудочно-кишечного тракта, печени и желчных путей, а также нарушений обмена веществ, в частности, сахарного диабета и ожирения. Определены основные направления лечебно-оздоровительного туризма в мире. Дешевые услуги оздоровления и отдыха представлены, главным образом, на курортах стран Азии, Латинской Америки и Австралии, а также в отдельных европейских странах. Это связано с дешевой рабочей силой, а также общемировыми механизмами ценообразования. Выделены основные этапы развития лечебно-оздоровительного туризма во Львовской области, в частности, первый период – средневековый (II – XVI вв.), второй – имперский (XVII в. – 1914 г.), третий – межвоенный (1914 – 1939 гг.), четвертый – советский (1939 – 1991 гг.) и пятый – современный (с 1991 г.). Представлена характеристика области как арены развития лечебно-оздоровительного туризма. Площадь региона составляет 3,6% территории Украины (21,8 тыс. кв. км.), а сама область является не только одной из крупнейших и наиболее экономически развитых областей Западной Украины, но и главным транзитным коридором между Европейским Союзом и Центральной Азией. Бальнеология Львовской области привлекательна в первую очередь ценами, а также широким ассортиментом доступных услуг. Исследована курортная сфера Львовской области. Ее крупнейшими бальнеологическими курортами являются г. Трускавец, г. Моршин, пгт. Великий Любень, пгт. Немирив, пгт. Шкло и пгт. Східниця. Охарактеризованы туристические потоки в регионе. Определены главные средства популяризации бальнеологических курортов Львовской области, в том числе, реклама, Интернет-ресурсы, вы-

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*ставки, форуми и конференції. Розроблені пропозиції для розвитку и совершенствовання функціонування бальнеологічних курортів Львовщини.*

**Ключевые слова:** *лечебно-оздоровительный туризм, бальнеологические курорты, Львовская область, туристы, лечебно-оздоровительные учреждения, оздоровление и отдых.*

**Introduction.** Health tourism is considered to be a popular branch of the tourism industry, which allows one to improve health in a comfortable environment. To achieve this goal, natural-recreational resources are put to use, in particular, climate, therapeutic muds, mineral waters, etc. It is worth noting that in recent decades health tourism is experiencing major changes. Traditional resorts are being transformed into multifunctional wellness centers that can accommodate a large number of travelers at the same time. Accordingly, the number of persons wanting to improve health and stay in good physical form is growing. Most of them are middle-aged persons who prefer active rehabilitation and recreation. Thus, they are offered a variety of wellness programs and services, including nordic walking, a wide range of sports and fitness exercises, a choice of games etc. From these positions, an attempt to look at the state of health tourism in the Lviv region against the background of other countries, to identify its problems and to outline the ways to solve them is an urgent task.

**Problem formulation.** Nowadays, health tourism takes one of the leading places in the tourism industry. This is caused by the increase in the population wellbeing, the development of transport infrastructure, the environmental pollution in cities caused by industry, and the active promotion of a healthy lifestyle.

Health tourism is based on the utilization of natural healing resources, especially mineral waters, therapeutic muds, ozokerite, and climatic conditions that contribute to the treatment of various diseases.

Health tourism of Lviv region is characterized by significant potential, so it has every chance to become an effective factor in socio-economic development of the region. However, it should be noted that today the material base of health tourism in Lviv region is deteriorating and this leads to a decrease in the quality of services.

Therefore, the study of the current state and determining the prospects for the development of health tourism in the region can be considered an important scientific and practical task that requires comprehensive attention.

#### **Analysis of recent research and publications.**

Studies of the development of health tourism in general and in the Lviv region in particular are presented in the works of many Ukrainian scientists. Malska M. [8] highlighted the prospects for the development of geotourism in Ukraine, conducted a statistical analysis of tourist services in the Lviv region, and analyzed environmental threats and the

ways of development of sustainable tourism in the Carpathian region. Bezruchko L. [2] studied the current state and development prospects of hotel chains in the world and in Ukraine and identified the essence, factors and problems of tourism development in cities. Hamkalo M. [4] carried out the study of tourism development in Lviv region, in particular of skiing tourism. Pankiv N. [10] elaborated the characteristics of touristic resources, proposed their classification and assessed the territorial differentiation of touristic resources potential as a factor of internal tourism development in Lviv region. Lyubitseva O., Wojciechowski K., Zinko Yu., and Kochetkova I. [6] studied cross-border cooperation in tourism in Roztocze. Archiyereev S., Baranova V. and Varava K. [1] studied the development of spa tourism in Ukraine, analyzed the theoretical and methodological foundations of the territorial organization of spa resorts and the functioning of spa tourism institutions and assessed the activities of sanatoriums of spa specialization. Kuzyshyn A. and Halytska A. [5] devoted their research to one of the most popular areas of tourism nowadays – health tourism, which has a long tradition in Europe and the relevant resource base in the regions of Ukraine. According to the authors, the relevance of modern researches boils down to the study of the state of functioning of health tourism at the level of regional centers that are not specialized in this form of tourism. The chosen study tool was the assessment of statistical indicators of the congestion levels of recreation infrastructure during 2000-2016, as well as the analysis of the potential of wellness and recreation centers. The study mentions the insufficient infrastructure provision for the existing resource base. Molodetsky A. and Ostra V. in their work [9] considered the structural features of the proposals in the field of health tourism and their implementation for domestic and foreign tourists in the Carpathian and Black Sea regions. These scientists have drawn attention to the most popular areas and objects of health tourism. Based on official statistics, the most priority and promising areas of health tourism in the study areas were identified and recommendations were developed to achieve better results in the tourism sector. Slusariuc G. [12] noted the need for state support for health tourism, which has a positive impact not only on the local economy and the economy of the country in total, but also on the population as a whole. The study singles out the factor of improving the financial situation of health workers for the preventing of "brain drain". Aydin G. [13] in his study assessed the popularity of health tourism as

one of the poles of economic growth. The author also paid great attention to the potential cost savings of developed countries and multinational corporations while increasing the market share of the medical and recreational sector in developing countries. Joonwoo Moon, Rigg and Julaine S. [14] investigated the factors of attractiveness of health tourism for emigrants (on the example of the Republic of Korea). They analyzed both medical and recreational indicators. The decisive factors in the popularity of the studied tourism destination appeared to be the price level, the quality of services and the sufficient infrastructure. The results of the study are of great interest in determining the priority of financing the development of resort cities as destinations for health tourism. The collective of authors Kholyavka V., Leshko H., Mochulska J., and Kukhtiy A. [17] in their study noted the significant natural potential of health tourism and highlighted the need to take into account the implementation of "an effective system of financing, creating a system to encourage investment in modernization and construction of sanatoriums." Lew A. [18] studied the planning and marketing of resorts at a basic level, considering them in terms of tangible (material, such as urban planning) and intangible (non-material, such as customer perceptions of tourism destination) aspects. Lohmann G. and Netto A. [19] studied the demand for travel, typology and psychology of tourists, etc. Their work clarifies the issues of the distribution of tourist flows, logistics and the range of services (depending on the season). Thus, they consider the tourism industry in its entirety. The work of Morrison A. [21] focuses on the organization and marketing of the resort: from activities planning and implementation to evaluation of results. It also includes crisis management, digital marketing and other aspects and is a practical source of information for tourism workers. Saarinen J. [26] defined tourism as "industry of growth" that requires holistic and forward-looking planning. The article emphasizes the importance and effectiveness of traditional approaches to the development of tourism, the author however considers it necessary to pay the lion's share of attention to the historical and contextual aspects of the industry development. Vada S., Prentice C., Scott N., and Hsiao A. [28] in their work have analyzed the current state of research on the level of well-being of the tourism sector from the standpoint of positive psychology. The researchers concluded that the positive results of the industry can be used to create better results in tourism sphere management. The book by Page S. and Connell J. [30] highlights the pressing problems of modern tourism in developing countries (Africa, Asia and Europe), and in particular the so-called "destructive" technologies (Airbnb, low-cost, etc.). Szromek A. [31] revealed the issue of sustainable

development in tourism, which comes down to achieving the planned economic results while limiting the negative impact of tourism on the territory. The article also describes the relations formed in the environment of health resorts and defines the model of their development within the scope of the industry.

The fulfilled analysis of foreign and domestic sources [9,19,10,12,30] allowed to identify the following ideas that are of interest for the study of health tourism in Lviv region and many other regions of Ukraine:

1) from the methodological standpoint, it is necessary to pay attention to the definition of promising areas of development in the work of Molodetsky and Ostra [9], to the analysis of the distribution of tourist flows in the work by Lohmann and Netto [19], and to the models of resort development, in particular, the Prideaux model, which considers this process from a purely economic point of view, thus being significantly different from similar processes in the planned economy, which were used for some of the studied resorts (Morshyn and Truskavets) in the Soviet past;

2) from the constructive-geographical aspect, the researches of territorial differentiation of tourist-resource potential are of interest (Pankiv, [10]); the author comes to the conclusion about the possibility of improving the management of tourist flows by differentiating them, and also draws attention to alternative ways of attracting tourist potential, which is of interest in terms of the development of spa resorts in Lviv region;

3) in terms of the state of the health and wellness industry, we note separately the work of Slusarius, who emphasizes the need to prevent "brain migration" in the tourism industry [12] and the book by Page and Connell [30], which broadly covers current issues in the context of developing countries.

The identified aspects of research by foreign and domestic scientists were used as a methodological basis in planning and conducting our research on health tourism in Lviv region.

#### **Highlighting previously unsolved parts of the overall problem.**

The fulfilled study allowed us to assess approaches to the analysis of the current state of health tourism in general and in the Lviv region in particular. In the works analyzed the main attention was paid to studying the main stages of development of mainly the wellness tourism, and to the estimation of the status of resort sphere at regional levels. The literature is dominated by the opinion that the resort sphere of Lviv region attracts tourists with both favorable prices and a wide range of available services. The issues of estimating the tourist flows coming into the territory of Lviv region were also

considered. At the same time, insufficient attention was paid to the study of the status of medical tourism, to the substantiation of proposals aimed at optimizing the development and the improvement of functioning of spa resorts in Lviv region.

**Formulating the purpose of the paper.** The focus of this paper will be set on an objective assessment of the current conditions of the tourism industry based on a quantitative analysis of available statistical data with cartographic and modern statistical methods. The **purpose of the article** is to reveal the essence of health and wellness tourism, directions, stages and centers of its development in Lviv region, its connection with tourist flows, to assess its prospects and to justify a set of optimization measures.

To achieve this goal, the article solves the following tasks:

1. Highlighting the essence of health and wellness tourism and its main directions of development in the world and in Lviv region;
2. Identifying the stages of development of health and wellness tourism in Lviv region and the main centers of its development;
3. Characterize the tourist flows of the region and their role in the development of health resorts;
4. Substantiating the proposals aimed at popularization, improvement of functioning of spa resorts and sphere of tourism of Lviv region.

**Presentation of the main research material.**

Health tourism is considered to be one of the types of tourism, the main purpose of which is medical care or staying in medical institutions both in the domestic country and abroad [33] for the purpose of recovery.

Health tourism outside the country indicates the fact that certain medical services are hardly accessible in a particular country or not available at all [1]. It is worth noting that the costs of medical services in different countries differ significantly. It means that travelers should fully clarify their diagnosis and treatment regimen before going abroad to receive a certain set of services [15].

According to experts, almost \$100 billion are spent annually on treatment abroad. As regards such countries as the Czech Republic, Switzerland and Germany, there is no separate queue for foreign patients in these countries. They are going to the medical examination according to their serial number, despite the fact that their treatment is much more expensive than the treatment of a native [36]. The most popular world spa resorts with mineral waters having healing properties are Staraya Russa, Karlovy Vary, St. Moritz, Baden-Baden, and Vichy [34].

Staraya Russa is a spa resort founded in 1828. It is regarded one of the oldest resorts in Central

Russia. The mineral water of the resort is used for inhalations, treatment of diseases of the gastrointestinal tract, etc. [21].

Karlovy Vary is a resort located in the western part of the historic region of Bohemia (Czech Republic). There are a large number of hot springs of mineral water for the treatment of persons with diseases of the stomach, intestines, liver, bile ducts, as well as metabolic disorders (diabetes, obesity and others) [13].

St. Moritz is a ski resort located on the southern slopes of the Swiss Alps, not far from Italy. The natural conditions and amenities of a high-altitude winter resort (45 hotels and cozy cottages, most of which have a category of 4-5 \*) are unique. St. Moritz belongs to the category of vacation spots that are popular among the rich and famous. The resort is visited annually by the upper class of society from around the world, that consider it one of the most beautiful areas for skiing in the world [32]. No wonder St. Moritz is a member of the prestigious ski organization "The Best of the Alps" [13].

Baden-Baden is the "summer capital of Europe", a resort located in the state of Baden-Württemberg (Germany). Hot water flows from the underground springs of the resort, containing a large number of minerals and having a positive effect on the general conditions of the body [25].

Vichy is a spa resort located in the central part of France, in the north of the Auvergne region. The resort is famous for the largest mineral baths in Europe. Based on local mineral waters, Vichy cosmetics are known worldwide [28]. Vichy is reminiscent of Paris in miniature. It is an aristocratic town of parks, palaces, boutiques, restaurants. The resort, for sure, can be called the capital of beauty. The experience of these resorts deserves to be implemented in Ukraine, because today there is an increase in the number of orders related to health tourism. This type of tourism is very popular among the people of America and Europe. According to Medical Insights International [23], total revenues from health tourism increase by 20% annually, and the annual turnover of the tourism market increases by 40-60 billion dollars. In order to find less expensive medical care, Americans and Europeans often travel outside their countries. Guests can receive inexpensive medical services mainly in some European countries, as well as in Asia, Latin America and Australia.

As regards spa resorts containing hotels with spa centers, which consist of health and wellness complexes with swimming pools, therapeutic baths and massage rooms, the situation is somewhat different. Tourists who periodically visit such health centers are often trying every time to choose a new place of destination [17]. Those persons who have already visited Hungary and the Czech Republic

would plan a future trip to Switzerland, Austria, Germany, and other countries. It can be assumed that the reason for this is that all the relevant hotels in mentioned countries are located near healing springs that are helpful in the treatment of diseases of the musculoskeletal and digestive systems, as well as circulatory disorders. This is confirmed by relevant statistics [35]. For Switzerland, Austria and Germany, it is common to combine health tourism with the organization of various excursions [30].

Austrian and Swiss resorts are more expensive for recreation. It should be noted that in Austria, hotels, and in particular in such resorts as Bad Gastein and Bad Ischl, are equipped with special pools with natural water and radon sources, which are useful for the treatment of diseases of the musculoskeletal system [14]. Switzerland has long been famous for its resorts, the main treatment profile of which is respiratory diseases [23].

Quite a large number of spa resorts are located in Israel and Turkey (resorts on the Dead Sea, Kangaroo). These resorts specialize in the treatment of skin diseases [14].

Tourists who are making a choice for health tourism can not only relax but also improve their health. They are offered various medical SPAs, wellness centers (health improvement and rejuvenation of their clients), fitness centers, swimming pools, comfortable living, healthy eating, herbal baths, yoga and meditation, various excursions, sports, festivals, gastronomy, wine therapy (treatment with natural grape wines), thalassotherapy (treatment with sea climate and bathing in combination with sunbathing), apitherapy (treatment with different types of honey) [31], etc.

As regards the development of health tourism in the Lviv region, it has gone through several stages:

I stage – the medieval one: the emergence of the first resorts and the spread of the tradition of hydrotherapy (II – XVI centuries) [8];

II stage – the imperial one: the establishment of resorts in the Austro-Hungarian Empire, with the propagation of scientific methods of balneology and the tendency to "visit the waters" (XVII century – 1914 yr.) [7];

III stage – the interwar (1914 – 1939 yr.): development of medical tourism infrastructure within the Polish and Czechoslovak republics [8];

IV stage – the soviet (1939 – 1991 yr.): planned development of medical tourism infrastructure within USSR [7];

V stage – the modern (since 1991 yr.): market reorganization and development of medical and health tourism in modern Ukraine [8].

Lviv region possesses all the necessary prerequisites for the long-term development of health tourism, primarily the favorable climatic conditions and

the availability of natural mineral waters, therapeutic muds and ozokerite.

It is a well-known fact that the main factor in the development of health tourism is the availability of areas with natural healing resources. Therefore, various health tourism programs are constantly being developed for tourists in the Lviv region. More than half of health tours consist of recreation and rehabilitation in sanatoriums and active leisure (concerts, dances, sports trips, walks, picking mushrooms, berries, etc.)

The area of the Lviv region is 21.8 thousand km sq. (3.6% of the total Ukraine area), and its population is 2.7 mil. person (5.4%) [3]. Lviv region is considered to be one of the largest and best economically developed regions of Western Ukraine. There are 20 districts and 42 cities, in particular, 8 cities of regional subordination. In each of the following cities – Lviv, Drohobych, Stryi and Chervonohrad – the population exceeds 50 thousand person. There are 755.8 thousand persons living in Lviv (as of February 1, 2020). The region stretches for 250 km from north to south, which contributes to the great diversity of natural conditions and the variability of landscapes: landscapes of Polissya are dominated by coniferous forests and swamps; landscapes of Podillya and of mountain foothills – by deciduous forests and fragments of the steppe; that of Carpathian – by mountain forests. The Main European Watershed passes through the territory of Lviv region. The great rivers of Central and Eastern Europe originate here – Dniester and the Western Bug [9].

Lviv region is characterized by a high level of transport infrastructure development and is the main transit corridor between the countries of the European Union and the countries of the Caucasus and Central Asia. The main transit and tourist axes are the international highways E 40 (Kyiv – Lviv – Shehyni), E 50 (Uzhhorod – Donetsk), E 372 (Lviv – Warsaw), E 471 (Lviv – Stryi) [9]. The regional route P 39, which connects the city of Lviv with the city of Uzhhorod via the Uzhotsky Pass, is also of great tourist importance. This feature makes available to guests most of the natural healing and historical attractions of the region. Lviv has a bus connection with all major cities of Ukraine and international bus connection with Belarus, Moldova, Poland, Romania, Slovakia, Germany, Great Britain, France, and other countries. Private motels, campsites, restaurants, service points, etc. have been built along roads of international and regional significance. International D. Halytsky Airport in Lviv has connections not only with the largest cities of Ukraine, but also with Warsaw, Vienna, Frankfurt am Main and others. International passenger lines connecting Ukraine with the countries of Western Europe pass through the territory of Lviv region. Lviv Railway

provides connections both with the regions of Ukraine and with the regions of the CIS countries, the Czech Republic, Poland, Slovakia, Romania, Hungary, etc.

While health tourism has all the prerequisites for its successive development in Lviv region, it is in decline. In 2017, there were 42 sanatoriums and boarding houses providing treatment, 4 recreation and boarding houses, 14 recreation bases and other recreation facilities in the region [8]. Over the last decade, the number of children's health camps has sharply decreased – there were only 245 of such in 2018 (compared to 763 children's camps in 2011). The largest spa centers are Truskavets and Morshyn cities, Velyki Lyubin, Nemyriv, Shklo, Skhidnytsia settlements [8].

Lviv Precarpathians is considered one of the most famous in Ukraine resort areas of international importance. It gained its fame through three spa resorts – Truskavets and Morshyn cities and Skhidnytsia settlement, where dozens of sanatoriums, boarding houses and other medical and health facilities are located. Mineral waters "Naftusya" and "Morshinska" are unique in their properties. These waters are used for treatment in Truskavets, Morshyn and Skhidnytsia. The exclusivity of these resorts is also influenced by the possibility of using therapeutic ozokerite. Its largest deposits in Ukraine are located in Lviv region. The resorts of Lviv re-

gion offer traditional and non-traditional treatment, climatotherapy, hydrotherapy, rehabilitation, etc. Guests are accommodated in comfortable conditions with a full range of related services, such as national cuisine, herbal bars, swimming pools, Russian bath, solariums, conference rooms, Internet, satellite TV, sports equipment rental. Numerous excursions to monuments, castles, historic cities and nature reserves are also organized here [7].

Guests are offered a choice of about twenty different excursions and tourist activities. The most popular are bus tours to Lviv, Truskavets, Morshyn and Skhidnytsia, to natural reserves and parks [8].

In general, for the tourist market of Ukraine the Lviv region is characterized by a fairly wide range of tourist resort products (summer and winter), and in particular treatment at spas and climatic resorts.

Sanatoriums of Lviv region receive more than 100 thousand tourists annually [8]. In terms of the number of visitors, Lviv region is significantly ahead of other regions of Ukraine.

The total number of Guests of tourists who visited the Lviv region in 2018 amounted to 182,255 thousand person (Fig. 1), among them 7617 person were foreign tourists [22].

For a long time, 217,794 thousand person have been treated in the resorts of the region. [8]. In 2018, 22,457 thousand children were being accommodated in health and recreation facilities, of which

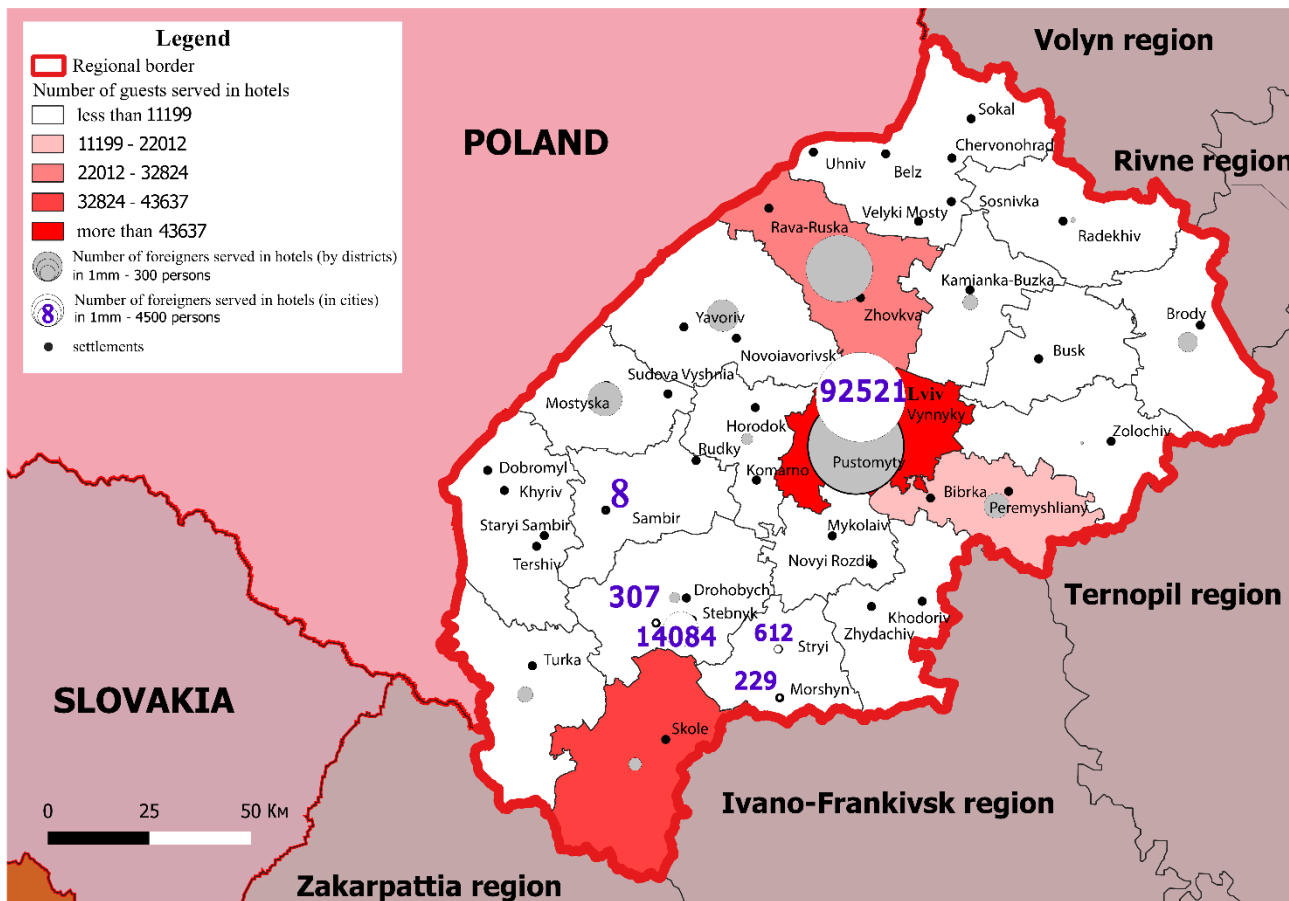


Fig. 1. Service of guests in hotels and similar means of accommodation in 2018

498 children – just in health facilities. The share of children aged 7 to 16 who recreated in summer children's health and recreation facilities in 2018 was 8.5%. In 2017, 45823 children were served in the

region; namely, in Lviv – 24.0 thousand, in Truskavets – 8,487 and in Skole district – 6,393 [22] (Table 1).

Analyzing the dynamics of children's residence

Table 1

Dynamics of accommodating children aged 0 – 17 in hotels and similar accommodations

Districts and cities of Lviv region	2013	2014	2015	2016	2017
	person				
<b>Region in total</b>	<b>31752</b>	<b>36069</b>	<b>45808</b>	<b>44303</b>	<b>45823</b>
Lviv	16357	18171	21317	26367	24000
Boryslav	1331	984	624	1088	1754
Drohobych	4	120	–	–	–
Morshyn	161	50	119	86	277
Novyi Rozdil	–	–	–	–	–
Sambir	81	–	13	–	32
Stryi	–	–	–	–	–
Truskavets	4058	3887	9689	6743	8487
Chervonohrad	15	–	–	–	–
Brody Raion	20	–	–	–	–
Busk Raion	–	–	18	–	–
Horodok Raion	32	–	51	96	369
Drohobych Raion	284	–	–	62	–
Zhydachiv Raion	2	37	–	–	–
Zhovkva Raion	832	588	634	737	634
Zolochivskiy Raion	–	35	10	20	–
Kamianka-Buzka Raion	127	92	154	121	116
Mykolaiv Raion	–	–	–	–	–
Mostyska Raion	75	62	113	119	135
Peremyshliany Raion	200	570	53	307	424
Pustomyty Raion	225	882	1735	2810	2677
Radekhiv Raion	–	–	–	–	–
Sambir Raion	–	–	–	–	–
Skole Raion	7673	10302	10801	5229	6393
Sokal Raion	–	–	–	–	–
Stryi Raion	–	–	–	–	–
Stryi Raion	70	70	132	189	260
Turka Raion	85	119	25	234	61
Yavoriv Raion	120	100	320	95	204

Data source: Main Department of Statistics in Lviv Region [22].

in accommodation facilities, it should be noted the lack of a "pit", typical for the Ukraine's tourism industry in the yrs. 2013–2014. The period of political instability and military intervention of the Russian Federation did not affect the attendance of children's institutions.

In 2018, 121.04 thousand foreign tourists visited sanatoriums of Lviv region [22]. Foreign guests were dominated by citizens of Moldova, Belarus, Azerbaijan, Germany and Poland. Since the end of 2013, the number of foreign tourists has begun to decline significantly. This was because of the unstable situation in the country, primarily due to Russia's military aggression. It can be assumed that recrea-

tion at spas is not very popular among young people. This is confirmed by the terminology itself. After all, even in the definition of health tourism given by the World Tourism Organization, the main purpose of tourists engaged in health tourism is to obtain advanced health services in other regions or countries [18]. The purpose of the clients coming here is the treatment, not the prevention of diseases, which leads to the predominance of older age groups in the structure of tourists.

Most children came to Lviv region from Kyiv and Kyiv region. Children from Lviv region recreated mainly in Odessa, Mykolaiv and Kherson regions [7] (Fig. 2). The main means of promoting spa re-



sorts in Lviv region on domestic and international markets are advertising (printed and in the media), Internet sources (Internet sites of resorts and individual service entities), exhibitions, forums, conferences [7].

Information and promotion support of health tourism is placed on the internet sites of regional authorities, in publications of various brochures and booklets, on exhibition activities, is carried out at specialized events (promotions, conferences, fo-

rums, celebrations, festivals) [27]. Resort topics are well covered on popular national and regional internet pages, in particular on the pages of tourist information centers, on specialized tourism portals in the Lviv region, on portals for various types of tourism, on tourism and recreation sites in some areas and localities. Specialized resort internet sites which provide detailed information about resort areas are regarded quite popular, including the portal "Resorts and sanatoriums of Ukraine" [7].

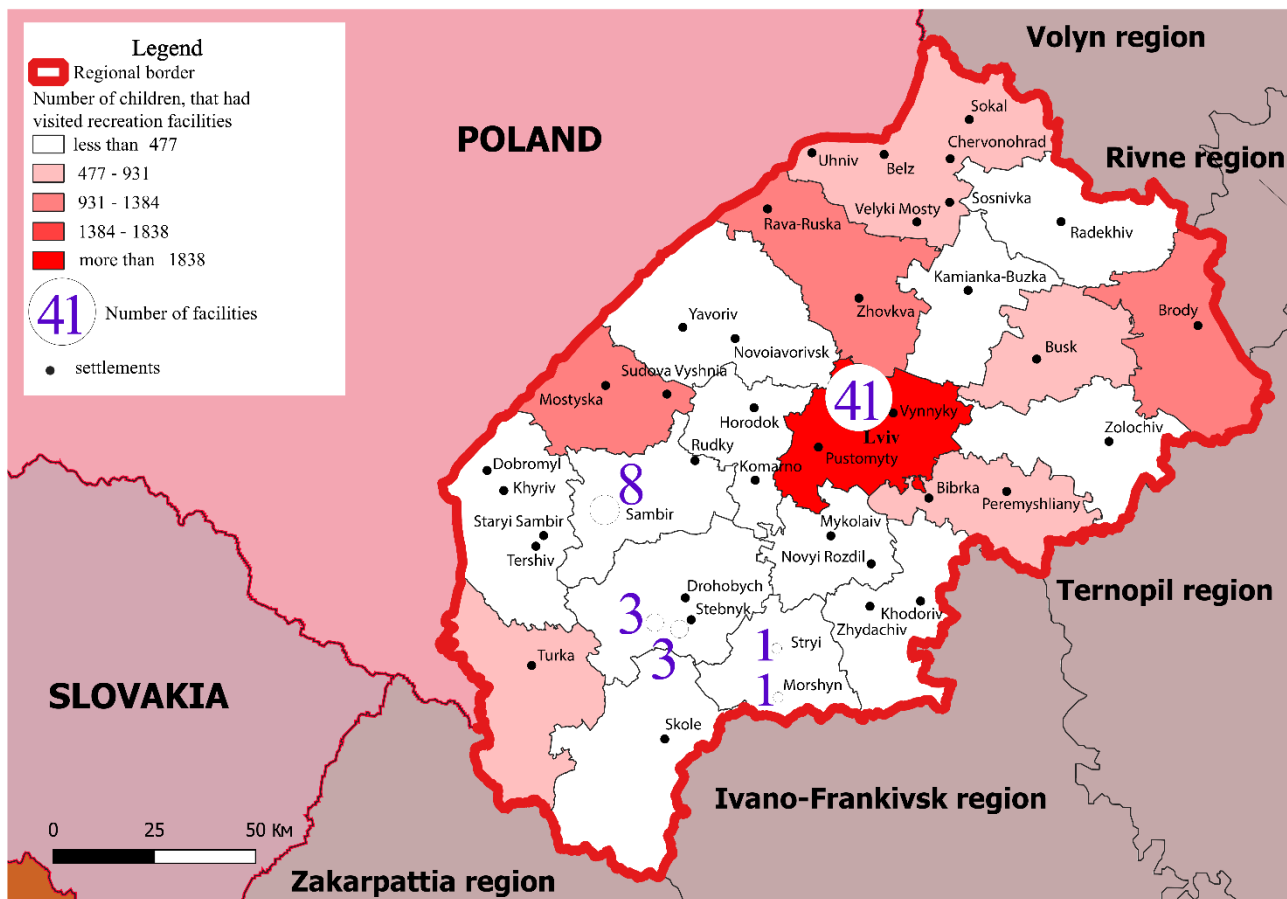


Fig. 2. Service of children staying in medical and wellness facilities in Lviv region in 2018

Visitors are arriving to the resorts of Lviv region with the following purposes:

- 1) residing for the purpose of leisure;
- 2) residing for the purpose of health improvement.

The essence of the first type of recreation is to reside in hotels and boarding houses, making use of recreational paramedical and cosmetic services provided by wellness resort institutions [32].

The strengths of this type of recreation are: 1) large capacity of accommodation in resorts; 2) a wide range of medical services in these institutions.

Weaknesses include: 1) low quality accommodation; 2) insufficient number of proposals for persons arriving at the resort for recreation.

The essence of the second type of recreation is coming to a sanatorium or resort hospital for health

improvement combined with medical or rehabilitation measures [20].

Its strengths are:

- 1) large capacity of resort institutions;
- 2) a large number of medical and spa services.

Weaknesses include:

- 1) lack of information about sanatoriums and resort centers;
- 2) low level of material provision of resorts.

The SWOT-analysis shows that the main advantages of health tourism in Lviv region are favorable geographical location, favorable climatic conditions, the availability of good quality mineral resources, the rich historical and cultural heritage, a large number of resort sanatoriums, etc. (Table 2). The resorts of the region, however, have a number of problems that significantly affect the economic,



## SWOT-analysis of the development of health tourism in Lviv region

<b>Strengths</b>	<b>Weaknesses</b>
<ol style="list-style-type: none"> <li>1. Favorable social-geographic location of resorts – proximity to EU states, international highways and railways.</li> <li>2. Favorable natural and climatic conditions.</li> <li>3. Significant number of mineral water sources.</li> <li>4. Unique healing properties of “Naftusya” mineral water.</li> <li>5. Recognition of Truskavets and Morshyn cities and Skhidnytsia settlement as the largest spa-resort centers of Carpathian foothills.</li> <li>6. Large number of medical and wellness institutions, including sanatoriums, hotels, boarding houses, villas, etc.</li> <li>7. A number of specialized centers for medical rehabilitation and sanatorium treatment, in particular – the International Clinic of Rehabilitation (Truskavets).</li> <li>8. Resumed scientific and practical activities of the resorts, in particular, the study of the healing properties of mineral springs and the elaboration of modern methods of treatment.</li> <li>9. Popularization of separate medical and wellness institutions of Truskavets and Morshyn cities and Skhidnytsia settlement.</li> <li>10. Qualified workforce in medical sphere, as well as in medical and spa services.</li> <li>11. A large number of historical and cultural monuments in the resorts.</li> <li>12. Proximity to cultural centers of the region (Lviv, Drohobych, etc.) and to modern tourist and ski centers (Bukovytsia, Slavsko, Tustan, Play, Krutogir).</li> <li>13. A large number of cafes, restaurants, entertainment centers, etc.</li> </ol>	<ol style="list-style-type: none"> <li>1. Small area of own land.</li> <li>2. Low quality of drinking water.</li> <li>3. Lack of status of a Resort of state significance.</li> <li>4. Bad roads.</li> <li>5. Insufficient access roads to health resorts institutions.</li> <li>6. Decreased attractiveness of resorts due to the poor conditions of their housing.</li> <li>7. Insufficient level of development of medical, wellness, tourist and recreational infrastructure.</li> <li>8. Small number of hotels of different standards.</li> <li>9. Non-compliance of hotel and tourist complexes of Truskavets and Morshyn cities and Skhidnytsia settlement with world quality standards.</li> <li>10. Insufficient number of specialized educational institutions for training specialists in the field of service.</li> <li>11. Lack of knowledge of foreign languages by the local population.</li> <li>12. Small assortment and low quality of health services.</li> <li>13. Low level of development of local travel agencies.</li> <li>14. Lack in tourist information for Truskavets and Morshyn cities and Skhidnytsia settlement.</li> <li>15. Absence of Lviv region resorts in the international tourist network.</li> </ol>
<b>Opportunities</b>	<b>Threats</b>
<ol style="list-style-type: none"> <li>1. Creating investment projects for the development of recreation areas in Truskavets and Morshyn cities and Skhidnytsia settlement.</li> <li>2. Construction of new roads to the regional center.</li> <li>3. Favorable visa policy for foreign tourists.</li> <li>4. The growing number of guests to the resorts.</li> <li>5. Improving the quality of medical care for the population and guests.</li> <li>6. Creating conditions for unimpeded access for people with special needs to socio-cultural and public facilities.</li> <li>7. Expansion of the market of tourist services under the condition of rational use of available natural and recreational resources and infrastructure.</li> <li>8. Increasing public interest in historical and cultural heritage of Truskavets and Morshyn cities and Skhidnytsia settlement.</li> </ol>	<ol style="list-style-type: none"> <li>1. Unstable situation in Eastern Ukraine (Russian aggression).</li> <li>2. Instability of the economic situation in the country.</li> <li>3. Unjustifiably negative international image of the region due to complex socio-political events in Ukraine.</li> <li>4. Insufficient level of modernization of medical, wellness, tourist and recreational infrastructure of Lviv region.</li> <li>5. Increasing volumes of outbound tourism to other regions of Ukraine and abroad.</li> <li>6. Ineffective promotion of Lviv region resorts at the international level.</li> </ol>

social and environmental processes, namely – low drinking water resources, unsatisfactory quality of the transportation system of resorts, insufficient development of spa and recreation infrastructure, a

small list of services offered at resorts, the lack of information about resorts, etc.

The analysis of the state of spa resorts of the Lviv region, of the intensity of their usage allows to

substantiate the following steps for their development and improvement of their functioning:

1. To make tourists interested in active sports for the purpose of improvement of their psychophysical and psychomatic state. A significant proportion of clients of sanatoriums in Lviv region are middle-aged people coming mainly for treatment [2]. Very few of them are young (except for patients of specialized children's institutions), because tourists are not aware of the prospects of spending their free time apart from receiving rehabilitation and treatment [13]. As international experience shows [14], such a problem is not unique to Ukrainian resorts. Therefore, it is important not only to develop the health-improvement products of resorts in detail, but also to create interesting proposals for active recreation (various types of sports and recreation activities).

2. To develop a network of rural tourism facilities and boarding houses around resorts. The majority of the region's health products are quite expensive. This is due to the high costs of living in sanatoriums [5]. Therefore, the development at the resorts of accommodation for different price categories and of different capacity would allow to attract the segment of guests with different financial opportunities to the health and recreation, thereby increasing the number of guests to the resorts [24].

3. To expand opportunities for Ukrainian health products to enter the European market. Only such well-known resorts as Morshyn and Truskavets are commonly known to actively promote their medical and health products in the tourist markets of different levels, in particular, internationally. For this purpose, specialized structures have been created at these resorts (CJSC Truskavets Resort, CCM Morshynkurort), which produce their own information and advertising support. Other resorts in Lviv region do not have such targeting structures and are developing their health products independently or through intermediaries, which is not always effective [9]. Therefore, for the successful development of the health and recreation products of resorts it is necessary to create specialized local promotional and information structures that will represent the resort and recreation area in the domestic and world tourist markets [22].

4. To inform about the possibilities of treatment and rehabilitation in the resort and recreation areas of Lviv region. Ensuring better advertising of the healing environment should be carried out through specialized activities for doctors from different regions of Ukraine and abroad (conferences, scientific seminars and symposia, etc.), where one can learn in detail about treatment methods, equipment of health facilities, accommodation conditions, etc.

5. To involve vacationers in tourist and recrea-

tional activities. As mentioned above, guests come to the sanatoriums only for medical and health purposes, without planning any additional activities during the holiday [26]. In addition, some guests regularly visit the same resort again, i.e. are its regular guests [11]. To help spending leisure time at the resorts, a certain list of recreational activities is offered, namely, excursions, walks, books to read in libraries, etc. Their range should be expanded and diversified.

6. To reconstruct the sanatorium base. The tourist infrastructure has not changed its appearance and equipment for many years in the sanatoriums of Lviv region, modernization has not been carried out and the level of service has not improved [16]. Therefore, the resorts of the region began to lose their reputation in recent years because of the emergence of new more attractive offers of the same type [17].

7. To professionally promote the products of sanatoriums of Lviv region both on the domestic and international tourist market. It should be noted that most health resorts and individual institutions have their own specific features and provide a set of health treatments and additional services, but their unique advantages are not widely advertised [29]. Therefore, only a very general notion about most of the resorts and health facilities in Lviv region is present in the international tourist market. This situation can be changed only through a strong and constant information and promotional campaign about these resources and localities, in particular, providing information through various media (printed, electronic), through multilingualism, a constant updating of internet sources of resorts, participation in tourism exhibitions and salons, through their promotion on specialized conferences and symposia (medical, tourism, investment, etc.) [5].

We address these proposals, first of all, to the Lviv Regional State Administration, which, in accordance with the Constitution, decides on the use of land and natural resources in its subordinate areas, as well as to the Department of Development in general and to the LRSA Department of Tourism in particular, that are entitled with "promoting the further development of tourism infrastructure and the entrepreneurship in the field of tourism...».

**Conclusions.** While studying the domestic and foreign experience in the field of health tourism, the essence of health tourism and its main directions in the Lviv region and in the world were highlighted. The stages of development of medical and health tourism in Lviv region and its main centers were considered.

The development of health tourism is based on the availability of mineral water sources, deposits of therapeutic muds, forest and climatic resources, etc.

This industry belongs to the promising kinds of tourism industry, as there is a tendency of increasing demand among tourists not only for leisure and recreation but also for treatment and rehabilitation.

Lviv region has all the necessary prerequisites for the development of health tourism, namely, the favorable climatic conditions, available natural mineral waters, therapeutic muds, and others. The development of health tourism in the region has great prospects. Such well-known spa resorts as Truskavets, Morshyn, Velykyi Lyubin, Nemyriv, Shklo, and Shidnytsia are located within the region. Prospects for their development are first of all associated with the availability of mineral water sources "Naftusya". As for the resorts of Shklo, Nemyriv and Velykyi Lyubyn, they are also known for their therapeutic muds (peloids). The peloid reserves available here fully meet the needs of sanatoriums that operate on their basis and will promote the development of these resorts.

Ozokerite is considered to be a rather specific recreational resource of Lviv region, which is used for medical purposes. This is a reusable resource. Its largest not only in Lviv region, but also in Ukraine deposit is located in Boryslav (Drohobych district). Its annual production here reaches 700 tons.

As a result of the SWOT-analysis, the main advantages and disadvantages of health and wellness

tourism in Lviv region were identified, and the measures to improve it were substantiated. The article characterized the tourist flows of the region and their importance for the growth and development of its resorts. Within the framework of the conducted research, the proposals for popularization and improvement of the tourist sphere of Lviv region were justified.

The infrastructural provision of resorts is of great importance for the development of health and wellness tourism in the Lviv region. Its main component is the available material base, which includes sanatoriums of various specializations. There are 51 sanatoriums, 6 boarding houses with treatment, 8 prevention sanatoriums, 7 boarding houses and 31 recreation centers located on the territory of the region. We see development prospects in their modernization and in the construction of new ones.

Another development area of health tourism in the Lviv region is the services of spa centers, which are in demand by both foreign and domestic tourists. Most of them are offered in resort cities and recreational areas. The main assortment of services includes various massages, underwater and circular showers, rejuvenating baths, saunas, vitamin and non-alcoholic bars, etc. The popularity of this type of service will continue to grow.

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## HEALTH TOURISM IN LVIV REGION: CURRENT STATE AND DEVELOPMENT PROSPECTS

**Introduction.** Health tourism is considered a kind of tourism which is carried out for the purpose of prevention of various diseases and the recreation and provides for guests accommodation in sanatorium-and-spa establishments. This is a special form of tourism, which includes providing medical treatment (often non-drug) or health improvement services.

**Problem formulation.** Health tourism takes one of the leading places in the tourism industry. This is mostly caused by the increase in the population wellbeing.

**Analysis of recent research and publications.** Studies of the development of health tourism in general and in the Lviv region in particular are presented in the works of many Ukrainian and foreign scientists. The article fulfilled the analysis of foreign and domestic sources, which allowed to identify the following ideas that are of interest for the study of health tourism in Lviv region and many other regions of Ukraine

**Highlighting previously unsolved parts of the overall problem.** The fulfilled study allowed us to assess approaches to the analysis of the current state of health tourism in general and in the Lviv region in particular.

The literature is dominated by the opinion that the resort sphere of Lviv region attracts tourists with both favorable prices and a wide range of available services. The issues of estimating the tourist flows coming into the territory of Lviv region were also considered. At the same time, insufficient attention was paid to the study of the status of medical tourism, to the substantiation of proposals aimed at optimizing the development and the improvement of functioning of spa resorts in Lviv region.

**Formulating the purpose of the paper.** The focus of this paper will be set on an objective assessment of the current conditions of the tourism industry based on a quantitative analysis of available statistical data with cartographic and modern statistical methods.

**Presentation of the main research material.** The main directions of formation and development of health tourism in the world are outlined. Cheap health care and leisure services are provided mainly in the resorts of Asia, Latin America and Australia, as well as in some European countries. This is due to the cost of labor, as well as global pricing mechanisms. The main stages in the development of health tourism in Lviv



region are distinguished. The description of Lviv region as an arena for the development of health tourism is given. Spa resorts of Lviv region are attractive first of all by the prices, and also by the wide range of available services. The resort sphere of Lviv region has been studied. Tourist flows in the region are being characterized.

**Conclusions.** The main means of popularizing spa resorts of Lviv region have been identified, including advertising, Internet sources, exhibitions, forums and conferences. The proposals have been worked out directed on optimization of development and improvement of functioning of spa resorts of the Lviv region.

**Keywords:** health tourism, spa resorts, Lviv Region, tourists, medical and health facilities, health care and leisure.

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