

## ECONOMIC SCIENCES

### THE DIRECTIONS OF SPA INDUSTRY MODERNIZATION IN CRISIS

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The current stage of economic systems functioning is characterized by threshold values of instability. Modern threats and challenges have a negative impact on the functioning of the tourism industry, which, on the one hand is one of the most promising areas of economic activity and on the other – extremely sensitive to the destructive factors of various origins. The nature of tourism as a social phenomenon determines its close relationship with the processes taking place within regional communities and in individual destinations. The spread of international terrorism, illegal migration, increasing incidence of socially dangerous diseases, general deterioration of the environmental situation, despite the intensification of tourist flows, lead to a significant increase in their negative impact on tourism, which has varying degrees at the spatial level.

In modern conditions, one of the important priorities for the development of the Ukraine's tourism sector is modernization, one of the current areas of which is the renewal and innovative development of the spa industry. Modernization of the spa complex envisages the introduction of new directions and methods of the resort establishment's effective development which can contribute to the dynamic development of both the spa industry of the region and individual enterprises that interact with each other.

Despite the crisis periods, there have been recent positive trends in the development of the country's spa complex, which, in particular, are manifested by an increase in the number of sanatoriums and increasing demand for Ukrainian resort programs. At the same time, innovative activities in the spa industry are almost non-existent, except for modern spa complexes – resort hotels.

In our opinion, the innovative development of the spa industry should primarily involve the development of new markets, development, and creation of new tourist routes, services, technologies using the achievements of science, technology, and modern forms of organizational and managerial activities, the

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introduction of which will increase employment and income of the population, to improve the socio-economic development and tourist attractiveness not only of individual regions but also of the country as a whole.

Modern realities require health resorts to introduce new ways of organizing spa services. One of such effective ways of recreational areas spatial organization is the formation of a resort cluster, the purpose of which is to create a single system of spa services of the resort. The cluster approach is important in the strategic regional development of tourism, and its advantages are the widest possible involvement in the formation of the competitiveness of destinations of all subsystems and components of regional tourism systems, including the resort economy.

According to experts, the advantages of the cluster model of tourism sector development in general and the spa industry, in particular, are:

- efficient use of tourism resources, improvement, and increase of regional tourism product competitiveness;
- increasing the investment attractiveness of the region, promoting innovative investment projects in the field of tourism;
- coordination of government, business, and public organizations efforts to develop tourism infrastructure;
- reduction of the tourist services cost due to preferences for cluster members, sharing of resources, coordination of strategy and tactics of business activity;
- implementation of joint marketing and advertising activities, participation in tourism exhibitions and fairs, development and promotion of the regional tourism brand [1, p. 17].

An important area of the spa industry modernization is also improving the quality of personnel training for the recreational and tourism sector, which can be achieved in the process of dual education implementation [2].

Therefore, modernization should be a priority at the current stage of spa industry development in Ukraine, which requires qualitative changes and adaptation to the requirements of international standards, to further Ukrainian resorts on the world market. When developing measures for the modernization of the sanatorium complex, it is necessary to take into account the experience of leading countries in this field and introduce innovative technologies.

### References:

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