

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

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**INTRODUCTION**

Today, health tourism is one of the leading places in the tourism industry, as a significant increase in income of economically developed countries, the development of transport, environmental pollution due to industrial development and active promotion of healthy lifestyles makes many seek health and recreation in others, environmentally friendly favorable regions. Studies by tourism experts have shown that health tourism has a special place in the system of global relations. Today, the market for travel services is the most valued opportunity to restore health during exciting tourist trips.

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

Health tourism refers to people traveling to a country other than their own to obtain medical treatment. In the past this usually referred to those who travelled from less-developed countries to major medical canterers in highly developed countries for treatment unavailable at home. However, in recent years it may equally refer to those from developed countries who travel to developing countries for lower priced medical treatments. The motivation may be also for medical services unavailable or illegal in the home country.

Health tourism most often is for surgeries (cosmetic or otherwise) or similar treatments, though people also travel for dental tourism or fertility tourism. People with rare conditions may travel to countries where the treatment is better understood. However, almost all types of health care are available, including psychiatry, alternative medicine, convalescent care, and even burial services.

Health tourism investigates different aspects and objective principles of health treatment system and their subsystems development as well as investigates basic concepts of health treatment in tourism. Moreover, the basic scientific categories that disclose essence and development

principles of health treatment systems are also become more urgent for health tourism investigations. Therefore, we can highlight the main objectives of the health tourism research. There are consist in: – assessing health treatment resources and efficiency of their use; – determining health treatment capacity of the territory and the maximum permissible Health tourism loads; – determining ecological well-being of the environment under research; – analysing of socio-cultural environment with its customs and traditions, specifics of economic and household's activities together with different objects need for health treatment in different combinations; – developing and implementation of a package of measures aimed to enhance health treatment potential of the territory; – studying domestic and foreign demand for the health treatment services; – developing and optimizing of tourist and health treatment industry functioning.

We're going to disclose all these objectives via the example of health tourism development in Ivano-Frankivsk region of Ukraine.

### **1. Problems of recreational and health tourist activities development in Ivano-Frankivsk region**

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

However, despite the positive changes in the development of the tourism industry of Ivano-Frankivsk region, it should be noted that the regional tourist complexes of the region have a number of serious problems: the quality of tourist and recreational services (compliance with international standards); weak transport infrastructure; high level of depreciation of fixed assets; stagnation of domestic and inbound tourism due to the COVID-19 coronavirus pandemic<sup>1</sup>.

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<sup>1</sup> Агафонова Л.Г. Соціально-економічні проблеми розвитку туризму в Україні та шляхи їх вирішення. Національна бібліотека України ім. В. І. Вернадського, 2011. URL: [http://www.nbuv.gov.ua/portal/soc\\_gum/Nzkit/2011\\_9/14.pdf](http://www.nbuv.gov.ua/portal/soc_gum/Nzkit/2011_9/14.pdf) (дата звернення: 11.10.2021).

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

- negative image of the resort areas of Ukraine among foreign tourists;
- weak, and sometimes no advertising positioning of the resort and services, as they offer on the international market for tourist services;
- poorly developed and outdated sanatorium infrastructure, which cannot fully meet the modern needs of consumers;
- low quality of service and insufficient level of services in resort areas compared to similar foreign resorts;
- significant competition between public and private health care facilities;
- insufficient state support for the development of health tourism;
- insignificant investments in the objects of the sanatorium-resort market.

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

The Presidential Decree “On the Development of the Ukrainian Carpathian Region”, issued in June, provides for the implementation of the Concept – and this is what the state program for 2020-2022 is being created for. It provides for the stimulation of socio-economic development, increase of investment attractiveness, development of recreational, tourist and ethnocultural potential of the region of the Ukrainian Carpathians and extends to Ivano-Frankivsk, Lviv, Zakarpattia and Chernivtsi regions<sup>1</sup>.

Therefore, proposals are submitted to the Program from each region – by areas. As for tourism, it finally groups ideas, selects and submits projects to the relevant department of Ivano-Frankivsk Regional State Administration. The mountain development program is one of the tools of regional development as mountain areas have limited accessibility<sup>2</sup>.

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

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<sup>2</sup> Атаманюк Я. Д. *Соціально-економічні передумови розвитку рекреаційно-туристичної індустрії в Івано-Франківській області*. 2013. Вип. 26. С. 122–131.

of a clear strategy for the development of the tourism industry and its regulation.

The development of tourism in Ivano-Frankivsk region is hampered by insufficient infrastructural accessibility. There are bad, broken roads in the region. Ivano-Frankivsk region is located away from the main highways and railways. The airport, despite having international status, is almost never used. In addition, Ivano-Frankivsk region is the only border region of Ukraine that does not have its own checkpoint across the state border. In recent years, highways are being actively repaired, but this is not enough. When allocating funds for the repair of roads, first of all large roads of regional and national importance are repaired. Instead, a large number of tourist facilities are located in rural areas, which are difficult to reach. First of all, there is a need to revive road transport in Boykivshchyna, in Dolyna district and in Verkhovyna region. A modern airport is urgently needed because the railway cannot meet seasonal demand<sup>2</sup>.

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

Only Yaremche tourist agglomeration has a developed network of hotels and restaurants, other areas are significantly losing. Today, out of 2.2 million tourists who visit Ivano-Frankivsk region a year, about 1.7 million choose the Yaremche direction, Polyanytsya and Bukovel. Ivano-Frankivsk and Kolomyia are used mainly as cities through which tourists pass – here you need to think about how to detain tourists. Other areas – Verkhovyna, Dolyna, Pokuttya – which have extremely high potential, remain sparsely visited<sup>3</sup>.

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

The main disadvantage of all budget programs is that the main indicator of their effectiveness is the percentage of funds disbursed. And the effectiveness of this development is not provided. In most

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<sup>3</sup> Атаманюк Я. Д. Сучасні тенденції розвитку рекреаційної інфраструктури Івано-Франківської області. *Науковий вісник Чернівецького університету. Географія*. 2014. Вип. 724–725. С. 116–121.

government programs, there is no connection between the processes. The task of the budget, i.e. our taxes, is to create the conditions for which business will come. Every 10 tourists give work to 2 workers in tourism. Each job in tourism is 4 jobs in related industries. One dollar invested in tourism is equal to \$ 7 in profitability of investments in related industries, and he argues that OTG should “push” tourism.

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

In European countries, treatment and rehabilitation are possible both at the expense of national health funds, at the expense of health insurance and at their own expense. In Ukraine today, treatment and rehabilitation services can be obtained only at one's own expense, which is quite expensive, given the current price level and the average monthly salary, even taking into account trade union discounts<sup>1</sup>.

At present, Ukrainian and tour operators are not interested in selling Ukrainian sanatorium product, as many foreign competitors provide more attractive conditions for cooperation. Employees of travel agencies do not have the appropriate qualifications to provide advice to patients. Many travel companies do not have complete and accurate information about the health and profile of health resorts, the availability of specialists in the medical profile and the necessary medical equipment, health programs, as can be offered by the sanatorium<sup>2</sup>.

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

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

Based on the analysis, all factors of tourist attractiveness of Ivano-Frankivsk region in the EU tourism market were summarized in the matrix of SWOT-analysis (table 1).

Table 1.

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

	<p>Opportunities (O):</p> <ul style="list-style-type: none"> <li>– Growing interest in tourist services of Ivano-Frankivsk region;</li> <li>– Stimulation and promotion of domestic tourism product on the international market;</li> <li>– Attracting more investors in the development of tourist infrastructure;</li> <li>– Access to foreign markets;</li> <li>– Interaction with entertainment projects (cafes, cinemas, etc.) in order to attract customers.</li> </ul>	<p>Threats (T):</p> <ul style="list-style-type: none"> <li>– The emergence of new competitors;</li> <li>– Price struggle in the market of tourist services;</li> <li>– Coronavirus pandemic;</li> <li>– High sensitivity of the tourism business to environmental conditions;</li> <li>– Instability of the political and legal environment;</li> <li>– Fiscal pressure on business from the tax authorities.</li> </ul>
<p>Forces (S):</p> <ul style="list-style-type: none"> <li>– Increasing the quality of travel services;</li> <li>– There are government initiatives to promote tourism products;</li> <li>– Convenient location of Ivano-Frankivsk region;</li> <li>– Significant tourist potential of the region;</li> <li>– The presence of a large number of tourism enterprises that can develop new tourism products.</li> </ul>	<p>SO field (“Maxi-Maxi”):</p> <ul style="list-style-type: none"> <li>-revise the state policy to stimulate the development of tourist products of the regions.</li> </ul>	<p>Field ST (“Maxi-Mini”):</p> <ul style="list-style-type: none"> <li>– to form directions of optimization of tools of advancement of a regional tourist product.</li> </ul>

<p>Weaknesses (W):</p> <ul style="list-style-type: none"> <li>– The need to improve the tourist infrastructure;</li> <li>– Unpredictability of the external environment;</li> <li>– Instability of demand in the economic crisis in the world.</li> </ul>	<p>Field WO (Mini-Maxi):</p> <p>-introduce modern standards of tourist services, in particular the CRM approach.</p>	<p>WT field (“Mini-Mini”):</p> <ul style="list-style-type: none"> <li>– to involve foreign investors in the development of regional tourism products, which can be done by creating favorable conditions for raising capital in Ukraine.</li> </ul>
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*Source: own elaboration based on <sup>4</sup>.*

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

Thus, from the above we can conclude that there are a number of significant problems and obstacles to the effective development of tourism in Ivano-Frankivsk region, the solution of which in turn will contribute to the development of tourism infrastructure in the region, strengthening its economy and attractiveness from both domestic and foreign citizens.

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

## **2. Development strategy of health tourism functioning in Ivano-Frankivsk region**

In this question we will substantiate the main directions of development of the strategy of functioning of health tourism in the context of the main stakeholders. The main stakeholders in the

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<sup>4</sup> Стратегія розвитку туризму та курортів на період до 2026 року. URL: <http://zakon2.rada.gov.ua>

development of health tourism within the Ivano-Frankivsk region are a number of participants in the market of tourist services, which include:

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

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

Table 2.

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

№	A group of stakeholders	The main representatives	The main objectives of the activity
1	Tourist companies in the region, including in the field of medical tourism	Tour operators: “Nimfa Travel Group”, “Aven-Tour”, “Orange”, “Voyage IF”, “Galician Travels”, “Sofia Tours”	Diversification of the product portfolio with innovative products in the field of health tourism, profit from the organization and implementation of tours
2	Consumers of a tourist product	Domestic and foreign citizens who are looking for conditions for outdoor recreation	Getting quality recreation services
3	Medical and health facilities	The largest sanatoriums: “Carpathian stars”; “Carpathian Khmilnyk”; “Sunny Transcarpathia”; “Church”	Providing accommodation, meals, tours from local organizers and entertainment on a commercial basis



4	Non-profit tourist organizations	“Tourist and Investment Center”, “Ivano-Frankivsk Regional State Center for Tourism and Local History”,	Coordination of tourism development in the region, organization of communication platforms for dialogue between different participants of the tourism market, between government and business
5	Local authorities	“Ivano-Frankivsk Regional State Administration”, local territorial communities of districts	development and implementation of the strategy of tourist development of the region, administration of local taxes from the subjects of tourist activity
6	The central apparatus of state power	National budget	Filling the budget through the administration of VAT and income tax from tourism entities

*Source: own elaboration.*

Also, in order to reveal the features of innovation in the field of health tourism in the region, we propose to consider in more detail the activities of such stakeholders as “Tourist Investment Center”, “Ivano-Frankivsk Regional State Center for Tourism and Local History”, “Ivano-Frankivsk Regional State Administration”. These categories of stakeholders are the drivers of the development of an innovative tourism product in the region.

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

routes, etc .; rental of devices for self-guided tours of the city; advertising of local tourist services and products<sup>5</sup>.

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

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

The Regional State Center for Tourism and Local Lore of student youth conducts tourist and local lore competitions in various types of tourism, conferences, excursions, travels, hikes, expeditions, organizes meaningful leisure and recreation of boys and girls, coordinates tourist and local lore work in educational areas.

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

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<sup>5</sup> Tourist and Investment Center. URL: <https://iftravel.com.ua/en/info/tcentr/> (дата звернення: 11.10.2021).

Ivano-Frankivsk Regional State Administration. Extremely important for the development of health tourism is the tools of state regulation and assistance and development in this highly profitable area. The main direction of increasing efficiency in these industries is the growth of purposeful activities and regional authorities, which is designed to promote the development of industries and health tourism in the adaptation of this type in business to the economic situation in countries and also to ensure the stability and competitiveness of the medical and tourist complex in the region<sup>6</sup>.

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

The most common type of financial support for health care facilities in Ukraine is the funds of the state and local budgets, as the main part of these facilities is owned by the state or local communities. Institutions, as well as are privately owned and financed from and at the expense of exclusively own or involved financial resources. To ensure profitability and health facilities need to carry out analyses of the market in resort services, expand their existing segment and conduct a weighted price policy in order to more effectively attract consumers.

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

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

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<sup>6</sup> Івано-Франківська обласна державна адміністрація. URL: <https://www.if.gov.ua/> (дата звернення: 17.09.2021).

Therefore, one of the recommendations for improving the functioning of the market of health services in Ivano-Frankivsk region is to take into account the principles and application of pricing strategy, which will allow sanatoriums to improve their business and increase the list and improve the quality of services<sup>7</sup>.

A significant component of the effective functioning and development of the market of sanatorium-resort services is the attraction of investments for the development of resort complexes. Despite the investment attractiveness of the market of sanatorium services in Ivano-Frankivsk region, the volume of investment in this industry is insufficient. The main sources of investment at present are the funds allocated by the state for public institutions and financial resources of owners of private institutions. However, to increase the level of investment in the development of the market of sanatorium services it is necessary to develop and implement measures to attract large investors. The following measures should be: development and presentation of programs for investors on potential opportunities and the market; implementation of a transparent procedure for selecting investors and providing guarantees for the efficient use of investment funds; carrying out by state authorities of effective process of regulation of activity on the market at sanatorium-and-spa services<sup>4</sup>.

The following strategic goals are proposed to address the issues facing the sanatorium-resort complex of Ivano-Frankivsk region and its development (Fig. 1).

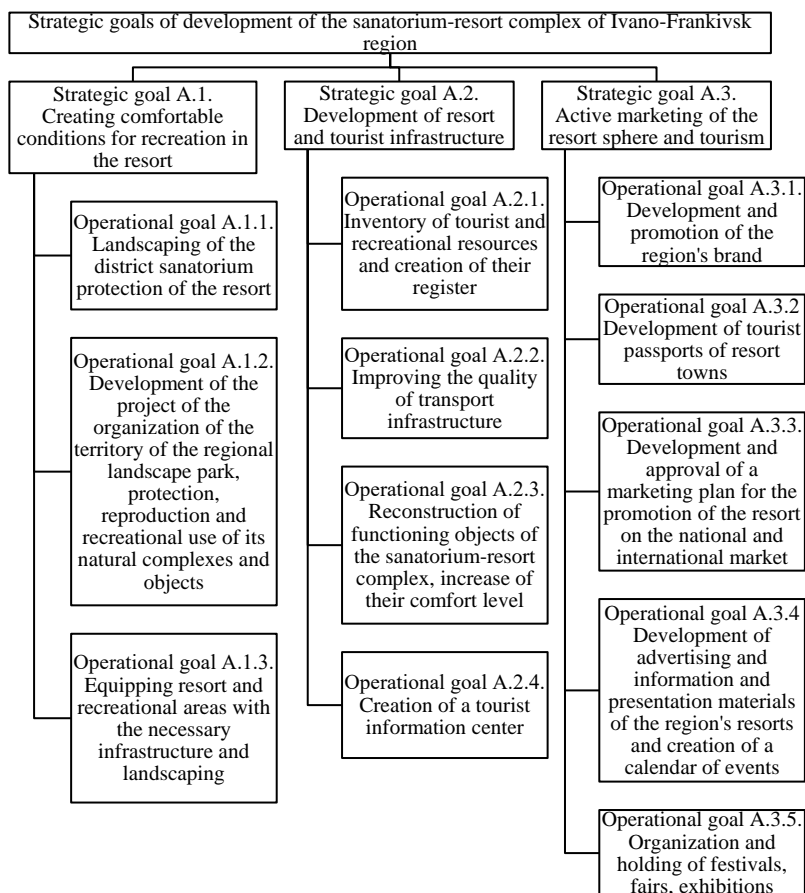
For the successful development of health tourism in Ivano-Frankivsk region it is necessary, at the regional level, to focus efforts on solving the following tasks:

- creation of a system of effective incentives for the development of domestic medicine, and a new competitive clinical and spa product of a new model;
- modernization and development on this basis of clinical and sanatorium treatment, increase in sales of relevant services;
- retraining and advanced training of medical and sanatorium establishments, tour operators and agents in terms of improving the level of customer service;
- creation of the corresponding material and technical base;
- substantiation of real sources of financing;
- interaction with government institutions and public organizations on solving problems related to the development of health tourism;

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<sup>7</sup> Санаторій 'Карпатські зорі'. Косів. URL: <https://ecohotels.in.ua/karpatski-zori> (дата звернення: 11.10.2021).

- attracting investment in the market of medical and health services;
- improvement of transport infrastructure;
- construction of new facilities and complete re-equipment of old ones;
- improvement and popularization of the health insurance system;
- advertising activities to promote the medical and health product of Ukrainian sanatoriums in foreign markets.



**Fig. 1. Strategic goals of development of the sanatorium-resort complex of Ivano-Frankivsk region**

*Source: own elaboration.*

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

Researchers emphasize that the strategies for the development of resorts of state and local importance should take into account the introduction of an effective system of financing the spa industry and creating a system to encourage investment in modernization and construction of spa facilities, creating an affordable health product, compliance with state standard methods of treatment and medical rehabilitation at resorts, coordination of sanatoriums and health facilities, regardless of ownership and subordination<sup>8</sup>.

Realization of the set purposes will promote improvement of a condition of infrastructure of sanatorium and health resorts, maintenance of economic stability and profitability of all sanatorium complex, possibility to save and rationally use natural medical resources, to increase level of rendering of sanatorium services and competitiveness. resort complex in the national and international market.

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

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

### **3. Development of innovative health tourist product in Ivano-Frankivsk region**

Taking into account the results of studying the recreational and tourist potential of Ivano-Frankivsk region, a project of a health tourism product for the international market of tourist services was formed. As a concept

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<sup>8</sup> Tkachenko T. I., Hladkyi O. V., Zhuchenko V. G. Theoretical principles of formation and selling the product of recreational and health tourism // National Health as Determinant of Sustainable Development of Society. Editors: Nadiya DUBROVINA & Stanislav FILIP. Monograph. School of Economics and Management in Public Administration in Bratislava, 2021, p. 598-615.

of the projected product of health tourism we choose the following: a tour to the treatment and prevention sanatorium of Ivano-Frankivsk region with the inclusion of excursion programs.

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

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

The Carpathian Dawns sanatorium, located in the village of Kosiv, Ivano-Frankivsk region, was chosen as the location. The complex «Carpathian Stars» widely uses herbal medicine, balneotherapy (water «Carpathian Stars» of medium mineralization with high selenium content, chloride-hydro-carbonate), climatotherapy, oxygen cocktails, baths, as well as active recreation in the fresh mountain air, walks by popular tourists routes, bicycle trips, excursion programs<sup>9</sup>. For the development of a new tourist product, we propose to justify the main parameters, which are given in table. 3.

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

Infrastructure elements for the designed health tourism product are given in table 4.

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<sup>9</sup> Туризм на Прикарпатті у 2016 році. URL: <http://www.if.gov.ua/files/uploads/Туризм%20на%20Прикарпатті%20у%202016%20році.pdf> (дата звернення: 18.09.2021).

Table 3.

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

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

*Source: own elaboration.*

Table 4.

**Infrastructure elements for the designed health tourism product**

Elements of the product	Description
Transfer	Delivery of tourists to the estates will be carried out by bus, which belongs to the tour operator “Prykarpatska tourist company” Tourists should be sent from bus stations in Lviv or Ivano-Frankivsk.
Residence	Sanatorium «Carpathian Stars»
Route	Tourists should be sent from bus stations in Lviv or Ivano-Frankivsk
Additional infrastructure	Secure free parking: – Wi-Fi – internet in cafes and superior rooms; – Rental of sports equipment and gear; – Conditions for skiing (winter), health trips; – Transfer organization, ATM – ComInvestBank.
Food	On the territory of the sanatorium there is a dining room for 200 people: – 3 meals a day on the weekly menu in the dining room of the sanatorium; – Form of serving restaurant food – by waiters; Alternative food, under the order – in the cafe located in the territory.



Entertainment	<ul style="list-style-type: none"> <li>– Sports ground, Volleyball, basketball, mini-football;</li> <li>– Cafe-bar on the territory, Gym, Fitness hall;</li> <li>– Billiards, Table Tennis, Library, Horse Riding;</li> <li>– Evenings of rest, dance programs, entertaining actions;</li> <li>– Excursion programs – from Tuesday to Thursday and Sunday.</li> </ul>
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*Source: own elaboration.*

Guests of the sanatorium “Carpathian Dawns” are accommodated in a five-storey building, designed for 248 people. From the dormitory it is possible to go to the medical building and the dining room through covered passages. The number fund of the Carpathian Dawns sanatorium consists of 132 double rooms with a comfort category from “Standard” to “Family Superior”. In each number: double or separate beds, necessary furniture, a shower cabin, a wash basin, a toilet, the TV, a refrigerator, an exit to a balcony. In the rooms of the “Standard” category there is no refrigerator in the room, it can be installed additionally<sup>7</sup>.

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

1) Arsenic, chloride-hydrocarbonate-calcium-sodium with a high content of metaboric acid mineral water “Hirskotyansky”. It is used in dysfunction of the musculoskeletal system, diseases of the peripheral and autonomic nervous system, diseases associated with the action of anthropogenic factors, including radiation pollution. “Girskotyansky” frees the body from metabolic products, toxins and salts, radionuclides, heavy metals, toxins;

2) New, most modern and advanced medical equipment;

3) Therapeutic profile: diseases of the musculoskeletal system, the peripheral and autonomic nervous system and the endocrine system and metabolism<sup>7</sup>.

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

The components of the excursion program of the tour are given in table. 5.

Table 5.

**The main elements of excursion programs within the tour**

Elements	Stages of the excursion program
Excursion “Falcon Thigh”	<ol style="list-style-type: none"> <li>1) meeting with a guide at the respub sanatorium “Carpathian Dawns”;</li> <li>2) transfer to the entrance to the Carpathian Biosphere Reserve;</li> <li>3) hike to Sokolina Berdo – a steep cliff, which offers a beautiful view, in particular to the territory of Romania, an overview of the dolomite gallery;</li> <li>4) excursion to the geographical center of Europe;</li> <li>5) lunch;</li> <li>6) visit to the trout farm;</li> <li>7) return to the sanatorium;</li> </ol> Duration – 8 hours.
Excursion “Wonders of the Carpathians”	<ol style="list-style-type: none"> <li>1) meeting with a guide at the respub sanatorium “Carpathian Dawns”;</li> <li>2) departure by GAZ-66 cars to Terentyn, Perelisok mountain meadow (optional), contemplation of magnificent landscapes of the mountain massifs of Chornohora, Svydivets, Marmarosh and Gorgan</li> <li>3) lunch;</li> <li>4) relocation to the Central Estate of the Carpathian Biosphere Reserve. Museum of mountain ecology, arboretum, alpine slide tasting of Carpathian “burkut” – hydrocarbonate table mineral water against the backdrop of beautiful mountain landscapes;</li> <li>5) return to the sanatorium.</li> </ol> Duration – 8 hours.
Total duration of excursions	2 days

*Source: own elaboration.*

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

The next stage is the substantiation of the technological map of the tourist route. The technological map of the tour should include the elements that were justified above, as well as indicators of the duration of the tour, the number of tourists in one group, the number of man-days of service within the tour. In this case, the new travel product must be given a name. We propose to name the route “Frankivschyna Health”. The technological map of the tourist route in the field of green tourism is given in table. 6.

Table 6.

**Technological map of the planned tour “Frankivschyna Health”**

№	Technological map parameters	Value
1.	Name of the tourist organization	Prykarpatska tourist company
2.	The name of the route	«Frankivschyna Health»
3.	Type of transport	Bus
4.	The main points of the route	Ivano-Frankivsk – Kosiv – Ivano-Frankivsk
5.	Type of route	bilateral
6.	Mileage in one direction	54 km
7.	Route duration in days (calendar)	7,5 days
7.1.	– incl. total transfer duration (round trip)	0,5 days
7.2.	– incl. duration of rest combined with treatment and prevention procedures	7 days
7.3.	– incl. duration of excursions	2 days
8.	Number of tourist groups	1 group
9.	Total tourists in one tourist group	30 people
10.	Total man-days (per night) service on the route	330 man-days

*Source: own elaboration.*

Based on the technological map of the tourist route is also calculated its cost and tour price. In order to determine the costs, it is necessary to calculate the cost of the tourist route “Frankivschyna Health” (table 7).

Table 7

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

№	Costing item	Indicators		
		Number of tourists	Price, UAH	Cost, UAH
1.	Insurance	7	35	245
2.	Transfer	1	250	250
3.	Accommodation (average price)	6	320	1920
4.	Food	7	210	1470
5.	Excursion service	–	–	800
6.	Attractions	–	–	500
7.	Total direct costs			5185
8.	Overhead costs (10 % of direct costs)	–	–	519
9.	Promotion costs (5 % of direct costs)	–	–	259
10.	Production cost	–	–	5963
11.	Profit (margin)	30 %	–	1789
12.	Price for the 1st tourist, without VAT	–	–	7752
13.	VAT	20 %	–	1550
14.	Sale price for the 1st tourist, including VAT	–	–	9302

*Source: own elaboration.*

Thus, the cost of the tour “Frankivschyna Health” per person for Ukrainian tourists is 9302 UAH. (including VAT), and the cost of the tour for a travel company – 5963 UAH. For foreign citizens it is necessary to offer tourist services at a price that is higher than the price for citizens of Ukraine. This is due to the additional costs of insurance and conditions of transfer, accommodation and security for foreign tourists. Therefore, the calculation of the tourist product for supply to foreign tourists is given in table 8.

Table 8.

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

№	Costing item	Indicators		
		Number of tourists	Price, UAH	Cost, UAH
1.	Insurance	7	250	1750
2.	Transfer	1	300	300
3.	Accommodation (average price)	6	410	2460
4.	Food	7	210	1470
5.	Excursion service	–	–	800
6.	Attractions	–	–	500
7.	Total direct costs			7280
8.	Overhead costs (10 % of direct costs)	–	–	1092
9.	Promotion costs (5 % of direct costs)	–	–	1456
10.	Production cost	–	–	9828
11.	Profit (margin)	30 %	–	2948
12.	Price for the 1st tourist, without VAT	–	–	12776
13.	VAT	20 %	–	2555
14.	Sale price for the 1st tourist, including VAT	–	–	15332

*Source: own elaboration.*

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

## CONCLUSIONS

According to the results of the study of recreational and tourist potential of Ivano-Frankivsk region, the tourist opportunities of the territory for the development of tourist products in the field of health tourism within the Ivano-Frankivsk region were substantiated. To form a tourist product that can be competitive in the international market, it is necessary to use the strongest aspects of the tourist attractiveness of the region. Today, Ivano-Frankivsk region combines two strong competitive advantages of the tourist market – the presence of mountainous areas with reserves and a significant number of balneological resources<sup>10</sup>.

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

For the successful development of medical and health tourism in Ivano-Frankivsk region should adopt the experience of foreign countries in organizing this type of tourism by creating a single body of control, monitoring, support of resorts and businesses. It is important to focus on the reconstruction of old institutions and the construction of new, hotel-type, as well as re-equipment of rooms. The creation and development of additional infrastructure for leisure will contribute to a longer stay at the resorts, and more thorough training of medical staff with a narrow knowledge of several languages will improve the quality of service<sup>11</sup>.

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

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<sup>10</sup> Курортологія: історичні, організаційні та клінічні аспекти : монографія / В. С. Килівник, О. В. Гладкий, А. О. Голяченко, Ю. Й. Рудий, І. В. Руда / за заг. ред. В. С. Килівника. К. : ЦНЛІ, 2021. 232 с.

<sup>11</sup> Hladkyi O. V., Kilyvnik V. S. The treatment and rehabilitation functions of sanatorium «Avangard», Nemirov City, Vinnitska region of Ukraine // Medical sciences: development prospects in countries of Europe at the beginning of the third millennium : collective monograph. Riga : Izdevnieciba "Baltija Publishing", 2018. P. 69–88.

## SUMMARY

This paper deals with development strategy of health tourism in Ivano-Frankivsk region of Ukraine. The theoretical and methodological basis of health tourism is disclosed. The health tourism development in Ivano-Frankivsk region is analyzed. The current state of health tourism infrastructure in Ivano-Frankivsk region is defined. The main problems and prospects of health tourism development in Ivano-Frankivsk region are explored. The problems of recreational and health tourist activities development in Ivano-Frankivsk region are highlighted. The development strategy of health tourism functioning in Ivano-Frankivsk region is proposed. The development of innovative health tourist product in Ivano-Frankivsk region is researched.

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