

ECONOMY OF HEALTH AND ECOLOGY IN THE POLISH-UKRAINIAN RELATIONS

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If the governments cannot eliminate some ecological factor of bad influence on our health, the supply of goods caring about creating artificial conditions rises. The example of this is air conditioners industry, production of water filters, as well as the fashion for apartments with all the conveniences, including the simulators of desirable nature. Physical, chemical sunscreens and sun protecting materials preventing from skin cancer are more and more popular due to the changes in the atmosphere. Thus, one can assume that the artificial nature could replace the real one. Such kinds of topics are closely correlated with the economy and human health issues, and represent background for a research in this field. The economy deals with the methods of satisfying human needs using production factors (resources) and the money. According to the "lonely planet"™, the peak of health means beauty, strength, success, which being at the same time among the main needs of a person.

It is thought, nowadays, that the health, life expectancy and living quality depend to 80% on the lifestyle and the human behavior towards the environment. The environment, in its turn, has a strong effect on the health, which being the subject for research of economy of ecological medicine. Economic relations between two countries in this sphere may be divided into four main sections: science, tourism, business, and political relations, the outcome of which should be mutual agreements and common funds or organizations.

On the occasion of the tenth anniversary of Polish doctors in Lviv, an international scientific symposium "The medicine of last decade of 20th century" was organized on 5-8 July 2001. The use of Internet, economic and ethic issues were among the topics discussed at the meeting.

The Internet resources are rich in ecology and health protection information, especially in that one that concerns common European or global ecology policy. But still there is a lack of information about Polish-Ukrainian relations in ecology and medicine issues. The Polish environmental policy is more concentrated on cooperation with EU countries rather than the Eastern ones. There is a range of support programs in the EU, which are to help Poland improve the real condition of its environment. Thus, in April 2000 was created European Proecological Center, the main activities of which include organizing trainings and conferences, consulting and publishing relative information in the context of EU integration.

When talking about tourism it is meant the rehabilitation and treatment in different kinds of sanatoriums and healthy recreational areas, which requires an appropriate environment. Until quite recently the priority was given to a seaside recreation (sunlight, beach). Now, active, cognitive, green, healthy and medical recreation forms are more popular and prestigious. Here, I cannot but mention the role of the Ukrainian special zone "Truskavets" and "Karpaty" region, which being

the factor of Polish-Ukrainian relations not only at the consumers' level, but also in the business directly associated with health and environment issues.

In 2001 was created a consortium "Tourism potential of Western Ukraine" by Institute of tourism in Warsaw, Kiev University of tourism, economy and law, and the Lviv University. The project is based on polish experience and intended on looking for possible ways of tourism investments. The Poland-America-Ukraine Cooperation Initiative (PAUCI) gives the money for such a research.

As any other aspect of our society, the ecology and personal health need some contribution to it, in case we want to have an advantage from it in the future. Partly, we dispose of these aspects in two possible ways – by means of money, or without it. In the time of economic globalization especially important becomes the economic behavior, that is the first way. The second way means consciousness of each part of society and the correct understanding of things.

INFLUENCE OF GLOBALIZATION ON UKRAINIAN SOCIETY

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Since Ukraine became independent, everything has changed in the country. The reason is one: it became more open to the influences of different countries and cultures. The first place among these trends belongs to the USA.

You may ask why, but the answer is obvious. Nowadays the USA is one of the most developed and powerful countries in the world. So, its foreign influence is very tangible in most countries and Ukraine is not an exception. This influence was reflected on each side of Ukrainian life.

The overloading of various innovations in Ukrainian cultural life leads to humiliations of our traditions and habits, to forgetting them.

We can see the manifestation of Americanization nearly every day and we got used to this. We try to adapt our habits and holidays to theirs (like it happens at our Orthodox Christmas and New Year's Eve), to make them look like each other. We accept some of their holidays (like Halloween, St. Valentine's Day), but forget about some of ours. We try to celebrate our holidays as Americans do; thus, we decorate our apartments and houses as they do. We dress up our children and ourselves (on birthdays, for fancy-dress balls) in their costumes (policeman, cowboy, etc.), but not in our national costumes. But there are many positive sides of globalization. Nowadays Ukraine has diplomatic relations with the USA. Our government has relations in politics, economics, culture, sports, and other sides of life. True friendship is built by the people of our two countries.

Tourism is very popular now. You can see a lot of Ukrainian tourists in the USA and a lot of American tourists visit our country. We also exchange students and