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Economical Problems of Sustainable Development



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PECULIARITIES OF RECREATIONAL BUSINESS IN UKRAINE

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Recreational system is a complex geosystem, combining social, technological and natural systems and aims to repair physiological human power. At the same time, recreation system can be considered as part of the social system, social life, social production, and certain areas of human activity. The integration of different areas of recreational activities in a single system of restoring the health is caused by the level of public relations [1].

The material basis for the effective functioning of recreational system is recreational resources, which are a set of components of natural complexes and objects of historical and cultural heritage, forming harmony integrity of the landscape, direct or indirect consumption, which makes a beneficial effect, helps to maintain and restore physical and mental health of human. Ukraine has very favourable recreational resources. Due to its geographical location, it differs – diverse landscapes, rich flora and fauna, climate.

Recreational enterprises of Ukraine are divided into three main groups: medical (health resorts, boarding houses, health clinics), health-improving (rest homes, boarding houses, recreation centres, children's camps, sports camps), tourist (hotels, tourist centres, motels, camping, travel and tours, tourist trains, ships and so on).

Sanatorium Service has a developed network of sanatorium-health institutions of different types and levels. In Ukraine, there are 3.2 thousand health-improvement institutions. During one year, almost 3 million people take a rest there. The strategic goal of state policy in the resort business is to provide the conditions for better health, increasing life span and active longevity of population, introduction of healthy lifestyles, creating globally competitive resort.

By its tourist recreational potential, Ukraine can become a tourist state of world level. The expansion of international relations opens up new ways to promote the national tourist product on the world market, bringing the experience of tourism activities to the world information space.

One of the most important factors of therapeutic recreation is the availability of natural waters. In Ukraine are discovered and studied almost all types of mineral water.

The largest numbers of mineral sources are concentrated in the western part of Ukraine, especially in Transcarpathian Region. There are many sources in Dnipro, Poltava, Rivne, Ivano-Frankivsk, Zhytomyr, Vinnytsya, Kyiv, Cherkasy and Zaporozhye regions. Some sources were the basis for the formation of such famous resorts as Khmilnyk, Truskavets, Morshyn, Nemiroff [2].

There are significant reserves of peloid in Ukraine. They are concentrated mainly in southern and south-western regions. Based on mud sources in Ukraine operate oldest mud resorts – Berdyansk, Kuyalnyk, Saki, etc. In the north-western areas are common peat mud. They are used at resorts Mirgorod, Morshyn, Nemiroff and so on.

Transcarpathia has unique natural resources of the Carpathians. Recreation complex is based on significant reserves of carbon, sulphide and sodium chloride water. They are based in the resort Svaliava, near the village of Synyaky, and other areas.

Ukraine has a great potential in the development of recreational business. But today, its capacity is used only by a third. This is due to several reasons, including: high taxes; unresolved issues of land privatization and the protection of private capital; insufficient state support of public enterprise; lack of regulation of foreign economic activity in the service sector; insufficient staffing tourism and others.

In the nearest future it trends to decreasing of living standards. Prices are rising faster than income level. Such as the most frequent potential consumers of health and spa facilities are elderly and they are mostly poor, the likely increase in prices for tours can significantly reduce the demand for treatment and rehabilitation in Truskavets, Morshyn, Great Luben, Nemiroff, the resorts of Transcarpathia. So an important issue is providing government subsidies for health-resort area.

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