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FEATURES AND TRENDS OF DEVELOPMENT OF BALNEOLOGICAL TOURISM IN UKRAINE

Abstract.

The tourism and recreation industry is an important factor in a stable and dynamic increase in budget revenues, a significant positive impact on the state of affairs in many sectors of the economy (transport, trade, communications, construction, agriculture, etc.). Tourism is not only a source of knowledge about the world, but also a big profitable business. For many countries, tourism has already become a leading source of income. The purpose of the study is to generalize the features of the functioning of balneological institutions in Ukraine and the prospects for their further development. The tourism and recreation industry is characterized by relative independence, so its formation and development determine the conditions and factors influencing the solution of current organizational and managerial problems of effective tourism and recreation services through the use of available resources and creating a quality package of health services, recreational complex. Tourism and recreation is one of the priorities, as it is able to have both direct and indirect impact on the level of socio-economic development of the region.

Keywords: *tourism, tourist enterprise, recreation, balneology, mineral waters, brine, investments, budget.*

Introduction. High rates of development of the market of tourist services, appreciable growth of a role of tourism in a life of a society are followed by considerable aggravation of a competition in branch. In such conditions, there is an objective need for targeted influence on the development of the tourism sector, which is realized through the mechanisms of state and regional tourism policy. According to the UNWTO, the share of the tourism industry in Ukraine's GDP is about 2%, which indicates that the country's tourism potential is far from being used properly. The market of tourist services is not functioning efficiently enough. More than 200 thousand people work in the tourism industry of our country on a permanent basis and about 1 million people - seasonally. This indicates the obvious and urgent need to increase the number of jobs in this area.

Related literature review and hypotheses. Organizational and economic principles of management of tourist and recreational complexes in considered in the works of scientists Golovnia O.M. [1], Drebot O.I. [6], Ilyina L.O. [7], Savitskaya N.G. [8], Stavskaya Yu.V. [9], Chizhevskaya A.V. [12], Yashchuk V.I. [13] and others. However, the resource component of the balneological potential of Ukraine needs to be studied.

Data and methodology. The theoretical and methodological basis of the study were the provisions of economic theory, legislation and regulations. To solve the set tasks, general scientific methods were used: specific search - to identify, select, theoretical analysis, synthesis, classification, generalization of printed sources on state regulation of the tourism and recreation industry in Ukraine; historical and structural - in order to determine the peculiarities of the formation of balneological activities as a progressive direction of tourist activity at different stages of historical development; chronological - to consider the processes of formation and development of state regulation of tourism in the dynamics, changes and time sequence.

Results and Discussions. The tourism industry in Ukraine is formed due to three components: outbound

(foreign) tourism; domestic tourism; inbound (foreign) tourism. Outbound tourism accounts for 41% of the total number of tourists. At the present stage, tourist Ukraine is more than 3 thousand health facilities, about 1.8 thousand hotel-type enterprises, more than 150 thousand monuments of culture, history and nature, 39 cities, whose age exceeds a thousand years. An integral element of the tourism industry of Ukraine is also domestic tourism, the advantages of which are the absence of language barriers and difficulties in obtaining a visa, reasonable prices and the development of infrastructure that attracts domestic tourists. This type of tourism is used by a third of travelers. Domestic tourism promotes the development of sightseeing, cultural, sports and other types of tourism

Ukraine as an independent subject of international economic activity remains insufficiently involved in international tourism processes, although the peculiarities of geographical location, unique natural and recreational resources and a large number of historical and cultural monuments create opportunities for the proper development of many types of tourism. The recreational complex forms a set of enterprises and institutions specializing in the production and sale of accommodation, food, health, leisure and transport (services are provided separately and in the complex), as well as the production of additional and related equipment for vacationers, in addition, it involves appropriate the level of economic development of the territory, the availability of transport network and local infrastructure [2, c. 114].

Intensive development of the recreational complex requires understanding in the following areas:

- assessment of compliance of the material and technical base of territorial complexes in the effective demand of the population for recreational services;
- assessment of the investment potential of the recreational complex;
- development of an investment program for the creation of closed technological schemes of service (housing, food, transport, information communication

and tourist and excursion services);

- development of a system of program activities of regional engineering and technical centers with mobile services for the operation of recreational infrastructure.

The place of the recreational complex in the territorial sector is determined by such indicators as monetary income from the service of vacationers, the value of fixed assets, the number of service personnel.

The objective trend of the last third of the XX century. there was an increase in the scale and complexity of external and internal relations of recreational activities and an increase in the share of expenditures on recreational services in the personal consumption of the population. There is the following pattern: the higher the living and economic level of development of the population, the greater the share of spending on consumption and recreation.

In countries with developed market economies, the share of such expenditures is 7-8% of total household expenditures. In order to form an effective system of land resources management, it is necessary to form an integrated approach to the formation of specially protected natural areas and protect the rights of landowners, tenants, landowners and land users, whose rights to use land will be significantly limited: the state should be responsible for formation of a system of natural areas that are specially protected by financing and control.

The main obstacle to ensuring the preservation of the territories of State Nature Reserves (SNR) and National Parks (NP) is the lack of reliable information about the existence of these territories and their boundaries. Due to this, their status and the procedure for withdrawal of land plots are violated, including for construction, due to the fact that the preparation of materials to establish the status of specially protected areas and their protection is carried out by various agencies. In this regard, it is proposed:

- to form land plots (parts of land plots) of SNR and NP;
- to carry out the state cadastral accounting of lands of state nature reserves and national parks and their zones with a special legal regime of land use;
- to carry out land management on the territories of state nature reserves and state national parks;
- for each SNR and NP it is necessary to develop recommendations for improving the efficiency of land use.

The only information resource that accumulates information on the restrictions of economic activity in the formation of shopping malls and the establishment of territorial zones may be the State Land Cadastre (SLC). To this end, it is proposed to enshrine in law the principle of mandatory registration of territorial zones in the SLC and to develop cadastral accounting technologies. Thus, the State Land Cadastre will have additional functions, ie it will be the only data bank that contains information on areas with special land use regime and restrictions on economic activities for the respective land plots, and a tool for legal consolidation of special land use regimes.

The basic economic and ecological principles of management of development of SNR among which the

following are important are defined:

the principle of priority of management influences aimed at preventing the degradation of recreational resources and the negative consequences of anthropogenic activities;

the principle of achieving balance, dynamic balance between the subsystems that make up the broadcasting:

economic, social and environmental; the principle of prevention of irreversible changes in the environment, nature conservation, careful approach to the ecosystem, the principle of nature conservation during all types of recreational activities;

the principle of effective use of market relations and a clear definition of their place and role in management, the rational combination of market and centralized regulation in the field of management of the development of broadcasting;

the principle of ensuring environmental safety and risk management of unforeseen environmental situations dangerous to the population of the region, the natural environment, recreational facilities and resources.

In Ukraine, there are a variety of resort resources, an important place among which is occupied by balneological. Balneological resources are natural medicinal substances used for non-drug treatment in resorts and in out-of-resort conditions [5, p. 329]. At the present stage, the role of balneotherapy is growing due to the need to rehabilitate a large part of the population. In recent decades, the country's population has shrunk, and balneal resources can play a significant role in improving the quality of life. Ukraine has a huge resource potential for the development of balneological resorts.

Balneological tourism, as a direction of medical and health tourism of the country is a priority direction of development of foreign and domestic tourism, which is facilitated by the available natural resources - mineral waters, which are not inferior in composition to European deposits. Ukraine has a high potential for the development of balneological tourism and has every chance to create the conditions for its transformation into an effective factor in socio-economic development of the country [6, p. 145; 1, p. 72]. These resources are involved in the main process of social production – the reproduction of labor. It consists in the continuous restoration of the labor force: physical strength and mental abilities, mental tone, recovery and training of workers, increasing their general and professional levels, "production" of man as a holistic and universal product of society. Balneological resources include medicinal mineral waters, therapeutic muds, therapeutic brine, "rock wax" – ozokerite.

From natural medical resources first of all allocate the basic, actually those which are directly used in balneotherapy, define its sanatorium specialization and profiling. These are drinking and bathing waters, therapeutic muds and ozokerite. These include the healing climate, various natural reservoirs and picturesque landscapes that contribute to the recovery and hardening of those who recover from illness. Natural mineral waters are divided into eight main balneological groups: mineral waters without specific components and properties, hydrocarbons, hydrogen sulfide, iron,

arsenic, iodobromine, radon boron-containing and weakly mineralized with a high content of organic matter. This classification can be enlarged and presented in Figure 1.

Balneological resort is a developed natural area on health-improving lands, which has natural medical resources necessary for their operation of buildings and structures with infrastructure, is used for treatment, medical rehabilitation, disease prevention and recreation and is subject to special protection [7]. The largest

balneological region of Ukraine is the Carpathian region, in particular Precarpathia. There are more than 200 known springs and wells of mineral waters. The city of Truskavets gained fame thanks to the healing water "Naftusya", "Maria", "Bronislava", "Yuzya". "Naftusya" is used in diseases of the gastrointestinal tract, liver and bile ducts, and "Bronislava" is used in the treatment of diseases of the upper respiratory tract.

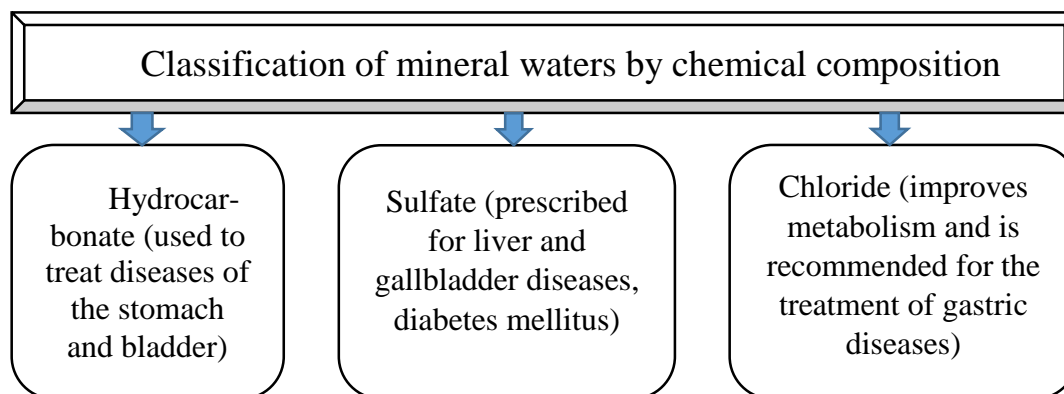


Fig. 1. Classification of mineral waters by chemical composition

Podillya is an important balneological region. There are 10 deposits and 16 areas of mineral water. Today in this region there are such resorts as Zalishchyky (Ternopil region), Khmilnyk (Vinnytsia region) and others. In Khmilnyk, the combination of therapeutic components in radon waters, beautiful nature, favorable climatic conditions and the proximity of the river (Southern Bug) create excellent conditions for recreation and treatment of metabolic diseases and endocrine system, cardiovascular system, musculoskeletal system, digestive organs. Significant reserves of mineral waters, in particular chloride, were found in the Dnieper, Poltava, Kyiv and other regions. Kharkiv region: in cozy, picturesque corners there are resorts of Kharkiv region: Berezovsky mineral waters and Paradise - Olenivka.

Mineral waters of hydrocarbonate calcium composition, sodium chloride of various mineralization, are used in the treatment of diseases of the gastrointestinal tract and cardiovascular system. Dnipro region: sources of mineral waters - hydrocarbonate sodium (Pavlograd region), radon (Kryvyi Rih region) and low-mineralized hydrocarbonate sodium in Novomoskovsk region, used in the treatment of diseases of the cardiovascular system, gastrointestinal tract, liver and gallbladder. Therapeutic muds have been known in Ukraine since ancient times. They are used for mud baths in combination with electrical procedures.

There are seven peat and 10 sulfide deposits in Ukraine. Significant deposits of medicinal peat muds are in the Lviv region (Nemyrivske, Velykolyubinske deposits). Such a healing agent as ozokerite (earth or mountain wax) is unique and not yet fully studied. The largest in the world is the Boryslav ozokerite deposit, which has no analogues in quality. Well-known and mud resorts - Berdyansk, Evpatoria, Hadzhibeysky re-

sort and others. Another component of the balneological potential of Ukraine is therapeutic mud. In 2019, out of 15 explored areas of therapeutic mud, 7 were operated. Operational balance reserves of therapeutic mud as of January 1, 2019, are 1717,194 thousand m³ in categories A + B + C1.

Extraction and use of therapeutic mud in 2019 amounted to 3237 000 m³. In Ukraine, there are about 200 deposits of therapeutic mud, of which about 1/4 is used for therapeutic purposes in resorts and resorts. Another component of the balneological potential of Ukraine is therapeutic brine - salt-saturated water of salt lakes (estuaries), sea bays, cavities and bottom sediments, which has healing properties. Baths of brine affect the stabilization of the central and peripheral nervous systems, vascular tone, stimulate the functions of the endocrine glands. Under the action of brine baths metabolic processes in the body improve [3].

In Ukraine, 3 deposits (3 sites) of medicinal brine have been explored. These are the Sakscoe deposit in the Autonomous Republic of Crimea, the Kuyalnikoyskoye deposit in the Odessa region and the Gopri deposit in the Kherson region. Operational balance stocks of medical brine are 798,904 m³ / day in categories B + C1.

Production and use in 2019 amounted to 53,288 m³ / day. Of the three explored areas, two were operated. Moreover, this is a small part of the sea coast of the region, because it does not yet take into account the coastal areas, which are not in the classical sense of the beach, as well as the coast of the Rotten Sea - Sivash.

According to some reports, Sivas brine and mud can compete with Dead Sea resources. In the Kherson region there are several deposits of therapeutic mud, brine and water (lake Solone, Prokopivske, Chervone, iodine-bromine waters on Arabatskaya Strelka), which are used as medicines by sanatoriums "Gopri", "Zolota

Niva", "Arabatskaya Strelka", " Gull". Sulfide-silt therapeutic muds of Lake Solyane (Gola Prystan) have the following chemical composition: hydrogen sulfide, carotene, hormones, penicillin-like, folliculin-like and other substances. Mud reserves are 87 thousand m³. Sodium chloride brine of Lake Solyane has the following chemical composition: chlorides, carbonates, bicarbonates, iron, sulfur, potassium, bromine, iodine, magnesium, etc. Stocks of brine are 21 thousand m³ per year. The brine of the Saks koye deposit is a transparent, colorless liquid with a salinity of 61.0 to 220.0 g / dm³ and belongs to the strong brines of the magnesium-sodium chloride composition.

Due to various circumstances, Ukraine today is a leader in the extraction of mineral waters, their balneological use and industrial bottling. On the territory of Ukraine, a large part of the typical in nature typical diversity of mineral waters. Mineral water deposits of Ukraine are the same "gold fund" that is stored in the bowels. In general, -mineral waters are waters that are

poured or obtained from rocks and have a therapeutic effect when taken internally or externally.

In Ukraine 12 deposits are referred to unique underground mineral waters (tab. 1). Brine is a salt-saturated water of salt lakes (estuaries), cavities and bottom sediments. According to their origin and conditions of water-salt nutrition, medical reservoirs are divided into three types:

-sea - seas, as well as their bays, lagoons, estuaries and coastal lakes, partially or completely separated from them, which have a hydrodynamic relationship with them;

-continental surface salinization - suffusion, thermokarst, sometimes tectonic lakes, the salt composition of which is formed by extracting salts from rocks and soils by surface and groundwater;

-continent groundwater-salt supply - lakes of various origins, which are fed by pressure groundwater mineral waters (a mixture of surface and groundwater).

Table 1

Unique deposits of groundwater mineral waters of Ukraine

	Name of deposits	Administrative region	Type of mineral water
1.	Golubynske (Luzhanske)	Zakarpattia	carbon dioxide
2.	Zaychykivske	Khmelnysky	with a high concentration of organic matter
3.	Zbruchanske	Khmelnysky	with a high concentration of organic matter
4.	Kelechynske	Zakarpattia	ferrous carbon dioxide
5.	Morshynske	Lviv	brine (more than 35 g / dm ³)
6.	Novozbruchanske	Ternopil	with a high concentration of organic matter; bromine
7.	Novopolyanske	Zakarpattia	carbon dioxide
8.	Polyanske	Zakarpattia	carbon dioxide
9.	Slavyanogirsk	Donetsk	ferruginous
10.	Skhidnytske	Lvivskaz	increased concentration of organic matter
11.	Truskavets (Naftusya)	Lviv	with a high concentration of organic matter; sulfide
12.	Shayanske	Zakarpattia	carbon dioxide

Source: generated by the author

Reservoir brine is an important part of hydromineral resources for those resorts that are located in areas of peloid deposits, as well as in areas poor in groundwater mineral waters. Mineral waters of all estuaries and lakes (brine) actually belong to one balneological group, the therapeutic effect of which is determined by organoleptic parameters, mineralization, gas and ionic composition, radioactivity, the presence of certain components and compounds.

As of the end of 2019, search and assessment works and their detailed exploration on 191 lakes, with a total area of 6802.4 hectares. At the same time, 69987.2 thousand tons of sapropel in category A + C2 were found, of which the balance stocks are 63621.9 thousand tons. Stocks of sapropel in category Cr are estimated at 27876.8 thousand tons, of which 23508.8 thousand. t are classified as balance [3].

In general, the provision of the region with this type of resource exceeds the needs of the population five times. Therefore, it is considered one of the most

promising for use in peloidotherapy. In Ukraine there are 21 balneological resorts in 9 administrative units, which is 36% of all resorts (58) [6, p. 142].

It should be noted that most resorts are located in the Carpathian region. Thus, there are 8 balneological resorts in Zakarpattia oblast, 6 in Lviv and 1 in Ivano-Frankivsk oblast, and a total of 15 spas, which is 73% of Ukraine. Zakarpattia region leads in the number of balneological resorts: here is 53% of resorts in the Carpathian region (40% of Ukraine), in second place is the Lviv region – 40%, in seven other regions there is 1 resort. There are 2 resorts in the Podolsk region and 3 resorts in the Central-Eastern region.

Regarding the classification of resorts on the basis of profile, presented in table 2, we note that balneological institutions in Ukraine specialize in the following diseases: gastrointestinal tract, musculoskeletal system, diseases of the urinary system, nervous system, gynecology, metabolism, dermatological diseases and diseases cardiovascular system.

Table 2.

Medical specialization of balneological resorts of Ukraine

	Specialization	Number of resorts
1.	Gastrointestinal tract	14
2.	Musculoskeletal system	10
3.	Urological diseases	5
4.	Gynecological diseases	1
5.	Nervous System	4
6.	Endocrine system	1
7.	Dermatology	5
8.	Cardiovascular system	3

Source: generated by the author

Most spas in the country specialize in the treatment of the gastrointestinal tract (24), in second place - the musculoskeletal system (10), in third place - urological diseases and skin diseases (5). Four sanatoriums have diseases of the nervous system, 3 - cardiovascular, 1 - gynecological diseases and metabolic disorders. According to our estimates, there are 73 balneological health resorts in Ukraine, which is 39% of the total number of sanatoriums in balneological resorts. Balneological services are also provided by 6 boarding houses with treatment and 6 sanatoriums. [13, c. 196].

The largest concentration of sanatoriums of balneological type is concentrated in Lviv region, the second in number is Zakarpattia, then Vinnytsia and Poltava regions. Only one balneological institution is represented in Ivano-Frankivsk, Dnipropetrovsk, Kharkiv and Odesa oblasts. The most well-off is Lviv region - almost 12,000 beds, Transcarpathian - almost 5,000 beds; Poltava region (2500 beds) occupies the third position, Vinnytsia (2000 beds) and Khmelnytsky (900 beds) region closes the top five. The smallest number of beds (less than 500) is in Kharkiv, Odesa, Dnipropetrovsk and Ivano-Frankivsk oblasts, as there is one medical institution in each oblast.

The level of infrastructure and services of balneological resorts varies by region among the 73 medical institutions equipped with a swimming pool 36, sauna - 38, gym - 43, parking - 70, restaurants (restaurants, cafes, bars) - 38, shops (shops, markets) - 13, rental points - 16, laundries - 8, children's service (playgrounds, rooms) - 33 [12, p. 275]. Almost all institutions have pump rooms, their own medical base, staff of doctors and medical staff, as well as additional gaming and sports services: billiards, table tennis, fitness centers, football and basketball courts, as well as cultural institutions: libraries, movie theaters.

Despite the fact that balneological institutions are in the lead in all indicators of activity, there are huge problems of infrastructural nature of these enterprises. The transition from a unified management system of sanatoriums to market management methods has provoked on the one hand a reorientation and development of resorts, and on the other - stagnation in the development of state balneological institutions. The implementation of strategic directions of balneological resort development depends on the initial conditions formed in the triangle "resort opportunities (recreational potential) - desires (needs) of vacationers - environmental and technical constraints". Unlike the marketing of goods, which is used at the micro level, at the meso

level, where the product is the territory, the priorities in the triangle can not be placed. They should be taken into account in order to make the best use of the resort's recreational potential in order to fully meet the needs of consumers, based on environmental constraints.

The management system of the balneological resort provides management of nature management, interrelations between the enterprises of various kinds of economic activity, streams of vacationers, environmental protection. In this management system, decision-making should take into account the state and factors of influence of other subsystems. Based on the fact that each strategic goal is subject to the overall goal of the marketing strategy, the management of the spa should be based on the marketing concept, which will increase the efficiency of management of the entire system [10, p. 84]. To assess the natural resource potential of the spa resort, it is advisable to determine the coefficient of favorable days for recreational activities for the possibility of detecting seasonal fluctuations and intensification of marketing activities. For balneological resorts, the coefficient of favorable days will be 1, as recreational activities at the balneological resort can be carried out during the year, as seasonal fluctuations are not observed [1, p. 76].

The proposed method of demand sensitivity is based on the study of the response of demand to the factors of competitiveness of sanatoriums: quality, price, location, discounts and more. Using load indicators and integrated quality and price indicators for each enterprise, the demand for these enterprises is formed using an economic-mathematical model:

$$y_i = mx_i + b, \quad (1)$$

m – is the angle of inclination (sensitivity factor);
 b – coordinate of the intersection of the y -axis.

$$\begin{cases} \sum_{i=1}^n y_i x_i = m \sum_{i=1}^n x_i^2 + b \sum_{i=1}^n x_i \\ \sum_{i=1}^n y_i = a \sum_{i=1}^n x_i + nb \end{cases} \quad (2)$$

y_i – load factor of the i -th sanatorium-resort enterprise;

x_i – ordinal number of the i -sanatorium-resort enterprise in the ranking procedure for the factor under study

The sensitivity of demand to a particular factor is determined by the formula:

$$F_i = n(m_i + 1) \quad (3)$$

In order to identify areas of marketing strategy for

the development of spas, a comprehensive assessment of the recreational potential of spas, which includes assessing the level of development of industrial, economic, socio-economic and infrastructural potential, which will allow to choose the priority direction of marketing strategy for spa development. Thus, the next stage of a comprehensive assessment of the recreational

potential of balneological resorts is to assess the level of its development in terms of production and economic, socio-economic and infrastructural potential.

The activity of enterprises that offer sanatorium services on the market is analyzed. The results of calculations of indicators of sensitivity of demand to the studied factors of competitiveness are given in table 3.

Table 3.

Characteristics of the dependence of demand for spa services of enterprises from factors of different action.

Factors	m_i	Sensitivity indicator
Integrated quality indicator	0,9646	55,0088
Staff competence	0,6204	45,3712
Treatment	0,6101	45,0968
Leisure / entertainment	0,4457	40,4796
Speed of service	0,4255	39,914
Beach	0,3785	28,3785
Sports and health conditions	0,3464	28,3464
Accommodation	0,1387	28,1387
Food quality	-0,1568	23,6096
Landscaping	0,2428	21,2016
Sanitary condition	-0,3679	17,6988
Cost of the ticket	0,6047	28,6047
Distance to the sea	0,4598	28,4598

Source: generated by the author based on [6]

Given the current state of functioning of enterprises of the sanatorium complex in the context of long-term policy of socio-economic development of the sanatorium complex of Ukraine, it is necessary to adhere to the following basic principles:

compliance with the needs of the population;

ecological safety of recreational development of the territory;

economic feasibility, which provides for the profitability of the enterprises of the resort complex and economic benefits for the region.

Analysis of the demand in the dynamics of services of enterprises of the sanatorium-resort complex of Ukraine allowed to identify the following trends:

growth of demand for sanatorium treatment services (foreign demand increases by 43.13%, domestic tourists - by 25.6%);

increase in the number of foreign vacationers (this trend makes it necessary to study the requirements of foreign consumers and introduce international standards in sanatoriums of Ukraine);

increase in the number of trips to Ukraine for business and official purposes (shows the need to study this market segment to increase the load of resort enterprises in the off-season);

increase in the number of year-round beds and the number of vacationers in the off-season;

increase in the number of healthy for a long time, mainly in sanatoriums and boarding houses. Competition among the enterprises of the sanatorium-resort complex causes a significant differentiation of the offer of sanatorium-resort services in terms of the range of their components, quality level and price. This situation

has necessitated the study of factors that have a greater impact on demand. Implementation of proposals to improve the management system of the industry at the regional level and by combining the activities of resorts and health facilities with tourism, with their further subordination to one department in the Government of Ukraine will increase the efficiency of tourism and health complex.

Balanced development of recreational areas is a key component of increasing the level of their investment attractiveness. Thus, the stagnation of economic development of the tourism and recreation industry has exacerbated the problem of investment as a source of expanded reproduction. Capital investments in the recreational industry have decreased by almost a third. In order to increase investment flows in the development of recreational areas of a particular region, additional tools should be formed and activated to stimulate investment in this area. Thus, only 6.5% of investments in this area are public investments.

The above allow us to conclude that: in state ownership is a relatively small part of the hotel sphere; state participation in the development of this area is minimal; limited state resources leads to loss of competitiveness in favor of private entities; the investment process of this sphere determine -recreational sphere should not be.

After all, in the State Budgets of 2014-2019, funds were allocated for the development of the tourism and recreation industry - these are articles according to the budget classification "0472 - tourism and hospitality" and "0734 - sanatoriums" (Table 4).

Table 4.

The amount of funds from the Consolidated Budget of Ukraine, directed to the tourism and recreation industry in 2015-2019 in terms of budgets, millions of UAH

Budget classification articles	2015	2016	2017	2018	2019	Deviations 2019/2015	
						+,-	%
0734 - sanatoriums							
From the state budget	643,43	830,17	753,29	956,36	999,32	355,89	55,3
From local budgets	349,12	444,08	470,80	563,72	561,13	212,02	60,7
From the consolidated budget	992,55	1274,25	1224,09	1520,08	1560,46	567,91	57,2
0472- tourism and hotel restaurant business							
From the state budget	17,89	13,97	4,43	10,67	1,00	-16,89	-94,43
From local budgets	0,84	0,94	0,40	0,21	0,26	-0,58	-68,9
From the consolidated budget	18,73	14,91	4,83	10,88	1,26	-17,47	-93,3
Total in the tourism and recreation industry							
From the state budget	661,32	844,14	757,72	967,03	1000,32	339,01	51,33
From local budgets	349,96	445,02	471,20	563,93	561,39	211,44	60,4
From the consolidated budget	1011,27	1289,16	1228,92	1530,95	1561,72	550,44	54,4

Source: generated by the author on the basis <http://www.ukrstat.gov.ua>

It should be noted that items "0734" and "0472" of the budget classification in the analyzed period were never 100% funded. So, for example, expenses for tourism and hotel economy are executed only on 48,4%, and on sanatorium-resort activity - on 95,4%. The analysis of investments in the tourist and recreational sphere of special (free) economic zones (B (S) EU) and territories of priority development (TDP) in Ukraine deserves special attention. Since the entry into force of the Law of Ukraine "On General Principles of Creation and Functioning of Special (Free) Economic Zones".

A sign of regional investment policy in the recreational sphere is the elasticity and diversity of tools to support investment projects. Thus, at the stage of origin of the idea and formation of the investment proposal, the organizational and information support of the project will act as a tool of support. At the next stage of project implementation, state guarantees (at the level of large enterprises) and subventions for interest payments on loans (at the level of small and medium enterprises) should be provided. A characteristic feature of this investment policy is the lack of clear priorities when investing in the recreational sphere.

State regulation of investments requires the inclusion of direct methods of influencing state property through projects, budgets and programs and, on the other hand, creating attractive conditions for attracting investment, their effective use, creating a favorable investment climate for sustainable development and preservation and protection, use natural recreational and tourist resources, environmental improvement, effective combination of functions of nature management and protection nature, ensuring environmental safety, preventing the destruction of the natural environment,

unique recreational regions Under the conceptual foundations of state regulation of investment in recreational tourism on the basis of ideas and principles of sustainable development means a system of modern ideas, a leading idea that determines a single, common idea resources and environment, recreational areas.

In general, the complex and systematic development of the recreational area is implemented on the basis of urban and investment projects for the development of tourist and recreational infrastructure of a particular region. At the same time, the development of the territory within the system development of a certain recreational zone is based on system development in the structure of one concept, taking into account the chosen tourist and recreational specialization based on the assessment of recreational potential and investment climate.

The current state of the recreational complex in Ukraine and taking into account global trends in the formation of the concept of sustainable development of tourism and recreation, provided. All types of payments in the budget plane. The last stage of reaching the world level and expanding the markets for recreational services will involve the provision of subventions to the investor [8, p. 87; 9, p. 47]

Thus, in our understanding, the main components of the theoretical foundations of state regulation of investment in recreational and tourist nature management are a description of the purpose, principles, prerequisites and main directions, which contain a set of methods, forms and tools to influence the investment development of recreational and tourist nature management. [11, p. 264]. Thus, on the basis of the analysis can conclude about the low participation of the state in the development of tourism and recreation of Ukraine and at

the same time the need to strengthen the participation of the latter as an investor and as a regulator of investment in tourism and recreation. with the investment development of the region as a whole.

The marketing strategy to ensure the development of the spa resort determines the directions of action to bring the resort's capabilities in line with the real market situation to achieve this goal. The marketing strategy to ensure the development of the spa resort is the possibilities of the resort (recreational potential) Desires (needs) of vacationers Environmental and technical limitations an integral part of regional policy. Regional marketing policy is aimed at creating favorable conditions for nature and resource use, search for potential consumers, promotion of the territory in the international recreational and tourist market [5, p. 327]. based on the analyzed information on the level of development of recreational potential of balneological resorts:

increase the efficiency of the management system of the spa resort;

development of the infrastructure of the spa resort; environmental protection;

formation of a positive image of the resort; environment. In this management system, decision-making should take into account the state and factors of influence of other subsystems. Based on the fact that each strategic goal is subject to the overall goal of the marketing strategy, the management of the spa should be based on the marketing concept, which will increase the efficiency of management of the entire system [10, p. 84].

In order to identify areas of marketing strategy for the development of spas, a comprehensive assessment of the recreational potential of spas, which includes assessing the level of development of industrial, economic, socio-economic and infrastructural potential, which will allow to choose the priority direction of marketing strategy for spa development. Thus, the next stage of a comprehensive assessment of the recreational potential of balneological resorts is to assess the level of its development in terms of production and economic, socio-economic and infrastructural potential

Conclusion. The necessary development of the tourism industry of Ukraine can be achieved only through the introduction of marketing research methodology as a basis for planning the operation and development of tourism and health complex in general and tourism enterprises in particular, primarily to create tourism products and appropriate organizational support to promote them in domestic and international markets. Improving the material base of the tourist and health complex depends on the improvement of the tax system, the efficient use of budget funds and the transfer of a significant burden on private capital for financing in all areas of tourism and related industries. For the accelerated development of balneological potential, it is advisable to create a favorable tax climate for a certain period of formation of the industry. Of particular importance for the development of balneological tourism is the system of training and retraining, which would include not only the discovery of new specialties, but also new courses on tourism

product preparation in existing specialties, namely: historians, archaeologists, ethnographers, philologists, art critics and more.

Associations of tourist enterprises need to strengthen their activities to expand the network of their representative offices abroad and to promote Ukrainian tourist products, including participation in Euroregions and means of the Internet. Ukraine has significant reserves of balneological and balneal resources. They are concentrated mainly in the Carpathian, Black Sea and Slobozhansky regions. Undoubtedly, the current situation with the use of mud and recreational systems of the country needs to be improved. In the existing forms of management of the territory, parts of sanatoriums have been transformed into private cottage settlements with questionable legitimacy of land tenure. Some sanatoriums have lost the opportunity to recover due to outdated equipment and non-compliance with modern recreational standards. But this does not mean the final loss of recreational potential of the respective resorts and optimism about their revival in the medium term.

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THE PROCESS OF FORMING A MARKETING STRATEGY

Abstract.

The article elucidates the content and the nature of the three main stages of marketing strategy formation: the market research, development of individual marketing strategy for an enterprise, the implementation of marketing strategy of an enterprise in the market.

Keywords: *marketing strategy, mission, goals, segmentation, positioning, marketing complex.*

In the conditions of the instability of the domestic economy, an important prerequisite for success is the clear formation of strategic goals of the enterprise, the ability to respond quickly to changes in the market situation. Determining the items of the goods or services in the market is a key point in assessing its activities and comparable to the goods (services) of other enterprises operating in the same industry. Particular attention to the development of a strategy is given to the enterprise in the market when it is necessary to assess the possibility of successful activities and economic expediency. Actuality of theme. Dynamic changes in the business environment of Ukrainian enterprises associated with the development of competition, dissemination of information technologies, introducing innovations, business globalization, and other factors require the leaders of the Supreme Links of Management or Business Owners Applying Strategic Management Tools, which consist in assessing the competitive position of the enterprise and the formation of the relevant strategy. An effective tool for implementing an enterprise development strategy in a competitive market is a marketing component. The process of forming marketing strategy of the enterprise makes it possible for its orientation to consumer requests, thus providing a more flexible inclusion and adaptation of this enterprise to the external environment. The main scientific principles of strategy of enterprises and marketing strategies arose and develop in countries with a developed market economy for a long time, and today there is a lot of its scientific schools. The development of theoretical, methodological and practical foundations of marketing strategic planning are actively engaged in Ukraine. Despite the fact that many researchers have been solved by a significant amount of theoretical and applied tasks on the formation of marketing policy of enterprise and strategic marketing planning, in studies lack accuracy relating to the principles of forming strategic 4 marketing, as well as assessing the effectiveness of its use in enterprises in unstable conditions for the functioning of the domestic economy. This indicates the relevance of the chosen topic and the need to study and the use of

theoretical and applied principles of development and implementation of marketing strategy and obtaining on this basis of specific practical results as a basis of strategic transformations. The purpose of the thesis is to generalize the theoretical and practical principles of marketing strategic planning and development of recommendations for the formation of a marketing strategy of enterprise enter the market. To achieve this goal, the following tasks are set: - to reveal the content of the concept of "marketing strategy"; - describe the types and role of marketing strategy in the activities of enterprises.

The achievements of enterprises of sustainable positions in the market are impossible without a management system aimed at applying an adequate modern requirement, therefore, it is urgent to consider the stages of formation of a marketing strategy.

The study of issues of marketing strategy formation, individual elements and aspects are devoted to the works of foreign and domestic scientists: F. Kotler and G. Armstrong [1], M. Mc-Donald and E. Pain [2], N. Kudenko [3], C. Garkavenko [4], O. Timonin [5], L. Balabanova [6], N. Chukhray [7], etc. At the same time, the issues of analyzing external and internal environments in the context of the formation of a marketing strategy are not sufficiently focused on the implementation of an Mar-cattle strategy and evaluation of results.

The purpose of the study is to determine the content and essence of the stages of forming a marketing strategy of the enterprise.

The process of developing a marketing strategy of the enterprise takes place through exploited stages. It is possible to determine three stages of the formation of a marketing strategy, namely: research, development and, implementation of marketing strategy. Every next is a logical continuation of the previous one.

At the first stage of market research, the market environment that provides quantitative (capacity, saturation, growth rate, demand stability) and qualitative characteristics (the structure of consumers' needs, the

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