

CURRENT CONDITIONS OF CLIMATE AND BALNEOTHERAPY IN UKRAINE

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The using of climatic and balneological resources has always been a fundamental characteristic for the treatment and rehabilitation of human. People can exist and develop only by interacting with the environment, constantly using oxygen, exposed to solar radiation, which affects various biological processes in the body, absorbing essential substances from the environment, adapting to changing climatic conditions. Hot waters of thermal springs not only have a healing effect on the body, but also relax muscles, stimulate blood circulation and blood supply, activate metabolism.

Climatotherapy is the using of various meteorological factors and climatic features of the area, as well as special climatic actions (procedures) for therapeutic and prophylactic purposes. The therapeutic effect of climate can be used for the prevention and treatment of diseases in any climatic region. Climate treatment consists of the influence of the climatic conditions of the area and special climatic procedures. Special methods of climatotherapy include: aerotherapy (exposure to fresh air during walks, excursions, sports games, etc. is an element of aerotherapy, the climatic background on which special types of aerotherapy work most effectively), heliotherapy (the use of sunlight for therapeutic and prophylactic purposes), thalassotherapy (includes the use for the hardening and treatment of various climatic, balneological and hydrotherapeutic factors associated with being near the sea), speleotherapy (use of different types of caves and their useful properties for the treatment of nervous and cardiovascular systems, bronchial asthma and hypertension) [1].

Balneological resources include medicinal mineral waters and peloids (mud). From natural medical resources, first of all, those that are directly used in balneotherapy are distinguished, its sanatorium specialization and profiling are determined. These are drinking and bathing waters, therapeutic muds and ozokerite. The main focus of balneological resources is spa resorts. But for the full effect of balneotherapy it is necessary to take into account the presence of certain factors. For example, clean air has a directly proportional effect on recreational flows in a spa resort. The therapeutic effect of mineral waters obtained from different sources depends on the characteristics of their chemical and gaseous composition and method of application. In the practice of balneotherapy mineral waters are used externally (local and public baths, showers, douches) and for internal use (drinking, inhalation, bowel lavage). Mud treatment relieves inflammation, stimulates metabolic processes, accelerates wound healing and bone fusion after fractures, improves joint mobility, softens scars, has antimicrobial and antibiotic effects. Mud treatment is done with the use

of baths, applications and even mud swabs. The method of simultaneous exposure to mud and electric current is often used - electroplating, electrophoresis of mud solution and others [2].

Currently, there are more than half a thousand sanatoriums and resorts of international, national and local importance in Ukraine, specializing in climate and balneotherapy. Most of them have remained since Soviet times and have not been adequately funded. This often leads to the fact that the level of comfort in such institutions does not meet generally accepted standards. However, fortunately, there are not many such institutions left due to the increased infusion of funds into this area of recreation for foreign investors. The number of private institutions for treatment and rehabilitation of climatic and balneological resources also increased, which, accordingly, also had a positive impact on the development of this area of tourism in Ukraine. A large number of foreign tourists choose Ukrainian resorts for their treatment and recovery. Such places of rest as Truskavets, Myrhorod, Solotvino, Morshyn, Polyana, Medobory and others are the most popular.

The Ukrainian Carpathians and the Black Sea coast are considered to be the most favorable zone for the organization of climate and balneotherapy.

Climate and balneotherapy of Ukraine has a significant natural resource potential, well-designed infrastructure and can function effectively and be competitive among similar recreational facilities in the country and abroad. Attracting investment in this market, improving public-private partnerships, building new facilities and completely re-equipping old ones, improving and popularizing the health insurance system, advertising activities to promote health products and create a spa brand. All these are factors that will give impetus to the development of medical and recreational activities in Ukraine [3].

Another factor that suggests that the health sector is promising in the country is the high quality of training and working conditions for them, which helps to retain skilled workers, rather than letting them work abroad. Thus, the general state of climate and balneotherapy in Ukraine is quite good, many resorts meet international standards and are supported at the state level.

So, there is a shift of emphasis from large tourist facilities to smaller, but more adapted to the needs of the consumer. Therefore, investments in the medical and health sphere of Ukraine have every reason to be a promising and profitable business.

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