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PROSPECTS FOR THE PROVIDING OF MEDICAL AND HEALTH SERVICES IN THE KYIV REGION IN THE POST-WAR PERIOD

The natural resources, including recreational and medical, the available infrastructure of the Dzvinkove village of Kyiv region (Boyarska territorial community) were explored. The possibility of creating a medical and recreational area on the basis of this village and its adjacent territory is substantiated.

This area has favorable natural resources for a comfortable person's staying and a source of drinking mineral water which can be used to improve and clean the human body. Forest areas and air combined with terrenkur and hiking, have a powerful health-improving effect. These natural conditions are favorable for treatment and rehabilitation.

The activity and infrastructural features of the eco-complex "Perlyna Dzvinkova" (Dzvinkove village) were analyzed. It has been established that at this stage the complex provides the need for rest, health improvement and restoration of human strength after work. The main services of the health center "Perlyna Life" on the territory of the eco-complex are: a 7-day course of treatment for post-covid syndrome, health programs, complex diagnostics of the body, probing of the body, therapy with detoxification and antioxidant solutions based on activated water from the source of the Dzvinkove village. The proposed range of medical and health services is suitable for different categories of visitors. In the post-war period, it is planned to introduce the following medical and rehabilitation services: a special program of psychological rehabilitation and adaptation of patients (for the psycho-emotional and strength recovery of soldiers), cooperation with a full-time psychologist, special types of therapeutic massages are being selected for the rehabilitation of the wounded.

It was found that the eco-complex "Perlyna Dzvinkova" with the existing infrastructure and health-improving complex can serve as the core of the formation and further development of the health-improving area. The obtained results allow to assert that the eco-complex "Perlyna Dzvinkova" and its health center will make possible to provide medical and health-improving services in the post-war period for various categories of the population, primarily for people who suffered from military aggression on the territory of Ukraine.

Keywords: health-improving area, health-improving services, eco-complex, rehabilitation services.

Introduction. The demand for the consumption of treatment and rehabilitation services is determined by: leading a healthy lifestyle, increasing the consequences of the impact of urbanization processes (which leads to the deterioration of the ecological condition of the environment and an increase in the population morbidity rate), the desire to one's health improvement, the popularity of the latest procedures, the basic need to restore physical and mental health of a person after the work process, the desire to rest in "environmentally friendly" natural areas. The full-scale war in Ukraine, ongoing since February 24, 2022, leads to an urgent requirement to consider and search for new opportunities to provide rehabilitation, treatment, recovery, prevention and recovery services for various categories of people: first of all, soldiers and those returned from captivity; children affected by war; temporarily displaced persons; people from de-occupied territories or who survived the occupation; victims of military aggression, as well as people who did not leave our country during the war and need psychological help. Therefore, special attention is paid to the task of preserving and restoring the health of the population by searching for areas with the necessary healing natural factors and infrastructure and which, as an additional effect, would contribute to the development of medical and health tourism in Ukraine.

Literature Review. International research are mostly devoted to aspects of the development of medical tourism in different (mostly developed) countries of the world. These include: the cost of medical services in the United States and their availability for patients with cardiovascular diseases (*Eberechukwu, Karen, 2022*), an analysis of the factors influencing on the choice of South Korean patients to receive medical services (*Jeong Won Ha, Cheon Yu, YunSeop Hwang, 2021*), etc. Research of health services

marketing in emerging medical tourism markets are appeared (*Rydback, 2021*).

The problems of traveling abroad for treatment, market research of donor's and recipient's countries of medical services, the availability of medical services, international migration of medical workers are dedicated in research and reports of international organizations such as the Organization for Economic Cooperation and Development (*Health at a Glance: Europe 2022*) and the World Travel and Tourism Council (*Travel and tourism medical tourism, 2019*).

During the independence of the Ukrainian state, the questions about organization and development of medical and health tourism, as well as problems that arise in the process of implementing medical and health services (quality of service, availability of qualified specialists, infrastructure, modern equipment, etc.) in our country were researched by scientists different spheres (geographers, physicians, economists). Current problems regarding the development trends of health tourism relative not only the territory of Ukraine (*Babov, Dmytriieva, Tykhokhid, Havlovskiy, 2019; Kholiavka, Leshko, Mochulska., Kukhtii, 2019*), but also separately for its regions. For example, in the scientific works of Zapototskyi S. (*Kovalchuk I., Kovalchuk A., Zapototskyi, Zapototska, 2021*) the resort sector of the Lviv region is explored and proposals aimed to optimizing the development and improving the functioning of its balneological resorts are provided.

Fundamental research of health resorts system in Ukraine, resorts in certain parts of the world, their possibilities for the reproduction of human health, as well as the problems of recreational nature management and the prospects for the development of Ukraine's recreational and tourist economy belong to Staffichuk V. (*Staffichuk, 2020*), Kushniruk Yu. (*Kushniruk, 2015*), Beidyk O. (*Beidyk, Topalova, 2018*), Postupna O. (*Postupna, 2020*) and others.

It's worth noting publications on theoretical issues of health tourism, which most often consider the organization of health tourism activities, the features of health recreation influence on various functions of the human body in terms of restoring psychological, physical resources, human capacity for work (Pavlenko Ye., Ilnytska, Pavlenko, 2021; Moroz, 2015).

The research of Kravets O. (Kravets, Riabiev, 2017) is devoted to the theoretical and practical foundations of balneology and sanatorium treatment, leading therapeutic methods for the implementation of medical and health tourism in Ukraine. The typology of resorts and the therapeutic effect of natural resort factors on the human body is reflected in the work of Malakhova S. and Cherepok O. (Malakhova, Cherepok, Volokh, 2019).

However, aspects of local research the possibilities of creating new medical and recreational areas and providing health-improving services remain without attention of researchers. Therefore, this research at the local level requires further research.

The purpose of the study is to investigate and justify the creation of medical and recreational area in the Kyiv region on the basis of the Dzvinkove village and its adjacent territory as one of the factors in the development of health-improving tourism in the post-war period and to analyze the prospects for providing a range of health-improving services in this area not only to residents of the capital of Ukraine and the Kiev region, but also to people who were affected by the war and suffered from the military aggression of the Russian Federation.

Methodology. The source research method made it possible to collect and process information about the available methods of treatment and rehabilitation in the investigate area, the requirement for medical and recreational procedures in the post-war period. The method of analysis and synthesis provided a justification for the creation of medical and recreational area on the basis of the Dzvinkove village's territory in the Kyiv region and the adjacent territory to it, the selection of the necessary methods for providing medical and health-improving services to visitors based on the available resource base. The grouping method made it possible to select the priority medical and health-improving methods that will be offered to visitors in the post-war period in the research area. The logical and generalization methods made it possible to identify perspective methods for providing medical and health-improving services on the basis of the "Perlyna Life" health-improving center. The research was carried out in several stages: at the first stage, research preparation (direction of the problem); on the next – the primary information gathering; at the third stage – processing of the found information; at the last stage – analysis of the received information (results interpretation, formulation of the general conclusions of the research).

Results and Discussion. Treatment and preventive services are a type of activity, a kind of medical care, which includes a set of measures aimed at recovering and treating patients in a condition that at the time of its provision threatens life, health and work capacity, that are carried out by professionally trained workers who have the licence (Velychko, 2013).

Health services – services for the provision of preventive, medical, rehabilitation help, accommodation, nutrition, leisure activities and other services provided at the resort, at the medical and recreational area and in sanatoriums (Kravets, Riabiev, 2017).

Thus, in order to receive medical and health services, which are characterized by intangibility, variability of quality, inseparability of production and consumption, failure to preserve, it's necessary to have: a resort or a health-improving area, researched natural healthful factors, qualified personnel, the necessary infrastructure for the visitor's stay.

One of the perspective medical and health territories for the organization of treatment, recovery, prevention and rehabilitation of Kyivans and Kiev region's residents, as well as people affected by military actions, can be Dzvinkove village, in particular, the eco-complex "Perlyna Dzvinkova" and its nearby territory.

A favorable factor of this village is its location at a distance of only 44 km and 30 minutes by car from Kyiv city in the Fastiv district (part of the Boyarka Territorial Community). The Dzvinkove village can be gotten by the suburban Kyiv minibuss № 778 ("Kyiv-Yablunivka", which runs hourly from Nyvky metro station). The distance from Boyarka (administrative center of the community) to Dzvinkove is almost 20 km, which can be covered both by the car in 20 minutes and the suburban bus № 6, which runs three times a day.

The natural and climatic conditions of the Boyarka Territorial Community are optimal for human life and economic activity: the climate is mild with a sufficient humidity, temperate continental with fairly warm summers and moderately cold winters. The average long-term air temperature in January is – 3.5 C, in July – + 20.3 C. Air masses coming from the Atlantic, the Arctic basin or formed over the continental space of Eurasia play an important role in its formation. Weather conditions are often changeable, especially in winter. Even in cold January, short-term periods of warming and thaw are observed. Summer weather is hot with uneven rainfall. A single downpour can bring a month's rainfall. The relief of the territory is flat, slightly undulating.

The Irpin River (the right branch of the Dniro River) flows through Dzvinkove, which was navigable in the times of Kyivan Rus. Plantations of oak, hornbeam, maple, birch, acacia and pine are prevailed among the flora.

Dzvinkivsky reserve of national importance is located near the village and the eco-complex "Perlyna Dzvinkova", which is subordinate to the Boyarka Forest Research Station. Its area is 700 hectares. The reserve protects unique highly productive pine plantations in the floodplain of the Irpin River (a well-preserved typical landscape of the south part of the Kyiv Polissia). The oldest pine forests of the Kyiv region are represented in the Dzvinkivsky reserve, the average age of which is 150 years. There are elk, roe deer, foxes, wild pigs, hares and others animals (*Forest reserve of public significance "Dzvinkivskiy", 2022; Dzvinkivskiy Forest reserve, 2022*).

The specified natural conditions are favorable for the health-improving effect: the mild climate of the area, the presence of green spaces and the Irpin River (favorable microclimate of the area), the location near the village of Dzvinkivskiy nature reserve of national importance. The present forests and air, combined with walking (terenkur) and hiking, have a powerful health-improving effect.

Among the picturesque forest there is an eco-complex "Perlyna Dzvinkova" in the Dzvinkove village. This complex is open all year round. There are 13 two-storey cottages on its territory, which can accommodate from 4 to 6 people each. That is, the total capacity of these cottages are 52-78 people. Each cottage has a terrace equipped for a rest area with a table and chairs and a barbecue. Also,

each cottage includes a kitchen-living room, two bedrooms and two bathrooms (*Health eco-complex "Perlyna Dzvinkova"*, 2022).

There is a cafe (including a hall and a summer terrace) on the territory of the eco-complex, which provides an opportunity for full meals during the entire stay of visitors. The menu offers dishes of traditional Ukrainian and European cuisine, the main focus is on healthy food. There is a food delivery service to the cottage. Prices are moderate, for example, the cost of a complex lunch is 150 UAH.

It is worth noting that among the additional resources of the eco-complex for leisure and recovery are: a sandy beach of the basin, a seasonal outdoor pool, the presence of forest paths for cycling and hiking, the organization of fishing in a local pond, a children's play area (trampoline, playground), equipped areas for playing table tennis and badminton, rental of the necessary equipment for Nordic walking, horseback riding and riding lessons for both children and adults, babysitting services (*Health eco-complex "Perlyna Dzvinkova"*, 2022). There is a private drinking water well and a lake with a sandy beach on the territory of the base. There is also a rental office for ski, sports and beach equipment.

That is, the eco-complex "Perlyna Dzvinkova" has all the necessary infrastructure for accommodation, eating, recuperating and spending leisure time for visitors both on weekends and for a longer period.

A health-improving area – a natural area that has mineral and thermal waters, therapeutic mud, ozocerite, brine of estuaries and lakes, climatic and other natural conditions favorable for treatment, medical rehabilitation of patients and disease prevention (*Malakhova, Cherepok, Volokh, 2019*). Based on this definition, in order for the research area will be used as a medical and health area, the presence of natural therapeutic factors are required.

One of these main factors for determining the health-improving area is the availability a spring of mineral drinking water in the village and near the eco-complex "Perlyna Dzvinkova". In June 2018, the State Institution "Ukrainian Research Institute of Medical Rehabilitation and Balneology of the Ministry of Health of Ukraine" analyzed the quality of this water, which, according to the results of the research, was classified as natural calcium sulfate-hydrocarbonate mineral waters with a total mineralization of 0,22 g/l (*Dzvinkovske natural source, 2022; Health eco-complex "Perlyna Dzvinkova"*, 2022). According to the degree of mineralization, this water belongs to the group of low-mineralized drinking waters (*Mineral waters, 2022*). This water belongs to mixed sulfate-hydrocarbonate according to its chemical composition. This type of water can be used to improve and cleanse the human organism without restrictions on the frequency of use. In this way, health facilities are provided and there are prospects for the provision of medical services on the basis of the territory of the Dzvinkove village and the eco-complex "Perlyna Dzvinkova".

It is important to consider that the "Perlyna Life" health center was opened in September 2021 on the basis of the eco-complex "Perlyna Dzvinkova". This health center works according to the methods of the Altimed medical clinic (*"Altimed" Medical Center, 2022*). The purpose of this center is the diagnosis of diseases, their prevention and therapy. Separately, it should be noted the presence of a promising health-improving technique, including anti-stress – detox – anti-aging therapy.

Today, the health center offers the following basic services for treatment and recovery: a 7-day course of treatment for post-COVID syndrome, health programs, comprehensive body diagnostics, body probing, therapy

with detoxification and antioxidant solutions based on activated water from the spring of the village of Dzvinkove (*Health center "Perlyna Life"*, 2022).

The 7-day course of treatment for post-COVID syndrome includes several stages: preparatory (1-2 days, complex diagnostics are carried out), cleansing (3-5 days, daily apparatus therapy and necessary procedures) and restorative (sixth and seventh days – apparatus therapy and procedures aimed at restoring the body).

Health-improving and recovery programs are designed for three different periods: 3-day (includes general cleansing of the organism from toxins, prevention of stressful situations, normalization of metabolism, activation of muscle activity, general therapy), 5-day (all 3-day recovery services and also includes therapy after infectious and inflammatory diseases, normalization of the functioning of the immune system and therapy) and 7-day (includes the full range for 3 and 5-day recovery services, plus full therapy for acute and chronic diseases, antibacterial, antiviral, antifungal and antiparabolic therapies).

The health center "Perlyna Life" offers visitors to take the following health-improving therapy courses: stressful situations and their consequences, antiviral therapy and treatment of the viral infections sequelae and inflammatory processes with chronic fatigue syndrome, activation of muscle functions and restoration of the body's vital forces, normalization of blood circulation in the central and peripheral vessels, repair the normal circulation of blood and lymph flow, normalization of the immune system's functioning, physical activity in the health group under the doctor's observation (*Health center "Perlyna Life"*, 2022). Separately, it is necessary to allocate the service of complex primary and current diagnostics of all organs and body's systems.

The main method used for diagnostics and therapy is a frequency-wave therapy, which is based on electromagnetic oscillations. The body's recovery occurs without medical treatment.

As for the advantages of this method – it is not associated with tissue heating, unlike most known methods of physiotherapy. The method of frequency-wave therapy is absolutely non-invasive and safe for human health, has an effective influence on the body, is painless and has no side effects (*Health center "Perlyna Life"*, 2022). Diagnostics and treatment according to the method of frequency-wave therapy is used in the following countries: Ukraine, Germany, Austria, Switzerland, Canada, USA.

The cost of the main mentioned services and current diagnostics the condition of organism from 1500 UAH, control diagnostics of the functional condition of the body from 1100 UAH, food test – 2500 UAH, frequency-wave therapy – 800 UAH. The time of appointment is depending on the procedure, ranges from 30 to 90 minutes.

So, all the proposed health services in the health-improving center "Perlyna Life" are carried out according to the methodology of the Altimed medical clinic. Currently, the services of the "Perlyna Life" health-improving center are focused on restoring strength, health improvement and treatment both of children and adults.

Considering the war in Ukraine, the large-scale destruction of civilian infrastructure and health-improving and medical institutions, the long-term occupation of settlements, including resort areas and the growing requirement for treatment and rehabilitation, especially in the post-war period, the research area, including the eco-complex "Perlyna Dzvinkova" and its health center are considered perspective for the provision of medical and health services. The main segment of visitors after the war

can be: the military cadres, military families, temporarily displaced persons, released prisoners, children and adults injured by the war.

Particular importance for this segment of visitors will be such health procedures as: therapy for stressful situations and their consequences, therapy for chronic fatigue, restoration of the body's vital forces, a course of physical activity and rehabilitation, antibacterial therapy for diseases of any etiology and treatment of the consequences of diseases inflammatory, hippotherapy (influences on improvement of muscle function, relieves the emotional stress).

The following promising methods, which are currently being worked on for implementation on the basis of the "Perlyna Life" health center are: the development of a special program for the psychological rehabilitation and adaptation of patients (for the strength and psycho-emotional recovery of our soldiers, their rehabilitation (various types of therapy)), cooperation with a full-time psychologist, a selection of special types of therapeutic massages for the rehabilitation of the wounded is carried out. That is, the selection and implementation of complex of treatment and preventive, rehabilitation and health-improving procedures aimed at restoring psychophysiological functions, returning to optimal human performance and social activity are being carried out. That is why this complex "Perlyna Dzvinkova" can serve as the basis for providing medical, preventive and health services to the population in the post-war period.

Conclusions. Dzvinkove village, together with the surrounding territory, including the eco-complex "Perlyna Dzvinkova", due to its natural conditions, the availability of a spring of drinking mineral water, modern infrastructure, proximity to the Kyiv city, can serve as a promising place for the further construction and development of the territory of medical and recreational, preventive and rehabilitation purpose both for the individuals (military and their families, fighters returned from captivity, internally displaced persons, women and children from de-occupied territories, etc.) who suffered from armed attacks during the military aggression of the Russian Federation against Ukraine, as well as for Kyiv and Kyiv region residents. Eco-complex "Perlyna Dzvinkova" with a functioning health center can become the core of medical and health tourism in this area, which will be one of the additional factors in the development of medical and health tourism in the Kyiv region.

It should be noted that together with representatives of the local authorities of the Boyarka Territorial Community and the public, a program is being developed for the further development of the territory, the construction of facilities for the improvement and rehabilitation of a certain categories of citizens using the healing, medicinal properties of water.

Today the problem of treatment and rehabilitation of the soldiers and victims of the war is acute in the society, because it is important to return people to a normal and fulfilling life after participating in warfare, to restore their physical and mental health.

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ПЕРСПЕКТИВИ НАДАННЯ ЛІКУВАЛЬНО-ОЗДОРОВЧИХ ПОСЛУГ У КИЇВСЬКІЙ ОБЛАСТІ У ПІСЛЯВОЄННИЙ ПЕРІОД

Досліджено природні ресурси, у тому числі рекреаційні й лікувальні, наявну інфраструктуру села Дзвінкове Київської області, Боярської територіальної громади. На підставі отриманої інформації обґрунтовано можливість створення лікувально-оздоровчої місцевості на базі цього села та прилеглої до нього території. Виявлено, що досліджувана територія має сприятливі природні ресурси для комфортного перебування людини та джерело питної мінеральної води, яка може застосовуватися для оздоровлення й очищення організму людини. Проаналізовані діяльність та інфраструктурні особливості екокомплексу "Перлина Дзвінкова" (с. Дзвінкове). Виявлено, що на цьому етапі комплекс забезпечує потребу у відпочинку, оздоровленні й відновленні сил людини після трудової діяльності. Проаналізовано основні послуги оздоровчого центру "Перлина Лайф" стосовно цього екокомплексу й визначено, що запропонований асортимент лікувально-оздоровчих послуг підходить для різних категорій відвідувачів. Висвітлено, які послуги лікувально-оздоровчого спрямування плануються у перспективі запровадити у післявоєнний період. Зокрема, до таких послуг відносять розробку спеціальної програми психологічної реабілітації та адаптації пацієнтів (для відновлення сил і психоемоційного оздоровлення воїнів), налагодження співпраці зі штатним психологом, проведення підбору спеціальних видів лікувальних масажів для реабілітації поранених тощо.

З'ясовано, що екокомплекс "Перлина Дзвінкова" з наявною інфраструктурою та оздоровчим комплексом можуть служити ядром формування й подальшої розбудови лікувально-оздоровчої місцевості. Отримані результати дозволяють стверджувати, що "Перлина Дзвінкова" та функціонуючий оздоровчий центр у ньому сприятимуть наданню лікувально-оздоровчих та реабілітаційних послуг у післявоєнний період для різних категорій населення, передусім для людей, які постраждали від воєнної агресії на території України.

Ключові слова: лікувально-оздоровча місцевість, лікувально-оздоровчі послуги, екокомплекс, реабілітаційні послуги.