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RELATIONSHIP OF ECONOMIC INTERESTS OF ENTITIES IN THE WELLNESS TOURISM MARKET OF UKRAINE

In the article, the directions of the study of specific medical and health tourism and the state of medical and health institutions in Ukraine, as well as legal documents, state and municipal tourism development program, including medical and health tourism, are considered. The authors offer to complement this aspect of the performance of market of medical and health tourism in Ukraine from the standpoint of the economic interests of the market. The paper studies the system of wellness tourism market through the provision of several structured submarkets. Submarket of direct production of therapeutic services includes health establishments; submarket of tourist infrastructure – banks, insurance companies, transportation firms, hospitality and public catering facilities, communications and so on; submarket of purely tourism services that includes tour operators, agencies and others. The authors examine the implementation of the economic interests of wellness tourism market in terms of their ownership, such as natural and recreational resources, the material-technical base of different facilities. The article emphasizes the research on conditions of realization of economic interests of producers of treatment services – health resorts, boarding houses, spa and institutions for mud cures, dispensaries. Made an analysis of ownership changes, dynamics of spending on health and recreational activities and household expenses – food, accommodation, utilities, and income dynamics of health establishments. Identified adverse market conditions for the functioning of the domestic health establishments due to wear of fixed assets, inflation, falling solvency of customers and consumers of medical and health services, reduce in funding by state and municipal authorities. On the basis of summarizing results of the study, the authors formed opinions about the need for a combination of the state management of tourism industry and the market activity of commercial wellness tourism market in the form of state-private partnership.

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