



e-ISSN 3083-6018

SOCIAL DEVELOPMENT: Economic and Legal Issues

<https://www.eu-scientists.com/index.php/sdel>



Regional Features of the Development of the Resort and Recreational Sector and Health and Wellness Tourism: Resource Potential, Competitive Advantages, Development Opportunities

Oleksandr Nosyriev  ¹ *

¹ National Technical University "Kharkiv Polytechnic Institute" (Ukraine). Associate Professor at the Department of Tourism and Hotel and Hospitality Business, PhD in Geographical Sciences, Associate Professor.

* **Corresponding Author**, e-mail: oleksandr.nosyriev@kmpi.edu.ua

ARTICLE INFO

ABSTRACT

Research Article

DOI:

[10.70651/3083-6018/2025.12.12](https://doi.org/10.70651/3083-6018/2025.12.12)

Received:

9 November 2025

Accepted:

12 December 2025

Published online:

22 December 2025

Copyright © 2025
by author



This is an open access journal and all published articles are licensed under a Creative Commons Attribution—NonCommercial 4.0 International (CC BY-NC 4.0)

The article examines the current state, key challenges, and development prospects of Ukraine's resort and recreational industry under prolonged socio-economic, demographic, and security pressures. The growing role of the sanatorium-resort and health-and-wellness sector is substantiated as a strategic component of the national healthcare system, social rehabilitation, and sustainable territorial development, particularly in the context of post-war recovery. The study synthesizes theoretical approaches of Ukrainian scholars to the analysis of resource potential, spatial organization, and institutional support of resort and recreational activities. The methodological framework is based on systemic, structural-functional, and regional approaches, combined with SWOT analysis as a tool for strategic industry assessment. The SWOT analysis identifies key strengths, weaknesses, opportunities, and threats affecting the development of the sector. Major competitive advantages include a substantial natural therapeutic resource base, historically established resort territories, the integration of medical, rehabilitation, and tourism components within the resort product, and growing domestic demand for health and rehabilitation services. At the same time, the study highlights systemic problems related to deteriorated infrastructure, uneven territorial development, limited investment resources, and insufficient integration into the international tourism market. Regional development features are analyzed, along with a case study of the Truskavets resort as an example of a functioning sanatorium-resort cluster. The expediency of adopting European experience in cluster development, resort branding, integration of sanatorium treatment into medical insurance systems, and the implementation of innovative technologies is substantiated. The findings may be applied in developing sectoral strategies, regional recovery programs, and management practices in health-and-wellness and medical tourism.



KEYWORDS

tourism, resort and recreational sector, sanatorium and SPA industry, health and wellness tourism, tourism product, regional development, SWOT analysis, competitiveness, resorts, medical tourism, natural therapeutic resources.



e-ISSN 3083-6018

СОЦІАЛЬНИЙ РОЗВИТОК: економіко-правові проблеми

<https://www.eu-scientists.com/index.php/sdel>


Регіональні особливості розвитку курортно-рекреаційної галузі та лікувально-оздоровчого туризму: ресурсний потенціал, конкурентні переваги, можливості розвитку

Олександр О. Носирєв  ¹ *

¹ Національний технічний університет «Харківський політехнічний інститут» (Україна).
Доцент кафедри туризму і готельно-ресторанного бізнесу, канд. геогр. наук, доцент.

* Автор-кореспондент, e-mail: oleksandr.nosyriev@khp.edu.ua

СТАТТЯ

АНОТАЦІЯ

Дослідницька

DOI:

[10.70651/3083-6018/2025.12.12](https://doi.org/10.70651/3083-6018/2025.12.12)

Отримана:

09.11.2025 р.

Прийнята:

12.12.2025 р.

Опублікована:

22.12.2025 р.

Авторське право

© 2025 автора



Цей твір

ліцензовано на

умовах Ліцензії

Creative Commons

«Із Зазначенням

Авторства –

Некомерційна 4.0

Міжнародна»

(CC BY-NC 4.0).

У статті досліджено сучасний стан, проблеми та перспективи розвитку курортно-рекреаційної галузі України в умовах тривалих соціально-економічних, демографічних та безпекових викликів. Обґрунтовано зростання ролі санаторно-курортної та лікувально-оздоровчої сфери як стратегічного елементу національної системи охорони здоров'я, соціальної реабілітації та сталого розвитку територій, особливо в контексті повоєнного відновлення регіонів. Узагальнено теоретичні підходи вітчизняних науковців до аналізу ресурсного потенціалу, просторової організації та інституційного забезпечення курортно-рекреаційної діяльності. Методологічною основою дослідження є системний, структурно-функціональний та регіональний підходи, а також застосування SWOT-аналізу як інструменту стратегічної діагностики галузі. Методикою SWOT-аналізу ідентифіковано ключові сильні та слабкі сторони, можливості й загрози розвитку курортно-рекреаційної галузі України. Визначено, що вагомими конкурентними перевагами є потужний природно-лікувальний потенціал, історично сформовані території лікувально-оздоровчого та курортного спрямування, поєднання медичної, реабілітаційної та туристичної складових курортного продукту, а також зростаючий внутрішній попит на оздоровчі й реабілітаційні послуги. Водночас встановлено наявність системних проблем, пов'язаних із зношеністю матеріально-технічної бази, нерівномірністю та диспропорційністю територіального розвитку, обмеженими інвестиційними ресурсами та недостатньою інтеграцією у міжнародний туристичний простір. Здійснено аналіз регіональних особливостей розвитку курортно-рекреаційної сфери та кейс-стаді курорту Трускавець як прикладу реалізації повнофункціональної моделі санаторно-курортного кластера. Обґрунтовано доцільність запозичення європейського досвіду кластеризації, брендування курортних територій, інтеграції санаторно-курортного лікування до системи медичного страхування та впровадження інноваційних технологій. Результати дослідження можуть бути корисними при формуванні стратегій розвитку курортно-рекреаційної галузі України, розробленні регіональних програм відновлення та модернізації курортів, а також у практиці управління лікувально-оздоровчим та медичним туризмом.

КЛЮЧОВІ СЛОВА

туризм, курортно-рекреаційна галузь, санаторно-курортне господарство, лікувально-оздоровчий туризм, туристичний продукт, регіональний розвиток, SWOT-аналіз, конкурентоспроможність, курорти, медичний туризм, природно-лікувальні ресурси.



1. Introduction

The current stage of socio-economic development of Ukraine is characterized by the growing role of the resort-recreational and sanatorium-resort sphere as an important tool for preserving and restoring the physical and psycho-emotional health of the population, improving the quality of life and ensuring sustainable development of territories. In the context of long-term crisis challenges caused by hostilities, demographic losses, increased stress levels and deterioration of citizens' health indicators, medical and health tourism acquires special public importance, transforming from an auxiliary segment of the tourism industry into a strategic component of the national system of social security and rehabilitation.

The relevance of the study of the development of the resort and recreational industry is also enhanced by the need to adapt domestic sanatorium-and-resort institutions to modern market conditions, growing consumer demands, processes of innovative modernization and European integration transformations. The uneven spatial development of resort areas, the obsolescence of the material and technical base, the limited investment resources and the insufficient integration of medical, recreational and tourist functions necessitate a scientifically grounded rethinking of the models of functioning of the sanatorium-resort economy of Ukraine.

At the same time, the availability of unique natural healing resources, historically formed resorts and the growing demand for health, rehabilitation and inclusive tourism products create prerequisites for the formation of a competitive national resort and recreational market. In this context, the analysis of regional features of the development of the sanatorium-resort sector, the assessment of its potential and the identification of promising areas of transformation, taking into account modern socio-economic, security and medical challenges, is of particular importance.

In view of the above, the study of the state, problems and prospects for the development of the resort and recreational industry of Ukraine, as well as the analysis of successful territorial models and cases of functioning of sanatorium-resort complexes, is timely and scientifically significant, as it contributes to the formation of systematic approaches to the restoration, modernization and strategic development of medical and recreational tourism in modern conditions.

2. Literature Review

The problems of development of the resort and recreational industry of Ukraine, its structural features, resource provision and prospects for functioning in modern socio-economic conditions are covered in the works of a significant number of domestic scientists. Particular attention in the research is paid to the role of the sanatorium-resort sector as a component of the tourism industry and an element of the system of health care and social rehabilitation of the population.

The theoretical foundations of the formation of recreational complexes and the prerequisites for their effective functioning are revealed in the studies of S. Markhonos and N. Turlo [8], which determine the key conditions for the creation of recreational systems, in particular, the availability of a resource base, developed infrastructure, socio-economic potential and regional specifics. Scientists emphasize that the development of recreational complexes contributes to the modernization of the material and technical base, improving the quality of recreational space and the effectiveness of medical and recreational functions.

Innovative aspects of the development of the resort and recreational sphere and the formation of new recreational facilities are studied by the team of authors M. Drobotova et al. [2]. The authors focus on the role of innovations in enhancing the quality of life for the population, revitalizing domestic tourism, and adapting the industry to modern challenges, particularly the growing demand for health and rehabilitation services.

The peculiarities of the transformation of tourist demand and the growth of the importance of the therapeutic and recreational component of the resort and recreational product are analyzed in the studies of P. Zakharchenko and S. Zhvanenko [17]. The authors associate these trends with the deterioration of the health of the population, the growth of psychological stress and the negative impact of the environment, which actualizes the need to introduce innovative approaches to the organization of sanatorium-resort services.

Ecological and spatial aspects of the development of recreational areas are covered by O. Nod [9], defining the ecologization of the economy, the preservation of natural resources and the expansion of the tourist and ecological network as fundamental directions for the development of the recreational sphere. Similarly, scientist S. Filiuk [3] emphasizes the need to take into account regional specifics when forming strategies for restoring tourist and recreational potential, emphasizing the relationship between the development of the industry and increasing investment attractiveness and quality of life of the population.

The current state of the resort and recreational industry and its social and rehabilitation function are analyzed in the works of H. Omelchak [11], who emphasizes the growing need for inclusive, hybrid and rehabilitation resort products. The prospects for the development of medical and health tourism and, at the same time, the existing challenges related to the quality of medical services and marketing promotion are considered by O. Dolynska [1].

The problems of material and technical modernization of sanatorium-resort institutions and the introduction of modern architectural and technological solutions are highlighted in the studies of K. Shmal and O. Khorosha [13]. The issue of regional competitiveness of resorts and the need for cooperation of industry entities to enter foreign markets is revealed by S. Zhvanenko [18].

The uneven territorial development of the resort and recreational industry and the prospects for redistribution of domestic tourist flows are investigated by N. Stupen [15], and innovative approaches to managing the development of the sanatorium-resort complex and medical tourism are analyzed in the works of K. Kostohlodova and V. Svitlychna [6]. The significant potential of medical and health tourism as a tool for socio-economic post-war recovery of the country is emphasized by L. Horbatiuk and V. Borysenko [5].

The team of authors [4] carried out a thorough analysis of the specifics of the subjects of sanatorium-resort activities in the context of their orientation, affiliation, socio-economic effect, impact on related areas, global role, subordination. The authors emphasize the disproportionality of the development of the market of sanatorium-resort services in the regional context and the heterogeneity of indicators of its functioning, which forms a different level of competitiveness of resort territories [4].

The theoretical and institutional foundations of the formation of the sanatorium-resort system of Ukraine are summarized in the classic works of G. Lendiel [7], who substantiates the need for comprehensive state regulation and integration of the resort and recreational industry into the general system of tourism development.

The researchers [16] considered the evolution of the resort town of Truskavets, investigated the history of the formation of the resort and modern medical and health and sanatorium-resort opportunities of the location in the context of the impact on the economic potential. The authors' team [12] also paid attention to the study of the recreational and tourist potential of small resorts of the Lviv region in modern realities. Also, the issue of strategic development of medical and health tourism was outlined in the author's study [10].

Thus, the analysis of scientific sources indicates a significant interest of researchers in the problems of development of the resort and recreational industry of Ukraine, which is due to its social, medical and economic significance. At the same time, the available research fragmentarily covers the issue of a comprehensive assessment of the prospects for the development of the industry in the face of modern challenges. This actualizes the expediency of using strategic analysis tools, in particular SWOT analysis, for a systematic generalization of strengths and weaknesses, opportunities and threats to the development of the resort and recreational industry of Ukraine.

3. Problem Statement

The purpose of the study is to assess the prospects for the development of the resort and recreational industry of Ukraine based on the use of SWOT analysis, as well as to substantiate strategic guidelines for increasing its competitiveness, investment attractiveness and adaptability to modern socio-economic and security challenges.

This goal is realized by generalizing theoretical approaches to determining the essence and role of the resort and recreational industry in the structure of the national economy; analysis of the current state and trends in the development of the resort and recreational sphere of Ukraine, taking into account regional differentiation; identification of key internal and external factors that have an impact on the

functioning and development of the resort and recreational industry; use of the SWOT analysis methodology of the resort and recreational industry of Ukraine in order to determine its strengths and weaknesses, opportunities and threats; substantiation of promising directions and strategic priorities for the development of the resort and recreational industry in the context of the transformation of the national economy, post-war recovery and the growth of the role of domestic tourism.

4. Methods and Materials

The study uses a comprehensive methodological approach based on a combination of systemic, structural-functional and regional approaches to the study of the development of the resort and recreational industry of Ukraine. To generalize the theoretical foundations of the functioning of the sanatorium-resort economy, the methods of analysis and synthesis were used, which made it possible to identify the key factors in the formation of the competitiveness of resorts and their role in the structure of the national economy. The method of critical analysis and generalization of scientific sources is used in order to systematize scientific approaches to assessing the resort and recreational potential and determining modern trends in the development of medical and health and medical tourism.

To assess the prospects for the development of the resort and recreational industry, the SWOT analysis method was used, which made it possible to identify the strengths and weaknesses of the industry, as well as external opportunities and threats to its functioning in the context of socio-economic transformations and military challenges. The regional analysis was applied in order to take into account the spatial differentiation of resort and recreational resources and the peculiarities of the development of resorts in different regions of Ukraine. The case-study method was used for an in-depth analysis of the functioning of the Truskavets resort as a representative example of the implementation of a full-featured model of a sanatorium-resort cluster. In the process of the study, the methods of comparison and generalization were also used to compare the domestic and European experience in the development of resorts, as well as the method of graphical modeling to visualize the factors of development of the resort and recreational industry and the components of the resort's success in the market of medical and health and sanatorium-resort services. The totality of the applied methods ensured the complexity of the study, the validity of the results obtained and the possibility of forming practical recommendations to improve the efficiency of the functioning of the resort and recreational industry of Ukraine in the context of the transformation of the national economy.

5. Results and Discussion

The resort and recreational sector is an integral part of the service sector, which makes a significant contribution to the economy, contributes to the development of tourism and raising the standard of living of the population. It is constantly evolving to meet modern requirements and consumer demands. The development of the resort and recreational sphere through the formation of innovative recreational facilities and complexes will contribute to improving the quality of life of the local population through improving infrastructure, access to new services and expanding cultural services. opportunities, as well as the restoration of domestic tourism opportunities [2].

Scientists S. Markhonos and N. Turlo [8] draw attention to the fact that "the effective functioning of recreational complexes is possible only if there is a sufficient provision of recreational resources, material and technical base and an effective mechanism for their creation and functioning. The prerequisites for the creation of recreational complexes should be:

- 1) recreational resources;
- 2) tourist and recreational infrastructure in the region;
- 3) socio-economic potential for the functioning and recreational development of the territory;
- 4) manufacturing enterprises and enterprises in the service sector;
- 5) other regional features (religious features, traditions, crafts, etc.)" [8].

At the same time, "assistance in the creation of recreational complexes will lead to the preservation, innovative development and improvement of the material and technical base of the recreational complex of the region. Also, the qualitative potential of the recreational space will increase,

the efficiency of health, preventive and therapeutic functions of the relevant enterprises of the recreational infrastructure will increase" [8].

It is important to emphasize that many strategic practices should be borrowed from the experience of Central European countries. Thus, Poland has successfully integrated balneology into the state health insurance (NFZ) system, which allows citizens to receive partial reimbursement of the cost of treatment in SCG institutions. Slovakia implements the "Návrat do života" program, under which military veterans undergo free physical and psychological rehabilitation in public resorts, and tour operators receive tax benefits when attracting clients to national health resorts. Hungary, on the other hand, has built a system of branding regions through geographical marking of waters (e.g., "Hévíz" or "Zalakaros"), which increases the export potential of spa services. For Ukraine, the use of a similar marketing and geographical model is promising: registration of national brands of waters and treatment zones (Naftusia, Skhidnytska-2, Khmilnyk-radon, Berezivska-zalizo) will allow to form a tourist map of Ukraine's health, increase awareness and export of wellness and medical tourism services.

It should be noted that the popularity of European countries among tourists is not unequal. The vast majority of tourist flows are directed primarily to Western European countries. The tourism sector is always marked by rather ambiguous characteristics and opportunities. Tourism as a multi-sectoral and multifunctional phenomenon is characterized by the highest level of elasticity relative to natural (ecological), general economic, social and political changes in any country – a potential destination. Classical tourism, especially in the direction of visiting foreign countries by our fellow citizens, contains trends in development, and such specific areas as medical and health tourism are quite difficult to perceive not only by compatriots, but also by foreign citizens visiting Ukraine. The strategy for the development of resorts in Ukraine can be more effective due to the formation of strategic alliances of regional authorities and tour operators, hospitality enterprises at the interregional level. One of the most pressing problems in the sanatorium-and-resort industry is a significant decrease in state funding and a decrease in the efficiency of management of specialized medical and health institutions. There is also a problem associated with the insufficient capacity of internal and external tourist flows, since tourists are simply not interested in choosing offers of treatment and health improvement on the territory of Ukraine.

Scientists P. Zakharchenko and S. Zhvanenko [17] note that "the specificity of modern tourist demand is manifested in an increase in interest in the therapeutic component of the resort and recreational product. This is due to global negative trends in the impact on the human body from the environment, a high degree of labor intensification, psychological stress, constantly deteriorating health indicators, and other negative manifestations of modern life. Currently, more and more tourists are striving to receive high-quality sanatorium-resort treatment" [17]. Therefore, "all these factors force enterprises of the resort and recreational sphere to change their attitude to the principle of organizing resort activities, pay attention to the improvement of sanatorium-resort services, the provision of high-quality medical and health services, psychological comfort, which is practically impossible without the use of innovations", the authors note [17].

Researcher O. Nod [9] notes that "the main fundamental directions of development of recreational areas are: ecologization of the economy and production processes, preservation of the environment and reproduction of recreational natural resources, creation of free recreational economic zones and expansion of the tourist and ecological network in Ukraine" [9].

Scientist S. Filiuk [3] rightly notes that "when choosing a strategy for restoring the tourist and recreational potential, it is necessary to take into account the regional specifics of the development of the tourist and recreational sphere. Therefore, it is necessary to develop a strategy that would simultaneously contribute to the socio-economic development of the territory and increase the regional competitive advantages of tourism industry entities for the long term. The strategy for the restoration of tourist and recreational potential should also harmoniously complement the socio-economic strategy for the development of the region and the country as a whole and contribute to the solution of priority socio-economic tasks, namely: strengthening scientific, technical and innovative potential; increasing the investment attractiveness and economic stability of the country; improving the quality of life of the population" [3].

Considering the current trends in the development of recreation and tourism in Ukraine, it can be noted that the summer season of 2025 showed the preservation of sustainable demand for domestic tourism in Ukraine. The tourist activity of the population is largely due to the need for physical,

emotional and psychological recovery. Short-term travel within the country is seen as an effective tool for reducing the level of everyday stress and tension. Over the past four years, the western regions of Ukraine (Lviv, Ivano-Frankivsk, Zakarpattia, Chernivtsi and Ternopil) have been steadily holding leading positions in terms of tourist attractiveness. This is due to the combination of a relatively higher level of security, developed tourist infrastructure and significant natural and landscape potential. The Carpathian region, in particular the territories of Verkhovyna, Yaremche, Slavske and Bukovel, is focused mainly on active forms of tourism, in particular mountain hiking, cycling routes and health programs [14]. In 2025, there is an expansion of the range of tourist services, including SPA complexes, relaxation programs and gastronomic weekend tours. Transcarpathian region demonstrates the growing popularity of gastronomic tourism, in particular due to the development of integrated cultural, historical and tasting routes (winemaking, cheese making, local cuisine). Some territories, in particular Beregovo and Khust districts, were formed as centers of cycling tourism due to the creation of a network of safe bike paths and ecological trails. Lviv region implements the concept of gastronomic tourism through thematic routes to craft industries, which corresponds to the growing demand of the urban population for authentic cultural and culinary practices [14].

The central regions of Ukraine (Cherkasy, Zhytomyr, Poltava, Podillya regions) also intensified tourism activities in 2025. The main factors of attractiveness are relative safety, natural diversity, affordable pricing policy and favorable conditions for a relaxing holiday. Cherkasy region is distinguished by the development of water tourism on the Dnieper and its tributaries, as well as historical and cultural routes related to the Cossack heritage and the figure of Taras Shevchenko, which are especially in demand among the family segment of tourists. The Podilskyi region forms the trend of the so-called "small town routes", which combine historical and architectural monuments, sacred wooden architecture, protected areas and local cultural identity. Such destinations meet the demand for leisurely, meaningful and aesthetically oriented tourism. The city of Kyiv and the Kyiv region remain important centers of short-term tourist trips. Demand focuses on recreational areas, hiking and cycling routes, cultural and artistic events, and gastronomic tours. Thematic festivals and ethno-cultural events contribute to the integration of the natural, historical and service components of the tourist offer. Kyiv region demonstrates a steady growth dynamic of domestic tourism, especially during weekends and holidays [14].

Considering the peculiarities of the tourist situation in the Black Sea region, it can be noted that despite the existing security risks, the summer tourist season has been partially restored in Odesa in 2025. A limited number of beach areas operate subject to enhanced safety standards, including the arrangement of controlled bathing areas, rescue infrastructure and warning systems. At the same time, traditional resort locations of the Black Sea coast (Zatoka, Karolina-Bugaz) remain inaccessible to tourists. At the same time, Odesa is expanding alternative formats of domestic tourism, focusing on urban, cultural, museum and gastronomic routes, as well as event tourism [14].

Currently, the centers of sanatorium-resort and health tourism in Ukraine are mountainous and foothill regions of Transcarpathia, Ivano-Frankivsk and Lviv regions. In particular, Transcarpathia has unique climatic conditions, which are the most favorable for summer recreation. This is due to the fact that the region is surrounded by mountains from the north and east and, accordingly, has unique natural weather conditions. Due to hostilities in the regions and the danger of shelling, they are partially suitable for recreation and health improvement of Ukrainians. Thus, the Odesa region is part of the Black Sea recreational and tourist region. Due to its favorable geographical location and favorable climate, the region occupies one of the leading places among other regions of the region in terms of the number and volume of resort and recreational resources [5].

The eastern region is struggling with a number of problems: lack of investment, abandonment and reduction of the material and technical base, stereotypes about Donbas, etc. The main problem remained the long-term armed conflict, but recreations located in a territory relatively remote from the line of hostilities have a chance for the development of medical and health tourism, and are also urgently needed, since a significant part of the local population is affected, has health disorders and needs to be rebooted and rehabilitated with the help of recreation and tourism.

Currently, there is a steady demand for short-term trips, cultural and educational excursions, recreational and recreational practices and nature-oriented tourism in Ukraine. An important place is also occupied by gastronomic routes, festival and ecological tourism. In modern conditions, domestic tourism performs not only a recreational, but also a socio-economic function, contributing to the

support of local economies, the development of territorial communities and the stabilization of the psycho-emotional state of the population. Despite the difficult circumstances, tourist activity in Ukraine demonstrates a gradual recovery and adaptation to new realities [14].

Researcher H. Omelchak emphasizes the medical and health function of tourism, which is the most popular in the modern conditions of our country. "The problem of preserving the physical and mental health of Ukrainians in modern conditions is becoming increasingly important. The main role in solving this problem is played by sanatorium-resort type institutions. Rational use of natural resources provides the core of the resort and sanatorium industries. Rehabilitation measures in the complex of sanatorium-resort treatment are optimally balanced and effective for recovery and rehabilitation. A potential part of health improvement methods is the healing properties of the climate, mineral waters, natural heat carriers, etc. Currently, the health of Ukrainians has deteriorated significantly. Stress, low environmental conditions, migration and an increase in the number of people with disabilities require an urgent solution to the issues of opportunities to implement a system of health improvement and rehabilitation for adults and children", the scientist notes [11]. Also, in her opinion, "the demand for a hybrid and inclusive resort product also influences the way urban hotel assets are conceptualized, leading to the urbanization of the resort's offering. The development of resorts should become an integral part of the overall concept of a healthy nation" [11].

Researcher O. Dolynska emphasizes that "many resorts specialize in specific areas, such as the treatment of diseases of the musculoskeletal system, respiratory tract, cardiovascular system, etc. Taking into account the growing demand for a healthy lifestyle and the growing interest in alternative methods of treatment, such as herbal medicine, Ayurveda, yoga and others, it can be predicted that medical and health tourism in Ukraine will have further positive development prospects" [1]. However, there are also a number of challenges that hinder the development of resorts and sanatorium-resort and medical institutions: "one of the biggest challenges is to improve the quality and standards of medical services. In order to attract more foreign tourists, it is necessary to provide high quality medical care, appropriate staff qualifications and modern equipment. Another important aspect is the marketing and promotion of medical and health services in Ukraine on the international market", the researcher emphasizes [1].

Scientists K. Shmal and O. Khorosha note that "there is a need to modernize old sanatoriums, create inclusive and accessible conditions for all groups of the population, and develop new concepts for restoring and maintaining health" [13]. "In some institutions of the Carpathian region, projects are being implemented using biophilic design and smart technologies. However, a significant part of the sanatoriums needs to be updated and adapted to modern requirements, which requires investments and an integrated approach to reconstruction", the authors note [13].

Also, the scientist S. Zhvanenko draws attention to the fact that "the presence of competition of health resorts among themselves within the framework of the regional resort and recreational complex means a general decrease in its competitiveness in external recreational markets in relation to this region. A significant increase in competitiveness is possible only if all resort and recreational organizations located in the region are represented on foreign markets as a united large territorial company. At the same time, the association of health resorts does not at all imply the loss of their legal or financial independence. As a rule, this process takes place through the joint concentration of resources in certain areas, for example, advertising at large exhibition venues or fairs for the sale of a resort and recreational product, joint actions to attract more vacationers, etc." [18].

In addition, the scientist N. Stupen, modeling the trends of the resort and recreational industry in Ukraine, notes that "the domestic resort and tourism sphere is characterized by a high level of uneven distribution of consumption of tourist and recreational services. In total, two regions of Ukraine (Lviv and Odesa regions) account for about 22.5% of organizations of the resort and tourism industry, which provide about 31.7% of the needs for resort and tourist services in the domestic market. One of the promising directions for the development of the resort and recreational industry is the redistribution of flows of tourists and vacationers in the domestic market, which will increase the efficiency of the entire industry" [15].

Researchers K. Kostohlodova and V. Svitlychna [6] note that "one of the important directions for the development of the sanatorium-resort complex is the introduction of innovative technologies. Sanatoriums must adapt to new market requirements and improve the quality of services through the use of modern methods of treatment, rehabilitation and diagnostics. Telemedicine plays an important

role in this, which allows you to expand access to medical services and provide customers with convenient service. In addition, individualization of treatment programs based on the analysis of patients' health can increase the effectiveness of wellness procedures" [6]. Also, according to the researchers, "medical tourism is a promising niche for the development of Ukrainian sanatoriums. The natural healing resources of Ukraine, as well as the relatively low cost of services compared to other countries, create good prerequisites for attracting foreign tourists. The development of medical tourism involves not only improving the infrastructure, but also raising the standards of service provision, certifying institutions according to international standards, as well as expanding cooperation with international medical organizations" [6].

Scientists [5] note that "medical and health tourism is one of the segments of the tourism industry, which is aimed at improving the quality of life, popularizing the country's natural resources and improving and supporting the physical and psychological rehabilitation of the population. He focuses on the use of natural resources and medical services to restore and extend the life expectancy of Ukrainians. Even under martial law, the potential for the development of medical and health tourism, which has certain features and public importance, is quite powerful and can contribute to attracting investments, creating new jobs and actively supporting the local economy" [5].

The team of authors [4] emphasizes that "domestic subjects of sanatorium-resort activities are characterized by providing treatment and recreation of the population; belonging to medicine and tourism; production of social and economic effects; direct and indirect influence on related areas; promoting the recognition of the popularization of Ukraine in the global recreational process and in cultural and historical development. The current regulatory framework operates with an ambiguous typology" [4]. They also note that "in general, the market of sanatorium services in the regional context is characterized by disproportionality, asymmetry and heterogeneity", and "the totality of the regions of Ukraine according to individual indicators of the development of the sanatorium services market is heterogeneous, and the average values of these indicators in Ukraine are atypical" [4].

Considering the issues of state policy and development of the sanatorium-and-resort industry, the scientist G. Lendiel [7] rightly notes that the problems of the sanatorium-and-resort complex of Ukraine require comprehensive regulation at the national level. "The development of the sanatorium and resort business in Ukraine requires support, coordinated development within the entire tourism industry of the country. Resort and medical tourism are one of the priority areas for the development of domestic and foreign tourism in the country, one of the most stable species tourist markets. Existing and potential stocks of medical resources, taking into account their qualitative and quantitative characteristics, can be the basis for creating an innovative tourist product", the researcher emphasizes [7].

In order to comprehensively assess the state and prospects for the development of the resort and recreational industry of Ukraine, it is advisable to use SWOT analysis as a tool for strategic diagnostics, which allows you to systematize the internal strengths and weaknesses of the industry, as well as to identify external opportunities and threats to its further development.

Considering the strengths, it can be noted that the resort and recreational industry of Ukraine is characterized by a significant natural resource potential, which includes unique reserves of mineral waters, therapeutic mud, ozokerite, favorable climatic conditions and diverse landscapes. The presence of historically formed resorts (Truskavets, Morshyn, Khmilnyk, Myrhorod, Skhidnytsia, Berdyansk) provides recognition in the domestic market and forms the basis for further specialization of medical and health services. A significant advantage is the combination of medical and tourist components, which allows you to form a complex resort and recreational product. The relatively affordable cost of services in comparison with European resorts creates competitive advantages for both domestic and potential foreign consumers. In addition, the growing demand for rehabilitation, psychological and wellness programs actualize the social significance of the industry.

As for the weaknesses, it can be noted that the key weaknesses include the physical and moral deterioration of the material and technical base of most sanatorium-and-resort institutions, the low level of energy efficiency of buildings, limited accessibility for people with limited mobility and insufficient technological equipment. A significant part of the institutions does not meet modern standards of medical care, service and safety. Significant problems remain the uneven territorial development of resorts, fragmentation of management, insufficient level of state support and funding, weak marketing policy and low recognition of Ukrainian resorts in the international market. The lack of

a unified strategy for development and coordination between industry entities reduces its overall competitiveness.

Table 1. SWOT analysis of the prospects for the development of the resort and recreational industry of Ukraine

Strengths	Weaknesses
Significant natural healing potential (mineral waters, therapeutic mud, ozokerite, climatotherapy, landscape therapy) The presence of historically formed resorts with established specialization (Truskavets, Morshyn, Khmilnyk, Myrhorod, Skhidnytsia, etc.) Combination of medical, rehabilitation and tourist components of the resort product Relatively affordable cost of medical and health services compared to European resorts Growing domestic demand for recovery, rehabilitation, and psychological recovery Social significance of the industry for post-war rehabilitation of the population	Physical and moral deterioration of the material and technical base of sanatorium-resort institutions Low level of energy efficiency of buildings and limited barrier-free infrastructure Insufficient level of technological equipment and modern medical equipment Uneven territorial development of the resort and recreational network Insufficient government support and limited investment resources Weak marketing policy and low visibility in the international market
Opportunities	Threats
Growth of domestic tourism and demand for health and rehabilitation services Integration of spa treatment into the health insurance system Development of medical, wellness and inclusive tourism Introduction of innovative technologies, telemedicine, personalized treatment programs Borrowing the experience of Central European countries (clustering, branding of resorts, certification of resources) Post-war reconstruction, attracting international investment and technical assistance	Hostilities and security risks, restriction of access to certain resort areas Macroeconomic instability and declining solvency of the population Increased competition from foreign resorts Outflow of qualified medical and service personnel Environmental risks and depletion of natural healing resources Risk of further degradation of infrastructure in the absence of systemic state policy

Source: Systematized by the author.

Among the key opportunities for the development of the resort and recreational industry, it should be noted the growth of domestic tourism and demand for health and rehabilitation services. A promising direction is the integration of sanatorium-resort treatment into the health insurance system, the development of medical and wellness tourism, as well as the introduction of telemedicine and personalized treatment programs.

Important opportunities are opened up by borrowing the experience of Central European countries in branding resort areas, certification of medicinal resources, creation of clusters and strategic alliances. The post-war reconstruction of the country, the attraction of international technical assistance and investments can become a catalyst for the modernization of the industry and the formation of innovative resort and recreational products.

The main external threats (Threats) remain hostilities and related security risks that limit the functioning of certain resort areas, especially in coastal and eastern regions. Macroeconomic instability, reduced solvency of the population, inflationary processes and migration losses have a negative impact.

Additional threats are increased competition from foreign resorts, the outflow of qualified medical and service personnel, as well as environmental risks associated with the irrational use of natural healing resources. In the absence of a systemic state policy, there is a risk of further degradation of part of the sanatorium-resort infrastructure.

The results of the SWOT analysis show that the resort and recreational industry of Ukraine has a significant potential for development, which can be realized under the condition of purposeful modernization, innovative renewal and strategic integration into the health care and tourism system. The use of existing strengths in combination with the implementation of external opportunities can compensate for internal weaknesses and minimize the impact of threats, forming the basis for the sustainable development of the industry in the medium and long term.

The functioning of the sanatorium-resort complex of Ukraine is based on the unique potential of natural and healing resources, which determines both the specialization of individual resort areas and the directions of medical services provision within the framework of medical and health programs. The key natural factors that form the basis of the activity of the sanatorium-resort economy are mineral waters, therapeutic mud, ozokerite, salt resources, climatic conditions and landscape-therapeutic factors, which in terms of their physicochemical characteristics, biological activity and therapeutic effect correspond to the level of leading European resorts. At the same time, the territorial location of sanatorium-resort institutions in Ukraine is characterized by unevenness: the most developed resort clusters were formed in regions with a concentration of natural healing resources (mineral waters, therapeutic mud, favorable climatic conditions), as well as in zones with established historical traditions of resort development, in particular in Truskavets, Morshyn, Khmilnyk, Berdyansk, Myrhorod and Skhidnytsia [12; 16].

A representative example of the introduction of a full-fledged functional model is the resort of Truskavets. Its tourist and resort infrastructure includes more than 70 facilities, including sanatorium-resort institutions, SPA-complexes, diagnostic and treatment centers, boarding houses and apart-hotels, which annually provide services to more than 350 thousand people. persons, among whom more than 10% are foreign visitors [12; 16].

The resort of Truskavets combines exceptional balneological potential, historically formed infrastructure, multi-level organization of medical services and a comprehensive system of recreation within a single territorial unit, which ensures the success of the resort in the market of medical and health and sanatorium-resort services (Fig. 1).

The functioning of the resort cluster is based on the complex interaction of medical and rehabilitation services, developed resort infrastructure, unique natural and healing resources (14 sources of mineral waters, in particular "Naftusya"), as well as specialized rehabilitation programs adapted to the needs of military personnel [12; 16].

The relevance of choosing Truskavets as a focal case is due to the fact that its spatial and functional structure allows illustrating the typological features of Ukrainian resorts, determining the efficiency of the use of natural resources and assessing the ability to adapt to the challenges of post-pandemic, military and socio-economic reality. The combination of ozokerite therapy, mineral baths, drinking treatment, climatotherapy and physical activity creates a unique five-component model of spa therapy in Truskavets, which has historically developed as a result of the institutionalization of folk healing practices and further scientific substantiation.

A significant part of Ukrainian resorts, like Truskavets, demonstrates the transition from the classic model of a "sanatorium with vouchers" to a modern multifunctional center with medical profiling, high-precision diagnostics, psychological support, diet therapy and social services. The favorable temperate continental climate of the Ukrainian Carpathians, the Black Sea region and Polissia provides conditions for climatotherapy, in particular during the off-season, which is especially important for the treatment of diseases of the respiratory system, immune system and psycho-emotional sphere. For example, Truskavets, Skhidnytsia and Kosiv have a high level of air saturation with ozone, phytoncides and negative air ions, which increases the overall adaptive reactivity of the body [12; 16]. Thus, the natural healing resources of Ukraine are the strategic basis for the development of the sanatorium-resort economy. Their combination with adapted medical programs, profiled infrastructure and science-based approaches to treatment forms a competitive multidisciplinary potential of the industry in both domestic and foreign medical tourism.

At the same time, most sanatoriums in Ukraine operate in obsolete buildings with a low level of energy efficiency, lack of barrier-free space and insufficient technological support. As of 2023, more than 60% of resort establishments in Ukraine do not have modern medical equipment, and more than 40% are not provided with proper thermalistics, which makes it impossible to use a number of procedures [12; 16].

Based on the above, the factors of development of the resort and recreational industry of Ukraine, which are reflected in Fig. 2. The proposed systematization reflects the complex nature of the formation and development of the resort and recreational industry of Ukraine, which is determined by the interaction of internal (endogenous) and external (exogenous) factors.

**1. Natural healing potential**

- unique mineral waters (Naftusia and other springs);
- established medical and health facilities;
- favorable climatic conditions;
- landscape and climate therapy;
- high bioactivity of natural resources.

•

**2. Comprehensive five-component model of resort therapy**

- ozokerite therapy;
- mineral baths;
- drinking cure;
- climatotherapy;
- physical activity and recreation.

**3. Developed resort and sanatorium infrastructure**

- sanatoriums, SPA centers, diagnostic complexes;
- apart-hotels, boarding houses;
- transport and service accessibility;
- cluster organization of over 70 objects in the field of tourism and hospitality.

**4. Medical profiling and modern services**

- multi-level organization of medical services;
- high-precision diagnostics;
- rehabilitation programs for victims of military operations;
- psychological support, diet therapy, social services.

**5. Institutional and historical heritage of the resort**

- historically established resort tradition;
- scientific justification of medical practices;
- institutionalization of folk medicine;
- consumer trust and brand recognition of Truskavets.

**6. Adaptability to modern challenges**

- transformation from a classic sanatorium model to a multifunctional center;
- focus on domestic and international medical tourism;
- ability to operate in post-pandemic and wartime conditions;
- flexible response to socio-demographic changes in demand.

**7. Market results and effects**

- stable tourist flow (over 350,000 people annually);
- attraction of foreign visitors;
- formation of a diversified competitive product;
- enhancement of the resort's role in domestic and international medical tourism.

Figure 1. Components of the success of the Truskavets resort in the market of medical and health and sanatorium-resort services

Source: Developed by the author.

Internal factors of development include, first of all, the natural resource potential, which determines the medical and health specialization of resorts and covers the availability of mineral waters, therapeutic mud and favorable climatic conditions [10]. An important role is played by the material and technical base of resorts and the level of its modernization, on which the quality-of-service provision, the competitiveness of establishments and the possibility of introducing modern service standards depend. Qualified staffing and the level of professional training of personnel are also important, which forms the human capital of the industry and ensures the effective use of the recreational potential of the regions.

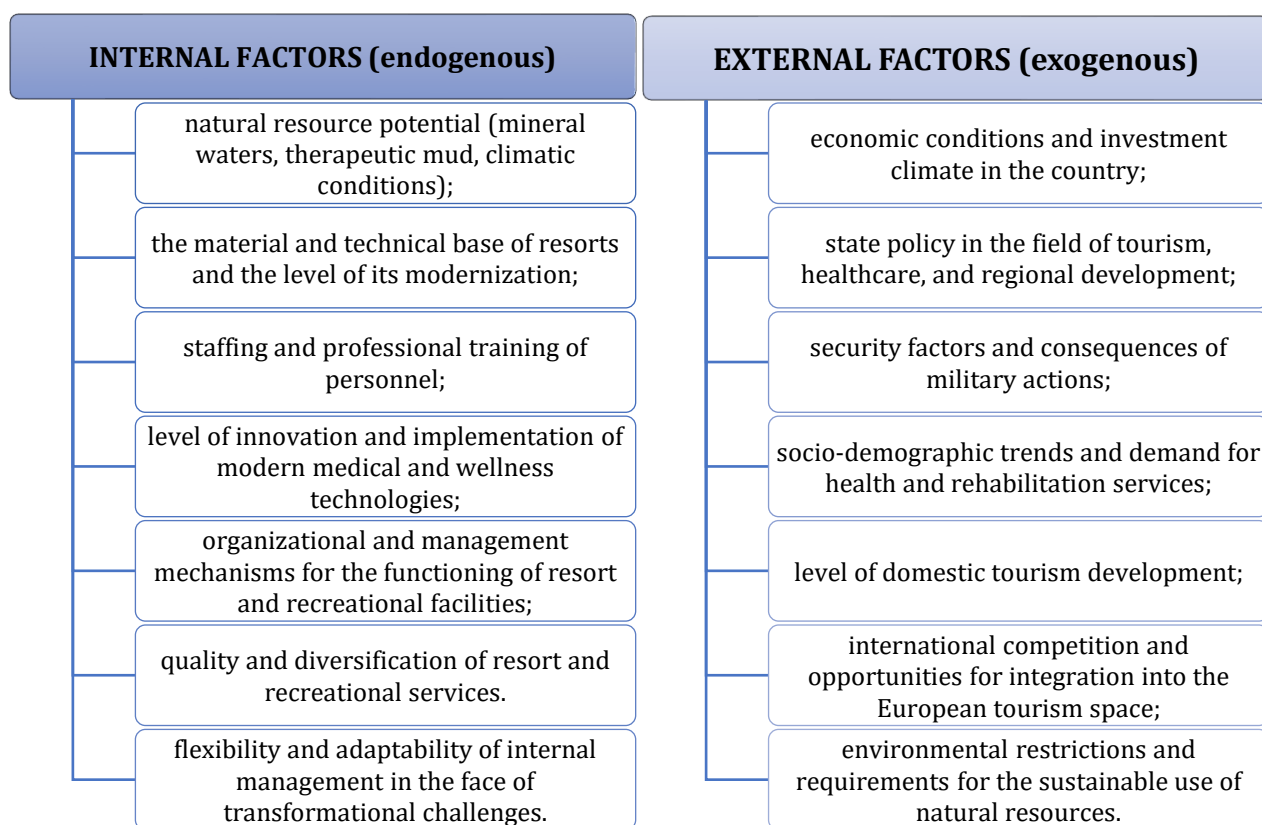


Figure 2. Factors of development of the resort and recreational industry of Ukraine

Source: Developed by the author.

Internal factors also include the level of innovation and the introduction of modern medical and wellness technologies, which allow expanding the range of resort and recreational services and adapting them to the growing needs of consumers. Organizational and managerial mechanisms of functioning of resort and recreational establishments determine the effectiveness of managerial decisions, the ability to strategic planning and coordination of activities in an unstable environment. Important characteristics of internal development are also the quality and diversification of resort and recreational services, as well as the flexibility and adaptability of internal management, which ensure the stability of the industry in the face of transformational socio-economic challenges.

External factors of development of the resort and recreational industry are formed under the influence of the macroeconomic and institutional environment. These include economic conditions and investment climate in the state, which determine the possibilities of attracting financial resources for the restoration and development of resort infrastructure. Security risks and the consequences of hostilities, which affect the spatial organization of the resort network and tourist flows, remain a significant deterrent in modern conditions.

The external environment is also determined by socio-demographic trends and the level of demand for health and rehabilitation services, which leads to the reorientation of resorts to the domestic consumer and the medical and rehabilitation segment. The level of development of domestic tourism, international competition and opportunities for integration into the European tourist space form strategic guidelines for increasing the competitiveness of the resort and recreational industry. At the same time, environmental restrictions and requirements for the sustainable use of natural resources determine the need to combine economic interests with the principles of sustainable development and long-term preservation of the natural and healing potential of Ukraine.

If we take care of the development and future of health and medical tourism, then we must admit that in our country the very concept of the formation of health tours needs to be changed. They should provide not only inpatient therapeutic and preventive measures, but also excursion and sports routes, entertainment programs, comfortable and client-oriented conditions. In other words, it is necessary to adapt the content of health services to the needs of a modern tourist.

6. Conclusions

As a result of the study, it has been established that the resort and recreational industry of Ukraine is characterized by a significant, but not fully realized potential, due to a combination of unique natural and healing resources, a historically formed network of resorts and a growing public need for recovery, rehabilitation and psychological recovery of the population. The use of SWOT analysis made it possible to identify key internal and external factors that determine the current state and prospects for the development of the resort and recreational industry, as well as to identify strategic opportunities for its recovery and modernization in the context of the transformation of the national economy.

It has been proved that the existing strengths of the industry, in particular the natural resource potential, the social significance of resort treatment, the growth of domestic demand and the integration of medical and health and tourism services, form the basis for increasing its competitiveness both in the domestic and in the promising foreign markets. At the same time, it has been established that weaknesses related to the physical aging of infrastructure, limited investment resources, low level of innovation and uneven regional development significantly hinder the realization of the existing potential and reduce the investment attractiveness of the resort and recreational sector.

It is substantiated that external opportunities for the development of the industry are primarily associated with the activation of domestic tourism, the formation of demand for the medical, rehabilitation and wellness components of the resort product, the attraction of international financial assistance in the process of post-war reconstruction, as well as the introduction of modern managerial and medical-tourism technologies. At the same time, the key threats remain security risks, macroeconomic instability, competition from foreign resorts, personnel shortages and potential environmental restrictions on the use of natural healing resources.

In general, the results of the study indicate that the further development of the resort and recreational industry of Ukraine requires a comprehensive strategic approach aimed at combining investment activation, infrastructural modernization, innovative renewal and strengthening of regional specialization of resorts. The implementation of the identified strategic guidelines will contribute to increasing the sustainability of the industry, increasing its socio-economic effect and forming a competitive resort and recreational product in the context of post-war recovery and long-term development of the national economy.

References

1. Dolynska, O. (2024). Current state and prospects for the development of health and wellness tourism in Ukraine. *Scientific Notes Ternopil National Volodymyr Hnatyuk Pedagogical University. Series: Geography*, 57(2), 129–135. <https://doi.org/10.25128/2519-4577.24.2.14>
2. Drobotova, M., Opalko, V., & Omelchenko, A. (2024). Innovative facilities of Ukraine's resort and recreational sector: trends and development prospects. *Economy and Society*, (65). <https://doi.org/10.32782/2524-0072/2024-65-87>
3. Filiuk, S. M. (2022). System of innovation and investment measures of economic strategy for restoring Ukraine's tourism and recreational potential. *Ukrainian Journal of Applied Economics and Technology*, 7(2), 417–425. <https://doi.org/10.36887/2415-8453-2022-2-51>
4. Halkiv, L. I., Kulyniak, I. Ya., & Herbut, M. V. (2017). Health resort activity: market of health resort services in regions of Ukraine. *Visnyk Natsionalnoho universytetu "Lvivska politekhnika". Seriya: Problemy ekonomiky ta upravlinnia*, 4(873(1), 18–26. <https://doi.org/10.23939/semi2017.01.018>
5. Horbatiuk, L. M., & Borysenko, V. V. (2024). Analysis of the current state of Ukraine's sanatorium and resort industry and prospects for its development during wartime. *Economic Herald of the Donbas*, (3), 41–49. [https://doi.org/10.12958/1817-3772-2024-3\(77\)-41-49](https://doi.org/10.12958/1817-3772-2024-3(77)-41-49)
6. Kostohlodova, K. O., & Svitlychna, V. Yu. (2024). Management of the development of Ukraine's sanatorium and resort complex: prospects, challenges, and strategic priorities. In *Globalization Processes: Challenges and Solutions* (pp. 168–170). <https://tinyurl.com/2dn9doop>
7. Lendiel, G. D. (2009). Formation, development and reformation of sanatoria and health resorts system of Ukraine. *Ukrainian Society*, 4(31), 74–81. <https://doi.org/10.15407/socium2009.04.074>
8. Markhonos, S. M., & Turlo, N. P. (2017). Recreational complexes of Ukraine: prerequisites for creation and directions of development. *Pryazovskyi Economic Herald*, 2(2), 118–122.

http://pev.kpu.zp.ua/journals/2017/2_02_uk/25.pdf

9. Nod, O. (2022). Tourism and the resort and recreational sector: features, problems, and development prospects. *Ukrainian Journal of Applied Economics and Technology*, 7(2), 296–304. <https://doi.org/10.36887/2415-8453-2022-2-36>
10. Nosyriev, O. O. (2024). Health and wellness tourism: trends and strategic development vectors. *Taurida Scientific Herald. Series: Economics*, (20), 321–331. <https://doi.org/10.32782/2708-0366/2024.20.38>
11. Omelchak, H. V. (2024). Risks, trends, and prospects for resort development under changing conditions. In *I All-Ukrainian Scientific and Practical Conference with International Participation* (pp. 293–296). Kamianske: DDTU. <https://www.dstu.in.ua/storage/2024/05/zbirnyk.pdf#page=293>
12. Perih, T., Kushnir, L., & Terletska, O. (2024). Recreational and tourism potential of small resorts in Lviv region during martial law: features of use and prospects. *Economy and Society*, (65). <https://doi.org/10.32782/2524-0072/2024-65-14>
13. Shmal, K. O., & Khorosha, O. I. (2025). Trends in the development of modern sanatorium and resort facilities in Ukraine. In *IV All-Ukrainian Scientific and Technical Conference VNTU*. <https://tinyurl.com/2263ofpo>
14. State Agency for Tourism Development of Ukraine. (2025). Summer tourism 2025: where Ukrainians travel and what type of recreation they choose during wartime. *State Agency for Tourism Development of Ukraine*. <https://www.tourism.gov.ua/blog/litniy-turizm-2025-kudi-mandruyut-ukrayinci-ta-yakiy-vidpochinok-obirayut-u-chas-viyni>
15. Stupen, N. M. (2018). Analysis of functioning and development prospects of the resort and recreational industry. *Marketing and Management of Innovations*, (1), 62–72. <http://doi.org/10.21272/mmi.2018.1-04>
16. Tarchynets, M. V., Sidiki, O. S., & Pas, Ya. I. (2024). Evolution of the resort city of Truskavets: historical overview and economic potential. *Academic Visions*, (28). <https://doi.org/10.5281/zenodo.10721274>
17. Zakharchenko, P. V., & Zhvanenko, S. A. (2013). Model of innovative economic development of the national resort and recreational complex. *Ekonomika ta derzhava*, (4), 47–50. <http://www.economy.in.ua/?op=1&z=2326&i=12>
18. Zhvanenko, S. A. (2016). Systemic interrelation between optimality and competitiveness in resort and recreational systems. In *Economic Cybernetics: Problems of Management of Socio-Economic Systems* (pp. 167–170). Dnipro: Porohy. https://ipbt.ust.edu.ua/file/sbornik_konferentsii.pdf#page=168