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to the 20th anniversary of the Department of Tourism

**GEOGRAPHY, ECONOMICS AND TOURISM:
NATIONAL AND INTERNATIONAL EXPERIENCE**

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Proceedings of the scientific conference deals with the peculiarities of the state policy in the sphere of tourism, tourism product development, economic aspects of tourism, spatial distribution of tourist resources, peculiarities of training specialists for the tourism industry, development of specialized types of tourism, history of tourism.

The authors of the digest are leading scientists and young researches from Ukraine, Poland, Lithuania, Germany, Great Britain.

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POSSIBILITIES OF JOINT EDUCATIONAL PROGRAM IN THE FIELD OF MEDICAL, WELLNESS AND SPA TOURISM

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Medical, wellness and SPA tourism has become a major trend in the world. Nowadays healthcare world market is growing rapidly. There is a huge demand for workers in this industry, especially administrators, managers of both healthcare facilities and travel operators and agencies. To ensure the work of this direction many specialists trained in new interdisciplinary programs are needed.

The study of the educational program “Medical, SPA and Wellness tourism” is an important component of modern tourism activity, which is associated with changes in the trends of tourism from leisure tourism to health tourism. The purpose of this program is to train tourism specialists who know how to give services in health tourism. Therefore, the program is presented as an overview of definitions in medical, SPA and wellness tourism, as well as processes and tools needed for quality organization of medical and healthcare services for tourists.

Joint programs of several higher education institutions are especially valuable, which ensure the synergy of the opinions of different scientists in the study of this field. A perfect example of such a program is a joint program implemented within the Healthtour project.

The Healthtour project within the DAAD program is aimed at the exchange of pedagogical and research experience between universities from Germany, Hungary, Croatia, Georgia, Czech Republic and Ukraine. It also includes mutual acquaintance with the latest scientific achievements of their scientists and as a result realizing joint educational program in the field of medical, wellness and SPA tourism [1].

At the first stage of this project lecturers from six universities – Budapest Metropolitan University (BMU), Caucasus International University (CIU), Universität Rijeka (UR), Kherson State University (KSU), Prague University of Economics and Business (VSE), Ivan Franko National University of Lviv (IFNUL) under umbrella of the Deggendorf

Institute of Technology (DIT) – were teaching joint course for all students from these countries in the second semester of 2022-2023. The purpose of the course is relevant to new trends of tourist services: to provide not only a tourist's rest, but also an opportunity to improve his well-being.

As a result of studying this course, the students know:

- definition of “Medical, SPA and Wellness tourism”, its components;
- trends characterizing the state of the medical, SPA and wellness tourism market in Germany, Hungary, Croatia, Georgia, Czech Republic and Ukraine;

- factors forming prerequisites for the successful development of medical, SPA and wellness tourism in the world;

- problems and obstacles on the way to the successful development of medical, SPA and wellness tourism market;

- comparative analysis of domestic and foreign markets of medical, SPA and wellness tourism.

At the end of the course students were able to:

- to explain the importance of medical, SPA and wellness tourism;

- to organize medical, SPA and wellness tourism services for clients;

- to formulate ideas for overcoming the problems that exist in the field of medical, SPA and wellness tourism in Germany, Hungary, Croatia, Georgia, Czech Republic and Ukraine, as well as developing recommendations for improving the current state;

- to comply with legislative norms when providing medical, SPA and wellness tourism services for clients [2].

During joint course in the second semester of 2022-2023 students also took part in the Crowdsourcing Project of The European SPA. They were able to put SPA towns and SPA institutions of their countries on the European SPA map. Project “The European Spa as a Transnational Public Space and Social Metaphor”, launched with the help of a HERA (Humanities in the European Research Area) grant in 2019, aims, firstly, to reconstruct the emergence, flourishing, and possible demise of the European spa, from the “golden age” of the 18th and 19th centuries, through the challenges and changes of the 20th century up to the present day. Secondly, it aims to discuss the importance of this transnational heritage for a revaluation and reinvigoration of the Spas across Europe in the 21st century [3].

One of the main aims of the project is to trace how the concept of the SPA town, and its offspring, the seaside resort, developed and spread

across Europe. Partners can help project managers by putting inland, seaside or climatic resorts on the historical map of Europe.

A second important hypothesis of the project is that both the grand and the lesser well-known spas across Europe emulated a basic model, which also informed the development of seaside resorts and climatic spas. Therefore, project managers are attempting to map the layout of spas across Europe, collecting information about the emergence (and possible demise) of key spa institutions such as the sanatoria, the (grand) hotels, the casinos, parks and promenades in more detail. The nodegoat database technology allows to easily produce detailed maps of each resort across Europe, reflecting the dynamics of the temporal development of each of the spas.

The next stage of The Healthtour project implementation will be the creation of a joint program “Medical, SPA and Wellness tourism”. The objective of the program is to form professional competences:

PC.1. The ability to apply in professional activity the categorical and terminological apparatus, concepts, methods and tools of the system of sciences that form the scientific basis of tourism and recreation.

PC.2. The ability to organize health activities and cooperation of subjects of regional, national and international tourism markets on the basis of sustainable development, taking into account world experience.

PC.3. Ability to organize activities in the field of health tourism.

Learning outcomes of the program “Medical, SPA and Wellness tourism” will be:

1. To carry out a comprehensive analysis and evaluation of the functioning of the tourist market at different hierarchical levels, to forecast trends in its development.

2. To manage processes in tourism and recreation industry entities at different hierarchical levels, which are complex, unpredictable and require new strategic approaches.

3. To communicate freely in national and foreign languages orally and in writing to discuss professional problems, present the results of research and projects in the field of tourism and recreation.

4. To organize activities in the field of health tourism.

It should be noted that The European Spas Association (ESPA) is also a partner of the Healthtour project. It was founded 1995 in Brussels as an umbrella SPA industry organisation representing 20 European countries with natural remedies. It is a non-profit and non-governmental association based on Belgian law (A.I.S.B.L.). For nearly three decades, the ESPA has

been promoting balneology, SPA medicine, wellbeing and a healthy lifestyle in Europe as a curative and preventive approach using natural remedies and education. Main activities of the ESPA are: 1) Recognition of local natural resources; 2) Highlighting the significant role of medical/health tourism in healthcare; 3) Promoting of quality SPA services and education; 4) Influencing media partners in SPA Business [4].

The mission of the ESPA is to align health resorts within the European healthcare market. One of most important objectives is promoting spa medicine as a curative and preventive approach using natural remedies, rehabilitation techniques and education as part of a healthy lifestyle.

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ОСОБЛИВОСТІ РОЗВИТКУ ТУРИЗМУ В УМОВАХ ВІЙНИ

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Туризм є однією із основних галузей економіки України. У міру її розвитку в країні паралельно розвивається транспортна інфраструктура, покращується екологічний стан навколишнього середовища поблизу туристичних підприємств та рекреаційних зон, міська та комунальна інфраструктура [2].

Розвиток та функціонування туризму є достатньо чутливим до дії деструктивних чинників різного походження, зокрема воєнних та збройних конфліктів. Україна володіє значним туристично-рекреаційним потенціалом, який щороку приваблює туристів з усього

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