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## THE ORGANIZATION OF WELLNESS TOURISM IN THE CARPATHIAN REGION

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**Introduction.** Contemporary life is characterized by frequent stress, emotional tension and hypodynamia. Modern person needs qualitative, accessible prophylactic and health-improving recreation, which is represented by sanatoria, preventoria, spa-centers and wellness-resorts.

In many ways, wellness is one of the most ancient forms of tourism if one considers the scrupulous attention paid to well-being by Romans and Greeks, the quests for spiritual enlightenment of Mediaeval pilgrims, or the medical seaside and spa tourism of the 18th and 19th century European elite. Arguably, however, there has been an unprecedented intensification in the pursuit of wellness in the history of tourism in recent years. The proliferation of wellness centers, holistic retreats, spas, spiritual pilgrimages, complementary and alternative therapies is unprecedented. Theories abound as to the reasons for this exponential growth, many of which cite the anomie of western, capitalist societies, the breakdown of traditional religions, and the fragmentation of communities [7, p. 145]

**Basic statement.** Concomitant progress in science and medicine has led to better preservation of the body and increasing absence of disease, yet mental, psychological and emotional problems are often left untreated. Depression is commonly cited as being one of the greatest disease burdens of the 21st century and suicide rates are rising, especially amongst young men. However, help appears to be at hand in the form of new psychotherapies, complementary treatments and now, an ever-increasing wellness leisure and tourism sector. The scarce research available suggests that those who avail themselves of the plethora of experiences available appear to be not only on a touristic journey of physical movement, but also on a journey towards greater self-awareness and contentment [8, p. 95].

There is no unity of views upon the exact definition of the notions, connected with the “spa and wellness” industry, so-called medical health-improving tourism in the contemporary Ukrainian and foreign literature (fig. 1).

It is caused by the fact, that this branch is regarded to be independent since the end of 20 century and the representatives and researchers reckon various concepts of its development, stipulated by historic peculiarities of development of the “spa-wellness” tourism in different parts of the world.

From one point of view the concept wellness is the supply of great condition on all the levels (physical, emotional, mental and etc.) reached by healthy diet, balanced physical exercises, different health-improving and rejuvenating procedures. The basis of wellness philosophy is prophylaxis of illnesses and prevention of outer and inner attributes of aging [2, 3, 4].

Wellness as a lifestyle is oriented on optimal health and prosperity, in which the body, the mentality and the spirit are combined in the personality to provide a comfortable life in the human and natural environment.

The purpose is to set guests on a healthier path for life and serve healthy spa cuisine, provide education on life style improvement, offer fitness activities that built self-esteem while motivating take-home habits and future body work and pampering therapies that complement wellness programmes [5, p.33].

During the last 15 years in EU there was a “spa-wellness revolution”. Till the 1990s the concept “SPA” in the cognition of typical European was associated with the group of financially inaccessible resorts in unique world locations, but now there is a popular tendency to create spa & wellness centres for typical citizens.

There are four main principles of wellness: wellness is multi-dimensional; wellness research and practices should be oriented toward identifying causes of wellness rather than causes of illness; wellness is about balance; and wellness is relative, subjective or perceptual (fig. 2).

Western region of Ukraine are considered to have the most convenient recreational resources (fig. 3).

The research of geographical location of Carpathian region allows to confirm that this region is rich with all necessary for wellness-centers resources, among which we can single out balneal, climate and landscape ones. Although we can state that the natural potential of the territory is not used in an appropriate way, as nowadays there are only moderate amount of wellness-centers functioning, among those which have unique mineral resources, for the Carpathian region owns a great number of mineral water which do not have analogues in all over the world: Naftusya, Beregiwsky waters, Poliana Kwasowa and others. The results of our research show that there is a great demand for the “trips for health” and it needs to be contented (table).

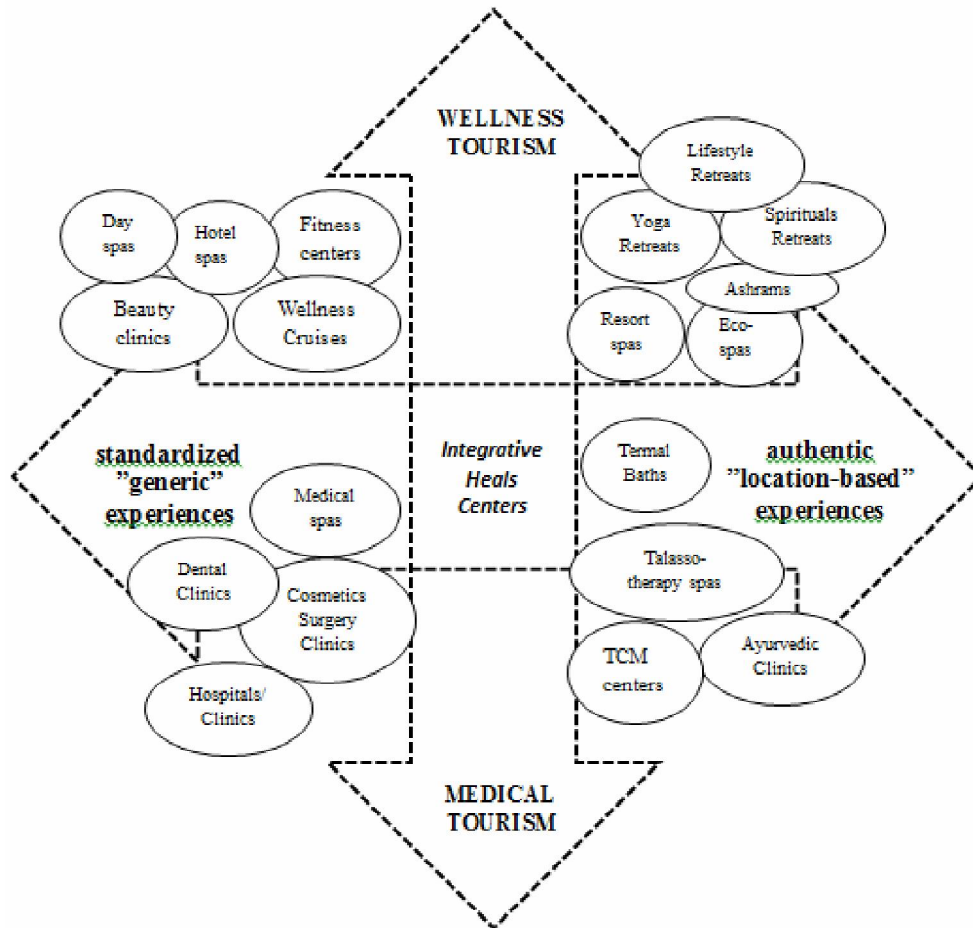


Fig.1. The difference between wellness and medical tourism

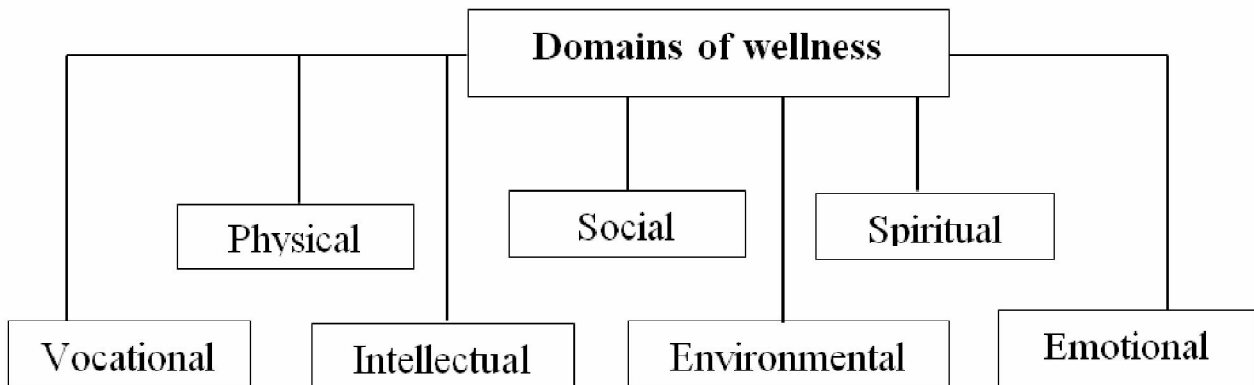


Fig.2. Domains of wellness

It is significant to notice, that sets of wellness-resorts “Vita park” establishment by “Reikartz Hotel Management” in 2014 positively influenced the development of wellness in Ukraine, especially the hotel “Vita Park Izki”, which is situated in picturesque mountainous location in the Carpathian Mountains.

The resort “Vita Park Izky” is situated in picturesque mountainous location near the foot of the mountain Magura on the elevation over 600 m above sea level. Not far from the resort, the national reserve “Synewir” and the beautiful waterfall Shypit are located.

The vacationists may use the service of pistes, chairlifts, child chairlifts, ski school, horse farm, apiary, spa-houses, and mineral brooks. In 2011 in the frames of independent premium of official and social green projects Green Awards Ukraine eco-resorts “Vita parkIzky” reached the first place in the nomination “the best project in the sphere of green tourism”. The health-improving basis consists of: mineral bathes, massage cosmetic procedures for body and face, sauna, bath-house, fito-bar, yoga-centre, apiotherapy

The resort “Ungvarskyi” is not a sanatorium or preventoria – it is a specific “school of health”. In the

**The dynamic of persons who travel for health in the Carpathian region**

Recreants	Time period								
	2000	2004-2005	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2013-2014
Adult	51732	69401	67558	78190	65255	66926	68772	69105	71284
Children	9974	9454	8222	9411	7816	8202	9515	9890	10250

ethno-wellness complex the guests are taken back to the origins, to the deeper understanding of the physiology of person, to the study of main processes of the body functioning, which allows everyone to sensibly treat their lives.

The programs of curing and health-improving are made on the basis of traditions of national medicine and contemporary achievements of Ukrainian resortology and physiotherapy. With the help of these programs those who are tired and exhausted may renew the harmony of soul and body, and those who are healthy get more strength and energy. “Ungwarsky kupil” is an exclusive offer of ethno-wellness hotel. The bathing in vats is the regional variation of bathing culture with the help of which our nation got strength, supported its health and simply relaxed. “Ungwarsky kupil” is situated on the territory of the complex at the depth of 6 m under the ground. It creates the unforgettable atmosphere and stuns the moment you enter it. Regarding the mass and specially counted shape of vat the warmth, gathered during the boiling of water, passes to the organism equally and gets into the body, strengthens the general effect of the bathing in the mineral water.

In such a way Ukrainian wellness – industry is in the process of originating and initial development. Nowadays the topic of wellness is topical not only for the professionals of beauty & health industry, but also for those who deals with investation, building, exploitation and hotel managing.

Health-improving tourism increases and becomes a trend of modern tour industry. The next 8 tendencies of wellness industry, which are based on the research of the biggest profile tourist agency Wellness Tourism Worldwide are offered [8, p.56]: *the awareness of expense will impact on the form of recreation; the double expanse of fitness during the trip; saving of impressions in your memory; but not in the data storage, attention focus onto the health and comfort of the guests; creating the conditions for maintaining the healthy lifestyle in every hotel room; hotel partnership with the famous fitness-trainers; creating programs aiming at the managers and business owners; broadening the*

*list of the recreational services at the international airports.*

Wellness is a journey, not a destination [1, p. 198]. One of the destination in wellness tourism is often an alternative space in which one can engage in self-analysis without the stresses and distractions of home. The addition of a supportive, like-minded ‘community’ can sometimes help to further encourage the individual on a journey of self-discovery. However, for other wellness tourists, the age old preoccupation with rest, relaxation and escapism reigns supreme. But arguably all wellness tourists are self-aware, active seekers of enhanced well-being, health and happiness. Of course, wellness is not a static concept and is subjective and relative, thus always in flux.

The needs of wellness tourists will clearly vary enormously at different times and stages of their lives. The current diversification of this sector is, therefore, a welcome development and one which is worthy of close observation and dedicated research.

Nowadays wellness is developing every year and the income from it is approaching the income from IT. In general, countries with well-developed public-private collaborative bodies (e.g., medical tourism or wellness tourism cluster networks or associations with broad participation) typically function more effectively in promotion and development than those with fragmented structures. Many countries do not yet have a strong national brand image for medical tourism or wellness tourism – even countries that are considered to be leading players in these markets. Too many “generic” or standardized products/services are offered, and most countries are not effectively drawing on their specialties, or their immense wealth of indigenous, traditional, and natural asset-based wellness and healing traditions [8, p. 48]. As tourism market is becoming overcrowded, it is important to offer the unique propositions, not only the cheapest one.

**Conclusion.** So there are some problems in developing wellness in Ukraine. There are only old offerings on the tourism market, which are not valid for nowadays tourists. It is significant to pay attention to the foreign guru of wellness and spa industry and to share their experience. It is even probable to create

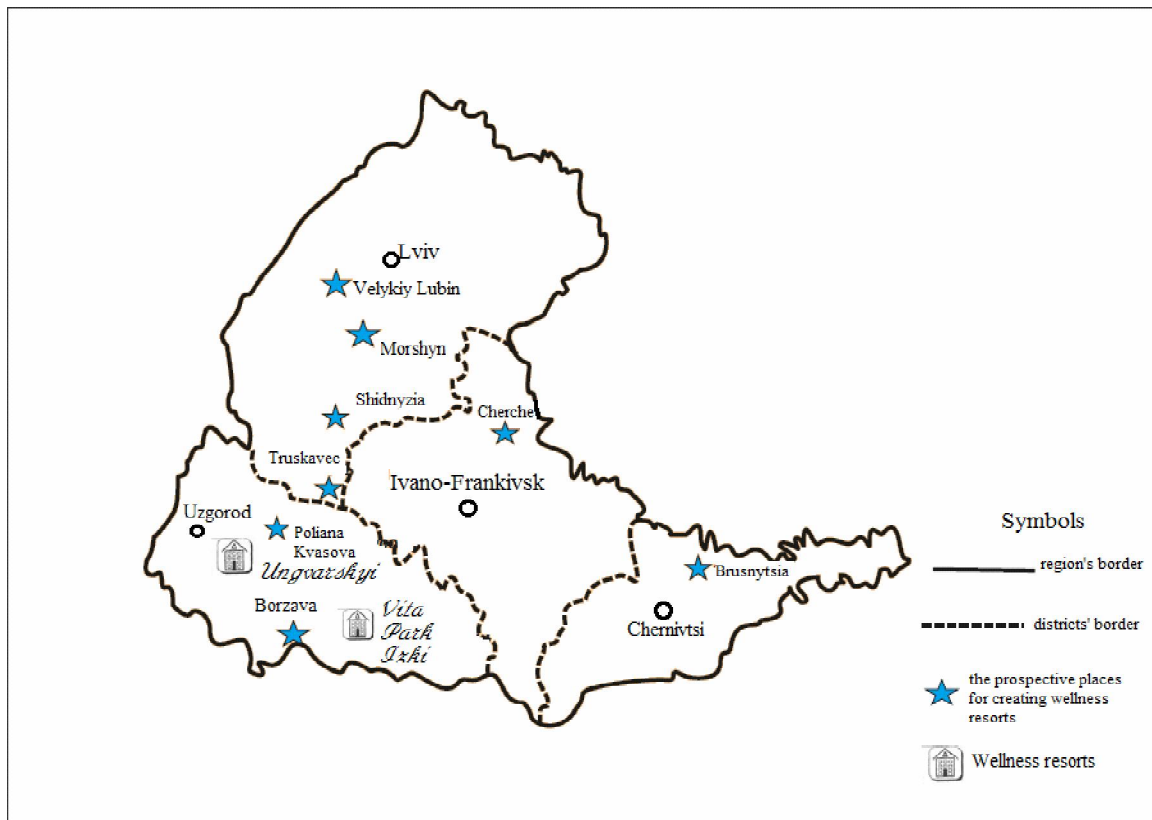


Fig.3. Location of wellness centers in the Carpathian region

the new types of procedures in Ukraine, which can be served only with the use of local resources, so they will be unique. As well as Ukraine has a very rich culture, the traditions and unique recreational resources, creating the new types of procedures must be the main goal for Ukrainian wellness industry. The Carpathian region also needs developing the local infrastructure, special design and the new facilities in the wellness centers. Because Ukraine has all chances to become the leader in this industry.

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**Андрусяк Н.С. Організація wellness туризму в Карпатському регіоні.** Проаналізовано місце та роль wellness туризму у загальній класифікації туризму. Наведено історичні відомості про виникнення wellness туризму. Показано відмінність між wellness та медичним туризмом. Визначено особливості закладів wellness туризму в порівнянні із іншими туристичними комплексами.

**Ключові слова:** wellness туризм, медичний туризм, оздоровчі центри, рекреанти, wellness центри.

**Андрусяк Н.С. Организация wellness туризма в Карпатском регионе.** Проанализированы место и роль wellness туризма в общей классификации туризма. Приведены исторические сведения о возникновении wellness туризма. Показано различие между wellness и медицинским туризмом. Определены особенности заведений wellness туризма по сравнению с другими туристическими комплексами.

**Ключевые слова:** wellness туризм, медицинский туризм, оздоровительные центры, рекреанты, wellness центри.