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## **PROBLEMS AND PROSPECTS OF HEALTH TOURISM DEVELOPMENT IN LVIV REGION**

Health tourism is one of the most popular types of tourism that involves healing and recovery of physical and emotional strength of the body through natural resources such as mineral waters and peloid (therapeutic mud), favorable climatic conditions, the presence of ozokerite. Due to the spread of such natural resources, one of the favorable regions in Ukraine is Lviv region. In addition, the region has such health resorts as Morshyn, Truskavets and others. However, despite the favorable conditions for the development of health tourism in the region, there are problems that need to be addressed. Identifying development problems of health tourism will increase the efficiency of its operation and outline prospects for development.

The purpose of the study is to identify the development

problems of medical and health tourism in the Lviv region and to outline the prospects for their development.

The availability of recreational natural resources is the main prerequisites for development medical and health tourism in the region. The purpose of health tourism is to make trips for recovery, treatment, physical and emotional recreation. This type of tourism is one of the unique, as it is associated with recreational activities aimed at improving and satisfying physical, emotional and spiritual needs [1].

Like any other type of tourism, health tourism obviously has its own not only advantages but also problems. To identify them, a survey was conducted and 100 completed questionnaires were collected. According to the results of the survey, the active part of the population (80% of respondents aged 21-26) identified the following problems of health tourism: outdated material and technical base, quarantine restrictions due to the COVID-19 pandemic, low level of service, high prices for medical and health services, lack of innovative approaches for service, underdeveloped animation activities, reducing the number of foreign tourist flows, reducing the number of sanatoriums in the region, deteriorating socio-economic and political situation in Ukraine due to the Russian-Ukrainian war. Thus, the results of the survey show that despite the favorable functioning conditions of health tourism in the Lviv region, there are problems that would contribute to the more successful functioning of this area.

The following measures are proposed to solve the identified problems and increase efficiency:

- create programs to combat the problems of overweight. Currently, this problem is quite relevant and needs to be addressed effectively. The problem of overweight contributes to the emergence of diseases of other body systems, so you need to help the population to strengthen and improve health.

- develop a course aimed at prevention, treatment and recovery after COVID -19.

- to involve the staff of sanatoriums, which will have all modern techniques and treatment methods with the use of

innovative approaches.

- to attract new investments in the development of health tourism, to create new practical projects for the promotion of sanatorium business, as an important component of health and treatment.

- to reconstruct historical and cultural monuments located on the territory or near the sanatoriums, which will attract the attention of travelers from Ukraine and other countries. The rich historical and cultural heritage of the resorts will attract a large number of tourists and investors who want to invest in sanatoriums in the Lviv region.

- to update the material and technical base, to apply innovative approaches to the treatment and rehabilitation of travelers. Modern equipment will allow making qualified body diagnostics and promoting the visitor's recovery.

The application of the above proposals will help solve the identified problems and the development of health tourism.

Assessing the prospects for the development of health tourism in Lviv region, we can conclude that the region has all the prerequisites for its development due to the availability of natural resources, health facilities and treatment. Both governmental and non-governmental organizations and investments need to be involved in solving the identified problems. Due to favorable conditions and the solution of the identified problems, health tourism can become one of the most promising and popular types of tourism.

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