

# **Modern state of the health resort service (on the example of the territory of Caucasian Mineral Waters)**

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Spa treatment and rehabilitation in the Russian Federation are traditionally aimed at: the restoration and compensation of body functions after injuries, operations and chronic diseases, as well as the General improvement of the nation, to improve the quality of life of the population and the extension of its active longevity. Sanatorium-resort rehabilitation and treatment of patients is carried out using traditional environmental factors, mineral waters, mud and other resort procedures. The complex impact of these factors ensures the effectiveness of treatment and rest of patients in the resort areas. The potential of the resort resources of the region Caucasian mineral waters are huge and unique. In fact, these resorts have no analogues and competitors. In recent years, there has been a trend of growth of tourist flow to the region, which is 6-7% per year. Every year Caucasian mineral waters (according to Rosstat) is visited by more than 1 million tourists from different regions of Russia and foreign countries. It formed up to 17% of the market of health services in Russia.

The region is included in the cluster "ECO-resort Caucasian mineral waters", which was included in the Federal program for the development of domestic and inbound tourism until 2018 with funding from the Federal budget. First of all, financing will be directed to the development of infrastructure and transport logistics, repair, expansion and reconstruction of sanatoriums and other health resorts. A number of measures are planned to increase the investment attractiveness of sanatorium complexes.

The analysis of the features of personnel and material support of the health resort service showed that in this territorial integrity there are 451 units of the health system, including the "Pyatigorsk research Institute of balneology" and 156 sanatoriums of various Ministries and departments, which employ more than 14,800 employees. In addition, there are more than 200 hotels in Caucasian mineral waters. According to the expert organization RAEX, the total capacity of accommodation facilities in the region is more than 43 thousand places, including 34.8 thousand

people in health resorts. The average load of health resorts is 69%, the average cost of one guest per day is 2826 rubles (\$43.) and includes the cost of accommodation, meals and medical services.

Sanatorium-resort complex Caucasian mineral waters can be viewed in two planes. First, it should be noted that about 40% of all health resorts belong to the state, and their main mission is to perform social functions for the improvement of the population and prevention of diseases. Sanatoria of the state form of ownership belong to various departments and are assigned to the Federal center.

Other organizations have the form of trade Union-19,20%, private -4.30%, mixed Russian-30.20%, foreign – 3.70%, mixed with foreign ownership – 2.20%. These sanatoria are a market component in the health resort sector of the economy, removing the limitations inherent in state health organizations.

This turns them into full-fledged participants of the tourism market, whose activities primarily triggered the concept of effective development of recreation and treatment, based on the formation and development of highly efficient economic entities with a predominance of the economic component of the social. At the moment, these sanatoriums lack the infrastructure of sports and health-improving orientation, which is being re-equipped at a slow pace. Only 40% of health resorts have indoor or outdoor pools.

Analyzing the emerging trends in the sanatorium industry in Russia, we believe that the development of resort organizations should go to the Caucasian mineral waters in several directions.

First of all, it is necessary to allocate the objects specializing in medical tourism, equipped with high-tech diagnostic and physiotherapy equipment, having a staff of highly professional medical staff, conducting research work on the influence of resort factors and other means on the course of the disease. Such organizations today there are about 30 units or 22% of the total number of sanatorium organizations Caucasian mineral waters. These organizations should become the basis for the development of medical tourism in the region in the future. The main contingent of these resorts are as in the old days, citizens suffering from various diseases and the elderly.

The second type of health resorts owned by trade unions and individuals is more like a holiday home. The contingent of vacationers of these sanatoriums are mostly citizens at an active age, in need of General improvement. In such sanatoria, the staff of doctors is limited to therapists and physiotherapists, conducting mainly General supervision of vacationers. There are about 30% of such sanatoriums.

A fundamentally new model of Spa organizations appeared in the last 10 years. These are modern hotels with a well-developed infrastructure of accommodation and food, modern medical facilities, and the presence in the complex of services provided SPA and other health programs: relax, detox, diet. This mixed model provides the opportunity to take on treatment and rehabilitation of all categories of tourists, including healthy young people and it just has all the advantages to a

greater spread in the region of Caucasian mineral waters. With the strengthening of this position in the future, Russian health resort organizations will cease to be a place of treatment and rest only for patients and elderly people and will become multifunctional health centers designed for a wide range of consumers.

Thus, the health resort organizations of Caucasian mineral waters are very diverse and are aimed at serving different segments of consumers. The use of different types of physical recreation in addition to Spa treatments allows them to have an obvious competitive advantage in a market economy and to be the best multifactorial resort base for the prevention and treatment of a number of diseases.