

CONCEPT OF WELLNESS TOURISM ITS DEVELOPMENT IN UKRAINE AND ABROAD

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Formulation of the problem. The diversification of the tourism industry has created new benefits for travel, which has increased the number of tourists seeking to relax based on their physiological and emotional state. In addition, increased consumer awareness of health and fitness has also contributed to public interest in such innovative areas as wellness tourism. Whether it's an international holiday or a weekend getaway in a nearby city, consumers expect health to be taken into account in all aspects of these trips, such as food, lodging and events.

Wellness tourism, or health tourism, aims to increase the emotional, intellectual and spiritual well-being of travelers. It combines a variety of consumer and tourism trends, an idea that resonates with tourists looking for a unique experience. However, it is important to distinguish it from medical tourism: after all, wellness trips do not involve diagnosing diseases and treating them, but a comprehensive holiday with the restoration of psychological and physical strength, gaining inner harmony and enjoyment of life.

According to P. Sheldon and R. Bushell, «wellness tourism» is a holistic way of traveling that combines the search for physical health, beauty or longevity and / or raising awareness or spiritual consciousness, as well as connection with the community, nature or a divine mystery. It covers a wide range of experiences of various tourist destinations in combination with healthy products, relevant infrastructure, equipment and natural and health resources [5].

The purpose of the study is to clarify the concept of «wellness tourism» and its development in Ukraine and abroad.

Analysis of research and publications. The segmentation of the wellness tourism market can be considered in relation to two positions: the type of tourist service and the geography of wellness travel. As for the type of services, the market can be divided into cosmetic and procedures for rejuvenation, health and nutrition, fitness and weight management, preventive and personalized medicine, complementary and alternative medicine, spa services, workplace health and more. In terms of geographical segmentation, the wellness tourism market can be divided into South and North America, Asia-Pacific, Europe, Africa and the Middle East.

Tourism has long been a great way to portray the unique natural features of the country, but wellness tourism takes it one step further, ensuring holistic health and wellness. With the right policies, it can increase motivation among government, business to protect wildlife, natural resources, local culture and promote environmental sustainability.

Wellness tourism also helps to raise awareness among local communities about natural resources and ecosystems, encouraging them to preserve the natural wealth of the area. In addition, wellness tourism creates alternative sources of employment for local communities, as it requires proper infrastructure and many other related services. Importantly, it is this type of tourism that encourages national and regional governments to develop national parks and other natural resources.

Presenting main material. Wellness tourism is one of the types of tourist and recreational activities, which involves trips to regions with favorable natural conditions, such as the Nature Park «Beremytske» [1]. Wellness tourism is one of the most stable types of tourist markets and priority areas in Ukraine. However, this area needs support and coordinated development.

Taking into account the peculiarities of wellness tourism, it becomes clear that its direction of development is related to the state of the sanatorium industry, and in the modern conditions of Ukraine it faces certain difficulties. The number of tourist complexes is declining, there is a lack of funding. Political instability in the country and a deep financial and economic crisis have led to an increase in the cost of services with low quality of service, which is the reason for declining demand [4].

Despite the existing problems, Ukraine has all the competitive advantages in the development of this type of tourism due to the favorable climate, good geographical location and a combination of diverse and rich natural resources that can be used to preserve and improve public health, prolonging life expectancy.

In Ukraine, the market of wellness services is in its infancy and is focused more on the domestic consumer, mainly on the premium segment. Since 2019 in Ukraine at the state level medical and wellness tourism is recognized as one of the priority areas of economic development [3].

The wellness market is developing mainly in large cities or tourist places with unique natural resources. Yes, most wellness centers are located in Kiev, Kharkov, Lviv, Odessa, Dnieper. This market is actively developing in Western Ukraine in the resort towns of Truskavets, Morshyn, Skhidnytsia, as well as near Bukovel.

Wellness services in different countries are used according to their purpose. In the Americas, the concept of wellness focuses on cosmetology, rejuvenation, and exercise. In Asia, in parallel with the eastern cultures of the movement, the most noticeable development of the wellness sector, which deals with beauty and body care [2]. In the European region, wellness tourism is developing and spreading in countries with a large number of thermal and mineral springs, as well as recreational resorts.

The geography of wellness tourism includes mainly countries in Europe, Asia-Pacific and North America. The top five countries (USA, Germany, China, France, Japan) make up 59% of the world wellness market. The leading region in terms of

revenue from wellness tourism is North America (\$ 242 billion per year). The region of the most dynamic growth in the number of tourist trips with the consumption of wellness services is the Asia-Pacific region (33% annual growth). In the European region, there is a geographical growth of the wellness industry to Eastern Europe. Poland, Hungary, and Romania have achieved the greatest success in providing wellness services [3].

Conclusions. Nowadays, wellness tourism is one of the fastest growing segments of the world tourism market, the main source of which is Europe. This region is the active initiator of all wellness topics. In addition, this tourist destination is developed by the countries of the American, Asia-Pacific region, etc.

As for Ukraine, the wellness industry here remains a promising and popular segment. Every year more and more new wellness resorts and centers are opened, new methods are introduced in the existing complexes. Due to the aging population of the planet, there is a growing demand for services that allow you to maintain your health and appearance at the proper level.

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