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ADMINISTRATIVE AND LEGAL MECHANISM OF MEDICAL TOURISM MANAGEMENT IN UKRAINE

| Abstract

- ▶ *Goal* – to analyze public administration in the field of medical tourism in the context of power decentralization in Ukraine. Also a brief study of the legal aspects of the regulation of medical tourism in Ukraine is represented as one of the ways of state regulatory impact. Analyze state social norms and industry standards in the field of healthcare in Ukraine.
- ▶ *Research methodology* – the research methodology uses the system analysis method; the empirical basis is the normative legal acts regulating the managerial relations of the public administration subjects.
- ▶ *Score/results* – is a brief study of the legal aspects of the regulation of medical tourism in Ukraine is represented as one of the ways of state regulatory impact. The state social norms and industry standards in the field of health care in Ukraine are considered. The necessity of related legal support of the sectors under consideration has been substantiated in order to eliminate gaps in legislation and improve the quality of services provided, investment attractiveness and disclosure of the country's regions' potential.
- ▶ *Originality/value* – the work was done by the author independently without outside help; the article contains links to the legal framework.

| **Keywords:** medical tourism, state regulation, region, healthcare, state regulation.

1. Introduction

Medical tourism in world practice is a profitable and dynamic industry that stimulates the development of various related sectors of medical and tourism activities according to the target state, regional and local programs. Deepening of processes of decentralization in management, regulation of social and economic development of regions, formation of socially oriented market economy, maintenance of stability in the state - all these are priority tasks of the state level. There are problematic issues, despite the large number of studies that need to be addressed. There are regulations that promote the development of the medical tourism market in Ukraine and meet European standards, there are mechanisms for public management of the development of tourism and recreation in the region, which need improvement. There are nuances of inconsistency between national and international legislation. The shortcomings of legal regulation are revealed in a systematic analysis of an integrated approach to related industries in the field of medical tourism.

2. Analogy between national and international law.

Difficulties in regulating related industries in Ukraine

After the signing of the Ukrainian Law “On Amendments to the Constitution of Ukraine (regarding the strategic course of the state to acquire full membership of Ukraine in the European Union and in the North Atlantic Treaty Organization)”, Ukraine has finally consolidated its strategic course to the European and the North Atlantic Alliance [Zakon Ukrainy..., 1996].

On 30 September 2019, the President of Ukraine signed the Decree “On the Goals of Sustainable Development of Ukraine for the period up to 2030”, ensuring the national Ukraine’s interest in sustainable development of the economy, civil society and the state, and also for to achieve an increase in the level and quality of life of the population, compliance with constitutional human and civil rights and freedoms. This strategy supports the global goals of sustainable development until 2030, proclaimed by the UN General Assembly resolution of September 25, 2015 No. 70/1. The results are adapted to the specifics of the country’s development [Ukaz..., 2019].

The goals, directions and priorities of the state development are determined. According to the Strategy, which is aimed at achieving European living standards,

one of the main directions of the state's activity is health protection. The basic European principles of good governance are envisaged.

Having ratified international declarations, the state gives them legal force and takes on the obligation to fulfil them. Declarations are considered as norms of direct action in cases that have some nuances and discrepancies between the national and international levels of legislation.

Government regulation reflects government policy in the international arena and should be comprehensive and cross-sectoral within the country. Appropriate and effective policy is implemented using various methods of influence and tools: administrative-legal, social, financial-economic.

Legal regulation of medical care and the provision of medical services is carried out with the help of national and international legislation.

“The Universal Declaration of Human Rights” guarantees the human right to quality and timely medical care¹. This right should not only be guaranteed, but also effectively implemented at the state level. The “European Convention for the Protection of Human Rights and Fundamental Freedoms”, in particular, in articles 3 and 8 contains indirect information about the human right to health care [European Convention...]. Article 11 of the “European Social Charter” guarantees everyone the right to use any means to maintain their health in the best possible condition, e.g. regulates the human right to a healthy life, a clean environment, timely and high-quality medical care [European Social...].

Building trust in Ukraine is the main goal of promoting the country in the world. The positive image of a European, competitive, democratic state benefits the political and economic interests of Ukraine. The sustainable development strategy program emphasizes the strengthening of institutional capacity for international strategic communications, joint efforts of the government, business and society (where each party has its own area of responsibility) to promote Ukraine in the world. Creating a transparent and open, effective public administration structure with the use of e-governance should be the result of the implementation of public administration reform aimed at developing and implementing a coherent public policy.

One of the healthcare key areas reform is to increase citizens' accountability for their own health and to ensure that healthcare providers of European

¹ See: <https://www.un.org/en/about-us/universal-declaration-of-human-rights> [date of access: 7.06.2021].

quality are selected and that they are patient-centered; creating a business friendly environment in the healthcare market [Rozporyadzennya..., 2016]. The implementation of reforms, their quality and speed depend on the public administration mechanisms and tools.

Normative-legal regulation is carried out by the general and special legislation of Ukraine.

The Constitution of Ukraine (Articles 8 and 49) guarantees the right to the protection of everyone's health, regardless of nationality – the main Ukrainian Law [Konstituciya...].

According to Article 283 of the Civil Code of Ukraine, health care is ensured by the systematic activity of state and other organizations by the Constitution of Ukraine and the law [Civilnyj kodeks...].

The basic law in the field of health care is Law of Ukraine “Fundamentals of the Legislation of Ukraine on Health Care” [Zakon Ukrainy..., 1992]. Medical-health tourism is one of the types of tourism, according to the Law of Ukraine “On Tourism”. The law establishes a priority direction for the development of national culture and economy, creates conditions for development, determines the socio-economic, legal, organizational foundations of state policy in the tourism industry. On the basis of this law, a set of sectoral documents have been developed that regulate specific aspects of tourism. There is a need for related legal support for such industries as medical practice, the provision of medical, diagnostic, treatment, health and tourism services, which are currently regulated separately. This leads to the appearance of a certain range of misunderstandings and a number of gaps, which are evidence of uncoordinated activity. The Law of Ukraine “On Licensing of Types of Economic Activity” regulates the medical institutions license, laboratories, individual entrepreneurs, providers of medical services, clinics [Zakon Ukrainy..., 2015]. Along with this Law of Ukraine, there are licensing conditions for the implementation of economic activities in medical practice, the Procedure for State Accreditation of Health Care Institutions, The Regulation on the clinical treatment-and-prophylactic health care institution, approved by order of the Ministry of Health of Ukraine. Also, the legal regulation of the relationship between patients and medical institutions is reflected in the International Code of Medical Ethics [Lisbon Declaration...], the Civil Code of Ukraine [Civilnyj kodeks...], the Law of Ukraine “Fundamentals of the Legislation of Ukraine on Health Care” [Zakon Ukrainy..., 1992], the Law of Ukraine “On Consumer Rights Protection” [Zakon Ukrainy..., 1991], the Law of Ukraine “On Citizens’ Appeals” [Zakon Ukrainy..., 1996], the Law

of Ukraine “On Protection of Population against Infectious Diseases”² (currently it is very relevant due to the unfavorable epidemiological situation in the world), etc.

The Law of Ukraine “Fundamentals of the Legislation of Ukraine on Health Care” [Zakon Ukrainy..., 1992] define the legal, organizational, economic and social principles of health care in Ukraine, regulate public relations in this area in order to ensure the harmonious development of physical and spiritual strength, high efficiency and long active life, elimination of factors that adversely affect their health, prevention and reduction of morbidity, disability and mortality, improvement of heredity [Zakon Ukrainy..., 1992].

The Law of Ukraine “On Consumer Rights Protection” regulates relations between consumers of goods, works and services and producers and sellers of goods, contractors and service providers of various forms of ownership, establishes consumer rights, and determines the mechanism of their protection and the basis for implementing state policy in consumer protection [Zakon Ukrainy..., 1991].

The Law of Ukraine “On Citizens’ Appeals” regulates the issues of practical realization by citizens of Ukraine of the right granted to them by the Constitution of Ukraine to make proposals to public authorities, associations of citizens in accordance with their statutes to improve their activities, expose shortcomings, challenge actions of officials, state and public bodies. The law provides Ukrainian citizens with opportunities to participate in the management of state and public affairs, to influence the improvement of public authorities and local governments, enterprises, institutions, organizations regardless of ownership, to defend their rights and legitimate interests and restore them in case of violation [Zakon Ukrainy..., 1996].

The Law of Ukraine “On Protection of Population against Infectious Diseases” regulates the issues of practical realization by Ukrainian citizens of the right granted to them by the Constitution of Ukraine to make proposals to public authorities, associations of citizens according to their statutes to improve their activities, expose shortcomings, challenge actions of officials, state and public bodies. The law provides Ukrainian citizens with opportunities to participate in the management of state and public affairs, to influence the improvement of public authorities and local governments, enterprises, institutions, organizations regardless of ownership, to defend their rights and legitimate interests and restore them in case of violation [Zakon Ukrainy..., 2000].

² See: <https://zakon.rada.gov.ua/laws/show/1645-14#Text> [date of access: 7.06.2021].

Offenses that are committed in the field of health care entail legal liability, e.g. the criminal justice is applied, in particular: Criminal Code of Ukraine, Civil Code of Ukraine [Civilnyj kodeks...], Law of Ukraine “Fundamentals of the Legislation of Ukraine on Health Care” [Zakon Ukrainy..., 1992], Law of Ukraine “On Consumer Rights Protection” [Zakon Ukrainy..., 1991] and Law of Ukraine “On Citizens’ Appeals” [Zakon Ukrainy..., 1996].

In Article 36 of the Law of Ukraine “Fundamentals of the Legislation of Ukraine on Health Care” is said: Ukrainian citizens may be sent for medical treatment abroad in case of necessity of providing one or another type of medical care to the patient and inability to provide it in health care institutions of Ukraine [Zakon Ukrainy..., 1992].

The state authorities are obliged to facilitate the departure of Ukrainian citizens abroad and stay there during the treatment period.

The procedure of sending Ukrainian citizens abroad for treatment is established by the Cabinet of Ministers of Ukraine.

The Decree of the Cabinet of Ministers of Ukraine of December 27, 2017 No. 1079 “On ensuring the organization of referral of citizens of Ukraine for treatment abroad” approved the Procedure of sending Ukrainian citizens for treatment abroad [Postanova..., 2017].

According to subparagraph 16 of paragraph 4 of the Regulation, the Ministry of Health, in accordance with its assigned tasks, coordinates and provides methodological support to the activities of the structural units of local state administrations.

At the same time, paragraph 5 of the Model Regulation on the structural subdivision of the local state administration, approved by the Cabinet of Ministers of Ukraine of September 26, 2012 No. 887, states that the main task of the structural subdivision is to ensure the implementation of state policy in a specific one or more branches in the respective territory [Postanova..., 2017].

As noted in the introduction, the shortcomings of the legal regulation can be identified through a systematic analysis and through a comprehensive approach to related industries in the field of medical tourism. The quality of medical services undoubtedly depends on the quality of medicines during treatment. The basis of state regulation in Ukraine in pharmaceutical activity is the formation of state policy in the pharmaceutical sphere, the implementation of control and supervisory functions for compliance with the law.

The Verkhovna Rada of Ukraine determines the basic principles of state policy in this area of activity, the Cabinet of Ministers of Ukraine through the system of public authorities implements state policy. In Ukraine, 3 procedures for registration of medicines for their free circulation and legal use are legally prescribed and established. There is a full procedure (about 2 years), abbreviated and the procedure for other bylaws. The abbreviated procedure for registration of medicinal products allows not to go through all the stages and stages of registration, which are regulated by full registration, if the medicinal products are already registered by the competent authorities of the United States, the Swiss Confederation, Japan, Australia, Canada and the European Union. But after the signing and ratification of the Association Agreement between Ukraine and the European Union, the state must fulfill its obligations and adapt its legislation as much as possible to the basic provisions and principles of EU governance [Association Agreement...]. One of them is a strict international requirement for control over the registration of medicines, and in Ukraine, as mentioned above, there is a simplified registration.

The World Intellectual Property Organization (WIPO) has statistical information showing the largest number of applications from Ukraine, Moldova, and Belarus for inventions in the field of medicine and pharmacy, ahead of Germany and France due to differences in legislation. When a patent for a pharmaceutical ingredient no longer works, Ukraine patents it in another way, namely through a “method of treatment” and regains its monopoly and patent protection. In the countries of the European Union, nothing can be patented at all due to the method of treatment; methods of treatment, surgical methods, diagnostic methods are not subject to patent protection, on the grounds that it contradicts fundamental human rights and freedoms.

3. Medical tourism. European experience. Quality control and improvement

Medical tourism should be considered as a journey, the main purpose of which is diagnostics, treatment, prosthetics and other types of specialized medical intervention, health improvement, rehabilitation, restoration of the physical and psycho-emotional state of a person using both natural healing sources and using modern diagnostic and medical equipment, nanotechnology, etc. This

type of tourism is gaining popularity in the world and is growing rapidly [Izha, Babov, Bezverkhnyuk, 2016: 152].

For Ukraine, the experience of the European Union countries is important, which is based on coordinated and concrete actions at the national level, the EU level and at the level of the EU member states. The European Commission, as the highest executive body of the European Union, stimulates the development of tourism directly through the activities of structural funds, such as the European Regional Development Fund, the European Social Fund, the European Agricultural Management Fund, the European Travel Commission, the European Investment Bank. The basis for the provision of medical services among the member states of the European Union is the Directive “On the application of patients’ rights in cross-border healthcare” [Directive...], which is adjacent to the healthcare system and allows you to receive quality medical services through the harmonization of legislative issues [Gerasymenko, Mykhajlyuk, 2019: 100–104].

The development of medical tourism in many countries is supported by three government departments: Ministries of Health, Tourism and Economic Development. There is a list of regulations that contributes to the development of the medical tourism market and complies with European standards. Governments in many countries have involved insurance companies, medical travel agencies, public and private health care institutions to work together to develop this expanding and highly profitable sector. Because of the disability to directly obtain medical services to consumers, there are intermediaries providing such services. There are no mechanisms to influence on the activity of intermediary structures in Ukraine, the price analysis of the foreign medical institutions services is rather blurred (the price range has a large amplitude), there is no system of quality control of the provision of medical services and quality of treatment in other countries for our citizens [Izha, Babov, Bezverkhnyuk, 2016: 153].

State social norms and industry standards constitute a system of standards in the field of health protection in Ukraine. State social standards are social norms and their complex, which are established by laws or other normative legal acts. They determine the levels of basic state social guarantees.

Industry standards include: the standard of medical care (medical standard), as a set of norms, rules and regulations, as well as indicators of the quality of medical care of the corresponding type, which are developed taking into account the modern level of medical science practice development; clinical report as a unified document that defines the requirements for diagnostic, therapeutic, preventive and rehabilitative methods of providing medical care and their se-

quence; logistic sheet, medical form. Compliance with these standards is mandatory for all health care institutions and for individuals - entrepreneurs engaged in economic activities in medical practice.

The Ministry of Health of Ukraine is the central executive body, the activities of which are coordinated by the Cabinet of Ministers of Ukraine. The Ministry of Health is the main organ in the system of central executive authorities, which ensures the formation and implementation of state policy in the field of health care. Industry standards in the field of healthcare are developed and approved by the central executive body, which ensures the formation of state policy in the field of healthcare.

Quality control of medical care is carried out using: methods application of external and internal control of the medical care quality, medical workers' self-assessment, expert assessment, clinical audit, monitoring of the system of quality indicators, certification according to the requirements of the current Ukrainian legislation and the legislation of the European Union.

Ukraine is a worthy competitor in the medical tourism market. Ukraine has great potential for health, medical, recreational resources and an advantage in the low cost of services. The government must ensure the sustainable development of medical tourism through public administration mechanisms at the national, regional and local levels.

The fast development of the medical tourism industry in the last 10 years is due to several reasons: the rising cost of treatment in the advanced economies; the emergence of a new segment of healthcare consumers who prefer to combine quality treatment at low prices, with the opportunity to get a vivid impression of travelling to other countries; not the possibility of prompt receipt of the necessary medical care (waiting letters) in the European Union and the Middle East; the lack of quality medical care and appropriate treatment and diagnosis technologies in a number of countries [Centr medychnoho...].

Factors of the country's perspective for medical tourism are: the level of medicine development, medical technologies, etc.; cost of diagnosis and treatment; development of the transport and hotel sectors; the level of language integration in the country; legislative framework; the image and localization on the world map of the country.

The development of the medical tourism industry is happening due to the geographical location of Ukraine, the climate, the availability of natural medical sources, medical institutions with quality advanced medical equipment and qualified staff with huge experience [Baev, 2015].

In advanced economies, health care services are of sufficiently high cost. Health insurance for residents of countries does not compensate for the costs of treatment of chronic diseases, prosthetics and surgery. Medical interventions have to wait a long time, in the countries there are letters-expectations. Some countries have bans and restrictions and some do not have good treatment and diagnosis technologies at all [Centr medychnoho...].

Areas that are attractive in our country to foreigners are dentistry, ophthalmology, plastic surgery, aesthetic medicine, cosmetology, cellular engineering, stem cells; sanatorium and health improvement and rehabilitation [Baev, 2015].

People from our country use the opportunity to combine health care, recreation and wellness. The main destinations are Turkey, Greece, Poland, Israel, Latvia and Lithuania, Belarus, India, Thailand [Centr medychnoho...].

The use of unproven procedures makes treatment ineffective and in some cases harmful (non-standard stem cell treatments, unproven drug use, some cosmetic and plastic surgery). Developing countries spend a lot of money on tourism, but it is not enough for peripheral residents, which is detrimental to the health of the local population.

Medical errors and dishonesty can lead to complications. Unfortunately, patients do not have information about legal safeguards under the law of treatment. Treatment standards can vary significantly even within one country, and existing standards do not have a system to monitor their implementation. In many countries, there is no guarantee of the treatment quality at the government level.

The global market for medical services is not regulated properly, although the formation of national health systems in developed countries, which are very different, is characteristic. The legal framework of each country has its differences.

Compulsory International Accreditation of Medical Institutions is required to address these issues, but it does not have uniform standards for accreditation and the number of accreditation organizations is increasing fast. There are no legal mechanisms to make accreditation mandatory.

Medical tourism market is a system of economic relations regarding the purchase - sale of health and wellness services and the travelling organization in order to obtain them [Izha, Babov, Bezverkhnyuk, 2016: 152]. The main characteristic of modern reality is the lack of correct and proved information that is important for making management decisions. Due to incompleteness, lack or wrong information, due to the presence of a large amount of incorrect, outdated data, the adequacy of making long-term forecasts and strategic plans

for the development of the medical tourism market is significantly reduced. More important now is the ability to conduct marketing research, to obtain the right amount of accurate information, knowledge of technology and organization.

Nowadays the country has developed a number of legislative acts that contain a number of ways to create an enabling environment for its development, increased access to finance, simplification of tax administration, promotion of entrepreneurial culture and development of entrepreneurial skills, enhancing the competitiveness and innovation potential of small and medium-sized enterprises. With regard to medical reform, there is an increase in the number of private healthcare companies that are required for high-level healthcare. Public-private partnerships are also developing, which are an instrument of regional and local development.

4. Regional politics and institutional conflict

One of the priorities of the government regional policy in Ukraine is to eliminate as much as possible the disbalance of socio-economic, humanitarian development of the regions and to promote the balance in territories, more efficient use of the economic potential of the regions, their competitiveness and investment attractiveness, which will help to prevent aggravation of political and social problems. Foreign investments are attracted through the creation of special economic zones, with a specific preferential time of economic activity, which stimulates investment in the economy of these territories and regions. A region is a system with its history, culture, language, conditions and standard of living, internal and external relations, and its structural functions. The economic goals of the region's sustainable development must come from the social goals that determine social development. Population's standard of living can be analyzed from open statistical information, it is disappointing, the population is poorer, the general level of diseases and pathologies is spreading and it has a tendency to rejuvenate, there is a territorial disproportion of medical institutions and institutions providing medical services and diagnostics to the population, the infrastructure of many territories does not correspond European norms and standards. These factors contribute to the growing interest in internal medical tourism within the borders of the state.

Institutional support for "systems of state and non-governmental organizational structures that are established at different levels of government and

implement their decisions through methods that are within their authority” [Bil, Tretyak, Krajnyk, 2009] includes: State Regional Development Fund, through which changes in the financing of regional projects which happen on the competitive developments, projects have a common vector with the regional development strategy and action plans for their implementation; Interagency Coordination Commission on Regional Development, which ensures coordination of the activities of executive bodies with involvement of local self-government bodies in the formulation and implementation of state regional policy, as well as joint coordination of regional spectral development with strategic tasks of state regional policy; regional development agencies; reform offices, through which the process of decentralization is accelerated, is being implemented at a faster pace of e-government, information and organizational assistance is provided regarding to a territorial basis for local self-government; Regional Development Council. There is an institutional conflict between local self-government bodies and local state administrations, which is manifested in the unclear division of powers between local self-government bodies and executive authorities, which is enshrined in the laws and the Constitution of Ukraine, duplication, competing competences, and inconsistent competitions take place. In Ukraine there is also a unification of territorial communities, which at the same time complicates and facilitates the situation.

In recent years, local and regional self-government bodies, as well as supra-national governments, have been actively involved in regional development processes. Local community initiatives that represent the interests of specific communities and regions are also being activated. The central government develops and coordinates regional policy and does not implement it locally. Recently, the country has taken important steps in terms of power decentralization.

Since Ukraine has chosen the course of European integration, the experience of other EU countries, where the active development of integration processes is taking place, is very important. There is the Europe-2030 strategy, based on concrete and coordinated action at the national and EU levels [Europe-2030...].

The main principles of regional development are reflected in regional strategies that have a medium-term period, 5–7 years; they should be in line with the direction of the state development, which is indicated in the strategies of the state scale, higher level. The drawbacks of regional strategies nowadays are the exaggeration in some and the more declarative nature of others, sometimes static and inflexible, which is manifested in the complexity of using measures to shape and plan implementation measures at other levels and on the ground.

Strategic management is through detailing, so strategic planning, anticipating variations; resource allocation, rapid adaptation to ever-changing changes, both external and internal, addressing specific tasks that solve problems and achieve strategic goals. Purposefulness, continuity, validity, complexity, sequence of stages, cyclicity, efficiency and effectiveness – these basic principles of strategic management make it possible to achieve high results in the most effective way. It is important to evaluate the degree of attainment of the criteria that has been set (economic, social, environmental indicators).

In all European countries, there are government bodies at the regional level, which form a significant part of the administrative apparatus of these states and in most cases are created by the decision of the central government to perform certain tasks. Intermediate levels of government exist even in small European countries where there is no real place for regions. It should also be emphasized that in European countries there are three types of structures at the regional level: regional government, regional public administration, local regional government. Giving the diversity of organizational ties at the regional level, in Ukraine, as in most European countries, we can identify four types of structures that generally create a holistic system of regional governance: public administration at the regional level; state regulation of regional development; regional self-government and regional governance [Bezverkhnyuk, Sakhanenko, Topalova, 2008: 87].

5. Conclusions

The Verkhovna Rada of Ukraine forms the state health policy on the basis of the constitutional and legislative foundations of health protection, according to the purpose, tasks, principles and priorities. The implementation of the government health protection policy is carried out by the executive authorities. The Cabinet of Ministers of Ukraine, as the highest body in the system of executive authorities, organizes the development and implementation of targeted programs, creates mechanisms (legal, organizational, economic) that stimulate activities in the field of health protection, coordinates international cooperation on health protection.

Ministries and other central executive bodies develop programs, define standards, criteria, exercise state control and supervision in the field of health protection. The Ministry of Health of Ukraine is the main body in the system of central executive bodies, which ensures the formation and implementation of

state policy in the field of health protection. The main law in the field of health protection is the Law of Ukraine “Fundamentals of the Legislation of Ukraine on Health Care”.

The Constitution of Ukraine is the highest normative legal act that determines the strategic course of the state towards European integration and the North Atlantic Alliance. Accordingly, the legislation of Ukraine is gradually being reformed and adapted to the international one. Ukraine is a member of the World Health Organization and other international organizations and, in accordance with its international legal obligations, takes part in the implementation of international programs and guarantees proper conditions for activity on the territory of Ukraine.

The Ukrainian legislation on tourism consists of the Constitution of Ukraine, the Law of Ukraine “On Tourism” and other normative legal acts. Regulation in the tourism sector is carried out by the Verkhovna Rada of Ukraine, the Cabinet of Ministers of Ukraine, the central executive body that ensure the formation of state policy in the field of tourism and resorts, local state administrations, local governments. The central executive body is the State Tourism Development Agency of Ukraine. Its activities are coordinated by the Cabinet of Ministers of Ukraine through the Ministry of Culture and Information Policy. As mentioned before, it can be concluded that the management systems for tourism and health are too centralized.

These areas were regulated with various degrees of government involvement. Of course, government support can lead the country to the world leaders in the provision of services in this area, in the field of medical tourism. However, total control limits the opportunities for entrepreneurial activity and inhibits a kind of competition within the sphere. As you know, competition always stimulates “market players” to provide better quality services at a lower price, thereby increasing the demand for this type of service.

Ukraine has the opportunity to make greater use of natural healing resources and physical factors of sanatoriums and resorts of national importance. Preservation of the working potential of medical and preventive institutions, sanatorium-resort complex of Ukraine will allow to keep looking for jobs not only for medical workers in resorts, but of branched infrastructure as a whole, rational use and preservation of natural medical factors, development of medical and medical-health tourism. It is necessary to develop an effective system taking into account the domestic peculiarities of the organization of the medical system in the country. This will provide patients with phased medical care and maintain

the basic principles of care: continuity, comprehensiveness, accessibility, which will allow the population to receive full medical care and maximize residual capacity and improve quality of life – the main goal of medical and social care.

There are many obstacles and unstable situations, in particular, a period of numerous reforms in the country, an unstable political and economic situation, a period of a global epidemic and quarantine.

Improving public administration in related industries and at different levels of government makes it possible to use the potential of Ukraine and go global in the provision of medical and health tourism services, stimulating the country's economy.

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