

Knowledge management: seven effective examples of applying knowledge

**Scientific Editor
Walery Okulicz-Kozaryn**



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Editorial Office

Wydawnictwo Naukowe Akademii Nauk Stosowanych im. Księcia Mieszka I w Poznaniu
ul. Bułgarska 55, 60-320 Poznań
61 646 02 32
e-mail: wydawnictwo@ansm.pl
www.ansm.pl/wydawnictwo.html

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Yulia Oleksandrivna Yukhnovska

Municipal Institution of Higher Education
«Khortytsia National Educational and Rehabilitational Academy»
of Zaporizhzhia Regional Council
Faculty of Art and Design
ORCID 0000-0003-1643-0825

Nina Mykolaivna Kureda

Municipal Institution of Higher Education
«Khortytsia National Educational and Rehabilitational Academy»
of Zaporizhzhia Regional Council
Faculty of Art and Design
ORCID 0000-0002-3993-0948

APPLICATION OF NEW KNOWLEDGE ON STATE REGULATION OF HEALTH AND WELLNESS TOURISM IN UKRAINE

Introduction

The need of the society to ensure health of the population, knowledge about the presence of a variety of natural and man-made medical resources created the basis for the intensive development of health and wellness tourism in Ukraine. Objectively, the market conditions of management in this area orient the producers of health and wellness tourism services towards reimbursement of expenses and the achievement of economic benefits from activities by providing services according to the level of solvency of their consumers. In this process, the problem of having access to vital resources that provide a solution to health problems arises for a part of the population with low or inadequate level of income. Therefore, an important task of managing knowledge about the economic instruments of the state on issues of ensuring, strengthening and restoring the health of the population is to create opportunities for the availability and timeliness of health resort treatment and rehabilitation of this category of citizens. The effectiveness of knowledge management depends not so much on the measures taken, but on the awareness of consumers about the conditions for receiving health and wellness services, on the organization of their provision and their financial availability.

Literature review

Some aspects of the problem of managing knowledge about economic instruments of state regulation of the development of health and wellness tourism in Ukraine are reflected in the works of a number of Ukrainian scientists: O. Anishchenko researched problems of financing regional health resort complexes¹, A. Halachenko², V. Humeniuk studied financing of health resort services in the system of social insurance³, S. Dubinskyi, V. Orlova analyzed factors in the development of health and wellness tourism in Ukraine⁴, A. Parfinenko, I. Volkova, V. Shcherbina carried out the comparative analysis of the competitive positions of health and wellness tourism in European countries⁵, P. Rendovych studied alternative sources of financial support for enterprises of the health resort complex⁶, N. Subota investigated economic regulation and social orientation of the development of resort activities⁷. The analysis of these and similar studies has shown that the processes of managing knowledge about the affordability of services in the market of health and wellness tourism are little studied, especially concerning the benefit-entitled categories of citizens that should get such services on preferential terms.

Methodology

The purpose of this article is to apply new knowledge about the economic instruments of state regulation of health and wellness tourism development in Ukraine.

To achieve the aforementioned purpose, the following approaches as well as general scientific and special methods were used in this article: structural-logical

¹ Anishchenko O. Problems of development of the regional health resort complex. *Municipal Utilities. Collection of scientific and technical articles*. 2013. № 108. P. 581-590.

² Halachenko O. Marketing tools for the development of health resort enterprises in the region. *Development of the Regional Economy. Formation of Market Relations in Ukraine*. 2016. № 9 (184). P. 133-136.

³ Humeniuk V. Financing of health resort services in the discourse of social insurance. *Economic Bulletin of Donbass*. 2013. № 1 (31). P. 114-118.

⁴ Dubinskyi S., Orlova V. Identification of factors that ensure the development of health and wellness tourism in Ukraine. *Academic Review*. 2017. № 2. P. 12-20.

⁵ Parfinenko A., Volkova I., Shcherbina V. Problems and development prospects of medical and health tourism in Ukraine (in comparison with the countries of Central Europe). *Bulletin of Kharkiv National Karazin University. Series: International Relations. Economy. Local lore. Tourism*. 2018. Issue 7. P. 130-135.

⁶ Rendovych P. Financial support of enterprises of the health resort complex: thesis for the degree of the Candidate of Econ. Sciences: 08.00.08 / Petro Rendovych. Ternopil: TNEU, 2012. 214 p.

⁷ Subota M. Economic regulation and social direction of resort activity development: thesis for the degree of the Candidate of Econ. Sciences: 08.00.03 / Subota Mykola. Kamianets-Podilsky: State Agrarian and Engineering University in Podilia, 2015. 243 p.

analysis and generalization – for the logical structure of the article and the formation of conclusions; generalization and systematization – to systematize the views of scientists and generalize the conceptual and categorical apparatus, determine approaches to the issues of managing knowledge about economic instruments of state regulation of the development of health and wellness tourism in Ukraine, substantiate new conceptual provisions; analysis and synthesis – to determine the features and problems of the development of health and wellness institutions, analyze price offers of health resort establishments; schematic and graphic representation – for a visual presentation of the results of the study and a visual representation of statistical materials and analytical data; statistical analysis and calculations – when analyzing standard price offers for services by sanatorium and health resort institutions of Ukraine as well as categories of people entitled to receive free sanatorium and health resort vouchers in Ukraine.

The theoretical basis of the research consists of practical studies as well as methodological and educational publications of leading Ukrainian and foreign scientists and specialists in the field of managing knowledge about economic instruments of state regulation of the development of health and wellness tourism in Ukraine. In this article, the authors analyzed articles and studies that are devoted to the problems of the management of knowledge about economic instruments of state regulation of tourism development; issues of financing regional health resort complexes; factors in the development of social insurance; comparative analysis of the competitive positions of health and wellness tourism in various European countries; alternative sources of financial support for institutions of health resort complexes. The authors also analyzed the studies that relate to the problems of regulation and management of the tourism industry.

The information background of the study includes legal norms; monographs and didactic studies by leading economists, specialists in the tourism industry and government officials; publications of Western and Ukrainian specialists in management; materials of periodicals and conferences; collections of articles, abstracts, electronic sources and databases, relevant statistical materials.

At the first stage of the research the analysis of the existing rehabilitation and wellness resources in Ukraine was carried out; price proposals of health resort establishments were also analyzed.

At the second stage of the research the authors studied the peculiarities of managing knowledge about economic instruments of state regulation of the order of health resort treatment of benefit-entitled categories of Ukrainian citizens on the basis of a number of regulatory documents.

At the third stage the authors focused on the administrative regulation of the development of health and wellness tourism in Ukraine; some theoretical and practical aspects of knowledge management were studied, and conclusions were drawn that systematize the obtained results.

Results

On the territory of Ukraine there are various natural healing resources – mineral and thermal waters, therapeutic mud, ozokerite, brine of estuaries and lakes, climatic and other natural conditions favorable for treatment, medical rehabilitation and prevention of diseases of the human body systems. This provided a basis for the establishment and development of more than seven hundred sanatoriums and resorts specializing in treatment, rehabilitation and prevention of a wide range of diseases. Health resort treatment is a type of medical care provided for preventive, therapeutic or rehabilitative purposes using natural healing factors while staying at a resort or health-improving area and in health resort and wellness institutions.

Price offers of health resort and wellness institutions are objectively formed under the influence of factors of the already established market of health and wellness tourism in Ukraine, namely: the ratio of proposals for such services and effective demand for them, competitive offers in domestic and foreign resorts, the quantitative composition and quality of health and wellness services included in resort vouchers, price-quality ratio of health-improving services, development of tourist infrastructure, safety and other factors. Analysis of price as the leading factor in the demand of the population for health resort treatment and rehabilitation when studying the proposals of health resort institutions of Ukraine (Table 1) testifies to the real market price situation. At the same time, it shows the financial unavailability of these services for a significant part of the population (if we also take into account the cost of the course of treatment – a minimum of 12 or more days).

In the last decade the vital need for health resort treatment has developed among a number of categories of the population of Ukraine, in particular workers with occupational diseases and disabilities, people with disabilities, war and labor veterans, combatants, citizens affected by the accident at the Chernobyl Nuclear Power Plant, children, women of reproductive age who suffer from gynecological diseases, tuberculosis patients and patients with injuries and diseases of the spinal cord and spine as well as some other categories of people. As of the beginning of 2021, the number of people with disabilities in Ukraine was 2 million 703 thousand people, including 163.9 thousand children.

Implementing the state social policy in the field of resort activities, the Law of Ukraine “On Resorts” (section 1, article 3)⁸ determined the need to ensure the availability of health resort treatment for all citizens, primarily for people of the above categories.

⁸ On Resorts: Law of Ukraine. Information of the Verkhovna Rada of Ukraine. 2000. № 50. Art. 435. <https://zakon.rada.gov.ua/laws/show/2026-14#Text>.

Table 1. Standard price offers for services of health resort establishments in Ukraine for 2022⁹

Health resort establishment	Treatment profile	Price per room for 1 night in UAH with treatment + 3 meals a day
«Mirotel Resort & Spa», 5 stars, Truskavets	Digestive organs, endocrine system, urology, gynecological diseases, musculoskeletal system, respiratory diseases, dermatology, cardiovascular system, neurology	For the period from 29.05.2022 to 31.08.2022 a standard room for 2 people – 4085 UAH.
Sanatorium Arcadia, Morshyn, 3 stars	Gynecological diseases, respiratory organs, dermatology, digestive organs, neurology, cardiovascular system, musculoskeletal system, urology	For the period from 29.05.2022 to 28.12.2022 offers ranging from a single standard room – 1900 UAH to a 3-room luxury suite – 3320 UAH. (prices for the offers have not changed since January 2022)
Sanatorium «Karpattia», Shaian, 4 stars (Zakarpattia)	Allergy, respiratory organs, gynecological diseases, digestive organs, dermatology, urology, neurology, endocrine system	For the period from 29.05.2022 to 27.08.2022 offers ranging from a standard room for 2 people – 1630 UAH, and since 10.06.22 – 1830 UAH; to luxury cottage offers – 2500 UAH, and since 10.06.22 – 2900 UAH
Sanatorium «Karpaty» Truskavets, 4 stars	Allergy, respiratory organs, gynecological diseases, digestive organs, dermatology, cardiovascular system, neurology, urology, musculoskeletal system, endocrine system	For the period from 29.05.2022 to 15.06.2022 offers ranging from a standard room for 2 people – 2649 UAH; to apartments – 6772 UAH.

Source: Vouchers to health resorts of Ukraine providing treatment – prices for 2022 <https://naftusia.com/ua/ukraina/putevki-v-sanatorii-s-lecheniem/>.

Regulation of the order of health resort treatment of benefit-entitled categories of citizens is carried out on the basis of a number of legal documents, namely:

- Laws of Ukraine: “On the Status of War Veterans, Guarantees of Their Social Protection”, “On the Victims of Nazi Persecution”, “On the Foundations of Social Protection of Disabled People in Ukraine”, “On the Rehabilitation of Disabled People in Ukraine”, “On the Status and Social Protection of Citizens Affected by the Chernobyl Disaster”;
- Resolutions of the Cabinet of Ministers of Ukraine: dated 22.02.2006 No. 187 “On Approval of the Procedure for Providing Sanatorium and Resort Vouchers to Certain Categories of Citizens by Structural Subdivisions on Social Protection of the Population of District Administrations, District State Ad-

⁹ Vouchers to health resorts of Ukraine providing treatment – prices for 2022. <https://naftusia.com/ua/ukraina/putevki-v-sanatorii-s-lecheniem/>

ministartion in Kyiv, Executive Bodies of City and District Councils in Cities (in case of their formation (except for the city of Kyiv)”; dated 31.03.2015 No. 200 “On Approval of the Procedure for Using the Funds Provided in the State Budget to Provide for the Affected Participants of the Revolution of Dignity, Participants of the Anti-Terrorist Operation and People Taking Measures to Ensure National Security and Defense, Repulsing and Deterring the Armed Aggression of the Russian Federation in Donetsk and Luhansk Regions with Sanatorium and Resort Treatment” (as amended); dated 17.06.2004 No. 785 “On Approval of the Procedure for the Payment of Monetary Compensation for the Cost of Sanatorium and Resort Treatment to Certain Categories of Citizens” (as amended); dated 07.02.2007 No. 150 “On Approval of the Procedure for the Payment to Some Categories of Disabled People of Monetary Compensation for a Health Resort Voucher and the Cost of Health Resort Treatment” (as amended); dated 25.11.2015 No. 969 “On Introducing Changes to the Procedures Approved by the Resolutions of the Cabinet of Ministers of Ukraine dated 17.06.2004 No. 785 and 7.02.2007 No.150” (on the Procedure for Payment by Structural Units on Social Protection of the Population of District State Administrations, Regional State Administrations in Kyiv and Sevastopol, Executive Bodies of City Councils of Compensation for the Cost of Travel to a Health Institution and Back for People Disabled by War); dated 20.09.2005 No. 936 “On Approval of the Procedure for Using State Budget Funds for the Implementation of Programs Related to the Social Protection of Citizens Affected by the Chernobyl Disaster” (as amended); dated 23.11.2016 No. 854 “Some Issues of Health Resort Treatment and Recreation of Citizens Affected by the Chernobyl Disaster.”

Table 2. Categories of people entitled to receive free health resort vouchers in Ukraine

Categories of people	Procedure for obtaining a voucher
People with disabilities of all categories: <ul style="list-style-type: none"> – with a general disability – disabled since childhood – with disabilities caused by diseases of the nervous system (including diseases of the spine) – with disabilities caused by an accident at work 	in order of priority as vouchers for a period of 18-21 days are received
War veterans: <ul style="list-style-type: none"> – people with disabilities caused by the war (including categories defined as people with disabilities caused by the war in accordance with the Law of Ukraine «On the Status of War Veterans, Guarantees of Their Social Protection») 	on a priority basis for a period of 18-21 days annually (from January to December)

Categories of people	Procedure for obtaining a voucher
<ul style="list-style-type: none"> – war participants (people defined by the Law of Ukraine «On the Status of War Veterans, Guarantees of Their Social Protection») – participants in hostilities (persons defined by the Law of Ukraine «On the Status of War Veterans, Guarantees of Their Social Protection») – participants in hostilities during the Second World War, who are 85 years old or older. 	<ul style="list-style-type: none"> for a period of 18-21 days once every two years for a period of 18-21 annually (from January to December) on a priority basis for a period of 18-21 days annually (from January to December)
Victims of Nazi persecution: <ul style="list-style-type: none"> – former juvenile prisoners of concentration camps, ghettos, other places of detention – former prisoners of concentration camps, ghettos and other places of detention – wives (husbands) of deceased victims of Nazi persecution 	<ul style="list-style-type: none"> for a period of 18-21 annually (from January to December) for a period of 18-21 days once every two years for a period of 18-21 days once every two years
People who have special merits to the Motherland: <ul style="list-style-type: none"> – persons awarded with the Order of the Heavenly Hundred Heroes, Heroes of the Soviet Union, full knights of the Order of Glory, persons awarded with four or more medals «For Courage», as well as Heroes of Socialist Labor who were awarded this title for their work during the Second World War 	first-priority, annually (from January to December)
People affected by the Chernobyl disaster: <ul style="list-style-type: none"> – citizens classified as category 1 of those affected by the Chernobyl disaster – children with disabilities whose disability is associated with the Chernobyl disaster 	on a priority basis and by transferring compensation for a voucher to health resort institutions, or receiving at their request monetary compensation in the amount of the average cost of a voucher in Ukraine
Labor veterans	preferential right (privileged or gratuitous right to rehabilitation is not provided)

Source: Official site of the Ministry of Social Policy of Ukraine. Health resort treatment. <https://www.msp.gov.ua/timeline/Sanatornokurortnoe-likuvannya.html>.

The state executive authority implementing the state social policy in Ukraine is the Ministry of Social Policy. It constantly monitors the provision of health resort treatment services by health and wellness institutions to selected benefit-entitled categories of citizens to receive such treatment. These categories include participants in Anti-Terrorist Operations, people with disabilities and citizens affected by the Chernobyl disaster. The maintenance of sanatorium and resort institutions in the sphere of management of the Ministry of Social Policy is carried out within the limits of the costs provided under the budget program “Health Resort Treatment of War Veterans” for those who fought in Anti-Terrorist Operations, people with disabilities and citizens affected by the Chernobyl disaster.

In 2017, the Government of Ukraine adopted the Resolution of the Cabinet of Ministers No. 110. According to it the system for purchasing sanatorium and resort services was changed to reimburse the cost of vouchers from budget funds. This is carried out by local social protection authorities by non-cash transfer of funds to health resort institutions in accordance with the concluded tripartite agreement (consumer of the service – social protection department – service provider, i.e. health resort institution) and acts of services provided¹⁰.

Budget funds are directed to local social protection bodies for providing health resort vouchers to people with disabilities due to general illness and people with disabilities since childhood, including individuals with disabilities due to injuries and diseases of the spine and spinal cord. These bodies also provide health resort vouchers without treatment to citizens accompanying people with disabilities of group I (with the exception of people with disabilities caused by consequences of injuries and diseases of the spine and spinal cord) by reimbursing the cost of the voucher to health resort institution for the services provided.

The responsible executor of the budget program in coordination with the chief administrator of budgetary funds distributes these funds for providing health resort vouchers separately among people with disabilities due to general illness and people with disabilities since childhood, citizens accompanying people with disabilities of group I caused by other nosologies. Vouchers are also separately distributed among people with disabilities due to the consequences of injuries and diseases of the spine and spinal cord. Vouchers are distributed among the regional social security authorities, which in turn distribute these funds among local social security authorities in proportion to the number of the categories of registered people who are entitled to such benefits.

People belonging to benefit-entitled categories can independently choose a health resort institution for rehabilitation, then apply to the Department of Social Protection at their place of registration, where this institution is checked for compliance with the established requirements. The Ministry of Social Policy of Ukraine has developed criteria for assessing health resort institutions providing treatment to these benefit-entitled categories of citizens¹¹.

The maximum cost of a voucher to reimburse the cost of health resort services in Ukraine is determined annually by the Ministry of Social Policy in coordination with the Ministry of Finance.

The implementation of the social function of the state is carried out by the state extra-budgetary trust fund – the Social Insurance Fund, which accumulates insur-

¹⁰ On Approval of the Procedure for Using Funds Allocated in the State Budget to Provide Certain Categories of People with Disabilities with Health Resort Vouchers, and Amending the Procedures Approved by the Cabinet of Ministers of Ukraine dated 22.02.2006 No. 187 and 31.03.2015 No. 200 Resolution of the Cabinet of Ministers of Ukraine dated 1.03.2017 No. 110.

¹¹ Official site of the Ministry of Social Policy of Ukraine. Health resort treatment. <https://www.msp.gov.ua/timeline/Sanatornokurortnoe-likuvannya.html>.

ance premiums. At the expense of the Fund, it is possible to undergo rehabilitation treatment on the basis of rehabilitation departments of health resort institutions for all workers with medical evidence and health resort treatment for victims of accidents at work who got disabilities. In accordance with the Law of Ukraine “On Compulsory State Social Insurance” (No. 1105), insured persons have the right to treatment in the rehabilitation departments of health resort institutions to ensure the recovery of health lost due to accidents at work or occupational diseases (including those that happened or were revealed in the period when the person was not in an employment relationship with the enterprise where he/she got the disease or was injured), which led to professionally caused physical or mental injury to the insured; accidents or occupational diseases that occurred as a result of violation of the insured regulations on labor protection¹². Insured people are those who are officially employed, including individual entrepreneurs, from whose salary a single social contribution is paid to the Pension Fund.

The recovery of health of the insured people at the expense of the Fund is carried out according to the following profiles of medical rehabilitation:

- neurorehabilitation (subacute period of strokes, craniocerebral injuries);
- musculoskeletal rehabilitation (subacute period after operations of orthopedic and traumatological, rheumatological diseases);
- cardio-pulmonary rehabilitation (subacute period of myocardial infarction, after heart surgery; subacute period of lung disease, after lung surgery; diabetes mellitus);
- medical and psychological rehabilitation of Anti-Terrorist Operation (ATO) participants;
- rehabilitation after surgical interventions on the organs of vision;
- rehabilitation in cases of complicated pregnancy;
- other types of (somatic) rehabilitation: subacute period after surgical interventions on the digestive organs, genitourinary system, female genital organs.

An insured person has the right to treatment in the rehabilitation department of a health resort institution in accordance with medical evidence with the recommendation of the attending physician and in the presence of the conclusion of the medical advisory commission of the health institution (medical prevention and treatment institution). An insured person with a complication in the course of pregnancy can be sent to the rehabilitation department of a health resort institution directly by the antenatal clinic; in case of pregnancy complications rehabilitation takes place without issuing a sick leave. The insured person, who was directly involved in the Anti-Terrorist Operation, has the right to treatment (accompanied by family members: husband/wife, minor children) in the rehabilitation department of a health resort institution on the profile of medical and psychological rehabilitation

¹² On Compulsory State Social Insurance: Law of Ukraine. *Information of the Verkhovna Rada of Ukraine*, 1999, № 46-47, ст.403. <https://zakon.rada.gov.ua/laws/show/1105-14#Text>.

at the expense of the Fund once after demobilization in the presence of appropriate medical evidence. The duration of treatment in the rehabilitation department is determined by the attending physician and the medical advisory commission. This duration should be enough to recover health and restore performance level of the insured person in accordance with the treatment profile and the characteristics of the course of the disease, but it must not exceed 24 days.

An insured person, who is sent for treatment to the rehabilitation department of a health resort institution after suffering diseases and injuries directly from the inpatient facility of a medical institution, is provided with temporary disability benefits for the entire stay in a health resort institution (taking into account the travel time to this institution and in the opposite direction) in the amounts established by the Law No. 1105.

The provision of insured people with treatment in the rehabilitation departments of health resort institutions is carried out in accordance with the Procedure for Reimbursement of Expenses for the Provided Social Services for the treatment of insured people and their families after illnesses and injuries in the rehabilitation departments of health resort institutions at the expense of the Social Insurance Fund of Ukraine, approved by the Resolution of the Board of the Fund dated 13.06.2017 No. 39¹³.

The calculation of the maximum daily cost of treatment per person in the rehabilitation department of health resort institutions is carried out taking into account the provision of such services as diagnostics and treatment (provided by doctors and in the absence of contraindications), nutrition and accommodation services. Accommodation and meals (without treatment) are taken into account to calculate the amount of expenses for the accompanying child (of one of the insured parents or the insured person replacing them (guardian) for one-day stay in the rehabilitation department of a health resort institution.

Consumers of health resort services who belong to benefit-entitled categories of the population are provided with information on the list of health resort institutions by regions, location and profiles of treatment, according to which health resort services are provided to affected participants of the Revolution of Dignity, participants in the Anti-Terrorist Operation and people who took measures to ensure national security and defense against armed aggression of the Russian Federation in Donetsk and Luhansk regions, to family members of such people who are deceased, as well as a list of health resort institutions in the variety of medical rehabilitation profiles for reimbursement of expenses for the rehabilitation treatment services provided to insured individuals¹⁴.

¹³ On Approval of the Procedure for Formation and Use of the Reserve of the Social Insurance Fund of Ukraine. Resolution of the Board of the Social Insurance Fund of Ukraine dated 23.10.2018 No. 23. <https://zakon.rada.gov.ua/rada/show/v0023890-18#Text>.

¹⁴ Official site of the Social Insurance Fund of Ukraine. The list of health resort institutions in terms of profiles of medical rehabilitation to reimburse the costs of rehabilitation services provided to insured individuals <http://www.fssu.gov.ua/fse/control/main/uk/publish/article/952253>

As of 07.01.2021, 398 injured participants of the Revolution of Dignity and participants in the Anti-Terrorist Operation / Operation of the Joint Forces and members of the families of the deceased (deceased) people of this category were provided with health resort treatment in appropriate institutions. This number is divided by the regions of Ukraine in the following manner: Dnipropetrovsk – 62, Donetsk – 6, Zhytomyr – 2, Zakarpattia – 6, Zaporizhzhia – 22, Ivano-Frankivsk – 28, Kyiv – 46, Kirovohrad – 3, Luhans – 8, Lviv – 35, Nikolaev – 5, Odessa – 8, Poltava – 6, Rivne – 14, Sumy – 10, Ternopil – 6, Kharkiv – 15, Kherson – 8, Khmelnytskyi – 17, Cherkasy – 7, Chernivtsi – 5, Chernihiv – 24, Kyiv – 39¹⁵.

The cost of health resort treatment for benefit-entitled categories of the population is partially reimbursed in accordance with the concluded contracts for the provision of vouchers and acts of services provided in the amount of the established maximum cost of the voucher (if the cost of a voucher is below the limit – in the amount not more than the actual cost of this voucher). The maximum cost for reimbursement of the cost of the voucher for health resort treatment services is determined annually by the Ministry of Social Policy in agreement with the Ministry of Finance and other state executive authorities. Thus, in Ukraine for the year 2022 the following levels of the marginal cost of health resort vouchers have been established for certain categories of citizens:

1. According to the Order of the Ministry of War Veterans Affairs dated 21.01.2022 No. 18¹⁶:

- people with disabilities as a result of the war from among the injured participants in the Revolution of Dignity, participants in the Anti-Terrorist Operation and individuals who took measures to ensure national security and defense against the armed aggression of the Russian Federation in Donetsk and Luhansk regions – 13,881.00 UAH. (661.00 UAH for one day) without value added tax;
- people with disabilities as a result of the war with the consequences of injuries and diseases of the spine and spinal cord from among the injured participants in the Revolution of Dignity, participants in the Anti-Terrorist Operation and individuals who took measures to ensure national security and defense against the armed aggression of the Russian Federation in Donetsk and Luhansk regions – 31,815.00 UAH (909.00 UAH for one day) without value added tax;
- participants in hostilities and participants in the war from among those who fought in the Anti-Terrorist Operation and individuals who took measures

¹⁵ Official site of the Ministry of War Veterans Affairs. Health resort treatment. <https://mva.gov.ua/ua/veteranam/likuvannya-ta-reabilitaciya/sanatorno-kurortne-likuvannya>

¹⁶ Order of the Ministry of War Veterans Affairs dated 21.01.2022 No. 18 «On Establishing the Maximum Cost of a Health Resort Voucher in 2022». Order of the Ministry of War Veterans Affairs dated 21.01.2022 No. 18. <https://document.vobu.ua/doc/9933>.

- to ensure national security and defense against the armed aggression of the Russian Federation in Donetsk and Luhansk regions, injured participants in the Revolution of Dignity and individuals who are subject to paragraphs four – eight and the fourteenth paragraph of passage 1 of article 10 in the Law of Ukraine “On the Status of War Veterans, Guarantees of Their Social Protection” – 15,939.00 UAH. (759.00 UAH for one day) with value added tax;
- citizens accompanying people with disabilities of group I (except for people with disabilities resulting from injuries and diseases of the spine and spinal cord) – 10,836.00 UAH (516.00 UAH per one day) with value added tax.
2. According to the Order of the Ministry of Social Policy of Ukraine No. 101 dated 21.02.2022¹⁷:
- people with disabilities due to a general illness and people with disabilities since childhood – 8,838.0 (491.0) UAH excluding value added tax;
 - individuals with disabilities resulting from injuries and diseases of the spine and spinal cord from among people with disabilities due to a general illness and people with disabilities since childhood – 26,740.0 (764.0) UAH without value added tax;
 - citizens accompanying people with disabilities of group I (with the exception of people with disabilities resulting from injuries and diseases of the spine and spinal cord) – 7,398.0 (411.0) UAH with value added tax.
3. According to the Decree of the Cabinet of Ministers of Ukraine “On Establishing the Amount of Financial Assistance to Reimburse the Cost of Vouchers to Sanatorium and Health Resort Institutions, Recreation Institutions in 2022” for people affected by the Chernobyl disaster¹⁸:
- people who belong to category 1 – 8,774 UAH;
 - people who belong to category 1 and suffer from diseases of the nervous system (resulting from injuries and diseases of the spine and spinal cord) – 26,688 UAH;
 - children who have been diagnosed with a disability associated with the Chernobyl disaster, and one of the parents or a person who replaces them – 17,435 UAH.

The following categories of Ukrainian citizens can receive monetary compensation for an unused health resort voucher and for the cost of the health resort treatment:

- people whose disability is associated with an accident at work or an occupational disease requiring the treatment of concomitant diseases in accordance

¹⁷ On Establishing the Maximum Cost of the Voucher (Day) in 2022. Order of the Ministry of Social Policy of Ukraine dated 21.02.2022 No. 101 <https://zakon.rada.gov.ua/laws/show/z0311-22#Text>.

¹⁸ On Establishing the Amount of Financial Assistance to Reimburse the Cost of Vouchers to Sanatorium and Health Resort Institutions, Recreation Institutions in 2022. Decree of the Cabinet of Ministers of Ukraine dated 23.02.2022 No. 284 <https://zakon.rada.gov.ua/laws/show/284-2022-%D0%BF#Text>.

with medical recommendations, if within three calendar years such persons have not received a voucher to a health resort institution and no monetary compensation has been paid for the voucher and for self-purchases treatment during the specified period by the Social Insurance Fund Against Work Accidents and Occupational Diseases. Other people with disabilities, if they have not received a free voucher to a health resort institution within three calendar years;

- people with disabilities that appeared as a result of the war and people with disabilities specified in Article 6-2 of the Law of Ukraine “On Victims of Nazi Persecution” at the place of their registration once every two years from the date of applying for a voucher or payment of monetary compensation at will, if these people have not received free health resort vouchers within two years, regardless of the presence of a medical report on the need for health resort treatment or medical contraindications;
- combatants, war participants, people subject to the Law of Ukraine “On the Status of War Veterans, Guarantees of Their Social Protection”, people specified in articles 6-1, 6-3 and 6-4 of the Law of Ukraine “On Victims of Nazi Persecution” and labor veterans.

Monetary compensation is also paid to:

- people whose disability is associated with an accident at work or an occupational disease and other people with disabilities: groups I and II – 75 percent of the average cost of a health resort voucher, which is determined by the Ministry of Social Policy on the proposal of the Fund for Social Protection of People with Disabilities, agreed with the Ministry of Finance, annually within the scope of budget funds allocated in accordance with the Law on the State Budget of Ukraine for the current year; group III – 50 percent of the average cost of a health resort voucher, which is determined by the Ministry of Social Policy on the proposal of the Fund for Social Protection of People with Disabilities, agreed with the Ministry of Finance, annually within the amount of budget funds allocated in accordance with the Law on the State Budget of Ukraine for the current year;
- people with disabilities that appeared as a result of the war and people with disabilities specified in Article 6-2 of the Law of Ukraine “On Victims of Nazi Persecution”: groups I and II – 100 percent of the average cost of a voucher;
- group III – 75 percent of the average cost of a voucher.

Compensation for the cost of independently purchased health resort treatment for participants in hostilities, war participants, people subject to the Law of Ukraine “On the Status of War Veterans, Guarantees of Their Social Protection”, people specified in Articles 6-1, 6-3 and 6-4 The Law of Ukraine “On Victims of Nazi Persecution” and labor veterans in accordance with the Law of Ukraine “On the Basic Principles of Social Protection of Labor Veterans and Other Elderly People in Ukraine” is paid at their request in the amount of the cost of independently

purchased health resort treatment for the period of recovery, but no more than the average cost of a health resort voucher. Compensation is paid by the structural subdivision of a social protection body of district administrations at the place of registration.

Vouchers without treatment are provided to citizens accompanying disabled people of group I (with the exception of disabled people with the consequences of injuries and diseases of the spine and spinal cord), who, according to the conclusion of the medical institution, need continued assistance. If a disabled person of group I is able to serve himself/herself independently, a corresponding certificate of a medical institution is issued. A disabled person of group I cannot be accompanied by disabled people of group I or individuals under 18 years of age. Citizens accompanying disabled people of groups I and II in a spinal sanatorium are not issued vouchers, but their travel expenses are reimbursed (twice in the direction to the health resort institution and twice in the opposite direction) in case they use public transport (railroad or buses) and in accordance with the tickets they submit. When traveling by rail, the cost of a third-class sleeper ticket is reimbursed.

In Ukraine, the economic instruments of the state social policy are also implemented in the field of medical tourism, the essence of which can be defined as the temporary migration of people for the purpose of treatment both within the country and abroad. Nowadays, certain services are especially relevant for some citizens of Ukraine. Such services include the treatment of oncological diseases, the treatment of neurosurgical diseases and the consequences of injuries, the treatment of cardiac diseases, organ transplantation – all of these are more effective in foreign clinics. But at the same time, it is necessary to take into account the market level cost of medical services offered by foreign clinics: the approximate average cost of kidney transplantation is \$65,000, bone marrow transplantation – \$120,000, heart transplantation – \$100,000 and liver transplantation – \$135,000. For citizens of Ukraine, where an average salary is just over 10 thousand UAH, self-payment for foreign medical services will be impossible.

Funds from the state budget for the treatment of Ukrainian citizens abroad began to be allocated in 1995, and funding for the corresponding program 2301360 “Treatment of Citizens of Ukraine Abroad” at the expense of the state budget can be tracked in treasury reports on the implementation of the state budget since 2002. The expenses associated with sending a citizen for treatment abroad may only comprise payment for the cost of treatment, diagnostics (as part of the treatment process); reimbursement of the cost of travel of a citizen and (by decision of the Commission of the Ministry of Health on Referrals for Treatment Abroad) of one accompanying person to the place of treatment and their return; payment for banking services. For this specialization outbound tourists go to Israel, Turkey, the USA, Thailand, Germany, Hungary, Austria, the Czech Republic and Slovakia. In recent years, at the expense of the state budget of Ukraine, the following dynamics of treatment of citizens abroad has developed: in 2010-2014 – 14-40 people, in

2015 – 84 people, in 2016 – 136 people, in 2017 – 226 people, in 2018 – 278 people, in 2019 – 440 people, in 2020 and 2021 – 450 people¹⁹.

Conclusions

The study of the creation of organizational and economic conditions within the framework of the state social policy in Ukraine made it possible to analyze new knowledge and draw some important conclusions:

1. Sanatorium and health resort treatment is an important component of health and wellness tourism market and solves the problem of preserving the health of the nation. The existing market of health and wellness tourism in Ukraine implements both social and economic tasks. Neutralizing negative manifestations of the market ideology of management, the state uses a system of its organizational, legal and economic levers to create conditions for the accessibility of medical and recreational services of health resort institutions for benefit-entitled citizens: people with disabilities, veterans of war and labor, insured workers with occupational diseases, victims of the Chernobyl disaster, participants of Anti-Terrorist Operations and other categories of people.
2. The current organizational and economic system of state measures is implemented within the framework of possible budgetary funds and thus implies the availability of health resort treatment and rehabilitation of benefit-entitled categories of the population in a certain time order.
3. The hostilities on the territory of Ukraine in this period complicate and in some cases significantly limit the possibility of providing such services.

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Summary

The purpose of this article is to apply new knowledge about the economic instruments of state regulation of health and wellness tourism development in Ukraine. Methodology. The theoretical and methodological basis of the study comprised the provisions of economic theory, which are presented in the fundamental works of domestic and foreign scientists on the issue of managing knowledge about economic instruments of state regulation of health and wellness tourism development in Ukraine. Research results. The authors studied theoretical and practical aspects of knowledge management. The analysis of new knowledge was carried out, including the existing rehabilitation and health-improving resources in Ukraine as well as price proposals of health resort establishments. The new knowledge about the economic instruments of state regulation of the order of health resort treatment of benefit-entitled categories of Ukrainian citizens was studied on the basis of a number of regulatory documents. The administrative regulation of the development of health and wellness tourism in Ukraine was investigated. Practical significance. The authors studied new information about state regulation in the field of resort activities, health and wellness tourism in Ukraine as well as legal documents regulating the order of health resort treatment of categories of people entitled to receive free health resort vouchers in Ukraine. The article analyzes the system of purchasing health resort services and providing health resort vouchers for people with disabilities. The accumulation of insurance premiums at the expense of the Social Insurance Fund was also studied. Integrity/originality. It would be advisable to coordinate activities at different levels of administration in the field of economic instruments of state regulation of the development of health resort institutions, medical, health and wellness tourism in Ukraine in order to rationally and effectively use regional resources and achieve a synergistic effect.

Keywords: knowledge management, application of new knowledge, social functions of the state, health and wellness tourism, benefit-entitled categories of the population, social insurance, compensation

