Subject final qualifying work: "Using the resource potential of the Kabardino-Balkaria republic for the development of a sanatorium complex" ("Blue Spruce") city of Nalchik.

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Information about the organization: sanatorium LLC "Blue Spruces" is located in the city of Nalchik, in operation since May 13, 1978.

"Blue spruces" works in the following areas: Ultrasound diagnosis, X-ray study, clinical and biochemical laboratories, cardiologist, endocrinologist, surgeon, urologist, gynecologist, neurologist, otolaryngologist, ophthalmologist, gastroenterologist.

Background research can prove the modern data on the health status of citizens of the Russian Federation. A growing number of people in need of prevention, treatment and rehabilitation of chronic diseases.

The degree of a problem in Russia was considered weak. However, the fact of the Olympic Games "Sochi 2014" helped popularize spa services in Russia.

The aim is to study the resource potential of the Kabardino-Balkaria republic to expand the range of services in the health resorts.

Among the problems are the following areas: basic concepts and uncover kinds of spa services, to identify the factors influencing the formation of spa services, describe the main principles of spa services abroad, to reveal specific features spa services in Russia, to study natural and socio-cultural potential of Kabardino-Balkaria, form development programs and improve the range of spa services in Kabardino-Balkaria.

The object of research is the resource potential of the Kabardino-Balkaria.
The subject of this study is the resource potential of Kabardino-Balkaria, promoting the expansion of the range of services in the health resort complexes, in particular the sanatorium "Blue Spruces."

Spa services can be described as a set of intellectual, industrial and collective work, which is carried out by qualified workers for enterprise consumers medical healthcare.

Spa treatment - an important form of medical rehabilitation. The objectives of the spa services are: prevention, treatment and rehabilitation. Prerequisite for the formation of spa complexes is the availability of high quality and recreational resources. Especially popular in the Caucasus are mineral springs, which effectively help in diseases of the gastrointestinal tract, liver, musculoskeletal system. Similar resorts in France offer a much wider range of services due to their complementarity with adjacent areas by appointment.

Key role in the development of spa business in Russia plays regional development, with appropriate resources. Diversification policy spa business Kabardino-Balkaria, involves the use of available natural resources, provided that the environment will be protected from the adverse effects. The fundamental concept of reorganization typical organization consists of five key areas: merger, conversion, consolidation, separation, division.

Possible to build a similar program, contributes to the improvement of spa services:

Differentiation - the allocation of one direction of spa business in their own industry functioning. Consolidation - the strengthening and improvement of services in the aggregate. Unification - to create the optimal number and types of spa services to meet the needs of the popular types within the industry. Transfiguration - variation between similar for her Feature directions. Alternative forms of development of the spa services are meant to provide the most efficient and progressive impact on the development of resort business.