Abstract of the Master`s dissertation

Subject matter of the dissertation: the activity improvement of sanatorium establishments in medical and health sphere (on the example of Sanatorium “Tarhani”, Pyatigorsk).

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Topicality of the research: the role of sanatorium and tourist industry is rapidly growing in accordance with the social necessity in qualitative and cheap recreation services. Moreover there is a great number of unresolved problems in this sphere.

Objective: the analysis of activity of sanatorium-and-Spa institutions of medical and health sphere, substantiation, development of the project on introduction of innovative recreational and health services.

Tasks: to study the problems and functioning of the health resort; to describe the system and structure of the sanatorium-and-Spa institutions; to describe the services of a sanatorium-and-Spa institutions and submit them to the characteristic; study and summarize the world experience in the practice of medical tourism; to analyze the activity of sanatorium-and-Spa institution “Tarhani”, Pyatigorsk; to describe the recreational and health-improving services of the sanatorium “Tarhani”; to develop a project on introduction of innovative recreation sanitary services in the Sanatorium “Tarhani” and determine the ways of activity improvement.

Hypothesis: the implementation of the project of innovative recreational and health services in sanatorium will expand the spectrum of rendered services and considerably increase the number of tourists.
Novelty of the research: the study and the generalization of theoretical and practical materials on the problems of a health resort sector; a summary of foreign and domestic experience of medical tourism, which has rich traditions; the development of the project «Dolphin is the friend of children», the introduction of innovative recreational and health services within the activity of sanatorium-and-Spa institution.

The main principles to be depended:

1. Theoretical basis of sanatorium-resort sphere define the essence, the concept and the direction of recreational activities in the health resort.
2. Foreign and domestic experience of medical and health tourism has rich traditions, which are expressed in activities of the modern sanatorium-and-Spa institutions.
3. The implementation of the recreational activity of sanatorium-and-Spa institutions is expressed in specific functions, personnel, organizational structure, principles and methods of management.
4. Reasonable and developed proposals for the improvement of activities in the Spa establishment and the implementation of innovative recreational and health-improving services in Sanatorium “Tarhani” will extend the range of rendered services and considerably increase the number of tourists.

Theoretical and practical significance of the research: the provisions of this study can be used by managers of sanatorium-resort sphere, the students, studying features of the provision of recreational and health services in the health-resort industry. Recommendations will be useful for personnel in tourist organizations serving the staff of sanatorium during the planning of activities on improving the provision of recreational and health services. Practical significance of the master's work is that formulated by the author of conclusions, proposals and developed innovative project of recreational and health services for Sanatorium “Tarhani” can be used in the sanatorium and resort sphere within its territory. Conclusions and
recommendations of the thesis are the basis for further research in the field of the theory and practice of sanatorium-resort management.

**Results of the research:** recommendations on the improvement of activities in sanatorium-resort center, the developing of the innovative project on recreational and health services “Dolphin is the friend of children” and maintenance program for VIP clients.

**Recommendations:**

- to expand the resort marketing, taking into the account not only medical statistics of morbidity, but also a variety of recreational needs of the population, determining the wide range of services at the resorts of KMV;
- to make a specialized training for managers of balneology resorts for providing health services;
- when developing the strategy of the development of the health center to develop its Mission, which will reflect the main idea of «people's health, the national heritage of the country»;
- the staff of Sanatorium “Tarhani” must constantly strive to improve the quality of provided recreational and health services and achieve maximum satisfaction of consumers;
- to conduct regular training and improvement of qualification of personnel in the sanatorium with using of modern technologies of teaching (coaching, rotation, mentoring, case studies, business games, independent training, corporate training centre);
- to create a nursing home workers with a high level of motivation to work with simple rules: to refer to each employee as to personality, each employee should have a clear idea about their work and its ultimate objective, as well as about the appropriate level of quality of the work;
- to use the delegation of authority the employee sanatorium head and responsibility, which will help increase self-reliance and the growth of the productivity of labor;
- to achieve the goal of animation programs in the practice of the sanatorium it is recommended to use the following types of animation service: theatrical entertainment events (festival, fair, festival, theatre, disco); cultural-recreational activities, event weekend tours; organizing sports and entertainment events; to use in the animation activities vacation club, family and corporate events.