The use of alternative resources of the territory to extend the range of health services (on a base of health-resort Mashuk)

Report of the master’s dissertation

By Esayan Alina Vitalievna
Subject matter of the dissertation:
The use of alternative resources of the territory to extend the range of health services (on a base of health-resort Mashuk)

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Information about the contracting authority:
MPI health-resort Mashuk, Pyztigorsk, Lermontov highway

Chief Director– Head doctor, Shamileva Anna Evgenievna

MPI health-resort Mashuk was founded in 1958 on the base of the SPA-resort № 30 named after Kalinin. All of the facilities are connected into one building: cafeteria, swimming pool, medical block, cinema and dancing hall.

The layout and design of the building was created so that blind people could orient themselves without effort. SPA-resort also has a library with sound-recorded books and books with Braille letters, as well as typhlo aids for the blind and visually impaired. The resort receives holidaymakers year-round, and is willing to help with any kind of health problem.

Topicality of the research:
Health resort services are an important aspect of the public health service. Russia possesses unique curative resources and also a variety of geographic and
natural facilities, which allow for development of the system of health resorts. That is why it is important to put a lot of effort into the modernization of this sphere, because the progress and development of these services will have a good influence on the life quality of the people.

The use of resources for botanical gardens, also known as garden therapy, is considered to be one of the most useful therapeutic practices. The natural potential of the botanical garden combined with Caucasian mineral water, results in an improvement of health, and specifies the *actuality* and demand for this research.

**Theoretical and practical significance of the research:**
Modern research in the sphere of health resorts and also their development was set forth in the works of native and foreign authors: S. V. Syzih, V. I. Kuzevanov, S. I. Peskov, S. Lewis, P. Simpson, P. Jackson, S. I. Belozerskaya.

In the creation of a methodological base, there was also the development of market research: A.M. Vetitnev, F. Kotler, D. Bowen, V.I. Krujilina.

**The goal of the dissertation:**
To propose new options of implementation and development of the variety of health resort services in the Mashuk.

**Tasks:**
- Define new terms and types of health resort services;
- Uncover the factors which are influencing the formation of health resort services;
- Carry out an analysis of organized health resorts services in Russia and abroad;
- Describe the alternative potential of Caucasian mineral water as a base for a variety of health resorts services in the region;
- Carry out an analysis of a variety of services in the health resort Mashuk;
- Develop the method of implementation and of the variety of health resort services in the «Mashuk»;

**Results of the research:**

The health resort «Mashuk» has a wide variety of services and therapies. But in the condition of the intense competition, the health resort must find new forms of furtherance. In our point of view, one of the most up-to-date directions of development would be the implementation of new therapies. An analysis of the health resort shows that it has a huge territory to implant garden therapy.

In the Western health resorts, alternative treatment is practicing more. British scientists have found that working with plants has beneficial effects on the physical and psychological well-being and that it is one of the oldest types of active treatment.

The significance of health resort plays a vital role in the public health of a country. Nowadays in the health resorts of Russia pays more attention to the prophylaxis and rehabilitation of sick people. This system allows implanting new tendencies.