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**СОЦІАЛЬНО-ЕКОНОМІЧНІ ПЕРЕДУМОВИ ТА МЕТОДОЛОГІЧНІ АСПЕКТИ
ПОБУДОВИ НАЦІОНАЛЬНОЇ РЕКРЕАЦІЙНОЇ ІННОВАЦІЙНОЇ СИСТЕМИ**

Гришова, І. Ю. Соціально-економічні передумови та методологічні аспекти побудови національної рекреаційної інноваційної системи [Текст] / І. Ю. Гришова, М. В. Одрехівський, В. В. Сафонов // Український журнал прикладної економіки. – 2016. – Том 1. – № 1. – С. 59-67. – ISSN 2415-8453.

Анотація

У статті проаналізовано соціально-економічні передумови та методологічні аспекти побудови національної рекреаційної інноваційної системи. Обґрунтовано функціональну модель інноваційного процесу. Розглянуто основні мережі рекреаційних інноваційних підприємств на зразок рекропарків, рекрополісів та курортполісів.

Ключові слова: *інноваційна система; інноваційний процес; функціональна модель; методологія; система охорони здоров'я.*

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**SOCIAL AND ECONOMIC PREREQUISITES
AND METHODOLOGICAL ASPECTS OF ESTABLISHMENT
OF THE NATIONAL RECREATION INNOVATION SYSTEM**

Abstract

The paper studies social and economic prerequisites. The methodological aspects of establishment of the National Recreation Innovation System are analysed in the article. The functional model of the innovation process is founded by the authors. The main networks of recreation innovation enterprises such as recreation parks, recreation sites and resort complexes are considered in this research.

Keywords: *innovation system; innovation process; functional model; methodology; healthcare system.*

JEL classification: O110

Challenge problem. The following factors appear to be social and economic grounds for necessity and expediency of formation of the National Recreation Innovation System: a leftover principle of the health care system funding (the share of GDP lately assigned to the health care sector was less than the minimum level (6%) recommended by WHO [6]); economic failure of the current system of funding of the health care measures, mainly focused on a treatment component with only 8 per cent of efficiency; extensive recreation resources available in Ukraine; well-developed network of health resort institutions; sufficient recreation innovation potential.

Analysis of recent studies and publications. The issues of social and economic factors in and methodological aspects of establishment of the national recreation innovation system both in economy and in innovation activity were raised by the following foreign and national researchers: G. L. Apanasenko [1], I. I. Brekhman [2], V. Z. Kogan [3], O. O. Malitsky, O. O. Muzhilko [8], V. V. Ruden', O. M. Sidorchuk, T. G. Gutor [6], M. Ya. Dem'yanenko [9], O. O. Krasnorutsky, O. V. Mitiay [10] and others.

Outstanding issues of the general matter. The long-term development of all sections in the national economy of Ukraine requires whole new approaches to health care issues, to creation of a flexible and efficient system of health measures management, to intensive development of recreation centers network aiming to increase health care costs efficiency. So according to the market economy and basic principles of synergetic science, these centers

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have to become highly-organized self-developing systems, to be able to develop efficiently and to the full extent possible to take into account all national, industrial and regional interests in improvement of human health quantity and quality. But today's increase in efficiency of these centers requires development of new methodological, organizational and methodical and information base for their management, considering the issues of decentralization of the national economy objects management system subject to the strategy of further development of the Ukrainian economy.

The study aims to systematize opinions on social and economic factors in and methodological aspects of the national recreation innovation system establishment; to support the functional model of the innovation process; to study main networks of innovation recreation enterprises such as recreation parks, recreation sites and resort complexes.

Main results of the study. We consider that the main methodological approaches to the issue of increase in health care cost efficiency and thus, of reduction in losses caused by a treatment component of the health care process are implementation of resource, technological, production, market, organizational and management innovations into all areas of the health care service, in particular: into diagnosis and prevention of diseases of various clinical and statistics social groups; into selection of optimal health care methods; into increase in investment in health care of healthy and apparently healthy people; into ecological and sanitary and epidemiological studies; into arrangement of environment protection measures; into arrangement of the efficient training and professional development of the valeology and sanology staff; into increase in economic efficiency of recreation institutions by means of denationalization and privatization of health resorts and other recreation institutions, by means of commercialization of the health care service, innovative and service activity, by means of non-government funding of health care measures and recreation institutions; into scientific and economic optimization, intellectualization of health care technologies, ecosystem management technologies, training, service and production of health care goods; into arrangement of the optimal synergetic system of recreation centers management for the purpose of increase in their stability and adaptation [1].

The innovation processes and technological changes caused by these processes are considered to be a basis for the long-term development of all sectors of the health care service. Therefore, we propose main conceptual approaches to establishment of the conceptually new national recreation system based on existing and new health resorts. This requires exercise of the proper health care policy in national economy at macro-, meso- and microlevels, development of methods of the health care policy implementation taking into account features and principles of the modern stage of development of the economic and medical sciences and health care system as a whole. For this purpose, it is required to assess objectively the current level of health resorts development and to choose the optimal way of their reorganization, providing their intensive development.

Sustainable growth of the Ukrainian economy requires more effective use of natural resources, science and technology and production potential of the regions, and also the concentration of the health care service exactly in the regions. The latter may also be determined by the fact that social and economic and natural resources capabilities, environmental conditions, population birth and mortality rates vary from region to region in Ukraine. Therefore, social and economic, natural resources capabilities, environmental conditions, climatic and cultural capabilities of the regions are to be considered while formation of the regionalization conception of the health care policy. Therewith, improvement of the health resorts networks arrangement, which would provide more effective and more rational use of recreation and treatment natural resources, is to become the main point of the health care policy.

While the basis of a human-being health is optimal coordination in the system «a human – the environment» that fails to be ensured within the entire country, it is required to establish special recreation institutions in proper (considering natural resources, ecological and social and economic aspects) regions of Ukraine. It is suggested to name such institutions as Recreation Innovation Enterprises (RIEs) and classify them into recreation parks, recreation sites, resort complexes, small and middle RIEs [4], and we propose to name the latter as recreation innovation centers.

Within the recreation territories, under market principles RIEs may be integrated into the Regional Recreation Innovation Systems (RRISs) and form, in their turn, the National Recreation Innovation System (NRIS). The name «Recreation Innovation Systems, Enterprises or Centers» originates from the Latin word *recreatio* – recovering, which is the system of measures for use of leisure time for recreational, cultural and cognitive, sports activities of people within the specialized territories outside their place of living. Availability of recreation resources consisting of environmental and anthropogenous objects and phenomena, used for recreation, rest and tourism, is a necessary condition for the recreation development. Innovations-oriented structures are to be a base of the organizational management structure of RIEs, therefore, it is suggested to classify RIEs into recreation innovative centers, recreation parks, recreation sites, resort complexes, which in their turn, can form part of National and Regional Recreation Innovation Systems [4]. Thus, the National Recreation Innovation System is a network of regional recreation innovation systems integrated within the country.

Major activity of the above mentioned institutions is long-term development, realization and implementation of state-of-the-art scientific recreation technologies, treatment and rehabilitation technologies based on strictly natural preventive and recovering means. Therefore, we suggest forming them on the basis of the functional model of the innovation process (Fig. 1) [4]; the components of the latter may occupy various organizational levels of the National (macrolevel) or Regional (mesolevel) Recreation Innovation Systems. It will enable the recreation sector to be constantly present in horizontal (regional) or vertical (national, international) innovation cycles.

According to their clinical groups and due to availability of proper research and methodology and medical base, RIEs are to constantly improve their work or to create new recreation products to be competitive, to run effectively at the market and to ensure long-term development, to be able to cover development costs of the treatment component of the health care process, which is caused by requirement for impatient, medicinal treatment of inhabitants and patients in the region.

In view of this, the objective of the RIE establishment is rapid development, expansion and commercialization of science and technology achievements, which in their turn would promote environmental enhancement in regions, development of innovation infrastructure, new job formation. RIE is a strategy for a healthy lifestyle, regional growth of the health care industry, economic development of the regions and the country as a whole. RIEs intend to impact on the economic development of the country by increase in public health quantity and quality, on the one hand, and by increase in efficiency of health care costs through implementation of more efficient health care technologies, their optimization and actualization, on the other hand. Thus, one of the key components of the health care policy becomes organizational update of the network of scientific establishments and higher education institutions within the recreation regions, which would provide integrated development of curative natural resources on the basis of technological innovations, staff training and professional development. Material and technical resources and information support of RIEs are of great importance for their efficient development, while business administration may be considered as an overriding condition for a RIE running.

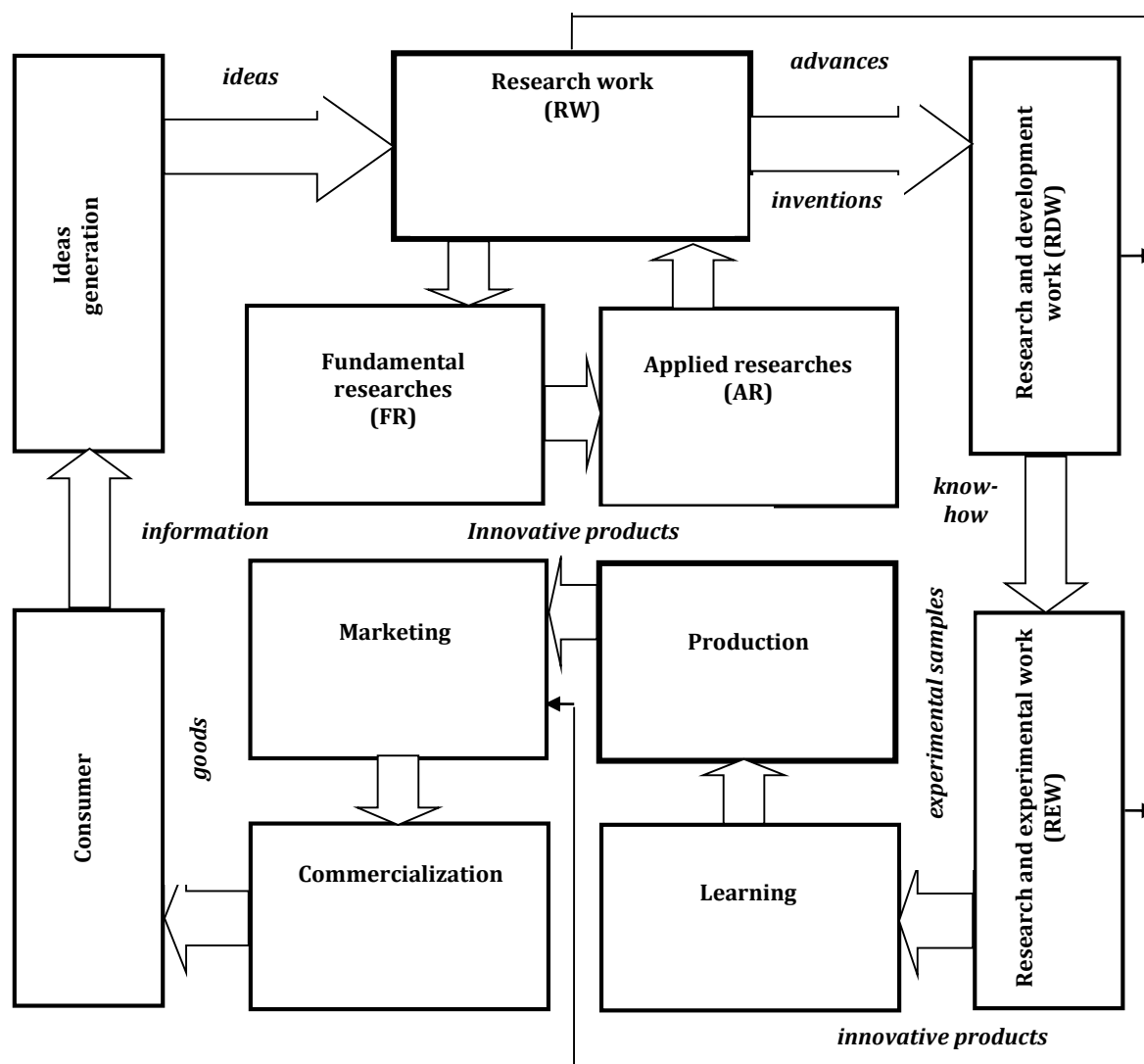


Figure 1. Functional model of the innovation process*

**Author's classification*

It is important to note here that economic base of RIEs is defined by their resource capabilities, which directly impact on new scholarly results and new technologies, on implementation of health care procedures and on arrangement of proper service, on staff training and professional development, on resort business. Therefore, the concept of RIEs may be considered as a combination of resources and technologies, on the one hand, and as an ability to develop, implement and deliver new scientific and technological advances, on the other hand. Organizational and economic substance of a RIE is its resources and organizational capabilities aimed at providing health care services to the public. The level of the RIE development, its organizational structure is defined by a combination of resources and technologies, referred to a problem of health care optimization, and by its readiness to implement innovations.

The structure of a RIE is to ensure appropriate mutual coordination of actions of all members involved into innovation and technological processes in order to prepare them for efficient use of innovations through qualitative change of technologies. The issue that

becomes relevant here is development of methods and algorithms of technologies efficiency assessment and forecasting, and optimal corrective actions selection. Assessment and selection of the best options for RIE formation require integral analysis of multiple factors and conditions for their development considering tendencies for the recreation regions to change place and function at national and international levels. It is required to develop approaches to qualitative and quantitative definition of the functional structure of the network of RIEs, its formation at all organizational levels. The key condition for efficient development of a RIE is creation of the environment to expedite those innovation processes, which to the maximum extent possible allow achieving strategic goals.

Considering the need of proper material and organizational base for establishment of RIEs, the process of their formation in the recreation regions can be successful subject to proper conditions only. One of the main of them is the growing demand for scientific and technological analysis of health care processes, which is impracticable outside the RIE due to specificity of natural health care factors, availability of proper infrastructure.

Thus, the most important task of successful solution of the problem of the RIE long-term development is to set up a steady self-developing organization and economic health care mechanism, integrated into a market economy and able to develop intellectual products, to provide efficient health care and other services, to produce resort and spa goods. In view of the above, the following can be considered as main principles of the long-term evolution of the RIE:

- intellectualization of scientific and technological researches, health care, educational, service and production activity;
- RIE integration into the market economy (re-organization on the synergetic basis of the existing management system of health resort institutions, their municipalization, denationalization, privatization, economical, innovative or technological integration);
- setting up of the mechanism of intellectual products development and its involvement in the RIE activity;
- optimization of processes of use of natural health care means;
- proving of the environment for foreign investments;
- entry of the RIE into international recreation and information networks;
- proper arrangement of the recreation staff training and professional development.

In other words, a RIE being a complex of economic and legal independent recreation, health care and rehabilitation institutions, enterprises and organizations, research and education institutions, financial, commercial institutions (or their affiliates), focused on a certain territory with advanced infrastructure, involved in one organization and innovation process is a particular ground for development, wide use and expansion of new methods and principles of arrangement of scientific and technological, health care, information and management and economic activity [10].

Efficient functioning of such social and economic systems depends mainly upon arrangement of management activity. Therefore, great attention is to be paid for formation of proper authorities and RIE management organizational structures, means of communication and information base [8]; divisional and innovation and matrix types of the structure can be combined in arrangement of the RIE management system.

Here we should focus on formation of the financial, commercial, transport and information infrastructure. It involves establishment of stock and commodity exchanges, banks, theirs branches, insurance companies, services, leasing companies, marketing and advertising agencies, patent and legal agencies, departments of scientific and technical expertise, publishing houses, staff training and professional development centers, information

analytical centers, various communication networks and especially electronic mail, to provide a RIE with resource, technological, product, organization and management innovations.

Formation of the RIE is also advantageous as its main funding sources will not be government authorities, but contributions of direct participants of the RIE, including individuals, buyers of health care services. Loans obtained from national and international banks and foreign investments can be important funding resources as well.

To practise the methods and principles of administrative management of the RIE, to optimize the ways to achieve health care and economic efficiency, we chose to create a resort in Truskavets, as there was proper scientific and methodological base and health care base, required recreation infrastructure, and the town met the requirements for architecture, resort building and ecology.

For the health and wellness complex further development not by extensive (through increase in the beds number), but by intensive way, we offered to involve modern scientific technologies of recreation, treatment and rehabilitation, service and production required for efficient development of the resort. Truskavets was suggested to be open for investments and implementation of health care innovations, so that it would be a part of the worldwide network of spa resorts and would meet the requirements for the international level resorts. This required the existing business pattern to be changed into a more flexible one, adaptable to any environmental change. The structure of the resort management system was supposed to take precisely this form, so that the resort could be a single organism able to run efficiently and reliably, to ensure its own long-term development and compete with similar national and foreign institutions. Considering the facilities existing in Truskavets, such a resort model was offered accordingly.

In the contemporary sense, a resort complex should be considered from the perspective of recreation innovation structure, dealing with development, application and implementation of new recreation, rehabilitation and service technologies. In other words, nowadays a resort complex can function as a structure that implements innovative programmes and projects, gains new recreation experience and produces recreation innovative products, commodities and services. Therefore, it is desirable to establish RIEs in all recreation zones of Ukraine by means of reorganization, appropriate to the resort complex, existing resort towns, or by means of foundation of new recreation parks and resort complexes; their range can be vary depending on recreation innovative potential and natural resources capabilities of the regions [9].

Conclusions. Now it can be seen that a leftover principle of funding of health care system in Ukraine, economic failure of the current system of funding of health care measures, mainly focused on a treatment component with only 8 per cent of efficiency, extensive recreation resources available in Ukraine, well-developed network of health resort institutions, sufficient recreation innovation potential appear to be social and economic factors in necessity and practicality of introduction of national and regional recreation innovative systems as networks of recreation innovative enterprises like recreation parks, recreation sites and resort complexes.

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