



Research Article

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Theoretical Aspects of the Organization of Health Resort Treatment in Russia at the Present Stage

Oleg Aleksandrovich Bunakov

Boris Moisevich Eidelman

Valeriya Dmitrievna Prokhorova

Alfiya Albertovna Zinovyeva

*Institute of Management, Economics and Finance,
Kazan Federal University, Kazan, Tatarstan, Russia*

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Abstract

Today, there are more than a hundred different types of tourism, and their number is constantly increasing. All types are one way or another integrated, at the same time remaining independent objects of research of tourist science. The present paper deals with one of the basic types – primary wellness tourism and mechanisms for its organization in sanatorium-resort institutions of the Russian Federation. Healthy and ecofriendly lifestyle, an increase in the number of stress factors in everyday life that adversely affect physical and mental health, rethinking of approaches to obtaining health and fitness services by the population are the order of the day, which often makes people choose trips to sanatorium-resort institutions as one of the priority areas for recreation. Similar trends are characteristic of Russia. Thus, the results of the study are particularly relevant for developing the system for providing medical and recreational services in the Russian market.

Keywords: *Health Resort Treatment and Tourism, Organization Providing Health Resort Facilities, Development of Health Resorts*

1. Introduction

Primary wellness tourism is considered to be one of the most ancient types of tourism. Its history begins in the times of Antiquity: even then the ancient Greeks, Romans and Indians mastered and used the main natural salutary factors for medicinal purposes – mineral waters, mud and climatic conditions. So, there emerges a special therapeutic area that studies the healing properties of natural resources and factors that can be used for the treatment and rehabilitation of people – balneotherapy. The most famous world resorts appear in the Middle Ages, in Russia - in the time of Peter I. By the 19th century, sanatoriums and institutions effectively developed around the world, however, “water” trips for the purpose of rehabilitation were still available exclusively to the upper strata of the population. However, by the middle of the 20th century, sanatorium-resort institutions became large centers for attracting a wide circle of tourists: various categories of the population use the services of health resorts, from veterans to be rehabilitated to married couples to go to sanatorium-resort areas for preventive purposes. During this period, medical and health tourism becomes a public benefit, sold both on a commercial and on a social basis (Vladimirovna, & Aleksandrovna, 2018; The Organization of Sanatorium-and-Spa Treatment: Manual, 2014).

In the 21st century, wellness centers are places where you can not only improve your health

using high-quality medical facilities under the supervision of qualified personnel. Advanced health resorts of the world have landscaped forest park areas, areas for active sports, and venues for cultural events. The standard set of medical and recreational services in sanatorium-resort organizations is not enough for today's sophisticated tourist, therefore, sanatorium-and-spa resorts need to competently approach the organization of therapeutic and recreational services, taking into account the increasing demands of a medical tourist.

2. Methods

Sanatorium-resort care is one of the key components of health tourism, which is also the most important tourist motivation, as the World Tourism Organization's estimates show. And although this format of medical treatment has existed in the world for several centuries, the authorized travel agencies have not developed a uniform definition of health resort treatment that would meet all existing forms of this phenomenon (Health Resort Business and Health Improving Tourism: Manual, 2009; Bunakov & Rubtzov, 2016).

The situation is explained by the evolutionarily regular polarity of approaches to the implementation of health resort treatment - European-American and Russian. The European-American approach implies a harmonious combination of treatment and rest, it does not constrain the sanatorium-resort regime of the holidaymakers and the medical component of the trip is not an overriding factor in it (Bunakov, 2016). The domestic approach, on the contrary, highlights the medical component as the main goal of the trip and deliberately puts recreational services in the background. In this connection, there are many interpretations of the definition proposed by both foreign and domestic researchers.

The concept of "health resort treatment" is complex and represents a synthesis of several components:

- medical,
- economic,
- legal,
- social.

Let us consider more particularly each of them.

The medical component of the concept of health resort treatment consists in the fact that health resort therapy is medical aid provided on the territory of sanatorium-resort institutions using natural healing factors (Nikolayev, 2017).

The medical need for health resort treatment is determined in an order established by legislation. Booking documents for treatment or recreation begins with diagnosing of the prior and concomitant diseases. The patient must undergo a compulsory health checkup in a medical institution in the home area or upon arrival at a sanatorium-and-spa institution. Note that according to the results of the examination, a medical organization that refers a patient for treatment has the right to prevent him from using a sanatorium-resort treatment if as the results of examination contraindications are revealed. Contraindications to manipulation treatment in sanatorium-resort institutions are provided in the relevant legal document issued by the Ministry of Health of the Russian Federation (Zinovyeva & Murtazina, 2016).

Health examination includes the following steps:

1. seeing specialist doctors (dermatologist, gynecologist / urologist, cardiologist, surgeon, etc.);
2. giving personal biomaterial for biochemical analysis;
3. having a medical report of a therapeutic in a special registration form – a sanatorium and health resort card form.

Sanatorium and health resort card form is a certificate of form 072 / y (for children - 076 / y). It contains basic information about the patient, the organization that issued the document and the diagnostic conclusion, according to which the patient will be referred for a sanatorium-resort treatment (Limonov, 2006). The form is filled in on paper and given to the patient to present it along with a voucher and accompanying documents to a sanatorium and resort institution.

In the very health resort institution, the patient is sent to a physician to ascertain the treatment

program. As a rule, the approved physician is assigned to the patient for the entire period of the patient's taking sanatorium-resort treatment to provide a high level of communication and improve the accuracy of diagnosis of the patient's condition. In reconciliation with the patient, the primary care physician orders an individual program of therapeutic and recreational activities.

Health improving activities are carried out in the prescribed manner with the obligatory monitoring of the patient during the procedures and exercises. The methodological constituent part of the treatment at this stage is extremely important, because if the procedure for providing a particular service is infringed, the patient's health can be significantly damaged, which will reduce the effectiveness of the treatment on the whole.

During the period of health resort care, it is planned to see a general practitioner again in order to assess the progress of treatment of health problems and the general condition of the patient. The complex of rendered medical and health services may be adjusted: the patient has the right to refuse any procedures if they provoke a deterioration of health.

The final stage of health resort care of the patient is the final doctor's appointment, according to the results of which the specialist evaluates the effectiveness of medical and recreational measures.

3. Results and Discussion

The economic component of the notion of sanatorium-resort treatment is associated with all stages of health resort care, starting with the booking by the tourist of a place on tour and ending with the payment of additional health and fitness services directly on the territory of the medical institution. Health resort institution is a complex enterprise, in the territory of which there are several independent and nevertheless closely connected service areas, the joint activities of which form a tourist product – medical and health facilities. The list of such services includes:

- medical services (water, phyto, mud and manual treatment rooms, salt mines, etc.);
- catering services (dining room, cafe, bar, etc.);
- accommodation services (room service);
- SPA services (solarium, manicure, aromatherapy, etc.);
- services of a sports complex (gymnasiums, sports grounds, terrain cure, etc.) (Official Site of the National Health Resort Association)

A significant economic aspect for a potential buyer of the package tour to a sanatorium is its cost, since it is often the estimated cost of the holiday that can be a decisive factor in the organization of the trip. So, the basis of the formation of the cost of the voucher is the cost structure for one bed-day, which, in turn, is formed from the prices of food, utilities, purchased mineral water, therapeutic mud, medicines, transportation costs, wages employees of the institution. As a rule, the declared value includes a basic package of services (accommodation, type of food and a standard medical and recreational set). The patient may optionally purchase services for an additional fee in the territory of a sanatorium and resort institution.

The legal component of the notion of sanatorium-resort practice is that the activities of sanatorium-resort institutions in Russia are regulated by a number of regulatory acts (Federal Register of Health Resorts in Russia). In addition, this type of economic activity is registered in the system of Russian Classification of Economic Activities. Thus, health resort treatment is legal, that is, a type of economic activity carried out in accordance with Russian legislation.

The last component of the notion health resort treatment is a social component. It consists in the fact that receiving treatment in sanatorium-resort organizations in Russia is one of the ways to realize the right of Russian citizens to qualified medical care and rest. This applies, in particular, to special categories of citizens (war veterans, liquidators of the Chernobyl Nuclear Power Plant, the disabled, etc.). Provision of facilities in sanatoria and health resorts for these categories of citizens is prescribed by law on preferential terms. In addition, health resort treatment as an activity aimed at restoring the physical and spiritual strength of the body is a way to strengthen the health of the nation. Thus, sanatorium-resort practice in the social sense is a significant element of social state policy (Zeighami & Bahmaei, 2016; Rezaei, 2016; Godino et al, 2019; Kord et al, 2017; Sebaa et

al, 2017).

The components of health resort treatment.

It is known that health resort treatment is a complex process of rendering medical and health services to the population in the territory of sanatorium-and-spa institutions. It includes two main components – medical and recreational, which are implemented in the sanatorium-resort practice, usually interrelated. However, each component should be considered separately.

The therapeutic component of the health resort care is a key component of the health resort recreation. It is based on the principles of using the main natural therapeutic factors for medicinal purposes: climate, water and mud in compliance with biomedical standards. It is significant that the domestic sanatorium-resort practice has in its basis a powerful fundamental scientific base, therefore precedence is given over the medical component of the health resort treatment and rest in Russian sanatoriums – the number of therapeutic procedures in the sanatorium-resort ticket is more than half of all services provided.

As a rule, all medical services can be classified into profiles. Medical profile refers to the specialization of medical services. It follows from this definition that, having determined the medical profile of a sanatorium, one can understand which diseases are treated in this sanatorium-resort institution. The following main medical profiles are distinguished in sanatorium-resort practice:

- musculoskeletal system diseases;
- urogenital system diseases;
- respiratory system diseases;
- nervous system diseases;
- circulation diseases;
- GIT diseases;
- skin diseases, etc.

4. Summary

The majority of sanatorium-resort institutions in Russia have a mixed treatment profile, which makes it possible to obtain a diversified recovery of health within a sanatorium-resort complex.

In accordance with the primary and associated disease, the patient's physician develops an individual program of therapeutic measures for the patient. It should be noted that in this context, we mean by medical measures the medical services provided with special equipment, with the use of drugs and some natural therapeutic factors, such as mineral waters and mud. The standard set of medical services included in the price of the voucher usually includes:

- primary, second and conclusive appointment to a physician
- 1-2 hydrotherapeutic procedures (baths, showers);
- 1-2 procedures of mud cure (baths, applications);
- massage (manual, mechanical);
- phytotherapy;
- instrumental physiotherapy (light treatment, electrical treatment, etc.)
- procedures for the respiratory system (speleotherapy, inhalation, and others), etc.

In addition, if necessary, you can consult specialized medical specialists – a cardiologist, a dentist, a gynecologist / urologist, and other specialists. The necessary relevant examinations are prescribed by a legal document issued by the Ministry of Health of the Russian Federation.

Medical procedure attendance is recorded in the accounting documents: a log book and a patient's spa card. This formality is a means of monitoring the attendance of medical procedures by the patient.

All medical procedures are carried out under the supervision of medical team. Specially trained staff helps the patient to take the desired body position for the procedure, applies the prescribed medical equipment, medications, medical factors, monitors the current state of the patient throughout the process of providing medical services. The patient, in turn, is obliged to keep the order for a treatment procedure in order to maintain the effectiveness of treatment.

There are general guidelines for treatment procedures for patients to undergo:

1. The procedure should be undergone in advance, in comfortable clothes made from natural materials (cotton, linen, viscose, etc.).
2. It is not recommended to have treatment immediately after main meal (breakfast, lunch, dinner), the optimal time for the body to rest after a meal is about 40 minutes.
3. For the time of the procedure one should give up using a mobile phone and a wired headset.
4. It is not recommended during the procedure to be in motion, to speak loudly, to touch the working medical equipment.
5. It is forbidden to attend the procedure while in a state of alcoholic or drug intoxication.

The main purpose of medical procedures in sanatorium-resort practice is to reduce the strokes of the disease diagnosed or their combination.

Indeed, without a therapeutic component, the health resort practice would be simply meaningless. However, taking medicines, massaging the affected areas and lying in a medicinal bath is not enough for recovery: the patient needs to maintain a sufficient level of physical activity every day, enrich the body with oxygen, get the missing dose of vitamins and be in a favorable psychological state. It follows from the listed above that in sanatorium-resort practice one cannot do without special recreational measures aimed at restoring the body reserves.

Improving sanatorium-resort treatment activities are the complexes, exercise cycles and procedures that have a less stringent procedure than medical ones, however, have a positive effect on all functional systems of the body.

The range of health-improving services in the health resort institution is quite wide. The following types of activities and measures fall into this category:

- therapeutic physical training;
- indoor exercises (fitness);
- outdoor sports (football, beach volleyball, starts, etc.);
- terrain cure;
- Nordic walking;
- seasonal activity – skis, skates, rides, scooter riding, etc.
- air and sun baths;
- swimming and water gymnastics;
- oxygen cocktails, etc.

Modern sanatorium-resort organizations, along with the traditional health-improving procedures listed above, offer so-called SPA services.

Their distinctive feature is the creation of a special atmosphere, an individual approach to each client. The set of services of SPA-centers includes not only standard methods of recovery (baths, massage, fitness complexes, etc.), but also the methods of alternative medicine (Asian massage techniques, acupuncture, etc.), cosmetic care procedures (manicure and pedicure, body scrubbing, facial skin cleansing, general detox, etc.).

SPA procedures are usually not included in the standard package of vouchers in Russian health resort centers (if it is not a profile SPA program in a SPA hotel) and are purchased separately for an additional fee immediately at the sanatorium.

It is noted that the SPA-programs for health improving are most popular among women, who are known to have a biologically more complex mental structure, and not only the visible result of the procedure is important for them, but also the psychological microclimate that the medical specialist creates together with the patient. In addition, in the SPA-centers, the client has the opportunity to choose a specialist who he will render this or that service, which cannot always be provided by treatment centers. Here we see the examples of the action of the so-called “economy of impressions” in tourism – the consumer pays not so much for the very service in its practical nature, as for the guarantor of receiving positive emotions from the process. Thus, SPA-services today are becoming an effective marketing instrument for health resorts.

As noted earlier, health-improving measures are less formal than medical ones. However, there are recommendations for patients concerning such services, and they are similar to recommendations concerning therapeutic procedures.

At the junction of the therapeutic and health components of the spa treatment two more items are distinguished – diet and water consumption schedule. These aspects cannot be clearly attributed neither to the first nor to the second category, so we call them therapeutic and health and consider individually.

Diet is an eating pattern, which is characterized by a certain number of meals per day, size and calorie portions, the content of dishes. A dietary regimen is prescribed by a general practitioner at the primary appointment. The standard diet of the sanatorium implies 3-4 meals a day with intermediate eating of fruits, dairy products, lean meat and other dietary products. There is a unified system of therapeutic diets: meals are designated by numbers, starting with №1. Each diet is meant for a specific treatment profile.

The role of the food diet in the health resort treatment cannot be overemphasized. Man gets the main share of the vital micro and macro elements activating the work of regulators of vital activity of the organism from food. The physical and spiritual state of a person depends on what kind of food will be, in what quantity and with what frequency it will be ingested. Thus, the metered intake of healthy, calorie-optimized dishes is one of the key points in the process of recovery within a sanatorium.

Drinking water in the spa treatment in combination with diet ranks not the last. It serves as a regulator of the activity of the conduction systems of the body, enriches the cells of the body with oxygen and minerals. Thus, water is an integral component of the spa practice.

5. Conclusion

In conclusion: sanatorium-and-spa treatment is a complex process of restoration of vital force of the human body, which includes therapeutic and recreational components, as well as a diet and water consumption schedule, considered as integral parts of the therapeutic process.

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