



NEEDS FOR RESORT AND HEALTH CARE AND INNOVATIVE APPROACHES TO ITS MEETING

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Annotation: *The article presents the results of a study of family needs for resort and health care and innovative approaches to meeting them. It has been established that families in the vast majority of cases positively assess the role and place of resort and health institutions in preserving and strengthening human health. At the same time, studies conducted at the family level made it possible to identify factors and conditions that hinder the use of the opportunity for treatment and recovery in sanatorium-resort conditions. Among the latter, respondents pointed to the lack of financial capacity of the family and the reasons underlying it.*

Key words: Innovative approach, resort and health assistance, “SANATORIUM” loan, tourist activity, family financial capacity, family celebrations, rituals, consequences of car accidents.

Relevance. The formation, preservation and strengthening of health at all stages of the development of human society were considered as urgent problems. It should be noted that only a physically and mentally healthy person can make plans to ensure the prosperity of his family, work team, and society as a whole, and will implement them.

It is well known that the processes of formation, preservation and strengthening of human health occur under the influence of countless natural, climatic and socio-economic conditions and factors, both in quantity and quality, as well as morpho-functional characteristics of the body. Practice convincingly shows, and cannot be denied, that in the totality of the above conditions and factors, social conditions play a leading role. Social conditions, rationally created by the human mind and labor, have the property of preventing and will often prevent the negative impact of factors of natural, climatic and other origin. In recent years, it has increasingly become an axiom that in the totality of factors determining the state of human health, the share of lifestyle is about 50.0%. This natural phenomenon undoubtedly leads to the idea that the state of health of the family, the workforce, the population of the district, city, region

and the country as a whole depends on the characteristics of the lifestyle of each person living here. It should be especially emphasized that planning and implementation of actual treatment and recovery in sanatorium-resort conditions is also an important component of a person's lifestyle, including a healthy lifestyle. It is difficult to overestimate the role of the place of treatment and recovery in sanatorium-resort conditions of modern diseases, such as computer sickness and generalized fatigue syndrome from cellular communications [6], and especially in strengthening family relationships [1,3].

In this regard, the Republic of Uzbekistan pays close attention are paid to the further development of networks of sanatorium and resort institutions, improving the organization and increasing the efficiency of their activities [2]. At the same time, the Federation of Trade Unions of Uzbekistan, the Association of Medical Tourism show special initiative, and the Research Institute of Tourism Development of the Tourism Committee under the Ministry of Ecology, Environmental Protection and Climate Change of the Republic of Uzbekistan is increasingly becoming an organizational and methodological center for the development of innovative approaches in relation to this industry economy of the republic.

At the same time, in a number of countries, in implementing this situation at the state level, no steps are actually taken to ensure access to treatment in modern equipped sanatorium-resort institutions for all segments of the population, especially children, disabled people, and pensioners. Social guarantees to meet the population's needs for the provision of sanatorium and resort services are at the stage of their formation [11]. In this regard, the study of the degree of formation of family members, opinions about the role and place of treatment and recovery in sanatorium-resort institutions and recreational destinations is of particular importance. Equally important is the search for innovative approaches to meeting their needs for resort and health care [4,10].

In the context of large-scale modernization and the introduction of digitalization into almost all spheres of human society, including healthcare, new opportunities are emerging to increase efficiency in ensuring continuity in the management of patients between certain types of medical, preventive and sanatorium institutions [9]. This is of particular importance in the restoration of the 3rd stage in the pediatric service system "Polyclinic - hospital - sanatorium" [12]. The widespread use of innovative approaches is the most important condition for the successful sale of tourism products [4].

In our opinion, the above indicate the importance of identifying the main reasons that hinder family members from using the capabilities of sanatorium-resort institutions in preserving and improving health and developing a set of innovative measures to eliminate them.

Purpose of the study. Will study the opinions of family members on modern approaches to meeting the need for resort and health care.

Objectives of the study: 1. Assess the level of awareness of family members about the role and place of sanatorium-resort institutions in a person's life.

2. Determine the needs and possibilities of the family to receive resort and health care assistance.

3. Analyze the reasons preventing a family member from receiving a course of treatment and health improvement in sanatorium-resort institutions.

4. Develop recommendations for increasing the family's capabilities to preserve and strengthen health in resort and health conditions.

Materials and methods of research. A sociological study of the opinions of 484 respondents, who were representatives of families living in the Andijan, Namangan, Fergana and Samarkand regions of the Republic of Uzbekistan, was carried out using a survey method. Students from Andijan State

Medical Institute and Samarkand Medical University, representatives of the above-mentioned regions, took part in the collection of materials. It should be noted that in the course of this work, we made an attempt to test the theoretical and organizational issues of attracting students to research activities devoted to the study of various aspects of resort and health care. In this study, each of the 49 students completed a survey with members of 10 families living in their neighborhood.

Results. It is difficult to overestimate the role and place of recreational areas and sanatoriums in achieving the goals and objectives of primary, secondary and tertiary disease prevention and achieving active longevity. At the same time, quality of life acts as a criterion for assessing the effectiveness of medical and social rehabilitation [7]. In this regard, in the Republic of Uzbekistan over the past 7 years, the healthcare system, continuously improving, has been able not only to maintain the organization of medical care on the principle of “inpatient-outpatient clinics-sanatorium”, but also to modernize and improve the quality of medical care. Today, in the system of the Federation of Trade Unions of Uzbekistan, 30 sanatoriums with a total bed capacity of more than 7,000 beds are successfully operating. More than 3,552 people work in the sanatoriums, including 272 doctors (12 candidates and doctors of medical sciences) and more than 1,000 nurses. From year to year, the average length of days of stay and persons receiving sanatorium and resort care increases, including at the expense of workers and employees [2].

The results of the study showed that respondents are not indifferent to treatment and recreation in sanatorium-resort conditions in preserving and strengthening human health, and, if necessary, restoring it: - according to 87.0% of respondents, staying in a sanatorium, although for a short period of time, relieves a person from family and work troubles; - the influence of factors leading to improvement and strengthening of conditions and lifestyle will change in a more positive direction (83.0%). In recent years, there has been a tendency to increase the share of participation of sanatoriums in the early diagnosis of diseases, which is explained by the improvement of their material and technical capabilities. And this also attracted the attention of the respondents, in their opinion, the sick and especially the healthy and practically healthy during their stay in the sanatorium will be under the control of medical personnel and will check their health using various devices (89.0%); - has the ability to be treated with various natural healing remedies and methods (95.0%); - in the conditions of the sanatorium, he will be surrounded by the caring attitude of managers and employees, as well as the unique beauty of nature, which is necessary for a person in the first place (94.0%). - in 53.0% of cases, respondents noted that during treatment in a sanatorium a person meets and makes friends with people not only from his own republic and even foreign countries; - in 92.0% of cases, respondents emphasized that the person was in high spirits during treatment in a sanatorium and for a long time after returning from there.

The positive attitude of family members about the effectiveness of staying in sanatorium-resort conditions makes it extremely important to raise the issue of achieving tourist satisfaction with the services of resort destinations [5].

A study aimed at identifying families with people in need of resort and health care showed the following results: - in 28.0% of cases, families had patients with a chronic course of the disease who needed treatment in sanatorium and resort institutions; - in 49.0% of cases, the need for resort and health care was associated with dissthetic conditions, including nervous tension in the family and at work. At the same time, respondents from these families indicated that they did not always have the opportunity to receive treatment and health improvement in sanatorium-resort institutions. Among the reasons for the lack of opportunity to receive resort and health care assistance over the next three years, respondents

indicated: - financial insufficiency of the family (49.0%), caused by fairly large expenses associated with raising and educating children in paid educational institutions, with the preparation and holding of weddings, family celebrations and rituals (28.0%). In this regard, it should be especially noted the importance of implementing the Joint decision of the Council of the Legislative Chamber of the Oliy Majlis of the Republic of Uzbekistan and the Council of the Senate of the Oliy Majlis of the Republic of Uzbekistan dated September 14, 2019, No. 2736-III/SR-592-III, "On further improvement of the organization system weddings, family celebrations, events and rituals" [8].

The costs associated with the diagnosis and treatment of patients with chronic diseases, which played a certain role as a factor in receiving sanatorium and resort care, were indicated by 9.0% of respondents.

Noteworthy are the costs associated with eliminating the consequences of a car accident and treating the victims (7.0%). In our opinion, strengthening efforts to promote the importance of reducing this group of expenses would have a significant positive impact on the rate of satisfaction of the population's need for resort and health care. The share of other components as causes did not exceed 3.0%. These indicators indicate the relevance of conducting research based on the principles of a systematic approach to the demographic, socio-economic and psychological aspects of meeting the population's needs for health resort care.

The above predetermine the relevance of finding ways to maximally satisfy the needs of the population to improve the quality of life in sanatorium-resort conditions, and in modern recreational destinations.

The results of a survey to study respondents' opinions on possible approaches to solving problems related to the need to increase the population's ability to receive, if necessary, resort and health care assistance showed: - 77.0% of the surveyed respondents expressed opinions on the need to put it into practice as support family from the state, special "Sanatorium" loans, with a low repayment percentage; - 69.0% of respondents considered an effective way to introduce financial relations into practice - "Targeted internal banking system of a sanatorium-resort institution", operating only within the limits and in the interests individual sanatorium and client; - in 19.0% of cases, respondents expressed opinions about the impossibility of implementing a credit system - the Targeted internal banking system of a sanatorium and resort institution, for example, functioning only within and in the interests of the sanatorium and the client, since financial authorities do not allow the functioning of this member support system families.

Sociological research, based on the principle of a systems approach and systems analysis, made it possible to formulate the following **conclusions and proposals**:

1. The degree to which a family's positive opinion has been formed about the role and place of sanatorium-resort institutions and recreational destinations in improving the quality of life is an important motivating factor in the implementation of human tourism activity.

2. The tourist activity of a sick (practically healthy) person, with the goal of receiving treatment and recovery in a sanatorium-resort environment, in the vast majority of cases, is determined by the state of the family's financial capabilities. The latter, in turn, is determined by: -the number of members, especially children attending paid educational and other institutions; -the presence of a patient in the family who requires financial expenses for frequent and long-term treatment; holding weddings, family celebrations and rituals; - the need to eliminate the consequences of a car accident.

3. Considering that family members are not indifferent to treatment and recreation in sanatorium-resort conditions in preserving and strengthening human health, and, if necessary, restoring it, it is necessary: - to create organizational conditions in the sanatorium for patients and vacationers during the period of stay, although for a short time, they felt completely freed from family and work worries; - carry out medical and social activities that increase the activity of patients to improve their health and strengthen a healthy lifestyle; - take measures to improve the material and technical capabilities of the sanatorium, namely, purchase diagnostic instruments so that vacationers during their stay in the sanatorium have the opportunity to be examined; - expand the list of methods and methods of treatment with various natural healing agents. Introduce the preparation of various combinations of dishes from sprouted grain into the practice of catering in the sanatorium; - ensure that every vacationer and patient is surrounded by the caring attitude of the managers and employees of the sanatorium; - when choosing a place to build a sanatorium, it is important that it is distinguished by the unique beauty of nature. - advertising work about the activities of the sanatorium should cover not only individual regions of the country, but also increasingly other countries, which will help increase the role of tourism in expanding geography and further strengthening friendly relations between peoples; - in order to preserve and maintain the high spirits formed in a person during treatment in a sanatorium and for a long time after returning from this unique complex created by nature itself and the mind and work of a person, it is extremely important to further improve the organization, improve its quality and efficiency.

4. When determining and establishing the cost of services in a sanatorium-resort institution, along with other indicators, it is necessary to take into account not only rationality and innovation in approaches to organizing the activities of the institution, but also the financial capabilities of the population to receive sanatorium-resort care.

5. In order to mitigate the negative impact of the insufficiency of the family budget on meeting the need for sanatorium and resort services: We consider it appropriate, during periods of reduced population flow to sanatorium and resort institutions, to provide families with preferential "SANATORIUM" loans.

We consider an effective way to introduce into the practice of financial relations the "Targeted internal banking system of a sanatorium and resort institution," functioning only within the boundaries and in the interests of the sanatorium and the family.

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