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## **HEALTH AND REHABILITATION TOURISM AS A MEANS OF RECOVERY OF MILITARY PERSONNEL AND INJURED CIVILIANS**

Rural green tourism is actively developing in Ukraine, and the number of eco-estates is constantly growing. The exact number of such estates may vary due to the lack of a unified register and the constant opening of new facilities. Today, according to various tourism organizations, there are about 3000-3500 eco-homesteads in Ukraine. However, according to research, the largest number of eco-homesteads is concentrated in Ivano-Frankivsk region, where there are more than 1,100 of them.

According to the Union of Rural Green Tourism of Ukraine, the Ukrainian Hospitable Homestead network unites numerous farms across the country.

Let's look at the number of eco-estates in some regions of Ukraine and give examples of such estates:

1. Ivano-Frankivsk region. This region is one of the leaders in terms of the number of eco-homesteads. According to research, there are more than 1100 homesteads here [1].

2. Zakarpattia region. Known for its picturesque landscapes and cultural diversity, the region offers numerous eco-estates. An example is the Happy House eco-estate in the village of Khudliovo, which offers a comfortable stay in the countryside [2].

3. Poltava region. The region is known for its cultural traditions and picturesque landscapes. An example is the “Vyshneva Sadyba” in Opishnia, which combines traditional life and modern amenities [3].

4. Kyiv region. There are also eco-estates near the capital that offer outdoor recreation. For example, the Zvenyhorod estate in the village of Balyko-Shchuchynka organizes fishing on the Dnipro and horseback riding [4].

5. Odesa region. One example of an eco-estate is the “Uncle Bo's Ranch” located in the picturesque village of Nerubaiske near Odesa. This unique place combines comfortable recreation, nature, and an ecological approach to farming [5].

It is worth noting that the number of eco-homesteads in each region may vary, as new farms are constantly opening, and some may cease operations. For up-to-date information, it is recommended to contact local tourism organizations or official resources, such as the Union of Rural Green Tourism of Ukraine [6].

Eco-estates perform important functions in modern society, becoming not only a popular vacation destination, but also a tool for socio-economic development,

preservation of natural resources and cultural heritage. Their impact is multifaceted and is important both at the local and national levels (Table 1).

Table 1

**Functions of eco-homesteads and their implementation [7]**

Function	Description	Example of implementation
<b>Recreational</b>	Restoration of physical and psychological state	Walks, horseback riding, ecological routes
<b>Cultural and educational</b>	Preservation and popularization of traditions, crafts, and cuisine	Master classes in pottery, tasting of traditional dishes
<b>Economic</b>	Creating new jobs and supporting the local economy	Local production of products (milk, cheese, honey), development of green tourism
<b>Environmental</b>	Minimizing the impact on nature, using environmentally friendly technologies	Solar panels, systems for collecting rainwater, cultivation of environmentally friendly products
<b>Rehabilitation</b>	Helping people with physical and psychological problems	Organization of programs for military personnel involving therapeutic interaction with nature and animals

Thus, eco-estates are not just places of recreation, but also multifunctional centers that contribute to physical, cultural, economic and environmental development. Their importance in modern society can hardly be overestimated, as they not only meet the needs of tourists, but also contribute to the sustainable development of rural areas and the preservation of national identity.

Today, eco-estates also offer a wide range of activities that can become part of health and rehabilitation programs. Physical activity, such as horseback riding, cycling, swimming in natural reservoirs, fishing, or light agricultural work, helps people improve their physical and psychological state after prolonged stress or trauma. The psychological component of health improvement also plays an important role in the activities of eco-estates. Communication with nature, isolation from city noise, and the opportunity to be surrounded by peace and harmony have a positive effect on the human psyche. Social integration is an important aspect of rehabilitation for military personnel and civilians affected by hostilities. Eco-homesteads can be an environment where veterans or affected civilians can interact with each other in a safe and comfortable environment.

Thus, eco-estates in Ukraine have unique opportunities for physical and psychological recovery. They are a promising area for the creation of specialized rehabilitation centers that can effectively help people with different needs, contributing to their recovery, social adaptation, and return to a full life.

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## **СИНЕРГІЯ ІННОВАЦІЙ І ПЕРСОНАЛІЗОВАНОЇ ГОСТИННОСТІ ЯК ОСНОВА КОНКУРЕНТОСПРОМОЖНОСТІ СУЧАСНИХ ГОТЕЛІВ**

Проектування та дизайн інтер'єру закладів гостинності у туризмі, сьогодні, виступають одним із ключових чинників формування позитивного досвіду гостя та забезпечення комерційного успіху закладу. За останні роки галузь готельного дизайну зазнала суттєвої трансформації – від традиційних рішень до впровадження інноваційних концепцій, які спрямовані на створення емоційного зв'язку між гостем і простором перебування. Такий підхід відображає зміну парадигми споживання: від матеріальної розкоші до нематеріальних цінностей, пов'язаних із комфортом, автентичністю та персоналізованим підходом [1].

Сучасний дизайн інтер'єру перетворюється на потужний інструмент залучення цільової аудиторії. Вдале поєднання архітектурних рішень, екологічних матеріалів та інноваційних технологій створює атмосферу, що впливає на емоційний стан гостя. Гості, які відчують комфорт та увагу до деталей, частіше повертаються до закладу, формуючи стійку лояльність і позитивну репутацію бренду. Таким чином, продуманий інтер'єр стає важливим чинником конкурентоспроможності на ринку готельно-туристичних послуг [2].