

Sanatorium-resort complex as a healthcare integral part in a period of socio-economic instability

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Abstract. The relevance of the research topic is due to the ambiguity of the influence of interrelated factors and conditions of the historical and cultural level of development of the sanatorium and resort complex of a large industrial region of Russia under the influence of changes in the socio-political and economic situation. The article summarizes and systematizes information and analytical materials that reflect the stages of formation and development of sanatorium organizations in the Sverdlovsk region. The author presents an attempt to identify mutually conditioning relationships and contradictions in the development of organizations of the sanatorium complex. The purpose of the study is to identify the influence of socio-cultural factors in the development of sanatorium organizations on increasing the level of competitiveness of tourist destinations in the industrial region of the Urals. Based on the processing, analysis and comparison of information-analytical and regulatory material of official sources of foreign and domestic literature, presented in the article, the author's conclusions are formulated about the role and contribution of the functioning of sanatorium-resort organizations in the socio-cultural and economic development of settlements, small towns and tourist destinations in the Sverdlovsk region.

1 Introduction

In the current socio-economic conditions of the development of society, historical and cultural aspects play an important role in the formation and formation of an effective management system for any economic entities in the Russian Federation, including healthcare organizations. Studying the information and analytical materials of foreign and domestic authors, it is possible to formulate a conclusion about attributing the resort business to one of the most ancient types of recreational activities. In other words, the use of natural factors in the treatment and healing of a person has been known since ancient times. In addition, domestic scientists Borisova A.V. and Jerusalemkii Yu.Yu. believe that the resort business is one of the most ancient types of tourism industry and since ancient times people have been able to use mineral waters and therapeutic mud for the purpose of recovery [1, p. 32].

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The history of the sanatorium and resort business in Russia celebrated its 300th anniversary in 2019, as official sources refer to the highest Decree of Peter I of March 20, 1719 on the creation of the first resort in Russia "Marcial Waters" in Karelia [2]. At the same time, it should be noted that after the death of Peter I, the resort fell into decay and received its second wind during the Soviet era. The sanatorium-and-spa business received rapid development in the late 18th and early 19th centuries. It should be noted that in parallel, research was carried out on healing factors in the Caucasus, Crimea, Central Russia and the Stone Belt (in the Urals). Therefore, by the beginning of the 20th century in Tsarist Russia there were 36 resorts, 60 sanatoriums with more than 3,000 beds. After the nationalization of all enterprises after the Great October Socialist Revolution, the spa complex became an integral part of the health care system of the state. So, during the Great Patriotic War, evacuation hospitals were deployed in all sanatorium organizations of a large country.

The works of domestic scientists are devoted to the issues of the development of sanatorium and resort business in various regions of Russia: Vetitneva A.M., Zhuravleva L.B., Razumova A.N., Turovoy E.A., Shinkorenko V.S., Kuskova A.S., Lysikova O.V. and many other Russian authors. They consider the activities of sanatorium organizations in the context of the interaction of many sectors and sub-sectors of the national economy of the country, aimed at improving the quality of life of the population in the field of prevention, rehabilitation and aftercare.

Thus, over such an impressive period of time, Russian scientists in the field of balneology have developed and implemented unique technologies and methods of treatment using natural factors, which is an invaluable contribution to the treatment, prevention, rehabilitation and improvement of the country's population. In addition, it must be remembered that not a single country in the world has managed to reach the level of development of the sanatorium-resort complex that was achieved in the Soviet Union until today. In addition, in the Soviet state, all sanatorium organizations were medical institutions, based on which medical, diagnostic and preventive care was carried out for the population, as well as research activities. Therefore, it is precisely in modern conditions of uncertainty and socio-economic turbulence that it is necessary not only to preserve, but also to increase those principles, traditions, as well as to observe continuity in the treatment, diagnostic and preventive processes that were laid down by our ancestors in accordance with mental and cultural-ethnic characteristics of our multinational state development.

2 Materials and Research Methods

The materials and research base were federal and regional legal documents regulating the activities of sanatorium-resort organizations, statistical and information sources of the activities of sanatorium-resort organizations and institutions of the Sverdlovsk region, including information from the official websites of sanatorium-resort organizations, as well as scientific materials of domestic scientists researches in the field of development of sanatorium business using historical and logical methods of understanding the economy and methods of grouping and comparison.

3 Results

The Sverdlovsk region is rich not only in its minerals (the basis of industrial production), precious and semi-precious minerals, flora and fauna, but also in natural healing and healing factors, which since the middle of the 18th century have been actively used for the treatment, rehabilitation and prevention of many nosological forms of diseases by the local population. The most popular better-known and long-used mineral waters in the region are as follows:

Obukhovskaya, Nizhneserginskaya, Turinskaya, Lipovskaya and Irginskaya, different in their mineral and chemical composition. Promisingly developed and not so widely known mineral chloride-sodium and iodine-bromine waters are the Tavdinskoye and Talitskoye deposits. Along with mineral waters, sapropelic mud of lakes Moltaevo, Kyp tuguz and the Gorbunovskoye deposit is used in the sanatorium organizations of the Sverdlovsk region in order to improve health.

One of the very first healing mineral springs on the territory of the Sverdlovsk region is Nizhneserginsky, which was opened in 1785 in connection with the expansion of the ironworks in this area. The manager of the plant ordered the construction of a saltworks on a salty spring near the Serga River. However, the water turned out to be not only salty, but also bitter in taste, and therefore the use of such salt for food purposes was not suitable. However, as the legend says, many factory workers used this water to relieve fatigue and pain in the limbs after a hard day's work. 40 years after the discovery of the salt spring, Maksimov, an employee of the plant management, after prolonged use of heated mineral water (more than 4 months), got rid of chronic rheumatic pains, which was regarded by local residents as a created "miracle". This one spread with lightning speed across the nearby territories and hundreds of suffering and sick people rushed to the source, who tried to take as much magical miraculous water with them as possible, but the water retained its healing properties for a short time and quickly lost its qualities and smell.

Following the example of arranging baths in Central Russia and at the Caucasian plant, a doctor with serious views on the treatment and diagnostic process Strzhelkovsky developed and presented to the plant owner Konstantin Gubin a project for the construction of two bathing buildings (with division into male and female departments) in accordance with the requirement of the time for the improvement of the adjacent territory. The project was carried out at the personal expense of the owner of the plant, Gubin, by the summer of 1832, after which streams of wealthy peasants and the loss of the nobility were massively drawn to the source. Rumors about the healing properties of the Nizhneserginsky water and Yekaterinburg, in connection with which the Head of the Ural factories Vladimir Glinka in 1839, an expedition in the field of pharmaceuticals of the Yekaterinburg factories by Gustav Gelm with a study of the properties and properties of the need for water in the Nizhneserginsky source. The official opening date of the Nizhneserginsky sanatorium is 1840. From 1855 by order of Vladimir Glinka, the Ural Mountains factories began to send their workers for healing. Local nobility also actively attended baths. [3].

After the Great Socialist Revolution, the Nizhnie Sergi sanatorium was nationalized by the end of 1920, having undergone significant reconstruction and modernization, which made it possible to increase the collection and consumption of mineral water from the source to 600,000 liters per day. Since the first months of the Great Patriotic War, the sanatorium has been involved in the process of treatment and rehabilitation of wounded soldiers, on the basis of which an evacuation hospital with a capacity of 500 beds was deployed. Because of the activities of the sanatorium during the Second World War, it was possible to provide medical care to more than 25,000 soldiers and military personnel. In the Soviet years, the sanatorium worked as usual, providing sanatorium-and-spa assistance to the population of the Sverdlovsk region, primarily to the leaders of industrial production. The opening of the Nizhneserginskaya mineral water bottling plant, which, according to studies, is not inferior in composition and quality to Essentuki No. 17 mineral water [4], marked March 1971.

As for most health resort organizations the period from 1991 - 2003 became a test of survival. 2003 is a new milestone in the development of the sanatorium, which was marked by its transfer to the management of CJSC "Triumph" and the appointment of a new director Sedelnikov Vladimir Alexandrovich, who managed to reconstruct the old worn-out residential buildings, completely modernize and re-equip the medical and diagnostic building, and also build an effective control system. Thus, already in 2006, the sanatorium

received the first visitors to its walls, and to this day, the sanatorium "Nizhnie Sergi" is one of the most popular sanatoriums in the Ural region. Since March 2022, 126 refugees from Donbass and Ukraine have been accommodated in the sanatorium, including 41 children [5].

Since the 30s of the 19th century, another source of hydrogen sulfide-ferrous mineral water "Obukhovskaya" was discovered under the name of the village of the same name Obukhova from 6 courtyards, which was located on the Siberian highway from Tyumen to Yekaterinburg (further to the Irbit fair). Therefore, the village was a hotel and an inn with a smithy for the rest of passing merchants and trading people, as evidenced by the entry in the Verkhoturuskaya sentinel book for 1680 of the Kamyshlovskaya settlement [6]. After the discovery in 1930 of the healing qualities of the local Obukhovskaya water, it was bottled in containers and sold to all passers-by. Only in 1858, the local enterprising nobility decided to organize the Obukhovsky sanatorium for the faster restoration of the physical strength of wealthy passing citizens. Until 1917, the sanatorium was rented and had medical buildings, restaurants, a landscaped park area, tenement houses and hotels. During the Civil War, the sanatorium fell into disrepair and ceased to exist. After the nationalization by the Soviet authorities, the Obukhovsky sanatorium was restored and a seasonal rest home was organized on its basis for the workers of the Ural region. During the Great Patriotic War, the Rest House was reorganized into a rear hospital for aftercare and rehabilitation of patients with a capacity of up to 400 beds. However, the status of the sanatorium "Obukhovsky" was received only in 1997 in accordance with the Decree of the Government of the Sverdlovsk region for the high results achieved in the development of sanatorium care for the population of the region [7].

It should be noted that the Obukhovsky sanatorium is one of the few sanatoriums in the Sverdlovsk region, which has been developing dynamically since 1919 and has not ceased its activities for a single year. Today it is the visiting card of the sanatorium-resort complex of the region and one of the most popular sanatoriums in the Ural region, however, known far beyond its borders.

At the same time, in the beginning - the middle of the 19th century, on the territory of the present Sverdlovsk region (formerly the Perm province), the Turinsky (1842) source of mineral water was discovered. Local residents currently use this source as drinking water. It should be noted that thermal springs of mineral water, discovered during the Soviet Union in 1956 during the exploration of oil deposits, are becoming increasingly popular in this area. Therefore, in the early 2000s, the Akvarel thermal complex was built with a developed modern infrastructure, which is very popular with residents of the Sverdlovsk region, as well as residents of other regions of the Russian Federation. Over the past decade, such famous artists as Irina Krug, Evgeny Grigoriev, Lolita, John Warren and others have visited the thermal complex [8].

Another discovery of mineral water sources (belonging to the category of effervescent-alkaline-feruginous waters) in the Urals marked the end of the 19th century. In the "Guide to the Urals", published in 1902 by the works of the Ural local historian Vesnovsky V.A., the discovery of the source of the Kuryinsky mineral waters and the construction of a medical building with 20 bathrooms on its territory is attributed to the peasant (miller) Silkin P.F., which took place in 1870. After that, the resort was leased to local industrialists Andrushchenko, Kuchevsky, Yates, Krongold and others, who made positive changes in the improvement of the resort area. In 1888, the famous Ural writer Mamin-Sibiriyak D.N. visited the local resort "Kuryi" for the first time, as a result of which the story "Atrocity" appeared, which was based on the stories of a blind guy living in the village of Kuryi. In his memoirs, Mamin-Sibiriyak D.N. describes the nature and healing properties of water with warmth and tenderness, and testifies that in the summer, several hundred wealthy citizens came here every year to improve their health [9]. Having believed in the natural power of curing various ailments, the writer in 1903 sent his sister Elizaveta to the Kuryi sanatorium for healing.

After the Great Socialist October Revolution, like all resorts of local importance, they were nationalized and until 1941 provided sanatorium and resort services to the leaders of industrial production in the Ural region. From 1941-1945 the sanatorium was reorganized into military hospital No. 2555, where doctors and nurses selflessly fought for the health of each wounded soldier, thereby making an invaluable contribution to the victory of the Great Victory [10]. Thus, by the middle of the 50s of the last century, based on the Kuryi sanatorium, a powerful medical and diagnostic base was formed for the treatment, rehabilitation and prevention of many nosological forms of diseases using natural factors that have a beneficial effect on the outcome and quality of the medical and diagnostic process. In addition, it was after the Second World War that whole dynasties of medical workers began to form in the sanatorium, which made it possible for many years to maintain the continuity of generations in the medical and diagnostic process.

The 1990s dealt a crushing blow to the research, medical, diagnostic and material infrastructure of the sanatorium, which undoubtedly affects the present stage of its development. Therefore, in 2019, according to the information of the Ural Information Bureau, the authorities of the Sverdlovsk region put up the sanatorium "Kuryi" for auction. Officials plan to get 162.3 million rubles for it [11]. The resort is trying to survive in conditions of economic instability and geopolitical turbulence, developing new wellness programs aimed at the younger generation aged 7 to 14 years. At the same time, an increase in the number of recovering children directly proportionally reduces the level of the flow of the adult population, which is more economically attractive for the sanatorium. The segment of guests consumes a greater volume of health, excursion, educational and service services, increasing the level of income of the sanatorium.

In order to expand the range of excursion and educational services the excursion program "Walk along the Dry Ravine" was developed by the teachers and students of the Ural State Forestry University. This program includes five objects of natural, cultural, and historical heritage near the lying area. It is focused on guests of the Kuryi sanatorium, which undoubtedly expands the range of excursion and service services of the sanatorium and increases the level of quality of service for guests. Developers of the program Barnashev A.O. and Maslennikov S.F. believe that the developed program will find its consumer, who is focused on obtaining new knowledge in the field of cultural, ethnic, historical, local lore and natural factors of the sanatorium area, touching the ancient folk art - ancient legends and traditions of our ancestors who previously lived in these territories [12]. Thus, the management of the sanatorium "Kuryi", despite all the socio-economic difficulties and problems, is trying to find innovative forms and ways of development, as well as to expand the range of health-improving, service and excursion-educational services, increasing its competitive attractiveness. It should be noted that over the past decade, the volume of developed excursion routes in the territories of sanatoriums has sharply increased, which increases the socio-economic characteristics of the sanatorium itself, as well as the cultural and educational level of vacationers.

4 Discussions

Based on the consideration of the historical stages of formation and development of the earliest sanatorium organizations in the Sverdlovsk region, one can note their high significance and role not only in the field of maintaining and improving the level of public health, but also in the socio-economic, historical, educational, cultural and ethnic the development of the whole society. Undoubtedly, the main goal of sanatorium-resort organizations in modern life is the focus on prevention, rehabilitation, aftercare and prevention of diseases among the population. In addition, it is necessary to note the mutiplicative effect of the activity of sanatorium and resort organizations, which includes the

involvement of many sectors and sub-sectors of the national economy of the territory, such as: the repair and construction industry; production of medical equipment and medical supplies; pharmaceutical industry; medical science and medical education; food industry and agriculture; tourism industry; culture and education; sports, etc.

As practice has shown, sanatorium-resort organizations are primarily involved in the reorganization and reorientation to other functional activities during crisis sanitary-epidemiological or geopolitical situations. The sanatorium and resort organizations were first deployed as military hospitals during the Second World War; during the pandemic 2020-2021 - to observational facilities or medical organizations for aftercare of the consequences of COVID-19; from the beginning of a special military operation - to the places of accommodation of refugees, thus fulfilling the most important socially significant tasks of society.

In addition, it is sanatorium-and-spa organizations that make it possible to redistribute the flow of patients from outpatient clinics to sanatorium-and-spa treatment with the highest degree of efficiency due to faster recovery of labor resources [13, p. 166]. At the same time, the fact of interest and the pursuit of profits, the reorientation of many sanatorium and resort organizations from the main health-improving function to the animation and entertainment function, cannot but cause some concern. Of course, the organization of leisure in sanatorium-resort organizations is one of the significant factors in the competitiveness of sanatoriums in modern conditions, but this function should not dominate the activities of sanatorium-resort organizations.

Many health resort organizations, as a rule, are located far from large cities and towns. Therefore, in addition to health improving, animation and entertainment functions, sanatorium-resort organizations also play a socially significant role in the formation of additional jobs in the territories where sanatoriums are located. In addition, the development and expansion of the activity of a sanatorium-resort organization is often accompanied by the development of social infrastructure in the settlement itself (opening of shops, cafes, hotels, local museums, etc.).

It should be noted that in many small towns and settlements, the close location of sanatorium organizations stimulates the local population to create amateur art and folklore groups, develop folk crafts, and develop new excursion routes, including weekend routes. So, in many sanatorium and resort organizations of the Sverdlovsk region, performances by amateur local groups are organized, themed evenings and concerts are organized to introduce the historical and cultural heritage of the local population, as well as craft fairs, exhibitions of children's creativity and exhibitions of local artists. In addition, almost every sanatorium has developed excursion programs for guests to local attractions.

Nowadays the relevance and versatility of sightseeing and educational tourism, especially in rural areas, no one doubts, as it increases the cultural and educational level (primarily among young people), associated with the study of historical and cultural values, natural objects, traditions, ethnic group, etc. on the territory of the native land. Excursion and educational tourism broadens the horizon, improves the cognitive functions of human activity, and causes a large number of positive emotions. Many local farms have become actively involved in the development of weekend excursion routes for guests of sanatoriums. As practice shows, in the past two years, gastronomic tourism, with elements of the labor participation of guests, has become increasingly popular in the Sverdlovsk region, which has a positive effect on the development of both the farm itself and the development of rural areas, as well as the sanatorium and resort organization. Therefore, it is possible, with a certain degree of conditionality, to identify another function of sanatorium-resort organizations - patriotic, since the power of influence of sanatorium-resort organizations on the formation of love for their homeland, its beauties, history and culture is great. As the

realities of modern life have shown, this is one of the significant functions of educating a new generation, especially in the territories of small towns and settlements.

Thus, based on the study of the historical stages of development of the sanatorium-resort complex in the Sverdlovsk region, it is possible to formulate a conclusion about the multifunctionality of sanatorium-resort organizations, the development of which has a multiplicative effect that positively affects the development of the territories in which they are located. At the same time, it must be remembered that the defining and main function of sanatorium-and-spa organizations is prevention, rehabilitation and improvement of the population, in other words, a medical function.

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