

patient's expectations are much higher nowadays - even at the age they expect to be healthy, not just alive. Moreover, it is extremely important to maintain the health of people of middle and later age; since in the Time of Big Data only at this age people obtain enough knowledge and skills, necessary for the maintaining of the global sustainability, along with economic growth. In the field of medical education the situation is even more complex; the teacher needs not only to know / find the best medical evidence / clinical expertise, but also to know / find the Best approach to teaching; since the Big Data Time is not only in the biomedical field but also in the educational. The best approach in education, including medical, which would allow the student to acquire not only theoretical knowledge but also practical, are the so-called Research Universities (3). The QS World University Rankings for 2021 included 1002 research universities, with the highest number in Europe (39.8%) (4). Such universities have research units and research programs in which both teachers and students are involved. However, this usually requires a well-developed infrastructure, which Ukrainian medical universities do not have. However, our Time of Big Data gives everyone a chance to take a full part in the development of new approaches in the treatment of diseases and in medical education; we no longer need to sit in the lab and do experiments, it is already done, we just need to analyze the data and use them (5). During their studying process students need to, «swim» in the , «ocean» of data looking for the Best evidence / clinical expertise. Erasmus+ along with Jean Monnet program can make a significant contribution to the promotion of research medical universities in Ukraine by organizing European scientific meetings on hot topics of global public health in Ukrainian medical universities.

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ABILITY OF HEALTHCARE SYSTEM TO CONTROL EMERGING DISEASES, A FACTOR OF SUSTAINABLE DEVELOPMENT

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Global sustainability, along with economic growth, is highly dependent on the state of health of the population, which in turn depends on the state of the health care system. Pandemics of emerging diseases over the last decades illustrated the imperfection of modern healthcare system. Moreover, the Covid-19 might have appeared because of previous diseases were not taken under control (1). Thus, the healthcare needs not only to find effective remedies against coronavirus, but also the root causes, in order to give people hope for the protected future.

We propose to look for the primary causes of chronic as well as emerging diseases in already established data. We searched in the literature for the global leading causes of human illness and deaths. *Cardiovascular diseases (CVDs) are the number one cause of death globally (2). The main cause of CVDs, along with symptoms, is atherosclerosis, along with ischemia. Next global cause is Chronic Obstructive Pulmonary Disease (COPD). Moreover, the atherosclerosis, causing CVDs, can also*

contributes to the COPD by shared risk factors (3). The severe manifestation of Covid-19 also consists of severe ischemia as well as lung inflammation, and affects mainly aged people who have already weak immune system. Therefore, we have searched further for the factors, which might impair circulatory as well as immune systems. We found high prevalence of anemia globally (up to 50%) (4) due to the causes ranging from diet or beauty procedures to the hemolytic microorganisms in pets, human „best friends”, which might be prevented without large investments. In addition, we found that almost whole population (up to 99%) globally infected with herpes viruses, such as cytomegalovirus and Epstein –Barr virus, usually – in latent form. Therefore, they were considered harmless; however, current evidences suggest, they might be most causative factors of the depletion of human immune system, as well as anemia, especially in aging (5). Thus, we are going to present data illustrating possible root targets for the prevention of current Covid-19 along with possible next, which are not very costly from an economic point of view, as well as - environmental. We are also going to illustrate how the Erasmus+ along with Jean Monnet program might contribute to the improvement of Ukrainian public health via the improvement of medical education in the context of sustainable development.

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ЗЕЛЕНИЙ І АКТИВНИЙ ТУРИЗМ ЯК ПРІОРИТЕТНІ НАПРЯМИ (У КОНТЕКСТІ СТАЛОГО РОЗВИТКУ ТЕРИТОРІЙ)

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Концепція сталого природокористування як нова парадигма розвитку суспільства, особливо актуальна для гірських територій. Крім самобутньої культури, сформованої протягом тривалого історичного розвитку і зумовленої специфікою природно-географічних умов, біологічного різноманіття і особливостями етнічних спільнот, гірські території відзначаються мальовничістю, екологічною чистотою, і тому стають ще більш привабливими для ширшого кола поціновувачів максимального яскравого відпочинку. Саме тому сукупність активних форм туристичної діяльності і екологічно чистого сільського зеленого туризму набувають актуальності у наш непростий час, зумовлений серйозними змінами в умовах пандемії.

Рахівський район належить до прикордонних районів, межує із країною Європейського Союзу – Румунією. Розташований у південно-східній частині Закарпаття у межах таких частин Українських Карпат: Привододільних Горган, Полонинського хребта, Свидівця, Чорногори, Українського Мармарошу. Займає площу 1,9 тис кв. км. Населення складає 92 тис. осіб, представлено переважно етнічними українцями – гуцулами, а також представниками 12 національностей.