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## CLUSTER ANALYSIS OF THE TOURIST MARKET OF UKRAINE: REGIONAL ASPECT

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**Abstract.** *In the article, a cluster analysis of regional markets of tourist services in Ukraine is carried out using their interpretation as a set of points in a multidimensional space, the dendrite method, using Euclidean distances. According to the results of the conducted research, typical clusters of regional tourism markets were formed, which must be taken into account when forming a strategy for the development of the tourism sphere of Ukraine.*

**Keywords:** *tourism, sphere of tourism, regions, clusters, cluster analysis, dendrite method, Euclidean distances.*

The market of tourist services has always developed actively in Ukraine, bringing significant profits and contributing to the solution of a number of socio-economic problems of the country. In the regional aspect, the tourism sphere always ensured the achievement of all three components of the sustainable development of territories: economic, social and ecological. The development of the market of tourist services contributes to the expansion of activities and the improvement of its efficiency in the field of accommodation facilities and catering facilities, transport, retail trade and the sphere of services, insurance, construction, etc. At the same time, the number of jobs increases, the problem of unemployment is solved, incomes increase and the quality of life of

the population improves. Also, the development of the market of tourist services contributes to the rationalization of nature use, the preservation and improvement of the environment, the revival of traditions and the preservation of the cultural and historical heritage of the territories, etc.

However, the last few years, associated with the worldwide Covid-19 pandemic and the full-scale invasion of the territory of our country by an aggressor who is destroying everything around, have created significant obstacles for the further development of tourism in Ukraine. Currently, tourist activity is trying to function in the western regions of the country and partially in the central ones. All other areas of the country have become dangerous for life, not to

mention for travel, due to frequent shelling of territories and the implementation of hostilities.

Having confidence that Ukraine will defeat the enemy and peaceful life will be restored, one should think about the prospects for further development, including the prospects for the revival of tourism. At the same time, state support will be extremely necessary, which will be based on taking into account the

conditions of the tourist services market, the practice of management and marketing in tourism, and the peculiarities of regional development.

The cluster analysis carried out in the study showed the differences of regional markets of tourist services, which require different approaches to their regulation, attraction of investments, comprehensive development of territories. Clustering of regional tourism markets can be considered an innovative mechanism for the development of the regions of the country and the solution of their socio-economic problems.

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