

## THE MAIN ASPECTS OF THE RECREATIONAL CLUSTER DEVELOPMENT IN THE KHMELNYTSKYI REGION

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A recreational cluster is a comparison of various recreational points and zones that jointly offer various services for recreation and entertainment.

The development of recreational clusters is an important aspect of the development of the service sector in the region, as they allow for the creation of a complex infrastructure for the satisfaction of consumers, which provides their needs for recreation and entertainment. These processes can be caused by changes in economic, social or environmental conditions.

The main steps in the development of a recreational cluster may include the following:

1. Analysis of strengths and weaknesses of the cluster. In order to achieve better results, it is important to assess what really attracts tourists to this region, as well as to find weaknesses that prevent the cluster from developing.

2. Establishing new goals and strategies. New goals and strategies should be focused on solving the problems identified during the analysis and on ensuring the sustainable development of the cluster.

3. Investment attraction. To transform a cluster, it may be necessary to attract new investments to expand and improve existing infrastructure, attract new tourists, and increase the cluster's competitiveness.

4. Development of new products and services. To attract new tourists, new products and services can be developed that meet their needs and desires.

5. Development of marketing strategy. It is important to develop a marketing strategy that will allow you to effectively promote the cluster among tourists and increase its popularity.

In order to develop recreational clusters, the government can provide financial and other support for the creation of infrastructure and promotion of the region in the service market. In addition, it is important to help create comfortable conditions for consumers, ensure safety and environmental protection.

Historical and cultural assets, geographical and climatic conditions provide excellent conditions for the development of a recreational cluster in the Khmelnytskyi region. In particular, 12 powerful deposits of various mineral and table waters operate in the Khmelnytskyi region, the most popular and unique of which is “Zbruchanska” – an analogue of the Truskavets “Naftusa”. There are two National Nature Parks “Podilskyi Tovtry” (the largest park in Europe) and “Male Polissya” in the region. In addition, there are many botanical monuments of nature in Khmelnytskyi, in particular, the Holy Lake in the territory of Izyaslav district, geological monuments – the cave “Atlantida” in the village Zavallia of the Kamianets-Podilskyi district, the Bakotskyi rock monastery. 2,442 monuments of history, 105 archeology and 205 architecture, 1,104 recommended for acceptance under the protection of the Law on the Protection of Cultural Heritage, 463 monuments of art are combined with landscape and hydrological reserves. About 160 hotel-type establishments with about 6,000 beds/places, about 700 public catering establishments and 137 tourist companies operate in the region. The tourist capacity is about 7,000 people per day. All this creates favorable conditions for the development of a recreational cluster in the territory of Khmelnytskyi region.

Today, it is important to raise questions not only about development, but also about the transformation of the recreational cluster of Khmelnytskyi, which can happen faster thanks to the following measures:

- Infrastructure development: construction of hotels, restaurants, cafes and other service facilities that will provide tourists with comfortable conditions for stay and rest.
- Reconstruction and development of beaches: construction of new beach areas and reconstruction of existing ones, provision of conditions for recreation and entertainment on the beach.
- Productive use of natural resources: development of ecotourism and organization of tourist routes to natural attractions located in the region.
- Organization of various events: festivals, concerts, sports competitions and other events that can attract tourists to the city.
- Cooperation with local manufacturers: involving local manufacturers in the development of tourism, offering tourists excursions to local enterprises and organizing.

The development of a recreational cluster can have many positive consequences in the future: increasing the number of tourists visiting the region, increasing the profits of local enterprises, creating new jobs, creating opportunities for the development of the cultural heritage of the region.

**References**

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