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THE LIFE QUALITY OF POPULATION IN THE REGIONS OF UKRAINE

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Nowadays, in the world, the question of implementation of diagnosis of quality of life and finding the ways of improving it arose under the influence of economic crisis, high morbidity, negative social factors.

The quality of life problem is actively investigating in many scientific disciplines, in particular, in economics, the influence of objective factors on the quality of life, such as the main ones such as material security, satisfaction with housing conditions, employment rates and the development of services, is being studied. Subjective factors include satisfaction with work and living conditions, the social status of the individual, financial position of the family and family relationships. Thus, the concept of quality of life includes all aspects of human interaction with the environment.

An important synthetic indicator of the quality of life of the population is the Human Development Index (HDI) index. It is funded annually by experts from the United Nations Development Program (UNDP), together with a group of independent international experts. According to this indicator in 2017, Ukraine ranks the 64th out of 142.

HDI measures the achievement of countries in terms of health, education and the actual income of its citizens (decent living standard, measured by the amount of gross national income (GNI) per capita), but when it is calculated, environmental factors are not taken into account, spiritual and moral development of man is not taken into account.

Population surveys were carried out regarding the quality of life in some regions of Ukraine in 2016, which raised the question about the general standard of living of the city, whether the residents were satisfied with the economic situation in the region, with politics. According to these surveys, there are several cities, the

population of those is confident with the level and conditions of living in their regions. Vinnitsa occupies the first place with a significant margin, Kharkiv and Lviv occupy the second and third places. Moreover, the interesting fact is that these cities, according to official ratings, are far from the first lines, but their inhabitants are more or less satisfied with their lives.

In many regions of Ukraine, the deteriorating quality of life is the lack of necessary resources for the productivity of goods and the satisfaction of the needs of citizens. Salary is at a shallow level in Ukraine in 2019, forcing active citizens and young people to leave the country in search of a better life.

Consequently, the most significant factors determining the dynamics of the quality of life of the population are the level of productive forces and industrial relations in society, technological progress, the economic potential of society (its national wealth), methods of distribution of social product, political and social factors.

All factors are tightly interconnected, interdependent and require their general consideration when solving the problem of improving the quality of life in the regions of Ukraine.

Indeed, a country with a productive economy, with a a current able-bodied population, high employment and significant social wealth, can provide its citizens with higher living standards and social guarantees than economically backward countries.

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CLUSTER-BASED DEVELOPMENT IN THE TOURISM INDUSTRY

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Tourism is an economic growth engine with focus on the regional level, but its national impact is also significant. However, if tourism importance is significant at a national level, at a regional level this sector is presented as an essential tool in regional development and economic growth, considered to be one of the measures used to avoid desertification and economic stagnation, especially in the inner