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STATISTICAL ANALYSIS OF TRAVEL SERVICES IN LVIV REGION

Aim: To analyze the statistical indicators of tourist activity in Lviv oblast for 2016-2017, prospects of development.

□ *Methodology:* At the time of writing, the following research methods were used: comparative, statistical analysis, etc.

The results of the research: the data of the geographical structure of tourist streams organized by the subjects of tourist activity of the region, in 2017, tourist flows organized by the subjects of tourist activity of the Lviv region, as well as distribution of subjects of tourist activity by types of tourist activity, namely the main indicators of activity of the subjects of tourist activity, the number and value of the realized tourist vouchers (vouchers) in 2017 in the Lviv region. It was investigated that in 2017, more tourist trips than in the previous 2016 were realized.

The dynamics of the main indicators of the tourism industry activity during the period 2016-2017 and their influence on the efficiency of development of this sphere are shown. Alternative methods for developing and improving the quality of tourist services are offered.

As to the current state of tourism in the Lviv region, there is a tendency to decline in all indicators. The reason for this is the unstable economy, the military situation, the economic crisis.

The scientific novelty of the work is the analysis of tourist services of Lviv region for 2016-2017 by statistical methods.

Practical significance: the study is the possibility of implementing the results obtained in the development of regional strategies and programs for the development of tourism, as well as the results of research can be used in studying at lectures and seminars at the Department of Tourism of the Ivan Franko National University of Lviv.

Key words: tourism activity, tourist flows, inbound tourism, outbound tourism, tourist trips.

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