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METHODOLOGY OF EVALUATION SOCIO-ECONOMIC EFFICIENCY OF CHILDREN'S CAMPS ACTIVITY AND ITS TERRITORIAL DIFFERENTIATION (THE CASE OF KYIV REGION)

Purpose: highlight the methodology of evaluation socio-economic efficiency of children's camps activity and analyze its territorial differentiation on Kiev region.

Methods: there were used synthesis, analysis, abstraction, mathematical and statistical methods and Derzhavnyi reiestr dytiachykh zakladiv ozdorovlennia ta vidpochynku (the State Register of Children's camps), Derzhavna sluzhba statystyky Ukrainy (the State Statistics Service of Ukraine), Holovne upravlinnia statystyky v Kyivskii oblasti (the Main Department of Statistics in Kyiv Region) was used as the database.

Results: there is defined the main indicators of children`s camps activity, the algorithm for calculating the overall integral indicator for evaluation such efficiency. This research article presents the map of socio-economic efficiency of children`s camps activity in Kyiv Region, that shows the levels (very low, low, average, high, very high) of such efficiency for children`s camps in districts and towns of regional submission of the region.

Scientific novelty: there is proposed the methodology for evaluation socio-economic efficiency

of children's camps activity.

The practical significance: the methodology allows determining the territorial units of different levels with clusters of children's tourism of various specializations function.

Keywords: Human Geography studies, methodology, children's tourism, children's camps, territorial differentiation.

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