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CHILDREN'S TOURISM DEVELOPMENT IN IVANO-FRANKIVSK REGION

Aim: The aim of this article is to analyze the present state of children's tourism development in Ivano-Frankivsk region, including its infrastructure, price policy, products and services diversity, recreation and health facilities' geography.

Methodology. This scientific research has been conducted on the basis of comparative analysis of modern Internet resources and bibliographic sources on children's tourism. Statistical method in terms of 2 and 5 annual data as well as information of recent publications on children's tourism in Ukraine and Ivano-Frankivsk region has been used to determine the quantitative indicators and dynamics of healed and rested children. Methods of analysis and comparison have been used to determine and compare children's tourism product price policy.

Results. It has been found out that the major part of tourism products are produced by Ivano-Frankivsk

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(RSCTLHSY). All the activities that have been carried out by RSCTLHSY since the beginning 2019 are systemized and presented to prove the above mentioned. It has been also established that subjects of tourist activity play a great role in the organization of children's recreation and rest. The dynamics of the number of children under the age of 17 who were provided with services of tourist activity subjects including the number of inbound (foreign), outbound, domestic tourists-children is presented. In addition the number of beds in health facilities and dynamics of children served in them have been analyzed. Indicators of the number of recreation facilities and the number of children who stayed there are presented. The geography of inbound and outbound children-tourists has been established. The role of the tourist and art complex "St. Nicholas' Estate" in the development of children's tourism is noted, its infrastructure has been analyzed. Attention is also paid to the Ivano-Frankivsk Regional Council, which approved the regional target social program for children's health and recreation for 2016-2020, according to which there was a significant increase in children-tourists number. A comparison of the pricing policy of health and recreation facilities for children-tourists on a national scale is presented.

Scientific novelty. The current trend of expansion of the range of children's tourist products commercial offers in comparison with the state ones has been analyzed. The role of Ukraine's objects of nature reserve fund, in particular, national nature parks, tourist-artistic, rehabilitation and eco-centers in the development of children's tourism has been determined.

Practical importance. The results of the study can be used in planning the development of children's tourism in Ivano-Frankivsk region and Ukraine, in particular in the regional and national strategy on children's tourism development.

Keywords: children's tourism, Ivano-Frankivsk region, children-tourists, recreation facilities, health facilities.

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