

STATISTICS

**FEATURES OF STATISTICAL RESEARCH
OF RURAL GREEN TOURISM****Ivanyshyn V.V.**

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Many countries of the world have positive developments in implementing the system of rural green tourism statistics, which has a significant impact on the development of the industry as a whole. Since rural tourism provides a certain level of income and employment, its inclusion and proper assessment has a great importance for the country's economy as a whole.

The statistical assessment of the development of rural green tourism in Ukraine is complicated due to the imperfection of statistical accounting. The statistical assessment of the development of rural green tourism in Ukraine is complicated due to the imperfection of statistical accounting, a narrow source base, the lack of a common methodology and the comparability between indicators. This leads to an underestimation of the role of green tourism and requires finding ways to organize its proper reflection in statistical surveys. It has been established that statistical research does not cover the activities carried out by private peasant farms for the provision of tourism services, but only those entrepreneurs who take into account. the lack of a common methodology and comparability between indicators. This leads to an underestimation of the role of green tourism and requires finding ways to organize its proper reflection in statistical surveys. It has been established that statistical research does not cover the activities carried out by private peasant farms for the

provision of tourism services, but only those entrepreneurs who take into account.

In order to improve the collection of statistical information in Ukraine, we propose that rural green tourism be considered in two aspects: 1). rural green tourism as a form of entrepreneurial activity, the results of which are reflected in the existing statistical reporting; 2). rural green tourism as a form of personal peasant farming – the results of activities can be reflected in statistical observations of individual peasant farms. In order to improve the organization of statistical observations and to increase their efficiency in rural green tourism, we propose to combine, on time, static studies of private farms and farms that provide services in rural green tourism. This can be achieved with the help of the developed 1-T (tourism) “Basic Indicators of the Activities of a Private Farmer from Rural Green Tourism”.

Besides, to improve statistical research in this area, it is possible by introducing a support account “tourism”, which will allow to really assess the economic impact of the tourism industry; in the classification of economic activities, to envisage one more direction “tourism”; to organize an effective feedback with users of statistical information on indicators of rural green tourism development; at the state level, create a system of informational and analytical statistical provision of rural green tourism; implement international standards for statistical research and improve statistical infrastructure.