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**INTERREGIONAL EUROPEAN INTEGRATION,
TRADE AND TOURISM COOPERATION
OF THE COUNTRIES OF EASTERN
AND CENTRAL EUROPE
(ON THE EXAMPLE OF UKRAINE AND THE CZECH
REPUBLIC)**

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Abstract

The purpose of the article is to make a comprehensive analysis of the Czech experience of reforming society in such spheres as European integration, trade and the tourism industry on the basis of general scientific research methods. For solving research tasks, general scientific methods are used, in particular: analytical, logical, systematization (classification), generalization, periodization; special historical: comparative historical, retrospective, problem chronological, and others. The personal contribution of the authors is the conceptual setting and comprehensive study of cooperation between Ukraine and the Czech Republic in the field of European integration, trade and tourism. In particular: the analysis of scientific views on the dependence of development of bilateral cooperation on the nature and content of transformational reforms is improved; the system of new

indicators and did not work out to propose specific actions to fulfill obligations provided by the “Yamburg Agreements” from the Ukrainian side.

Within the framework of the bilateral Ukrainian-Czech tourism cooperation, several important visits have taken place; in particular, visits of Tourism Ministers and Heads of the relevant Tourist Departments of both countries, as well as visits of Administration of the Executive Body in the sector of Tourism of Ukraine to the Czech Republic and other EU countries.

At the same time, due to the Ukrainian-Czech political, trade, economic and tourism collaboration, the cultural and humanitarian cooperation of two nations has remained completely neglected, the same way as the formation of a positive image of Ukraine in the Czech Republic.

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