

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

Roman Korsak

*Uzhgorod National University
Faculty of Tourism and International Communications
Department of Tourist Infrastructure and Service
Uzhgorod, Ukrainska st., 19, №345, postal code 88 000, Ukraine
korsakr@i.ua*

&

Vasyl Ilnytskyi

*Drohobych Ivan Franko State Pedagogical University,
Department of History of Ukraine,
24 Ivan Franko Street, Drohobych, postal code 82100, Ukraine
vilnickiy@gmail.com*

&

Ivan Sichka

*Uzhgorod National University
Faculty of Tourism and International Communications
Uzhgorod, Ukrainska st., 19, №345, postal code 88 000, Ukraine
stadnutskyi95@gmail.com*

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

knowledge on the content and nature of the Ukrainian-Czech cooperation in these areas is expanded; the approaches to the use of Czech European integration experience in Ukraine have found their further development.

Key words: *Ukraine, Czech Republic, tourist service, tourist infrastructure, economic relations, culture, politics*

INTRODUCTION

Events, which have been taking place in Ukraine since the end of 2013, show the desire of Ukrainian society to integrate into the European community. One of the advocates to protect these aspirations of Ukraine has always been the Czech Republic. The experience of transformation and Europeanization that the Czech nation have carried out in the various spheres of Czech society during 1993-2003, nowadays can be successfully taken into account by the Ukrainian Government for the effective construction of the standards of European democracy and rapid integration into the European Union.

Possibilities of mutually beneficial interregional cooperation between Ukraine and the Czech Republic are conditioned by historical, cultural, partner political relations, economic contacts, common goals on implementation of the course on European and Euro-Atlantic integration, mutual regional interests, as well as the existence of the Ukrainian national minority in the Czech Republic and Czech one in Ukraine.

It should be noted that Ukraine's borders prompt the development of such geopolitical strategy that takes into account political experience and objective realities of the modern age. Therefore, relations with the Czech Republic and other countries of Central Europe are the priority directions of Ukraine's foreign policy. The formation of the Czech and Slovak Federal Republic and the emergence of the independent Czech and Slovak republics on January 1, 1993 have created the necessary conditions for the development of mutually beneficial cooperation between the ethnic groups of the Czech Republic and Ukraine.

Despite the relevance of the research issue, we should state that the analysis of the works of Ukrainian researchers on the possibility of using Czech experience on the Europeanization of society by Ukraine and its impact on Ukrainian-Czech cooperation is inadequate. Thorough scientific works with complex analysis in this area – European integration, trade and economic cooperation, and tourism at the beginning of the XXI century are not published yet.

A similar situation applies to Czech researchers and foreign scientists, including Russian scholars, for whom the issue of Ukrainian-Czech cooperation in these aspects has no clear orientation towards Ukraine. This is especially noticeable, as after the loss of the common border with Ukraine and the entry of the Czech Republic into the EU, the Czech scientists actualize less the interstate cooperation with Ukraine. Czech researchers are avoiding consideration of issues regarding the conceptual foundations of Ukrainian-Czech cooperation, forecasting and modeling its development. In turn, Russian scientists only in recent years are beginning to study the problems of cooperation between the countries of Eastern Europe and the countries of the Visegrad Group, mainly in the political sphere, which is connected with the enlargement of the EU and NATO to the east. Accordingly, other spheres of

bilateral cooperation are not fully integrated yet. Therefore, the practical significance of the results obtained is the possibility of using concrete factual material and conclusions of research by specialists in contemporary history, geography and international relations. Also, the scientific contributions of the authors will be useful in foreign policy activities of the governments, ministries and departments of Ukraine and the Czech Republic. The authors of the article for the first time gave an assessment of the research problem of the interstate relations between the post-Soviet and post-socialist countries of Central and Eastern Europe in the mentioned areas of internal reform and cooperation, and also highlighted the main factors of their influence on the development of the Ukrainian-Czech cooperation. Finally, the authors improved the system of new knowledge on the content and nature of the Ukrainian-Czech European integration, trade and tourism cooperation.

1. LITERATURE REVIEW

Describing Ukrainian-Czech relations in European integration, we can group together the Ukrainian scientists' work on the following issues: 1) reforming societies in the countries of Central and Eastern Europe; 2) the membership of the Visegrad countries in the EU and NATO; 3) the development of bilateral political cooperation between Ukraine and the Czech Republic; 4) geopolitical problems of bilateral cooperation.

Reforming of post-communist societies in Central and Eastern Europe, including the Czech Republic, was analyzed by H. Zelenko, comparing the totality of political and legal institutions and mechanisms under the influence of which transitional societies acquire the features of civil society [Zelenko 2006].

L. Kitsyla investigated the foreign policy of the Czech Republic on the eve of its accession to the European Union. The author concluded that the ultimate goal of the political system transformation of the Czech Republic was to liberate society from the systemic features of the totalitarian communist past and the gradual democratization ("Europeanization") of society [Kitsyla 2004].

The analysis of works by H. Zelenko and L. Kitsyla testified that the policy of acquiring membership in the EU and NATO can stimulate the processes of institutionalization of civil society, since integration processes involve accession to countries with a high level of democracy development, a large-scale legislation adaptation of the candidate countries to European norms, under the influence of which the political and legal conditions of the civil society institutions functioning are improving.

The research study on cooperation between the Czech Republic and Ukraine was conducted by O. Tsup in her candidate's thesis *The Czech Republic and Ukraine in international relations at the end of the XX – beginning of the XXI century* (Lviv, 2009). In the dissertation the author made a concrete historical analysis of the process of formation and development of the system of modern Czech-Ukrainian relations, highlighted the evolution of the main directions of cooperation, revealed the formation peculiarities of the foundations of good-neighborly relations and the main aspects of the Czech-Ukrainian interaction in the 90's and at the beginning of the XXI century. Also O. Tsup has analyzed bilateral relations on improvement of the legal and contractual framework, factors and mechanisms for making trade, economic, scientific and technical contacts, as well as the specifics of interregional

cooperation. The researcher noted that at the beginning of the XXI century as a result of the change of the geopolitical situation and the accession of the Czech Republic into the European Union in May 2004, the state and prospects of the relationship between the Czech Republic and Ukraine required a serious rethinking in the context of European integration and the formation of a civilized European model of intergovernmental relations. At the same time O. Tsup pays much attention to the political component, thus does not sufficiently reveal the economic aspects of bilateral Czech-Ukrainian cooperation [Tsup 2009].

The system of regulation of foreign economic relations in the Czech Republic is considered in the candidate's thesis by V. Fedurtsia. In the dissertation work the author studied Czech experience on regulation the foreign economic relations, considering that insufficient scientific substantiation of the system of regulation of foreign economic relations, lack of clearly defined directions for its improvement, as well as lack of systematic construction of mechanisms for the formation of a qualitatively new effective model of economic relations prevents the Ukrainian economy from obtaining the effect from globalization of world economic system and foreign economic cooperation. The author did not carry out a thorough study of the trade and economic cooperation between Ukraine and the Czech Republic, restricting by the analysis of the formation of a new system of foreign economic relations in the Czech Republic in the course of the implementation of the Associated Agreement with the EU and by the trends of development of trade and investment components of Ukrainian-Czech economic relations [Fedurtsia 2006].

In the article by P. Chernik there were analyzed the geopolitical factors that influenced the development of bilateral relations between Ukraine and the Czech Republic. The author noted that the "Ukrainian question" had a rather significant place in the policy of the Czech Republic and proved that the positive experience of the Czech Republic on integration into the Euro-Atlantic structures could be used by Ukraine. But in the article P. Chernik avoided analyzing the problems of energy security and "The Yamburg debt" of Ukraine and did not analyze the approved state geopolitical concepts of the foreign policy of the Czech Republic [Chernik 2009].

Some aspects of bilateral cooperation and the transformation of Czech society are considered in the researches of R. Korsak and in co-authorship with A. Berets and V. Furtii. These articles do not reveal the depth of the European integration, trade and tourist component of Ukraine's cooperation with the Czech Republic and the influence of the Czech experience on these processes. Therefore, an attempt is made for a given scientific search in this study [Korsak 2013; 2014; 2016; 2017; Korsak, Berets 2016; Korsak, Furtii 2016].

A separate sores group is the unpublished documents from the current archives of the Ministry of Foreign Affairs of Ukraine. They include an analysis of the foreign economic policy and activities of the Czech Republic, its economic relations with the EU, the world and Ukraine, the analysis of implementation of bilateral economic agreements, business contacts, meetings with representatives of state structures and business circles, applications in the form of statistical tables of an economic nature, plans of work of the Trade and Economic Mission of Ukraine in the Czech Republic [Materialy do zvitu, 2002, 2003].

In the article *Chaotic Democracy Remains in Ukraine* L. Palata gives a critical assessment of Ukraine's domestic political life. He believes that the presidents L. Kravchuk and L. Kuchma, who came from the provincial bureaucratic aristocracy and who, even after the fall of communism, remained in power, are guilty in the

economic downturn, corruption, low wages, and slow pace of reform. We can state that this ultimately led to the revolution in Ukraine and the war with Russia [Palata 2011].

In the article *Two Decades of Independence of Ukraine* N. Veselá makes an attempt to analyze the years of the history of an independent Ukrainian state. She argues that, despite the domestic political situation, Ukraine has made significant progress towards European integration, and the Czech Republic is ready to provide its experience and assistance to the Ukrainian state in its approach to the EU [Veselá 2011].

Among the publications that submit an analysis of the Czech foreign trade policy there should be mentioned the works of Y. Hřich. The articles deal with the economic cooperation of the Czech Republic with the countries of Central and Eastern Europe. The subject of his research is the analysis of Czech-Ukrainian cooperation during the period of the global economic crisis. He has noted that the main principles of the Czech foreign policy must envisage cooperation, in particular, with Ukraine in the sector of economic relations [Hřich 2010].

The foreign policy of the Czech Republic is analyzed by M. Kořan in his publications, in particular, in the article “Political Context and Formation of Czech Foreign Policy” [Kořan 2009; 2010; 2011; 2012].

We should note that the study of cooperation between the Czech Republic and Ukraine is not a priority for Czech scientists. This cooperation is not considered in dissertations or monographs. The exception is the one single diploma paper *Trade Relations between Ukraine and the Czech Republic* by S. Fomenko, which was carried out in the direction of “International Trade” at the Faculty of International Relations at the University of Economics, Prague. It provides information on Ukrainian-Czech economic cooperation for the period from 2001 to the second half of 2006 and highlights the trade policy of Ukraine and the Czech Republic. In general, Fomenko’s work does not reveal the main economic problems that exist between Ukraine and the Czech Republic [Fomenko 2006].

Among the Czech scientific publications covering the foreign policy of the Czech Republic, our attention was drawn to the annual *Agenda of Czech Foreign Policy*. In the early periodicals, little attention is devoted to the analysis of the foreign policy of the CR of Ukraine, and in 2011, 2012 and 2013, these issues are presented in separate sections entitled *Relations with Ukraine*. This is due to the growing role of Ukraine in the Eastern Partnership project and the prospects for concluding the Association Agreement with the EU [Agenda pro českou zahraniční politiku, 2011; 2012; 2013].

An overview of used Czech sources shows that the vast majority of publications raise general issues of the transformation processes in Ukraine and the Czech Republic, the implementation of political, economic, trade and economic relations, cooperation with NATO and the European Union, etc. They only occasionally encounter some fragmentary information about the nature, content and trends of Ukrainian-Czech inter-state cooperation. The few publications that mention the Czech-Ukrainian intergovernmental cooperation in the political and economic spheres do not provide sufficient information on the nature, content, development trends and prospects of Ukrainian-Czech extensive relations. Instead, an analysis of Czech publications makes it clear that for Czech scholars in the first decade of the XXI century, the Czech Republic’s cooperation with the countries of the European Union, in particular Austria, Germany and Slovakia, is a priority study.

Russian scientists are also investigating foreign policy of the Czech Republic in conditions of the reform of Czech society at the beginning of the XXI century. In recent years, scientific centers of the Russian Federation have been systematically examining the transformational processes in Central and Eastern Europe, their place in NATO's enlargement strategy and the European Union in the East. In particular, in the monograph of Professor Yu. Matveevskiy, European integration in Western Europe has been analyzed, for example, by the member states of the European Union, including the Czech Republic. It explores the integration processes in Western Europe on an example of the European community and analyzes the various stages of "integration construction" that began with the economy, and then started to spread to other areas of public activity. He paid special attention to the issue of relations between the European Union and Eastern European countries in the monograph [Matveevskiy 2011].

V. Truhachev considered the controversial issues of the Beneš decrees on the eve of the Czech Republic's accession to the EU. The author stressed that this problem concerned not only the relations between the Czech Republic and Austria, but also the relations between the Czech Republic and Germany and Hungary. He considered the possibility of blocking the Czech Republic from joining the EU by Austria and Germany. Similar researches were done in other writings of V. Truhachev [Truhachev 2010; 2011].

The study of the transformation processes of the Czech society and problems of the Czech Republic foreign policy was carried out in the dissertation of N. Tamarchina. The author analyzes the foreign policy of the Czech Republic before joining the European Union. She believes that the experience of the Czech Republic was particularly interesting because it is the only country in the region of Central and Eastern Europe in which post-communist transformation does not suffer from serious social upheavals, with the preservation of the reform team that started the socio-economic and political system in 1989 [Tamarchina 2002].

Geopolitical aspects of the Czech Republic foreign policy were studied by R. Rot. The author analyzed the formation of the Czech Republic foreign policy within the framework of the geopolitical space in the context of the new political situation, and for the first time in Russian historiography he conducted a comparative analysis of the foreign policy courses of Slovakia and the Czech Republic in their integration into "Greater Europe". He emphasized that the main priority of the Czech foreign policy was the integration of the Czech Republic into European and transatlantic political and economic structures. With this task, the ruling Czech elite managed "perfectly". The author also noted that domestic democratic development, the completion of economic transformation, the building of a stable civil society and adaptation to European rules contributed to the achievement of the main goal of the Czech Republic – accession to the EU [Rot 2004].

In general, Russian researchers consider all these problems in order to identify the causes and possible consequences of the processes of political, economic and cultural development of the countries of Central and Eastern Europe for Russia. This approach makes it possible to understand the tendency of cooperation of the Czech Republic with the "eastern" neighbors, including Ukraine.

Finally, a separate group of sources is the works related to the methodology study of the mentioned problem. They reveal the methods of research of international cooperation, including the Ukrainian-Czech ones, the basis of which are general scientific principles, as well as a wide range of historical methods and transition to

the history and theory of international relations both from other sciences and from international practice [Korsak 2013; Zashkilniak 2019; Shepieliev 2004; Kiikufka 2000; Kosolapov 1998; Mesarovich 1973].

Thus, the topic of Ukrainian-Czech cooperation, for both Czech and Russian researchers, does not have a clear orientation towards Ukraine. In turn, Ukrainian scientists are beginning to develop problems of Ukrainian-Czech cooperation mainly in the political sphere only in recent years, while other areas of bilateral Ukrainian-Czech cooperation are almost not studied yet.

2. METHODS

The methodological basis for the study of international relations and, consequently, the systematic study of Ukrainian-Czech intergovernmental cooperation, is the general scientific principles and provisions of science, as well as a wide range of methods that went into the theory of international relations, such as philosophy, epistemology, ontology, axiology, dialectics, logic, history, mathematics, and practice. In the general sense, the scientific method is a systematic set of sequential steps that need to be taken to achieve a certain goal. The method of researching Ukrainian-Czech relations is a set of techniques and operations, through which one or another concrete activity is carried out in certain areas of bilateral cooperation. Special scientific methods prevail in the methods of Ukrainian-Czech cooperation research, and among them – qualitative and quantitative. According to the type of causality they are divided into uniquely deterministic, probable, multivalued types [Kosolapov 1998: 70; Mesarovich 1973: 59-63].

The application of the experiment is an important part of the theoretical and practical activities for studying Ukrainian-Czech cooperation. The experiment method is a set of specific techniques and methods that characterize this research in all its parts, as well as specific means and methods for obtaining, collecting, processing key information on bilateral cooperation between Ukraine and the Czech Republic, in particular, political and economic relations, data on mutual commodity turnover, etc. [Bertalanffy 1969: 32-33].

There are two approaches to the studying of Ukrainian-Czech interregional relations: a) a historical and political, that observes Ukrainian-Czech relations by analyzing the relationships, institutes and behaviors that arise and develop in time and space; b) geo-political and geo-economic, which explores Ukrainian-Czech cooperation by analyzing the political and economic interaction of partner countries. Given the significant number of schools, theories and methodological approaches, this separation is conditional. It is used by us exclusively to identify the main trends in the development of bilateral cooperation and issues that require further research and development. In both approaches the defining concepts are the states, that is, Ukraine and the Czech Republic, as the main subjects of international relations, their national interests, force, borders and territory [Shepieliev 2004: 73-76].

The methodology of the study of Ukrainian-Czech intergovernmental cooperation is based on the principles, which derives from the initial ideas about the object of research. The problem of a modern research of bilateral Ukrainian-Czech relations is the polemic of the primary principles of understanding of its own object. First of all, this is about the traditional discrepancy between the principles of subjectivism and objectivism. Subjectivism as one of the principles of the study of Ukrainian-

Czech cooperation is the system of views related to the interpretation of international relations as social contacts, deprived of an objective basis, which derives from the human nature; they form and direct a personality. This principle laid the foundation of theories and scientific schools – anthropomorphism and normativism. Objectivism principles of the study of Ukrainian-Czech relations necessarily take into account the real character, driving forces and tendencies that are independent of the will and desires of a person [Kiikufka, 2000: 102-105].

Deductive and inductive methods, analysis and synthesis as general scientific methods of cognition are also used in the process of research study of bilateral Ukrainian-Czech interregional cooperation. By the deductive method, the study of interregional ties between Ukraine and the Czech Republic occurs from general knowledge to individual ones, and when using the inductive method, the study of Ukrainian-Czech cooperation takes place in the opposite direction. Using the analysis, the bilateral relations are considered in the economic, political, cultural and tourist spheres. Synthesis has allowed to combine the studied directions of Ukrainian-Czech cooperation and to make complex generalizations [Korsak 2013: 66-75].

The study of Ukrainian-Czech cooperation is based on the dialectic method, which takes into account that the Ukrainian-Czech inter-state relations are a dynamic system, which is in constant motion and development, in the constant change of content and forms. In particular, dialectics makes it possible to study the development dynamics of trade in bilateral trade relations, to avoid a metaphysical interpretation of individual and general phenomena and processes. The dialectical approach covers the general features of the development of any phenomena and allows to objectively studying the driving forces of international processes, to find out the differences of individual phenomena. M. Shepieliev emphasized that the principles of general communication and development as the basic principles of the dialectical method are inextricably linked with each other and operate in organic unity [Shepieliev 2004: 85-89].

The opposite of the dialectical method in the study of Ukrainian-Czech cooperation is a metaphysical method. Metaphysics is understood as the scientific views that regard international relations as inconsistent, unchanged in their basis, and processes and phenomena in it are understood to be out of communication with each other. Metaphysics in the study of Ukrainian-Czech cooperation manifests itself in exaggerating the stability and rest, which leads to the justification of stagnation, to dogmatism. Thus, some Czech politicians are firm and skeptical about the European integration course of Ukraine; a stereotype that Ukrainians are poor workers, smugglers and representatives of criminal structures is traditional for the Czech Republic [Korsak 2013: 66-75].

The history methodology of the interstate relations study involves the isolation and theoretical understanding of the following main elements of historical knowledge: a) the object of definition; b) the subject of knowledge (historian), methods and logic of his research activities in the process of creating historical knowledge; c) historical knowledge, its structure, adequacy with regard to reality, social significance [Zashkilniak 1999: 7].

The study of bilateral cooperation between Ukraine and the Czech Republic is based on formal and informal methods. Informal methods began to stand out from the late 1960's. They are understood as an application of formal logic and mathematical analysis to the study or an explanation of international relations in general or their

individual phenomena and processes. The leading place among the informal methods belongs to the historical descriptive method (historical comparative, historical genetic, historical synthetic), which is the basis of the history of diplomacy, international relations and foreign policy, numerous works on the analysis of phenomena and processes of international life. A variant of the historical descriptive method is a politics descriptive method, which is to summarize documentary sources. Both methods provide preliminary factual information on Ukrainian-Czech inter-state cooperation, and all the following theoretical constructs are based on their basis. This group also includes a comparative historical method – a method of studying and explaining the content and nature of Ukrainian-Czech international relations at different stages of historical development during 2000-2013 [Korsak 2013: 66-75].

Thus, with a comprehensive study of Ukrainian-Czech cooperation, different methodological principles, that is, different methods of theoretical research, which are widely used in the theory of international relations, have been used. They gave an opportunity to get new knowledge characterizing the processes of formation and development of the system of Ukrainian-Czech intergovernmental cooperation as a set of stable, well-organized links. They can be seen as the main source of information on the nature of international relations in the context of European integration, which takes place in Central and Eastern Europe.

3. RESEARCH RESULT

On the international scene, the Czech people have always supported domestic and foreign policy, democratic reforms that were conducted in Ukraine. In turn, for Ukraine during 2000-2012 the support of the Czech Republic of such important issues as ratification by the EU of the Association Agreement with the EU, the establishment of a free trade zone was important. In particular, the main work on specifying the provisions of the Eastern Partnership project took place during the Czech presidency of the EU in 2009. In this context, there were positive expectations among experts and politicians in Ukraine regarding the filling of the Eastern Partnership with real meaning [Korsak 2014: 115-118].

We believe that today, for the rapid integration of Ukraine into the EU and, accordingly, for improvement of interregional relations with the Czech Republic, it is important for the Ukrainian society to borrow Czech experience in domestic and foreign policy that will solve a number of state tasks in the European integration, trade, economic and tourism spheres.

3.1. Eurointegration, political and legal sphere of relations

Unlike Ukraine, the overall process of the real integration of the Czech ethnos into the European Union has found a continuation in the implementation of the “Position papers”. In particular, the EU accession preparation Programs have been developed. In 2000, the program “Common foreign and security policy and customs union” was implemented; in 2001 such programs were implemented: “External relations”, “Commercial law”, “Free movement of services”, “Free movement of capital”, “Social politics and employment” etc. In 2002, such programs were implemented: “Regional Policy” and “Structural Funds Coordination” [Materialy do zvituu, 2002: 2-5].

In the Czech Republic, there has been well organized the work on coordinating the activities of the Czech authorities and interaction with the EU authorities on the implementation of reforms, harmonization of national legislation with the requirements of the European Union. This work was being carried out consistently over a long period of time. For its organization and coordination in 1994, the Government Committee on European Integration was created. Over time, it was reorganized in accordance with the requirements and complexity of the tasks. So, in 2001 it was transformed into the Government Council on European Integration, and in 2003 – to the Government Committee on the European Union Affairs. The Government Committee on EU Affairs has become the main coordination body concerning issues of relations with the European Union in the structure of public administration. Its task was to promote the strategic role of the Czech Republic Government in the matter of formation and implementation of the policy regarding the European Union. The Committee has also coordinated the Branch Coordination Groups which worked out draft bills of the European Commission and influenced the development and preparation of these projects. Thus, all the time there has been provided continuous, consistent work on the implementation of strategic tasks. In contrast, in Ukraine several times the function of European integration was being added to the Ministry of Economy; it was even renamed to the Ministry of Economy and European Integration. The Cabinet of Ministers introduced the post of Vice Prime Minister on European Integration, but most likely, it was done for specific people, and then it was abandoned. No one particularly cared about the consistency and continuity of the work [Materialy do zvitú, 2003: 6-10].

In accordance with the time requirements, as well as political and economic challenges, the basic principles of domestic and foreign policy have been periodically reviewed and adjusted, while the Concepts of Economic Reforms and Foreign Policy of the Czech Republic have been approved (2003, 2006 and 2009). Particular attention deserves the Concept in the sphere of foreign trade, adopted in the context of the global financial and economic crisis. According to this Concept, the Czech Republic having narrowed down the circle of priority countries, at the same time has decided to concentrate on cooperation with Ukraine, which resulted from a detailed plan of cooperation, which contained 4 directions of events [Kořan 2009: 13-20; Kořan 2010: 15-19].

We must state the fact, that unlike the Czech Republic, in Ukraine the concepts of Ukrainian-Czech relations have not been approved. This issue was limited, in particular, by the Decree of the President of Ukraine dated September 14, 2000 No. 1072/2000 known as the “The Program of Ukraine's Accession to the EU” in the part of foreign economic activity (FEA). So, in the section 16.1.2 named as “Cooperation with the States of Central European Free Trade Association” concerning cooperation with the Czech Republic there were mentioned only the signing of the Memorandum on the liberalization of mutual trade. Specific tasks regarding collaboration were not set. In 2001, the Trade-Economic Mission of Ukraine in the Czech Republic developed and has sent to the Ministry of Economy of Ukraine a Draft Concept of Trade and Economic Relations with the Czech Republic for the period 2002-2005, but it has not been approved at higher levels of government. In 2004, the Embassy of Ukraine in the Czech Republic sent to the Ministry of Foreign Affairs of Ukraine proposals to the Concept of bilateral relations between Ukraine and the Czech Republic, which did not bring any results. Thus, in Ukraine, the work on the elaboration of the Concept of Ukrainian-Czech relations

has not been implemented consistently, deliberately and purposeful [Korsak 2013: 345].

To review the expediency and timeliness of the adoption of legislative acts on trade and economic cooperation between Ukraine and the Czech Republic, to simplify the system of national interdepartmental coordination of projects of bilateral contractual normative legal acts. In particular, by the Law of Ukraine dated March 24, 1998, No. 209-98 there was ratified the Protocol between the Cabinet of Ministers of Ukraine and the Government of the Czech Republic on the provision of loans for the financing of the exports of goods and services from the Czech Republic into Ukraine. It was signed in 1997 in order to equalize the balance and to support Czech exporters. However, the project was not implemented. The urgency of the law is lost since in the legislation of Ukraine during this time a lot of norms that prohibit this type of lending have been adopted. In addition, the Law can create benefits for Czech exporters and favorable conditions for Czech goods to access into the Ukrainian market, which would worsen the trade balance of Ukraine, which over the past 10 years is already negative in terms of trade with the Czech Republic. Therefore, it is expedient to consider the question of canceling the specified law.

Without adequate financial resources, in 2004 there was adopted the Law of Ukraine "On Amendments to the State Budget" which allowed the Cabinet of Ministers of Ukraine to make repayment of debt concerning the "Yamburg Agreements" to the Czech Republic in cash and / or commodity form at the expense of funds provided for the repayment of public debt of Ukraine. This law have not been implemented either.

With the two-year delay in April 2006, there was adopted the Law of Ukraine "On Ratification of the Agreement between the Cabinet of Ministers of Ukraine and the Government of the Czech Republic on economic, industrial and scientific-technical cooperation" which had been signed yet on April 15, 2004 [Korsak 2013: 347-351].

Ukraine also needs to reform electoral legislation on elections to the parliament of the country. It should be noted that the transparency of the electoral process and political traditions in the Czech Republic make it impossible to falsify election results, at the same time the national results of the voting are calculated by the Chief State Statistics Office as the only state authorized body in this sphere. According to this plan, such a procedure derives statistic experts from the party influence. Formation of the Central Election Commission pursuant to the Ukrainian model, that is, by the party's quota principle, creates beforehand the conditions for party preferences and defending the interests of certain political forces [Kitsila 2004: 5-7].

The following can be recommended to the Government of the country: the use in the activities of the State Financial Monitoring Service of Ukraine the Czech experience of the implementation of anti-corruption measures, as well as the fight against illicit trafficking and criminal proceeds laundering. To follow the circular letter of the Ministry of Foreign Affairs of Ukraine No. 103/21-020-114 dated February 18, 2003, the Embassy of Ukraine in the Czech Republic and the Trade and Economic Mission in its composition established proper working contacts and defined cooperation with the Financial and Analytical Administration of the Ministry of Finance of The Czech Republic (the leading state body in the country, which coordinates and directly implements measures to combat money laundering). The relevant legislative framework of the Czech Republic on this issue was analyzed. Work in this direction in the Czech Republic is carried out in accordance with the

Law of the Czech Republic No. 61 dated February 15, 1996. In this regard, deserves attention the cooperation between the Ministries of Finance and Internal Affairs of the Czech Republic, which regulates the interaction between them in this area through an interdepartmental agreement. Moreover, the main functions here perform exactly Financial and Analytical Administration. This work was being carried out to prevent measures against Ukraine which Financial Action Task Force on Money Laundering planed to implement and to improve the image of Ukraine in this sphere. It found the continuation in the proposed by the Czech side assistance on the transfer of experience and support of Ukraine in cooperation with international financial organizations, financial reconnaissance of other countries, and also in the Egmont group, a member of which the Czech Republic has been since 1996. As a result of the implemented work in November 2004, the Memorandum of Mutual Understanding between the State Department of Financial Monitoring of Ukraine and the Financial and Analytical Directorate of the Czech Republic was signed. Work on these issues should be certainly continued in the future [Materialy do zvituu, 2003: 16-19; Hetmanchuk 2005: 5].

3.2. Trade and financial sphere of relations

The use of the Czech experience in conducting a coherent fiscal and monetary policy in the sphere of state finances among the central executive authorities should be offered to Ukrainian government officials. In order to harmonize the fiscal and monetary policy in 2000, the cooperation between the Ministry of Finance and the National Bank of the Czech Republic was initiated. In 2002, after the process of privatization of the leading state-owned enterprises “Tansgaz” and “Unipetrol” almost \$ 4 billion was earned. This led to a sharp increase in the Czech koruna by 20% (from 40 to 32 CZK). In order to avoid the negative impact on the exporters of products from the unbalanced financial market, the Ministry of Finance and the National Bank of the Czech Republic signed the Financial Market Agreement in order to “tie” the privatization proceeds from entering the financial market and provide other measures to achieve the necessary macroeconomic indicators. We believe that this experience is important for Ukraine in the period of exchange rate fluctuations and country’s loan borrowings from the international financial organizations [Materialy do zvituu, 2003: 18-21].

Experience concerning the implementation of the export policy of support and increasing of the competitiveness of commodity producers in foreign markets through the creation of the system of state insurance guarantee of export of products is valuable for Ukraine. At the expert level, the Czech side has supported the work being carried out in Ukraine towards the creation of a system of the state export insurance. In turn, the relevant government decisions were adopted in Ukraine, in particular, Resolution No. 498-r dated October 26, 2001 by the Cabinet of Ministers of Ukraine. To the request of the Ukrainian side, the Export Guarantee Insurance Company of the Czech Republic was transferred to the draft Law of Ukraine “On state support of insurance and export crediting” for the conducting of the expert assessments (Order of the Ministry of Economy of Ukraine dated 04.04.2003, No. 29-41/290). Based on expert assessments and proposals to the bill, the Czech government offered its assistance concerning the exchange of theoretical and practical experience for the creation of a new Ukrainian institution similar to the institution of the countries of Central and Eastern Europe. CEO of the Export Guarantee Insurance Company of the Czech Republic P. Parizek invited

Ukraine to join the regular meeting of the so-called “Prague club” on May 25-28, 2004, which was held in Minsk, Belorussia (although the club is called “Prague”, the headquarters is located in Paris, where representatives of European credit companies meet twice a year). However, the Ukraine did not respond to the invitation. It should be noted the fact that at that time, using the Central European experience, there have been established Belarusian “Beleksingarant”, the Kazakh “State Corporation of Export Credits and Investment”, as well as Russian State Concept on this issue. Unfortunately, Ukraine did not use the provided opportunity and by this time have not created a system of state guarantee of export. For almost 10 years, Supreme Council of Ukraine has not considered any bill on this issue. The last version of the draft Law of Ukraine “On Export insurance and crediting” No. 4145 was registered in the Supreme Council on March 3, 2009 [Korsak 2016: 89-92].

The Government of Ukraine, like the Government of the Czech Republic, needed to establish state bodies and funds, approval of state the programs for European integration reforms and cooperation with European Union support funds. In particular, the European Union coordinated assistance in the sector of economic and social interaction related to the use of EU structural funds. This coordination was related to the preparation concerning the use of structural funds by the Czech government, the Cohesion Fund, and concerned “Phare” programs in the area of regional and sectoral development programs, cross-border cooperation programs and instruments of “Ispa” and “Sapard” at the pre-accession stage into EU. The “Phare” program supported the preparation of the Czech Republic for the accession to the European Regional Development Fund (ERDF), as well as the European Social Fund (ESF); “Ispa” – to the Cohesion Fund (CF) while “Sapard” – to the European Agricultural Guidance and Guarantee Fund (EAGGF) [Materialy do zvituu, 2002: 12-15].

Today, under the terms of signing the Association Agreement, the use of the Czech experience in relation to existing approaches for securing state interests in the sector of foreign economic relations and provision of support to entrepreneurs in the implementation of their trade and economic activities abroad is very important for the country. In particular, in the Czech Republic trade and economic interests are represented by the following state institutions:

1. Trade-economic departments or sections within the Embassies;
2. Representation of “Czech Trade”;
3. Representation of “Czech Invest”;
4. The foreign centers of the Czech Republic [Materialy do zvituu, 2003: 11-14; Korsak 2016: 110-117].

Transparency in business, openness of all property registers, open access to the register of owners and founders of business entities – this all has created a favorable investment climate in the Czech Republic. By 2012, more than 140 billion US dollars of foreign direct investment has come into the Czech economy, which is three times higher than the inflow to Ukraine. The average salary was more than \$1,300 USA. In Ukraine, legislation on the establishment of registries has been just adopted, but they are not fully open yet. First of all, this is the register of property owners, owners and founders of business entities, and others. This significantly reduces the attractiveness of conducting business in Ukraine, undermining the trust of foreign investors. For example, in the current archive of the Trade and Economic Mission of Ukraine in the Czech Republic there is a correspondence to

the Tax Inspection of Ukraine and to the State Committee of Entrepreneurship with a request to provide information on the appeal of Czech entrepreneurs about the founders and owners of certain Ukrainian business entities. But there was no answer because it was closed information. The Czech businessmen perceived this information with a lack of understanding and subsequently in the future did not attempt to work in the Ukrainian market [Korsak 2014: 115-118; Agenda pro českou zahraniční politiku 2011: 49; Agenda pro českou zahraniční politiku 2012, 47-48].

The Ukrainian government needs to implement the export policy through the state support of the participation of the actors of foreign economic activity in presentation and exhibition events, business and economic forums in other countries. In particular, in accordance with the Concept of Foreign Economic Activity of the Czech Republic, the Czech Government considers advertising, information and exhibition activities as an important component of the export policy of the state. The amount of money directed to the Czech Republic at fairs and exhibitions has amounted to 1% of the gross domestic product, that is, about 260 million US dollars. In the country there has been introduced a program of the state support for the products of the Czech producers, represented at the international exhibitions. The Ministry of Industry and Trade of the Czech Republic has occupied one of the leading places in the system of the state support of exhibition and fair activity. It provided full or partial financing of participation of Czech companies in 50-60 international exhibition and fairs events taking place in foreign countries. At the end of each year, the Ministry has confirmed a list of exhibition events to be funded next year. Thus, an annual list of about 60 international exhibitions abroad has been approved, within the framework of which the state support for the participation of Czech companies was provided. Such a state approach is important to support Ukrainian exporters, in particular in the Czech market, due to their low level of participation in exhibition and presentation events, and the small number of representations of firms and companies in other countries [Korsak 2013: 361].

During 200-2012 Ukraine needed to liberalize and abolish visa regime with European countries. The visa regime between Ukraine and the Czech Republic has negatively affected trade and economic relations between these two countries. Ukrainian exporters and entrepreneurs found themselves in unequal and unfavorable conditions for doing business. According to the State Statistics Committee of Ukraine, after the introduction of the visa regime with the Czech Republic (2001), of the 624 joint ventures created with the participation of Czech capital, only a third continued to work actively in the markets of the two countries. Visa restrictions have significantly influenced cooperation, first of all, concerning small and medium business, interregional and interdepartmental cooperation, exhibition activities, etc. The terms of project preparation and commercial contracts have increased significantly [Materialy do zvitú, 2002: 21-23].

In the sphere of statistics of the bilateral Ukrainian-Czech trade and economic relations, it is necessary to improve the method of statistical calculations of the bilateral trade, bringing it closer to the methodology of the European Union. In Ukraine, to calculate the trade between countries, different sources of statistics are used – along with the state there are departmental statistics. First of all, this is the statistics of the customs authorities. During the whole period of the bilateral trade, there are significant differences in the statistical indicators in this sphere, accounted by Ukraine and the Czech Republic. First of all, this does not allow to

really assess the state of Ukrainian-Czech trade; secondly, it complicates the question of protecting the interests of Ukrainian exporters in the market of the Czech Republic, since in the process of conducting the investigations to protect domestic producers from undesirable imports using appropriate application of tariff and non-tariff restrictive measures, the Czech Republic determines the volume and value of import of “sensitive” goods from Ukraine exclusively on the basis of its own statistics. Instead, government authorities and business entities in Ukraine are guided by Ukrainian statistics that differ significantly from the Czech one. Thirdly, various statistical indicators may conceal abuse, illegal trading schemes, tax evasion, hiding of the real incomes and profits, money laundering, etc. [Korsak 2013: 399].

The most successful trade cooperation was in 2008. At that time, the highest commodity turnover rates were achieved. According to Ukrainian statistics, overall trade turnover (in comparison with 2007) increased by 29.3%. Ukrainian exports grew by 56.4% to \$ 670.8 million against \$ 428.9 million in 2007. During the investigated period, the crises in mutual trade between the two countries were in 2009, and for Ukraine – even in 2006, when Ukrainian exports amounted to only 90.6% to the level of 2005, respectively, \$ 341.6 million and \$ 377.3 million. The landmark was 2009, because the mutual trade turnover decreased from \$ 2046.8 million in 2008 to \$ 962.8 million, or more than for a half. Ukrainian exports to the Czech Republic in 2009 decreased by 50% to \$ 340.7 million. In 2012, it was reduced again. This testified to the insignificance of crisis phenomena in the Ukrainian economy. Uneven access conditions to the markets of two countries that were harder for Ukrainian producers, low competitiveness and a significant raw material component of Ukrainian exports, lack of investment in Ukraine, created a significant gap in trade flows and export growth rates in favor of the Czech Republic. According to the Czech statistical office, volumes of trade between Ukraine and the Czech Republic during 2012 increased by 2.4% and amounted to \$ 2852.36 million. Exports of Ukrainian goods to the Czech Republic decreased by 19.4% over this period and amounted to \$ 1137.25 million. Growth in commodity circulation was solely due to the growth of Czech imports. The volume of imports of Czech goods to Ukraine increased by 24.8% and amounted to \$ 1715.11 million. The negative balance for Ukraine amounted to \$ 577.8 million [Agenda pro českou zahraniční politiku, 2013: 46-47; Korsak 2014: 115-118].

The main branches of the Ukrainian-Czech trade and economic cooperation during 2000-2012 were machine building, heavy, chemical, light and food industries, construction complex, transport communications. The decisive factor in expanding the scope and improvement of the commodity structure of Czech trade with the European Union was Western capital invested in industrial production of the country. An economic consultative dialogue between Ukraine and the Czech Republic, starting from 1996, was carried out on a permanent basis. Every year in the Czech Republic there were more than 50 delegations of Ukrainian ministries, departments, regions and cities. The activities of these bodies and expert advice were directed by the Ministry of Economy of Ukraine, the Ministry of Foreign Affairs of Ukraine, other branch ministries and departments of Ukraine in accordance with their competences [Korsak 2016: 87-90].

3.3. Tourism industry

In the XXI century, the cooperation between Ukraine and the Czech Republic in the sector of tourism service takes place through the prism of the relations of this country with the European Union. The western border of Ukraine has become a border between Ukraine and the EU – an embodiment of a course on European integration within the framework of implementation of the joint agreements and projects. The issue of realization of the tourism policy in Ukraine is urgent as tourism is recognized to be a priority sphere of the national economy and its development will determine country's specialization in the future. Cooperation with the Czech Republic and other EU countries, the use of their experience will serve as a guarantor of success and will help to develop a national strategy for the formation of tourism services.

For Ukraine, it would be appropriate to use the Czech experience in organizing the country's tourism industry. After leaving the Council for Mutual Economic Assistance, tourism development in the Czech Republic was characterized by the collapse of the old type enterprises such as tour agencies and travel agencies. An important feature of the development of the tourism industry was that these processes took place in conditions of transition of the country to a market economy. The modification of old tourist enterprises was carried out through the restructuring of a tourism product that had a demand from a Czech consumer. New enterprises were created, which later became known as tour operators and travel agents. At the beginning, actively began to develop mainly on outbound trips, due to the long-term shortage of outbound tourism in times of Soviet influence, which led to the formation of increased demand for an external tourist product. Some countries have introduced visa-free entry for the attraction of Czech tourists: Ukraine, Poland, Hungary, Bulgaria; but in Germany, Spain, and Italy, they simplified visa formalities [Fedurtsia 2006: 4-5].

Outbound tourism in the Czech Republic was determined by the following reasons: the novelty of a foreign product for the Czech consumer, the expansion of foreign business contacts, the facilitation of departure, the affordable price on outbound tours, and the high competitiveness of foreign tourist products. Today, among the main source markets of the Czech Republic are Germany, Great Britain, Russia, Italy, the USA, Poland, Slovakia, France, Spain, the Netherlands, Austria, and Japan. Of the new non-European markets, the highest dynamics is observed among the number of arrivals and nights of tourists staying from South Korea, China and Brazil. The value of initial markets should also be evaluated based on the average daily cost. Among the markets with the highest total daily average costs – Russia, the USA, the United Kingdom, Italy, Japan, France, Spain, as well as Norway, Denmark, and Sweden [Korsak, Furtii: 99-103].

We believe that the Government of Ukraine should take into account the experience of institutional development of tourism in the Czech Republic. In particular, the Czech Government has successfully applied the “British model” of tourism development. Key elements of this strategy were aimed at maximizing the popularity of the Czech tourist product, for example, castle buildings and palaces, and attraction and satisfaction of a huge number of visitors. This was due to the development of tourism infrastructure and the improvement of tourism services in the country.

In 1993, the Czech Tourism state organization was founded, which used a number of key activities promoting tourism in the domestic market and abroad. By 2003,

the organization was named the Czech Tourist Center (CCCR), the founder and curator of which is the Ministry of Local and Regional Development of the Czech Republic. Among the main tasks of the Czech Tourism is the increase of the number of repeated visits and the satisfaction of tourists [Korsak, Berets 2016: 98-101].

The Czech Convention Bureau (CzCB), founded in 2009, is promoting the Czech Republic in the field of congressional and incentive tourism in the domestic and foreign markets. The CzCB works closely with individual regional offices, controls the work of the regions, and thus contributes to the maximum use of the congressional capacity offered by the Czech Republic. The city of Prague has traditionally occupied leading positions in the world ranking of congress cities.

Significant importance in the development of tourism in the Czech Republic is the department of the Czech Tourism agency – the Institute of Tourism. It provides analytical and informational services to other agency's organizational components. The Institute also provides information on the development of the tourism market of the Czech Republic, etc. The Association of the Regions of the Czech Republic, established in 2001, plays an important role in the domestic tourism market. It is an open organization that united the interests of all 14 administrative regions of the Czech Republic – 13 counties and Prague. It is registered in the status of association of legal entities in order to protect the rights and interests of the inhabitants of the regions. One of the important bodies of the Association is the Commission, including on tourism and on culture and the preservation of monuments [Korsak, Furtii 2016: 128-131].

The Ministry of Local and Regional Development of the Czech Republic has a coordinating role in the country's tourism industry. The main tasks of the Ministry are to use legislative opportunities to create conditions for the development of tourism in the Czech Republic, to protect the interests of consumers of the Czech tourism product, to monitor and coordinate the activities of travel companies and tour operators. The Ministry is a permanent and active participant in well-known international tourism forums and regularly presents its activities at specialized conferences and exhibitions. In addition, it also implements a number of projects funded by the European Union Structural Funds. In addition to these institutions, the coordinating role in the field of tourism is carried out by the Association of Travel Companies and Agencies, the Association of Tourist Information Centers, the Association of Hotels and Restaurants of the Czech Republic [Korsak, Berets 2016: 98-101].

The tourist cooperation of Ukraine with the Czech Republic in the field of tourism takes place in accordance with the Decree of the President of Ukraine *On Measures to Ensure the Implementation of the State Policy in the Field of Tourism* and the Law of Ukraine *On Amendments to the Law of Ukraine On Tourism* of November 18, 2003 No. 1282-IV (Section VII, Article 35).

It is also necessary to note that the tourist office of Ukraine has applied for inclusion of Ukraine into promising programs of cooperation in the field of tourism. In particular, in Art. 72 Sec. VII *Economic Cooperation*, it is stated that Ukraine and the Czech Republic are expanding and developing cooperation, which will include cooperation between official tourist organizations, studying the possibilities of joint tourism and hotel-restaurant activities, and training of personnel involved in the tourism industry [Korsak 2016: 156-158].

Within the framework of the implementation of the tourism program in Ukraine, an interdepartmental working group was established with the Czech Republic, which facilitated the organization of important work visits at the highest level, in particular, the Ministers of Tourism and the heads of the relevant tourist departments of both countries (2003), the leadership of the executive body in the field of tourism of Ukraine to the Czech Republic and other EU countries (2004). The mentioned visits greatly contributed to establishing a constructive tourist dialogue, optimizing interaction in providing stable tourist flows, increasing the volume of tourist exchanges and providing tourist services and improving the economic efficiency of the tourist service, etc. Also, Ukraine's tourist cooperation with the Czech Republic continued during all the Ukraine-EU summits, which ultimately simplified the visa regime with Ukraine and significantly intensified the tourist relations between the two countries [Korsak 2017: 82-86].

We should mention that Ukraine participated in joint Ukrainian-Czech tourist projects funded by the EU government. According to one of them, the creation of a network of tourist service centers was foreseen in order to disseminate information and promotional material under the Twinning Projects [Agenda pro českou zahraniční politiku, 2013, 46-47].

The next direction of Ukrainian-Czech tourist cooperation is participation in order to ensure the effective functioning of tourism infrastructure in the directions of international transport corridors, in the TACIS program (having implemented since June 1999, it is an agreement on cooperation in the development of tourism in four regions of the Carpathian region: Zakarpattia, Ivano-Frankivsk, Lviv and Chernivtsi). Priority measures for the implementation of this Program have identified construction, reconstruction of highways, arrangement of their tourist infrastructure and objects of tourist service [Kořan 2011: 15-17; Korsak 2017: 82-86].

An important recommendation regarding the formation of a positive tourist image of Ukraine in its relations with the Czech Republic is the improvement of the cultural factor of cooperation. It should be noted that the countries and ethnic groups never conflicted in the historical past and did not exist between them a negative historical heritage. On the contrary, in 1918-1920, Ukraine made a number of steps that contributed to the consolidation of Czechoslovak statehood, and the Czech Republic adopted a large number of Ukrainian political and cultural emigration and created for it almost ideal conditions for cultural and national life, gave a positive impetus to the national development of Transcarpathia (Cultural and Humanitarian cooperation between Ukraine and the Czech Republic).

All this created a favorable ground for successful Ukrainian-Czech cooperation in the early XXI century. Before this Ukraine was supposed to move from quantitative actions and assessments to a systematic cultural presence in the Czech Republic through Ukrainian radio and television in the Czech Republic, days and months of Ukrainian culture, the opening and operation of Ukrainian cultural centers, the opening of permanent Ukrainian correspondent centers, regular interviews with the leaders of Ukrainian culture and science, through the spread of the Ukrainian press and the book, that is, through the creation of a holistic system of constant presence of Ukraine in the Czech society. All this together with the creation of web pages of the President, the Prime Minister, the Chairman of the Verkhovna Rada, the ministers of education and culture, the academics of the National Academy of Sciences of Ukraine, the expansion of activities of non-governmental organizations,

cultural and scientific exchanges between the Ukrainian and Czech regions, extensive cooperation with the diaspora, etc. would prove a permanent cultural presence of Ukraine in the Czech Republic. It should not be forgotten that broad cultural ties create good preconditions for a broad mutually beneficial political, trade, economic and tourist cooperation [Korsak 2016: 98-101].

At the same time, we have to state that during the first decade of the XXI century, the Ukrainian-Czech political and trade-economic cooperation completely neglected the cultural and humanitarian cooperation of two ethnic groups, the formation of a positive image of Ukraine in the Czech Republic. The conduct of several propaganda campaigns did not have any results. Ukrainian state agents forgot or did not know that an external campaign to form a positive image of the country should include propaganda and popularization of the national cultural heritage of its ethnic group, that is, the promotion of national history, cultural achievements, national democratic traditions, that is, everything created and created by Ukrainians. Therefore, the most successful popularization of national cultural traditions is the domestic promotion of Ukrainian ethnic values and achievements that will teach Ukrainian citizens to be proud of their history, language, culture and prospects for their development [Korsak 2013: 402-406].

It should be noted that after the Czech Republic's accession to the EU, the dynamics of tourist flows into the country grew. At the same time, we must state that the introduction of the visa regime with Ukraine has led to a reduction of Ukrainian tourist flows. Thus, the average Prague annual average of 6.5 million foreign tourists visited. Citizens of Ukraine accounted for 1% of visitors to Prague and ranked 15th in statistics. Mostly, in 2004-2012, there were tourists from Germany (14%), the USA (8%), Great Britain (7%), Italy (5%), and Russia (5%). Ukrainians stayed in the Czech Republic by an average for 2.7 nights. So, Ukrainian tourists took the 4th place in 2012 in the statistics of the number of nights spent in Prague. More time than Ukrainians was spent in Prague only by tourists from Spain (2.8 nights), Italy (2.9 nights) and Russia (3.9 nights).

The smallest indicator of Ukrainian tourists was observed in 2012 – 103 thousand. This is 11% less compared to 2011 (116 thousand people) and 28% less than in 2010 (144 thousand people). In 2012, Ukrainians accounted for almost 2% of Czech tourists and ranked 14th in national statistics.

At the same time, after the Orange Revolution (2004), which proclaimed the European choice of Ukraine, there was an increase in tourist interest from the EU countries. The largest number of them was from the Czech Republic in 2012, which was definitely due to the holding of Euro 2012 in Ukraine. In particular, the number of tourists from the Czech Republic increased by 15.6% compared with last years and amounted to 29.6 thousand people [Agenda pro českou zahraniční politiku, 2011: 49; Agenda pro českou zahraniční politiku, 2012: 47-48; Palata 2011: 2].

Nowadays, Ukraine is interested in continuing and deepening of the eurointegration tourism route, which envisages taking into account the tasks of adaptation of the tourist legislation of Ukraine to the relevant EU norms. Practical experience of the Czech Republic in the sphere of tourism proves the need to provide the state support to the development of tourism sector, in particular by financing the international tourism activity; formation of the tourism industry as a profitable sector of the economy; integration of Ukraine into European and world's globalization tourism processes [Korsak, Furtiy 2016: 128-131].

In order to develop tourism cooperation between Ukraine and the Czech Republic, it is necessary to conduct in Ukraine international specialized seminars, conferences with the involvement of domestic and foreign organizations to study the Czech experience concerning organization of tourism infrastructure and services. Also the Government of Ukraine needs to establish a system of exchange of experience on an ongoing basis with the relevant tourist structures of the European Union and the Czech Republic.

5. DISCUSSION

Our research proves that interregional Ukrainian-Czech ties and tourism service depended on the mechanism of coordination and decision-making by the state factors of both countries, which determined the directions and content of interregional cooperation. In comparison with other similar studies, in particular, V. Fedurtsia and S. Fomenko [Fedurtsia 2006; Fomenko, 2006], it was emphasized that Euro-integration reforms in Ukraine and the Czech Republic influenced the intensity of Ukrainian-Czech cooperation at the highest level, and not only foreign economic relations of the Czech Republic.

In contrast to O. Tsup [Tsup 2009], the dependence of the deployment of interregional ties on the degree of the unresolved contradictions and unresolved problems is underlined. Among them, from the Ukrainian side failed an attempt to propose specific actions to fulfill obligations provided by the “Yamburg Agreements”. Compared to previous author’s works [Korsak 2013; Korsak 2014; Korsak, Furtii 2016], our research proves that the level of tourism cooperation depends on the intensity of the development of bilateral relations between Ukraine and the Czech Republic: this cooperation is influenced by cultural relations, which is an indisputable condition for any interstate cooperation.

CONCLUSIONS

Thus, in our research, the issues of Ukrainian-Czech relations are considered more widely. In particular, further development of the following is received:

- current assessments of the research problem of interstate relations between the post-Soviet and post-socialist countries of Central and Eastern Europe;
- coverage of the main factors of Ukrainian-Czech trade and tourism cooperation development;
- approaches to using the experience of Czech transformation reforms in Ukraine.

Consequently, the improvement of the Ukrainian-Czech interregional relations should occur with taking into account the Czech foreign policy experience and experience of reforming of the Czech society in accordance with the requirements and standards of the European Union.

In the field of trade and economic relations, an effective form of cooperation may be expert consultations on cooperation in the field of nuclear energy and nuclear industry, state regulation and supervision of safety in the use of nuclear energy, agriculture, banking, in the areas of certification, state statistics, social security, etc.

In the bilateral relations that influenced the trade and economic cooperation between Ukraine and the Czech Republic there were contradictions and unresolved problems. Among them, failed an attempt to resolve differences in the statistical

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.

REFERENCES

- Hetmanchuk, O., (2005), Ukraina – Chekhiiia: druzhymo poza YeS, *Dzerkalo tyzhnia*, 23, 5.
- Zashkilniak, L., (1999), *Metodolohiia istoriia vid davnyiny do suchasnosti*, Lviv, 224.
- Zelenko, H., (2006), Polityko-pravovi mekhanizmy instytutsionalizatsii hromadianskoho suspilstva u postsotsia-listychnykh krainakh (na prykladi krain Vyshehradskoi hrupy). *Naukovi zapysky Instytutu politychnykh i etnonatsionalnykh doslidzhen im. I. F. Kurasa NAN Ukrainy, Kurasyvski chytannia*, Kyiv, 30 (2), 92–105.
- Kitsyla, L., (2004), Realizatsiia kursu Cheskoj respubliky na intehratsiiu do Yevropeiskoho Soiuzu: *Autoreferat dysertatsii na zdobuttia naukovoho stupenia kandydata politychnykh nauk* (18 r.), Lviv: LNU im. I. Franka.
- Korsak, R.V., (2017), Instytutsiina orhanizatsiia turyzmu v YeS: praktyka zastosuvannia v Ukraini, *Skhidnoevropeyskyi istorychnyi visnyk*, Drohobych: Posvit, Vyp. 2, 82-86.
- Korsak, R.V., (2016), *Istoriia ukrainsko-cheskykh dyplomatychnykh vidnosyn: polityka, ekonomika, turyzm, Istoryko-dyplomatyчне doslidzhennia* (188 r.), Uzhhorod.
- Korsak, R.V., (2013), Metody izucheniya ukrainsko-cheshskih mezhgosudarstvennyih otnosheniy, *Sovremennyiy nauchnyiy vestnik*, Belgorod, 13 (152), 66.
- Korsak, R.V., (2013), *Politychna i ekonomichna spivpratsia Ukrainy ta Chekhii v umovakh transformatsii suspilnykh vidnosyn (2000-2012 rr.)*, (518 s.), Uzhhorod: Vydavnytstvo FOP Breza A.E.
- Korsak, R.V., (2014), Ukrainsko-cheshskij ehkonomicheskij dialog (2010-2013 gg.), *Oraldyn gylym zharshysy*, Ural'sk: Uralnauchkniga, 29 (108), 115–118.
- Korsak, R.V., Furtii, V.V., (2016), Rozvytok turyzmu u Chekhii: dosvid orhanizatsii dlia Ukrainy (kin. XX st. poch. XXI st), *Hileia*, Vyp. 107 (4), 128-131.
- Korsak, R.V., Furtii, V.V., (2016), Rozvytok turyzmu u Chekhii: dosvid orhanizatsii dlia Ukrainy (kin. XX st. poch. XXI st.), *Hileia*, 107 (4), 128–131.
- Korsak, R., Furtii, V., (2016), Ukraina-YeS: spivrobitnytstvo u sferi turyzmu (poch. XXI st.), *Hileia*, 109 (6), 99–103.

Kosolapov, N., (1998), *Mezhdunarodnyie otnosheniya: epistemologiya i metody issledovaniya (Vvedenie v teoriyu)*, *MEiMO*, 3, 70.

Kulturno-humanitarne spivrobitnytstvo mizh Ukrainoiu ta Chekhiieiu. Informatsiina dovidka, *Posolstvo Ukrainy v ChR*, Retrieved from <http://czechia.mfa.gov.ua/ua/ukraine-czechia/culture>.

Matveevskiy, Yu.A., (2011), *Evropeyskaya integratsiya v istoricheskoy retrospective*, Moscow, 286.

Materialy do zvituu pro robotu Posolstva Ukrainy u Cheskii Respublitsi v chastyni torhovelno-ekonomichnoho spivrobitnytstva u 2002 r., Sprava № 19/42 vid. 24.12.2002 r., 37 s.

Materialy do zvituu pro robotu Posolstva Ukrainy u Cheskii Respublitsi v chastyni torhovelno-ekonomichnoho spivrobitnytstva u 2003 r., Sprava № 21/51 vid 25.12.2003, 38 s.

Mesarovich, M., (1973), *Teoriya ierarhicheskikh mnogourovnevnykh system*, Moscow, 342.

Rot, R., (2004), *Vneshnyaya politika Slovatskoy Respubliki i Cheshskoy Respubliki v geopoliticheskom prostranstve Tsentralnoy Evropy*, SPb., 134.

Tamarchina, N.A., (2002), *Vneshnyaya politika Chehii na puti k edinoy Evrope*, Moscow, 188.

Truhachev, V.V., (2010), “Dekrety Benesha”: mina zamedlennogo deystviya dlya ES?. *Sovremennaya Evropa*, Moscow, 3 (43), 96–109.

Truhachev, V.V., (2011), *Cheshsko-avstriyskie otnosheniya v 1998-2007 gg.*, Moscow, 296.

Fedurtsia, V.P., (2006), *Systema rehuliuivannia zovnishnoekonomichnykh zviazkiv u Cheskii Respublitsi: dosvid orhanizatsii dlia Ukrainy: Avtoreferat dysertatsii na zdobuttia naukovooho stupenia kandydata ekonomichnykh nauk (20 s.)*, Uzhhorod: UzhNU.

Tsup, O.V., (2009), *Cheska Respublika i Ukraina v mizhderzhavnykh vidnosynakh kintsia XX – pochatku XXI st.: Avtoreferat dysertatsii na zdobuttia naukovooho stupenia kandydata istorichnykh nauk. (20 s.)*, Lviv: LNU im. I. Franka.

Chernyk, P., (2009), *Ukraina v heopolitychnykh kontseptsiiakh Chehii ta Slovachchyny XX st., Ukrainska natsionalna ideia: realii ta perspektyvy rozvytku*, Lviv, 21, 172–179.

Shepieliev, M.A., (2004), *Teoriia mizhnarodnykh vidnosyn*, Kyiv, 622.

Agenda pro českou zahraniční politiku 2011 / Ed. Vit Dostal, Tomáš Karasek, Michal Thim, Praha: Asociace pro mezinárodní otázky (AMO), 214 s.

Agenda pro českou zahraniční politiku 2012 / Ed. Vit Dostal, Tomáš Karasek, Michal Thim, Praha: Asociace pro mezinárodní otázky (AMO), 216 s.

Agenda pro českou zahraniční politiku 2013 / Ed. Vit Dostal, Jakub Eberle Tomáš Karasek, Praha: Asociace pro mezinárodní otázky (AMO), 68 s.

Bertalanffy, L., (1969). *General system theory; foundations, development, applications*, New York: New York, 289.

Fomenko, S., (2006), *Obchodni vztahy mezi Ukrajinou a Českou republikou, Diplomove práce*, Praha, 72.

Hřích, J., (2010), *Hospodářsky rozměr české zahraniční politiky. Důležitý nástroj boje s hospodářskou krizí, Česká zahraniční politika v roce 2009, Analýza UMV*, Praha: Ústav mezinárodních vztahů, 303–316.

Kiikufka J., (2000), *Teoria stosunkow miedzynarodowych*, Warszawa, 154.

Kořan, M., (2009), Politický kontext a tvorba české zahraniční politiky v roce 2008, *Česka zahraniční politika v roce 2008. Analýza UMV*, Praha: Ústav mezinárodních vztahů, Praha, 13–40.

Kořan, M., (2010), Politický kontext a tvorba české zahraniční politiky v roce 2009. *Česka zahraniční politika v roce 2009, Analýza UMV*, Praha: Ústav mezinárodních vztahů, Praha, 15–40.

Kořan, M., (2011), Politický kontext a tvorba české zahraniční politiky v roce 2010, *Česka zahraniční politika v roce 2010. Analýza UMV*. Praha: Ústav mezinárodních vztahů, 15–32.

Kořan, M., (2012), Politický kontext a tvorba české zahraniční politiky v roce 2011, *Česka zahraniční politika v roce 2011. Analýza UMV* (379 s.), Praha: Ústav mezinárodních vztahů, Praha.

Palata, L., (2011), Otázka smyslu Ukrajiny, *Mezinárodní politika*, Praha: MZV, 9, 2.

Veselá, N. (2011), Dvě desetiletí nezávislé Ukrajiny, *Mezinárodní politika*, Praha, 9, 2.

Votapek, V., (2004), Česká vyhodni politika. Zahraniční politika České republiky 1993–2004, *Úspěchy, problémy a perspektivy*, Praha: Ústav mezinárodních vztahů, 99–108.