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<https://doi.org/10.17721/2308-135X.2019.50.160-167>

UDC 640.4:005.591.6:[663.2:338.48 - 6]:341.238(477:44)

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*DEVELOPMENT OF INNOVATIVE COMPREHENSIVE HOSPITALITY PROGRAM FOR
IMPROVING INTERNATIONAL UKRAINIAN-FRENCH RELATIONS*

The aim of the work is to find ways to improve the Ukrainian-French socio-economic relations, to organize a program of hospitality for the stay of French students in Ukraine.

Methodology. The object of analysis, generalizations and research is the development of measures for the development of economic relations between the countries under study through the organization of gastronomic, wine, business, scientific and cognitive, complex tours. The objective of the work is to identify the objects for cooperation, to develop a model of cooperation.

Results. Based on the results of the work, a draft project for a visit to French students for the national-language curriculum has been developed, and animation, cultural and entertainment events have been proposed to promote French culture among Ukrainian youth and further cultural exchange among the countries under study.

Scientific novelty. Models of cooperation have been developed by organizing gastronomic, wine, business, scientific and educational, comprehensive tours.

Practical significance. The results can be used in the hospitality industry to expand additional services

Key words: hospitality, hotel business, wine and gastronomic tours, innovations, international relations, animation programs

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