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Kireieva Alina Oleksandrivna, Taras Shevchenko National University of Kyiv, Kyiv, Ukraine,
e-mail: alina.kireieva@gmail.com

Motuzenko Olena Oleksandrivna, PhD in Geography, Associate Professor, Taras Shevchenko
National University of Kyiv, Kyiv, Ukraine, e-mail: o.motuzenko@mbfnabat.org

INTERNATIONAL COOPERATION IN THE FIELD OF TOURISM BETWEEN UKRAINE AND NEW ZEALAND

Aim. A detailed study of the state of international cooperation between Ukraine and New Zealand, an analysis of the tourist offer of the represented and tourist market of the countries and the development of recommendations for the development of tourism between countries.

Methodology. The study is to analyze and systematize information on the development of international tourism cooperation between Ukraine and New Zealand. The methodology is based on the use of modern methods for the search and processing of heterogeneous information, its analysis, synthesis and generalization.

Results. Reviewed the problems of international cooperation in the field of tourism between Ukraine and New Zealand, the role and importance of cooperation between state (government) institutions, various public organizations and non-profit structures that promote the development of tourist exchanges between countries. The main forms, goals and means of international cooperation are explored, bilateral relations are revealed in the field, which facilitate prompt solution of many issues of tourism development between countries. The analysis of tourist offer in the tourism market of both countries is carried out.

Scientific novelty. Based on the information gathered on the factors contributing to and hindering the development of tourism between Ukraine and New Zealand and the analysis of the tourism market, practical recommendations were given for improving the interaction of these countries in the field of tourism.

The practical significance lies of the study is the possibility of implementing the results obtained in the development of regional strategies and programs for tourism development between the two countries.

Keywords: international cooperation, tourism, New Zealand.

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