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TOURISM IN THE SYSTEM OF CROSS-BORDER COOPERATION OF UKRAINE

Goal. Describe the areas of cross-border cooperation of Ukraine in the field of recreation and tourism. Many publications of both foreign and domestic authors, mainly of economic and legal content, are devoted to the study of cross-border and later cross-border cooperation. activities.

The method consisted of processing the literary and statistical material collected by the authors on border and transit traffic as components of export-import relations in the field of travel and their infrastructure, as well as the formation and promotion of tourist products formed to get acquainted with neighboring Ukrainian ethnic lands.

Scientific novelty. New approaches to the consideration of cross-border cooperation in the field of tourism and recreation through the prism of cross-border cooperation of Ukraine with neighboring countries are proposed. An example of the development of cross-border cooperation is the development of a cross-border tour between the Verkhovyna district of Ivano-Frankivsk region and the Maramures district of Romania in the Marmara region. One of the ways to intensify international tourism is the use of cross-border natural and recreational and historical and cultural, especially ethnographic, resources through the formation of a comprehensive tourism product in the segment of cognitive tourism.

Results. The provision of the state border of Ukraine with checkpoints and control is described, as well as a regional analysis of the main partner countries of Ukraine in the market of tourist services, developed a technological map of the tourist route "From Verkhovyna, shrouded in legends, to the impressive Maramures."

The practical significance lies in paying attention to the possibilities of cross-border cooperation of Ukraine with neighboring countries, especially on the western border, on the joint use of border areas for the development of recreational activities and tourism. Cross-border cooperation in the field of recreation and tourism involves the joint use of border areas for recreational and tourist purposes. These can include border tourist traffic, transit traffic through checkpoints and the organization of tours in the border ethnic Ukrainian lands.

Key words: tourism, cross-border cooperation, border crossing points, imports and exports in the sphere of travel and tourism.

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