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PROBLEMS AND PROSPECTS OF TRADE COOPERATION BETWEEN UKRAINE AND THE EU

Introduction. Since the beginning of the independent Ukraine, the European Union has been a significant and promising partner for a broad-based cooperation that extends across a wide range of economic and social spheres. The European Union, as an integration association known for its peculiarities of economic development, requires counterparties to comply with relevant standards, the failure of which creates problems in the process of trade cooperation.

Review of recent publications. Questions of the problems of Ukrainian foreign economic activity are the subject of research of such domestic scientists as:

I.Burakovskiy, A. Grebelnik, A. Kredisov, Yu. Makohon, A. Mokiy, S. Semiv and others, but dynamic aspects of this subject require a more detailed modern analysis.

Objectives of the paper. The purpose of the article is to characterize the main problems of trade between Ukraine and the countries of the European Union, to determine the optimal existing variants of their solution in modern cooperation realities.

Results of research. The European Union is the largest trade partner of Ukraine. Total volumes of foreign trade operations in 2017 amounted to about 42% of the total trade volume of Ukraine [1].

During the preparation and signing of the Association Agreement with the EU, Ukraine was in a different state from the current economic situation. At that time, its export base was a metallurgical complex, but in connection with the anti-terrorist operation in eastern Ukraine, this potential has significantly decreased. At this stage, the key trading platform with the EU is the agro-industrial complex.

Another problem is the liberalization of trade between Ukraine and the EU, which is not the best time for the European Union. A slow exit from the crisis of a number of European Union countries forces them to pursue a policy of budget savings. It reduces demand for goods, including Ukrainian goods. In addition, world prices for the main export goods of Ukraine remain low. It was this fact that ensured the fall of Ukrainian exports to the EU in 2015 [2].

Problems also create a low technological structure of domestic exports. As the parties to the cooperation are highly developed and developing countries, the focus on the supply of raw materials remains unchanged. Over the past four years, Ukraine has increased the supply of low-grade products to the EU countries: wood, oil, wheat, etc. (Table 1). Technological breakthrough did not happen.

The negative impact on the foreign economic relations with the EU is the unacknowledged Ukrainian certification system, as certain groups of quotas require a special certification procedure and the establishment of permits for a Ukrainian producer.

Table 1

Ukrainian export of SITC products to the EU during the period
2014-2017 (EUR million)

Source: [3]

	2014	2015	2016	2017
Total	13 734	12 844	13 159	16 740
Food, meat, products of animal origin	2 495	2 632	2 347	2 991
Drinks and Tobacco	19	29	19	22
Raw except for fuel	2 604	2 395	2 287	3 192
Mineral fuels, lubricants and related materials	1,005	519	545	870
Animal and vegetable oil, fats and wax	616	648	1 112	1 408
Chemical substances	551	507	396	467

Industrial products	3 847	3 501	3 632	3 370
Machine building and transport equipment	1 419	1 429	1 586	1 985
Goods of production purpose	630	643	790	927
Mediation and Transactions	34 39	34	36	39
Other	515	507	409	468

The state does not motivate businesspersons. For example, direct subsidies are granted to the great producers of chicken meat, which are released in the farming system [4]. Even sanitary safety and control did not become an obstacle.

The impetus for improving Ukraine's trade cooperation with the EC is to improve the investment climate in order to attract investment from major European companies, in particular in the field of machine building and some other sectors of production. Ukraine has sufficient scientific support there. Such directions can include: production of grain harvesters, tractors and other high-performance agricultural machinery with the maximum optimization of production processes in Ukraine, production of new materials and substances and the nanotechnology industry.

There is an inappropriate development of transit channels and an imperfect mechanism of the border control. There is no system for the dictation of the ventage border departments, which will make it easier to transport goods.

The EU market is still remains unavailable for small and medium businesses. Significantly, there is a lack of information about the possibility of entering foreign markets. There are certain obstacles when moving goods at the customs. National producers also have uneven competitive conditions due to non-compliance with technical standards of production. For example, you can take Ukrainian producers of sour-milk products. In most cases, such enterprises buy milk from the population living in adjoining areas. The European system forbids such a process. In view of this, we can state the limited access to the markets of the EU countries of products of domestic food industry enterprises without high-tech devices in production.

Conclusion. Ukraine has a number of problems, most of which arose due to the difference in the levels of economic development of the parties – the association's executives. However, a ten-year period is established, during which there is a high probability of their elimination. Ukraine should start with qualitative reform in the legislative sphere, which will give further impetus to the typical changes. The European Union is an association that can provide Ukraine with significant revenues from its participation in foreign trade, subject to the correction of gaps in the internal functioning of the economy.

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PERSPECTIVES FOR TOURISM DEVELOPMENT IN UKRAINE

Introduction. Today, the structure of Ukraine's economy is changing very rapidly. Previously prioritized areas are now outdated and gradually disappearing and compared to other sectors of economy, the tourism industry is one of the fastest growing. The chances to increase the employment rate and household income level depend on whether they can come up with new ideas about production of goods and services. Ukraine has untapped potential for tourism development and the national economy will benefit from tourism because of income creation and generation of jobs.

Review of recent publications. The analysis of the prospects for the development of tourism in Ukraine was carried out by O. Oleksienko [1], D. Basyuk, N. Kosar and others. However, taking into consideration the current economic situation in Ukraine, this issue needs to be thoroughly analyzed.

Objectives of the paper. The aim of this paper is to analyse the current state of tourism in Ukraine and the prospects for tourism development.

Results of research. Ukraine is rich in recreational resources, which, unfortunately, are in decline partially due to the ongoing crisis in Crimea and the pro-