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## **INTERNATIONAL TOURISM IN THE CONDITIONS OF INNOVATIVE ECONOMY**

Tourism is the activities of people traveling to and staying in places outside their usual environment for leisure, business or other purposes for not more than one consecutive year. It is a collection of activities, services and industries that delivers a travel experience, including transportation, accommodations, eating and drinking establishments, retail shops, entertainment businesses, activity facilities and other hospitality services provided for individuals or groups traveling away from home. The World Tourism Organization (WTO) claims that tourism is currently the world's largest industry with annual revenues of over \$3 trillion dollars.

International tourism affects the economies of the world. It stimulates the development of investment projects for the development of transport and hotel and tourist infrastructure, which improves the quality of life of the indigenous population, and service of tourists.

Tourism is one of the few industries in the world economy, where the number of jobs is constantly and rapidly increasing [1].

Innovations in the tourism sector are aimed at creating a new tourist product, providing unique tourist services [2, p.39].

Market innovations are a method of competition, because innovation leads to lower costs, prices and profit growth, to create new needs, to cash flow, to increase the rating of the manufacturer of new products, to the exit and saturation of new markets.

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## **INFLATION PROCESSES IN UKRAINE: THE NATURE, CAUSES AND WAYS TO OVERCOME**

At present, discussions on inflation have reached the highest peak. Inflation negatively affects the country's economic development and hinders long-term investment. The high level of inflation destroys the monetary system, causes price increases, reduces the standard of living of the population and accelerates the "escape" of capital. The problem of inflation plays a major role in economic science, since its indicators and socioeconomic implications are important in assessing the country's economic security and the world economy.

Many scientists worked on this issue, such as D. Locke, J. Mill, V. Gal, A. Galchinsky, E. Kornienko, O. Petryk, V. Stelmakh, V. Shevchuk, A. Shapovalov.

The purpose of the work is to study inflation processes in Ukraine and to consider ways to combat it.

Inflation - is an overflow of the sphere of circulation of excess money supply in the absence of an adequate increase in commodity mass, causing a depreciation of the monetary unit. It manifests itself in the form of rising prices for goods and services, which is not conditioned by an increase in their quality, that is, there is a depreciation of money [1].

By the nature of origin, it is expedient to highlight four reasons for the rapid development of inflation: