

about to travel and buy a tour. The Internet is currently seen as a major factor in the development of the tourism industry.

Social networks. It is one of the fastest growing media on the Internet and plays a very important role in the travel industry. It is not just a means of communication, but also a means of exchanging information. It is most popular with young people and its role in the tourism industry is growing every day. Some of the social media that make a big contribution to the travel industry are YouTube, Twitter, Instagram etc. YouTube has many channels that can inform you about almost every travel destination on earth. Also, now there are a huge number of bloggers who travel the world and share their impressions.

The survey concluded that there are two types of the mass media: print and electronic. Each type of media has a different reaction from people. Social media is more popular in today's context. The media, if not used carefully, can also have a negative impact on the tourism industry. But we cannot ignore the fact that this is one of the most important reasons for the development of tourism and travel in the world.

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SOCIAL PROTECTION SYSTEM FOR THE UNEMPLOYED

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Nowadays, there is one of the main problems that affects all countries of the world – unemployment of the working-age population, which arises in connection with economic fluctuations. It can be influenced by the forces of social policy, which is manifested in the social protection of citizens from unemployment. What is unemployment? Unemployment is those people who make up a part of the economically active population who have every opportunity to work, but due to various problems they cannot find a permanent job.

There are various reasons for unemployment:

1. Seasonal changes in production levels. Some production depends on the season.
2. Changes in the demographic structure. An increase in the number of able-bodied population increases the likelihood of unemployment.
3. Technological progress. New technologies appear that replace hundreds of jobs.
4. Economic downturns that affect the decline in labour demand.
5. Changes in consumer demand for goods and services, which in turn directly affect jobs. With the disappearance of certain goods, professions can also disappear.

Based on the above, we can formulate the main forms of unemployment:

1. Structural unemployment depends on changes in technologies, with the emergence of new technologies, as well as with the advent of new goods, which push old ones out of the market.
2. Fractional unemployment is associated with the transfer of an employee from one job to another (this process can take a long time).

3. Cyclical unemployment is associated with insufficient aggregate demand for goods and services, which causes an increase in unemployment in those industries where these goods are produced.

Table 1. Ranking of Countries by Unemployment Rate

Country/year	1999	2004	2009	2014	2019	2020
USA	4,2%	5,5%	9,3%	6,2%	3,7%	8,1%
Ukrain	11,9%	8,6%	8,8%	9,3%	8,5%	9,0%
China	3,1%	4,2%	4,3%	4,1%	3,6%	3,8%
Canada	7,6%	7,2%	8,4%	6,9%	5,7%	9,6%
Australia	6,9%	5,4%	5,6%	6,1%	5,2%	6,5%
Germany	8,6%	10,3%	7,7%	5,0%	3,2%	4,2%
Germany	15,6%	11,0%	17,9%	24,4%	14,1%	15,5%
Italy	10,9%	8,0%	7,7%	12,6%	10,0%	9,1%
Luxembourg	2,9%	3,7%	5,5%	7,1%	5,4%	6,3%

Based on the data in the table, we can conclude that in 2019 the percentage of unemployed people is lower than in previous years. This happened due to lower wages and increased market flexibility.

Let us take America and Luxembourg for comparison. In the United States today, unemployment benefits are given to people without work, and about 90% of the adult population receive a one-time payment of \$1200 (and + \$500 per child). The minimum benefit payment is \$648 and the maximum is \$2,730. In Luxembourg, upon dismissal or loss of work, the state will make a payment in the amount of 80% of the salary, it can be received throughout the year. The monthly payment amount exceeds €3,000, but it will decrease every month.

At the same time, not all Americans are eligible for benefits. In many states, freelancers and some agricultural workers are less likely to receive benefits. Each state sets its own maximum benefit amount. Basically, this is no more than half of the last salary. The allowance is paid for 26 weeks. But it can change from state to state. The unemployed people are also provided with health insurance.

Forbes has compiled a list of countries that have the most generous social security systems. Japan holds the last place, where the unemployed people will be able to receive 67% of the previous salary on benefits, the payment depends not only on the length of service, but also on the age. This list also includes Switzerland, Luxembourg, and Norway. Denmark has become the leader in the most generous support system, the loss of a job threatens to lose 10% of the salary, and the remaining 90% can be received by a citizen in the form of benefits over the next 4 years.

Unemployment is inherent in every country in the world, and for this, the state policy should be pursued to reduce unemployment, good social support for the unemployed, and information about a vacancy. But everything does not all depend on the government and entrepreneurs who provide jobs, but everything comes from a person, from the desire to work and make his life better.

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