

## СЕКЦИЯ 5

### ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ РАЗВИТИЯ ТОРГОВЛИ И ТУРИСТИЧЕСКОЙ ИНДУСТРИИ НА МИРОВОМ РЫНКЕ

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#### GLOBAL EXPERIENCE IN THE DEVELOPMENT OF RESTAURANT BUSINESS

The restaurant business has its own specific features that are limited to each country. It occupies an important place in the hospitality industry and generates significant revenues in countries. In this context, this article demonstrates the main trends in the development of catering business in different countries.

With the boost of tourism, the opportunities for the development of the restaurant business in around the world are expanding. It is stated that the profitability of the restaurant business in a number of countries varies from 4,5 to 30 %. For example, in Spain it is 30 %, in Bulgaria, Portugal, Malta, the USA — 20 %, in Switzerland — 17 %, in Croatia, Turkey — 10 %, in Belgium, the Czech Republic, Poland — 7–9 %, in the Netherlands, Sweden — 5 %. According to the National Restaurant Association's forecast, in 2017, sales in the industry reached \$799 billion, up 4,3 % year-on-year.

Many large restaurant chains in the United States implement programmes to stimulate demand, as well as flexibly to adapt menus to the needs of their target customers, which together contribute to the growth of sales in the restaurant business. Furthermore, there are changes in the catering industry in Western Europe in the form of the following trends: the increasing role of environmentally fresh products, the simultaneous rise in influence of American and Italian culture, and fall in influence of French culture. There is a reduction in the life cycle of catering facilities, while the activities of fast food enterprises and traditional restaurants are increasingly complementing each other.

In China, the catering business is developing rapidly as well. It is argued that the main trends in the development of public catering in this country are the following: increasingly detailed segmentation of consumption, focus on the company's brand, widespread introduction of low-carbohydrate diets, the relevance of the development of healthy and dietary nutrition, online service, and increasing the role of innovative types of service promotion and stimulating consumer demand.

Finally, the Concept for the Development of the Service Sector in the Republic of Belarus for 2015–2020 also defines the main directions for the expansion of public catering. At the same time, in the future, with the growth of the restaurant business in the Republic of Belarus, it is advisable to open narrow-profile facilities with affordable prices, catering facilities in the form of food courts, as well as services in the restaurant business of various concepts that do not duplicate each other. It is advisable to offer catering services, open restaurants for the whole family, as well as healthy food restaurants.

Thus, it can be seen that the expansion of the service sector in the Republic of Belarus will be in line with trends in the restaurant business globally. Finally, it is likely that such expansion will lead to a boost in the national hospitality industry as a whole.

### References

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