

- 8 tourist and recreational complexes with a room stock of more than 600 rooms (1,000 beds);
- 17 travel and excursion bureaus;
- motor transport enterprise «Belavtotourist», which has comfortable buses of various capacities to serve tourists.

The Republican unitary enterprise «BelExpo» («CenterKurort») – is one of the largest state-owned tour operators in Belarus, which was founded in 2001. During its long history, the enterprise has gone through the most evident transformations. The enterprise appeared as «CenterKurort» and the main activity was the organization of recreation and health improvement in sanatoriums. In April 2024, the company joined the leading player in providing of exhibition and fair services and congress and exhibition activities in the Republic of Belarus – the state enterprise «BelExpo», and not only changed its name, but also received new opportunities for development.

In 2017, the company launched a new multifunctional online booking service VETLIVA. Its whose website offers a variety of holiday options in Belarus. The VETLIVA portal appeared as a part of the implementation of the state program «Belarus Hospitable», which is designed to promote Belarusian tourism. The project represents a multifunctional booking service, as well as a detailed guide to all aspects of life in Belarus. The portal has several possibilities. With the help of the portal you can not only take advantage of ready-made tourist offers, but also book various holiday options on your own. The portal also works as an informational resource and provides an opportunity to learn more about Belarusian culture and history. The whole Belarus is presented on one portal. VETLIVA has business cards of 1215 sights, 80 sanatoriums, 269 accommodation options, programs of 271 excursion tours.

Thus, each tour operator has its own development trajectory: priority types of tourism, infrastructure and history, system of marketing communications, which determine their position in the market.

К. Zhukovskaya

К.С. Жуковская

БГЭУ (Минск)

Научный руководитель К.А. Белова

NEW FORMATS AND INNOVATIONS IN THE RESTAURANT BUSINESS IN THE REPUBLIC OF BELARUS

Новые форматы и инновации в ресторанном бизнесе Республики Беларусь

The restaurant business is a sphere of entrepreneurship for the organization of services aimed at satisfying food needs in order to make a profit. Catering is one of the industries that constantly attracts entrepreneurs. In this regard, the number of catering

establishments in different price and product categories is constantly growing, especially in large cities. This situation causes increased competition and a tougher fight for survival in the catering sector.

The main aim of the article is to analyze the functioning state of new formats and innovations in the restaurant business in the Republic of Belarus.

The introduction of innovations and modern technologies in food industry enterprises does not occur in a targeted manner, but is accompanied by a range of measures: industrialization; change of business concept and development goals; improvement of the staff qualification level who are capable of working in high-tech production, etc. Restaurant business trends are changing rapidly, which was also facilitated by the Covid-19 pandemic. While delivery from an establishment was not particularly popular before, today huge part of profits is generated from delivery and takeaway orders.

Innovations in the restaurant business in 2024:

1. Growing number of consumers and online orders. According to the latest research by Research And Markets, the volume of online food delivery in 2018 was \$84.6 billion. Analysts predict active growth in the future – by an average of 9.8 percent until 2026. Automation and digitalization. Finding and retaining personnel has become one of the main problems in the catering market. In this regard, the automation trend is developing in the world – more and more restaurateurs are integrating technologies to optimize the speed of service and save on labor. Most of the establishments are now using tablets, desktop ordering systems, self-service kiosks and automated programs [1].

2. Using QR codes. More and more establishments are moving away from using paper menus. A QR code menu is convenient because it does not require additional equipment. It is enough to place a sticker on the table in the establishment, and the guest will scan the menu with their smartphone. A QR code can include various data: menu, delivery conditions, restaurant history or information on personal loyalty cards. Using the code, you can also create a note in the calendar with a promotion or event that is held in the establishment, or you can simply redirect the guest to the reviews page.

3. Digital marketing. Today, many enterprises strive to keep up with new technologies: they add chatbots to their websites for quick ordering, maintain social networks, conduct virtual tours with demonstration of dishes, allow using voice input for orders, etc. There are also examples when developers go further, playing «ahead of the curve» – for instance, integrating menus into the settings of «smart» refrigerators.

According to the National Restaurant Association (NRA), it is generally accepted that the majority of all changes that the restaurant business will face may be only technological. The spread of modern technologies improves the efficiency of operations both by increasing the effectiveness of services and by transforming service [2].

To summarize, we can say that the restaurant business is in constant development. And in order to successfully compete in it, a competent approach to management is necessary. And it is also important to follow modern trends not only in the food industry itself, but it is also necessary to follow technological developments and the possibilities of their application in practice.

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V. Zhuravleva

В.А. Журавлева

БНТУ (Минск)

Научный руководитель Н.П. Буланова

CURRENT TRENDS IN THE DEVELOPMENT OF THE GLOBAL ECONOMY

Современные тенденции развития мировой экономики

Current trends in the development of the global economy are influenced by various factors, including technological advancements, geopolitical dynamics, and responses to environmental challenges. The purpose of the report of the thesis is to study and analyze the current trends in the development of the global economy. Here are some key trends:

Digital Transformation: The ongoing digitalization of economies due to advancements in technology such as artificial intelligence, blockchain, and the Internet of Things continues to reshape industries, improving efficiency and creating new business models.

Sustainable Development: There is a growing emphasis on sustainability and green economics. Many countries and corporations are pursuing goals aligned with the Paris Agreement and the United Nations' Sustainable Development Goals (SDGs), leading to increased investment in renewable energy, sustainable agriculture, and green technologies.

Shifts in Global Supply Chains: Ongoing disruptions, such as the COVID-19 pandemic and geopolitical tensions, are prompting companies to reassess their supply chains. There is a trend toward regionalization and diversification of supply sources to reduce reliance on any single country.

Inflationary Pressures: Many economies are experiencing rising inflation rates due to supply chain disruptions, labor shortages, and increased consumer demand. Central banks are navigating the balance between controlling inflation and supporting economic growth.

Labor Market Changes: The labor market is evolving with the rise of remote work and the gig economy. There's increased demand for flexible work arrangements, and companies are adapting to attract and retain talent in a competitive landscape.

Global Trade Dynamics: Trade policies and tariffs continue to influence global trade patterns. Tensions between major economies, particularly between the U.S. and China, have implications for international trade and investment flows.