

service) or process, providing increase in the efficiency of processes or products demanded by the market. It is the final result of human intellectual activity, his imagination, creative process, discoveries, inventions and rationalization.

Restaurant owners know that according to the Pareto principle, only 20 % of regular visitors are able to provide 80 % of the profits. And to retain regular customers and attract new ones in the conditions of tough competition, stylish interior and high quality of delicious food are not enough. So, they need innovations in the restaurant business with sophisticated marketing techniques for which customers want more and more to come in this restaurant.

Several years ago, a good innovation in the restaurant business was considered calling a taxi from a cafe or reservations by phone. Today tourists often give preference to the restaurant, cafe or bar, which has free wi-fi: while waiting of their order, people can work, check email, read news or chat with friends and family. Also, tourists are attracted to e-menu or a chef who masterfully prepares the dish in front of the client.

Many people say that good business starts with an idea. There are a lot of interesting ideas in the world of contemporary restaurant business. For example, dinner in the dark. The idea of such events was to take some time to put people in conditions where it is impossible to use a sight and give them the opportunity to appreciate this gift of nature. Today the restaurants in the dark can be found in many cities of Russia, as they are in London, Paris, Zurich and other cities of the world. Despite the high prices, they are very popular among tourists.

It is important to note that in Minsk one can have dinner in the dark too. "Dinner in the dark" has been organized in a cafe "Sackvojazh" since December 2012. During this unusual dinner there is an opportunity not only to taste delicious and elaborate food but to try to guess what you eat based on olfactory and taste sensations.

In conclusion, it is important to note that restaurant business today is very interesting and profitable, which remains a place both for economic calculations and for the imagination and unusual ideas. Doubtless, innovation is what attracts new restaurant customers. However, it is important to remember that the money spent on them must be compensated, otherwise it will be unprofitable. Sometimes originality does not mean a large investment, but simply a brilliant idea.

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HOTEL LOYALTY PROGRAMS

The development of tourism industry is accompanied by a growing number of various loyalty programs that suit the needs of every hotel

guest. Loyalty programs used by many Western hotels are the subject of our study. The objective is to find out and describe most basic loyalty programs.

Loyalty programs are structured marketing strategies designed to encourage hotel guests to continue to use hotels and the services associated with each program [1]. They have varying features and rewards schemes. And though their use implies a certain amount of expenditures of the hotel revenues, they turn out to be very profitable instruments and a key financial driver in a hotel business operation.

Hotel loyalty programs are intended to meet the ever-changing needs of hotel customers. They include redemption discounts, flexibility in booking, ease of program use, and ability to earn points, presents and offerings that push these programs well ahead of their competitors when it comes to building a customer loyalty.

One can regard hotel loyalty programs as a form of centralized virtual currency since reward points can be exchanged into a good or service but not back into cash.

There isn't one single best loyalty program that suits the needs of every traveler. Each rewards program targets different preferred lodging styles, travel habits and goals. Some programs offer greater flexibility and prioritize earning points for free nights while others emphasize special members-only privileges, such as free Wi-Fi access or mini-bar credits.

Hotel guests select a program that suits their travel style and offers the benefits most valuable to them like member benefits, the average number of paid nights required to earn a free stay and the ease of earning and using rewards.

Picking a hotel loyalty program is very different for business travelers than for leisure travelers. While leisure travelers are more likely to earn points and elite status from credit card sign-up bonuses and spending, business travelers earn their rewards in an old-fashioned way: through hotel stays.

Furthermore, when leisure travelers occasionally have to pay out of pocket, they're more likely to refuse rewards earned through the hotel in order to save a little money by booking through an online travel agency. On the other hand, business travelers who are being reimbursed by an employer or a client often prefer to earn additional hotel points and elite status by booking directly with the hotel.

Frequent business travelers should carry a hotel credit card in order to earn as many points as possible from hotel stays. The most valuable loyalty program and credit card combination often depends on how many paid nights (or stays) per year you expect to have. Here the interests of business and simple travelers meet, the latter place little value on staying loyal to a particular brand. They do not need returning guest benefits like suite upgrades and prefer to get cash discounts and free nights instead.

One of the alternatives to collection hotel points directly from a chain of hotels is by booking a hotel stay through www.hotels.com to collect

Welcome Rewards; i.e., 10 paid nights = 1 free night, it's pretty simple and straightforward [2].

The above said enables us to conclude that several factors go into choosing a hotel program — whether the chain has hotels in the places you travel, whether those hotels match your price point, how lucrative the loyalty program is in return for your spending, and how well the chain treats you during your stays (which is partly a function of elite programs).

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BUSINESS AND ECONOMIC CRIME

Businesses in any country are vulnerable to a variety of crimes, both internal and external, that can affect an organization's performance, life of its workers and customers and eventually the economical system of a country as a whole.

Any person in the world, when thinking about the word crime, will probably automatically imagine a person from a low-class, from a troubled family and coming from bad neighborhood. Surprisingly, well educated and wealthy people can also pertain in the world of crime.

Business crime in all its forms is a problem affecting businesses all around the world, costing billions of dollars in lost revenue every year.

Although there are no obvious victims in this sort of crime it has to be actively fought against in order to develop a strong, balanced economical system in any country, Belarus included. Without stable economy, protected from all kinds of crime, we cannot talk about active and healthy international business and trade relations.

The most wide-spread economic and business crimes are corporate crimes: tax evasion, corporate appropriation of funds, fraud, bribery; and white-collar crimes: swindles, securities fraud, individual exploitation of institutional positions, client fraud, tax evasion.

Although these kinds of crime don't seem as harmful as for example, murder, but the damage for country's economy and economic security of its citizens is undeniable.