

society. For example, during the second and third year of high education a company takes a student "under its wing" and with the help of trainings and scientific conferences prepares him for the future work.

With the development of intelligent corporate culture it will be able to discover and develop high-tech production. They will become the backbone of the new-type economy. The laws will be rewritten and it will change the administrative structure, after which a need for new professions and jobs will appear.

References

1. Большой экономический словарь / под ред. А. Н. Азриляна. — М. : Ин-т новой экономики, 2008.
2. Экономическая теория: Системный курс. — Минск, 2011.
3. Oded Stark The New Economics of the Brain Drain. — World Economics, Economic & Financial Publishing, 2005. — 150 p.
4. *Shuval, J. T.* World Economic and Social Survey 2005. Financing for Development / *J. T. Shuval* ; Development Policy and Analysis Division (DPAP), Department of Economic and Social affairs, UNO. — N.Y., 2005. — 96 p.

Y.D. Kudina, N.A. Aldokhina
BSEU (Minsk)

INNOVATION IMPLEMENTATION AND ITS EFFICIENCY IN THE RESTAURANT BUSINESS

Restaurants and catering establishments play a very important role in modern life. People go there not only to eat but also to relax and enjoy the pleasant atmosphere of the restaurant. In the modern world restaurant business is growing rapidly, so there is a serious competition between the establishments for the visitors. This factor encourages top managers to consider not only the basic strategy and style of the restaurant but also details that give them a unique identity.

The object of our research is restaurant business.

The subject is innovations in the restaurant business and their efficiency.

The purpose of our work is to consider the most interesting innovations in the modern restaurant business. In our research work we would like to give a definition of innovations as a phenomenon, to explain why they are needed in the restaurant business and how effective their implementation is. As for a more practical point we would briefly oversee the most unusual and interesting innovations and pay particular attention to the restaurant "In the dark".

Firstly we should clearly understand what innovation is. According to many sources it is putting into use new or very improved product (goods,

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.

*Д.О. Левшукова, Н.А. Новик
БГЭУ (Минск)*

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