

INNOVATIONS IN RESTAURANT BUSINESS

“My dear, here we must run as fast as we can, just to stay in place. And if you wish to go anywhere you must run twice as fast as that”. The quotation from “Alice in Wonderland” by Lewis Carroll is made not by accident because innovations go out of date quickly and in this case it is needed to be embedded on time. Restaurant business is not an exception, and it is very important to monitor trends in this sphere. It is critical to do marketing research and investigate effective methods of innovation implementation in business.

First of all let us get study out what stage of development Belarusian restaurant business is at. After making a research and holding an opinion poll among group mates there has come a decision that restaurant business in Belarus is gradually developing. Belarus is a very good place for opening new cafes and restaurants because there are still quite few of them and it is easier for world famous food chains to penetrate into the restaurant market and create loyalty to their brand. Nowadays a lot of domestic cafes open in Belarus but for many of them it is difficult to compete with the giants of food industry. So, to beat the competition many of caterers decide to implement innovations in their business, keeping in mind foreign experience, which is rather important.

One of the most effective innovations is the use of free Wi-Fi in food service companies. Thanks to the use free Wi-Fi the visitors can enjoy unrestricted access to the internet while the owners can get more money from visitors and have to be less worried about the visitors' entertainment.

One more successful innovation is an Electronic menu or an E-menu especially for food outlets which have too many guests and few waiters to serve. In two words, if some restaurant has an E-menu, a guest can make an offer, call for a waiter and pay the bill by himself.

Molecular gastronomy today is considered to be one of the most exciting trends in the world of haute cuisine. Molecular gastronomy chefs use high-tech equipment and chemicals and combine different textures, ingredients, and tastes to create multi-sensory dining experiences. Popular molecular gastronomy techniques employed by modern chefs include frothing and foaming, dehydration, spherification, and sous vide. The world famous restaurants where you can try the dishes of molecular gastronomy are “elBulli” in Spain, “Varvary” in Moscow, “Grand Cru” in Saint-Petersburg and “Alinea” in the USA.

In the context of Belarus some of these innovations are at the start of their development, for example, you can find an E-menu only in a fast-food restaurant in Minsk, and you can try Molecular Gastronomy dishes only in a couple of Minsk's restaurants. But using the Wi-Fi has become the inherent

part of Belarusian restaurant Business. For the purpose of successful innovation caterers need to know that adding something new in business can be successful and risky at the same time. It depends on many factors. In this case before to innovate something caterers need to create a business plan, to figure out all risks in advance, think about the profitability of innovation, because successful innovation is a profit that a business owner will get in the future. So, the conclusion of the given thesis goes with the words of the world's most inspirational marketing and customer service speaker Jay Baer: "Make your marketing so useful people would pay you for it".

References

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DEVELOPING HEALTH TOURISM PRODUCTS FOR GENERATION X USING LTD TAASTUSRAVIKESKUS VIIKING AS AN EXAMPLE

In 2012, the World Health Organization estimated that by 2050, the number of people aged 60 and older would increase from 605 million to 2 billion people and, therefore, the demand for health tourism services will increase [5]. The clients of Ltd Medical Spa Hotel Viiking are mostly Finnish, aged 60 and older, but the company wishes to focus more on generation X (born in 1965–1980). The aim of the paper is to present recommendations to the company for developing health tourism products aimed at the Finnish generation X. The research question is: what are the expectations of Finnish generation X on health tourism products in a medical spa hotel?

The method of the research was a survey. Finnish people were asked about their earlier experiences in spas, expectations, needs etc. [1–4]. The sample of the research was the people living in Finland who were born in 1965–1980. The 404 filled-in questionnaires were collected during 28.02–07.03.2015 and analysed using statistical and content data analysis. The respondents were from different parts of Finland. Women made up 300 and men 104 of the respondents. Among the respondents, married people were overwhelmingly dominant, who primarily wished to visit a spa hotel with their partner or with family.

The survey revealed that generation X is motivated to travel by the wish to do something for their health, to be pampered and enjoy it, escape the everyday routine, relieve stress, rest and relax, spend time with people close to them, have fun and do sports. For them using health tourism