

about medicine availability beforehand via Internet; watch an engaging video about flu vaccination as you wait in the line; order a medication delivery and even pay with your phone. What does this mean to you? It implies that this pharmacy network cares about your comfort, not only about getting money out of your pockets. And all of these commodities are brought to you by the power of IT framework.

In CIS countries, IT growth was highly impacted by western commercial institutions invading the market with their remarkably well-established business technologies. These reputable companies have ambitious plans of seizing the market. Competition increases, and margins and profitability respectively fall. Thereby, controlling costs and increasing turnover of funds are now becoming critically important, and IT helps to skillfully influence these key business indicators.

Everyday news is full of **artificial intelligence, blockchain, Internet of Things, and big data** articles. These beautiful terms meaning interesting ideas and concepts are promising achievement of fantastic outcomes in long-term perspective attainable only with the help of avant-garde high tech.

In 2018, global retail is waiting for some huge digital trends to transform itself and stay ahead of the industry.

**Personalization** is key. The more personalized the commodity gets, the more satisfied the customer ends up — everyone like getting special presents. Mobile apps, chat bots and personalized pages allow retail to join the customers and support them in a more personal way. **Voice assistants** now are more the just Siri and Cortana. These type of learning machines is going to become more visible in stores of developed countries. **IoT** also has its own perspectives in the area, since many retailers still arrange spending millions of dollars in the next 24 month on IoT investments. **Security** again requires monetary assets to implement encryption, email security, identity access management and multifactor authentication.

But innovations for innovations are pointless, and application of hi-tech solutions can bring one organization to the brink of survival, and the other — to a “quantum leap” of efficiency and long-term growth. It’s a “scalpel” case: in the hands of a professional it’s a lifesaving instrument, and in the hands of a fool it’s a murder weapon.

<http://edoc.bseu.by>

**M. Kovaliova, A. Kopylova**  
*BSEU (Minsk)*  
Scientific adviser **L. Gaiduk**

## **INNOVATIVE APPROACHES FOR THE DEVELOPMENT AND PROMOTION OF THE NATIONAL TOURISM PRODUCT**

How many people want to travel? But they do not know where to go.

Let’s think on which features people may pay attention to while choosing possible destinations. The main feature is to have a “*full*” holiday, including

exploring some historical, cultural and social aspects, not forgetting about entertainment.

Here below there is an example of such a holiday around Minsk.

First of all we should pay attention to the advertisement of our holiday. We may think about the city brand. One of the most popular brands in Minsk is “Nice to Minsk you” and its logo. The peculiarity is that it is a pun based on the English polite expression “nice to meet you”, which is learnt, probably, from the primary school. But the logo is the only distinctive feature of this brand. So there is a great number of possible variants of its addition. One of them is suggesting to follow a holiday plan with an innovative *quest* to everyone interested in the brand “Nice to Minsk you”. With its help people may learn some aspects about Minsk in the form of entertainment. This *quest* may be an app for a phone, which may include some information, photos and questions. But there is another way of its realization: the information needed for *quests* may be gathered in *guides*. These guides may also be an app for your phone. It is considered to be the easiest and the most convenient way of using guides. Below you may see a table of comparing two leading guides for your phone (table 1).

Table 1

Name	HelloMinsk	izi.TRAVEL
Platform	IOS, Android	IOS, Android, Microsoft
Offline mode	No	Yes
Is it free?	Yes	No
Languages	Russian, Belorussian, English	Languages of all countries included in the excursion list

As apps may request an access to the Internet, tourists should know how to get it in Minsk. It is a common fact that Minsk has a little number of Wi-Fi spots. But there is a way of solving this problem. Nowadays many mobile operators offer an unlimited access to the Internet. So that buying a sim-card while staying in Minsk is more profitable than connecting to roaming. So below there are the best suggestions from Belarus operators (table 2).

Table 2

Name	<i>Life</i>	<i>MTC</i>	<i>Velcom</i>
Internet	9 Gb	2 Gb	5 Gb
Price	3\$	3,5\$	2,2\$

With the help of all these factors an “all-inclusive” holiday, which may attract foreign tourists, can be organized. They make a holiday attractive and satisfy all needs of visitors. Any quest can be organized, according to their time of stay, budget and wishes.