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EFFICIENCY OF INNOVATION IN THE RESTAURANT INDUSTRY

The introduction of innovations in the restaurant business is primarily aimed at improving and modernizing the methods of production, sales and service, with the aim of achieving economic profit and satisfying the requirements of consumers. Speaking of innovations, we mean high technology mainly, which is closely related to serious scientific research. But innovation does not always require huge costs.

Small businesses have to be very active in the market in order to be competitive, using their flexibility and the ability to quickly reorient. That is why small businesses are the pioneers of new products, production technologies and concepts of establishments in various industries. Further in this work, we will consider innovations that are gaining popularity in our days.

Based on the experience of recent years, we can say that the «cult of healthy food» has become increasingly popular against the backdrop of the current problem of poor ecology, the pressure of the urban environment and the overabundance of fast food in major cities. People want to eat not only delicious, but also useful food.

Slow and healthy food is a healthy alternative to harmful fast food. The trend is in demand and has found its fans in our country. This direction in the public catering is based on the slow eating of healthy and delicious food, as well as the education of a sense of taste aesthetics among visitors. Minimal processing of products and ingredients is used in the preparation of dishes. More and more dishes from vegetables and fruits are presented in the menu. As a result the number of soup bars, salad bars has increased dramatically in recent years and, of course, the number of establishments for vegetarians has increased.

The increased interest in tasty and healthy food has influenced the emergence of new trends in the restaurant business. Over the past year, the open kitchen format has become popular in Europe, where visitors can observe the cooking process, evaluate the quality of products and the level of skill of the cook. When customers see the entire workflow from the inside, they do not doubt the freshness of the products and the quality of the work of the staff. In addition, the expectation in the restaurant becomes much more interesting.

The trend of development “cafe on wheels” is really amazing. A couple of years ago, these were units in large cities, and now it's hundreds of food-grade meals of various types: coffee shops, ice cream, confectionery, grill bars, traditional fast foods, pizzerias and even mobile breweries!

The conditions and rhythm of the life of big cities dictate special rules. People do not always have free time for full lunches, so the popularity

of mobile establishments that offer quality street food at the level of traditional institutions is growing. This is a worthy replacement for dirty street tents with unsanitary conditions and terrible service, which can still be found on the streets of the city, and especially in the area of train stations.

Modern food trucks — fully equipped cars for cooking and selling takeaway food, which are really nice to buy. Moreover, the food truck is also mobile brand advertising and the main advantage of this business is the possibility of changing location, depending on the density of the street flow and time of day.

Next trend of the last few years in retail is inclusion of large offline stores into online sales and vice versa. Multichannel in the public catering is also a combination of online and offline sales. Most offline establishments already taken this into service effectively use their resources to increase sales; offering customers not only to visit the institution, but also to order food at home, or to place an order and pick it up themselves.

For successful restaurant business restaurateurs simply need to maximize the potential of their institution and at the same time manage different channels of interaction with customers. In conclusion, we can say that the restaurant is evaluated according to three criteria — the quality of the cuisine, the level of service and the timeliness of cooking. However, to date, this is not enough to attract customers and meet their requirements, so entrepreneurs increasingly have to turn to new trends and solutions for the organization of the enterprise.

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THE TENDENCY OF FORMING INDEPENDENT TOURISM DUE TO INNOVATIVE TECHNOLOGIES

The main objective factor that influenced the rapid development of independent tourism was the introduction of information technology and telecommunications. Technologies are the basis of reservation systems. Thanks to technology, a person, having access to the Internet, can obtain information on all types of services, including travel packages, accommodation facilities, air transportation, and car rental. In the “online” mode, all the main tasks carried out by a representative of a travel agency are fulfilled: the choice of a product or individual services, booking, prepayment, payment, cancellation.

Efforts of tour operators to include elements of exclusivity in the tour programme inevitably lead to a significant increase in its value, resulting in reduced availability of such a product. Independent tourism, being an alternative to the sphere of organized tourism, allows the tourist to focus directly on his own needs and interests, as well as the material possibilities.