

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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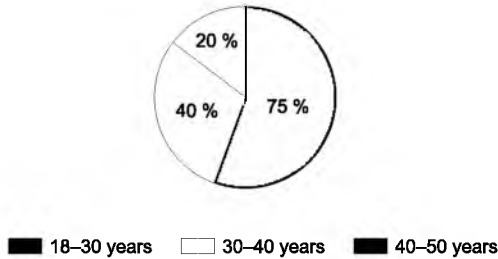
THE TENDENCY OF FORMING INDEPENDENT TOURISM DUE TO INNOVATIVE TECHNOLOGIES

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.

In the course of the survey, which was carried out among 250 people, it was found that people most actively using online booking systems are people aged 18 to 30, 75 % of this age group prefer to plan and organize tours themselves independently. The respondents from 30 to 40 age category show that 60 % of tourists prefer to use the services of travel companies, and in the age group of 40 to 50 years, only 20 % of respondents use innovative technologies.

Percentage of people, who use innovative technologies



According to the results of the survey, it can be concluded that at the moment the main clients of travel companies are tourists between the ages of 40 and 50 who will reach retirement age in 10-20 years and will not be able to actively and regularly use the services of travel companies. This phenomenon will inevitably lead to a decrease in demand and outflow of customers, which will result in a significant reduction in the number of tourist firms. Despite the positive aspects of independent tourism, there are still a number of problems that cause difficulties. Summing up the questionnaire, the main problems for independent tourists were issues of health insurance and health (45 %), visa formalities (37,5 %), security issues abroad (17,5 %).

In connection with the transition to an independent organization of leisure tourism companies in the near future will have a specific focus, mainly related to the organization of corporate and exotic tourism.

Thus, to date, information technologies are being rapidly introduced into all spheres of human activity, simplifying and automating the processes of collecting and processing information, leading the organization of recreation to a completely new stage, in which any person is provided with the tools that allow them to structure their leisure time elements during the journey. To maintain the competitiveness of the domestic tourism business, there is no doubt that the changes in the organization of travel should be taken into account.