

However, the most current reason, in our opinion, concerns visa receiving. In order to receive a visa, foreign citizens need to provide a list of documents and also pay for it. So, according to the shortcomings mentioned above, it is possible to find certain alternatives and solutions to these problems.

First of all, it is necessary to rely on tastes and preferences of tourist audience. To invest in constructions of budget hotels intended for the cheap accommodation. To open shops of foreign brands, where the prices will be the same or even lower than abroad. When it comes to Belarusian goods, we should mention that the quality and variety of models satisfy the consumers. But, we think, it is a good idea to bring into production more models targeted at younger audience that will increase the profit and the number of clients.

As for the promotion of a positive image of the country, it is necessary to begin with the advertising of Belarus in the neighbouring countries. It is also very important to advertise not only Belarusian brands, but also tourist, entertainment and sports complexes. Because the opening of new tourist's routes, creation of new cultural projects, investment into entertainment centers are the main factors that will increase the number of foreign visitors.

The work done in the sphere of a visa regime should also be noticed. Belarus has stepped forward and introduced a visa-free regime for citizens of 80 countries for up to 5 days, but anyway, we think, that the cost of visa should be reduced.

Thus, we can draw a conclusion, that tourism development is the capacious process, requiring first of all efforts, competent actions and wise solutions. We consider that it is necessary to pay attention to the above-mentioned shortcomings and this decision will definitely improve a condition of our economy.

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## **MECHANISM OF FUNCTIONING OF THE CATERING INDUSTRY IN THE REPUBLIC OF BELARUS**

The object of this work is the catering industry in the Republic of Belarus. The subject is the development of the catering industry in the Republic of Belarus and its prospects. The aim of this work is to analyze the mechanism of functioning of the catering industry and prospects of its development in the Republic of Belarus and to find out what tendencies are the most promising. Catering is one of the most fast-growing spheres in Belarus. Dozens of new varied establishments are opened every day. By December 1, there are 14,234 catering facilities which can simultaneously accommodate 803,000 visitors. But at the same time, every year a lot of restaurants are closed for different reasons [1].

Nowadays, it is not enough to serve clients well and have some specialties of really excellent quality. Restaurant's success is largely determined

by its originality. The main secret of a restaurant, that will exist for many years, is a correctly chosen concept, target audience, menu, pricing policies, personnel and interior design. In the modern world people come to a cafe not only to enjoy the beautifully presented and delicious food, but also to relax, celebrate an event, so the interior design of a cafe is one of the most important elements, which creates this unique atmosphere. That's why, it is very important to create such an interior, that will correspond to the fashion trends and the concept of the establishment. In order to stay afloat, restaurants and cafes should constantly use innovative directions.

For example, to use such format of a cafe as “open kitchen”, where visitors can oversee the cooking process, to assess the quality of the products and the skill level of a cook. In our opinion, it is not the only possible solution that will contribute to further development of catering. Let us highlight some more rather promising trends:

- 1) expansion in the number of fast food establishments;
- 2) introduction of new methods and forms of service;
- 3) expanding the number of establishments that specialize in healthy food;
- 4) the introduction of information technologies in the customer service process;
- 5) carrying out public events, gastro festivals: for example, in Minsk 8 gastro festivals were organized last year that attracted attention of citizens and tourists;
- 6) wider application of loyalty programs;
- 7) development of food delivery services and ingredients for preparing meals at home: delivery of ready-made meals can become an excellent competitor to business lunches in cafes and restaurants;
- 8) expansion of the range of national dishes: it is a good idea to organize Belarusian cuisine days, selling exhibition and tastings, master classes on cooking.

As for the future of public catering, it should be emphasized that the public that visits restaurants, cafes and bars regularly is becoming more versed in the question of gastronomy, and, on the whole, that relates to marketing, tricks and sales. And the requirements for such establishments are constantly becoming stricter — cleanliness, quality of raw materials, production technology.

But the Belarusian catering market can be considered as an actively developing and promising industry that will be able to satisfy the demands of these customers and will bring considerable profits.

## **References**

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