

carry only one person. A group of wheelchair users can not travel together in local buses and trolley buses. Also, there are only a few trains equipped with special carriages for disabled wheelchair users in Belarus [3].

It can be concluded that the Belarusian tourism industry does not have much experience in developing infrastructure facilities for people with special needs. Although public associations periodically organize excursions and tourist rallies, there is as yet no systematic work in tourism for disabled people in Belarus. Thus, there is a good prospect for the development of tourism in this direction.

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INNOVATION EFFECTIVENESS IN RESTAURANT BUSINESS

In restaurant business, as in any othersphere, there are innovations and trends that can on the one hand improve the service and on the other hand be absolutely unnecessary for a particular customer.

One of the most rapidly developing services market sectors is the restaurant business, which is ahead of many other national economy sectors in its dynamics of growth. To our mind, innovation is one of the main engines of this rapid growth. Food quality and staff service are no longer the main factors in the restaurant business development as well as its economic success. In recent years, innovation has significantly changed the catering industry. Therefore, nowadays in order to maintain high profits, it is important to be aware of the latest innovations in the restaurant business.

One of such innovations is a QR code. The abbreviation QR is translated from English into Russian as «fast access», and the matrix code

itself is capable of holding a huge amount of information in the form of text, numbers, URLs, calendars, charts, images. The recognition speed of a QR code is extremely high, it can be placed on any media, ranging from cashier's checks and menus to various signboards and even stretch marks. You can scan it with a mobile phone or laptop camcorder. A QR code placed on the account delivered to the client is a marvelous advertising move. In the bright square, you can encode the history of the restaurant, the origin, age, authorship of unique interior details and paintings.

Visitors are happy to explore the menu of the restaurant or cafe with detailed information about each dish: the composition and origin of the ingredients, the stages and methods of processing, nutritional value and caloric content. Thanks to the information about the opening hours of the establishment and contacts placed in the QR code, the number of orders to offices and homes will increase.

With the help of a QR-code, a restaurant can notify its customers about promotions, lotteries, sweepstakes, activate various loyalty programs, organize polls, interactive polls and quickly receive restaurant reviews from customers. Having scanned the QR-code of the restaurant and entering the information on the event of interest or the appointment to the calendar of your phone, the visitor will never forget about them.

To sum everything up we would like to point out that introducing innovations is absolutely necessary and inevitable for the restaurant business as it should keep up to the development of the fast-moving modern world. Only in such technological conditions these establishments can beat up the competition and establish the image of successful business, attracted by guests from all over the world.

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ECOTOURISM BRINGS MORE HARM THAN GOOD

Ecotourism has become one of the fastest-growing sectors of tourism industry. Enjoying an ecotourism may disrupt the entire environment in a negative way. **That is why we state that ecotourism brings more harm than good.**