

some money, sometimes arrange «performances» for tourists — with songs and dances and the like. These performances are not at all traditional. And this is completely contrary to the preservation of traditional culture.

We would like to conclude with the words of a famous American activist Alice Waters who said, «The decisions you make are a choice of values that reflect your life in every way». Dear judges, we believe you choose untouched nature, biodiversity and undisturbed indigenous cultures. Support our position!

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INTERNATIONAL MARKET OF CONSULTING SERVICES

The market for consulting services, a relatively recently emerging industry, is the provision of individual specialists or consulting companies with advice aimed at optimizing management and organizing the production of their clients' companies.

The industry includes six main segments. All these segments include more than 200 different types of services which continues to expand.

Since 2011, the market has seen an average annual growth rate of 4.1 %, which is higher than the GDP growth rates of the EU countries and the USA. In 2016, the market volume amounted to \$ 251 billion. Operational consulting reaches 28 % of the market and is the largest segment; the financial consulting segment makes slightly less than 28 % of the market. Strategic consulting occupies 12 % of the market, as well as personnel consulting. IT consulting occupies 16 % of the market [1].

It should be noted that developing countries are becoming increasingly attractive to consulting firms, especially the Asia-Pacific region. The markets of India and China have a remarkable high potential.

In 2017, the revenue of the leading consulting companies — McKinsey & Company, Boston Consulting Group and Bain & made up 10; 5.6 and 2.3 billion dollars, respectively [2]. The net profit of MBB in accordance with the calculations made in 2017 is 1.2; \$ 0.69 and \$ 0.29 billion respectively [3].

MBB occupies a leading position in the prestige rankings and the best employers ranking among consulting firms. In the authors' rating of the Best Consulting Companies, reflecting the costs and results of companies, MBB took 1st, 2nd and 3rd places respectively, once again confirming their status as the Best Consulting Companies.

Currently, the consulting services market is being transformed due to the active development of modern technologies, the improvement of big

data technology, the Internet of things, the growing popularity of crowdsourcing and the development of a sharing economy. The greatest transformation is undergoing the segment of IT consulting.

The main trends in the development of the consulting market are:

- development of a sharing economy;
- development of crowdsourcing companies in the consulting market;
- intensification of the development of modern technologies;
- tendency to hire consultants from different companies for one project;
- data analytics and cloud computing.

The market of consulting services in Belarus is a young industry which is only in its infancy. The first consulting companies appeared in Belarus in the mid-90s. By 2018, the Big Four companies and large regional companies have already entered the consulting market of Belarus. Most of them are situated in Minsk.

In the context of the EBRD's advisory program, consulting services were awarded an average of \$ 10,000 to more than 300 companies [4]. This program is one of the main growth factors of the Belarusian consulting market.

The market volume is approximately \$ 6.3 million according to the authors' estimate based on the Civitta's estimate and \$ 6.7 million is estimated by the authors based on EBRD data.

References

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THE ROLE OF INNOVATION IN THE RESTAURANT INDUSTRY

The relevance of our work lies in the fact that in the conditions of a highly competitive catering market in the Republic of Belarus, one of the methods for improving the quality of service and a condition for attracting consumers is the introduction of innovative technologies.