

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.

### References

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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.**

Our arguments:

### **1. Ecotourism harms the environment.**

We must understand that any tourism with or without the «eco» prefix is still business, not a charity, and its main goal is to get profit. To generate revenue the number of tourists must be high, which inevitably means greater pressures on the environment.

More tourists mean more additional infrastructure. The construction of water treatment plants, sanitation facilities, the usage of already limited local resources can have a negative impact. For example, such tourist infrastructure led to deforestation and habitat deterioration of butterflies in Mexico and squirrel monkeys in Costa Rica. It has been estimated that on a new path in the dense forest, where about 8 thousand people walk during a week, the grass and soil is destroyed by 50 %.

### **2. Ecotourism is economically unprofitable for local communities**

The local population is involved in work with tourists. That creates two problems. First, the local population is often excluded from the development. Locals receive jobs that are often low-paying. Meanwhile, managerial positions go to foreigners or urban elites. According to a study of large transnational hotel corporations located in the developing world, on average 23 % of their wages go to foreigners, even though on average 93 % of their workforce comes from the local population. In many cases the main part of the profit goes to foreign investors. We can see the same thing in Zimbabwe and Nepal's Annapurna region, where more than 90 percent of ecotourism revenues go to the parent countries, and less than 5 percent go to local communities. Moreover, the country becomes dependent on tourists which may lead to crises if the tourists don't come.

### **3. Ecotourism has a negative social impact**

Another problem is the displacement of people. With the establishment of protected areas, local people often lost their homes and livelihood, often without any compensation. They were pushed onto marginal lands with poor soils, lack of water resources making survival impossible. One of the most powerful examples of this problem is the story of the Maasai tribe. About 70 % of national parks in East Africa are on Maasai land. Local and national governments took advantage of the Maasai's ignorance and robbed them of huge areas of grazing land.

### **4. It badly influences local cultures**

Last but not least, tourism has a great influence on the culture of local people. More and more people come to remote places and change the life of the communities. If you work in an office in the city, would you like to have groups of strangers coming by to observe everything you do? It would interfere with your working style, just as eco-tourism interferes with traditional lifestyles. Fiji islands, for example, completely lost their traditional agriculture. They had to adapt to tourists and their eating habits and started growing the crops that never grew on the island before. On the other hand, local residents, trying to earn

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