

СЕКЦИЯ 7

ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ РАЗВИТИЯ ТОРГОВЛИ И ТУРИСТИЧЕСКОЙ ИНДУСТРИИ НА МИРОВОМ РЫНКЕ

3-е место по итогам работы секции

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THE MAIN TRENDS IN RESTAURANT BUSINESS DEVELOPMENT

Restaurant business is developing rapidly all over the world: the number of objects of restaurant business is growing, the business network is spreading, the concepts of restaurants are changing and becoming more creative. Successful restaurant owners should be able to adapt to the changing environmental conditions: changes in scientific and technological progress, consumer preferences, increased competition in the market of restaurant services. We will try to define the main directions of restaurant business development based on foreign experience:

1. Zero Waste or reasonable consumption. The idea of this trend is in reducing the produced waste amount, as well as the rejection of all low-quality and disposable material. Restaurants should abandon plastic, polyethylene, coffee cups or other disposable packaging.

2. Interactivity. Replacing the usual menu with an interactive light projection on the wall, the use of electronic flyers for a discount, gifts for selfies posted in social networks in your interior.

3. Projection design and light show. Using video projection instead of banners and live pictures instead of paper posters. Projections allow to organize children's interactive corners, creative photo zones, shows on objects and walls, as well as to decorate the interior.

4. Eco-friendly interior. Creating a special cozy atmosphere in your institution (preference for natural materials when choosing furniture or décor, pot plants instead of freshly cut flowers, video projections for interior decoration).

5. Arrangement of children's corners. To attract couples with children and young parents, specially equipped corners can be introduced [1].

6. Healthy lifestyle. The use of local ecological farm products [1–2].

7. Delivery and takeaway. In addition to delivery from regular establishments, there is a growing number of orders from “virtual” restaurants that do not accept offline guests and prepare exclusively for delivery.

8. Front house robots, work with guests. Back of the house robots, work in the kitchen. Such technologies allow to achieve the best quality of the product in network institutions.

9. Self-service ATM. Usage for fast food and fast food formats.

10. Online restaurants—the restaurant should be available on the Internet or a special site with a menu optimized for mobile phones, mobile applications and pages of the institution in social networks with an employee who quickly answers questions [2].

Thus, the use of foreign trends will allow domestic restaurateurs to ensure the sustainable functioning of the restaurant business in the selected market segment by reducing the cost of finding new ideas and concepts and attracting new consumers, as well as increasing its profitability and competitiveness in the market of restaurant services.

References

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2. Restaurant trends in 2019–2020 [Electronic resource] // ICÚ — cocina de Mexico. — Mode of access: <http://www.restauranteicu.com/trend2019-2020>.

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STAFF TURNOVER AND RETENTION IN THE HOTELS

Hotels often face human resources management problems that should be quickly solved or minimized. The main ones are staff turnover and retention. *Staff turnover* is one of the most common problems at a hotel. Firstly, the specificity of the hotel business is characterized by such factor as seasonality. It affects not only hotel congestion, but also staff mobility. Peaks of layoffs most often occur at the beginning or end of the high season. Firstly, the linear hotel staff is more susceptible to changes in their personal and professional directions, and the approach of the next season (no matter low or high) often becomes a reason for changing work or lifestyle. For example, with the beginning of summer, young employees sometimes change their place of residence, go to other cities or countries, travel. Older employees often move in the summer countryside with the beginning of the summer season. Secondly, the departure of employees also at the end of the high season is associated with a possible expected reduction in wages. In the low season, the volume of hotel activity decreases, which affects not only its income, but also the income of employees. Some hotels during the low season reduce the working hours for employees of certain services and