

There is a methodology for assessing local export potential. According to this methodology, the local export potential includes the following components: the internal potential of the enterprise, the success of the enterprise in the current market and the potential of the local market.

Factors shaping the internal potential are: production, innovation, financial factors and labor factors. Production and innovation factors include: product quality; compliance of products with international technical, sanitary and environmental standards; use of modern technology; the level of technological development of the enterprise (the intensity of improvement), etc. Labor factors include: highly qualified personnel; low labor turnover; high labor productivity, etc. Financial factors include: the availability of financial resources to study markets and promote products; the availability of financial resources for innovative development; level of solvency and liquidity of the enterprise, etc.

Factors of success of the enterprise (market factors) include: factors of success of the enterprise in the domestic market and experience in the foreign market. Factors of enterprise success in the domestic market, in turn, include: the capacity of the covered domestic market, profitability of activities in the domestic market and the reputation of the enterprise in the domestic market. Experience in the foreign market can be characterized by the following indicators: the profitability of export activity, the share of profit from exporting products in the total profit of the exporting enterprise.

*П.С. Партак, Д.Е. Самусевич
БГЭУ (Минск)*

SECRETS OF SUCCESS OF RESTAURANT BUSINESS DEVELOPMENT

Restaurant business is a modern, perspective and fast developing branch of hospitality industry. But, as any other business, restaurant business also faces problems. These problems are caused by several reasons that may change from year to year, but there are some, that have remained unchanged for a long period of time. And the aim of the work is to highlight some of them and find out how to turn these reasons into benefits on the way of further improvement of restaurant business.

The first reason is competition. Nowadays, all over the world, there is a great variety of different eating establishments to choose from. And in order to stay competitive a majority of them try to serve as many customers as possible. From one side they want to do it cheaply and at a high level and from the other side they want to cover all their costs and make a profit. But it is not an easy task. For this purpose, the best idea for restaurants is to introduce some innovations [1]. Such innovations as intro-

duction of vegetarian and vegan cuisine, holding gastro fests and parties, where people can eat exclusively with their hands, implementation of new methods of cooking, for example open kitchen, choosing new groups of restaurant goers to cater to, such as guests with children or pets, will definitely be more popular and preferably to visit by sophisticated visitors. Furthermore, according to the analyzed material, of practical importance is the use of specific marketing techniques aimed at attracting visitors to the restaurant. Among the most promising are the following: tasting and presenting of dishes, organization of festive evenings, family celebrations, lotteries, games and competitions. Also, during the hours, when the loading of a hall is minimal, such marketing technique as a “happy hour” is used. At this time, guests are offered a special menu with discounts on individual dishes or some special offers, for instance if a person orders two beers the third will be free of charge. But in pursuit of satisfying the increasing customers’ demands, restaurants very often make a big mistake by adding to the range of the existed services such ones that do not suit the overall concept of an establishment. For example, in pubs it is not desirable to serve hookah, as well as it is not necessary to open bowling lanes at a restaurant of Georgian cuisine. In some cases, it will be enough for a guest to rest in a quiet environment, where tasty food and good service are provided. So, each restaurant owner should remember that the recipe for success is moderation and they should not overdo.

The second reason is recruitment and retention of qualified employees. It is a well-known fact, that it is very difficult to find the right personnel with the suitable qualities and experience. However, it is even more difficult for a restaurant owner to retain the existed staff, as the turnover of staff in restaurant business is high enough. This happens due to the wide choice of employment opportunities, due to the constant opening of new restaurants, low wages and a lack of bonuses that can motivate restaurant employees to achieve long-term goals and help an establishment to develop [2]. The solution of this problem is seen in creating an effective strategy of personnel management: a decent level of wages, providing training and retraining, career opportunities, the availability of bonuses and rewards, according to the work results, comfortable working conditions.

Summing up, it is possible to say, that restaurant business is the most profitable sphere of business in case the work there is organized properly. So, in order to manage risks, get profit and develop further, restaurant owners always have to be vigilant. They have to focus not only on their customers, their preferences and demands, but also on their personnel, high level of service and new trends.

References

1. *Стадиум, У. 100 легендарных ресторанов мира / Уильям Стадиум, Мара Гиббз. — М. : Рипол Классик, 2011. — 480 с.*
2. *Моисеев, А.В. Бизнес под ключ / А.В. Моисеев // Гостиницы и рестораны. — 2008. — № 5. — С. 7–11.*

А.А. Радевич, М.В. Лаптева
БГЭУ (Минск)
Научный руководитель — Л.Д. Гайдук

THE ROLE OF TOURISM INDUSTRY IN THE INTERNATIONAL ECONOMY

Tourism plays a major role in the global economy, providing a tenth of the global gross national product. This sector of the economy is developing rapidly and in the coming years will become its most important sector. International tourism is an active source of foreign exchange earnings and has an impact on the balance of payments of the country. In addition to influencing the economies of many countries, international tourism affects their social and cultural environment, ecology. And the latter, in turn, affects tourists. However, the growth of international tourism has some negative consequences, such as inflation, environmental destruction and violation of the traditions of the local population. This is especially evident in developing countries, where tourists from richer industrialized countries impose their own lifestyle and consumption on their presence. Consequently, a timely and comprehensive assessment of the consequences of international tourism is a very important factor in drawing up such an economic and tourism policy that would maximize the benefits and prevent the destructive impact of tourism [1].

In international tourism there are two varieties — *exit* and *III*, which differ in the direction of tourist flows. One and the same tourist can be simultaneously classified as entry and exit, depending on which country describes his movement. International tourism has a powerful impact on employment. In this area, new jobs are spreading geographically more widely than in other developing sectors of the economy [1]. The development of tourism in the world is influenced by scientific and technological progress, improving the quality of life of the population, increasing the length of free time, holidays, economic and political stability, and a number of other factors. The following factors underlie the development of international tourism: economic growth has led to an increase in business travel; improving transport reduced the cost of travel, made them more accessible for people of different layers; increase in the material and cultural level of the population contributed to the pursuit of spiritual and cognitive values; advances in telecommunications have increased interest in visiting various countries and regions; simplification of border formalities stimulates tourism development.

So, international tourism has come a long way in its development and today is one of the most successfully developing sectors of the world economy. High rates of tourism development, large volumes of foreign exchange earnings actively affect various sectors of the economy, which