

In addition, new services have been appearing on the market. Since February 2020, *delivio.by* has been functioning, which has already been competing with the main food and beverage delivery service *menu.by*. In April 2020, the «Foodtech systems» LLC launched *menu-menu.by*. During the summer, when it was a peak of the disease, new services appeared almost weekly. The most prominent was *ezhik.by* [2].

Based on the above-mentioned information, we can notice, that nowadays there is a tendency to expand this direction of catering industry. Food and beverage delivery saves time, effort and in today's situation saves our health.

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INNOVATIVE APPROACHES TO THE DEVELOPMENT AND PROMOTION OF THE NATIONAL TOURIST PRODUCT

The purpose of this work is to review and study innovative areas of tourism development.

In modern conditions, the leading factor of competitiveness in the tourist market is the widespread introduction of innovations at all stages of creating and promoting a tourist product. Researchers identify the following main types of innovations in tourism: product, technological, organizational, market and management innovations [1].

With a tendency to constant growth, the tourism sector requires the introduction of constant innovative solutions at the international, state, regional, and industry levels. A large role in the development of innovations is assigned to the needs of tourists. Over time, tourist preferences change, and there are new needs for the quality of tourist services and their availability.

The tourism industry acts as an initiator of innovative processes, search and development of new markets. Due to the sufficient flexibility of tourist services, the forms and methods of providing tourist services are constantly changing, new travel opportunities are being opened and

developed. Tourism as a social phenomenon reflects the desire to learn about the historical and cultural heritage of countries and peoples [2].

Innovation in tourism has several characteristics:

1. The changing needs of people to expand their horizons, learn new destinations, cultures of countries and peoples, gain new experience and knowledge form new ways to implement tourist solutions.

2. Increasing competition in the tourism market both at the international, regional and local levels.

3. Combination of attractive holiday conditions to fully meet the needs of the most demanding tourists.

Innovative activities in the field of tourism are aimed at creating a new or changing an existing tourist product, searching for new niches, developing new markets, modernizing the complex of tourist services, introducing advanced information, telecommunications and mobile technologies [2].

Today, the tourism sector is one of the most promising and profitable. Tourism is constantly developing. In many cases, the tourism business is an initiator and experimenter in the development and implementation of modern advanced technologies, continuously changing the forms and methods of offering and providing services, opening up and mastering new opportunities. Modern tourism activities and the work of travel companies cannot be imagined without the Internet [1].

Thus, innovative activities in the field of tourism are aimed at creating a new or changing an existing product, improving transport, hotel and other services, developing new markets, introducing advanced information, telecommunications and modern technologies.

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FEATURES OF EVENT TOURISM DEVELOPMENT IN EUROPE

Events have always been one of the best motivators of tourism and one of the most important aspects of marketing plans. The variety of events is really infinite in our modern world. Yet only a few decades ago 'event tourism' became established in both tourism industry and in research community.