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## **CURRENT TRENDS IN THE DEVELOPMENT OF FOOD AND BEVERAGE DELIVERY IN THE REPUBLIC OF BELARUS**

Catering industry is the most diverse industry in the world. No matter where a person is, he or she will definitely find a place to eat. There are a great number of various catering establishments that are doing their best to meet the expectations of their guests. But despite this, nowadays catering industry faces such an acute problem as a lack of visitors.

This essential problem is caused by the unfavorable epidemiologic situation in the country connected with COVID-19 pandemic. So, in order to change the dramatic consequences for different establishments, to attract guests and to gain some profit it is necessary to shift the emphasis.

And one of the solutions in the situation of pandemic is considered to be food and beverage delivery. This type of service has already been implemented by many restaurants and has been used by numerous customers, but now food and beverage delivery is becoming really actual. The demand for this service is growing rapidly and mainly it helps the catering establishments to continue their work and, even more, it leads to the emerging of new facilities in this difficult time.

The growing demand can be clearly seen on an example of the delivery of wok.by pan-Asian cuisine as shown in table.

Number of deliveries for the period March-September 2019–2020

Period	2019	2020	Variance	Growth rate, %
March	1675	1715	40	102,4
April	1244	1363	119	109,6
May	1227	2318	1091	188,9
June	1265	2005	740	158,5
July	1499	1838	339	122,6
August	1490	1726	236	115,8
September	1411	1881	470	133,3

Source: [1].

According to the provided information, it can be noticed that after the introduction of self-isolation and quarantine for the ill, people began to order food at home more often. And it is proved by the data, especially if we compare such periods as May 2019 and May 2020. The number of deliveries almost doubled, from 1,227 to 2,318.

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.

### References

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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