

In this way, proper implementation of IoT technologies, that takes into account all possible risks, will help the hospitality business to increase its efficiency through a more competent allocation of resources and a personalized approach, make the travel process more comfortable and attractive for consumers of these services.

REFERENCES:

1. How the Internet of Things (IoT) can Benefit the Hospitality Industry? [Electronic resource]. – Mode of access: <https://www.revfine.com/internet-of-things-hospitality-industry/>. – Date of access: 19.03.2022.
2. IoT Smart Hotels: Enabling Innovation in the Hospitality Industry [Electronic resource]. – Mode of access: <https://www.igor-tech.com/news-and-insights/articles/iot-smart-hotels-enabling-innovation-in-the-hospitality-industry>. – Date of access: 19.03.2022.
3. Hossain, M. M. “Towards an analysis of security issues, challenges, and open problems in the internet of things” / M. M. Hossain, M. Fotouhi, R. Hasan // 2015 IEEE World Congress on Services. – IEEE, 2015. – P. 21–28.
4. Williams, J. L. Privacy in the age of the internet of things / J. L. Williams. – Hum. Rts., 2014. – № 41. – P. 14.
5. Ziegeldorf, J. H. “Privacy in the internet of things: threats and challenges,” / J. H. Ziegeldorf, O. G. Morchon, K. Wehrle // Security and Communication Networks. – 2014. – № 7. – 12. – P. 2728–2742.

Olga Kiselevich, Pavel Verbitski
Science tutor *L. Mironova*
BNTU (Minsk)

DIRECTIONS FOR THE DEVELOPMENT OF IT BUSINESS IN BELARUS

The overall aim is to research the directions of IT-business development in Belarus, to highlight the most effective directions.

The research results are the following: there are many directions of development of IT-companies nowadays, the most important is to take into account of possibilities for your company, as well as to increase the flexibility of the company.

Currently, all IT companies in Belarus can be divided into three types:

1. Outsourcing / outstaffing companies.
2. Product companies.
3. Mixed type companies (outsourcing and product companies).

At the moment, outsourcing / outstaffing companies have the largest market share, with mixed type companies in the second place and product companies in the third place. But why are the companies divided in this way? Most companies would like to enter the European market, but it is difficult to enter it with your product at once. Also, the creation of the product requires big investments at the start and at the same time, the creation of

own product for the IT company is always a risk, because there is no guarantee that it will become popular and you can cash in on it. Outsourcing and outstaffing are easier to develop in Belarus, they do not require start-up capital, and the market of Belarusian developers is small, but good quality. Besides that, outstaffing of Belarusian companies is more profitable for Europe, because the price for developers in Belarus is lower.

Besides this kind of development, many Belarusian companies open either an office or a representative office in Europe, and this trend is only increasing with time. This procedure helps to boost the confidence of European customers, as well as improve the brand.

Considering the direction of development in 2022 in the IT field, it is difficult not to think about the impact of COVID-19 on this area of activity. Not many IT companies were able to survive this period easily. Most companies have turned to remote work, which to some extent even increased staff productivity. Now many companies continue working remotely; some companies had such an opportunity before COVID-19.

All companies consider risks. One of the biggest risks is the decline in demand in the market. In our opinion, the decline in demand in the market does not have a considerable influence here, but the flexibility of the company does. The demand for applications and websites in the global marketplace is only increasing, and some companies may find it difficult to meet that demand as writing trends change. New languages are replacing old ones, and sometimes old ones are needed to edit and update the code, so companies must pay attention to recruitment as well as to company flexibility.

Thus, trends of IT companies are only gaining to increase customers' loyalty and the possibility of increasing orders. Also, outsourcing and outstaffing companies open product divisions. Of course, the method of managing such a company is changing, with the majority of developers working remotely. The IT sphere is one of the most flexible, that is why there are a lot of tendencies and each company is trying to think up its own way of development.

REFERENCES:

1. Рейтинг лучших интернет-компаний Беларуси [Электронный ресурс]. – Режим доступа: <http://ratingbynet.by/chto-proiskhodit-i-kakovy-perspektivy-razvitiya-it-otrasli-belarusi>. – Дата доступа: 13.03.2022.

2. BEROC. Независимый академический исследовательский центр. [Электронный ресурс]. – Режим доступа: <https://beroc.org/upload/iblock/ae2/ae25529b6e59aeefdf78a8ae149423d2.pdf>. – Дата доступа: 13.03.2022.