

The most profitable areas of business are real estate and hotel business, catering, including restaurant business, Internet technologies and services. Due to the policy of the French state to attract investment to the country and create new jobs, a businessperson does not have to have French citizenship.

The company will certainly face the payment of taxes and fees. The tax system in France is quite complicated. Income tax is calculated depending on many factors.

Each country has its own etiquette and norms of behavior that have been introduced by its culture. In addition, awareness of culture can help businesses main advantages and avoid gross mistakes when building a business.

Taking into account all of the above, we can conclude that France is a comfortable enough country to start your own business. The availability of state support programs, access to the domestic market of the country and the EU, a developed economy and the ease of starting a business are the main advantages of doing business in France. A significant disadvantage is that for business in the field of law, education or medicine, you will have to get a lot of special permits and licenses. In addition, for successful business, it is necessary to take into account all the peculiarities of the region and the country.

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WAYS TO OPTIMIZE THE WORK OF THE HOSPITALITY INDUSTRY IN THE PANDEMIC

Пути оптимизации работы индустрии гостеприимства в условиях пандемии

The rapid spread of coronavirus infection has not spared any industry, however, passenger air transportation, tourism and hotel business are among the most affected. Despite losses estimated in millions and uncertain prospects, many hotels have already begun to adapt their business to new realities and develop an anti-crisis action plan.

The purpose of the undertaken research is to establish ways to optimize the work of the hospitality industry in the COVID-19 pandemic.

The restaurant business is looking for opportunities to stay afloat in the new reality after the pandemic. Currently, for example, fast food outlets are developing remote serving of dishes, cafes are placing guests at some distance from each other, restaurants are suggesting customers to cook themselves.

The conducted research has made it possible to establish the following main ways being taken at the enterprises of the hospitality industry to optimize the business.

Ultraviolet. It is proposed to install “cleansing portals”. Customers at the entrance should turn around in a structure similar to a metal detector. UV lamps are installed in this frame, which destroy respiratory viruses. It is also recommended to install UV lamps in the premises. The Columbia University Radiology Center is currently investigating their effectiveness against COVID-19.

Vending machines and robots. Here it is assumed that customers pick up orders from the locker, which can be unlocked contactless using an application on a smartphone. Some owners of sushi bars have installed robotic equipment for making sushi. Because of the pandemic, now it is the perfect time to bring back vending machines.

Temperature scanners. It is proposed to equip restaurants with metal detector frames with temperature sensors. If the equipment detects an increased temperature, an incoming person will be headed to an additional check-up. So customers with cold symptoms will not be allowed into the restaurant.

Screens and partitions. It is not so easy for haute cuisine restaurants to switch to delivery or takeaway format. Expensive exclusive interiors and the status of the institution cannot be replaced by anything. In this case, the solution is to add glass and precious wood screens to the interiors in a unified style.

TechCrunch: jobs for restaurants. The idea to outsource some routine processes in restaurants to robots arose thanks to eco-activists even before the pandemic. The Dishcraft Robotics project has already attracted \$20 million of investments during the introduction of quarantine measures. For example, some companies already have robotic complexes for washing a large number of dishes. In other companies, a fleet of biofuel trucks collects dirty cutlery from corporate clients for quick and high-quality cleaning and/or washed dishes are checked several times using sensors that can detect the smallest dirt particles invisible to the human eye.

Summing up, we note that in order to overcome the challenges of modern society, business representatives need to work together with IT sector specialists and researchers from relevant fields. Investments in new projects with their subsequent implementation at enterprises will help to optimize the activities of any business in crisis conditions.

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THE RELEVANCE OF THE DEVELOPMENT OF EVENT TOURISM IN BELARUS

Актуальность развития событийного туризма в Беларуси

Among the variety of types of tourism, event tourism is the most attractive, dynamically developing type of tourism.