

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.

Y. Ginak

Ю.А. Гинак

ГрГУ им. Янки Купалы (Гродно)

Научный руководитель Е.Н. Бедретдинова

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.

Event tourism is a type of tourism in which trips are timed to coincide with some events. The purpose of this type of tourism is to participate in a cultural event that will give a lot of impressions and help to get acquainted with the historical and cultural past and present of the country. Event tourists witness exciting events in the world of art, sports, and culture.

Belarus often hosts events of regional and international scale. The annual tourist calendar of events includes more than 1 thousand events. Among them: the Republican Festival of National Cultures — a celebration of folklore diversity, in which up to 140 nationalities take part on the streets of the city to acquaint them with their history, culture and identity; festival of arts "Slavianski Bazaar in Vitebsk"; annual international film festival "Listapad", which has been held since 1994 in Minsk. The cultural and sports festival "Vytoki. Krok da Alimpu".

Music festivals are popular not only among young people, but also adults who like to have a good time. Such festivals are: "A-fest", "Our Grundwald", "Mirum music festival", "Rock for Bobrov", "LidBeer".

However, due to the current unfavorable epidemiological situation, there were difficulties in holding events: the coronavirus pandemic has dealt a blow to the tourism industry around the world. For example, the epidemiological situation, as well as problems with the closure of borders and air traffic, affected musical cultural events. This was the reason for the cancellation of the "Rock for festival" and the VII Minsk Craft Beer Fest festival in Belarus in 2021.

Currently, there is a need to change and develop existing types of tourism in order to be able to meet the needs and requirements of customers. In this regard, in Belarus, the development of domestic tourism began. According to experts, domestic tourism in Belarus has great potential. More than 1.738 million people used the services of domestic tour operators last year. Of these, more than 1.187 million bought tours in their own country, that is, 88.3 % of the total flow of travelers. Previously, the number of domestic tourists did not even reach a million. It can be assumed that about half of the travelers bought tickets (tours) in order to attend cultural events [1].

Also, today the country has a visa-free regime, which allows citizens of a number of states to visit the country without a visa, if such a procedure is provided for by international treaties. This allows to increase the number of participants in event tourism in Belarus. Event tourism is a fairly young type of tourism, but at the same time quite promising. Thanks to the development of event tourism, the demand for the services of enterprises in the sector of the economy, which are associated with servicing city guests and providing them with comfortable living conditions in the city (hotels, restaurants, transport, etc.), will increase, which in turn contributes to an increase in GRP, an increase in employment.

References

1. Гродненский городской исполнительный комитет [Электронный ресурс]. — Режим доступа: <http://grodno.gov.by/>. — Дата доступа: 01.11.2022.