

## References

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## EFFICIENCY OF INNOVATIVE TECHNOLOGIES IN A RESTAURANT BUSINESS

Nowadays innovative technologies in the hospitality industry are developing extremely rapidly. The leading experts in the restaurant business are set such tasks as: to attract as more loyal customers as possible and to make a profit on these services. To achieve these goals without the introduction of innovative technologies is practically impossible. Since restaurants are entering a new age of high-tech, let's single out a list of innovative technologies which can increase efficiency and improve customer service: 1) The use of innovative methods and forms of service, ways of serving dishes (the Smart Cafe, edible kitchen, automatic advance of dishes) [1]; 2) The use of free Wi-Fi (Wireless Fidelity) in some restaurants. While waiting for an order, you can check your email, read the news or just chat with your friends and family members; 3) The use of QR-code (Quick Response) which can be determined as "a two-dimensional barcode containing information that can be read using your mobile phone with an integrated camera" [2]; 4) The introduction of the interactive electronic menu; 5) The Online booking of tables in cafes and restaurants; 6) The production of innovative disposable tableware made from "compostable materials" [3]; 7) The wide use of innovative technologies of cooking based on molecular cuisine; 8) A show of plastic food models on a display-window with the indication of ingredients included in the meal and its price; 9) The creation of "thematic menu" (art menu, fitness menu, kids' menu, etc.); 10) A mode of front cooking. This innovation presupposes the establishment of IP cameras in the kitchen that allow the customers and the restaurant administration to observe the work of the chefs online via the Internet [4]; 11) The introduction of original cuisine [5].

So as a result of a constant struggle for clients a wide spectrum of various innovative ideas and processes develop. In Belarus not all of these innovative technologies are widespread. However to improve the production efficiency and to increase the profits in a restaurant business it is necessary to apply all possible kinds of advanced technologies and to implement innovations.

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## TENDENCIES OF DEVELOPMENT OF THE TOURISM INDUSTRY IN THE CONTEX OF GLOBALIZATION

Globalization is a process of economic, social, cultural, and political activities, that crosses national boundaries. Like most other industries, tourism is influenced by global competition. Despite challenges demand for international tourism remained robust in 2016. International tourist arrivals grew by 3.9 % to reach a total of 1,235 million, according to the latest United Nations World Tourism Organization World Tourism Barometer. The following effects are the result of strong globalization affection:

- 1) a sudden increase in potential tourist demand for different destinations;
- 2) a strong competition, i.e. destinations competing by adapting their offer to the requirements of potential tourists;
- 3) an emphasis on innovation, better quality of products and services;
- 4) a need for additional capital to finance the necessary future investments to remain competitive in the market;
- 5) problems for developed destinations arising from relations with suppliers who are often not heterogeneous and do not apply the quality standards.