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TOURISM FOR PEOPLE WITH LIMITED OPPORTUNITIES

Tourism plays an important role in society. Now, it is widely used as an element of rehabilitation, adaptation, and integration of people with disabilities. Thus, **the object of the following research** is tourism opportunities for disabled people in the Republic of Belarus. **The subject of the research** is disabled access to tourist destinations in the Republic of Belarus. **The main aim** of the research is to study tourism options available for people with disabilities in the Republic of Belarus. To reach the aim of the research, **the following tasks** are set: to study qualitative data relevant to the research and to identify problems and prospects for the development of this area in the Republic of Belarus.

Developed countries, such as the UK and Germany, have taken a number of measures to ensure a comfortable journey for disabled people: assistance is provided to those in need during boarding or disembarkation to and from public transport; special places are reserved for disabled people to park near hotels, significant public places or places of interest. In addition, in Germany a special Agency for people with disabilities provides a 24-hour helpline which allows people to receive any necessary information, recommendations or just advice in any world language. In the Warsaw (Poland) metro, the equipment that helps blind passengers to move freely is used. Spanish Cabarceno Natural Park in Cantabria is also ready for the arrival of blind tourists: a guide book and park plan, typed in Braille, have been issued for them [1].

As for the travel of people with disabilities in Belarus, the least number of problems they will encounter are in Minsk. There will be no difficulties when visiting the National Library of Belarus; Belarusian State Circus and the Bolshoi Opera and Ballet Theatre became accessible for people with disabilities after the reconstruction. Disabled people can also attend a concert in the Palace of the Republic, an exhibition in the Palace of Arts or the Dudutki Museum. In these places there are specially equipped lifts and passages, wide doorways and toilets adapted for the needs of people with physical disabilities. In many sanatoriums in Belarus there are places specially organized for the residence and recreation of wheelchair users. The travel company «Olirti» specializes in the organization of tourist trips for hearing-impaired people. The National Airport Minsk has special equipment for wheelchair users to board the aircraft [2].

It should be agreed that much work is being done to create comfortable conditions for such people, but, unfortunately, not everything is done yet. The new stations of the Minsk metro were built taking into account the needs of disabled people, but older ones are not as well equipped. There are still problems with using public above-ground transport. In Minsk, there are low-floor buses with wheelchair spaces, but they are designed to

carry only one person. A group of wheelchair users can not travel together in local buses and trolley buses. Also, there are only a few trains equipped with special carriages for disabled wheelchair users in Belarus [3].

It can be concluded that the Belarusian tourism industry does not have much experience in developing infrastructure facilities for people with special needs. Although public associations periodically organize excursions and tourist rallies, there is as yet no systematic work in tourism for disabled people in Belarus. Thus, there is a good prospect for the development of tourism in this direction.

References

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INNOVATION EFFECTIVENESS IN RESTAURANT BUSINESS

In restaurant business, as in any othersphere, there are innovations and trends that can on the one hand improve the service and on the other hand be absolutely unnecessary for a particular customer.

One of the most rapidly developing services market sectors is the restaurant business, which is ahead of many other national economy sectors in its dynamics of growth. To our mind, innovation is one of the main engines of this rapid growth. Food quality and staff service are no longer the main factors in the restaurant business development as well as its economic success. In recent years, innovation has significantly changed the catering industry. Therefore, nowadays in order to maintain high profits, it is important to be aware of the latest innovations in the restaurant business.

One of such innovations is a QR code. The abbreviation QR is translated from English into Russian as «fast access», and the matrix code