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NEW TRAVEL TREND: HOW THE CORONAVIRUS HAS CHANGED THE PREFERENCES OF TOURISTS

The tourism industry is one of the main victims of the coronavirus pandemic. People have never been before so eager to visit the wild and remote corners of the Earth. Thanks to this, glamping, as well as all kinds of camps, lodges and eco-friendly hotels have gained huge popularity. Glamping is a niche adjacent to natural hotels, the number of players in which doubles every year. The explosive growth of the format in Belarus and neighboring countries is facilitated by low administrative barriers and an entry threshold for investment. The term “glamping” comes from the words glamorous (charming, spectacular — or glamorous) and camping (equipped camp for recreation) [1]. In most cases, eco-friendly materials are used for the construction of glamping, solar energy is used for the extraction of electricity, and fruits and vegetables can be grown nearby. Glamping is considered a form of development of natural hotels. They can be seasonal, year-round, but in any case their number will only increase.

In addition to individual glampings — tent camps with hotel facilities in the middle of the wild — eco-hotels, floating glampings on pontoons, temporary glampings for events, for example, festivals, grow out of glampings. They can be installed in fishing farms, used in summer in one place and in winter to work out the same modules in another, to use as reception areas, restaurants. Choosing a location is one of the most important criteria for successful glamping. The absence of strangers, the closed territory and the attitude of the staff to the guests is the key to the success of the project. In Belarus, the first newfangled type of recreation appeared near Minsk on the territory of the suburban complex “City of the Sun”. It is a tent with amenities close to a hotel room: a double bed, electricity, hammock and so on. Guests of the complex are prohibited from drinking alcoholic beverages and fishing, there are no other restrictions. The owners of the complex also adhere to vegan views, but eating meat is not prohibited there. Thus, urban life, business, technology — all this alienates people from nature, while forming a type of person rather unsuited to life without amenities. But even such a person from time to time wants to be alone with nature, so Glamping becomes an ideal type of such a holiday.

Despite the opinion of some experts that glamping is a temporary phenomenon, it should be understood that this phenomenon arose because of the urgent need of a person, first of all, to restore vitality. And as long as the environment is in state to benefit a person, such a phenomenon as glamping will exist and develop. The main thing is that this development should proceed in accordance with the norms and rules that ensure the care of the environment, its preservation and protection.

Reference

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THE IMPACT OF THE DIGITAL ECONOMY AND THE EFFECTIVENESS OF INNOVATION IN THE CATERING BUSINESS

Catering as a sector of the economy is constantly developing and improving. It is necessary to introduce new cooking technologies, improve the service system, and ensure active promotion to attract guests. The main goal of this work is to consider the relationship between the activities of catering enterprises with the digitalization of the economy. Obviously, digitalization has begun to cover all spheres of society, and public catering is no exception. We suggest that in modern conditions consumers make a choice in favor of high-tech establishments that provide free Wi-Fi services, the ability to pay for orders using Apple Pay and Google Pay, as well as other contactless payment methods. Online booking services for tables or even entire establishments are becoming popular.

In our opinion, the internal part of the business has also undergone global changes. Since digitalization is primarily associated with the concept of access to information, managers, accountants, technologists and directors have got hold of programs for complex information processing and its automation.

Many computer applications and programs offer services for convenient and visual management of visitors' orders, allowing them to be arranged in chronological order according to the time of receipt, which significantly increases the quality of service and the speed of service. The KKC group of companies is in demand in the catering market due to its convenient queue management system provided by self-service kiosks and digital panels. In the sphere of the restaurant business, robotization is gradually being introduced. Examples are Self-Service Kiosks that can be found on the popular McDonald's and KFS chains. Pizzeria "Dodo" has been using a dough rolling machine for a long time. Automated dispensers, smart frying surfaces and automatic vegetable cutters are used everywhere. Gradually, restaurants are starting to introduce digital monitors. Another developing area is the automation of the service system, which