

THE FUTURE DEVELOPMENTS IN BUSINESS TRAVEL MARKET

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Резюме – эта статья посвящена основным деталям улучшения и модернизации сервиса для деловых путешественников во время регистрации в аэропорту, перелета и проживания в отеле.

Resume – this article is about the main details of improving and upgrading the service for business travelers during check-in at the airport, flight and hotel staying.

Introduction. Modern technologies are used in different spheres of people's life. And business travel market isn't an exception. The market of new technologies used in airports, airplanes and hotels is being modernized. Which technologies are more efficient? This question should be considered clearly.

Main part. Nowadays videoconferences are popular among different companies and firms. But we shouldn't forget that these virtual meetings haven't replaced formal communication that requires business trips. Our duty is to create appropriate conditions for business travelers. What developments should be expected in the business travel market in the nearest future?

In 21st century automation is the most suitable way for airport service. Automation at the airport includes: smart touch corridors (they will replace control zone with long queues); high-speed connection (it will increase effectiveness of staff work); Twin Digital technology (it will use data of the airport, with the help of this technology passengers can send voice messengers to the staff); check-in by selfie (conception "the face as the passport"); robots which can take the luggage right at the entrance to the airport; technology of luggage tracking [3]. The flight with friendly, helpful crew is also important for business travelers. Well-trained crew can make the flight highly enjoyable and allow business-people to relax before office working days.

There can be some modern technologies on the board, for example: mobile communication (it's very important addition for businessmen); high-speed Internet / Wi-Fi (it's not new idea, but not all airlines provide high-quality Internet on the planes); comfortable seats (it's necessary during long-haul routes); individual sockets, tablets and screens (these individual things make flights more convenient); good service of food and drinks; a regulation system of atmospheric pressure (it's also important if passengers have some health problems); applications for managing your seat (if you don't understand how individual control panel works you may load a special app to your smartphone and manage your seat in more comfortable form); self-service machines (it means that passengers can make coffee or something else themselves with the help of drinks machine;

it's useful when crew isn't enough for service) [1]; air taxi (many scientists say that this type of taxi will appear by 2030).

After arrival business travelers need to get to the hotel. Hotel service management should take care of free transport from the airport to the hotel and comfortable staying at the hotel for its clients. There are "on order" hotels (the room space is formed according to the individual request of the guests) in the business travel market [2]. Hotels start using smartphone apps instead of keys and cards for opening room doors. Such modern technologies as high-speed Internet, high-definition video, smart lighting, TV mirror (it means that mirror can be TV screen), etc. are widely used in modern hotels. Prestigious hotels can use different artificial intelligence (robots) for the service of business travelers. Rest is one of the main points during the staying at the hotel for business guests. Swimming pool, spa complexes, gym that can be in the hotel, are perfect for relaxing [4].

Conclusion. Providing businesspeople with such comfortable conditions is a complicated task for business travel market. It is very expensive and requires careful work. But people involved in this business must employ new technologies in their business to be competitive.

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IMPROVING THE COMPETITIVENESS OF PUBLIC CATERING ENTERPRISES

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Резюме – в современном мире проблема повышения конкурентоспособности в организациях общественного питания все более актуальна, в связи с непрерывной борьбой за долю рынка. В данных условиях появляются новые проблемы – привлечение клиентов, удержание рыночной доли и ее последующее увеличение.