

and its predominance in low quality. It is always interesting to pay attention to something unusual that may become a trend in the future, which means there will be a great demand for it, which will bring the company profit. Of course, there are similarities in domestic and foreign advertising, but there are not a few differences, at least because of the divergences of our histories and cultures [4].

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BUSINESS TRAVEL TRENDS

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Резюме – на сегодняшний день не нашлось бы ни одного сотрудника какой-либо компании, кто хоть раз не был бы в деловой поездке. Данная статья описывает возможные инновации в такой сфере нашей жизни как бизнес-путешествия, которые смогут облегчить и усовершенствовать работу и отдых сотрудника.

Resume – at present, there would not be a single employee of any company who has not been on a business trip at least once. This article describes possible innovations in such sphere of our life as business travel, which can simplify and improve the work and rest of an employee.

Introduction. We live in the world of modern technologies which means that every day there is a development and creation of various innovations in almost every sphere of our life. There have also been global changes in the business travel market. Companies send their employees into foreign countries to work with new clients or to improve their professional skills. Nowadays up-to-date technologies make business travelling into other countries much more comfortable, faster and easier.

Main part. As a person, who are now studying at the university and learning how to create something new, the author would like to get acquainted readers with some business travel trends, which will be useful for those, who intends to start travel business and pays special attention to businesspeople on business trip. First of all, the author thinks that providing high-speed Internet during a business trip is a great solution, the Internet and mobile communication have become an integral part of our lives. And, of course, employees during their remote work should be always online and keep in touch as quickly as possible and properly cope with their duties. As we all know well any work should be replaced by a little rest. That's why the travel company should give employees, who use its service, special certificates: for a free small excursion of an unfamiliar city; for additional services at the hotel (a visit to a sauna, spa, various types of massage that will help to cope with tiredness after a long time working); for a flight discount, etc. This policy will attract clients to your company, create loyalty to it [1]. Another good innovation is to provide clients during a business trip with special cards, where some amount of money for personal expenditure will be. It will be a pleasant bonus for your clients. This will make possible to save clients' loyalty to your travel company. Nowadays all people use mobile assistant apps. It would be great for a travel company to think about creating such app for their clients which will make the business trip easier and more comfortable. Of course, such innovation will be useful not only to employees, but also to the company itself. If a company is concerned that its employees do not devote enough time to their work, then this application will also have specially designed software for tracking working hours [1]. This function will help ensure sufficient productivity and enable companies to be confident in the competence, honesty and hard work of their employees.

Conclusion. In modern world, travel is an important aspect of business. Travel companies employing modern technologies do their best to improve their services, in order to attract as many clients as possible, to create loyalty to their companies and make capital. It makes them competitive and strong enough to overcome all difficulties. That's why the innovations proposed in the scientific work will be an excellent modern solution to avoid failure.

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