

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.*

*Summary – in the modern world, the problem of increasing competitiveness in catering organizations is increasingly relevant, due to the continuous struggle for market share. In these conditions, new problems appear – attracting customers, retaining market share and its subsequent increase.*

**Introduction.** Competition is one of the main parts of market relations, which is present in almost any field of activity. The main goal of commercial organizations is to make a profit, increase market share. These goals are achievable through competition. To do this, it is necessary to choose your own policy regarding increasing competitiveness.

**The main part.** The essence of the competitiveness of any enterprise is to obtain consumer preferences, for any merit. The main characteristics concerning the company's competitiveness in the market are presented below:

1. Price reduction, due to cost reduction.
  - Cost reduction by lowering the quality of the supplied raw materials.
  - Getting feedback from employees. People often have a lot of easy-to-implement and practical ideas for improving the production process [3].
  - Maximize the automation of production by putting into operation the latest technologies, which helps to reduce the number of workers employed in production, and, as a result, reduce labor costs.
2. Search for "your" client.
  - Specialized cuisine, which is aimed at attracting customers, who prefer special dishes.
3. Improving the quality of products and services.
  - Hiring the most qualified employees, who specialize directly in the kitchen of your restaurant.
  - Using the best natural products.
  - Digitalization of the organization, which includes the creation of an application (this is inherent in all successful organizations that occupy a significant market share), the ability to order online, collaboration with delivery services.

Special attention should be paid to staff motivation. According to experts, up to 60 % of the production cost depends on labor productivity (these are direct costs – wages, as well as depreciation and other indirect costs) [1].

Non-economic motivation of staff is most relevant when reducing costs. Money, for most employees, is not the main reason for productivity growth. For an employee, it is necessary to show what he is working for, because, as you know, "job for job's sake" does not increase efficiency. It is necessary to explain the company's mission, goals, show the prospects of the career ladder and ways to advance along it, corporate culture, and support self-development. Personal recognition or public encouragement in every possible way encourages employees to compete with each other and strive for recognition. All these are the components of Maslow's Hierarchy of Needs (рисунок 1).

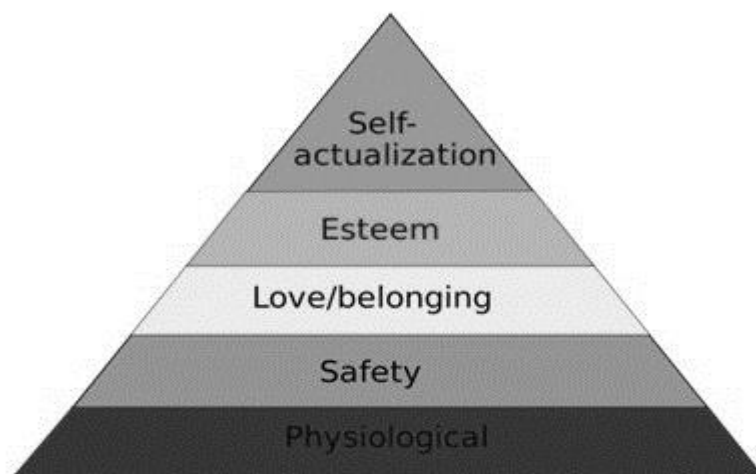


Figure 1 – Maslow's Hierarchy of Needs

Note – Source:[2]

**Conclusion.** Based on this work, it can be concluded that the profitability of a catering company depends on the competitiveness of the catering itself, and the competitiveness of the products offered.

Healthy competition is an essential part of promoting any business. It is competition that contributes to the emergence of new, improved, higher-quality, in some situations, cheaper products. Due to competitors, managers see their own and others' mistakes that they can correct or not commit, and what new things can be introduced into their business to make it more successful.

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#### **SOCIAL NETWORKS AS A TOOL IN BRAND PROMOTION**

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*Резюме – в данной статье рассматривается роль социальных сетей при продвижении бренда, а также задачи, которые решает интернет-*