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ANALYSIS OF USING MOBILE APPLICATIONS IN TOURISM BUSINESS

E-business as a new form of market economy is based on the use of new communication technologies, and offers great opportunities for any company. The technology of mobile applications is a relatively new trend on the Ukrainian service market, so its features, advantages and disadvantages on the domestic service market are poorly understood.

Nowadays devices based on mobile platforms become more common. Usability of a new device, its relevance and economic benefits, particularly for the tourism and hospitality industry combined with the incredible popularity of smartphones and other mobile devices allow to predict great rise in demand for mobile applications.

Digital technology came into our life, so modern travel cannot be imagined without the use of a smartphone or a tablet. Due to applications on a smartphone there can be a few clicks to book a hotel room, plan a route, buy air and railway tickets, find interesting institution in a strange city, read on local attractions and talk with foreigners through an interactive interpreter.

Using of modern mobile applications can be a powerful marketing tool that would solve many problems for business: creating their own image, supporting the brand, and increasing loyalty on the part of consumers, optimizing communication processes, creating a certain information space.

In Ukraine, the situation is not so optimistic, as mobile applications focused on the Ukrainian market, are almost absent. Ukrainian business is primarily conservative, new technologies are introduced very slowly. While the West has formed mobile applications market, our business still argues why we should need mobile apps if you have a mobile website, and, at best, orders responsive design for their websites. An important role plays the fact that the competition is low enough on the market, so the companies do not think about loyalty programs, maintenance of existing customers, where the use of mobile technologies is justified and effective. On the other hand, after the introduction of 3G / 4G technology, e-government and other initiatives related to automation and computerization, it is likely that the internal market for mobile applications will gradually emerge.

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IT AND INTERNET'S IMPACT ON THE FOOD INDUSTRY

The Internet has revolutionized countless industries, from finance to tourism. Now it's starting to revolutionize the food industry. The biggest advantage of the Internet is the ability to order online. According to the Fortune reports, in 2015 venture capitalists poured \$2.8 billion into food-related startups. Technological advances continue to revolutionize the Food industry and some major and the most influential technologies are presented below:

1. Crowd Sourced Review Websites. Today, the success of crowdsourcing on the Internet has led to the creation of the review websites like Yelp and Urbanspoon. Reviews on these websites directly impact a business' sales and reputation.

2. Social Media. Social media campaigns allow food enterprises to build and maximize their brands, and reach out to diners with online content. Restaurants are taking advantage of Facebook, Twitter and other platforms to reach out to old and new customers, generate and share messages of content.

3. Mobile Technology. Mobile technology is making the restaurants very easy, quick and convenient for waiters to quickly place and process orders. For example, the mobile tablet waiters can carry and input orders to the kitchen, review ingredients of dishes, and even accept credit cards.

4. New smart products. Some everyday household appliances are already connected to the Internet in the way to the smartest kitchen, as it is the case of some Kitchen robots, which are prepared to access to recipes on the Internet, making the preparation of food more precise. Kitchen thermometers connected to mobile devices, an interactive chopping board or the first approaches to connect fridges to the Internet are used as examples.

5. Health and security. Many of the recently developed gadgets have the aim of improving consumer health, by measuring the calories. It also helps to achieve a balanced diet.

Internet and IT technologies provide huge affordable opportunities for the global representation and marketing of food industry which is one of the largest and most vital industries in the world.

KEY WORDS: *Internet's Impact, Food industry, Mobile Technology, Social Media, IT technologies*