

prefer to keep different distance while they are speaking. Thus, the Arabic, Japanese, French and Spaniards are likely to be close to their interlocutors. The medium distance is highly appreciated by the Austrians, English, German, though for the Australians it would be unacceptable. Mimics and facial expressions are also a big factor in business communications. For example, the German often raise their eyebrows meaning they are astonished and amazed by some idea. However, in England this would be regarded as skepticism. At a meeting in Japan is not accepted to shake hands with somebody, while in France and Russia this gesture is widespread. In German and England shaking hands is preferable only at first meeting and in Korea this means disrespect to a person.

In conclusion, it should be said that coordinating and managing people from different cultures within an organizational context represents one of the greatest challenges for the corporate world in the new millennium. Nevertheless, the world nowadays is coming through the process of globalization in terms of reducing the communication challenges and so-called barriers. The most competitive companies use the possibilities of intercultural communication and open subsidiaries abroad, conclude treaties of delivery with foreign partners, widen the sales market and other. There is a great importance for businessmen to be informed about the features of communication with the representatives this or that country in order to reach the successful result via negotiation.

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CROSS-CULTURAL COMMUNICATIONS:

UNITED STATES OF AMERICA, JAPAN

Кросс-культурные коммуникации: Соединенные Штаты Америки, Япония

Cross-cultural communication is very important in the modern world. For successful business the key skill is the ability to effectively interact with people of different cultures. Failure to understand and adapt to other people's cultural features can lead to misunderstandings, conflicts and damage to business relationships [1]. This means that in different countries communication in business is treated differently, taking into account the peculiarities of cultures and traditions. The aim of the article is to look at some nuances on the example of countries such as the United States of America and Japan.

In the USA it is important for people to be open, smiling. For them a smile is an indicator that they are doing well, that they are ready to interact and they expect the same from their business partners. That is, when we conduct business communications with representatives from the USA, it is recommended not to close because for them gloomy people are those with whom it is not worth dealing. From the point of view of nonverbal communication, a handshake is important for Americans. The handshake should be energetic, confident and strong. It is acceptable when, at the moment of greeting, one of the interlocutors can pat the other on the shoulder. This does not cause any negative emotions, on the contrary, it is an indicator of friendliness. In conversation Americans are proud of their achievements. It is advisable to focus on this, as it is an indicator of success. For Americans modesty is secondary. They like jokes in conversation, often say what they think. In America gender equality is developed. This means that it does not matter what gender the business partner is. It is highly undesirable to show gallantry towards an American businesswoman. It is likely that this may be perceived as a harassment [3].

Traditions and culture are important in Japan. Japanese people appreciate modesty. They do not attract excessive attention to themselves, they appreciate the ability to remain silent. It is important to be correct and tactful. In Japan it is not customary to smile broadly. From the point of view of nonverbal communication, the Japanese believe that *ozigi* (bow) is a universal way of greeting. If this is communication with representatives of other countries, there is a handshake. But it will most likely not be as intense, strong, as for example, with a representative of America. The Japanese are very punctual. It is customary to arrive at the meeting on time, even in advance. Japanese representatives do not refuse directly, this is their peculiarity. They will look for the right words to refuse in a correct, tactful way because refusal is quite rude. In Japanese society and business men dominate, so there are a minimum number of female partners [4].

Having analyzed the issue the author came to the conclusion that communication with a representative of any culture or country has its own characteristics. People who are able to get along with representatives of different cultures open up huge opportunities on a global scale, creating a basis for productive cooperation and mutual understanding. All points should be taken into account, in this case communication with representatives from other countries will be the most effective and successful [2].

References

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INNOVATIVE TECHNOLOGIES IN TOURISM

Иновационные технологии в туризме

Nowadays, tourism is one of the most dynamically developing sectors of the economy. Rapid changes in the technological and sociocultural environment entail changes in consumer behavior and create a demand in the industry for innovation in various industries, including the tourism industry.

Augmented (AR), virtual (VR) and mixed (MR) realities stand out in the field of innovation of 3D user interfaces as promising technologies that erase the boundaries between the physical and digital worlds. While virtual reality is a rapidly evolving technology that allows people to immerse themselves in a realistic and interactive virtual environment, augmented reality allows digital objects to be brought into the real world. These innovations are used in a wide range of industries, including gaming, education, health care, tourism, architecture, design.

The use of VR and AR technologies in the tourism industry allows consumers to get a unique travel experience by first immersing themselves in a virtual environment or adding additional elements to the real environment. The tourism industry uses mixed reality (MR) technology to provide virtual tours, seeking to inspire people to visit certain places in real life. Thus, one of the most famous art museums in the world, the Louvre offers a virtual experience for users with VR helmets not only to view the painting "Mona Lisa" up close, but also to learn stories that allow them to explore the experience of creating this painting.

The hotel business is also actively implementing AR, VR and MR technologies. The technologies allow to attract attention to the brand of a particular hotel chain. In 2016, one of the Moscow hotels of the InterContinental chain equipped its club lounge with virtual reality glasses so that guests could take a virtual trip and see the hotels of the chain located in different parts of the world.

The use of VR- and AR-technologies in tourism also creates socially significant advantages: an opportunity for people with disabilities to visit places that are difficult