

to access. Adding virtual elements to the real picture can be a great supplement to the excursion program when the object of display is partially destroyed or restructured.

Apart from virtual and augmented reality, companies in the tourism industry are trying to use robots to replace humans in customer interactions as a marketing experiment. But these experiments are not always successful.

In 2015, Henn-na Hotel opened in Japan, where guests are attended to by robots. The robot "working" at the front desk is equipped with the technology of facial recognition to help guests with check-in and check-out. A mechanical arm operates the system of luggage storage, and robot cleaners clean the rooms. However, the experience was not a good one for the hotel. The robots created quite a few problems that frustrated visitors, leading to an increased workload for the staff to correct these errors. As a result, the hotel suspended automatization and "fired" half of its robots.

Hilton has launched a pilot project of Connie the concierge robot in Virginia. Enhanced by IBM's Watson artificial intelligence system, the robot can recommend the nearest attractions and restaurants to hotel guests. Hotels also start using robots to prepare food. For example, Studio M Hotel in Singapore uses a robot chef to prepare omelets.

New technologies are implemented with caution, companies analyze advantages and disadvantages of these technologies, adjust them, or abandon them implementing other technologies.

Innovations in tourism play an important part in the development of both the industry itself and in creating new opportunities for tourists around the world. Virtual reality and artificial intelligence allow travelers to explore places and cultures, create personalized itineraries and receive recommendations based on their preferences and interests. The Travel companies harness the potential to offer new and unique experiences and make tourism more accessible to all.

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FACTORS INFLUENCING THE PROCESS OF RUNNING BUSINESS IN ASIA

Факторы, влияющие на процесс ведения бизнеса в Азии

To begin with, nowadays business has become an impenetrable part of human's life and economy. That's why the idea of setting up your own business gains more

and more popularity. Entrepreneurship has enormous features and sides that differ from country to country. There are some criteria by which business in different regions of the world will be considered:

1. State support of entrepreneurs
2. Freedom of the market
3. Paying capacity of the population
4. Resources (human labor, technologies, cheap materials for production)

First of all, we will focus mostly on state support of entrepreneurs in Asia. There exists such a project as USAID, which helps to develop business and entrepreneurship in Central Asia, and, consequently accompanies the economic growth not only in the local market, but also globally. In the following list you can see the priorities of the project.

- Enterprise development which is comprised of having high competitiveness of local target markets on both local and global levels, growth of sales and export, attracting local and global investments.

- Creating more workplaces, improving entrepreneurial and business skills.

- Upgrading the quality of business environment: negotiations between private and government sector, legislative changes, creating better facilities for workplaces, implementing world practices.

All these factors have born fruits and impacted the economy of central Asia. According to the statistics, the key results are the following:

1. From the beginning of the project, more than 12 000 residential entrepreneurs took part in online and offline learning (57% of participants were women).
2. Investments more than 78 million dollars for 35 companies, created over 16200 workplaces with upgraded facilities (51% were occupied by women).
3. USAID contributed to fulfilling 15 changes in the sphere of legislation.
4. Great emphasis is put on women employment and entrepreneurship.

In terms of Asian resources, here cheap human labor and cheap resources are quite common. That is why we can see, that cloth brands place their enterprises in Asia (Vietnam, Bangladesh, Indonesia, Pakistan, China).

To sum it up, a lot of factors influence the way people run their business all over the world. For example, countries with high population have cheap human labor, more developed countries focus on running business in an effective way, implement high technology in their production. State support also differs from country to country, but the thing is that most of the countries have it. Thus, only knowing the aspects of your niche, your adeptness and being aware of the specifics of your region can make your business a success.