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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

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