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INTRODUCTION OF VIRTUAL AND AUGMENTED REALITY IN THE TOURISM SECTOR OF CHINA, RUSSIA AND BELARUS

Внедрение виртуальной и дополненной реальности в сфере туризма Китая, России и Беларуси

At the present stage of the society development, when digital technologies are rapidly being introduced into all spheres of life, the analysis of benefits and challenges that ongoing transformations may bring is of considerable interest. So, the purpose of this article is to study the modern experience of using VR and AR in different countries, as well as develop proposals for optimizing the implementation of these technologies in the field of tourism in China, Russia and Belarus.

Virtual reality is an artificially created world in which the user is immersed with special devices. Augmented reality puts virtual objects into the real world, adding information about attractions and routes through a smartphone screen or special glasses. For tourists these technologies allow to immerse themselves more deeply in the atmosphere of the place, provide information about the objects that becomes available at any time and any place. For tourism companies, they allow to stand out among competitors and effectively demonstrate their travel products and services.

VR and AR also allow people with disabilities to «visit» places that may not be accessible due to physical obstacles. The technology allows virtual tours to be tailored to each user's specific needs, for example by providing information in accessible languages or using special sound effects. Moreover, VR and AR allow digital copies of cultural objects to be created, helping to preserve them for future generations and prevent their loss. Virtual tours help reduce the burden on natural resources and reduce carbon emissions, and save time and money that could be spent on real trips.

The impact of these technologies on tourism, one of the most dynamic industries and a major contributor to many countries' development, deserves special attention. Technologies allow to increase the interest in visiting, create innovative solutions that significantly improve the interaction between tourists and tourist facilities, as well as optimize costs for companies and consumers.

In recent years, countries have been actively innovating tourism to improve the experience of travelers and make it more convenient and safe. For example, in Belarus launched virtual tours to the Naliboksky, Ozery and Osveisky wildlife sanctuaries, available in Belarusian, Russian and English [1]. In Russia a company Arvizio specializing in virtual reality projects, has joined the Russian Union of Travel Industry [2]. And in China Alibaba Group has launched 'Alipay City' in 2019, providing an augmented reality-based city guide to Chinese cities.

In recent years, virtual (VR) and augmented reality (AR) have gained significant attention in Russia and Belarus, as well as in China. The states recognize the potential of these technologies to transform various industries, including education, healthcare, construction and entertainment. Joint projects and initiatives between the countries are becoming an important area for sharing experiences and technologies [3].

There are several recommendations for the effective implementation of VR and AR technologies in the tourism industry in China, Russia and Belarus:

1. Creating high quality content
2. Partnership with travel companies
3. Utilizing social media
4. Infrastructure development

In conclusion, it's necessary to highlight that implementation of virtual and augmented reality is of great help on the way to improve the development of tourism industry in China, Russia and Belarus. In the future, by further developing and adapting these technologies, countries will be able to offer tourists unique and unforgettable experiences, which in turn will have a positive impact on the economies and cultural enrichment of nations. An important step forward is to continue efforts to strengthen co-operation and develop new directions in virtual and augmented technologies.

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DIGITAL TECHNOLOGIES IN THE FIGHT AGAINST CLIMATE CHANGE

Цифровые технологии в борьбе с изменением климата

In the face of the escalating climate crisis, humanity is turning to innovative solutions to mitigate and adapt to the challenges posed by global warming. This thesis aims to explore the role of digital technologies in combating climate change, examining both their potential benefits and inherent limitations.