

Given the hilly territory around the Novogrudok Castle, for real travelers AI-route can be made more physically expensive by covering the entire surrounding area. For example, in addition to the Novogrudok Castle you can visit the house-museum of Mickiewicz or take a walk to Kurgan Immortality with AR reconstruction of the coronation of Mindovg.

Thus, personalized AI routes will help revive the cultural heritage of small towns in Belarus, which will entail many positive outcomes: increase in the number of tourists, increase in time spent in cities, learning about the history of Belarus, development of socio-cultural activities of the country and economic development of the region. The system can work in a guide format, using AR-animation, various scenarios, routes and AR-reconstruction. The implementation of this plan will make Lida and Novogrudok popular places for cultural leisure.

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## **THE IMPACT OF ARTIFICIAL INTELLIGENCE ON THE LABOR MARKET**

### **Влияние искусственного интеллекта на рынок труда**

The active introduction of artificial intelligence (AI) technologies in all sectors of the economy has become one of the key trends of the 21st century. This process entails drastic changes in the global labor market, affecting both low-skilled and highly intelligent professions. The study of the mechanisms of employment transformation is becoming particularly relevant, since AI not only replaces routine operations, but also creates completely new jobs and skill requirements.

The purpose of this study is to analyze the current impact of AI on the employment structure and develop proposals for adapting educational systems and retraining programs to minimize socio-economic risks.

The study confirms that the professions that require processing large amounts of data, performing repetitive operations and having a low need for emotional intelligence are the most vulnerable to automation.

A reduction of up to 35 % in routine functions is predicted due to the AI's ability to process structured data and generate standard documents. Up to 25 % of jobs are expected to be cut through the use of industrial robots and voice bots.

At the same time, AI is stimulating demand for new professions related to its development and maintenance:

- Machine learning specialists

- Neural network operators who train and correct large language models
- Experts in AI ethics and data management

Thus, AI does not destroy jobs completely, but shifts the focus from routine tasks to creative, social and managerial functions.

Workers whose professions are automated often do not have the necessary digital and analytical skills to move into new areas. New requirements are shifting towards human qualities:

- Critical thinking. An assessment of the reliability of the results provided by the AI is required.
- Adaptability and flexibility. The ability to learn new tools quickly, rather than just following instructions.
- Emotional intelligence. A key skill for managing hybrid teams where some functions are performed by machines, as well as for building trust and empathy with customers.

An effective solution to the problem can be the introduction of the concept of «lifelong learning» at the state level. It is proposed to create flexible, short educational programs focused on mastering digital skills. The key result is the formation of a culture of continuous development of new tools and technologies.

The impact of artificial intelligence on the labor market is bi-directional: on the one hand, there is a displacement of routine jobs, on the other – the active creation of new high-tech professions. To successfully adapt to these changes, it is necessary to consolidate the efforts of the state, business and educational institutions for large-scale and rapid retraining of the workforce. Ignoring this process can lead to an increase in structural unemployment and an increase in social inequality.

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## **SOCIETY IN THE ERA OF DIGITAL TRANSFORMATION**

### **Общество в эпоху цифровой трансформации**

Analysis of the digital transformation of society and its impact on people's lives.

With the advent of technology, society began to change dramatically. People are increasingly choosing to watch YouTube or other platforms where they can watch what they want. Fewer people are buying tickets on buses, trams, and subways because it is becoming more convenient to use payment cards and bank card terminals on buses.

Services are more and more becoming online. A great number of people have quit going to stores because of delivery services being available almost everywhere.