

A. Shkliarevskaya

А. Б. Шкляревская

БНТУ (Минск)

Научный руководитель Н. Н. Перепечко

PERSONALISED AI-ROUTES AS A TOOL FOR THE RESTORATION OF THE CULTURAL HERITAGE OF BELARUS

Персонализированные ИИ-маршруты как инструмент возрождения культурного наследия Республики Беларусь

Cultural heritage of small towns in Belarus is not given due attention because of the lack of popularity of the place, as well as lack of entertainment for tourists. This leads to the loss of importance of the cultural and historical place of the country, and consequently to the economic recession in the region. To solve this problem, modern developments have been used, such as virtual exhibitions, VR-reconstruction, etc. However, such innovations are implemented only in widely known objects.

Small towns of the Grodno region have a unique heritage, but remain little known to tourists. The aim of the work is to propose an AI-system for personalized routes, which will reveal the cultural and historical potential of these cities. This paper considers cities such as Lida and Novogrudok.

The cultural landscape of the small towns of Grodno is a combination of monumental castles of the 14th century and, at the same time, small handicraft points. Despite this diversity of heritage, the architectural monuments in these cities require restoration, and their share in cultural tourism in Belarus is small, although the concentration of historical and cultural heritage is quite high. In Lida, tourists spend an average of 1.5 hours visiting only the castle and ignoring the other beauties of the city (museums, parks, handicraft workshops). In Novogrudok the problem is difficult access to the site, lack of information about attractions.

To revive interest in the areas described above, a system using artificial intelligence is proposed. This AI system will be formed on the basis of information from the Internet, archives stored directly in a cultural and historical place, and it is also possible to survey the elders of places that can share valuable information. The information obtained is recorded in the system database. Then the interests of the tourist are analyzed: you have arrived with children or not, want to immerse yourself more in history or crafts etc. Mobile application analyzes the user's interests, combines points of the route and leads through them using GPS.

In Lida, with the help of such a system, you can create the following scenarios: for example, for families with children, you can make quests with AR-animation knights, where first will be an excursion to the castle, and then the tourists will be sent to explore local craft workshops and conclude the tour by tasting old-fashioned cheese.

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.

К. Shcherko

К. Е. Щепко

БГЭУ (Минск)

Научный руководитель А. В. Коньшева

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