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## VIRTUAL MOBILITY AND THE FUTURE OF SERVICE SECTOR IN POST-PANDEMIC WORLD.

### **Abstract.**

Virtual mobility refers to the ability to access and experience different locations and cultures through virtual means, such as the internet, augmented reality, and virtual reality. The COVID-19 pandemic has significantly accelerated the adoption and development of virtual mobility technologies, as traditional forms of travel and in-person interactions were limited or restricted. Thus, this scientific and practical article is devoted to analyzing virtual mobility and the future of service sector in post-pandemic world.

**Key words:** economy, finance, macroeconomy, stabilizing the commercial banks, world standards of stabilizing.

Virtual mobility refers to the ability to participate in activities and experiences remotely, using technology to bridge the physical distance. It has become particularly relevant in the post-pandemic world as a response to travel restrictions and the need for social distancing.

### **Research and analysis.**

The service sector, which includes industries such as tourism, hospitality, and entertainment, has been significantly impacted by the pandemic.

However, virtual mobility offers opportunities for the future of the service sector in several ways:

First of all, remote work and collaboration. The pandemic accelerated the adoption of remote work and virtual collaboration tools. This shift has allowed service sector businesses to operate with distributed teams and engage in remote client interactions. Virtual mobility enables service providers to continue delivering their services even when physical presence is not possible. For example, consultants, trainers, and freelancers can offer their expertise online, expanding their reach to a global clientele.

Secondly, virtual tourism and experiences: With travel restrictions and health concerns, virtual tourism has gained popularity. Using virtual reality (VR) and augmented reality (AR) technologies, people can explore destinations, visit museums, and experience cultural events from the comfort of their homes. Virtual tours, online exhibitions, and immersive experiences offer new revenue streams for the tourism and hospitality industry, allowing them to engage with travelers who are unable or unwilling to travel physically.

Thirdly, remote entertainment and events: The entertainment industry, including live performances, concerts, and conferences, has also embraced virtual mobility. Through livestreaming platforms and virtual event platforms, performers and event organizers can reach a global audience without the limitations of physical venues. Virtual ticketing and pay-

per-view models offer new revenue opportunities while providing access to entertainment and events to a wider audience.

Furthermore, virtual customer service: Virtual mobility can enhance customer service in the service sector. Chatbots, virtual assistants, and video conferencing enable businesses to provide personalized assistance and support remotely. These technologies can help customers navigate through inquiries, make bookings, and receive real-time guidance. By leveraging virtual mobility, service providers can maintain a high level of customer satisfaction while reducing costs associated with physical infrastructure.

Last but not least, skill development and training: Virtual mobility also plays a crucial role in skill development and training in the service sector. Online learning platforms, webinars, and virtual classrooms enable professionals to upgrade their skills and knowledge remotely. Service providers can leverage these platforms to train their employees, ensuring continuous professional development even in the absence of physical training facilities.

### **Conclusion and solutions.**

However, it's important to note that while virtual mobility offers numerous opportunities, there are also challenges to consider. Connectivity issues, the digital divide, privacy concerns, and the potential for reduced personal interactions are some of the factors that need to be addressed for virtual mobility to reach its full potential.

While virtual mobility offers numerous opportunities for the service sector, it is important to acknowledge that it cannot fully replace in-person experiences. There will always be a demand for physical interactions, travel, and face-to-face services. However, by incorporating virtual mobility into their business models, service sector businesses can diversify their offerings, reach a broader audience, and enhance their resilience in a post-pandemic world.

In summary, virtual mobility is set to play a significant role in the future of the service sector post-pandemic. It offers opportunities for remote work, virtual events, remote services, virtual tourism, and improved customer service. By leveraging virtual mobility technologies effectively, businesses can increase their reach, efficiency, and overall service quality.

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