

PROBLEMS AND PROSPECTS OF GASTRONOMIC TOURISM IN THE WORLD MARKET

The purpose of this paper is to consider the obstacles that currently exist in the way of popularizing gastronomic tourism, as well as the prospects for its development.

Gastronomic tourism, or travel for the purpose of studying culinary traditions, has become an important segment of the global tourism industry. Modern travelers strive not only to visit attractions, but also to get acquainted with the culture of the country through its cuisine. However, despite its growing popularity, this type of tourism faces a number of problems that limit its development [1, p. 15].

The main problems of gastronomic tourism:

1. Insufficient infrastructure. Many regions rich in culinary traditions lack developed tourist infrastructure. This applies to both transport accessibility and the quality of restaurants and hotels.

2. Lack of professional personnel. Poor training of specialists in the field of gastronomic tourism, such as tour guides, sommeliers, chefs, reduces the quality of services provided.

3. Unsustainable development. Excessive tourist flow to popular gastronomic regions leads to deterioration of ecosystems and decrease in food quality.

4. Cultural unification. Globalization leads to the loss of unique local culinary traditions. International fast food chains are displacing authentic cuisine, which makes it difficult to get acquainted with original dishes.

5. Seasonality. Many gastronomic tours are tied to certain seasons. This limits the availability of tours for tourists at other times of the year [4, p. 317].

Prospects for the development of gastronomic tourism:

1. Integration of technologies. Digitalization helps tourists find unique gastronomic routes more easily through mobile applications and platforms. For example, applications with restaurant ratings or virtual gastronomic guides.

2. Popularization of local products. The trend towards conscious consumption contributes to the development of interest in organic products and local cuisine.

3. Development of new directions. Unusual regions that were not popular before are becoming popular. For example, the cuisine of Southeast Asian countries or the culinary traditions of South America.

4. Cross-cultural cooperation. The organization of international gastronomic festivals and chef exchanges helps to strengthen intercultural dialogue.

5. Ecotourism and sustainable development. An emphasis on environmentally friendly production and consumption of products helps to preserve cultural heritage and attract new tourists [2, p. 79].

Examples of successful strategies in gastronomic tourism: France: The world leader in gastronomic tourism thanks to wine routes, cheeses and haute cuisine [3, p. 41]. Italy: The «Italian Taste» program, aimed at popularizing local cuisine through tourist routes [3, p. 45].

Gastronomic tourism is a promising area of the global tourism industry and has great potential for development in the context of globalization. Despite existing problems such as insufficient infrastructure, limitations and seasonality, there are many opportunities for its development. Integration of modern technologies, popularization of local traditions and emphasis on sustainable development will help to overcome obstacles and attract new tourists [4, p. 152].

References

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THE EVOLUTION OF THE OMNICHANNEL CONCEPT AND ITS IMPACT ON CONSUMER EXPERIENCE

Omnichannel retailing has become a key trend in the retail industry, addressing modern consumer demands for convenience and seamless interaction. Omnichannel retail allows customers to switch effortlessly between online and offline channels while maintaining a unified shopping experience. The popularity of omnichannel approaches stems from shifting consumer expectations for anytime, anywhere access to products and services. This approach offers significant benefits to retailers, including expanded customer bases and increased loyalty through personalized services [1].