

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].

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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].

Key technologies for creating an omnichannel experience include CRM systems, data analysis tools, and mobile applications that facilitate personalization. Core strategies include methods such as click-and-collect, hybrid delivery systems, and using social media for customer engagement. Personalization and data analysis play a central role in omnichannel strategy, enabling tailored recommendations and a smoother customer journey.

The omnichannel approach creates a seamless shopping process, allowing customers to move fluidly across different channels. This leads to increased customer satisfaction as it provides ease of choice, simplified returns, and support across multiple channels. Ultimately, omnichannel strategies foster customer loyalty and repeat purchases, as consumers receive a holistic brand experience.

Major retailers like Amazon, Walmart, and Zara illustrate how omnichannel approaches help large brands enhance the customer experience and retain customers. Small and medium-sized businesses are also adopting omnichannel strategies, allowing them to compete through flexibility and unique customer service. In different countries, omnichannel strategies are adapted to cultural and economic contexts, enabling effective local market reach [2].

Key challenges include high costs associated with technology implementation, staff training, and data integration from multiple sources. Omnichannel retailing faces difficulties in creating a unified database that updates customer information in real-time. Privacy and data security concerns are becoming increasingly relevant, necessitating reliable solutions for safeguarding customer information.

Omnichannel retailing provides significant advantages for both consumers and retailers, creating a convenient and personalized shopping experience. In the future, with the development of technologies like artificial intelligence and machine learning, omnichannel retail will continue to evolve, offering even more customized solutions for customers. Retailers are advised to embrace innovation and remain agile to adapt to the rapidly changing landscape and maintain high levels of consumer satisfaction.

References

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