

modern hotel brands. With the rise of online booking platforms, social media, and visual storytelling, hotels must carefully manage their online presence and maintain a consistent visual style. Another important trend is sustainability, which has shifted from being an optional feature to a core element of brand identity. Travelers increasingly pay attention to eco-friendly practices, energy efficiency, waste reduction, and social responsibility, encouraging hotels to promote their environmental initiatives as part of their brand image.

Modern tourists also expect personalized experiences, which influences how hotels position themselves. At the same time, strong global competition forces hotels to differentiate themselves more clearly through recognizable design, signature services, and a well-defined brand narrative. Finally, changes in travel motivations — such as the rise of wellness tourism, business-leisure travel, and experiential tourism — require hotels to align their brand identity with particular lifestyle trends and guest needs. As a result, the formation of hotel brand identity today is a dynamic process shaped by a wide range of global tourism trends that continuously transform the hospitality market. In conclusion, global tourism trends play a defining and transformative role in shaping hotel brand identity. As travelers' motivations, values, and expectations evolve, hotels must integrate authenticity, digital engagement, sustainability, and personalization into their brand strategies. A strong and adaptive brand identity enables hotels to stand out in a competitive global market and create meaningful connections with guests.

K. S. Petrunikova, M. A. Komarova

BSEU (Minsk)

Research supervisor — S. S. Drozdova

GLOBAL EXPERIENCE IN RETAIL AND RESTAURANT BUSINESSES

For centuries, retail and hospitality have served as fundamental pillars of local economies and social life. Today, under the influence of digitalization, globalization, and shifting consumer values, these sectors are undergoing a radical transformation, forming a new global paradigm. The world experience of their functioning demonstrates a convergence of strategies aimed at creating omnichannel ecosystems, hyper-personalization, and integrating social and environmental responsibility into the core business model.

The primary trend shaping the global retail landscape is the final erasure of boundaries between physical and digital spaces. The successful model is no longer a pure online player or a traditional store, but a seamless omnichannel ecosystem. World leaders like Amazon, with its

acquisition of Whole Foods and development of Amazon Go cashier-less technology, or Chinese giants Alibaba and JD.com with their deep integration of online platforms, logistics, and physical Hema supermarkets, demonstrate that the future lies in creating a unified customer journey. The store transforms from a point of sale into a multifunctional hub — a showroom, a fulfillment center for instant pickup, a returns point, and a space for experiential marketing and community events. The key performance indicators are shifting from square meter efficiency to metrics of customer lifetime value and engagement level across all touchpoints.

Parallel to this, the restaurant business is evolving along the lines of hybridization and atomization of service. The global experience of the post-pandemic period has consolidated the “phygital” model. The classic dine-in format is being supplemented by powerful streams of delivery (via aggregators like DoorDash, Uber Eats, or proprietary apps), take-away, and meal kits. “Ghost kitchens” or “cloud kitchens”, which prepare food exclusively for delivery, have become a global phenomenon, allowing for rapid testing of concepts and optimization of costs. At the same time, in response to the monotony of digital interactions, the premium segment is betting on hyper-experiential formats: immersive thematic restaurants, chefs’ tables with theatrical elements, and venues deeply integrated into cultural or retail clusters (e.g., flagship stores with unique cafes). Personalization, based on data from loyalty programs and mobile apps, is becoming the standard, from individualized menu recommendations to booking preferred tables.

A significant factor influencing global best practices is the growing demand for sustainability and ethical consumption. In retail, this translates into the development of circular economy models: the rise of second-hand and rental platforms (e.g., ThredUp, Rent the Runway), refill stations in supermarkets, and packaging-free stores. Transparency in supply chains, achieved through blockchain technology, is becoming a competitive advantage. In the restaurant industry, the focus is on the *locavore* concept (using local, seasonal products), zero-waste kitchens, clearly communicated ethical sourcing policies (fair trade, organic, animal welfare), and plant-based menu expansion. This is no longer just a marketing tactic but a fundamental requirement from a significant portion of consumers, particularly in North America and Europe, and is gradually spreading to Asia.

Thus, the global experience of retail and restaurant business functioning indicates a transition from standardized, mass-market models to agile, adaptive, and customer-centric ecosystems. Success is determined by the ability to integrate digital and physical channels, offer unique emotional and experiential value, and build a transparent, sustainable, and socially responsible brand. For companies and national economies, competitiveness in these sectors will increasingly depend on investments not only in technology but also in human capital and the development of infrastructure that supports innovation and flexible formats.