

бы видеть больше креативной рекламы, меньше настойчивости и назойливости в рекламе продуктов или услуг, а также искренность и простота.

Маркетинговые стратегии:

1. Аутентичность и ценности: зумеры ценят бренды, которые открыто выражают свои ценности и аутентичность.

2. Контент-маркетинг: создание интересного и полезного контента – отличный способ привлечь внимание зумеров. Видеоблоги, подкасты, инфографика – все это работает.

3. Сотрудничество с блогерами: зумеры доверяют мнению интернет-знаменитостей. Сотрудничество с ними поможет укрепить бренд.

4. Интерактивные форматы: опросы, голосования, конкурсы – зумеры активно участвуют в интерактивных мероприятиях.

5. Социальная ответственность: поддержка социальных и экологических инициатив – залог симпатии зумеров.

Эффективные инструменты:

1. Социальные сети: Instagram, TikTok, – здесь активно общается молодежь. Реклама и контент на этих платформах эффективны.

2. Интерактивные функции: опросы, голосования, фильтры – все это позволяет зумерам взаимодействовать с брендом.

3. Короткий и зрелищный контент: видео форматы, сторис, карусели – они привлекают внимание и легко усваиваются.

4. Инфлюенсеры: сотрудничество с популярными интернет-личностями поможет увеличить охват, поскольку они вызывают доверие и имеют прогретую аудиторию.

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RESEARCH ON THE PATH OF TOURISM INNOVATION DRIVING HIGH-QUALITY ECONOMIC DEVELOPMENT IN CHINA

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Tourism is one of the pivotal sectors of China's economic development. The paper examines the relevance of tourism development in the context of changing consumption patterns, the theoretical foundations of the qualitative development of tourism and the factors contributing to its development. Based on the results of the study, recommendations were made for the further development of tourism.

Keywords: tourism, high-quality development, regional development, cultural experience, Cross-industry tourism, regional collaboration, green transformation.

1. Introduction

High-quality development is the cornerstone of China's contemporary economic strategy, with tourism modernization serving as a vital component for balanced regional development and sustainable progress. Expanding markets and evolving consumption patterns have positioned tourism as a driver of economic vitality, livelihood improvement, and cultural enrichment, though persistent challenges including repetitive product offerings, inconsistent service standards, and infrastructure gaps hinder advancement. Economic theoretical frameworks establish essential principles and operational methodologies to overcome these constraints while elevating industrial productivity and value creation.

2. Theoretical connotation of high-quality development of tourism

High-quality development is a fundamental requirement for China's modernization drive [1]. However, promoting the efficiency upgrade of the tourism industry still faces practical constraints: on the one hand, the extensive development model leads to resource mismatch and inefficient utilization, and insufficient digital penetration and lagging cross-regional coordination restrict the efficiency of the industry; on the other hand, the contradiction between ecological carrying capacity and diversified tourism demand is becoming increasingly prominent, and traditional service supply is difficult to match the expectations of international tourists for in-depth cultural experience. The high-quality transformation of the tourism industry requires an innovation-driven strategy to improve operational efficiency through technology adoption, management optimization, and service enhancement, and ultimately meet the public's changing expectations for a richer life experience.

3. Driving factors for high-quality development of tourism

The intelligent transformation of tourism is fueled by technological advancements. Tools like big data and AI power smart services and management systems, enhancing visitor experiences via real-time analytics and personalized recommendations, while fostering innovative, customized travel offerings.

Tourism industry convergence broadens the value creation dimensions across sectors. Cross-industry models like sports-themed travel events, and agro-tourism leisure activities effectively extend industrial chains, forging an integrated tourism economy that synergizes cultural resources, ecological advantages, and commercial operations.

Regional collaboration builds a tourism development community. Promoting collaborative tourism governance is conducive to improving the adaptability of the tourism economy and promoting the high-quality development of the tourism industry [2]. For example, cross-regional resource integration and brand co-building can enhance competitiveness and achieve a multiplier effect of collaborative marketing and complementary advantages.

Green transformation strengthens the foundation for eco-tourism development. Initiatives like eco-resorts and low-carbon travel options advance both environmental conservation and ecosystem value growth in destinations through sustainable offerings.

The sharing model unlocks tourism benefits for communities. By developing home-stay entrepreneurship programs and community partnerships, tourism income fuels rural job opportunities and livelihood improvements, creating a sustainable cycle where economic gains drive social progress.

4. Conclusion and Recommendations

Tourism's high-quality development drives coordinated economic and ecological progress. Centered on technological empowerment, industrial collaboration, regional partnerships, sustainable practices, and benefit-sharing mechanisms, the sector achieves smart upgrades, cross-sector resource integration, eco-friendly product innovation, and service optimization. This builds an efficient industrial ecosystem that unlocks economic potential

while bridging regional disparities, protecting environments, and enhancing public welfare, providing enduring momentum for China's modernization.

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CHINA'S DIGITAL ECONOMY EMPOWERS RURAL REVITALIZATION: CURRENT SITUATION, CHALLENGES AND FUTURE PATHS

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In the quest for sustainability, agriculture faces challenges. The integration of the digital economy with rural revitalization is of great significance as it plays a pivotal role for the sustainable development of the country. This study aims to examine current situation, challenges and future paths of rural digital economy development.

Keywords: digital economy, rural revitalization, challenges, shortage of digital talent, digital technology, integration, data sharing mechanism.

1. Introduction

The convergence of intelligent technologies and agricultural ecosystems is redefining rural development trajectories. This investigation probes three critical dimensions: technological empowerment mechanisms, systemic implementation barriers, and strategic pathways for digital rural transformation. Through analyzing technological adoption dynamics and institutional innovation imperatives, the study aims to advance operational strategies aligning with China's rural revitalization objectives in the Industry 4.0 era.

2. The role of digital economy in rural revitalization

Emerging as a transformative force in agrarian systems, intelligent technological integration has fundamentally reconfigured production paradigms. The operational synergy of IoT networks and predictive analytics engines enables precision cultivation frameworks, demonstrably reducing manual labor inputs by 40 % while optimizing yield coefficients across pilot regions (MOA, 2023). Concurrently, blockchain-driven supply chain architectures enhance product provenance verification, correlating with 23 % premium pricing achievement in urban markets according to Alibaba Agricultural Research data. Crucially, the maturation of AI-powered cold chain logistics ecosystems has elevated cross-regional distribution efficiency indices to 0.87, effectively mitigating historical post-harvest value attrition patterns.

3. Challenges faced by digital economy in empowering rural revitalization

3.1. Insufficient application of digital technology

Current rural digitalization initiatives confront multidimensional implementation barriers across primary production systems. This systemic fragmentation manifests in three dimensions: 1) disjointed smart service ecosystems failing to bridge production-marketing gaps; 2) suboptimal FinTech penetration (< 15 % rural micro-enterprise coverage);