

жая давление на местные зеленые зоны. В менее богатых государствах население чаще проводит досуг вблизи дома, создавая дополнительную нагрузку на близлежащие территории.

Таким образом, ситуация с рекреационными нагрузками на лесные экосистемы различается между восточноевропейскими и западноевропейскими странами из-за разных уровней доступности лесов, отношения к окружающей среде, правовой базы и экономических условий и менталитета народов. Важно отметить, что повышение осведомленности общественности и улучшение механизмов регулирования использования природных ресурсов могут способствовать снижению негативных последствий рекреации для природы.

Для снижения воздействия рекреационных нагрузок на лесные экосистемы современное рекреационное лесопользование, в том числе и в Беларуси, необходимо развивать в двух основных направлениях [4]:

– организация массового повседневного отдыха населения на землях лесного фонда, прилегающих к крупным населенным пунктам, центрам административных единиц, садоводческим товариществам и т. д., а также частично на землях особо охраняемых природных территорий;

– организация туризма на землях лесного фонда, в том числе экологического туризма, прежде всего, на землях особо охраняемых природных территорий.

Таким образом, необходимо развивать экологический туризм посредством создания экологических маршрутов и троп, а также расширять арендуемые площади лесного фонда для оказания культурно-оздоровительных, туристических, иных рекреационных и (или) спортивных услуг.

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UDC 338.48-44(510)

IN DEPTH ANALYSIS OF THE CURRENT DILEMMA OF CHINA'S INTERNATIONAL RURAL TOURISM DEVELOPMENT

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Rural tourism relies on rural resources and culture to meet the needs of tourists to return to nature and experience the countryside. Its characteristics include rurality, culture, regionality, participation and seasonality. According to spatial distribution, content, and tourist demand, it covers a variety of forms, including urban suburban type, scenic spot-based type, and remote area type, which is of great significance to rural revitalization.

Keywords: rural tourism, cultural heritage, authentic experience, characteristics, classification.

УГЛУБЛЕННЫЙ АНАЛИЗ ТЕКУЩЕЙ ДИЛЕММЫ РАЗВИТИЯ МЕЖДУНАРОДНОГО СЕЛЬСКОГО ТУРИЗМА В КИТАЕ

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Отмечено, что сельский туризм опирается на сельские ресурсы и культуру, чтобы удовлетворить потребности туристов в возвращении к природе и знакомстве с сельской местностью. Его характеристики связаны с сельской местностью, культурой, региональностью, участием и сезонностью. В зависимости от пространственного распределения, содержания и туристического спроса он охватывает различные формы, включая городской, пригородный, основанный на живописных местах и удаленных районах, что имеет большое значение для возрождения сельских районов.

Ключевые слова: сельский туризм, культурное наследие, аутентичный опыт, характеристики, классификация.

Rural tourism is one of the most dynamically developing and attractive forms of tourism activity in the modern world. It not only contributes to the economic development of rural areas, but also plays an important role in preserving cultural heritage, maintaining the traditional way of life of local communities and protecting the natural environment. In the context of globalization and urbanization, there is a growing interest in the authentic experience that rural tourism can provide, offering travelers unique opportunities to interact with nature and local culture. This requires analysis of problems to be solved.

Lack of product innovation: the problem of homogeneity needs to be solved urgently.

The homogenization of rural tourism products has become a major obstacle to the development of the industry. According to research data from the Tourism Research Center of Peking University, more than 75 % of rural tourism projects in the country are still concentrated on homestays and farmhouses, while the application rate of new technologies such as AI and the metaverse is less than 5 %. This lack of innovation has made it difficult for many rural destinations to form unique attractions and fall into the dilemma of inefficient competition. Specifically, when developing rural tourism, some places often simply imitate existing successful cases and fail to combine local characteristics for innovative design. For example, some scenic spots blindly copied the high-end homestay model of Moganshan, Zhejiang, but due to the lack of in-depth exploration of their own cultural resources, they could only attract tourists through price wars, affecting the overall market image. In addition, the insufficient application of digital technology has also restricted the modernization of rural tourism, making it lag behind urban tourism in precision marketing and service experience.

Infrastructure shortcomings: inconvenient transportation and insufficient sanitary facilities.

Although China has many scenic rural tourism destinations, transportation conditions are still one of the main factors hindering the entry of international tourists. Take the Yuanyang Rice Terraces in Yunnan as an example. The area is famous for its magnificent natural scenery, but it takes more than 4 hours to drive to the nearest international airport (Kunming Changshui International Airport), which greatly reduces the willingness of European and American tourists to travel. For international tourists who are accustomed to efficient and convenient travel methods, long ground transportation not only increases the time cost, but also may reduce the overall travel experience.

The lack of sanitary facilities has further weakened the appeal of rural tourism. Although China's Ministry of Culture and Tourism has issued a notice to further strengthen the construction and management of tourist toilets, and by the end of the 14th Five-Year Plan, the implementation rate of the 2022 version of the national standard for tourist toilets should in

principle reach more than 90 % [2], the current compliance rate of village toilets in western China is only 60 %. “Scenic spot toilet problems” have become one of the main reasons for negative reviews by international tourists. For example, although some rural scenic spots have beautiful natural environments, the lack of cleanliness in toilets or accessibility facilities directly affects tourist satisfaction and even causes negative word-of-mouth communication.

Loss of cultural authenticity: the hidden concerns behind commercialization.

As the commercialization of rural tourism accelerates, cultural authenticity is facing severe challenges. A study by the Department of Sociology at Sun Yat-sen University found that “performative culture” accounts for more than 40 % of current rural tourism products. Although these mechanized singing and dancing performances, artificial traditional rituals and other superficial cultural displays can attract tourists in the short term, they seriously weaken the intrinsic value and anthropological significance of rural culture.

More importantly, this trend of over-commercialization may lead to the alienation or even disappearance of traditional lifestyles. For example, in order to cater to market demand, some ethnic minority villages have transformed cultural activities that originally belonged to the community into commercial performances, causing the indigenous people to gradually lose their sense of identity and participation in traditional culture. In the long run, rural tourism will lose its most core competitive advantage – unique cultural charm.

Insufficient international promotion: Single marketing channel restricts development.

In the context of globalization, effective international promotion is a key link in promoting rural tourism to the world. However, my country's current investment and support in this field are still insufficient. According to the annual budget data released by the Ministry of Culture and Tourism, rural tourism accounts for less than 10 % of overseas promotion, and mainly relies on traditional exhibitions and print media, while the penetration rate of new media platforms is low. For example, on international social media such as TikTok and Instagram, the coverage of content about rural tourism in China is much lower than that in Southeast Asian countries, which directly limits its exposure and influence among the younger generation of international tourists.

In addition, language barriers are also a major bottleneck for international promotion. Due to the lack of multilingual content support, many official websites or promotional materials of rural tourism destinations are only available in Chinese and English, while support for small languages such as French, Spanish, and Russian is almost non-existent. This limitation makes it difficult for rural tourism to reach a wider international market.

Increasing ecological pressure: the contradiction between carrying capacity and tourist growth.

With the continuous expansion of the rural tourism market, the contradiction between ecological carrying capacity and the number of tourists has become increasingly prominent. Taking Zhangjiajie Wulingyuan Village as an example, the area's average daily number of tourists has exceeded twice its ecological carrying capacity, causing tremendous pressure on local water resources and the ecological environment. Monitoring data from the Ministry of Ecology and Environment show that in recent years, the region's water quality has degraded at an average annual rate of 5 %, and biodiversity has also been significantly affected.

Similar situations are not uncommon across the country, especially in some popular rural tourism destinations, where over-exploitation and irrational use of resources are common. This imbalance between ecological and economic development will not only undermine the sustainability of rural tourism, but may also trigger dual pressures from social opinion and policy supervision.

Talent shortage: Professional gap in international operations.

The shortage of international operation talents is another major bottleneck restricting the development of China's international rural tourism. Relevant research data show that the current international operation talent gap in the industry is as high as 68 %, especially in

the field of tour guides of small languages. For example, the proportion of French and Spanish tour guides is less than 3 %, which is far from meeting the increasingly diversified international market needs. At the same time, professional talents with cross-cultural communication skills and familiarity with the consumption habits of international tourists are also extremely scarce, which to a certain extent limits the improvement of rural tourism service quality and brand influence.

In addition, the lack of talent attraction in rural areas has further exacerbated this contradiction. Due to relatively difficult working environments and low salaries, many young people choose to leave rural areas for employment in cities, resulting in an aging age structure and low knowledge level of rural tourism practitioners, making it difficult for them to adapt to the requirements of international development.

In summary, while China's international rural tourism is developing rapidly, it is also facing many practical difficulties. These problems not only involve micro-level issues such as insufficient product innovation, infrastructure shortcomings, and loss of cultural authenticity, but also macro-level challenges such as weak international promotion, ecological carrying capacity pressure, and talent shortage. Only through systematic analysis and taking targeted measures to solve them can we truly achieve high-quality development and sustainable future of rural tourism.

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УДК 338.242.2

КЛИЕНТООРИЕНТИРОВАННАЯ СТРАТЕГИЯ – ФАКТОР КОНКУРЕНТНОГО ПРЕИМУЩЕСТВА

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Обоснована необходимость разработки клиентоориентированной стратегии предприятия с целью создания и удержания конкурентных преимуществ. Изложен алгоритм внедрения стратегии.

Ключевые слова: конкурентное преимущество, клиентоориентированная стратегия, бизнес-процесс.

CUSTOMER-ORIENTED STRATEGY AS A COMPETITIVE ADVANTAGE FACTOR

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The necessity of developing a customer-oriented enterprise strategy for the purpose of creating and maintaining competitive advantages is substantiated; an algorithm for implementing the strategy is presented.

Keywords: competitive advantage, customer-oriented strategy, business process.