

Этимологическая структура латинских терминов, как правило, логична и прозрачна: они часто состоят из корней, приставок и суффиксов, несущих конкретное значение (например, «sub-» – под, «herato-» – относящийся к печени). Изучение этой структуры позволяет студентам не механически заучивать названия, а понимать логику терминообразования, что облегчает запоминание обширной номенклатуры и позволяет декодировать значение даже незнакомых сложных терминов. Этот лингвистический тренинг развивает навыки категоризации и систематизации, необходимые для диагностического мышления [4].

Латинская терминология в медицинском образовании представляет собой не просто набор слов, а сложный социокультурный конструкт. Она является носителем исторической памяти, инструментом построения профессиональной идентичности, средством международной стандартизации и фактором развития клинического мышления. Понимание ее многогранного контекста необходимо для выработки взвешенного подхода к преподаванию медицинской терминологии, который бы сочетал уважение к традиции с учетом потребностей современной науки и практики.

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THE TREND OF HIGH-QUALITY TOURISM DEVELOPMENT IN CHINA – A CASE STUDY OF LAOJUN MOUNTAIN SCENIC AREA IN HENAN PROVINCE

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***Summary.** Based on the continuous five-year statistical data of the national tourism market from 2021 to 2026, this paper conducts research on trend comparison and structural evolution. Taking the financial and operational data of Laojun Mountain Scenic Area in Henan Province as micro empirical evidence, it systematically analyzes the overall characteristics, market structure, growth model and regional differences of China's high-quality tourism development, and reveals the internal logic of industrial*

recovery, transformation and upgrading. The research shows that in the past five years, domestic tourism has presented distinct trends of rapid total recovery, upgrading of consumption structure, narrowing urban-rural gap and enhanced regional coordination. Mountain scenic areas have achieved sustainable growth by getting rid of ticket dependence, optimizing income structure and strengthening cultural empowerment, and the development path of Laojun Mountain Scenic Area has typical demonstration significance. This paper puts forward countermeasures from the aspects of industrial structure optimization, regional coordinated development, ecological protection and utilization, cultural inheritance and innovation, and improvement of governance system, so as to provide theoretical reference and practical reference for the high-quality and sustainable development of tourism in the new era.

Аннотация. Основываясь на данных непрерывной пятилетней статистики национального туристического рынка 2021-2026 гг., в данной статье проводится исследование его тенденций и структурная эволюция. На примере финансовых и операционных данных туристической зоны горы Лаоцзюньшань в провинции Хэнань, используемых в качестве микроэмпирического подтверждения, систематически анализируются общие характеристики, рыночная структура, модель роста и региональные различия высококачественного развития туризма в Китае, а также раскрывается внутренняя логика восстановления отрасли, ее трансформации и модернизации. Исследование показывает, что за последние пять лет внутренний туризм продемонстрировал отчетливые тенденции: быстрое общее восстановление, модернизация структуры потребления, сокращение разрыва между городом и деревней и усиление региональной координации. Горные туристические зоны достигли устойчивого роста за счет отказа от зависимости от продажи билетов, оптимизации структуры доходов и усиления культурного влияния. Путь развития туристической зоны горы Лаоцзюньшань имеет типичное демонстрационное значение. В данной статье предлагаются контрмеры с точки зрения оптимизации отраслевой структуры, сбалансированного регионального развития, охраны и использования экологических ресурсов, сохранения и инновационного развития культурного наследия, а также совершенствования системы управления, чтобы обеспечить теоретическую базу и практические рекомендации для высококачественного и устойчивого развития туризма.

Key words: development; tourism trend; structural evolution; regional differences; culture-tourism integration; Laojun mountain scenic area.

Ключевые слова: развитие; тенденции в туризме; структурная эволюция; региональные различия; интеграция культуры и туризма; живописный район горы Лаоцзюнь.

Tourism is an important pillar industry of the national economy, with multiple functions such as economic drive, social employment, cultural communication and ecological protection. It plays an irreplaceable role in expanding domestic demand, promoting regional coordination, advancing rural revitalization and satisfying the people's yearning for a better life. Since 2021, China's tourism industry has gone through an extraordinary five years, from phased

pressure, gradual recovery to comprehensive recovery, and then to structural optimization. The industry's development logic, market pattern and growth model have undergone systematic changes. Different from the previous stage of high-speed expansion, in the past five years, tourism has no longer taken simple growth in the number of tourists as the goal, but turned to a high-quality development track featuring quality first, structural optimization, balanced benefits and sustainability. The steady improvement of residents' disposable income, the continuous improvement of transportation infrastructure, the deepening of policies on the integration of culture and tourism, and the comprehensive advancement of rural revitalization and regional coordination strategies have jointly promoted the transformation of tourism demand from niche consumption to a popular, regular and high-quality lifestyle, and the development stage, motivation and goal of tourism have been comprehensively upgraded.

To objectively grasp the real track of China's high-quality tourism development, this paper conducts a comparative analysis based on the core data of five years from 2021 to 2026. As a recovery and starting year, 2021 saw 2.972 billion domestic tourist trips and 2.92 trillion yuan in domestic tourism revenue, with the market in a stage of gradual recovery; in 2022, affected by the external environment, the industry was still adjusting and accumulating strength, with 2.53 billion domestic tourist trips and 2.04 trillion yuan in tourism revenue; in 2023, the tourism industry entered a comprehensive recovery channel, with 4.659 billion domestic tourist trips, a year-on-year increase of 84.5 %, and 4.57 trillion yuan in tourism revenue, a year-on-year increase of 122.3 %, marking the industry's return to normal operation; in 2024, the recovery was further consolidated, with 5.615 billion domestic tourist trips and 5.75 trillion yuan in total tourism consumption, and the per capita tourism consumption exceeded 1,000 yuan for the first time, indicating the leap from mass tourism to quality tourism; in 2025, the market scale and quality improved simultaneously, with 6.522 billion domestic tourist trips, a year-on-year increase of 16.2 %, and 6.30 trillion yuan in total tourism revenue, a year-on-year increase of 9.5 %, and the added value of tourism and related industries accounted for more than 4.35 % of GDP; based on the industry's growth inertia and policy support trends, the number of domestic tourist trips in 2026 is expected to stabilize at around 7.2 billion, the total tourism revenue is expected to exceed 7 trillion yuan, and the per capita consumption will maintain a steady increase, with more prominent characteristics of high-quality development. The five-year data comparison clearly shows that China's tourism industry has not only achieved a strong recovery in total volume, but also completed the transformation from "restorative growth" to "structural growth".

From the perspective of development stage transformation, 2021-2026 is a crucial five-year period for China's tourism industry to move from quantity expansion to quality improvement. For a long time before, China's tourism

development was highly dependent on natural and cultural resources, with sightseeing as the leading product, and scenic area operation highly dependent on ticket income. There were prominent problems such as a single industrial structure, unbalanced regional and urban-rural development, and severe seasonal fluctuations. In the past five years, with the maturity of consumption concepts and the deepening of supply-side reform, tourists' demand has shifted from "check-in sightseeing" to a combination of experience, leisure, vacation, culture and health care. New formats such as leisure vacation, study tourism, rural tourism, outdoor sports and cultural experience have developed rapidly, becoming new engines for growth. At the same time, the continuous expansion of high-speed rail network coverage, the improvement of expressway accessibility, and the acceleration of infrastructure improvement in counties and rural areas have significantly improved the tourism development conditions in central and western regions, counties and rural areas. The previous unipolar pattern dominated by eastern and central cities has been gradually broken, and the national tourism market has shown a balanced, diversified, high-quality and all-for-one tourism structural characteristics. The observation of trends over five consecutive years from 2021 to 2026 shows that high-quality development is not a short-term fluctuation, but a long-term, stable and irreversible leading direction of the industry.

From the perspective of overall statistical characteristics and development trends, China's tourism in the past five years has shown a basic trend of steady growth in total volume, continuous structural optimization and significantly enhanced resilience. In terms of the number of trips, domestic tourism has jumped from 2.5 billion to 6.5 billion in five years, building the world's largest domestic demand tourism market. The average annual number of trips per resident has increased from about 2.1 in 2021 to 4.52 in 2025, and the social foundation of mass tourism has been continuously consolidated. In terms of consumption scale, the total tourism revenue has achieved leapfrog growth, doubling in 2025 compared with 2021, and the pulling effect of consumption on economic growth has been continuously enhanced. In terms of consumption structure, the proportion of rigid consumption such as tickets and transportation has continued to decline, while the proportion of flexible consumption such as catering, accommodation, cultural experience, cultural and creative shopping, and entertainment performances has continued to increase, extending the consumption chain and greatly improving the industrial added value. In terms of population structure, young groups, middle-aged and elderly groups, family parent-child groups and student groups together form a stable source of tourists. The travel gap between groups of different ages, incomes and regions has continued to narrow, and the inclusiveness and universality of tourism have become more prominent. In terms of time distribution, the hot spot effect of holidays still exists, but weekend micro-vacation, short-distance leisure, off-peak

travel and seasonal mismatch have developed rapidly, leading to a more balanced distribution of passenger flow and significantly improved stability and sustainability of scenic area operation.

Under the five-year data comparison, China's tourism market structure has undergone profound systematic changes in four dimensions: urban-rural, regional, source of tourists and consumption. In terms of urban-rural structure, urban residents have always been the main body of tourism consumption. In 2025, urban residents made 4.996 billion trips, a year-on-year increase of 14.3 %, with strong consumption capacity and high quality demand, leading the direction of market upgrading; however, rural residents have shown stronger growth momentum, with 1.526 billion trips in 2025, a growth rate of 22.6 %, significantly higher than that of urban areas. Compared with 2021, the proportion of rural residents' trips has increased by nearly 6 percentage points, and the sinking market has become the most certain growth source in the past five years. The rapid growth of rural tourism is due to the improvement of income and transportation on the one hand, and the explosion of supply of rural tourism, county tourism and suburban leisure on the other hand, enabling rural residents to travel nearby, at low cost and with high frequency. Although the per capita consumption of rural residents is still lower than that of urban residents, its growth rate has been faster than that of urban residents for five consecutive years, and the consumption structure has continued to optimize, indicating that the county and rural tourism market still has great potential to be explored and will become an important support for high-quality development in the next stage.

Summary. Against the backdrop of China's shift toward high-quality economic and social development, its tourism industry—a strategic pillar of the national economy—has undergone a profound transformation, moving from scale expansion to prioritizing quality and efficiency. The deepening integration of culture and tourism has emerged as the core driver for upgrading tourism products, optimizing spatial structures, and enhancing the industry's comprehensive value.

This study conducts a trend comparison and structural evolution analysis based on five consecutive years of national tourism market statistics (2021–2026), with micro-empirical support from the financial and operational data of Laojun Mountain Scenic Area in Henan Province. It systematically explores the overall characteristics, market structure, growth model, and regional differences of China's high-quality tourism development, while uncovering the internal logic behind the industry's recovery, transformation, and upgrading.

Key findings indicate that over the past five years, domestic tourism has exhibited distinct positive trends: rapid recovery in total volume, upgrading of consumption structure, narrowing urban-rural gaps, and strengthened regional coordination. Notably, mountain scenic areas (exemplified by Laojun

Mountain) have achieved sustainable growth by breaking free from ticket dependence, optimizing income structures, and strengthening cultural empowerment, rendering their development path highly demonstrative for the industry.

In conclusion, the study provides targeted countermeasures focusing on industrial structure optimization (and other relevant aspects) to further promote the high-quality and sustainable development of China's tourism industry, offering valuable theoretical and practical references for the sector's future advancement

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FORMING AN EFFECTIVE MARKETING STRATEGY IN AGRICULTURE

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Summary. *Agricultural marketing in the Republic of Belarus is currently not widely practiced. Yet, agriculture is one of the most important sectors of the economy, long overshadowed by digitalization and modern marketing approaches. However, the situation is changing, and technological advances, increased competition in food markets, and shifting consumer preferences have presented farmers with new challenges. To succeed, agricultural producers simply must embrace all the intricacies of agricultural marketing. Only sound marketing strategies will enable them to effectively promote their products, find new distribution channels, and earn consumer trust.*

Аннотация. *Маркетинг в сельском хозяйстве в Республики Беларусь в настоящее время не так широко распространен. А ведь сельское хозяйство – это один из самых важных секторов экономики, который долгое время оставался в тени цифровизации и современных маркетинговых подходов. Однако ситуация меняется и развитие технологий, усиление конкуренции на продовольственных рынках, изменение предпочтений потребителей поставили перед аграриями новые задачи. И для успешной деятельности, сельхозпроизводителям просто*