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FEATURES OF INNOVATION IN THE TOURIST BUSINESS OF CHINA

Master's thesis
ABSTRACT

Speciality 1-23 80 11 Communications

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Minsk, 2020

ABSTRACT

The master's thesis of the graduate student of the Department of Social Communication of the Faculty of Philosophy and Social Sciences of BSU Feng Yuyan "Specific features of introducing innovations in the tourism business of China" considers the specifics of introducing innovations in the Chinese tourism sector. The paper provides an analysis of innovative processes and communication practices, examines the financial and organizational conditions for the introduction of innovations and ways to overcome intercultural communication barriers. The results of introducing some innovations are predicted, and methodological recommendations are given for their optimal implementation. The total amount of work, which is based on 28 sources, is 53 pages.

Key words: industry, tourism, offers, competitiveness, tourism, enterprise.