

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
Department of Social Communication

ZHANG TIAN

PROMOTION OF CHINESE TRAVEL SERVICES

Master's thesis
ABSTRACT

Speciality 1-23 80 11 Communications

Scientific adviser:
Michael. A. Guliuk
Doctor of Science in History,
Associate Professor

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 Miss Zhang Tian “Promotion of Chinese travel services” is devoted to the promotion of services of Chinese travel companies specializing in outbound tourism in the countries of Southeast Asia. The paper presents a retrospective review of the Chinese tourism industry and its current state, explores the conditions for the activities of Chinese tourism companies in the countries of Southeast Asia, identifies the main communication practices that contribute to the development of the tourism industry and overcome intercultural communication barriers. The total amount of work is 84 pages. The work contains 8 figures and 50 sources.

Keywords: tourism, travel agencies, social interaction skills, outbound tourism, communication, promotion of travel agencies services, intercultural dialogue, social communication, innovation, cultural heritage.