

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
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**CHINA'S CULTURAL HERITAGE IN THE FORMATION OF THE
COUNTRY'S TOURISM BRAND**

Master's thesis

ABSTRACT

Speciality: 1-23 80 11 Communications

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Minsk, 2022

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 Tang Xin “China’s cultural heritage in the formation of the country’s tourism brand” is dedicated to the study of the role of China's cultural heritage in the formation of the country's tourism brand. The thesis discusses Chinese tourism and its basic concepts, examines the place of Chinese cultural heritage in the development of the country's brand strategy and proposes routes and programmers that will help Belarusians to travel to China.

The master’s thesis aims to identify the elements of Chinese cultural heritage that make up the country's tourism appeal to external consumers.

Keywords: country brand, cultural heritage, tourism, tourist attraction, Travel brands of China, China's material heritage, tourist attractions, China's spiritual heritage, China's social culture.