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**CHINA'S CULTURAL HERITAGE  
IN THE FORMATION OF THE COUNTRY'S TOURISM BRAND**

Master Thesis

ABSTRACT

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## ABSTRACT

The purpose of the paper is to discuss the tourism development of traditional cultural sites in China, analyze the overall tourism industry situation after China's full re-opening after the COVID-19 epidemic, study the preservation of cultural heritage and the protection of normative documents, analyze the main objects of historical and cultural heritage, and present the survey results of 228 respondents.

The general plan of the new tourism product "Suglim Landscape" - Minsk - Shanghai - Hangzhou-Beijing - Minsk was developed, which presents a portrait of the consumer, determines the cost of the route and assesses the development prospects in this direction in 2024. The result of this study was to identify problems in the operation of tourist routes and point out their great value in the relations between China and the Republic of Belarus.

The research topic is the formation of national tourism brand in China's cultural heritage.

In the course of conducting the research, the authors obtained the following results:

1. The growth of the interaction between regional image (brand) and the commodities produced on it, the systematic synergies in the form of increased economic stability and long-term market competitiveness of both, and the growth of the influence of regional brand design on their attractiveness, the tourism cooperation between China and other countries is becoming an important direction of bilateral and regional multilateral cooperation between countries.

2. China has great tourism potential. Cultural and historical resources include numerous museums, pagodas, Buddhist monasteries and Taoist temples. Tourists are attracted by Peking Opera, martial arts and various kinds of Chinese food. Natural and recreational resources are the contrasting north and south landscapes, the fantastic mountains and the great Chinese rivers.

3. In the area of regional branding, regional marketing and branding are becoming the most important component of the socio-economic and international policies of national and regional authorities, especially for countries that actively participate in the global tourism market. This fact is not only reflected in the fact that city marketing agencies or tourism offices are being established everywhere.

*Keywords: china, brand, tourism, cultural heritage, promotion, strategy*