

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS

BELARUSIAN STATE UNIVERSITY

FACULTY OF INTERNATIONAL RELATIONS

Department of International Tourism

Annotation for the thesis

**APPLICATION OF BIG DATA ANALYSIS IN THE HOTEL INDUSTRY IN
INNER MONGOLIA**

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ANNOTATION

The master's thesis consists of content, a general description of the work, an introduction, three chapters, a conclusion and a list of references. The total volume of the dissertation is 65 pages, including 1 table, 3 illustrations, a list of 52 references on 4 pages.

2. Keywords

BIG DATA, HOSPITALITY INDUSTRY, INNER MONGOLIA, DATA ANALYTICS, OPERATIONAL EFFICIENCY, CUSTOMER RELATIONSHIP MANAGEMENT, REVENUE MANAGEMENT, TOURISM, TECHNOLOGY INTEGRATION.

3. Contents of the work

The purpose of this master's thesis is to comprehensively explore and analyze the application of big data analytics in the hospitality industry of Inner Mongolia. The study aims to uncover insights, patterns, and trends that contribute to the growth and sustainability of the region's hotel sector. By focusing on the unique characteristics and challenges of Inner Mongolia, the research endeavors to provide actionable recommendations for hoteliers and contribute to the broader understanding of big data applications in the global hospitality landscape.

The object of this study is the hospitality industry in Inner Mongolia.

The subject of the study is the factors contributing to the development of a diverse range of accommodations and establishments catering to the needs of both domestic and international tourists in China.

Research methods: Multifaceted research methodology that combined qualitative and quantitative approaches.

Scientific testing of the results. The results of the study were presented at 1 scientific conference.

In the course of this study, the following results were obtained. This master's thesis contributes to the academic and practical understanding of big data applications in the hospitality industry of Inner Mongolia. By combining theoretical insights with empirical research, the study provides a roadmap for hoteliers to strategically integrate big data analytics, enhance guest satisfaction, and navigate the unique challenges of the region. The findings of this research not only benefit the local hospitality sector but also contribute to the broader academic discourse on the transformative potential of big data in the global hospitality landscape..

Reliability of materials and research results. The research materials and the results of the master's thesis are reliable. The author confirms that all theoretical and methodological provisions and concepts borrowed from sources are accompanied by links to their authors.