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**RESEARCH ON THE COMMUNICATION OF REGIONAL  
CULTURAL AND CREATIVE PRODUCTS UNDER THE BACKGROUND  
OF CULTURAL AND TOURISM INTEGRATION**

Master's Thesis

ANNOTATION

Speciality 7-06-0321-02 Communications

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## ANNOTATION

The structure of the master's thesis consists of three chapters. The first chapter is to explore the integration mechanism of culture and tourism, the second chapter is to study the characteristics and market demand of regional cultural and creative products, and the third chapter is the communication strategy and channels of regional cultural and creative products.

The master's thesis includes 76 pages, 1 appendix and 64 sources used.

*Keywords: cultural tourism integration, regional cultural and creative products, cultural communication, communication mechanisms, communication strategies, cultural communication values, cultural tourism industry development.*

The research object is regional cultural and creative products.

The research subject is Dissemination of regional cultural and creative products under the background of cultural and tourism integration.

Purpose of dissertation research is to analyze the influence of the dissemination of regional cultural and creative products on regional cultural dissemination and other aspects under the background of cultural and tourism integration.

The communication characteristics and challenges of regional cultural and creative products in the context of cultural and tourism integration are analyzed, and the cultural communication value of regional cultural and creative products is identified, which not only highlights regional cultural characteristics, but also plays an important role in promoting the development of cultural and tourism integration. According to the ways and means of effective dissemination, it is necessary to make full use of the new media platform, play the role of government guidance, and enhance the dissemination power of the products themselves, so as to jointly promote the effective dissemination of these products in the integration of culture and tourism.

Through comprehensive analyses, the dissemination of cultural and creative products will still face challenges and opportunities. With intensified market competition, elevated demand for innovation and accelerated technology iteration, it is necessary to deeply plough into culture, innovation-driven, science and technology-enabled, collaborative and cooperative, to break through the wall and get out of the circle of the dissemination of cultural and creative products, and break through the splendid scroll of economic prosperity and cultural prosperity with the pen of cultural creativity, so as to comprehensively write a brilliant future of cultural creativity.