

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
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**INNOVATIVE COMMUNICATION STRATEGIES FOR CITY TOURISM
BRANDS (ON THE EXAMPLE OF DENG FENG CITY)**

Master's Thesis
ANNOTATION
Speciality 7-06-0321-02 Communications

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ANNOTATION

The master's thesis “Innovative Communication Strategies of City Tourist Brands (on the example of Dengfeng City)” by Wang Yinglong, a master's student of the Department of Social Communications, Faculty of Philosophy and Social Sciences of BSU.

The master's thesis includes 87 pages, 18 illustrations, 1 table and 41 sources used.

Keywords: integration of cultural tourism, tourism brand, integrated communications, innovation, Dengfeng city, inter-sectoral cooperation, new media.

The dissertation analyzes the tourism sector of Henan Province and innovative communication strategies to create a unified tourism brand of Dengfeng City. The dissertation analyzes the prospects and significance of culture and tourism integration and integrated communication in promoting the construction of tourism brand in Dengfeng City.

The paper proposes an innovative strategy for creating integrated communication, covering brand positioning and image building of Dengfeng city, building multi-channel marketing communication using digital communication and new media. Various aspects of intellectual property creation and maintenance of authentic technologies in the production of folk art products, experiential tourism, issues of interaction between economic sectors, municipal and private structures serving the tourism sector are analyzed.