

**MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS**

**BELARUSIAN STATE UNIVERSITY**

**FACULTY OF INTERNATIONAL RELATIONS**

**Department of International Tourism and Hospitality**

**Annotation for the thesis**

**APPROACHES TO INCREASE THE COMPETITIVENESS OF RED  
TOURISM IN JIANGXI PROVINCE**

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# ANNOTATION

## **1. Thesis Structure**

The master's thesis consists of a table of contents, a list of abbreviations, a general description of the work, an introduction, three chapters, a conclusion, a bibliography, and 1 appendix. The total volume of the thesis is 60 pages, including 4 figures, 4 tables, a bibliography on 11 pages.

## **2. Keywords**

RED TOURISM; JIANGXI PROVINCE; COMPETITIVENESS; TOURISM RESOURCE.

## **3. Contents of the work**

The purpose of the study to analyze the current state of red tourism development in Jiangxi Province, assess its competitiveness, and identify key improvement paths and strategies for improvement.

The object of the study is the competitiveness of red tourism.

The subject of the study is the competitiveness of red tourism in Jiangxi Province.

Research methods: dialectical, historical and systemic approaches, methods of statistical data processing, expert assessments and a number of economic and mathematical methods.

The scientific novelty of this research: This study revealed the theoretical and methodological aspects of red tourism competitiveness, analyzed the current trends of red tourism development in Jiangxi Province, evaluated its competitiveness, and proposed practical and feasible strategies to enhance that competitiveness.

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

Possible practical application. The results of this work can be used to enhance the competitiveness of historical and cultural tourism in the Republic of Belarus, drawing parallels with the successful strategies employed in Jiangxi Province while considering the unique context and cultural heritage of Belarus.

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.