

**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**

**DEVELOPMENT STRATEGIES OF ICE AND SNOW TOURISM INDUSTRY  
IN HEILONGJIANG PROVINCE IN CHINA**

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# ANNOTATION

## 1. Thesis structure

The volume of the master's thesis is 64 pages and includes an introduction, 4 chapters, 14 sections, conclusion, list of used literature, as well as 5 tables, 9 figures. The list of references used is 55 items.

## 2. Keywords

CHINA, HEILONGJIANG PROVINCE, ICE AND SNOW TOURISM INDUSTRY, GOVERNMENT POLICY, TOURIST INFRASTRUCTURE, ECONOMIC DEVELOPMENT, COMPETITIVENESS, TOURIST POTENTIAL, SPORTS EVENTS, DOMESTIC AND FOREIGN TOURISTS.

## 3. Contents of the work

The purpose of the study is to analyzing the current state of ice and snow tourism in Heilongjiang Province, as well as developing recommendations for its development.

The object of the study is development strategies of ice and snow tourism industry in Heilongjiang province in China.

The subject of the study is development strategies of ice and snow tourism industry in Heilongjiang Province in China.

Research methods: literature analysis, empirical research method, comparative analysis, case analysis, content analysis, SWOT analysis.

Research results and novelty: the essence and significance of ice and snow tourism development in Heilongjiang Province were analyzed, the strategies of tourism industry development in the designated Chinese province were identified on the basis of statistical survey, data analysis, SWOT analysis and other methods. Recommendations concerning the use and possibilities of realization of the tourist potential of Heilongjiang province in China are formed.

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

Possible practical application. The results of the work can be used in tourism policy planning, where government agencies can apply the findings to develop or adjust strategies aimed at sustainable tourism development.

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.