

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

Directions for Increasing the Competitiveness of Xi'an Cultural Tourism
Industry

Tang Jiayu

Academic Supervisor: Dzmitry Rashetnikau
Candidate of Geography, Associate Professor

Minsk 2025

ANNOTATION

Thesis Structure

The master's thesis consists of a table of contents, an overview of the work, an introduction, three chapters, a conclusion, a reference list, 15 figures, and 10 tables. The length of the thesis is 82 pages, and the reference list includes 63 items.

Keywords: TOURISM; XI'ANS CULTURAL TOURISM INDUSTRY; SOCIO-ECONOMIC DEVELOPMENT; CULTURAL HERITAGE; TOURISM INFRASTRUCTURE; MARKET TRENDS.

Research object: Xi'ans cultural tourism industry.

Research subject object: the current level of competitiveness of the Xi'ans cultural tourism industry.

The **purpose of this study** is to evaluate the factors affecting the competitiveness of Xi'ans cultural tourism industry and the current level of competitiveness, and put forward suggestions to improve its competitiveness.

Research Results and Novelty: This study reveals the current situation of the cultural tourism industry resources in Xi'an, analyses the development potential and challenges faced by the cultural tourism industry, and further puts forward targeted suggestions to promote the socio-economic development of the region.

Authenticity of the materials and results of the thesis: The materials used and the results of the work are authentic. This work is independently created.

The author confirms that the computational and analytical materials presented accurately reflect the examined processes, and all theoretical, methodological, and methodological concepts borrowed from other sources are duly referenced.