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 CHINA'S TOURISM

Tang Chenming

Academic Supervisor: Dzmitry Rashetnikau
Candidate of Geography, Associate Professor

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ANNOTATION

Keywords: TOURISM; COMPETITIVENESS; CHINA; STRATEGIES; DIGITAL TRANSFORMATION.

Research object: Competitiveness of China's tourism industry.

Research subject: Current state and strategies for enhancing the competitiveness of China's tourism sector.

Research purpose: Within the framework of this scientific research, a consistent solution of the following main tasks is expected:

– generalization and analytical review of theoretical materials on the competitiveness of tourism destinations;

– analysis of the current level of development of the China's tourism industry, factors and indicators of its competitiveness;

– identifying priority areas and developing practical recommendations to improve the competitiveness of the China's tourism industry.

Research Results and Novelty: This study explores the theoretical underpinnings of tourism competitiveness, examines the current landscape of China's tourism sector, and identifies critical factors affecting its competitiveness. Furthermore, it highlights strategies for high-quality development and the role of digital transformation in boosting competitiveness, offering actionable recommendations for stakeholders.

Thesis Structure.

The master's thesis consists of an introduction, three chapters, a conclusion, and a bibliography containing 55 items. The thesis length is 72 pages, including 1 tables, 5 figures, and the bibliography, which occupies 5 pages.

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.