

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

Fan Wenhao

**INNOVATION OF TOURISM INDUSTRY IN SICHUAN PROVINCE UNDER
THE BACKGROUND OF INTERNET +**

Academic Supervisor: Dzmitry Marozau, PhD (History), BSU, FIR,
Associate Professor of the Department of International Tourism

Minsk 2025

ANNOTATION

The master's thesis consists of content, a general description of the work, an introduction, three chapters, a conclusion, and a list of references. The total volume of the dissertation is 71 pages, including 3 tables, 1 figure, a list of 55 references.

2. Keywords

DEVELOPMENT AND INNOVATION OF TOURISM INDUSTRY, SICHUAN PROVINCE, INTERNET

3. Contents of the work

The primary purpose of this research is to probe the potential for refinement and innovation in the tourism industry of Sichuan Province under the backdrop of «Internet +».

This research employs literature review to build a theoretical framework for «Internet + tourism» and identify knowledge gaps. It contains case studies of successful initiatives globally to extract best practices together with insights. Data appraisal involves statistical ways for quantitative data together with thematic/content appraisal for qualitative data.

The object of this research is the tourism industry in Sichuan Province, specifically focusing upon how internet technology is able to be integrated to drive refinement and innovation.

The subject of this research is the impact of «Internet +» upon the tourism industry in Sichuan Province. This contains probing the potential benefits and challenges of integrating internet technology to the tourism sector, as well as identifying strategies for overcoming these challenges and maximizing the benefits.

The scientific novelty of this study lies in its ability to leverage internet technology to transform the traditional tourism industry into a more intelligent, personalized, and sustainable sector. This integration not only enhances the tourist experience but also promotes the sustainable development of the tourism industry in Sichuan Province.

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 of Sichuan under internet+.

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.