Annotation for the thesis

# ARTIFICIAL INTELLIGENCE TECHNOLOGIES AS A DRIVER FOR THE DEVELOPMENT OF THE CHINESE TOURISM INDUSTRY

Feng Zhen

Scientific supervisor – Rashetnikau Dzmitry G.

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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, four chapters, a conclusion, and a bibliography. The bibliography includes 92 items. The work contains 5 figures.

2. Keywords

ARTIFICIAL INTELLIGENCE; TOURISM INDUSTRY; CHINA; COMPETITIVENESS; INTELLIGENT TRANSFORMATION

3. Abstract

The object of this study is the driving role of artificial intelligence technology in the development of China's tourism industry and its realization mechanisms.

The subject of the research is artificial intelligence technology as a core driving force for the development of China's tourism industry, focusing on its application status, impact assessment, and future prospects.

The purpose is to conduct an in-depth exploration of how artificial intelligence technology serves as a core driving force for the development of China's tourism industry. It will comprehensively analyze its current application status and key roles within the sector, evaluate its actual impact on tourism service quality, operational efficiency, and tourist experiences. Based on these findings, the study will propose corresponding improvement suggestions and future development strategies, with the objective of providing theoretical support and practical guidance for the intelligent transformation and high-quality development of China's tourism industry.

Research methods: The research employs methodologies including theoretical framework construction, empirical analysis, case studies, questionnaire surveys, and in-depth interviews to ensure reliability and practical guiding significance.

The results of the work and their novelty. This study reveals the multi-dimensional impacts of Artificial Intelligence (AI) technology in China's tourism sector and its profound significance for management practices across strategic management, human resource management, marketing management, and project management. The novelty lies in the comprehensive analysis of AI's driving role and the proposal of systematic strategies for enhancing the intelligent transformation and competitiveness of China's tourism industry.

Authenticity of the materials and results of the thesis. The materials used and the results of the work are authentic. The work was composed independently.

Recommendations for the usage. The results of this work can be used by tourism enterprises,and management scholars to understand and leverage AI for the intelligent transformation and high-quality development of the tourism industry. The findings provide theoretical support and practical guidance for enhancing operational efficiency, service quality, and overall competitiveness, and also serve as a basis for further academic research on AI applications in tourism and other service industries.