

**MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS**

**BELARUSIAN STATE UNIVERSITY**

**FACULTY OF INTERNATIONAL RELATIONS**

**Department of international tourism and Hospitality**

**Annotation to the master's thesis**

**THE ROLE OF CHANGSHA CITY IMAGE IN THE TOURISM  
DEVELOPMENT OF HUNAN PROVINCE**

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## ANNOTATION

**Keywords:** TOURISM; CHANGSHA; HUNAN PROVINCE; URBAN IMAGE; TEXT ANALYSIS

**Research object:** the development of urban tourism.

**Research subject:** the role of Changsha's urban image in tourism development in Hunan Province.

**Research purpose:** to clarify the characteristics of Changsha's urban image and its impetus for tourism development in Hunan Province, and to identify the determinants and prospects for further development.

**Research Results and Novelty:** This study has revealed the theoretical foundations of urban image and its driving effect on tourism development. It has analyzed the composition of Changsha's urban image and its role in promoting tourism development in Hunan Province. Based on the analysis of factors influencing the sustainable development of Changsha's urban image, several development suggestions have been put forward.

### **Thesis Structure**

The master's thesis consists of general description of work introduction, three chapters, conclusion, and bibliography, including 87 items. The thesis length is 54 pages. The number of pages occupied by 6 tables, 5 figures and bibliography is 11.

The author of the work confirms that computational and analytical material presented in it correctly and objectively reproduces the picture of investigated process, and all the theoretical, methodological and methodical positions and concepts borrowed from literary and other sources are given references to their authors.