

**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**

**THE IMPACT OF SOCIAL MEDIA ON THE DEVELOPMENT OF TOURISM  
ON THE EXAMPLE OF TWO COUNTRIES OF CHINA AND BELARUS**

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## ANNOTATION

The master's thesis consists of a table of contents, a list of abbreviations, a general description of the work, an introduction, three chapters, a conclusion, a bibliography and 4 figures. The thesis length is 61 pages. The bibliography includes 50 items.

### 2. Keywords

SOCIAL MEDIA, TOURISM DEVELOPMENT, CHINA, BELARUS.

### 3. Contents of the work

The purpose is to analyze the impact of social media on the current state of tourism development in China and Belarus to determine the main directions of development in the future, the main ways of improvement. The study examines the peculiarities of using social platforms to promote tourism products, as well as their role in the formation of tourism demand and image of the countries. Special attention is paid to comparing the current state of the tourism industry in both countries and identifying the key factors affecting its development. The paper identifies the main directions of further development of tourism taking into account digital technologies, as well as suggests ways to improve the strategies of promotion and interaction with tourists through social media. The results of the study can be used to form effective marketing solutions and improve the competitiveness of the tourism sector.

The object of this study is the impact of social media on the development of tourism.

The subject of the research is the application and impact of social media in the development of tourism in China and Belarus.

Research methods: literature review, dialectical, historical and systemic approaches, network data mining technology and a number of economic and mathematical methods.

The scientific novelty of this study lies in combining comparative studies between China and Belarus, filling the gap in the current academic field on the relationship between social media and tourism. By deeply analyzing the differences in the application of social media between the two countries, the study will provide new insights into how social media affects the tourism industry in different cultural and technological environments. At the same time, the research results will provide theoretical support and practical reference for other Eastern European countries and related policy formulation.

Possible practical applications. The results of the study can be applied in various fields, including international tourism planning and management, local tourism development, cultural heritage and education. They can serve as a basis for the development of educational programs aimed at training specialists in the field of tourism, as well as for the creation of new tourism products and services that will increase the attractiveness and competitiveness of the two countries.

Reliability of materials and results of the research. The research materials and 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 references to their authors.