MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS

BELARUSIAN STATE UNIVERSITY

FACULTY OF INTERNATIONAL RELATIONS

Department of International Tourism and Hospitality

Annotation for the master's thesis

INNOVATION OF TOURISM FRANCHISING SERVICES IN CHINESE HISTORICAL AND CULTURAL AREAS

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<div align="center">**ANNOTATION**</div>

1. The structure and volume of the master's thesis

The master's thesis is structured with a table of contents, a list of abbreviations, a general description of the work, an introduction, three chapters, a conclusion, a bibliography, 3 figures, and 2 tables. The thesis spans 79 pages in total, and the bibliography encompasses 61 items.

2. Keywords

TOURISM FRANCHISE SERVICES; HISTORICAL CULTURAL DISTRICTS; CULTURAL HERITAGE PRESERVATION; IMMERSIVE EXPERIENCE; STAKEHOLDER COORDINATION; SUSTAINABLE DEVELOPMENT; DUAL CYCLE GOVERNANCE FRAMEWORK; CULTURAL SENSITIVITY ECONOMIC FEASIBILITY MATRIX.

3. Contents of the work

The purpose of the study is to analyze the current state of tourism franchise services in historical and cultural districts in China, evaluate the effectiveness of existing governance models, and propose innovative strategies to enhance the sustainability of these districts.

The object of the study is tourism franchise services in China's historical and cultural districts.

The subject of the study is the innovation of the tourism franchise services, focusing on how to balance commercialization and cultural preservation in Chinese historical and cultural areas.

Research methods: This research adopts a mixed - method approach. It combines panel data analysis from 62 national - level historical and cultural districts, in - depth interviews of four typical cases, and pilot experiments in Suzhou's Pingjiang Road. Additionally, it uses theoretical construction methods to re - interpret relevant Western theories and build a theoretical framework suitable for the Chinese context.

The results of the research and their scientific novelty: This study constructs a "cultural sensitivity - economic feasibility" dual - dimensional assessment model, revealing the critical role of the 45% commercialization threshold. It also introduces a "dual - cycle governance framework" that integrates internal cultural value conversion and external policy - data feedback. Key innovations include a tiered licensing system, blockchain - based revenue - sharing, and the 3E immersive model. The study also discovers an inverted U - curve relationship between AR/VR adoption and cultural cognition.

Reliability of materials and research results. The materials used in this study, such as data from various districts and case - study information, are authentic. The analysis and results are based on rigorous research methods, and the work was independently completed.

Recommendations for the practical usage. The findings of this work can be applied to guide the governance of historical and cultural districts in China, helping local governments formulate more scientific policies. Internationally, it can contribute to the global discourse on cultural heritage governance, providing an Eastern - inspired solution for similar cultural districts in other countries to balance preservation and development.