

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

**ECOTOURISM IN SICHUAN PROVINCE: PECULIARITIES AND
DEVELOPMENT TRENDS**

Mou Yue

**Scientific supervisor – Yao Jiahui,
Candidate of Science (Economics), Associate Professor**

Minsk, 2025

ANNOTATION

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

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, and a bibliography. The master's thesis consists of content, a general description of the work, an introduction, four chapters, a conclusion and a list of references. The total volume of the thesis is 51 pages, including 3 tables, 2 illustrations, a list of 55 references.

2. Keywords

ECOTOURISM, CHINA, SICHUAN PROVINCE, ECOTOURISM MARKET.

3. Contents of the work

The purpose of the study is to thoroughly investigate the characteristics and evolving trends of ecotourism in Sichuan Province. This includes analyzing the current situation, identifying the advantages and challenges associated with ecotourism resources in the province, and developing strategies and recommendations to promote the sustainable development and refinement of ecotourism in Sichuan Province, aligning with China's Dual Carbon Goals.

The object of the study is ecotourism.

The subject of the study is the characteristics and evolving trends of ecotourism in Sichuan Province.

Research methods: analysis and synthesis, study and analysis of literature, dialectical, historical and systemic approaches.

The results of the research and their scientific novelty: This study revealed several key findings, beginning with a clear definition and categorization of ecotourism as responsible travel to natural areas that conserves the environment and benefits local communities, establishing a theoretical foundation for sustainable tourism practices. It analyzed the key drivers and constraints of ecotourism development, emphasizing the interplay between environmental sustainability, economic viability, social equity, and policy frameworks. Global trends were examined, showing shifts in market dynamics, innovations like eco-lodges and community-based tourism, and growing traveler demand for authentic experiences. China's ecotourism sector was evaluated, highlighting its rapid growth, unique blend of cultural and natural assets, and challenges including overcrowding and infrastructure limitations. Focusing on Sichuan Province, the study identified its exceptional biodiversity, rich ethnic heritage, and successful community-based models, while assessing influencing factors like climate change impacts, technological opportunities (e.g., smart tourism), and policy needs. Finally, the study proposed sustainable development strategies for Sichuan aligned with China's "dual

carbon" goals, focusing on low-carbon tourism, conservation through community engagement, and responsible management for long-term ecological and economic benefits.

Scientific testing of the results. The results of the study were presented at 1 scientific conference.

Reliability of materials and research results. The materials used and the results of the work are authentic.

Recommendations for the practical usage. The findings of this study offer insights for developing an ecotourism cooperation framework between China and Belarus.