

## Abstract

**Subject matter of the graduation thesis:** The role of exhibition activities in promoting a tourism product and organization of tourism enterprises' participation in a trade fair (as in the case of travel agency «Light», Pyatigorsk).

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**The organization, on the basis of which the practice has been passed:** travel agency «Light»

**Topicality of the research.** The topicality of the research is in the fact, that the rapidly developing tourism industry requires concerted efforts of all departments and one of the main conditions for success is a well-planned marketing for the tour company. Indeed, exhibition in the tourism industry are relatively new and specific phenomenon, this is because services are exposed as exhibits. It's an obvious fact that exhibition is one of the tools of marketing communications.

**The purpose of the graduation thesis** is to study the organization of exhibition activity in the tourism industry. As well as the development of recommendations for the practical realization of the travel companies' participation in the exhibition, highlighting the main organizational stages of preparation.

The following **tasks** were set in order to achieve the objective of the graduation thesis:

1. to define the role of exhibitions in the system of marketing communications in tourism;
2. to explore the tourist trade fair, as a means of tourist product promotion;
3. to conduct a survey of Russian and European exhibition;
4. to analyze the organization of exhibition activity of the research object;
5. to elaborate recommendations for the improvement of exhibition activity of the tourist firm;
6. to develop a detailed plan for travel agency's participation in the exhibition;
7. to determine travel agency's expenses on the participation in the exhibition;
8. to study the process of organizing the travel agency's participation in the exhibition.

**Theoretical significance of the research** is in the use of the main results of the findings, reached conclusions and recommendations on the organization of modern tourism exhibition business with other travel agencies.

**The practical significance of the work.** The results of the research can also be used in the development of exhibition projects and programs, organization and management of exhibition activities and marketing training, advertising exhibition work in tourism.

**Results of the research:**

Within the research we examined the theoretical basis of the exhibition activities, and concluded that exhibition is an effective advertising campaign, as well as a great way to award a contract. We studied the preparation and participation of tourism enterprises in exhibition. We planned the organization of participation in the trade fair MITT. While studying the process technology of organization of tourism enterprise participation in the exhibition, we came to the conclusion that such participation is quite an anxious business, associated with expenses, various difficulties with transportation, stand fitting, personnel training, preparation of documents. After the research done, we can say for sure that travel agency «Light» can honorably present itself at the trade fair MITT, for that reason a stand and all advertising materials were designed by us.

**Recommendations:**

1. Before participating in any exhibition, you need to assess your own tourism marketing concept. This assessment gives clarity to the question of whether we should or shouldn't use exhibition as additional marketing tools. The assessment is also necessary to accurately determine the appropriate policy measures, such as the objectives of the exhibition and proper selection of fairs, as well as tactical measures, such as the use of individual tools of tourist marketing.
2. Ideally, preparation for participation in the specific trade fair should start about a year before its opening. This training involves the implementation of a number of works, due to the need to achieve stated objectives, requiring some expenses, as a rule, limited by the company. In other words, it is reasonable to make a project network, representing the process of preparation to a participation in a particular fair, and on this basis to calculate the start and end dates of individual work to ensure timely preparation for this event.