The theme of the final qualifying work: PROSPECTS OF THE Brazilian carnival AS A MAIN EVENT OF EVENT TOURISM.

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Actuality of the theme of research: The Brazilian carnival is an annual festival in Brazil, which takes place forty days before Easter and marks the beginning of Lent. This is the brightest and most joyful holiday in the whole world, impressive with its scope, energy, fantastic events and unsurpassed talent of participants, dancing samba, as beautiful unearthly goddesses. For all the citizens - this is the most exciting and from this the most favorite holiday. The festival in Brazil is eagerly awaited, preparations for it take the whole year. Putting the numbers, creating new costumes, and a lot of rehearsals. The history of this carnival originated long ago, but today the Brazilian carnival is very popular in the field of event tourism.

In our time, every third dreams of getting to the famous carnival in Brazil. This event has long been the main economic development of Brazil. Every year a large number of tourists come from different parts of the world to see the most important historical event in Brazil. Nowadays, statistics show that during the festival, more than 900,000 people visit Brazil. All this makes it possible to emphasize the relevance of the research topic.

The purpose of the final qualifying work: The development of an event in Brazil based on the study of the specifics of his organization and the requirements.

Tasks of the research:

1. consider the characteristics of Brazil as a tourist destination;
2. Analyze the existing infrastructure of event tourism in Brazil;
3. to study the features of the organization of event tourism;
4. To compile the program of the tour "Unforgettable RIO";
5. Draw up a technological map;
6. Create a loading schedule;
7. Calculate the cost of the tour.

**Theoretical and practical significance of the research:**

The theoretical significance of the study lies in the study of the organization of event tourism in Brazil. Practical significance in the development of a tourist product for the tour company "TEZ tour".

**The results of research:** We developed the project of the event tour in Rio De Janeiro and developed a package of methodological documents necessary for the certification of the tour and calculated its cost.