ABSTRACT

Subject matter of the research:
Specificity of the development of MICE-tourism in Russia (with the development of the exhibition tour at MITT-2017)

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Relevance of the research topic: Tourism is one of the most important sectors in the world economy. Thanks to tourism, the welfare of states rises. It can be viewed as a whole system, with which you can, first of all, get acquainted with a particular country, see it with your own eyes, study culture, history, all sorts of features, people, values and much more. Also, thanks to tourism, political, economic and social ties between countries are established.

Objective is to study the main concepts and provisions of MICE tourism, to study the Russian international exhibition dedicated to tourism - "MITT", and to accumulate all information on the development and development of the tour dedicated to the exhibition "MITT - 2017" and MICE tourism.

Tasks:
1. To consider the concept, place and organization of MICE tourism in modern tourism industry.
2. To study the development of MICE tourism in Russia.
3. Consider "MITT 2017" as one of the directions of MICE tourism in Russia.
4. To compile the program of the exhibition tour to "MITT-2017".
5. Develop tourist documentation.
6. Calculate the cost of the tour.

Theoretical and practical significance of the research. Is that the tour developed by MICE can be used by tour operators as a ready-made tourist product for further sale to tourists.
Results of the research: Based on the tasks performed and the research carried out in the work, it can be concluded that the MICE and business tourism industry is very much in demand not only in Russia, but all over the world.

In this final qualifying work, an exhibition tour on "MITT - 2017", and MICE tour on raising the qualification of workers of travel agencies of the Stavropol Territory was compiled. The developed project can be used by travel agencies for further implementation.