The theme of the final qualifying work: INFLUENCE OF TRADITIONS AND FRENCH CUSTOMS ON WEDDING TOURS ORGANIZATION.

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Actuality of the theme of research: many people pay much attention to the process of marriage or wedding. This is the brightest event in the life of every person. Nowadays, couples are increasingly turning to tourist firms in order to find beautiful, unusual and exotic places for wedding, wedding ceremony. One such place is France. This country is rich in traditions, national customs, which are also manifested in the organization of a wedding event.

Modern trends in the development of the tourist market are due to the fact that an increasing number of people prefer to hold wedding ceremonies outside their permanent residence.

In this regard, we believe that the wedding tour to France will be popular and will find its buyer.

The purpose of the final qualifying work: The development of a wedding tour to France, taking into account national traditions and customs.

Tasks of the research:
- To analyze France as a destination for the organization of wedding tourism services;
- Explore tourist facilities for visits on the wedding tour;
- To study the peculiarities of the French mentality and the influence of organizing a wedding event;
- Develop the program of the wedding tour;
- Make a technological map;
- Submit a load schedule;
- Combine information sheet;
- Calculate the cost of the tour.

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

Theoretical significance of the research is the following: to study the organization of wedding tours in France, familiarize yourself with the peculiarities of the French mentality for the organization of wedding tourism.

Practical significance in the development of a tourist product for the tour company "TEZ tour".

**The results of research:** We have developed the project of the Wedding Tour in France and developed a package of methodological documents necessary for the certification of the tour and calculated its cost.