Summary

Subject matter of qualification paper: Directions and prospects of development of congress and exhibition tourism in design and architecture sphere (with the development of a tour of Moscow)

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The relevance of the research topic is determined by the growing number of educational and business activities, and, consequently, the development of congress and exhibition tourism. Congress-exhibition tourism is just beginning to develop actively and currently occupies the smallest part of MICE-tourism, it has great potential and growing demands.

The purpose of the work is the development of the program of the congress and exhibition tour "Architectural Moscow" in the field of design and architecture on the basis of an analysis of theoretical issues and prospects for the development of congress and exhibition tourism in Moscow.

The main tasks solved by the present work are:

- determine the essence of congress and exhibition tourism;
- consider classifications of congress and exhibition tourism;
- explore the history of formation and the current state of congress and exhibition tourism;
- identify features of the organization of the Russian market of congress and exhibition tourism;
- analyze the development of congress and exhibition tourism in Moscow;
- consider the potential and infrastructure of Moscow as a center of congress and exhibition tourism;
- explore activities that promote the development of congress and exhibition tourism in Moscow;
- describe the program of the congress and exhibition tour "Architectural Moscow" in the field of design and architecture for Russian and foreign tourists;
- compile a technological map and a schedule for downloading the developed tour;
- prepare an information sheet for the development of the tour;
- calculate the cost of the developed tour.

The theoretical significance lies in the synthesis of conceptual and methodological framework for the creation of the territory of Moscow and
highly competitive industry convention and exhibition tourism, because currently there is little work and publications on the theme of the congress and exhibition tourism, to fill this gap, this could exhaust qualification work.

**Practical significance of the work is** the development of the congress and exhibition tour "Architectural Moscow" in the field of design and architecture ready for implementation in practice, which will improve the level of development of the tourist sector in Moscow. On the territory of the North Caucasian Federal District, no one travel agency, which is engaged in the development of business tours and the development of convention and exhibition tourism in general, so this tour can be recommended for travel agents working in the field of domestic tourism, for example, "Rook."

**The results of the research:** the theoretical foundations of congress and exhibition tourism were considered, the potential of Moscow as a center for holding congress and exhibition events was considered. The result of the work was the development of the program "Architectural Moscow", in which tourists will be able to attend seminars in the field of architecture and design, as well as take part in educational tours around the Russian capital.