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**FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES**  
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**PROMOTION OF TRAVEL SERVICES**  
**(on the example of LLC «ELDIVI»)**

Graduate Thesis  
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

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## ABSTRACT

The purpose of the work: – study of international tourism trends and their impact on tourism in the Republic of Belarus.

The object of research – travel company LLC «Eldivi».

The subject of research – promotion of tourist services on the example of LLC «Eldivi».

Promotion of the tourism company and brand «Eldivi» on the Belarusian market. Development of an advertising post on the Instagram platform to attract new clients to the Malibu children's camp.

Research Methods: comparative analysis (the analysis of literature and normative legal documents), systems approach, grouping, expert evaluation.

Research and development: studied trends of international tourism, analyzed their impact on international tourism in the Republic of Belarus, The features of Instagram in advance for children aged from 10 to 18 years. Designed promotional post for children's camp "Malibu" in Instagram..

The elements of scientific novelty: an analysis of the tourism sector has been carried out to date. A study of the competitors of the Malibu children's camp was conducted, and a post was developed, taking into account the choice of target audiences for children's recreation in Poland.

The area of the possible practical application: implementation of the developed recommendations and a post in the activity of the tourist campaign «Eldivi» in order to improve the quality of service, increase the number of sales of tours and increase brand awareness.

Technical and economic, social and (or) environmental significance: the application of the advertising post will increase the brand awareness of the campaign and increase the number of sales.

*Key words: marketing, tourism, promotion, competition, competitive strategies, SWOT-analysis, advertising, Instagram, UNWTO launches Global Report.*