

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS  
BELARUSIAN STATE UNIVERSITY  
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES  
Department of Social Communication

GUCHETL Anna Andreevna

**PROMOTION OF EDUCATIONAL TOURISM BY BELARUSIAN  
TOURIST COMPANIES**

Graduate Thesis  
ABSTRACT

Speciality: 1-23 01 15 Social Communications

Scientific supervisor:  
Natalia A. Elsukova  
Doctor of Philosophy in Sociology,  
Assistant Professor

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## ABSTRACT

The research object of the thesis is educational tourism in Belarus. The subject of research of the thesis is the features of the promotion of educational and tourist services by Belarusian travel companies. The purpose of the research thesis is to determine the features of the promotion of educational and tourist services and to obtain an assessment of the target audience about the tools for promoting this tourist destination in Belarus. The methodological basis of the thesis was formed by general scientific methods (analysis and synthesis, induction and deduction method, descriptive method) and specific scientific research methods (online survey).

In the process of writing the thesis, the concept of tourism in general, its types, functions and features were studied, tools for promoting tourism services were identified, the concept of "educational tourism" was defined, the functions and classification of educational tourism were studied, the situation of Belarusian travel agencies offering educational services was identified. tourist market.

As part of the diploma work, a sociological study was conducted. The study was aimed at studying the attitude of young people to the promotion of educational services offered by Belarusian travel companies.

The materials of the thesis can be used in the educational process, as well as in the development of a strategy for promoting educational and tourist services in Belarus. The materials and results of the thesis were obtained on the basis of reliable sources and independently conducted research.

*Key words: tourism, classification of types of tourism, educational tourism, educational tourism in Belarus, tourism in crisis situations, promotion, features of promoting educational and tourism services.*