Unit 6

10. Trade Fairs And Exhibition
Introduction

Three types of trade shows:
• Industrial shows
• Trade shows
• Professional or Scientific Exhibition
Economic Impact of Trade Fairs

Creating and designing of Trade Fairs
- Services given to 2 levels of customer
- Show Management Services
- Exhibition Service
Ten Steps For Trade Fair Success

Marketing For Trade Fairs

Exhibition
- Purpose of exhibition
- Exhibition Management

Gautam Singh, Hospitality Trainer, 07830294949
- Pipe and Drape Setup
- On-Site Co-ordination for Show
- Exhibition as Marketing Tool
Marketing Plan Aspects:

- Market Analysis
- Consumer Analysis
- Competitor Analysis
- Opportunity Analysis
Exercise

- What are the economic impact of trade fairs?
- List 10 steps for trade fair success.

- Write a note on-
  - Marketing for trade fairs
  - Exhibitions
Unit 5

11. Religion Based Tourism
Introduction

- Hinduism
- Jainism and Buddhism
- Islam
- Sikhism
- Christianity
- Judaism
Pilgrimage And Tourism

- Interrelationship
- Important Pilgrimage centres
  - Northern Region
  - Eastern Region
  - Western Region
  - Southern Region
- Vaishno Devi
- Kamakhya
- Tirupati
- Ajmer Dargah of Muinuddin Chisti
- The Basilica of Bom Jesus
- Bodhgay
- Char Dham Yatra
- Yamunotri
- Gangotri
- Kedarnath
- Badrinath
The Golden Temple
Haridwar
Sri Hemkunt Sahib
Madurai
Panch Prayag
Sabrimala
Shri Mahavirji
Melas

- Religious Melas
- Rath Yatra Puri
- Hermit City Ladakh
- Tribal Festival
Exercise

- Write short note on-
  - Hinduism
  - Jainism and Buddhism
  - Islam
  - Sikhism
  - Christianity
  - Judaism