

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

- 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**
 - **Nothern 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**