Business tourism and events play an important economic role in local and regional economies and there is great potential for collaboration with the tourism sector. There are a number of reasons why destinations find business tourism attractive, including the ability to maximize low seasonality, the controlled environmental impact, the higher revenue for accommodation and meeting venues, the high demand for food and beverage (lunches, gala dinners, coffee breaks, etc.), the boost in leisure activities and the relative resilience to current economic crises.

Business tourists may extend their stay at a destination beyond the duration of the business event, in order to discover the region and its attractions. Given a good experience, individuals may return, this time in a leisure tourism context, and they can promote the destination to friends, family and their professional network. This reflects the potential of business tourism for local and regional development and the importance of providing an excellent service to business visitors so they can report high levels of satisfaction during the stay at a destination.

This sector can play an important role in destination attractiveness through the creation of business events and activities related to this segment. Topics of interest include, but are not limited to:

- Impact of Business Tourism
- Business traveller’s profiles and motivations
- Planning and development strategies
- Destination marketing
- Market segmentation
- Hospitality in Business Tourism
- Tendencies and future perspectives
- Innovation and technology in Business Tourism

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Submission Details
In the first instance a 300-350 word abstract is required, submissions must be made using the online submission form at http://www.academic-conferences.org/conferences/ictr/ictr-abstract-submission/

If you have any questions about this track please email the mini track chair: jorgem@upt.pt

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