

ICTR 2021

4th International Conference on Tourism Research

20 - 21 May 2021, Vila do Conde, Portugal

Mini Track on Business Tourism and Events

Mini Track Chair: **Prof. Jorge Marques**, University Portucalense Infante D. Henrique, Porto, Portugal



Business tourism and events play an important economical 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



Jorge Marques is Assistant Professor at the University Portucalense (UPT), researcher at REMIT - Research in Economics, Management and Information Technologies and CEGOT - Centre of Studies on Geography and Spatial Planning. Bachelor degree in Hospitality Management from the Higher Institute of Espinho, and PhD in Tourism, Leisure and Culture, from the University of Coimbra (Portugal).

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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