Chapter-III

Business Tourism- Framework & Policies
INTRODUCTION

Business Tourism is a specialized and focused segment of tourism. In Business Tourism an individual is travelling away from his place of residence and work, however, the purpose of travel is official or work related.

Every year millions of delegates and officials travel to various destinations to attend conventions, meetings, exhibitions, congresses, business events, and incentive travel. Business Tourism offers different facilities and services to these delegates and officials.

The present chapter initially covers conceptual framework of Business Tourism followed by review of policy measures undertaken by government and nongovernment agencies pertaining towards promotion of Business Tourism.

The chapter aims to provide necessary base work to analyze intricacies of Business Tourism in general.

The organization of the chapter is as follows-

1. Historical background and present status of business tourism in new millennium.
2. Conceptual framework.
3. Policy aspect of Business Tourism.
3.1 HISTORICAL BACKGROUND AND PRESENT STATUS OF BUSINESS TOURISM IN NEW MILLENNIUM

From the ancient days the concept of Business Tourism has been in existence. Agriculture trade was an integral part of the lives of the communities. There are reports of the people from Egyptian, Persian, Greek and Roman empires, travelling long distances to take their produce to the market for trade. ‘By the medieval period business travel for trade was well established and its infrastructure included a number of massive trade fairs in strategically located towns and cities’.

From the historical perspective, the development of the silk rout is of significant importance for Business Tourism. It was instrumental in the transportation of goods between Asia and Europe. It led to the exchange of scientific inventions between the two continents, ‘which brought phenomena as diverse as gunpowder, new religions, knowledge of astronomy and advances in medicine to Europe and the Middle East, from Asia’. The silk route established the concept of ‘kervanserai’, which was a strong network of stop points. They were rest houses which provided accommodation to the travelers as well as had facilities for the travelers to re-stock their provisions, camels and guides.

Industrial revolution in Europe led to a vast increase in the production of various goods. This in turn increased the demand for raw material. As result, a large number of people started travelling for either buying or selling commodities. By now the road and rail connectivity had improved drastically; all these factors saw a substantial growth of Business Tourism. The travel undertaken by the priests, soldiers or migrant workers for religious, military and employment purposes was another kind of Business Travel that came up during this time.

In the recent past, United States has seen the fastest growth in Business Tourism as compared to any other nation. Business Tourism became an important part of the Tourism industry in America in the twentieth century with the formation of the convention bureau around hundred years back. Impressive growth in the incentive travel, specialized venues and development of formalized meeting concepts along with improved transportation, the Business Tourism has ‘changed dramatically in the latter
half of the twentieth century as new forms of business tourism developed and the supply side responded with new products and services’.

3.1.1 Business Tourism in the new millennium

In the new millennium, Tourism is not limited only to a leisure activity but has become a full-fledged industry with a turnover of multi billion rupees. It supports several allied industries. It has a remarkable impact on the socio economic environment of the country. The tourism industry today is on the verge of large economical gains with alternate or contemporary forms of Tourism emerging such as medical Tourism, Business Tourism, sports Tourism e-Tourism etc. With the improved financial status of the people and most of their day today needs being fulfilled, they are focusing more on leisure activities like holidaying that bring pleasure to them. Spending time with family and friends away from home has become a way of life.

Business tourism is one of the oldest forms of tourism; people have been travelling from very early times for the purpose of trade. Any work related travel can be categorized under Business Tourism. ‘Business Tourism’ and ‘Business Travel’ are two different terms according to the industry experts however; they are often misunderstood as one and the same. ‘Business Tourism’ is a broader term that encompasses the experience that the Tourist goes through in totality during his travel. In Business Tourism, a Tourist stays away from his place of residence for a minimum period of one night. On the other hand a ‘Business Traveler’ travels from one destination to the other. His business trips are normally undertaken in a day’s time.

Business Tourism largely focuses on the different events as the travel here is mainly related to holding seminars, conferences, exhibitions and conventions. The success of such events depends upon organizers ability so as to serve guests in highly personal and effective manner.

In new millennium, Business Tourism is considered as one of the major non-leisure segments of tourism. The Business Tourists are distinguished as a highest-spending class of tourists having potential to provide employment to millions of people all across the world and has capacity to contribute significantly towards the economic growth.
Therefore, considering its significance it is necessary here to define the class and types of Business Tourism evolved in the new millennium. The understanding of this changed perception would only give due recognition to Business Tourism and its role in the new millennium towards economic growth of nations.

In view of this, the further part of the chapter focuses on terms and concepts covering definitions, types, and form of Business Tourism.

### 3.2 CONCEPTUAL FRAMEWORK

The concept of Business Tourism as presented by Davidson has in his book on Business Tourism states that: “Business tourism is concerned with people traveling for purposes which are related to their work. As such it represents one of the oldest forms of tourism, man having travelled for this purpose of trade since very early times”. The above concept in the new millennium has changed its dimension to encompass Business Tourist can be an entrepreneur, managers of the companies or employees who travel because of creating new customer relationships or for taking care of them, selling new products or services, looking after production or learning new information of the industry to be in line with technological changes that has occurred in the new millennium projecting Business Tourists as high quality, high yielding product in the Tourism spectrum.

#### 3.2.1 Definitions

**Tourism**

1. Wikipedia’s definition of Tourism states that Tourism is act travelling for pleasure. It is a business that caters to the various requirements of the travelers such as their stay, recreation, and site seeing and travel arrangements. Both international as well as domestic travel can be a part of Tourism.
2. As per the definition of tourism by The World Tourism Organization, any form of travel such as pleasure, business or medical etc that requires a group of travelers or an individual traveler to undertake a travel to another destination away from his place of stay for a maximum period of a year can be classified as Tourism. Tourism comprises of a gamut of activities such as transportation, food, shopping, accommodation, entertainment, etc. offered by various stakeholders.

3. Macintosh and Goeldner sum up Tourism as a relation developed between Tourists, Government and the local community during serving and catering to the needs of the tourists.

3.2.2 Types of Tourism

- Leisure Tourism- People travel on holiday to a scenic destination to have fun, to relax and spend quality time with family and friends. They might choose to spend good time in a quiet destination be it a hill resort, beach resort or island resort.

- Cultural Tourism- People travel to various destinations to learn about their cultures, lifestyle, customs and traditions, Fairs and festivals, Religions and Culinary delights.

- Pilgrimage Tourism- tourists visit a destination which has a place of worship, they attend a religious ceremony.

- Medical or health tourism- Medical Tourism has emerged as one of the most successful types of Tourism. In this form of tourism, the Tourists travel to a different destination for either improving health, or to get a medical procedure or treatment done.

- Adventure tourism- adventure tourism involves certain adventurous or challenging activities undertaken by the tourists as part of their travel. Eg. Hiking, rock climbing, river rafting etc.
Sports Tourism - Travelers here select places which are known for a particular sporting facility. Skiing, for example, is a type of sports tourism.

Eco-Tourism - Travelers indulge in low impact adventure in natural setting sometimes called natural tourism.

Agriculture Tourism - Tourists in Agriculture Tourism visit farms and participate in agricultural activities.

Apart from the above, there are many other types of Tourism that have come up recently such as music tourism, Space Tourism, Fashion Tourism, Wine Tourism, Food Tourism etc and Business Tourism.

Business Tourism has been in existence from a very old age; however it has got the recognition as a separate type of Tourism more recently. It often is classified under the broad category of non-leisure tourism.

Business Tourism is a highly specialized segment of Tourism. Business Tourists are executives or professionals who travel to other destinations away from their residence and workplace to attend official work. While traveling on work, their expenses are paid for by their company.

Business Tourism is a resilient and feasible form of Tourism; it supports and compliments Leisure Tourism. Conferences, Seminars etc help the hotels, airlines and other stakeholders to overcome the losses incurred during the offseason.

While many other forms of Tourism such as adventure Tourism, Beach Tourism or Sports Tourism etc pose a threat to the environment directly or indirectly by exploiting the natural resources, Business Tourism focuses only on utilizing the facilities to organize events and does not indulge in activities which are harmful to the nature.

Business tourists are increasingly being treated as priced and exclusive customers. The hospitality industry has recognized the Business Tourism as the fastest growing segment of Tourism. Though Leisure Tourism and Business Tourism are many times
classified under the same category, lately the unique characteristics of the Business Tourism has been acknowledged and Business Tourism is gradually been treated as a separate segment.

The Business Tourism is valued more as the Business Tourists spend more during their travel and stay as compared to the Leisure Tourists. There has been an upward trend in the spending as more and more Business Tourists are traveling as a part of their job; the amount spend on their travel, stay and food remains constant. They are not price conscious as the Leisure tourists on vacation are.

### 3.2.3 FORMS OF BUSINESS TOURISM

Business tourism is considered to be a varied and intricate segment and thus can be bifurcated into different types or forms. Verhelä 2000: 16 states that according to the international norms the researchers have divided Business Tourism into 4 broader categories, these categories are Meeting, Incentive, Convention, and Events.

#### 3.2.3.1 Meeting and conferences

Meetings and conferences are considered a part of business tourism when they are held away from the organization and the delegates are required to travel to attend it. These meetings and conferences are normally conducted at a large scale as well as small scale. To organize these meetings and conferences the various stake holders of Business Tourism play an important role such as the hospitality sector, convention centers, tour operators etc. The participants of these meetings or conferences largely belong to the same association, trade or profession. This form of the Business Tourism is one of the most lucrative. As per Verhelä 2000: 18; Holloway et al. 2009: 286-287 this category consists of meetings conducted by Associations, corporate houses, government organizations; other organizations such as social, military, educational, religious and fraternal agencies (SMERF).

Highest number of meetings and conferences are conducted by the association and the corporate categories. The nature and the composition of meetings of these two
categories are very different from each other. The corporate meetings are held at a small scale and usually conducted in the conferences rooms of hotels, the participants are few in number and belong to the same organization. The meeting can lasts from an hour to a day. The agenda of the meeting may vary from employee training to corporate sales or annual planning. On the other hand the meetings and the conferences conducted by the Associations are much larger and lot more elaborate. The number of participants may run into several hundreds or even thousands. The venues catering to these meetings are huge and well equipped. The attendees are from the same association and they participate to get oriented about their industry or to attend certain annual event. These kinds of conferences require extensive tourism related services such as accommodation, entertainment, transportation, sightseeing etc.

Some of the other organizations that hold meetings and conferences at larger scale are Governments, and political organizations. These meetings are conducted on local, regional, and national levels. Policymakers come together to strategize plan and develop policies. Holloway et al. 2009: 286-289 elaborates that the social, military, educational, religious and fraternal (SMERF) are independent groups not associated with any Government, corporate, or trade associations. They gather together for annual events, seminars and to discuss new initiatives.

3.2.3.2 Exhibition and trade fair

Exhibition and Trade fairs are another type of Business Tourism. As per Davidson (1994) Exhibitions and the trade fairs are organized by the companies mainly to showcase their products or services. They attract the audiences by displaying new concepts and different verities of their products. Swarbrooke & Horner 2001: 5 point out that the objective of the companies behind organizing these trade fairs and exhibitions is to promote their brand, increase their sale and to inform the people

There is however a distinctive difference between Exhibitions and Trade fairs. The exhibitions are held by the industries to showcase and sell their services and products to the general public. In Trade fairs, the visitors are the industry or corporate executives. Verhelä 2000: 16-17 states that the purpose behind organizing these fairs is to build a
platform between the buyers and sellers or the service providers and the vendors. The industry visitors also get an insight into the new inventions and advancements in the industry.

Holloway et al. 2009: 298 explains that although there is a definite difference between the Exhibitions and the Trade fairs; normally both are conducted as a same event. The business visitors and the general public are simultaneously catered to at same event by reserving specific days for the business visitors and some for the general public.

Holloway et al. 2009: 299 reveals that unlike any other form of Business Tourism, in Exhibition and Trade fairs, the mobilization of two different categories of travelers is witnessed namely the exhibitors who exhibit their products and services and the visitors who come to see and buy the exhibits. This leads to a large inflow of tourists which in turn creates big demand for accommodation, transportation, restaurants, etc at the destination.

3.2.3.3 Individual Business travel

As per Holloway et al. 2009: 301, Post Globalization, internationalization of companies and emergence of multinational companies the growth in individual Business travelers has gone up multifold. As a result, it has emerged as the largest and the most widespread sub sect Business Tourism. The need of travel has never been this high. As part of an organization, both men and women travel to various destinations in order to accomplish their official task. The purpose of their visit may vary from attending a meeting, to making sales presentation, client visits, etc.

Verhelä 2000: 16 explains that certain basic facilities of an individual traveler are required to be fulfilled such as accommodation, travel arrangements, local transportation arrangements at the destination etc. Suppliers of Transport, accommodation and travel agencies are most involved in this form of travel.
3.2.3.4 Incentive Travel

Incentive travel as the name suggest is a travel or a holiday gifted to an employee as an incentive. This incentive is to either reward a person for a good performance or to motivate him/her to perform better and achieve higher goals. All the expenses in this travel are born by the company. Incentive travel is a more recent form of the Business Tourism. The incentive trips are also used as reward to please business partners, clients and customers to express gratitude or to strengthen long term relations. As per a study, free trips are appreciated more by people as compared to monetary benefits.

Holloway et al. 2009: 296 illustrates that the organizations normally hand over the responsibility of arranging the entire incentive travel program to the incentive travel houses, they are Travel Agencies or Tour Operators who specialize in designing tailor made incentive trips. They specialize in developing incentive travel programs. They not only take care of all the requirement of tourists but also are instrumental in organizing the different events and competitions for the employees of the company, selecting winners, announcing incentive trip and arranging the entire schedule for them.

Holloway et al. 2009: 294-295 and Verhelä 2000: 24 elaborate that today developing incentive travel is a challenge. As the need to travel has gone up, many executives often travel and enjoy the benefits of company paid facilities. Thus, it’s important that the Incentive organizers create an exclusive package for the incentive tourists which are distinctively different from any other Business Travel. They also have a responsibility to make the winner of the trip feel special and valued employees of the company. Lot of planning goes into making the Incentive travel unique; now a days Incentive tourists are gifted luxury holidays in most exotic locations with state of the art facilities and activities. Thus today, Incentive travel counts among the most lavish and highest spending forms of a Business Tourism.
3.2.4 PRINCIPAL CHARACTERISTICS OF BUSINESS TOURISM

- Business Tourism is flexible, sustainable and correlates to leisure tourism.
- It is responsible for generating around 530,000 quality jobs directly and indirectly all around the year.
- There is transformation and development of many rural and urban areas due to the establishment and enhancement of Business Tourism facilities.
- Business Tourism can lead to a future inward investment if the business people attending a conference, exhibition or incentive travel like the various amenities and facilities provided by the city. They can consider establishing their business operations at destination.
- As per a research, around 40% of all the business tourists who enjoy their trip while on business return to the destination with their family and friends as leisure tourists.
- Swarbrooke and Horner, 2001 and Rogerson, 2005 explain that the Business Tourism and the Leisure Tourism are interconnected. The two complement each other in a way that the Business tourists also enjoy all the amenities and attractions that a leisure tourist enjoys. The tourists in both the categories use the same facilities but in a different manner.
- Swarbrooke and Horner, 2001: 10) state that the overlap of these two types of Tourism can be explained through the following examples; the Business traveler becomes a leisure traveler once his work for day is over. The participants of the conferences and conventions are normally treated with recreational and leisure activities in between the events. Many delegates get their families along with them on the business travel. Their families are leisure tourists all through the tour though the delegates are business tourists. One of the most lucrative forms of Business Tourism is the incentive travel. In incentive travel, the executives are given a leisure travel as a reward for their commendable performance. Even though there is a large crossover between Business Tourism and the Leisure Tourism, the Business Tourism has a unique identity and can become one of the highest revenue generating type of Tourism. It is gradually getting the recognition it deserves.
• In Business tourism, the company bares all the major expenses of the executive such as the travel expenses, accommodation charges, commuting expenses within the city of travel, and food, etc. The executives as a result have the liberty of spending their money on other recreational and leisure activities. They tend to spend a lot more on exploring the destination and visiting the places of attraction. The quality of the services and amenities utilized by the Business Tourists are comparatively of a higher standard. The Business travels are more frequent as compared to the Leisure Travel; and since the expenditure incurred by the business travelers is always going to be higher because of the frequency of the travel and the expenses incurred by the company towards the travel of their executives.

• The Business Tourism does not follow any seasonality as the main purpose of this travel is to attend work, conference or a meeting and not sightseeing or participating in leisure activities. Business Tourism helps many service providers like the hotel industry, the transport sector etc during the off season months or the slack season.

• In Business Tourism an executive is required to travel quite often. The travel could be to the same destination or to a different one. The Business Traveler may travel as frequent as once in a month or even a few weeks. Leisure Tourist on the hand travels a certain destination just once in his lifetime.

• The fluctuation in prices does not affect the plans and schedule of the Business Tourists; any task related to work needs to be accomplished irrespective of the variations in the pricing e.g. the rise in the cost of accommodation will not deter the organization from making a reservation for its Business Traveler.
3.2.5 DIFFERENCE BETWEEN BUSINESS TOURISM AND LEISURE TOURISM

There are a few evident differences between the Business Tourism and Leisure Tourism though both utilize the same services like accommodation, transport etc. The business tourists travel on work purpose; their trips are fully paid by their organizations. They do not have the flexibility to choose destination, the duration of the stay or the dates of travel. Many times they are required to travel at a short notice. They are required to visit the same destination or a different one at a regular interval. When at the destination, they cannot make any plans for personal engagements. In Leisure Tourism, the individual travels at his/her expense, he/she has to make all the travel related arrangements suiting his/her budget. The leisure tourist has the complete liberty to select the destination of his/her choice. Traveling as per the availability of time and money and the liberty of choosing the dates of travel and duration of stay are few other characteristics of the Leisure Tourists.

As discussed above the organization decides on the venue of the travel. The Business trips usually are organized in the cities in industrialized countries. The leisure tourists have the flexibility to choose their own destination; they normally prefer to travel to attraction of destinations, coastal resorts, mountain valleys etc.

The Leisure Tourists book their travel well in advance for a long holiday; by doing so they might avail certain benefits such as special offers, discounted fares etc. if the journey is short, the booking is done a few days in advance. In Business Tourism, the travel plans are made at a short notice and thus their staying arrangements are also done last minutes. However, a business traveler can organize his travel plans if it is pertaining to conferences. Conferences are planned well in advance.

In Business Tourism the business trip happen quite often. The trips are normally organized between Monday and Friday. Summer months July and August are considered not convenient to travel or conduct meetings or conferences. On the other hand the Leisure Tourists normally travel on the weekends and in the holiday season such as summer vacations or the winter vacations.
In this context, on going through available published data on Business Tourism, the researcher observed that Business Tourists and Leisure Tourists are treated as synonymous however; Business Tourists and Leisure Tourists need to be distinguished from each other. The clear distinction would ensure more effective formation of policies and strategies.

### 3.3 INTERNATIONAL AND DOMESTIC TOURISM ORGANIZATIONS AND POLICIES

#### 1. International organizations that have developed sustainable tourism guidelines and principles

The need to set guidelines for the sustainable growth of Tourism was felt by the different organizations to keep a check on the manner in which the growth of Tourism is taking place globally. Today Tourism has become one of the fastest growing industries and is a major contributor towards the economy. However, impacts of tourism cuts across all spheres to include the socio-cultural, environmental, and institutional development. Thus, it is crucial that Tourism should grow in a sustainable manner by conserving the sources that it depends on, respecting the democratic and socio-cultural rights of communities it affects and benefiting the region in which it develops. These organizations are responsible for creating awareness and educating the Governments, industry and the communities on why and how the Tourism development should become economically, culturally and environmentally sustainable.
The important organizations are:

- **Global Code of Ethics for Tourism**- Developed by the World Tourism Organization (WTO)
- **International Guidelines for Activities Related to Sustainable Tourism Development**- Drawn by the United Nations Convention on Biological Diversity (CBD)

2. **General Agreement on Trade in Services and (GATS)** – It aims at standardizing the global trading rules in services, ensuring fair and equitable treatment of all participants including tourism. Majority of the Tourism and Travel related services are covered under GATS such as the hotels, travel organizers like the travel agencies, tourist guide services, etc., for open market access and liberal FDI. These services are traceable.

3. **The United Nations World Tourism Organization (UNWTO)** - It is the United Nations agency that promotes environment friendly, sustainable and universally acceptable tourism.

4. **The International Congress and Convention Association (ICCA) and Union of International Associations (UIA)** - These two bodies are actively involved in presenting the analysis and insight into the MICE sector of Tourism.

5. **The National Travel and Tourism Office (NTTO)** - This organization is responsible for the development of the tourism and travel industry of United States. It looks into all the policies related to the tourism sector. The recent policies developed are **Continuing progress on visa processing: Improving the border entry experience.**
3.3.1 The Indian tourism

ORGANIZATIONS

1. India Convention Promotion Bureau (ICPB) - It is a management based organization that is instrumental in promoting and establishing India as a Business Tourism hub. Its focus is to market the country as a meeting, Incentive, Convention and Exhibition destination. Its members include different stakeholders from the hospitality industry and to the government and private organizations who are directly or indirectly related to the MICE tourism.

2. Association of Tourism Trade Organizations India (ATTOI) - the organization works towards promoting tourism in India and creating awareness overseas about the country as a Tourism Destination.

3. Indian Tourism Development Corporation (ITDC) - this government organization was set up in the year 1966 to develop tourist infrastructure and services.

POLICIES AND GUIDELINES

1. New Tourism Policy to promote MICE tourism in India 2016- With an investment of Rs. 2,000 crore, the Government has sanctioned 20 projects under the Swadesh and Prasad schemes to develop the infrastructure in the coastal, eco, wildlife, and Buddhist tourism circuit to establish them as Business Tourism Destinations. It has also announced the scheme of the e-visa been provided to the Business Tourists who are visiting India to attend the Meetings Incentives, Conferences and Exhibitions in the near future. This will boost the growth of Business Tourism in the country. The union government along with the state government will work together to develop Khajuraho, Sanchi, Bodhgaya, Varanasi and Tirupathi as Meeting, Incentive, Convention and Event destinations.
2. Tourism policy of 1982- The first Indian tourism policy was developed in the year 1982 during the times of the Asian Games. This can also be considered the first Business Tourism policy. Where the government set up committees to look into the accommodating, transporting and entertainment of the large number of visitors traveling to the country in the first ever mega international sports event.

3. The National Tourism Action Plan 1997- This plan aimed at the developing and enhancing the Tourism Industry in India by adopting measures such as building the manpower recourse, introducing promotional activities and developing infrastructure.

4. The new Tourism Policy (2002) - The policy had the objective of increasing the inflow of domestic and foreign tourist in the country. For achieving this goal, the government proposed to develop the Tourism infrastructure, promotional strategies and other factors such as visa and transport arrangements etc.

5. National tourism policy 2015- some of the key features of the policy are to Increase India’s share in world tourist arrivals, to promote yoga, Ayurveda, and heritage as an integral part of Indian tourism, to develop and showcase the spirituality circuits based on Hinduism, Buddhism, Jainism, and Sikhism. To develop and promote new concepts such as cuisine trails, cinematic tourism, heritage walks, and lesser-known wedding destinations, to provide wi-fi connectivity at Tourists destinations etc.

3.3.2. Maharashtra Tourism

ORGANIZATIONS

1. Maharashtra Tourism Development Corporation (MTDC) - the MTDC is a government body that develops and promotes Tourism in Maharashtra. It owns and runs multiple resorts, hotels and restaurants etc. the MTDC also is responsible for promotion and marketing of state Tourism. Lately it has come up with different
festivals and events to promote and attract Tourists such as the Banganga, Kala Ghoda, Pune etc. The corporate houses and the industries based in the state extend their support to MDTC by sponsoring and supporting in organizing such events.

POLICIES

Over the years, the Government of Maharashtra has introduced various policies supporting the development of Business Tourism in the state. Some of them include tax holidays for hotels, special schemes for promotion of Business Tourism, infrastructure development, visa on arrival policies etc. The researcher has presented the 2016 state policy in detail so as to understand the latest developments in the field of Business Tourism in Maharashtra.

Maharashtra Tourism Policy 2016 Department of Tourism & Culture Affairs Government of Maharashtra

Maharashtra is one of the most advanced states with impressive amenities and modern state of the art facilities in accommodation, transportation, and extensive connectivity through air, rail, and road ways. It has the highest number of foreign tourists’ arrivals in the country. The government sees this as an opportunity to develop the state as a major Business Tourism destination. It already houses world class convention centers that are well equipped to hold meetings, conferences and exhibitions.

In the wake of the above, the Maharashtra State government has brought forth a very ambitious list of measures outlined by Department of Tourism that would be implemented in the state policy for the year 2016. – The following are the measures.

- A 'Maharashtra MICE Bureau' will be developed by the state Tourism Department based on the Dubai model of Convention Bureau, as a Public / Private Sector initiative. This bureau will have a budget and will assign officials who will work exclusively on promoting the state as a Business Tourism destination. The other function of bureau are as follows-

- Establishing MICE centers across the state with the help of the interested private parties who will be invited for this project through the PPP mode.
• The bureau will relax the travel procedures for the Business Tourists who travel to participate in seminars/ conventions or exhibitions. It will introduce the single window clearance with minimal travel formalities.

• Recommendation on the qualification criteria for disbursement of additional fiscal benefits will be made by the bureau to the department of tourism.

• Other measures include-
  ➢ Woo the Business Tourists with special offers to bring along their families.
  ➢ Have an exclusive itinerary for the Business Tourists.
  ➢ Expedite the immigration process for the Business tourists.
  ➢ Propose simple and reasonable conference visa formalities.

• The Government of Maharashtra in partnership with the organizers of Business Tourism and stakeholders of the industry proposes to explore the potential areas of growth, attraction and event organization in the state.

CONCLUSION

To sum up the present chapter provided conceptual base and policy aspects pertaining to Business Tourism. The conceptual part highlights the evolution of Business Tourism from early ages to the new millennium. The policy aspect highlights upon potential available in Business Tourism industry for the economic growth.

The chapter laid down foundation to focus upon the complex issues involved in the current Status of Business Tourism thus would help Business Tourism and would help to analyze and address issues like recognition and promotion at micro as well as macro level.