The research undertaken relates to the study of Business Tourism with special reference to its impact on the metro town of Pune. The very purpose of the research is to explore the potential for the growth of Business Tourism in the wake of worldwide phenomenon of globalization. The research also aims to design and develop strategies pertaining to the Business Tourism industry and revolves around its present status in metro towns in India with special focus on finding growth potential in Pune. Hence, the research is aptly titled as ‘A Study of Development of Business Tourism in Pune’.

The whole research is spread over seven chapters of which initial chapters are about required theoretical/conceptual framework followed by further chapters developed on the basis of collection and analysis of primary and secondary data. The primary data is obtained through structured and unstructured questionnaire administered to representative samples of various stakeholders. The secondary data is obtained through research journals, and publications related to Tourism sector and Business Tourism. The data so obtained is presented, classified and analyzed with appropriate statistical tools so as to arrive at definite conclusions towards promotion of Business Tourism. The hypotheses framed are tested on the basis of appropriate statistical tools. The most significant conclusion drawn relates to identifying parameters for designing and developing effective market strategy so as to exploit the full potential of Business Tourists that throng to metro town Pune which ultimately leads to the revenue generation. The research has high empirical value from the view point of identifying parameters on the basis of which marketing strategy can be developed.