Unit 4

5. Business Tourism
Introduction

• Role of Hotels In Business Tourism
• Corporate And Business Travelers
• Meeting Workshops Seminars And Conferences
• Conference centers
• 6 common primary criteria applicable to conference centers
Responsibilities of Meeting Planner
Pre-meeting Activities

• Plan meeting Agenda
• Establish Meeting objectives
• Set meeting budget
• Attendance
• Select Meeting Site
• Select Meeting Facility
• Plan Travel To & From Site
• Arrange ground Transportation
• Organize Audio-visual Needs
On Site Activities

• Pre Event Briefing
• Execute plan
• Troubleshooting
• People Management
Post Meeting

- Debriefing
- Evaluation
- Thank You
- Shopping
- Plan for the next year
Related Activities

• Pre-conference tours planning
• Entertainment arrangements
• Shopping arrangement
• Post-conference tour planning
Planning MICE

• Entertainment & Leisure
• Hotels
• Convention Centers
• Transport
• Conventions Planners, etc.
• Exhibition Grounds
• Food Services

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• Human resources
• Audio Visual Facilities
• Information Technology
• Security Services
- Venues
- Transport
- Accommodation
- Other Support Services
- Residents Versus Guests
- Layout of Conference & Convention Centers
- Guest Material
- Pollution Levels
Exercise

- What are the responsibilities of Meeting Planners?
- Give the long form of MICE.
- Define - meeting, Workshop, Seminar, Conference.
- What is the role of Hotels in Business Tourism?