

# 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



- 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?