

TOURISM DESTINATION DEVELOPMENT: THE ROLE OF CONGRESS INDUSTRY IN CRISIS AFTERMATH

Bojan Zečević
Milan Čulić
Mady Keup
Igor Stamenković

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Abstract

This project argues that a promising way forward for destination after crisis, economic but moreover war or terrorism, could be using conferences and exhibitions. The benefits of business tourism have been significant over the years and many countries in the region used conferences and exhibitions as the vehicle of economic development (Davidson and Rogers, 2006). In addition, this project argues that this form of tourism has the power to improve deteriorated image over the years of crises and conflict. Planners from European chapters, mainly members of MPI took part in the research and contributed with their perceptions to the overall result of the project as well as the perceptions and experiences of the suppliers were taken into consideration when making final conclusions and recommendations for the future, whether Business Tourism could be chance or illusion.

Keywords Tourism destination, Image, Branding, Crisis, Business tourism, Congress industry