
ABSTRACT

Business Tourism, a sub-sector of the tourism industry, is growing in international recognition having received wide attention from tourism professionals, governments and academics over the past few decades. This trend demonstrates the integral role that business tourism plays in the development of tourism as a whole. The benefits and impacts of meetings, incentives, conferences, exhibitions and events on a destination can create considerable opportunities for a city or country's economy. With the caveat that the balance is maintained between the demand and supply sides of the industry, a destination can successfully use business tourism to achieve pre-defined development goals.

Traditionally, the Northern hemisphere developed countries have held the greatest proportion of the business tourism market, both as contributors and recipients. More recently, developing countries are starting to claim their share of this lucrative market as meeting planners, organisers and business travellers look to new, exciting destinations for their meetings. South Africa falls into this category of emerging destinations, becoming a recognised competitor in the global business tourism industry. In terms of the primary components of the business tourism mix, the exhibition component has received the least attention in the South African market to date although there is a growing understanding of the benefits that can be derived from participation in this sector. The aim in this report is to examine the role of exhibition sector, assessing the industry's contribution to the overall significance of the business tourism sector in South Africa.

DECLARATION

I declare that this research report is my own, unaided work. It is submitted for the degree of Master of Arts by coursework in Tourism Studies at the University of the Witwatersrand. It has not been submitted before for any degree or examination at any other university.

JACQUELINE HARVEY REYNOLDS

DATE

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GLOSSARY OF TERMS

AEO	Association of Exhibition Organisers
AIME	AsiaPacific Incentives and Meetings Expo
ASATA	Association of South African Travel Agents
BARSA	Board of Airline Representatives of South Africa
CIBTM	China Incentive, Business and Travel Meetings Exhibition
CVB	Convention and Visitor Bureau
CWT	Carlson Wagonlit Travel
DEAT	The Department of Environmental Affairs and Tourism
DTI	The Department of Trade & Industry
EIBTM	The Global Meetings & Incentive Exhibition
EXSA	Exhibition Association of Southern Africa
FEDHASA	Federated Hospitality Association of South Africa
FRIDGE	Fund for Research into Industrial Development Growth and Equity
GIBTM	Gulf Incentive, Business and Travel Meetings Exhibition
IAEE	International Association for Exhibition & Events
ICCA	The International Congress and Convention Association
IMEX	The Worldwide Exhibition for Incentive Travel, Meetings and Events
ISES	International Special Events Society
IT&ME	The Motivation Show
MPI	Meeting Professionals International
PATA	Pacific Asia Travel Association
PCO	Professional Conference Organiser
ROI	Return on Investment
RTE	Reed Travel Exhibitions
SAACI	Southern African Association for the Conference Industry
SAMIF	South African Meetings Industry Federation
SAT	South African Tourism
SATSA	Southern African Tourism Services Association
SAVRALA	Southern African Vehicle Rental and Leasing Association
SITE	Society of Incentive & Travel Executives
TBCSA	Tourism Business Council of South Africa
THETA	Tourism & Hospitality Education and Training Authority
TOMSA	Tourism Marketing South Africa
TPSA	Technical Production Services Association
UFI	Global Association of the Exhibition Industry
UNWTO	United Nations World Tourism Organisation

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