

AN EXAMINATION OF THE ECONOMIC VIABILITY OF SUSTAINABLE BUSINESS TOURISM IN TRINIDAD

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ABSTRACT

The aim of this paper is to provide an understanding of business tourism and how it adds to sustainability and fosters economic development for countries. The paper will discuss the concept of business tourism and how it can become economically sustainable. It examines the viability of business tourism in Trinidad and makes recommendations for the future of this niche market. Furthermore, a brief assessment of the United Kingdom's business tourism industry will be presented and its policies to determine what, if any, refinements of the UK's strategies can be made to accommodate Trinidad's unique situation in the quest for sustainable business tourism. The research has revealed that business tourism is economically viable and should be pursued as a micro sector for diversifying the Trinidad and Tobago economy. The findings also embrace the notion of sustainability as a way forward.

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KEYWORDS: Business Tourism; Sustainable Tourism Development; Butler's (1980) TALC Model; Meetings, Incentives, Conventions and Events (MICE); Economic Sustainability; Trinidad.

INTRODUCTION

Tourism is one of the fastest growing sectors in the world (WTTC 2009). The actual and projected statistics put forward by the WTO are encouraging for countries to diversify their economy to facilitate tourism development. However, this micro sector is an extremely diverse one and differs from country to country. Each country is uniquely different and their tourism strategies and plans would depend on what resources are available.

The Latin American Studies Organization and by Discover Magazine (2010) describe Trinidad as the "Little America" and the "economic tiger" of the Caribbean. This country boasts of having the infrastructure, amenities and facilities all geared toward the business traveler and over the years, it has become the main hub for international business in the Caribbean. One of Trinidad's appealing features is that, unlike many of its neighboring islands, it offers business tourists direct flights to many international destinations including the major metropolitan cities.

Business tourism has the potential to stimulate the economy through the continuous flow of foreign exchange, create job opportunities, encourage infrastructural and social development, establish linkages with other industries and play a key role in diversifying Trinidad's oil based economy. However, despite all its charming features, it also has negative economic impacts, as this sector is capable of influencing inflation, leading to excessive demand for resources, fostering unbalanced economic development and exploitation, bringing about unwanted spill off sectors, all of which collectively increases the vulnerability of countries.

Against this background, countries seeking to employ business tourism as a diversification avenue to escape their dependency syndromes need to be very selective in identifying their developmental goals. These goals should foster an energetic business climate and attract investors. Note worthy, due consideration should be given to the sustainability and the impact this form of development will have on spill-off sectors. According to Pattullo 1996; Mowforth and Munt 1998; Ateljevic 2007; Elliott 1999; Gmelch 2004; Hall *et al* 1999; Inskip 1991 and Jayawardena 2005, business tourism apart from being a fragile industry is seen as a double edged sword that has potential for positive and negative impacts on a country's development.

The following sections of the paper examines: firstly, what the literature revealed in terms of business tourism and its economic viability in Trinidad; secondly, the methodology that was used to conduct this study; thirdly, the results and discussion; and finally, the conclusion which brings the paper to an end by summarizing the key points revealed in this study.

LITERATURE REVIEW

This section highlights the various work, views and studies in the areas of business tourism, sustainability, business tourism in Trinidad and the United Kingdom including the latter's ten-point plan.

Business Tourism

Business tourism as described by the World Travel and Tourism Council (WTTC) is referred to as the Meetings, Incentives, Conventions, and Events (MICE) market and represents a potential source of revenue, employment and international trade. 'Sustainable' and 'sustainability' are the buzz words used today. The concept of sustainable tourism is being embraced as a best practice by many countries around the world. Trinidad and Tobago is no different and in its National Policy Document; the blueprint for tourism, it has embraced the notion of sustainability as a way forward.

According to Phelan *et al* (2009), business tourism goes beyond work purposes, sports tournaments, festivals, concerts etcetera. It incorporates all activities associated with the MICE industry. Note that, this form of tourism has some peculiarities as it caters for the affluence and the professional (Jafari 2000). In this regard, business tourism caters to those of a high-income bracket and according to the Business Tourism Partnership (2003); business tourism is at the high quality and high yield end of the tourism spectrum.

Business tourism is unique in itself and it reinforces Trinidad as a preferred destination because this country is the home to many industries and it has the necessary service infrastructure to provide for this market niche. It compliments other sectors such as the leisure industry and encourages investments in business tourism facilities, which can lead to the regeneration of other areas (urban and inner city). For example, there were investments in such facilities in both Europe and the USA, which led to the regeneration of the economies (Hankinson 2005). In the local context, this country has the resources and capacity to cater to the needs of the business traveler and attract volumes of business travelers.

Lawson (1982) articulated that several factors contributed to the growth of business tourism. These include increased technological advancements in air travel, increased propensity to travel due to increased education, economic growth, rise in disposable income, and expansion of multinational companies, rapid development and growth in professional associations. Other factors are technology at the destination; infrastructure, image and funding availability determine the location of certain business events such as conventions/conferences (McCartney 2008). Swarbrooke and Horner (2001) further segmented these contributory factors into demand and supply side.

Overall, the increasing use of the internet and other forms of technology are providing organizations, individuals and businesses with innovative facilities to network, interface, redevelop the tourism product and encourage investment in tourism (McCartney 2008; Buhalis and Law 2008). The increasing use of technology has also provided companies with new ways of cutting business costs notwithstanding, the personalization of doing business.

While the above factors contribute to the growth of this niche market, challenges have marred its success and progress including the effects of September 11th; economic downturn; and increased travel cost. Air travel today has many rigorous checkpoints and restrictions, where travelling is sometimes seen as an uncomfortable experience (Business Travel News 2001).

Given these challenges, not all countries and companies experience these at the same time. For example, some emerging economies such as India, China and Brazil continue to show progress, while others are encountering recessions. While recessions have negative effects on countries, governments should put in place precautionary measures to protect, sustain and preserve the economic resources. Sustainability and sustainable development are measures taken by governments to meet the needs of the present without compromising the ability of future generations to meet their own needs.

Sustainable Tourism Development

Sustainable tourism development builds upon the premise of sustainability. It takes into consideration the resource base that currently exists and the utilization of resources in a manner that the resource base of future generations are not impaired (Hall and Lew: 1999). Further, it promotes fairness and equality and aims to create win-win situations with the various stakeholders involved in the tourism process (Jurowski 2002). Sustainability is built on the premise that three pillars need to be satisfied. These three pillars are the natural environment (eco-friendly), the economy (financial benefits), and socio-cultural benefits (create employment opportunities and preserve culture). As such, prudent management of the three pillars would offer a positive way forward for development since it seeks the interest of all involved (Harris *et al* 2002).

However, the reality of the situation is that these pillars do not always work in harmony. Managers and stakeholders have their own interest (agency issues) and therefore it would be difficult to manage certain relationships (Elliott: 1999). One potential solution for the proper functioning of a business tourism niche is to bring the relevant stakeholders together so that they could develop a proper policy for the implementation and execution of business tourism. Tosun (2006) and Miller and Twining-Ward (2005), articulated that tourism planning has evolved and in the spirit of compromises, all stakeholders benefit (Dewhurst and Thomas: 2003).

Therefore, it is necessary to gain a holistic understanding of tourism before making comprehensive decisions. Within the tourism industry many businesses are intertwined and connected, what affects one segment will more than likely have a spill off on other segments as well (Lemmetynen and Go: 2009). Business Tourism Partnership (2003) argues that business tourism is sustainable. It offers higher benefit with fewer environmental negative impacts than mass leisure tourism.

Notwithstanding the above, business tourism can provide long term benefits if managed properly; resulting in sustained economic, social and environmental benefits over time. The main benefits of business tourism for destinations, (adopted from Swarbrooke and Horner 2001: 09) are infrastructure developments, viability of leisure facilities (shops), create opportunities for local businesses, and continuous flow of foreign exchange since business travelers tend to visit in the off-peak seasons.

Business Tourism in Trinidad and Tobago

The twin island republic of Trinidad and Tobago is the “Little America” in the Caribbean. It has a population of 1.3 million people and is one of the most developed economies in this region. It is fast becoming the economic hub of the region with many business type hotels and facilities. The country boasts of natural attractions, historical sites, and a diverse culture with various festivals, food and warm hospitable people. Statistically, the tourism sector directly accounts for about 10.6% of the Gross Domestic Product (GDP) (WTTC, 2009) and this figure is projected to rise given the government’s current diversification developmental plan. This sector provides the best opportunities for inter-sector linkages to curb many problems such as revenue leakages via high spending on imports, and curbing the problem of high food prices in society. In fact, business tourism been clearly articulated as a possible diversification strategy in the National Tourism Policy document of Trinidad and Tobago.

Over the years, studies have revealed that people prefer to do business in Trinidad. Notwithstanding, the value of the TT dollar to the US dollar (\$1 US: \$6 TT), this country offers favorable terms of trade, has the necessary financial infrastructure, business tourism facilities, information technology and human capital to facilitate international business. Theoretically, according to Butler’s model (1980), Trinidad displays symptoms of being at the Development stage of the Tourist Area Life Cycle. At the development stage, visitor numbers are climbing and the destination has to put measures, facilities and amenities in place to cater to the increased arrival of visitors. This is a phase that requires proper management (Douglas 1997; Destination Recovery 2010; and Cooper *et al* 2005).

More so, business tourism has growth potential in terms of both diversification and economic impact on the GDP. WTTC (2009) revealed that business tourism grew steadily from 2004 to 2008. The US\$ in millions climbed from 159.0 in 2004, to 200.9 in the year 2008 and it is projected to increase further to 401.6 by the year 2019. Data released from the Trinidad and Tobago Central Statistical Office (CSO) indicates that while the purposes of leisure remain high at 43%, it is not as high yielding as business tourism that accounts for 22% of the arrivals, which contributes more significantly to GDP (WTTC 2009). CSO statistics also reveal that for the period 2002 to 2008, the numbers for the business tourists increased from 66,213 to 83,998. This increase in trend shows that the country has great potential to diversify in the area of business tourism as it offers immense scope for growth and viability. It also demonstrates there is capacity for sustainability and sustainable development should the country decide to vigorously pursue this area of development.

The United Kingdom’s Business Tourism Industry

The United Kingdom’s (UK) tourism industry is ranked UK’s fifth largest industry in 2007 and it is a profitable *cash cow* that contributes significantly to its Gross Domestic Product (GDP). In 2007, the industry raked in roughly £86 and £19 billion in total revenue and foreign currency respectively. The benefits derived from this industry contributed to 8.2% of GDP in 2007, of which the direct benefits represented 3.7%. The country is an international brand with fascinating tourism features – historical landmarks, cultural roots, its geographical location and quality infrastructure and attractions (for sporting activities, conferences, art, theatre etc) among others. As a result, the UK consistently ranks sixth or seventh in the list of top destinations in the world.

Given the rise of new and mesmerizing destinations like Dubai, this country’s industry also faces obstacles including adverse market/economic conditions (global recession and credit crunch), the perception as being a posh and pricey destination, increased barrier to entry (visa requirement), inability of the Small and Medium Enterprises (which represent 80% of the 200,000 plus businesses in the tourism industry) to invest heavily in the industry, collapsing supporting infrastructure (transport in particular)

and higher tourist taxation (increases in Air Passenger Duty and charges associated with visas). These challenges are making a dent in the success of the UK's tourism industry since the country has begun to lose its competitive edge (its share of international tourist declined from 6.5% in 1980 to 3.8% in 2005).

In relation to Butler's model, our indicators reveal that the UK's business tourism industry is at the Consolidation stage of the life cycle. Key indicators employed were rising visitor numbers and already established facilities/amenities (airport, hotels and low cost carriers) that cater to a diversified range of tourists (culture, sport, shopping etc.). As consistent with Butler's theory which recommends planning and prudent management to facilitate a smooth transition into a rejuvenated niche market, the UK has commenced on a strategy for taking their industry forward (2011 Tourism Plan).

Their tourism plan examines rejuvenating downstream tourism niches by hinting of investments in these niches. There is also an indication of planning for a declining stage (knowledge management, succession planning, investments in other sectors, strategic market research) which signifies that the declining stage is not too far off and they plan to put measures in place to restart a new rejuvenated product when they get to a stagnation point where visitor numbers just peak off. The ten-point plan devised aid the country in its sustained development of the entire tourism industry is as follows:

1. Consolidate market position (traditional and emerging)
2. Engage in product development and marketing strategies
3. Advancements in ICTs (internet platform)
4. Creation of stakeholder partnerships and relevant performance measures (for accountability)
5. Formulate policy through industry engagements
6. Creation of cross-ministerial groups
7. Economic planning in public policy (due consideration to tourism industry)
8. Revamping the functions of VisitBritain (National Tourism Agency) to address performance and value
9. Securing investment initiatives from private and public sector
10. Create cutting edge marketing campaigns and solicit government support

METHODOLOGY

Data was primarily collected through the administration of a structured questionnaire to seven key local industry professionals over the period February to April 2011. The data collected was tested using thematic analysis. A qualitative research methodology was selected to gather exploratory data because qualitative research offers empirical information, deep insight and richness of detail (Neuman 2006; Minichiello and Kottler 2009; Willis 2007; Punch 2005; and Outhwaite and Turner 2007).

The paper will also shed light on the various strategies employed by the United Kingdom and discuss their applicability to the business tourism niche in Trinidad as a means of achieving economic sustainability.

A structured questionnaire was devised and self-administered, the formulation of which entailed adapting relevant questions found in the literature (Cooper *et al* 2005 and Duval 2004) with a view to answering three research questions: (i) Is business tourism a viable market in Trinidad?; (ii) Is business tourism economically sustainable?; and (iii) What are some strategies and recommendations to drive the business tourism niche forward?

The questionnaire comprised of three sections with all open-ended questions. The first section asked questions pertaining to business tourism and its importance. The second section raised questions relating to the economic sustainability of business tourism and the pros and cons of it. Finally, the third section

solicited responses on issues pertaining to strategies and recommendations regarding the way forward for business tourism in Trinidad.

RESULTS AND DISCUSSION

This section of the paper presents the responses from the seven respondents under three core themes: Business Tourism, Economic sustainability of business tourism and Future strategy and recommendations.

Business Tourism

Consistent with the literature reviewed, all respondents agreed that increased technological advancements in air travel, economic growth, infrastructure, increased education, and development of professional associations facilitated the growth of this niche market (Lawson 1982; McCartney 2008; Swarbrooke and Horner 2001; and Buhalis and Law 2008). However one respondent stated that due to the relaxation of trade barriers, it is now easier to travel and to do business. Through technological advancements business tourists can now reach their destination faster and ‘hassle free’ by engaging in online ticketing and check-in systems at a click of a button in the comfort of their offices. According to one of the respondents, *“Business tourists don’t need to walk with much cash anymore... all they need is their credit cards”*.

Three out of the seven respondents reported that the business tourism niche was a significant market to tap into. They claimed that some factors which make Trinidad a budding tourism destination are: geographic location; existing industries; infrastructure and flights; accommodation and facilities; uniqueness; experience of hosting conferences before; English speaking; and economic pricing. One interviewee stated, *“Business tourists tend to prefer the countries which speak English and follow the English legal system of doing business”*. Another interviewee expressed the sentiment, *“...we are certainly on par with the rest of the world...”* The uniqueness of Trinidad as a business tourism destination was emphasized. Trinidad has the propensity to attract people to return and do more business because it offers the sun, sea, sand, cultural attractions, gastronomic treats, and warm hospitality. Economically these are good for the country.

Five respondents claimed that Trinidad has the experience of hosting mega events and the skills in handling the Meetings, Incentives, Conventions and Events (MICE) market affairs. For example, this country hosted events such as; Caribbean Heads of Government Meeting (CHOGM), The Commonwealth Heads of Government Meeting, The 5th Summit of the Americas and events such as Miss Universe and the Cricket World Cup, and this augers well for Trinidad’s main business tourism source markets (the US, UK and Canada).

Economic Sustainability of Business Tourism

Five out of the seven stakeholders revealed that business tourists pay higher rates and the country generates more revenue to the Gross Domestic Product (GDP). They claim that business tourism is important, as it brings in a continuous stream of revenue generation throughout the year, and it adds stability to the economy. According to one respondent, *“Business tourism is not seasonal and it adds value throughout the year...it creates revenue year-round”*.

Six out of the seven respondents agreed that, *“Port of Spain has become a financial hub and offers much support services to this market”*. One interviewee stated that the exchange rate places the Trinidad destination as being more competitive when compared to other countries. Another respondent claimed that, *“... around 80% of the tourism GDP is as a result of the Meetings, Incentives, Conventions and Events (MICE) market”*. He further stated that the tourism contribution to the GDP of the Trinidad and

Tobago economy is about 10%, of which roughly 8% of this amount is related to business tourism in Trinidad. This statistic was well supported by four out of the seven respondents.

One hundred percent of the respondents agreed that business tourism can generate much needed foreign exchange. One respondent stated that, "*The indirect benefits of tourism should not be ignored, and the huge ripple impact created in the economy*". Additionally, six out of the seven respondents stated that, business tourists spend more money than any other type of traveler, and this means higher value being created. It was also reported that five of the seven stakeholders pointed out that business tourists are not price sensitive because the company pays for their trip.

However, two respondents claimed that business travelers usually return as leisure travelers to the destination. According one of the respondents, "*...There is a statistic which says that 40% of business tourists return to the destination at a later date for leisure purposes*". The other respondent agreed that business travelers offer an opportunity to double market and encourage business travelers to return later as leisure travelers. All seven respondents emphasized the impacts of business tourism on the economy. For example, the economy gains via job creation, and there is a multiplier effect as many spill-off jobs are created (taxi drivers, tour guides, entertainers, decorators and many others).

Three of the seven stakeholders recognized that by placing too much emphasis on this niche market will result in a dependency syndrome. They also stated that any recession which may occur can affect this source of revenue and the GDP of a country. One interviewee declared that, "*The price of some services can be price sensitive (economically high prices) for the business tourism sector especially in the location of such businesses*". Four of the interviewees indicated that business tourism can be more contained in one area than other forms of tourism. In this case, economic development is somewhat limited only to those areas where business tourism activity takes place at the disadvantage of other areas in a country. On the other hand, other forms of tourism such as eco tourism results in a more balanced economic development because there is a revenue trickling effect across the country.

Additionally it was revealed by six interviewees that business tourists have a preset agenda and this can hamper the trickle-down effect. Time is of essence and in most instances their trips are planned, associates are appointed as escorts and they feel more secured generally. According to one respondent, "*...business travelers have their trip planned prior to travel... they know what they are going to do when! And an associate is always in touch with them—taking them where they need to go.*"

Strategy and Future Recommendations

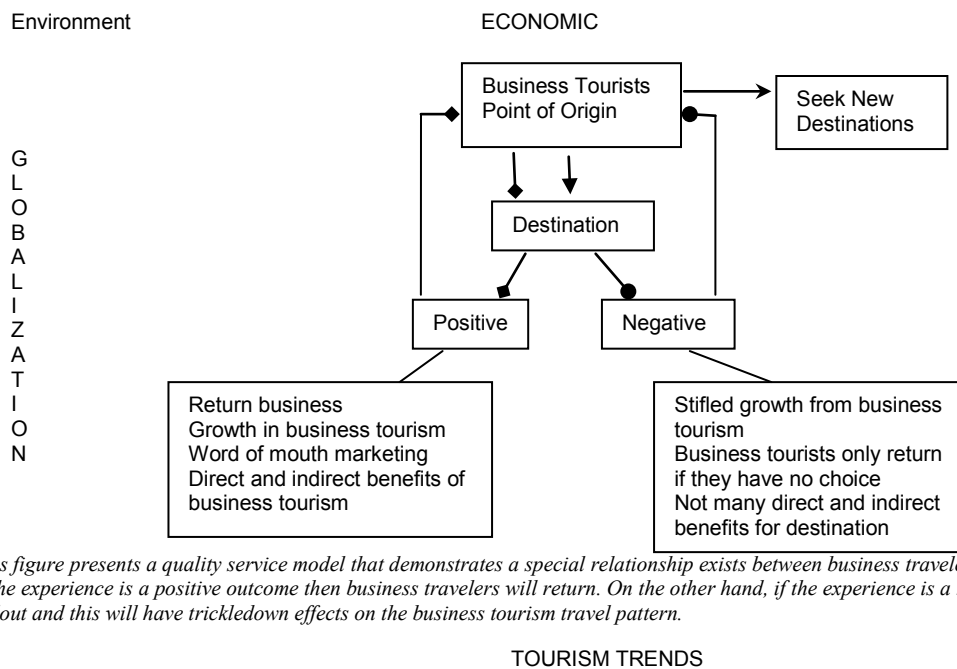
Notwithstanding the existence of a Policy document (Trinidad and Tobago tourism policy) and a master plan (Vision 2020), four respondents were very vocal that there should be a strategy for sustainable business tourism in Trinidad. They claimed that such a document should be well ventilated and suggestions and recommendations from all stakeholders should be incorporated as the way forward. It was also suggested that there are skilled professionals who have the capacity and ability to inform this policy document. What is needed is more coordination among the key stakeholders involved to move the business tourism niche forward.

The respondents shared the view that a strategy for a public awareness drive is necessary. They claimed that this can be done through education and proper communication so that even the 'common' man on the street knows that there are benefits to be derived from this industry. Communication has the ability to shape behavior and once people understand how they can benefit, they will buy-in and support such endeavors.

Respondents support the propensity of resource pooling as it affords cost effectiveness, diversification and promotes efficiency and effectiveness in business tourism. It was also mooted that benchmarking should be pursued vigorously to bring the tourism products in line with international standards. Such a focus will allow citizens to understand how successful companies compete. Cost of quality measures should be employed as it places emphasis on Total Quality Management (TQM). Quality should be instilled as part of an organization’s culture as it allows for empowerment of employees, leadership, quality training, the pursuance of quality awards and the eagerness to meet and exceed customer expectations.

Arising out of our research, a framework is presented which speaks to a quality service model that allows and showcases the importance of creating a positive service experience, which will drive business tourism as the way forward. Given the very nature of business tourism and its fragility, the strategic plan should focus on sustainability and sustainable tourism development if this sector is selected as one of the diversification efforts to move the country forward. All respondents agreed that business tourism in Trinidad was sustainable, and given their ideologies, Figure 1 was constructed. Figure 1 presents a quality service model that demonstrates a special relationship exists between business travelers and their host destinations. If the experience is a positive outcome, then business travelers will return. On the other hand, if the experience is a negative one, then business travelers are more likely to take their business elsewhere (to other destinations).

Figure 1: Business Tourism Quality Service Model



This figure presents a quality service model that demonstrates a special relationship exists between business travelers and their host destinations. If the experience is a positive outcome then business travelers will return. On the other hand, if the experience is a negative one then there will be fallout and this will have trickledown effects on the business tourism travel pattern.

Refining the United Kingdom’s Business Tourism Strategies to Accommodate Trinidad

The United Kingdom (UK) being at the consolidation stage implies that they would have passed the development stage where Trinidad is currently positioned. Therefore their strategies can be examined in light of Trinidad’s Meetings, Incentives, Conventions and Events (MICE) market and can be possibly molded into bespoke strategies and adopted in Trinidad to gain a competitive advantage.

It is important to note that the UK’s plan did not focus on Business Tourism alone; instead it encompasses their tourism market holistically and addresses strategies to drive the entire sector forward. Therefore, the strategies which follow will have to be tailored to suit the Trinidad’s MICE market. These strategies are identified in Table 1. Table 1 identifies the relevant tourism strategies employed by the UK (as per its ten-point plan mentioned earlier) and possible strategies that can be adopted by Trinidad in its quest for sustainable business tourism. In essence, the table examines how the UK’s tourism strategies can be refined to accommodate Trinidad’s market to enable Trinidad to become more competitive.

Table 1- UK Tourism Strategies and its Adoption by Trinidad

UK Tourism Strategies	Potential Adopted Strategies for Trinidad
Consolidate market position (traditional and emerging) by engaging in product development and cutting edge marketing strategies	The Caribbean on a whole could consolidate its market position utilizing institutional relationships with other islands and regional bodies such as CSME (Caribbean Single Market and Economy), and the CTO (Caribbean Tourism Organization) to get more mileage via advertising and destination awareness. Just as the UK is promoting its various countries like England, Scotland, Wales and Northern Ireland, Caricom can promote specialty products in the region, for example, Dominica as eco tourism, Barbados as leisure tourism, Guyana as soft adventure, and Trinidad as business tourism. In Trinidad’s context more aggressive marketing can be done to enable business tourism to reach a wider catchment area. The TTCB (Trinidad and Tobago Convention Bureau) was set up in 2009 with the specific intention to market and facilitate this business tourism market.
Solicit government support and timely feedback	The communication channel between government and the business tourism industry should be improved so that action can be taken faster to remedy any negative impacts and to speed up decision making. The end result would be meaningful results to business tourism.
Creation of stakeholder partnerships and relevant performance measures (for accountability)	A stakeholder approach (multi-stakeholder collaboration as identified in the National Tourism Policy Document) can be used to get buy-in and support and have everyone pulling in the same direction. Partnerships with international professional associations should be encouraged so that members of local associations can gain international exposure and experience.
Advancements in ICTs (internet platform)	Building upon strong information communication technology can be an advantage to not only build destination awareness but to attract investors by showcasing what resources Trinidad has to cater to the MICE niche. Using ICTs will promote a virtual experience and this will: maximize consumer reach; provide a better, more engaging customer experience; and provide a techno savvy platform which will be more eye catching and appealing than other countries in the region. Business persons are attracted to technology, internet, destinations which offer convenience in business and therefore Trinidad should position itself accordingly for this market.
Formulate policy through industry engagements	Future policies should be created by engaging industry stakeholders. Even though this process may be painstaking, the outcome would be a collaborative and holistic policy where everyone buys-in to a common goal and takes the industry forward.

This table identifies the relevant tourism strategies employed by the UK and possible strategies that can be adopted by Trinidad in its quest for sustainable business tourism.

CONCLUSION

The global travel and tourism industry, despite being battered by shock waves (global economic downturn, epidemics, peculiar climate events, unpredictable oil prices among others), has proved that it is a force to be reckoned with given its resilient nature. Specifically, Trinidad can gain immensely if the business tourism option is pursued vigorously. All respondents agreed that the diversification into business tourism was economically sustainable and it offers one of the best linkages to other sectors. The challenges articulated are not insurmountable and with collaboration from the key stakeholders there exists a potential for emerging economies to gain developed status. Government must support and

partner with industry stakeholders to effectively manage the business tourism market in Trinidad. Trinidad should also consider implementing the refined strategies identified in this paper, which have been tweaked from UK's ten-point plan, in its quest for sustainable business tourism. This study brought forth an exploratory understanding of where this niche is positioned presently and showcases that business tourism can be a valuable market to tap into.

Like other studies, this exploratory research work has some limitations. For example, the sample size examined is small and one should be very careful when generalizing. Another limitation is that this study did not examine the environmental and socio-cultural impact of business tourism. Cost and time were also constraints when this study was undertaken. Additionally, the results and findings were somewhat restricted given that the literature search found little empirical work on business tourism in Trinidad.

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