Summary

The article presents the business tourism development as the strategic goal for the whole region. In a process of building a conception of business tourism strategy for the region, local authorities in Poland very often consider only first-tier cities and they should take under consideration all cities of the region, also second-tier ones. Such well done strategy, may become an effective instrument for bringing congresses and events to second-tier cities.

In the beginning some strengths and weaknesses of development of business tourism in second-tier cities have been introduced. The main weaknesses of this process are as following:

– language barrier,
– ineffective promotion,
– infrastructure.

The interesting and surprising attractions of small cities that usually create an entertainment part of the business tourism product, were pointed as strengths of this process.

Then the role of local authorities was emphasized and their activities aimed at supporting business tourism development in the whole region. The Silesia region is an example of implementing strategic management and including business tourism function on the list of tourism functions and activities in the strategy of local development.

The local authorities of Silesia region\(^1\) established “The Strategy for Tourism Development in Silesia Region in the period of 2004–2013”. There are still many goals of this document that are to be achieved. One of the most important strategic goals is “The development of brand product: business tourism”. It was stressed that business tourism is regarded as the most prospective domain of the national economy in terms of the development dynamics. An increased business tourist attractiveness of the whole region will result in the growth of all kinds of business tourism products. So it is necessary to work out the conditions that make second-tire cities of the region attractive for business tourists.

At the end of the article it was stressed again that equal development of business tourism in the region depends on activities of the local authorities.

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\(^1\) Parliament of The Śląsk Voivodeship.