

**WYBRANE ASPEKTY FUNKCJONOWANIA CONVENTION BUREAU
– UJĘCIE INSTYTUCJONALNE
INSTITUTIONAL ASPECTS OF CONVENTION BUREAU ACTIVITY**

Summary

A Dictionary of Travel and Tourism Terminology states ambiguously that ‘Convention Bureau (CB) in the travel industry are usually founded either by a local, regional or national government agency, by a cooperative of hotels and conference facilities and sometimes by a combination of both’. Also Encyclopedia of Tourism argues that Convention Bureau ‘can be structured as independent non-profit agencies, or may be a department within government or chambers of commerce’. In this paper author attempts to evaluate different institutional forms of CB activity and funding.

Literature review does not provide a definite answer which institutional form should it have, however a certain amount of public support is usually needed to create CB and upkeep its activity. CB operate in different business and political environments, have a discern goals and, most importantly, their efficiency is difficult to evaluate.

Contemporarily Convention Bureaus around the globe face formidable challenges. Global recession and ensuing costs caps in corporations shrinks the demand for organization of conferences. Future market indicators predict that conference organizers will gradually move to the second-tier destinations which offer lower prices and better value for money. However, second-tier cities still lack of management cadres which will be able to solicit the product viz. potential clients. Infrastructure, especially international air connections constitute another important barrier for their development. The chasm between emerging and long established CB can be minimized by timing elasticity and the dexterity of the former to create value for all stakeholders and implementations of new information and communication technologies. Proliferation of stability and peace together with the emergence of new CB in Eastern Europe and Africa may constitute a chance for pertinent regions to host international conventions for truly global organizations. Africa Cup of Nations organized in Angola showed how vital is the stability and low and order (the withdrawal of Togo after a terrorist attack on their bus upon arriving for the tournament reduced the number of participating nations).

Translated by Adam Pawlicz