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).