

## METHODOLOGICAL PROCEDURES FOR THE DEVELOPMENT OF BUSINESS TOURISM AND EXCHANGE IN BUSINESS ENTERPRISE

Rógis Juárez Bernardy  
Eliandro Gustavo Bortoluzzi  
Jeancarlo Zuanazzi  
Sérgio Migliorini  
Universidad del Oeste de Santa Catarina  
Chapecó - Brasil

*Tourism can be considered both a local-based activity or a regional economic source. These scopes allowed government agencies, private investors and non-profit institutions to plan several actions for a comprehensive and sustainable tourism development in Brazil. As part of this scenario, a project for business tourism was developed in Santa Catarina State. It had as main goal to execute a continuous program for a visitation site, involving business tourism with main activities located in Chapecó and Cordilheira Alta Counties. Proceedings such as site location, technical procedures for trainees selection, video production, visitors scheduling and regional and national media issues were developed along the project execution. Management and technical models, academical interchange between regional universities, increasing of local population incoming and life-quality rising were main results reached after conclusion in 2010.*

KEY WORDS: *business tourism, local development, visitation site.*