

BUSINESS TOURISM - An Alternative Choice

The poisonous economic and political atmosphere prevailing in the world and, in particular in the Middle East, which is advancing with considerable speed, has brought about unprecedented stagnation in Iran's foreign trade relations with certain countries, namely the Great Britain.

The atmosphere that at the present prevails over Irano-British foreign trade relations, which would have to improve sooner or later, makes it necessary to expedite measures to sustain economic relations between the two countries' economic activists who have a long history of past association.

Considering the remarkable consequences of international tourism and its place in the socio-economic growth and development of human societies, including job creation and foreign exchange earnings, a particular emphasis on business tourism which is definitely the oldest and the most significant form of tourism, is undoubtedly the most suitable alternative to other forms of trade.

Accordingly, it is a scientific mandate that the joint chambers of commerce of the two countries, in Tehran and London, bend all efforts to organize missions to visit economic centers as well as the fairs and exhibitions organized in the respective countries. This would serve both to help prosper business tourism and ultimately revitalize their respective foreign trade relations.

Editorial