

LENGTH OF STAY AND SATISFACTION OF INTERNATIONAL BUSINESS TOURISTS: EVIDENCE FROM SÃO PAULO CITY, BRAZIL

Amanda Barbara de Arruda Silva¹

Paulo Henrique Assis Feitosa²

Abstract

The length of stay is a critical element both in the decision-making process in tourism and in the estimation of tourist demand. Recent studies have expanded what we know about the factors that determine the length of stay in tourism activities. However, scant attention has been paid to studies on the length of stay in business tourism. Business tourism is a segment that has been growing worldwide due to several factors but mainly due to the integration and expansion of the economy and commercial relations. This article aims to investigate the influence of the length of stay on different dimensions of satisfaction of business tourists in São Paulo city. Therefore, econometric models were applied based on the original microdata extracted from the survey conducted by the Brazilian Ministry of Tourism in the year of 2018. The results show that the length of stay has a negative effect on the level of satisfaction of business tourists and it is not possible to say that there is a curvilinear relationship between these variables.

Keywords: Length of stay; Business tourism; Satisfaction; São Paulo city.

¹ Bachelor of Tourism from the University of São Paulo (USP), currently enrolled as a special student in the Postgraduate Program in Tourism of the School of Arts, Sciences and Humanities (EACH-USP). <http://lattes.cnpq.br/6480271735886427>. Email: amanda.barbara.silva@usp.br.

² PhD in Economics from the State University of Campinas (UNICAMP). Assistant Professor in the Department of Public Relations, Advertising and Tourism of the School of Communications and Arts at University of São Paulo (USP). <http://lattes.cnpq.br/1043944885197511>. Email: pfeitosa@usp.br.