Abstract
Service Marketing in the Context of Business Travel. The sector of business tourism is growing and its importance has been increased all over the world. In Brazil, as the activity of tourism in the general sense, business tourism has not received much attention until now and the management of marketing is not so structured yet; additionally, some companies have exercised its practice based on the experience of tourism managers and on successful initiatives, without a profounder study about causes and effects. This study presents the concepts of marketing of services stated by several authors and the ways of applying them in the practice. Some interviewees have been carried out with approaches of agencies / operators of business travel and some of their clients, in order to identify the critical factors of success in the business tourism.

Keywords
Business tourism, Service marketing, Travel agencies, Brazil