Perceived Green Meeting Practices, Behaviours and Intentions of Participants towards Green Meetings in Bangkok

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A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of

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ชื่อวิทยานิพนธ์ แนวปฏิบัติในการจัดประชุมสีเขียว พฤติกรรม และเจตนารมณ์ของผู้เข้าร่วมประชุมที่มีต่อการประชุมสีเขียวในกรุงเทพมหานคร

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บทคัดย่อ

อุตสาหกรรมการท่องเที่ยวยังคงเป็นกลไกหลักในการขับเคลื่อนทางเศรษฐกิจในหลาย ๆ ประเทศ ในประเทศไทยอุตสาหกรรมนี้ได้รับความสนใจทั้งทางด้านอุปสงค์และอุปทาน โดยเฉพาะธุรกิจไมซ์ (MICE) ซึ่งเกี่ยวข้องกับการจัดการประชุม การท่องเที่ยวเชิงรางวัล และการจัดกิจกรรมพิเศษต่าง ๆ อย่างไรก็ตาม ธุรกิจไมซ์มักถูกกล่าวได้ว่าเป็นหนึ่งในอุตสาหกรรมท่องเที่ยวที่ก่อให้เกิดผลกระทบในแง่ลบต่อสิ่งแวดล้อม และใช้ทรัพยากรปริมาณมากและไม่เกิดประโยชน์สูงสุด ดังนั้นผู้ประกอบการธุรกิจไมซ์ได้ตระหนักถึงปัญหาเหล่านี้ และลงมือปฏิบัติโดยการยึดถือแนวปฏิบัติสีเขียว (Green Practices) เป็นแบบอย่างในการดำเนินธุรกิจ แม้ว่าแนวปฏิบัติสีเขียวนี้จะส่งผลดีต่อสิ่งแวดล้อม แต่แนวปฏิบัติดังกล่าวยังไม่เป็นที่รู้จักอย่างแพร่หลาย และการนำไปประยุกต์ใช้นั้นยังอยู่ในวงจำกัด ด้วยเหตุนี้ วัตถุประสงค์หลักของการศึกษานี้คือ เพื่อค้นหาแนวปฏิบัติสีเขียวที่ผู้จัดงานกำลังดำเนินการอยู่ในปัจจุบัน ศึกษาการรับรู้และพฤติกรรมของผู้เข้าร่วมงานที่มีต่อการประชุมสีเขียว (Green Meeting) และวิเคราะห์ความสัมพันธ์ระหว่างพฤติกรรมของผู้เข้าร่วมต่อการประชุมสีเขียวและพฤติกรรมในอนาคต การศึกษานี้เป็นการศึกษาแบบเชิงปริมาณ โดยมีการแจกแบบสอบถามจำนวน 374 ฉบับ ให้ผู้เข้าร่วมการประชุมวิชาการนานาชาติ ณ กรุงเทพมหานคร ผลการศึกษาชี้ให้เห็นว่า การใช้อินเตอร์เน็ตและการเลือกสถานที่ของการจัดประชุมที่เข้าถึงได้ง่ายโดยระบบขนส่งมวลชนเป็นแนวปฏิบัติสีเขียวหลัก และพบว่าผู้เข้าร่วมประชุมได้ให้การสนับสนุนการเข้าร่วมการประชุมสีเขียวและมีความแตกต่างอย่างมีนัยทางสถิติของแต่ละกลุ่ม อีกทั้งพฤติกรรมของผู้เข้าร่วมประชุมยังสัมพันธ์กับพฤติกรรมในอนาคตที่ดีต่อการเข้าร่วมการประชุมสีเขียวอีกด้วย นอกจากนี้ ผู้วิจัยได้เสนอข้อเสนอแนะที่สำคัญสำหรับการทำวิจัยในอนาคต

คำสำคัญ: การประชุมสีเขียว ไมซ์สีเขียว แนวปฏิบัติสีเขียว พฤติกรรมสีเขียว

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ABSTRACT

Tourism industry remains the main economic driver of many nations worldwide, particularly the case for Thailand. Increasingly, business tourism in Thailand or often called Meeting, Incentive, Convention and Exhibition (MICE) is gaining more recognition from both demand and supply side of the market. However, there are wider criticisms negative environmental impacts, overuse of resources by the MICE industry. Hence, attempts are made to reduce the impacts and motivate MICE operators to apply greener practices. Although there are potential benefits of being greener, there are mixed responses. Therefore, the main objectives of this study were to determine the current practices of event operators in terms of adopting greening practices, identify delegates' perceptions and behaviours towards green meetings, and examine relationship between delegates' behaviours towards greening practices and their future intentions. Adopting quantitative approach, 374 questionnaires were completed by participants of international conferences in Bangkok. Findings indicated that use of the Internet and selecting the venue with good access to public transportation were the main greening practices. The participants also revealed supports to the green meetings; however notable differences between different groups of the participants were discovered. Moreover, the behaviours of participants did affect the future intentions to attend the green meetings. Implications for future research were also provided.

Keywords: Green meeting, Green MICE, Green Practices, Green Behaviours

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CHAPTER 1

INTRODUCTION

1.1 Background

Tourism Industry was decelerated during last decade because there were many crises around the world. However, World Tourism Organisation (WTO) had done the research called "Tourism 2020 Vision". The research forecasted that tourism will be gradually grown in and by 2020 the number of tourists will be increased up to 1.9 billion, which comprises of 1.2 billion of domestic tourists and 378 million of international tourists. Business tourism is also expected to play more increasing role, Thailand Convention and Exhibition Bureau (TCEB) mentioned that business tourism (Exhibitions/Expositions or Conventions, etc.) has received more recognition from the world. Those countries could attract a thousand of tourists and became the main destination for meetings and/or exhibitions/expositions. (TCEB, 2011)

Table 1.1 Statistics of MICE industry in Thailand

Year	No. of Events	No. of Visitors	Revenue (MB) (THB)
2007	5,452	744,101	59,735
2008	6,410	821,892	61,570
2009	6,037	686,609	53,714
2010	6,204	679,585	53,515
2011	6,929	840,054	70,625
2012	7,382	895,224	79,770
2013	7,866	1,013,502	88,485
2014	7,377	919,164	80,800

Source: Thailand Convention and Exhibition Bureau, 2015

Table 1.1 shows that the number of events is gradually increasing as well as the revenue generated to Thailand from this industry. Nowadays, Thailand is promoting the Meeting, Incentive, Convention and Exhibition (MICE) Industry to the world market. With regards to the Tourism Authority of Thailand (TAT) campaign, there is a campaign concerned with the event

industry, which is “MICE in Promotion” (Thai Hotels Association, 2010). This campaign shows that the government is increasing its focus and support on this kind of business.

However, this industry also produces some negative impacts on the environment because the event organisers have to use a huge number of materials (Laing and Frost, 2010). For example, an organiser usually uses lots of papers in both of the preparation and operation stages. The papers are made from trees; more trees will be cut if using a large amount of paper. Moreover, the events involve providing food and beverages, the import production would be ordered to be served to the attendees. Then, the company will have to spend a large amount of money as the organisers need to use transportation services in order to transfer the products from other places. Therefore, it might affect the atmosphere as well because the transportation services use oil or gas, which releases the Carbon Dioxide (CO_2) gas to the air. Consequently, it might worsen Greenhouse Effect or global warming situation (Webster, 2000; TCEB, 2014).

Furthermore, there is an increasing number of people who are environmental conscious would like to seek eco-friendly activities to help preserving the environment as there are “Green Tourism” and “Green Hotels” serving the customers in this segmentation. Also, these projects get good feedback from the clients and other organisations that support these projects (Thai Hotels Association, 2010).

Meeting professionals have started to realise the importance of environmentally friendly events (Fenich, 2012). Since the trend of green practices is very important during this decade and event business in Thailand is also dramatically growing. Hence, this study aims to study the perceived green practices, the perceptions and behaviours towards green meetings, and the relationships between behaviours to towards green practices and future intention of the participants in academic conferences in Bangkok. In this study, Bangkok is the target place to collect the data because it is one of the MICE cities (including Chiang-mai, Pattaya, and Phuket) in Thailand (TCEB, 2009[c]) as well as this province has the most number of green hotels based on the data of Green Leaf Foundation (2015).

1.2 Research Questions

The research questions of this research are:

1.2.1 What are greening practices being currently adopted by event organisers as perceived and noticed by participants?

1.2.2 What are the delegates' perspectives on Green Meetings?

1.2.3 Are they any relationships between customer's behaviours and their future intentions?

1.3 Research Objectives

Regarding to the research questions, the objectives of this study are:

1.3.1 To determine the practices of event organisers in terms of adopting greening practices.

1.3.2 To identify delegates' perceptions and behaviors towards Green Meetings.

1.3.3 To examine relationship between participants' behaviors towards greening practices and their future intentions.

1.4 Significance of Study

Chan and Hawkins (2011) noted that there were very little researches have been conducted on Environmental Management System. On the other hand, there were many researches that had been conducted in terms of greening practices in the hospitality and tourism industry in Thailand but there has not been much research that focused particularly on MICE (Meetings, Incentives, Conventions, and Exhibitions) Industry (Laing and Frost, 2010). Thus, this study intends to contribute both academically and practically.

The findings from this study can be useful for the MICE industry to develop and issue the action, which concerns with the environment. The study can influence the event organisers to realise the utility of resources both of natural and non-natural resources in the event industry. Finally, the study hopes to motivate organisers to adopt "Green Meetings" because the attention in the environmental concerns is dramatically recognised.

1.5 Scope of Study

1.5.1 Scope of time

The questionnaires were distributed to the participants who were attending the international conferences in Bangkok during June – July 2012.

1.5.2 Scope of geography

The questionnaires were distributed to the participants in international academic conferences that took place in Bangkok.

1.5.3 Area of research

This research emphasises on the environmental practices in MICE industry, and identifies the perceptions of participants towards greening practices implemented by event organisers. Additionally, the research tested the relationship between attendees' perceptions and their future intentions as well as attendees' behaviours and their future intentions.

1.5.4 Scope of Demography

The 400 questionnaires were distributed to the attendees in international conferences.

In this study, the terms "event", "meeting", "convention" and "conference" are to used interchangeably.

1.6 Limitation of Study

The literature review is very limited because there are very few of research on event industry. Even though there are some researches of this field, very little has focused on greening meeting issues.

1.7 Benefits of Research

1.7.1 Identify the information of Green Meetings.

1.7.2 Provide current views of delegate on the importance of green meeting

1.7.3 Effects of green meeting practices and delegate future intentions

1.8 Definition of Terms

1.8.1 MICE

MICE stands for Meeting, Incentive, Convention and Exhibition.

1.8.2 Event

Event in this study is referred to meetings, conventions and conferences.

1.8.3 Meeting organiser

An event organiser is an organisation that is responsible for organising business and social events (Chon and Maier, 2010).

1.8.4 Meeting

An event where a gathering of people for a purpose includes training sessions for employees requires business meetings, motivational seminars and religious gatherings. There is no exhibition component to this event (Chon and Sparrowe, 2000; Rogers, 2008).

1.8.5 Conference

"A group of delegates or members who assemble to accomplish a specific goal i.e. academic, civil, social, political, or economic" (Chon and Sparrowe, 2000)

1.8.6 Perception

The process that people interpret or evaluate what they have seen. Each person will communicate the same circumstance with different information depends upon their basic mind and thoughts (Muangman, 1997; Yamsung, 1999; Wittayaudom, 2004).

1.8.7 Green Meetings

The activities that help the meetings planners to reduce, reuse, and recycle the meetings materials and resources. Also, green meeting includes environmental considerations to minimise the negative impact on the environment in both of management and operation stage (Convention Industry Council's Green Meetings Report, 2004; PCMA, 2006; Aase, 2009; Laing and Frost, 2010)

CHAPTER 2

LITERATURE REVIEW

2.1 Event Industry

The event industry is one of the tourism segments that grows very fast (Oppermann and Chon, 1997), has grown throughout the world since the 1960s (Weber and Chon, 2002) and continue to grow rapidly (Raj et al, 2009). Event tourism has just become one of the tourism segments for a few decades ago but it plays very important role in increasing destination competitiveness (Getz, 2008). Events can be found in any communities, and are different tourist attraction for the organisers. McCartney (2010) gave the meaning of event as a gathering of people for both of private and opened celebration, remembrance or ritual. Event can be classified into sports, cultures, arts, political, MICE, recreational, special and private event. That means every single person has been participated in the event no matter how big it was (Rogers, 2008). Also, this industry combined trade, transportation, finance, and travel (Ministry of Economic Affairs (Taiwan), 2011).

Milgram et al (2009) identified 7 reasons of having meeting:

1. To acknowledge and approve reports from participants: Meetings are held according to give up-to-date information on the activities of departments. The information is allowed to pass through superiors, managers in other departments and employees too.

2. To reach a decision of a group: Leaders will gather to give ideas and information or evidences to discuss in a meeting. The final decision may come from a majority, consensus, or all agree in the meeting.

3. To analyse or solve a problem: When there are any problems or crises, the meeting will be taken place to evaluate the situation and try to find out the solution to minimise any impact that will be effected to the organisation.

4. To accept for an idea, decision, or programme: If a new programme or project (for example, a new computer system) is launched, conducting an educational meeting can be organised.

5. To accomplish objectives of training: At meetings, younger people learn from managers' experiences how they can plan and lead meetings and reach their objectives.

6. To reconcile conflicting views: Conflicts are occurred; meetings are essential to be organised for explain or exchange the information and make understand to all parties.

7. To inform an important information to a group: Presentation of the information and an interactive session to resolve questions will be included in the meeting.

Chon and Maier (2010) noted that event management companies offer services in several area as mentioned below:

1. Corporate events such as corporate conferences and meetings, press conferences, and product launches.

2. Marketing programmes such as grand opening events and road shows.

3. Special events such as film premiers, fashion shows, award ceremonies, concerts, launch or release parties, and other commercial events.

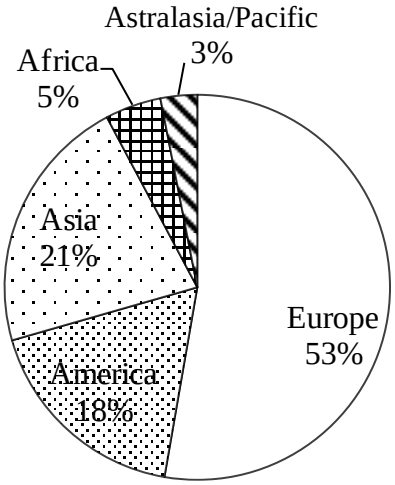
4. Private events such as weddings.

Meeting Industry: Background information

According to Figure 2.1, Europe is in the first rank of the world breakdown because there are many headquarters located in this continent, European people have high purchasing power than others and the infrastructure is improved and maintained from time to time by the government (TCEB, 2011).

Asia is in the second rank of the world breakdown (market share) for meetings in 2008 by continent presented in Figure 2.1 (Union of International Associations, 2009). It indicated that Asia has capability of facility to offer MICE activities through the world. Thus, many companies around the world would like to organise the meetings in Asia.

Figure 2.1 The worldwide breakdown (market share) for meetings in 2008 by continent



Source: Union of International Associations (2009)

Business events involve exhibitions, conferences, corporate events, and incentives travel (Bowdin et al, 2006). Currently, this industry is sometimes called “MICE”, which stands for Meetings, Incentives, Conferences and Exhibitions. Occasionally, the letter “E” can be referring to Events, and the letter “C” can be referring to Conventions. MICE is a particular tourism that is a large group of tourist normally planned in advance and come together with a specific purpose (MICEpoint, 2010).

MICE industry needs to deal with many groups of people, so employees are required to have high interpersonal skills and enjoy integrating with a wide range of people; tact, diplomacy, patience, flexibility, approachability, friendliness, a sense of humor, and a team player (Rogers, 2008). Additionally, an event coordinators need to be under pressure, be capable of multi-tasking and making quick decision. Typically, an event organiser should have working knowledge of service etiquette, culinary, production, site décor, and transportation logistics, as well as overall creativity (Chon and Maier, 2010). Variety of other skills is also needed depending on the actual incidents. Mostly, when the event organisers have problems with venue service providers, it is not only with the facilities or equipment but also with staff, typically a lack of professionalism and friendliness (Rogers, 2008).

According to the issue above, Getz (2008) mentioned that universities and colleges have established more courses or degree programmes in convention and event management. Therefore, there will be more event professionals who graduated from the right background to work in the event industry.

2.2 Event Industry in Thailand

Meeting, Incentive, Convention and Exhibition (MICE) industry is one of the tourism businesses that generates a large amount of income for Thailand (TCEB, 2011). Moreover, the events have potential to distribute high revenue to the local destination due to its ability to attract the out-of-region visitor (Raj et al, 2009). Consequently, event industry directly generates the income to other sections involved in hospitality and tourism, for example, accommodations, restaurants, event companies, convention centres, transportation services, souvenir shops, telecommunication, etc. (Chon and Sparrowe, 2000: PCMA, 2006; Rogers, 2008).

Each year, there is an increasing number of event tourists that come to visit Thailand continuously (Pliensakul, 2004; Sirirassamee, 2005). Thailand Convention and Exhibition Bureau (TCEB) reported that the total number of event visitors in Thailand increased by 30% and 10% in 2006 and 2007 respectively. On the other hand, the total number of event visitors decreased 15.4% in the year 2008 as a result of the political crisis in Thailand (Thailand Convention and Exhibition, 2008).This can indicate that if there is no crisis in Thailand, the event industry could continuously grow. At the present, a memorandum of understanding (MOU) between Seoul Tourism Organisation (STO) and TCEB has been made in order to cooperate on MICE matters (micenet[a], 2011). According to this MOU, Seoul proves to be a strong market for Thailand. Moreover, TCEB statistics indicated that Thailand was ranked as the 3rdevent destination following Hong Kong and China (TCEB, 2007).

Table 2.1 shows that Thailand has 136 international meetings throughout the year 2013 and in the 29th ranking worldwide as the top MICE destination (ICCA, 2014).

Table 2.1 ICCA Rankings: Top International Meeting Countries in 2013

No.	Country	Number of meetings	Percentage of all meetings
1	USA	829	7.09
2	Germany	722	6.18
3	Spain	562	4.81
4	France	527	4.51
5	UK	525	4.49
6	Italy	447	3.83
7	Japan	342	2.93
8	China P.R.	340	2.91
9	Brazil	315	2.70
10	Netherland	302	2.58
	⋮		
29	***Thailand***	***136***	***1.16***

The factors that influence the growth of event business in Thailand are excellent facilities in Thailand that can respond to the need of the MICE market such as venues and accommodations with the international standard. Furthermore, there are many world class convention centres that serve the standard service to the customers, for instance, Queen Sirikit National Convention Centre, IMPACT Arena Exhibition and Convention Centre, Bangkok International Trade and Exhibition Centre, The 60th Anniversary of His Majesty the King's Accession to the Throne International Convention Centre (former Prince of Songkla University International Convention Centre), Pattaya Exhibition and Convention Hall (PEACH), and so on (Siripan, 2004; TCEB, 2011).

However, the significant factor that significantly supports this kind of business is the government. The Thai government tries to push Thailand to be the centre of event industry in Asia and compete more strongly with Singapore and Hong Kong. At the present, TCEB has selected five modish and delightful destinations (Bangkok, Chiang Mai, Hua Hin, Phuket and Samui) to provide a fascinating experience, and superlative standards to the most astute MICE groups (micenet[b], 2011). The Thai government is planning to establish the convention centre in

Chiang Mai and Phuket as well as developing the infrastructure in order to support the growth of the Hospitality and Tourism industry such as establishing the Suvanabhumi International Airport, Free Trade of Airline, and Low Cost Airline (Pliensakul, 2004).In 2010, Tourism Authority of Thailand (TAT) has launched the new campaign which is "MICE in Promotion" (Thai Hotels Association, 2010). Additionally, TCEB also launched 4 campaigns; 1) Domestic MICE: to support the entire national MICE industry, 2) Creative MICE: TCEB has got 50 million Baht from the government to encourage the foreign businessmen to organise the meetings and exhibitions with the innovative idea in Thailand or create network for exchange knowledge and experiences in Thailand in order to correspond with the Creative Economy policy of the government, 3) MICE Education: this campaign would like to enhance and improve the human resources in MICE Industry to confront with the ASEAN Economic Community (AEC) in year 2015, and 4) Go Green Exhibition: TCEB wants to crusade for all stakeholders to realise on the essentials of "Green Concept" in order to reduce to impacts to the environment and enhance the potential competitiveness of the investors. (TCEB, 2011)

The above information shows that Thailand continues to promote and support the event industry to the world market and try to be a world class destination for MICE industry.

2.3 Green Meetings

Formerly, the environment has been concerned with the heavy industries (chemicals, oil, paper, and so on). It relied on technical expertise to control pollution. Green movement was started in 1960s. At that time, the environmentalists were concerned with the sustainable management and the use of resources (Fenich, 2012). Currently, there are many types of businesses that conduct environmentally friendly roles in terms of product development, marketing or law (Prokop, 2007).

Tourism has been criticised as one of the main contributors to environmental damage since the 1960s - in the post Second World War (Mason, 2005).In the past few years, the public has been realising the environmental concerns and become broader through a single customer (Kirk, 1995; Roberts, 1996). This concern was a change of public and individual behaviour in the business (Fenich, 2012). Kostakis and Sardianou (2012) reported that people who have high positive intention towards green practices are in the middle-age and older.

Therefore, there are many companies trying to ascertain the promotion, which concerns the eco-friendly products to respond to their desires. Theory of Reasoned Action (Fishbein 1980 cited in Peter and Olson, 2004) stated that the attitude toward the behaviour and subjective norms determine the behaviour intentions, and intentions subsequently affect the behaviour. Also, theory of planned bahaviour mentioned that the positive and favourable attitude leads to positive behaviour (Han et al, 2009; Han and Kim, 2010; Han and Yoon, 2015).

"Green" is referred as actions to minimise the bad impact that are going to be harmful to our environment (Wolfe and Shanklin, 2001). The word "Green" can be called by other names such as "eco-friendly", "environmentally friendly", or "sustainable" (Pizam, 2009). There are various groups in U.S. such as The Convention Industries Council (CIC) and the US Environmental Protection Agency (EPA) who develop the standards for having a greener meeting. The standards will include the selections of the destinations, meeting venues, accommodations, travel and food service such as developing a written commitment to sustainability implementing recycling and choosing locations that require the shortage distances for the attendees to travel to the meeting site (Guterman, 2009; Allen et al., 2010; TCEB, 2014).

In 2003, Convention Industry Council was in charge to create the best performances for event organisers and contractors to use as guidelines in order to implement policies of sustainability. The result is "Green Meetings" (Convention Industry Council's Green Meetings Report, 2004). A "Green Meeting" includes environmental considerations in order to reduce the bad environmental impacts (Convention Industry Council's Green Meetings Report, 2004). Laing and Frost (2010) defined the term "Green event" as "an event that has a sustainability policy or incorporates sustainable practices into its management and operations". Aase (2009) believed that green meetings may be a way to save money and also reduce, reuse and recycle the materials. Professional Convention Management Association (PCMA) (2006) defined Green Meetings as an encompassment of all aspects of the strategic planning process by making choices at every level of meeting management, from selecting sites to serving seasonings such as sugar, ketchup, and mustard from bulk containers, the environmental impact of the event can be significantly decreased. In an event, the organiser uses numerous paper for preparation and decoration, lots of import food and beverages, wastes a lot of water and electricity, and sometimes makes lot of pollution to the public because of using transportation services such as motorcycles,

cars, buses, planes, trains, etc. (Aase, 2009). In addition, events produces large amounts of waste from the setup to the shutdown activities, so events can be one of higher users of energy and resources (McCartney, 2010).

Additionally, the greenhouse-gas emission and the waste occurred from attending conferences are now been aware by researchers and scientific organisations. In order to solve this problem, carbon offsets ("A way to invest in renewable energy, tree planting, or other activities that aim to reduce greenhouse-gas emission"), reducing conference travel or replacing meetings with teleconferences, and recycling at conferences are considered and needed (Guterman, 2009)

Kim et al (2006) found that people who have higher environmental values are more likely to attend the greening events because the environmental issue oriented programme of the event than other perceived motivating attractions. Most of people who are in the developing and developed countries are more likely to realise the issues of environment such as Global Warming issue (Rao, 2011).

Guterman (2009) summarised mixed points of view from the scientists towards sustainable meetings. Some scientists believed that the best way to reduce the environmental impacts from the meetings is to avoid traveling and attend teleconference or videoconferences. Some scientists agree to have a videoconference because they can promote discussion and collaboration among scientists. On the other hand, there are many scientists do not agree with the videoconferences because this kind of meeting does not allow people to meet each other and to across barriers into new fields. People cannot meet and get to know people who they have not met and have the related thoughts or interests. People who attend a video-conferenced presentation get nothing different from reading books, and people will have more interaction in person or private meeting than through the online meetings that need to be recorded.

Thus, if the meeting or event organisers adapt themselves to use greening practices, they can minimise many negative impacts on environment and, at the same time, can save considerable amount of money that is going to be spent on these activities. Laing and Frost (2010) mentioned that, in order to run the green event, not every stakeholder needs to be involved but at least event organisers. Event organisers need to research for the information of a green event. Essentially, the green meeting goal will be a success, if the visitors understand and aware

of its concept. Then, adapting environmental measures are gradually becoming a part of event planning considerations (McCartney, 2010). In order to participate in environmentally responsible practices, hoteliers and other tourism operators can provide; for instance, the environmental commitment in their facilities can be advertised and guests can be invited to participate in pro-ecological activities. Moreover, seminars, ecological corners, brochures, exhibitions, and multimedia presentation kiosks can be used as tool of informal education (Bohdanowicz, 2006).

Numbers of event organisers are seeking methods to handle the physical impacts of their events (Bowdinet at, 2006). Additionally, many events facilities are created from the adoption of environmental strategies because many organisers realise that those eco-friendly facilities can help to limit the causes of environmental damages (Bowdin et al, 2006). However, the event organisers want to avoid costs and save money as much as they can. Likewise, financial savings can be a pursuit environmental programmes and principles (Bowdin et al, 2006). Besides, Fenich (2012) noticed that the use of technology can attract attendees and can use it as a marketing tool to promote and communicate through the target.

In term of venues, some owners tend to build the conventions or event venue that would like to be "green venue" (Davidson and Rogers, 2006). This can show the owners' contribution to environmental protection. The green venues have defined the objectives to improve environmental performance and reduce the impact on the locality in which they are situated (Davidson and Rogers, 2006). The 2012 Olympic Games which is going to be taken place in London, United Kingdom, the host would like to organise this event as a sustainable event. This event will use the standard of the UK's British Standard 8901, which emphasises more on process not only logistics (Guterman, 2009).

Although it seems that many have realised the importance of supporting "greener" meetings, the reality does not always match with perception. Based on the report of Guterman (2009), at one conference, attendees were asked to donate money to support the programme of carbon offset. At the end, the donation failed to meet the expected amount. This indicated that there is still a mixed feeling among attendees towards greening meetings (Guterman, 2009).

6 reasons for implementing environmentally friendly practices. Emilsson and Hjelm (2002) suggested that organisations tend to adopt greening practices because of the following 6 reasons:

- Organisational reasons include setting the environmental management structure, enhancing procedures of following-up, co-ordinating and integrating of environmental practices within the local authority, gaining better or more efficient organisation, raised awareness for environmental issues, increased reinforcement orenthusiasm for environmental issue within the establishment, quality improvements, and security (preparedness for accidents).
- Direct environmental reasons include decreasing the bad impacts on environment, surveying the environmental impacts, environmental reasons, and save natural resources.
- Establish a good benchmarking and marketing reasons including setting a good example, forming an environmental profile, demand from the community, adaptation to the public, marketing, and trustworthiness.
- Political reasons
- A step in the local Agenda 21 process
- Financial savings

2.4 Green Meetings in Thailand

Event industry has brought revenue and investment into the country and created more jobs in related industries. However, increasing domestic events are another way to boost Thailand economy, particularly during the economic slowdown and crises in Thailand. Therefore, in order to attract more customers TCEB try to release campaign not only for international customers but also domestic event travellers (TCEB [a], 2009).

TCEB has been a member of Asian Association of Convention and Visitors Bureaux (AACVB). There are 10 countries that have been AACVB's members, which are China, Hong Kong, Indonesia, Japan, Korea, Macau, Malaysia, Philippines, Singapore and Thailand. AACVB plays an important role in order to make Asia's convention business to be an essential international meeting destination. Furthermore, AACVB is expanding cooperation at regional

level for developing Asia's capabilities and potential in hosting international business events (TCEB [a], 2010).

TCEB was a host of bringing together of green-hearted Thai top executive from leading organisations that interested in eco-friendly activities in order to share the opinions and ideas of creating the successful eco-friendly event (TCEB[b], 2010). Environmental concerns in the event industry have dramatically increased. According to the Frankfurt-based IMEX exhibition, the proportion of buyers would like to avoid destinations or venues that have poor environmental records, reported in November 2007. Moreover, respondents acknowledged that event sector buyers will have to take the environment "more seriously into account" (TCEB [c], 2010).

Due to the crises, event industry organisers are trying to find out the ways to reduce operational costs, at the same time, satisfaction is still needed. Then, Green concept is a way that the event organisers adopt by the concept of "Reduce, Reuse and Recycle" (TCEB [c], 2010). The use of correct bins will benefits to the organisers to minimise the waste because of recycle issue (Allen et al, 2010; TCEB, 2014). However, not every hotels in Bangkok are green (only 53 hotels on the list of Green Leaf Foundation) and most of the bins in the hotels are in the area of Back of the House so, the possibility that the organisers or the participants will separate the garbage before throwing in to the bin is less (Klengtapong, 2011; Green Leaf Foundation, 2015). In order to advance event industry with the environment-conscious practices, TCEB has launched the campaign, which called "Green Meetings" (TCEB [b], 2009). Green Meetings is a strategic policy and makes standard for the Thai MICE industry. Green Meetings policy is an opportunity for Thailand as an additional tool to compete in an international market (TCEB [b], 2010). Apart from protecting the environment, the Green Meeting can be a major selling point of business event in the future because Green Meeting creates differentiation itself by focusing on environment-friendly practices in the competition (TCEB [b], 2009). New trends of green meetings include using electronic connectivity in events, and realising the importance of going green in event management (McCartney, 2010). Also, the number of people who are using the Internet is increasing. According to the Internet World Stats (2015), more than 42.4% of the world populations are now accessing the Internet in their daily lives, which represents more than 753% increase when compared to the figure in 2000.

Green Meetings could encourage service buyers to be more concerned about environmentally issues and tend to apply these ideas when organising the events (TCEB [b], 2010). In Thailand, TCEB is a centre of supporting and encouraging organisers in order to meet the standard of environment conservation. There are five partnerships that also involved in these programmes, which are Thailand Environment Institute (TEI), Green Leaf Foundation, Thailand Incentive and Convention Association (TICA), Trade Exhibition Association (Thai) or TEA, and event operators (TCEB [b], 2009).

Additionally, the survey for "Convention 2020-The future of Exhibitions Meetings and Events" that sponsored by the "International Congress and Convention Association (ICCA)" found that 70% of respondents said ethical and environmental decision to participate in the events. Furthermore, the "May 2010 IMEX Research" entitled "New IMEX Global Insights Report reveals greater optimism for the year ahead" found that respondents interpreted meetings and conventions should be more and more environmental friendly (TCEB[d],2010). This information shows that people in this decade are very concerned the environment more than the previous time.

Changkaew and Batra (2010) investigated that international tourists were not interested in energy saving while they were shopping or visiting environment area. Most of foreign tourists expressed that Bangkok has less of environmentally friendly recycling systems at both hotels and restaurants around in Bangkok.

Currently, Thailand can become a leader in region in the field and the worldwide destination of choice for holding events by bring both of service providers and buyers together under the Green Meetings concept, which is simple and easy to implement (TCEB [b], 2010).

2.5 Consumer's Behaviour

Ajzen (1988), cited in Han et al, 2010; Chen and Peng, 2012; Chen and Tung, 2014, developed the theory of planned behavior (TPB) to propose a model that can measure the actions of human as well as to predict the intention. There are three variables suggested in the theory that will predict the intention to perform a behaviour – "attitudes", "subjective norms" and "perceived behavioural control". This theory is widely used by researchers to test customers' green behaviours.

Han et al (2010) investigated that TPB has a good fit to predict the power of customer's intention to visit green hotel. This research revealed that "attitude, subjective norms and perceived behavioural control positively affected intention to stay at a green hotel".

Chen and Tung (2014) used TPB to examine the intention of customers to go to environmentally friendly hotels and found that environment concerns of customers conform to a positive influence on their attitude towards green hotels, subjective norms, and perceived behavioural control.

2.6 Corporate Social Responsibility

The businesses should give the welfare to the communities both of locally and globally. The businesses that realise the significance of corporate social responsibility will gain more satisfaction from their employees. The employees are more likely positive, happier, and more productive because they satisfied with the organisation's commitment to social and environmental responsibility (Fenich, 2012). Many organisations are realising on the corporate social responsibility (CSR) to be a tool that can attract more customers as well as distribute the income or give the benefit back to the communities (Manager 360° Weekly, 2011).

Corporate Social Responsibility is a business's intention to do the right things and perform in the ways that are good for the society and concerned with the ethics in any activities of business operation (Robbins and Coulter, 2007). Regarding this concept of social responsibility, Green Meetings can be one of the social responsibilities to protect the natural environment and reduce the material used in the events. It does not only reduce the negative the impact on environment but also the operators can save some money and gain more profitability return for the company.

CSR has been recognised in Thailand since 2006 because every company deemed that it is the image of organisations. CSR is a kind of investments that is worth the value and marketing and create the sustainable development (CSRI, 2012).

Six directions of Corporate Social Responsibilities (CSR) in year 2012 (Yordpreuktikarn, 2012)

1) More publicity on CSR

After the flood crisis in the central part of Thailand, the presentations of photos that the organisations helped, donated and gave spirit to the affected communities will be more through the television programmes, radios, events, etc. Also, the organisations will communicate throughout various medias that the organisation will be closely with the communities either good or bad situations.

2) Reinforcing CSR for recovery

In 2012, the flood situation created damages to economies, socials and environment. Organisations in any types of business will be a part of recovery projects based on qualification, location and relevant of the business. The recovering strategy of the business is classified into 3 types which are:

- Donations and activities to the affected communities.
- Recovering operation through the principles of business procedures.
- Colloquium and push the public policies with the concerned parties.

3) Social marketing over CSR

After crises, the business will develop the marketing to be more realised on emotions and living of the target markets. The strategy that many companies will use is "Social Marketing", which brings the social issues or social responsibility to establish the marketing strategy. The marketing strategy should give the benefits directly to the organisation and also bring the benefits that the target markets should be received as well as customers' satisfaction toward products and services, and customers' long-term quality of life.

4) Release of the new Business Continuity Management (BCM) Standard

Business in Thailand has been awakened to make Disaster Support Projects since cataclysm in 2010 until deluge 2011. Many organisations adept those projects in order to avoid the discontinuance of the business as same as ISO 22301, which is international standard will be announced through around the world

5) The new chapter of sustainable development in Rio+20

United Nations Conference on Sustainable Development (UNCSD) or Rio+20 were taken place in Rio de Janeiro, Brazil. There are 2 main themes, which are green

economy in the stream of sustainable development and elimination of poor, and framework of institute for sustainable development.

6) Green growth gap

Developing strategy to Green Growth or preparation for going Green Economy Age of Thailand is still more far from neighbouring countries. Whilst, there is gap between big companies and SMEs, development and upgrade business chain in each industry are affected. So, this is the main challenges for Thailand and Thai business in 2012.

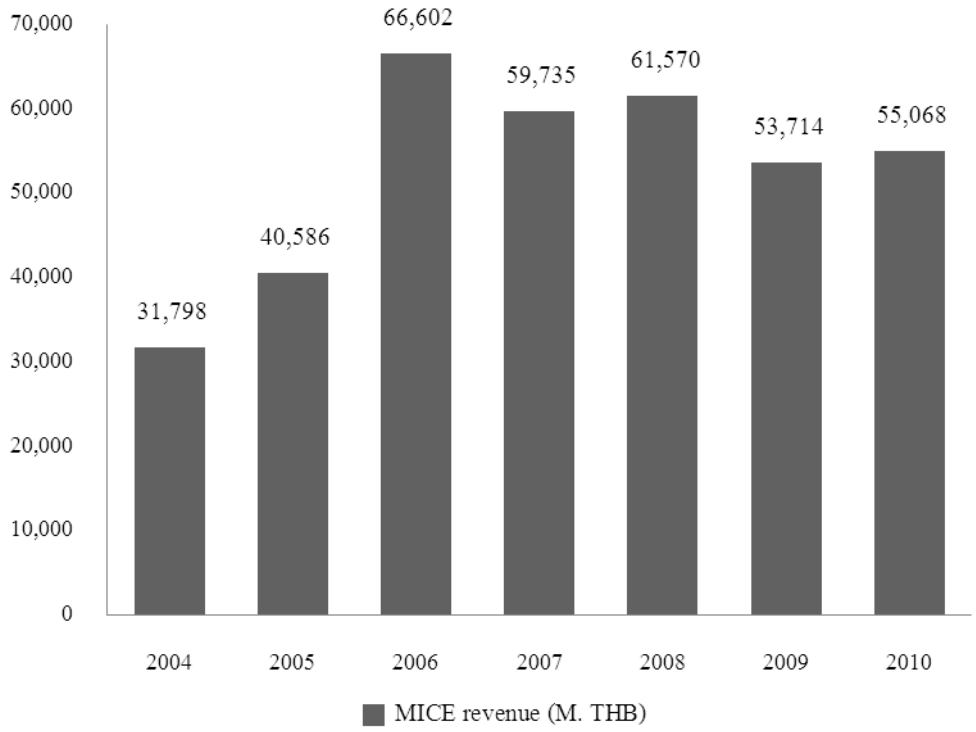
Moreover, Fenich (2012) believed that "green meeting" is a common expression meaning environmentally responsible. There are many countries that could not recognise of the events' benefits because of unable to control the negative images. Then, the event organisers should concern with their environmental, social and economic objectives (Raj et al, 2009). The events need the environmental impact assessment before it takes place in order to reduce the harm that might be affected on environment (Bowdin, 2006).

2.7 Economic

At present, many countries over the world try to put their best effort to develop the MICE industry as a mean to vitalise national economic development (Ministry of Economic Affairs (Taiwan), 2011). Chon and Maier (2010) revealed that "industry experts agree that meetings business can open door for all local and state economies". Convention centres have been called "economic machines" because the convention centres can create hundreds of jobs and generate billions of dollars in tax revenues.

In Thailand, the tourism industry is reported to generate GDP of 6.5% on average. As a part of the tourism sector, TCEB reported that MICE industry had generate 10.7% of the sector's annual income, with an average industry growth of 15-20% and in Figure 2.2 shown that MICE travellers bring in more than 50,000 million Baht in revenue to the country (TCEB[e], 2010).

Figure 2.2 Number of MICE travellers and its revenue Year 2004 - 2010



Source: MICE Report Issue 4/ December 2010

The companies that apply the green practices reported that "higher gross margins, higher return on sales, higher return on assets, and a stronger cash flow" (Fenich, 2012). Bohdanowicz (2006) believed that more benefits informed to the customers, the demand for "green" products and services will be increased among consumers. PCMA (2006) supported that there are many other cost-saving green practices that meeting managers may need to consider. For instance, decreasing individual bottle-water service will not only save money but also is eco-friendly. In addition, the opportunity of sponsorship might occur from green meeting like the sponsors can provide a refillable container with their logo / brand. Another example is to significantly cut the handout for keynote session out by writing them on a CD or posting them on event website. This can save for both of time and money. Thus, the result of going green is generally a significant savings because going green can reduce the amount of printed materials associated with a meeting or event. The attendees can download the information via the website of the event instead of printing and mailing materials. Fenich (2012) examined that, in doing this, the waste and the cost of printing and mailing materials are decreased.

Bohdanowicz (2006) investigated that there were 2 main directions identified as significant application for sustainable practices.

1. Eco-friendly practices should be taken into account in the hotel industry

In order to develop new technologies, publishing information about best practices and findings of cost-benefit analyses, hoteliers and all stakeholders (both of association and academia) should be involved. The government and both of existing national and international environmental organisations should be able to give the appropriate information to the interested companies. Then, the companies also should provide the training courses for all staff members.

2. The creation and encouragement of travellers' environmental awareness in initiating their demand for "green" practices

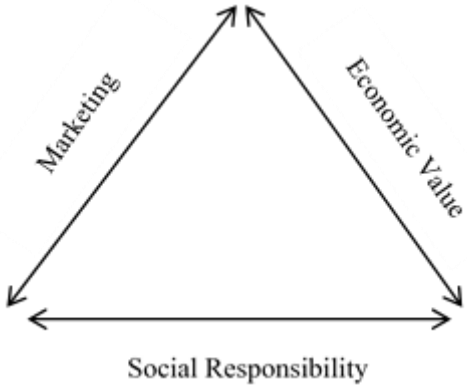
Customers' demand for more environmental concerns is likely to effort a significant change for the hotel industry.

2.8 Go Green

There are 2 ways of managerial decision for environmental uncertainty. There can be identified in both of business environment and the changes produced by the manager as a result of the initiatives they undertake in repose to the business environment (López-Gamero et al, 2011).

Prokop (2007) found that there are three reasons for business to "go green": Marketing, Social responsibility, and Economic Value as shown in Figure 2.3.

Figure 2.3 Reasons to go green



Marketing

Marketing is strong inducement to become environmentally responsible. Marketing is the tool of the firm's communication to the customers.

Social Responsibility

Socially responsible organisations make a good business sense because the firm can give the benefits back to the community in return.

Economic Value

The trend of environmental policy is not to reduce pollution but prevent it, and then the company will get the economic incentive.

Many marketers in the hotel industry are trying to increase the competitiveness in order to be green. With this strategy the hotel can enhance the profit of the organisation (Han and Kim, 2010). Furthermore, McCartney (2010) believed that being green of an event can also be a differentiating strategy from competing events Therefore, there are many hotels would like to join the green concept not only to eliminate or reduce the harmful impacts on the environment but also increasing the profitability. PCMA (2006) believed that "demonstrating a commitment to minimise the meeting's ecological footprint gets people excited".

Pujari et al (2003) investigated that many firms consider eco-performance as not an after-thought. It is very encouraging that the support and involvement of top management on environmental product development was presented in the majority of organisation. However, "it is still an incremental developmental development in the evolution of product development theory and practice by adding environmental performance issues as a new X factor".

2.9 Myths of Green Meetings

Even though there are many organisations are adapting their meetings more eco-efficient, some people still have misconceptions about the concept (PCMA, 2006). The event organisers may encounter with one or more from the following myths of green meetings:

Myth 1: Going green is too much expensive.

Many green strategies normally reduce rather than expand the expenditure. Green meeting can increase environmental and economic efficiency by minimising the waste

produced and reducing the resources used by the meeting management. For example, serving water in glasses rather than individual plastic water bottles, a meeting organiser can save $25,000. Selecting the meeting venue and hotel where is close to the participants' accommodation deducted $30,000 - $40,000 for a tree-day meeting (PCMA, 2006; Wilson and Spatrisano, 2010; GMIC, 2012)

Myth 2: Green meetings are annoying because they are complicated and involved a lot of effort.

Meeting organisers set the environmentally oriented policies and interpreting to hotels and vendors or suppliers to know that it is an important criterion of selection. For meeting organisers, when catering is required, local, organic and vegetarian food can be served. When printing is needed, recycled paper, double-sided printing and vegetable-based inks can be utilised. (PCMA, 2006; GMIC, 2012).

Myth 3: Only "environmental types" are promising to go green.

The above statement is not always true. For instance, according to Fortune 500 survey, hotel chains are joining "environmental benchmark" programmes through "The Prince of Wales International Business Leaders Forum". Sustainability is keeping company with mega-retailers; for example, a department store called "The House Depot" promised to sell only wood from sustainable forests (PCMA, 2006; Wilson and Spatrisano, 2010)

Myth 4: One conference is not able to make that much of a difference.

In fact, every effort toward sustainability has an impact. For example, during a five-day conference with 2,500 participants will use 90,000bottles or cans, 87,500 napkins, 75,000 cups, and 62,500 plates. If green practices are placing, it is easily possible recycle, compost and donates several tons of food and waste that would normally end up in landfills (PCMA, 2006; Wilson and Spatrisano, 2010).

Myth 5: Conference attendees will not care if the conference or meeting is sustainable.

Actually, the attendees will feel that the organiser does not concern about only making money but also environmental responsibility if they are engaging in green practices. Lots of conference participants are willing to support environmentally friendly practices in their daily lives – private and professional (Wilson and Spatrisano, 2010).

Myth 6: Individuals have less power to change their workplace and communities.

Individuals will meet the growing need for green services and products if they adopt environmentally friendly practices. They also are filling the green marketplace. A primary goal of greening conference management is empowerment by allowing every attendee to minimise impacts on environment and apply further in their daily activities (Wilson and Spatrisano, 2010).

Myth 7: The quality of the meeting experience is reduced by green meetings.

Majority of green meeting activities have been done completely without the notice of the attendees. Delegates travelling from other cities or abroad will be more appreciated to receive the handouts and other materials in a format of digital. Many attendees contribute very positive responses if the outcomes of green meeting activities are promptly informed. Finally, the Travel Industry Association of America had been done the survey in 2003. The results revealed that 83% of US business and leisure travellers intend to contribute 6.5% more for products and services produced by eco-friendly companies (GMIC, 2012).

2.10 Barriers to Environmental Management System (EMS)

Environmental Management System (EMS) is established that has more pressure to demonstrate environmental performance of organisations. Also, a structure should be provided to allow management to have a better control of the establishment's impacts on environment (including "commitment and policy, planning, implementation, measurement and evaluation, and review and improvement") (Chan, 2008).

Bohdanowicz (2006) found that stewardship of environment is sometimes in the top rank in the European hotel industry. The study of Emilsson and Hjelm (2002) showed that primary purpose of organisation, such as bringing order to the environmental efforts, was the main reason for implementing EMSs in the organisations. Even though, EMS adaptation is mostly perceived as an environmental project.

There are 6 elements which implementation of EMS cannot be mushroomed in hotels are "implementation and maintenance costs", "lack of professional advice", "lack of knowledge and skills", "lack of resources", "certifiers / verifiers" and "uncertainty of outcome".

Chan (2008) studied these factors and ranked them from the most important to the least important respectively.

Cost of implementation and maintenance

The significant barriers from the agreement among hotels is implementation and maintenance costs because these costs must be allocated in order to maintain the effectiveness of the system. Typically, the hotel cannot apply an EMS in a situation that the hotel management is uncertain in terms of the actual outcomes of the system.

Lack of professional advice

The managers of hotels need the professionals to give them the information (the environmental legislation and ISO standards), assistance or consultant when the problem occurred. Sometimes, without the professional advices, the hotel managers may face with mis-understanding in terms of the benefits and driving forces obtained from the environmental management system. Moreover, the hotels may not have any idea to adjust the guidelines to match with own organisational culture and the nature of its business too.

Lack of knowledge and skills

A hotel cannot implement EMS because the knowledge and skills are deficiency. For instance, the hotels did not know the formal EMS. The hotels may not have a very clear understanding of statements in the ISO guideline as well as example could be rarely found for the hotels to benchmark their own operations. Previously, the hoteliers concerned the quality service to guests and better profits through yield management while environmental management generally is not the top priority. Therefore, the hotel might not have the experience to identify the gaps of the current environmental performance and improve the gaps.

Lack of resources

Management and staff time, money and purchase of equipment are the resources that have to be arranged and allocated during the adaptation of EMS. The hotels may face that it is different to reach the environmental performance desired because there is lack of sufficient resources were installed. In addition, without adequate resources, the hotels may delay their EMS implementation.

Certifiers / verifiers

The certification will be processed by the third party to give written insurance to the company that "a product, process, service or management system" conforms to the third party's requirements. If a hotel would like to get the certification, the hotel has to invest "money, time and people" in order to meet the requirement. However, small or budget class hotels may encounter with the problem of high cost in receiving a particular certification.

Uncertainty of outcome

Since the time of staff is consumed by other functions of work and green practices are generally not the first effort in their conscious, the outcome is hardly to be guaranteed.

Finally, it is not easy to setting aside more resources or it is not a priority issue even local authorities are interested to implement EMSs in their own organisations. This situation perhaps indicated that "EMSs are not completely compatible with the organisations of the local authorities as they are designed today" (Emilsson and Hjelm, 2002).

2.11 Benefits of Green Meetings

Thailand Environment Institute Foundation (TEI) (2012) noticed that the Green Meetings can distribute the benefits to both of organisation and employees / participants.

2.11.1 Benefits to organisation

1. Reduce the utility cost both of resource and energy of the organisation
2. Establish a good reputation and image to the organisation for social responsibility part in terms of energy and environment conservation.
3. Encourage the employees to participate in energy and environment conservation.

2.11.2 Benefits to employees and participants

1. Build the conscious and a good behaviour to preserve the energy and environment.
2. Take pride in being a part of society that supports sustainable improvement.

2.12 Green Meeting Programmes

There are three sources of Green Meetings programme which are Convention Industry Council's (CIC), Thailand Convention and Exhibition Bureau (TCEB), and Florida Department of Environmental Protection. There are similarities of those three sources as following table.

Table 2.2 Green Meetings program

Topic	TCEB	CIC	Florida DEP
Convention / Exhibitions Venues	*	*	*
Accommodations	*	*	*
Transportation for Delegates, Exhibition	*	*	*
Food and Beverages	*	*	*
Convention and Exhibition Production	*	*	*
Communication and Public Relations	*	*	*
Tokens and Souvenirs	*		
General Office Procedures	*	*	*
CVB / DMC		*	

Sources: TCEB, 2009; CIC, 2004; Florida DEP, 2009

2.12.1 TCEB's Green Meeting Guidelines

Conventions / Exhibitions Venues

Valuable Resource Usage:

- Use electronic devices with an energy efficiency rating of 5
- Set the air conditioning at 25 degrees Celsius
- Access easily by public transportation

Waste and Pollution Reduction

- Use small bushes or potted plants to eliminate waste and they can be reused in the future events
- Provide trashes for 4 categories of garbage: plastic bottles, cans, paper, and glass

Chemical Reduction

- Apply eco-friendly cleaning products that can be destroyed by natural chemical process

Accommodations

Valuable Resource Usage:

- Encourage guests to reuse the towel to reduce the water consumption
- Use energy-efficient electronic devices
- Use air conditioners and lightings with an energy efficiency rating of 5
- Access to easily to public transportation

Waste and Pollution Reduction

- Use dispensers of shampoo, conditioner, and liquid soap that can be refilled
- Use product package that can be reused

Chemical Reduction

- Use cleaning products that are eco-friendly as they can be destroyed by process of nature

Transportation for Delegates, Visitors, Tourist and Equipment

Energy Consumption and Pollution Reduction

- Inspire the participants to find out the information of public transportation around their accommodation and the meeting venue
- To reduce the personal transportation, the meeting organisers should provide the shuttle bus services that are eco-friendly such as hybrid cars during the meeting period because they use the electric, and fossil fuel

Food and Beverages

Waste and Pollution Reduction

- Use the long-lasting dishes and utensils to serve food and beverages to minimise the packaging waste, make the agreement with the vendor to use the durable dishes and utensils to pack the fresh food or

prepared food and, in order to reduce the leftover food, arrange the donation to organisations needed.

Chemical Reduction

- If the one-time and disposable containers are needed, a natural material can be used, such as banana leaves and paper are recommended. Use the local raw materials for food preparation because the chemicals can be reduced and consumer safety increased.

Convention and Exhibition Production

Valuable Resource Usage

- Select the outdoor or opened air venue, such as under the tree, to reduce the use of air conditioner
- Turn of the electric devices when not in use or use the stand-by mode
- Discourage the participants to wear a formal business dress to decrease the temperature and set the temperature at least 25 degree Celsius in a meeting room
- Provide the drinking water in glasses refilled by a jug. Water consumption will be reduced if delegates are not reach the expected number
- Keep the leftover materials, notepad and stationary from the delegate's table to use in the future event.
- The document should be printed in double-side to reduce the use of paper
- Avoid to give the souvenirs, but if needed , the products that made from environmental friendly materials, easy to find and manufactured locally is recommended

Waste and Pollution Reduction

- Set up stations for the participants to drop name badges, unwanted souvenirs or give-away premiums, unwanted printing materials (handbills and pamphlets) upon exit for reuse or make a donation to the in-need organisations.

- Choose the materials that are recyclable and reusable from former events also reduce the use of foam and plastic for decoration an containers
- Reduce paper media and encourage to use electronic media like download the materials from the website of event

Chemical Reduction

- Use delegate bags that made from the environmental friendly materials rather than plastic

Communication and Public Relations

Waste and Pollution Reduction

- Event's website, e-mails, e-newsletters and SMSs are the communicating tools for event co-ordinators. Use LED screens for public announcement and also PA system got the venue is endorsed.

Tokens and Souvenirs

Waste and Chemical Reduction

- Choose the giveaways that made from recyclable or eco-friendly materials, easily found within the region and reduce the packaging materials

Environment Preservation

- Eco-Design, Green Procurement and avoid materials from animals or plants

General Office

Valuable Resource Usage

- Use eco-friendly office supplies and energy efficient compact fluorescent lighting

Increase the Potential within the Employee

- Set the organisation's mission statement for MICE events of promoting environmental friendly
- Change the employee behaviour to focus on environmental friendly through the establishment policies

- Make an agreement with the event contractors or organisations to apply the eco-friendly materials that is recyclable

2.12.2 CIC's Green Meeting Guideline

There are 2 parts of Green Meetings guideline which are Best Practices for Event Suppliers and Best Practices for Event Organiser.

Best Practices for Event Contractors

Convention and Visitors Bureaus (CVB)/Destination Management Companies (DMC)

- Set the environmental policies and inform the policies to all concerned parties such as clients, employees, members and visitors
- Survey the destination, venue and other sectors that are adapted the environmental programmes/services in the event activities

Accommodations

- Develop an energy management programme in the organisation in order to reduce the use of electricity and launch a purchasing policy of buying the eco-friendly items
- Provide an on-site recycling programme and reuse policy in order to minimise the waste

Event Venues

- Develop an energy management programme in the organisation in order to reduce the use of electricity and launch a purchasing policy of buying the eco-friendly products
- Provide an on-site recycling programme and reuse policy in order to minimise the waste

Transportation Providers

- Use the recycle oil, vehicle batteries, antifreeze and tires to reduce the impact to the environment. Collect recyclables used onboard and recycle them.

Food and Beverage Providers

- Use “locally grown/in-season; organic; fair trade; shade grown; and/or appealing vegetarian alternatives” and donate the leftover food and beverage to the organisation in need. Purchase the items and ingredients from the local community and use the environmentally friendly packaging.

Exhibition Service Providers

- Event organiser should inform the exhibitor for on-site waste reduction and environmental efforts. The event organiser reuses the display materials and decorations.

General Office Procedures and Communications

- Focus on cost-saving, energy-efficient efforts and change from the written communication to use e-mail. If the printing is required, double-side copies are recommended.

2.12.3 Florida Department of Environmental Protection

Selecting Destination

- Ask recommended for environmentally friendly venues and suppliers from the destination’s “Convention and Visitors’ Bureau (CVB)” and local “Destination Management Companies (DMCs)”.
- Give the information about environmental practices to all vendors and suppliers and ask them to participate.
- In the contract, put a clause with vender or property to comply with their agreement with the environmental requirements.
- Consider cities with mass transit system connected major meeting venues.
- Off-site events and environmental friendly tours are considered.

Accommodations and Venues

- Select the hotels or venues that have greening practices in place.
- Consider venues or properties that intend to provide some of the following services:

a. Recycling programme
b. Electronic devices are turned off once meeting rooms and guest rooms are not occupied.
c. Dispenses for shampoos, soaps and lotions are available in guest rooms or leftover portions of amenities are donated.
d. Reuse programme: linen and towel

- Select locations where the event venue and hotels are close (within walking distance) to each other if using multiple facilities.

Transportation

- Provide information to the transportation service companies about eco-practices and ask them to join.
- Encourage the attendees to choose the environmentally friendly transportation.
- Inform attendees about the local public transportation or the shuttle buses.

Food and Beverage

- Inform the suppliers about environmental practices and ask them to cooperate.
- By contract, the caterer or supplier are required to meet the standard below:
  a. Using reusable dishware, cutlery, linens and decorations.
  b. Using water coolers or dispensers and paper-made cups with a minimum of 30 percent recycled content.
  c. Condiments, beverages, and other food items provide in bulk rather than individually packaged.
  d. Using locally produced seasonal and/or donate the unused to a soup kitchen or local food bank.
- Meal signing-up on the registration form for attendees to prevent food waste and costs.

Exhibitions

- Inform the exhibitors about environmental preferences and ask them to join.
- Ask the exhibiting organisations to implement the practices below:
    a. Minimise the use of collateral materials, double-sided printing with recycled paper and vegetable-based inks if needed.
    b. Minimise, reuse and recycle packaging when appropriate.
    c. Provide giveaways which made from recycled content and do not use endangered or threatened-made gifts.
    d. Use local or in-season grown.
    e. For future reference, provide digital files on memory sticks/CD or on a Website.
- Include a statement in the agreement with the facility and /or decorator to:
    a. Provide recycling programme for cardboard, cans, pallets, paper, pallets, glass, plastic, and other recyclable items.
    b. Train clean-up crews to separate reusable and recyclable items from the trash.
    c. Use reusable and recyclable decorations and display materials.

Event Communications and Marketing

- Inform all staff about environmental standards initiatives for the events or meetings.
- Attendees, stakeholders and the media should be communicated about the event's green initiatives.
- Use paperless by providing all information and promoting the event via the Web and e-mail. Registration, itinerary and proceedings should be available online (including handouts and speaker notes).
- Double-sided and recycled paper using vegetable-based inks are considered when printing is needed.

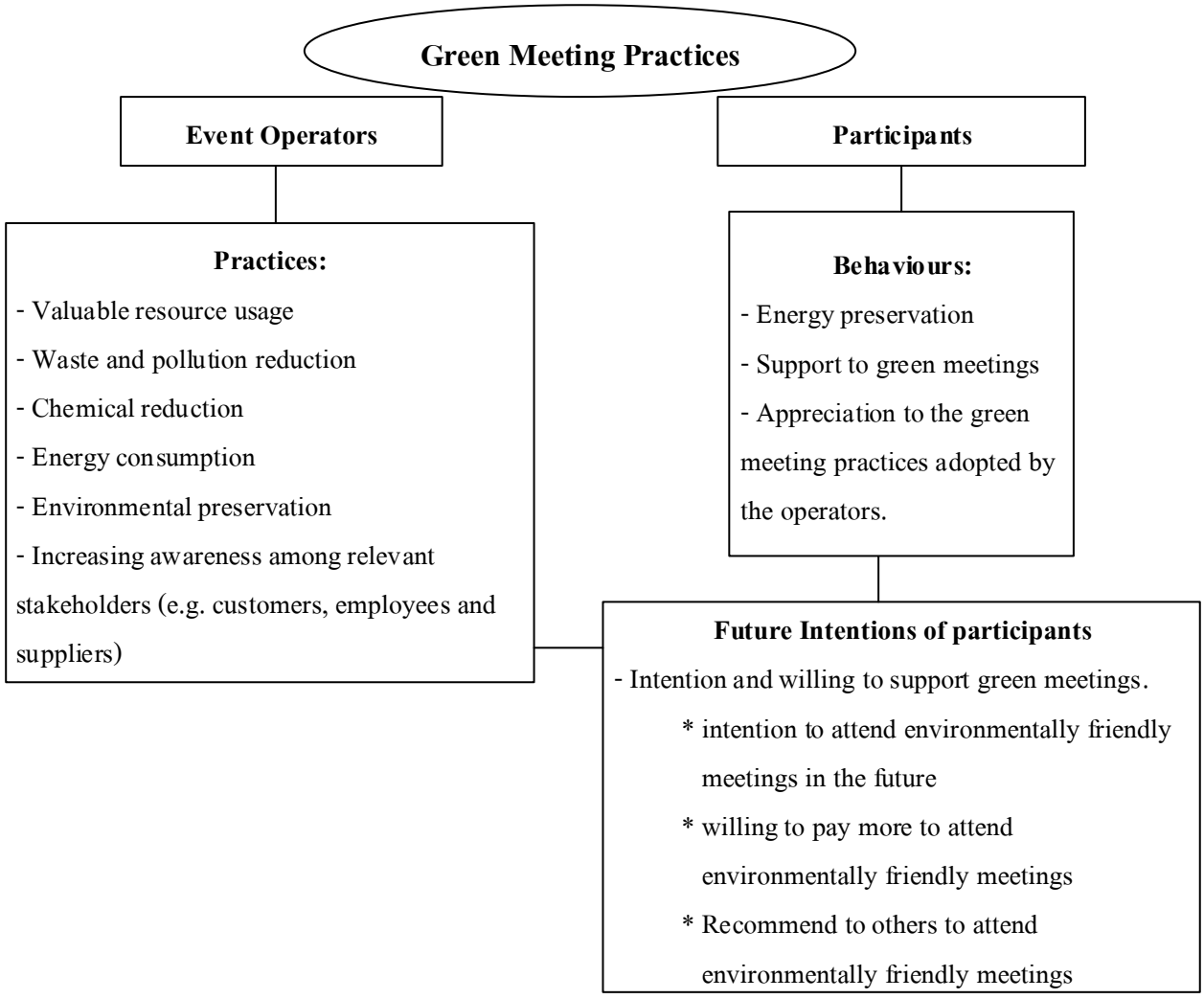
- Use badges which made from recycled content and set the station to collect the unwanted name badges from the delegates.
- Ask the venue or hotel to send "Banquet Event Orders (BEOs)" and "rooming lists" in the digital format.
- Using local products and talents whenever possible.

Office Procedures for Meeting Organisers

- Establish environmental policies and procedures (in details) to implement and make the engagement with all stakeholders i.e. employees, suppliers and customers.
- Use "low-impact transportation" (i.e., mass transit, biking and walking) which energy consumption and emissions can be lessened.
- Emphasise on cost-saving, energy-efficient efforts.
- Communicate all information such as rooming lists, layouts, event orders, settlement of account, etc. through email.

2.13 Conceptual Framework

It is the ultimate aim of this study to determine the current practices of the event organisers in applying the green concepts as well as investigate the participants' perceptions and behaviours towards this concept. The conceptual framework that guides the overall research design is portrayed as below:



Source: Emilsson and Hjelm, 2002; CIC, 2004; Bohdanowicz, 2006; TCEB, 2009; Florida DEP, 2009

CHAPTER 3

METHODOLOGY

In this study, green meeting is operationally defined as the activities that help the meeting organisers to reduce, reuse and recycle the meetings materials and resources, and they conclude environmental considerations to minimise the negative impact on the environment in both of management and operation stage (CIC, 2004; PCMA, 2006; Aase, 2009; Laing and Frost, 2010).

This study is an exploratory research as it aims to help clarifying the understanding of a problem when the precise nature of the problem is unsure (Saunders et al, 2009). Its ultimate goal is to examine the merit of programme of "Green Meetings" from attendees' perspectives. The primary data was compiled by questionnaires and direct to study the event participants' perspectives towards Green Meetings. The secondary data was collected by searching documents and related studies.

3.1 Population

The population of this research was the participants who participated in international academic conferences in Bangkok. The conferences that were organised and use facilities in hotels was the target of this study. The population of this study was infinite. Bangkok was the target destination for data collection because this province is one of major MICE cities (Bangkok, Pattaya, Phuket and Chiang Mai) in Thailand (TCEB, 2009[c]). Once key conferences are identified, cooperation was sought to obtain permission to distribute questionnaire.

3.2 Type of Research

This research used quantitative study to accomplish the objectives. This study focused mainly on event participants who attended the international conferences in Bangkok. In the part of closed ended questions, the participants were asked to provide their basic demographic profiles, information about the conference they were attending, and rate their level of agreement (Likert scale) about their accommodation, perceived green practices in the conference and their

behaviours and future intention to attend the green meetings. In the part of open ended questions, the participants were asked to provide the suggestions to the event organiser.

3.3 Questionnaire Design

The questionnaire was designed as the survey instrument in this research, and it was comprised of four sections as follow:

Section 1: General information about the attending conference, the respondents were asked to provide the information of pre-event, transport and accommodation.

Section 2: Perceived green practices, the respondents were asked to rate their level of agreement to 27 attributes (using five-point Likert scale). A list of attributes in this study was adopted from Green Meeting Guidelines produced by Thailand Conventions and Exhibitions Bureau (TCEB).

Section 3: Behaviours and future intentions, the respondents were asked to rate their level of agreement to 11 attributes (using five-point Likert scale).

Section 4: Demographic profile of respondents, the respondents were asked to provide their gender, age, nationality, marital status and occupation.

The questionnaire used five-point Likert scale to express the agreement and disagreement level of each attribute as to measure the perceived green practices, behaviours and future intentions. Range of agreement started from 1 (strongly disagree), 2 (disagree), 3 (Neutral), 4 (agree) and 5 (strongly agree).

The questionnaires were written in English language since the data were collected in international conferences which mean most of the participants are able to use English as a communication tool.

In order to check for validity and reliability of the questionnaire, the advisor and researcher had reviewed the questionnaire to ensure that it was covering all objectives proposed. Moreover, pilot test also had been approached to pre-test and receive the feedback from other people. The pilot test is defined as pre-tested questionnaires are distributed in order to find the possibility of problems may be occurred in answering the questions (Saunder, 2009; Sekaran and Bougie, 2013). 30 questionnaires were pilot tested and the questionnaires were revised as shown in the Appendix 2.

Table 3.1 Elaboration conceptual framework with questionnaire

Construct	Questions
Organiser	
Valuable resource usage	9.1 Electronic devices with an energy efficiency rating of 5 are used in the venue. 9.2 Air-conditions at this event are set at 25C. 9.3 Small bushes or potted plants are used to make the décor. 9.7 The venue is easily accessed by public transportations. 9.14 Food served in this event is made from local ingredients. 9.15 This is an outdoor or opened air venue to reduce the use of air conditioner. 9.16 Electric devices are always turned off or used the stand-by mode when not in use. 9.17 I am discouraged to wear a formal business dress in order to decrease the temperature. 9.19 Given documents were printed in double-sided. 9.23 I have to download event materials from the event's website 9.27 Stations for the participants to drop name badges, unwanted souvenirs or give-away premiums, unwanted printing materials (handbills and pamphlets) are set up upon the exit.
Waste and pollution reduction	9.4 Four categories of garbage (paper, plastic bottles, glass, and cans) bins are provided in this event. 9.6 There is refilled liquid soap available in the toilet at the event site. 9.10 I have done the sign-up form for meals on registration process. 9.11 Food and beverages in this event are served by the durable dishes and utensils. 9.13 In this event, water is served in glass rather than in bottles. 9.18 The organisers usually keep all leftover materials, notepad and stationary from the delegate's table and reuse them.

Table 3.1 Continued

Construct	Questions
Chemical reduction	9.5 Cleaning products that the venue is using are able to be destroyed by natural chemical process.
Energy consumption	9.8 There are shuttle bus services from my hotel to the event venue. 9.9 Organisers encourage event attendees to use public transportation rather than own transportation.
Environmental preservation	8.5 I stay at the hotel because it adopts environmentally friendly practices. 9.12 Food and beverages containers are made from natural material. 9.24 Delegate packs of this event are made from natural materials. 9.25 This conference uses eco-friendly equipment and materials. 9.26 Souvenirs of this event are made from recycled or environmentally friendly materials.
Increasing awareness among relevant stakeholders	9.20 Event organisers communicate with the attendees via emails and SMSs. 9.21 I have known the event information from event's website and e-newsletters. 9.22 I have seen the announcement of the event via LED board. 11. In your opinion, how much environmental awareness is the conference organiser of this conference when compared with other conferences you have participated? 12. In your opinion, how responsible to the environment is the conference organiser when compared with other conferences you attended in the past?
Participant	
Energy preservation	5. How do you get to the event venue? 6. Based on your answer on Question 5, why do you choose that kind of transportation? 7. How did you select your accommodation? 8.1 I stay at the hotel because it is close to where the conference takes place. 8.2 I stay at the hotel because I can easily go to the conference venue. 8.3 I stay at the hotel because it is near public transportations. 14.5 I think "recycling is important to save natural resources".

Table 3.1 Continued

Construct	Questions
Support to green meetings	10. While you are attending this event, are you trying to do anything that helps to save the environment? 14.1 I like to go to a conference that organised at an environmentally friendly hotel. 14.2 I always support a conference that is organised by a green meeting organiser. 14.6 I choose to attend this conference mainly because of its promise to be a green meeting. 14.7 I prefer to attend conferences that apply environmentally friendly practices BUT I also consider other factors such as price, destination, facilities and others.
Appreciation to the green meeting practices adopted by organiser	13. Were you impressed by any environmentally friendly practices in the event? 14.3 I am considered myself as an environmental conscious person. 14.4 I feel good when supporting green meetings.
Future intentions	15.1 I am likely to attend conferences that use environmentally friendly practices. 15.2 I am willing to pay more to attend conferences that help to save the environment. 15.3 I am likely to recommend my colleagues to attend conferences that use environmentally friendly practices. 15.4 I do not mind attending a conference that may not be friendly to the environment.

3.4 Sample Size

This study used Taro Yamane (1973)'s formula and the TCEB statistics of MICE participants, sample size for the study is determined as follows;

$$n = \frac{N}{1 + Ne^2}$$

When n = size of sample group

N = size of target population (the number of MICE participants in Thailand in 2010)

e = inexactness from sampling at confidence level at 95%

$$n = \frac{740,412}{1 + 740,412(0.05)^2}$$

$$= 399.798$$

Thus, the sample size is 400

Questionnaire of the study was developed from the conceptual framework in Chapter 2. The 400 questionnaires were distributed on-site in order to collect the data from the participants who attend the international conferences in Bangkok.

3.5 Sampling Method

The researcher chose the convenience sampling method that classified under non-probability sampling. Target population was the participants who were attending the international academic conferences as accurate definition of the respondents. The advantage of this method were: convenience to have the information from the population that is available, less time consumed and cost effective. Nevertheless, this sampling method is questioned for its generalisability.

3.6 Data collection

3.6.1 Primary Data

The period of collecting data was in June to July 2012. A total of 400 questionnaires were distributed to the participants in the international conferences by convenience selection in order to gain the participants' perspectives.

3.6.2 Secondary Data

The relevant concepts, ideas and research were taken from several sources. Those were from articles, journals, textbooks and previous theses from University's library and Internet to support and complete the research.

3.7 Data Analysis

Statistical package for research was used in data analysis. Statistical significance is applied in order to review whether the result is reliable, a significance level is at p =0.05 or null hypothesis is accepted. The statistics used in this study were related to the objectives of the analysis and the characteristic of the data. Descriptive statistics (frequencies, Percentages, and Means), One-Way ANOVA, Independent Sample T-Test and Regression Analysis are decided to be used in this study.

Descriptive statistics are used to analyse the data in terms of description, interpretation, calculation and presentation of tables. Descriptive statistics applied to describe the characteristics of variables. The result does not refer or elaborate to the population group (Saunders et al, 2009; Kaiyawan and Plaprom, 2010). Therefore, this study uses descriptive statistics to measure the distribution of the data namely frequency and percentage of the respondents' profiles, pre-arrival information, transportation, and accommodation information.

From the result of frequency and percentage statistics, to balance the number of population, the researcher decided to recode these following variable into new recode groups – age (less than or equal 29 years old, between 30-39 years old and more than 39 years old), nationality (Asian and Non-Asian), marital status (single, including divorced and separated, and married), types of conference (Education, Environment and others, Business, Information Technology and Science) in order to use the new recode groups in the further data analysis.

Likert scale is the method that divides the scale into 3, 4 or 5 parts such as strongly agree, agree, not sure, disagree or strongly disagree with a statement and the respondent can select only one level that is the most suitable for them (Saunders et al, 2009; Kaiyawan and Plaprom, 2010). For this study, the respondents were asked to rate their level of agreement with the statements. The level of agreement is designed to use five-point Likert scale:

1 = Strongly disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly agree

Independent sample t-test was used to compare the significant differences in the means of two groups in the variable (Saunders et al, 2009; Sekaran and Bougie, 2013). For this study, this method was applied to compare the mean scores of each individual variable in order to determine the significant difference between two groups namely male - female, single – married and Asian - Non-Asian.

Analysis of variance (ANOVA) were also conducted to determine the differences among three or more distinct groups and compare the mean scored of variables (Saunders et al, 2009; Sekaran and Bougie, 2013). This research used this methods to compare means of age groups and theme groups. The significance level of these two methods of analysis is $p = 0.05$ or less. The dependent variable in this research was the attributes of behaviours and future intentions of participants to the conference attending.

Multiple regression test were also conducted to the relationship between independent and outcome (Saunders et al, 2009; Sekaran and Bougie, 2013). Independent variables in this study were attributes of participants' behaviours, while the dependent variable was participants' future intentions.

Table 3.2 Hypotheses and methods of analysis

No.	Hypothesis	Method of Analysis
1	Personal factors (gender, age, nationality, maturity status and professions) affect participants' perceptions and behaviours towards green meetings.	T-test ANOVA
2	Green practices by organisers are related to participants' future behaviours.	Multiple regression
3	Participants' perceptions and behaviours towards green meetings influence their future behaviours.	Multiple regression

CHAPTER 4

RESULTS

4.1 Descriptive Statistics

The results were divided into three main parts. These take account of the personal information of the respondents, pre-conference information (including decision-making, transport and accommodation), and opinion about the green practices in the conference they are attending.

4.1.1 Demographic Profile of the conference participants

Totally 374 valid questionnaires were collected. The questionnaires were completed by the participants who attend the conferences in Bangkok. The frequency and percentage were obtained to find out about the demographic of respondents. Table 4.1 reports demographic profiles of the respondents

Table 4.1 Respondent Profiles

Demographic Profile		**Frequency**	**Percentage (%)**
Gender	Male	118	31.6
	Female	256	68.4
	Total	*374*	*100*
Age	Under 20	8	2.1
	20-29	109	29.1
	30-39	147	39.3
	40-49	74	19.8
	50-59	36	9.6
	Total	*374*	*100*

Table 4.1 Continued

Demographic Profile		Frequency	Percentage (%)
Nationality	Asian	275	73.5
	African	29	7.8
	European	13	3.5
	North American	12	3.2
	South American	5	1.3
	Australian	40	10.7
	Total	*374*	*100*
Status	Single	174	46.5
	Married	190	50.8
	Divorce	7	1.9
	Separated	3	0.8
	Total	*374*	*100*
Occupation	Student	115	30.7
	Government Officer	41	11.0
	Academic	123	32.9
	Business	30	8.0
	Medical	3	0.8
	Employee or company officer	62	16.6
	Total	*374*	*100*

Referencing to the Table 4.1, most of the respondents were female (68.4%) and 31.6% of the respondents were male. Most of the respondents were in age range of 30-39 years old (39.3%) and 20-29 years old (29.1%). The majority of the respondents were Asian 73.5 % and 10.7% of Australian. Many of the respondents have a status of married (50.8%) and single (46.5%). Most of the respondents were 32.9 % of academic and 30.7% of students.

4.1.2 Pre-conference information of the respondents

Table 4.2 Themes of conference that the respondents were attending

Themes of Conference	Percentage
1. Education	34.80
2. Environment	22.70
3. Science	16.00
4. IT	14.40
5. Business	12.00

Table 4.2 shows about the themes of conference that the respondents were attending. It illustrates that the majority of the respondents were attending the educational conference (34.8%) and environmental management conference (22.7%).

Table 4.3 Percentage of attending the conference on this trip

Types of Attendance	Percentage
1. First-time attendance	57
2. Repeat attendance	43

Table 4.3 presents the percentage of the respondents who have ever participated in the conference attending and the first-time participants. The majority of the respondents were first-time participants (57 %) and another was re-visit participants (43%).

Table 4.4 Opinion about the conference trying to save the environment

Opinions	Percentage
1. Trying to save the environment	14
2. Not trying to save the environment	86

Table 4.4 displays the opinions of the respondents toward the conference about the environmental saving. 86% of the respondents believed that the conference attending was

trying to save the environment. On the other hands, 14% of the respondents did not believed that the conference attending was trying to save the environment.

Table 4.5 Transport that the respondents used for travelling to the venue

Types of Transport	Percentage
1. Stay at the venue's accommodation	33.70
2. Provided transport	30.70
3. Public Transport	25.90
4. Own vehicle	4.80
5. Others	4.50

Table 4.5 shows the transport that the respondents selected to travel to the conference venue. Most of respondents stayed at the venue's accommodation (33.7%). 30.7% of the respondents decided to use the transport provided by the conference organiser and 25.9 % of the respondents consumed the public transport to the conference venue.

Table 4.6 Public transports that the respondents used to travel to the venue

Types of Public Transport	Percentage
1. Bangkok Mass Transit System (BTS)	41
2. Metropolitan Rapid Transit (MRT)	31
3. Taxi / TukTuk	28

Table 4.6 presents the public transports used by the respondents to go to the conference venue. Three public transports (Taxi/TukTuk, BTS, and MRT) were chosen by the respondents. Most of the respondents chose BTS to be the transport to get to the venue (41%), 31 % of the respondents were using MRT and the other 28% of the respondents were using Taxi or TukTuk to travel to the conference venue.

Table 4.7 Factors influence the respondents to choose the mode of transports to travel to the venue

Factors	**Percentage**
1. Convenience	38
2. Length of time	25
3. Price	18
4. Environmentally friendly	15
5. Other factors	4

There are factors – convenience, price, length of time, environmentally friendly and other factors – which the respondents consider to make the decision of transportation. The Table 4.7 can indicated that 38 % of the respondents gave the most important to the convenience, 25% goes to the length of time required to travel, 18% goes to the price of transport, 15 % goes to the environmentally friendly and another 4% is other factors.

Table 4.8 Accommodation Sources

Sources	**Percentage**
1. Provided list	49.70
2. Website	26.40
3. Connections with their organisation	8.80
4. Friends and relatives	6.90
5. Brochure	5.20
6. Other sources	2.90

The respondents found the information about the accommodation they were staying from the sources shown in the Table 4.8. The majority of respondents found the accommodation information from the accommodation list provided by the organiser (49.7%). The rest of accommodation sources are website (26.4%), connections with their organisation (8.8%), friends and relatives (6.9%), brochure (2.9%) and other sources (5.2%).

Table 4.9 Factors influencing respondents to choose the accommodation

Factors	Mean	S.D.
1. Close to the conference venue	4.59	1.10
2. Easily to go to the conference venue	4.55	1.12
3. Near the public transports	4.24	1.33
4. Reasonable price	3.64	1.43
5. Environmentally friendly practices adopted	3.36	1.34

Accordance with Table 4.9, the research found that the most essential factors that influence the participants' decision-making on their accommodation are the distance between the accommodation and the conference venue (M = 4.59, SD = 1.10), the ease to get to the conference venue (M = 4.55, SD = 1.12) and the public transportation near by the accommodation (M = 4.25, SD = 1.33).

4.1.3 Organiser's green practices perceived by the participants

Table 4.10 Organiser's green practices through participants' eyes

Practices	Mean	S.D.
1. Event organisers communicate with the attendees via emails and SMSs.	4.60	0.92
2. I have known the event information from event's website and e-newsletters.	4.58	0.86
3. The venue is easily accessed by public transportations.	4.32	0.88
4. There is refilled liquid soap available in the toilet at the event site.	4.19	1.26
5. Small bushes or potted plants are used to make the décor in this event.	4.12	0.95
6. I have to download event materials from the event's website.	3.86	1.04
7. Given documents were printed in double-sided.	3.84	1.46
8. In this event, water is served in glass rather than in bottles.	3.83	1.55
9. Food served in this event is made from local ingredients.	3.56	0.81
10. Delegate packs of this event are materials from natural materials.	3.37	1.16
11. Food and beverages in this event are served by the durable dishes and utensils.	3.35	1.18

Table 4.10 Continued

Practices	Mean	S.D.
12. Organisers encourage event attendees to use public transportation rather than own transportation.	3.32	1.47
13. Electric devices are always turned off or used the stand-by mode when not in use.	3.17	1.13
14. Food and beverages containers are made from natural material.	3.13	1.04
15. This conference uses eco-friendly equipment and materials.	3.07	1.08
16. Souvenirs of this event are made from recycled or environmentally friendly materials.	3.04	1.13
17. Cleaning products that the venue is using are able to be destroyed by natural chemical process.	3.00	1.12
18. Air-conditions at this event are set at 25 C.	2.76	1.21
19. There are shuttle bus services from my hotel to the event venue.	2.74	1.60
20. Stations for the participants to drop name badges, unwanted souvenirs or give-away premiums, unwanted printing materials (handbills and pamphlets) are set up upon the exit.	2.73	1.35
21. The organisers usually keep all leftover materials, notepad and stationary from the delegate's table and reuse them.	2.69	1.10
22. Electronic devices with an energy efficiency rating of 5 are used in the venue.	2.45	1.10
23. I have seen the announcement of the event via LED board.	2.44	1.32
24. I have done the sign-up form for meals on registration process.	2.43	1.71
25. 4 categories of garbage (paper, plastic, bottles, glass, and cans) bins are provided in this event.	2.17	1.30
26. I am discouraged to wear a formal business dress in order to decrease the temperature.	2.03	1.13
27. This is an outdoor or opened air venue to reduce the use of air conditioner.	1.79	1.21

Referencing to Table 4.10, the top five green practices of the organisers that were perceived by the participants whilst attending the conference are *Event organisers communicate with the attendees via emails and SMSs* (*M* = 4.60, *SD* = 0.92), *I have known the event information from event's website and e-newsletters* (*M* = 4.58, *SD* = 0.86), *The venue is easily accessed by public transportations* (*M* = 4.32, *SD* = 0.88), *There are refilled liquid soap available in the toilet at the event site* (*M* = 4.19, *SD* = 1.26) and *Small bushes or potted plants are used to make the décor in this event* (*M* = 4.12, *SD* = 0.95).

On the other hand, the bottom five of green practices implemented by the conference organisers that the participants can perceive are *This is an outdoor or opened air venue to reduce the use of air conditioner* (*M* = 1.79, *SD* = 1.21), *I am discouraged to wear a formal business dress in order to decrease the temperature* (*M* = 2.03, *SD* = 1.13), *4 categories of garbage (paper, plastic, bottles, glass, and cans) bin are provided in this event* (*M* = 2.17, *SD* = 1.30), *I have done the sign-up form for meals on registration process* (*M* = 2.43, *SD* = 1.71) and *I have seen the announcement of the event via LED board* (*M* = 2.44, *SD* = 1.32).

4.1.4 Participants' behaviours of attending conferences

Table 4.11 Respondents' behaviours to attend the environmentally friendly conference

Behaviours	**Mean**	**SD**
1. I think "recycling is important to save natural resources".	4.48	0.75
2. I feel good when supporting green meetings.	4.36	0.68
3. I prefer to attend conferences that apply environmentally friendly practices BUT I also consider other factors such as price, destination, facilities and others.	4.30	0.77
4. I like to go to a conference that is organised at an environmentally friendly hotel.	4.29	0.80
5. I always support a conference that is organised by a green meeting organiser.	4.17	0.84
6. I am considered myself as an environmental conscious person.	3.63	1.09
7. I choose to attend this conference mainly because of its promise to be a green meeting.	3.26	1.24

Table 4.11 indicated that the participants had the willingness to attend and the positive attitude towards the environmentally friendly events because of the top three ranking: *I think "recycling is important to save natural resources"* (*M* = 4.48, *SD* = 0.75), *I feel good when supporting green meetings* (*M* = 4.36, *SD* = 0.68), *I prefer to attend conferences that apply environmentally friendly practices but also consider other factors such as price, destination, facilities and others* (*M* = 4.30, *SD* = 0.77). However, the participants also consider other conditions as mentioned in the third rank.

In contrast, they rated low in terms of the followings: *I choose to attend this conference mainly because of its promise to be a green meeting* (*M* = 3.26, *SD* = 1.02) and *I am considered myself as an environmental conscious person* (*M* = 3.63, *SD* = 1.09).

4.2 Hypothesis Testing

4.2.1 Behaviours of conference participants

Table 4.12 Respondents' behaviours to attend the environmentally friendly conferences compared by gender

No.	Behaviours	Group	N	Mean	t	Sig. (2-tailed)
1	I like to go to a conference that is organised at an environmentally friendly hotel.	M	118	4.36	1.19	.236
		F	256	4.25		
2	I always support a conference that is orgnised by a green meeting organiser.	M	118	4.34	2.54	.012*
		F	256	4.09		
3	I am considered myself as an environmental conscious person.	M	118	3.65	.23	.820
		F	256	3.63		
4	I feel good when supporting green meetings.	M	118	4.47	2.11	.036*
		F	256	4.30		
5	I think "recycling is important to save natural resources".	M	118	4.59	1.91	.057
		F	256	4.43		
6	I choose to attend this conference mainly because of its promise to be a green eeting.	M	118	3.64	4.15	.000*
		F	256	3.08		

Table 4.12 Continued

No.	Behaviours	Group	N	Mean	t	Sig. (2-tailed)
7	I prefer to attend conferences that apply environmentally friendly practices BUT I also consider other factors such as price, destination, facilities and others.	M	118	4.24	-.98	.331
		F	256	4.33		

Remark: * indicated statistically significant difference at $p \leq 0.05$

Table 4.12 shows the different behaviour of male and female participants to attend the conferences. There were significant differences in scores (at $p< 0.05$) for male and female in the following behaviours:

I always support a conference that is organised by a green meeting: Male (M = 4.34, SD = .90) and Female (M = 4.09, SD = .80; t = 2.54, p = .012).

I feel good when supporting green meetings: Male (M = 4.47, SD = .76) and Female (M = 4.30, SD = .64; t = 2.11, p = .036).

I choose to attend this conference mainly because of its promise to be a green meeting: Male (M = 3.64, SD = 1.19) and Female (M = 3.08, SD = 1.23; t = 4.153, p = .000). Nevertheless, *I like to go to a conference that is organised at an environmentally friendly hotel*, *I am considered myself as an environmental conscious person*, *I think "recycling is important to save natural resources"* and *I prefer to attend conferences that apply environmentally friendly practices BUT I also consider other factors such as price, destination, facilities and others* failed to make a significant difference.

Table 4.13 Respondents' behaviours to attend the environmentally friendly conferences compared by nationality

No.	Behaviours	Group	N	Mean	t	Sig. (2-tailed)
1	I like to go to a conference that is organised at an environmentally friendly hotel.	A	275	4.35	2.72	.007*
		N	99	4.10		
2	I always support a conference that is orgnised by a green meeting organiser.	A	275	4.21	1.67	.096
		N	99	4.05		
3	I am considered myself as an environmental conscious person.	A	275	3.72	2.64	.009*
		N	99	3.40		
4	I feel good when supporting green meetings.	A	275	4.42	2.73	.007*
		N	99	4.18		
5	I think "recycling is important to save natural resources".	A	275	4.53	2.02	.044*
		N	99	4.35		
6	I choose to attend this conference mainly because of its promise to be a green meeting.	A	275	3.20	-1.45	.149
		N	99	3.41		
7	I prefer to attend conferences that apply environmentally friendly practices BUT I also consider other factors such as price, destination, facilities and others.	A	275	4.37	2.61	.010*
		N	99	4.11		

Remark: * indicated statistically significant difference at $p \leq 0.05$

Table 4.13 shows the behaviour of participants to attend the conferences. This table was analysed by independent-sample t-test, Asian (A) and Non-Asian (N). There were significant differences in scores (at $p< 0.05$) for Asian and Non-Asian in the following behaviours:

I like to go to a conference that is organised at an environmentally friendly hotel: Asian ($M = 4.35$, $SD = .77$) and Non-Asian ($M = 4.10$, $SD = .85$; $t = 2.72$, $p = .007$).

I am considered myself as an environmental conscious person: Asian (M = 3.72, SD = 1.12) and Non-Asian (M = 3.40, SD = .97; t = 2.64, p = .009).

I feel good when supporting green meetings: Asian (M = 4.42, SD = .63) and Non-Asian (M = 4.18, SD = .79; t = 2.73, p = .007).

I think "recycling is important to save natural resources": Asian (M = 4.53, SD = .74) and Non-Asian (M = 4.35, SD = .77; t = 2.02, p = .044).

I prefer to attend conferences that apply environmentally friendly practices BUT I also consider other factors such as price, destination, facilities and others: Asian (M = 4.37, SD = .71) and Non-Asian (M = 4.11, SD = .88; t = 2.61, p = .010).

In contrast, there were two behaviours that did not make a significantly difference as shown in Table 4.15, *I always support a conference that is orgnised by a green meeting organiser* and *I choose to attend this conference mainly because of its promise to be a green meeting*.

Table 4.14 Respondents' behaviours to attend the environmentally friendly conferences compared by age groups

Behaviours	**Groups**			**F**	**Sig.**
	1	**2**	**3**		
	≤ 29 yrs	30-39 yrs	≥40 yrs		
I like to go to a conference that is organised at an environmentally friendly hotel.	4.30	4.08	4.55	11.29	.000* 1,2 ≠ 3
I always support a conference that is organised by a green meeting organiser.	4.14	4.06	4.35	4.05	.018* 2 ≠ 3
I am considered myself as an environmental conscious person.	3.56	3.39	4.04	12.24	.000* 1,2 ≠ 3
I feel good when supporting green meetings.	4.31	4.27	4.54	5.56	.004* 1,2 ≠ 3
I think "recycling is important to save natural resources".	4.44	4.39	4.65	3.78	.024* 2 ≠ 3

Table 4.14 continued

Behaviours	Groups			F	Sig.
	1	2	3		
	≤ 29 yrs	30-39 yrs	≥40 yrs		
I choose to attend this conference mainly because of its promise to be a green meeting.	3.20	3.15	3.47	2.36	.096
I prefer to attend conferences that apply environmentally friendly practices BUT I also consider other factors such as price, destination, facilities and others.	3.60	4.32	4.32	.86	.425

Remark: * indicated statistically significant difference at $p \leq 0.05$

Table 4.14 as investigated by ANOVA, participants were divided into three groups according to their age (Group 1: 29 years and below; Group 2: 30 to39 years; 40 years and above). There were a statistically significant differences at the $p < .05$ for the three age groups. There are five behaviours which are significantly difference.

I like to go to a conference that is organised at an environmentally friendly hotel: Group 1 ($M = 4.30$) and Group 2 ($M = 4.08$) were significantly different from Group 3 ($M = 4.55$). *I always support a conference that is organised by a green meeting organiser*: Group 2 ($M = 4.06$) was significantly different from Group 3 ($M = 4.35$). *I am considered myself as an environmental conscious person*: Group 1 ($M = 3.56$) and Group 2 ($M = 3.39$) were significantly different from Group 3 ($M = 4.04$). *I feel good when supporting green meeting*: Group 1 ($M = 4.31$) and Group 2 ($M = 4.27$) were significantly different from Group 3 ($M = 4.54$). *I think "recycling is important to save natural resources"*: Group 2 ($M = 4.39$) was significantly different from Group 3 ($M = 4.65$).

Table 4.15 Respondents' marital status and their behaviours

No.	Behaviours	Group	N	Mean	t	Sig. (2-tailed)
1	I like to go to a conference that is organised at an environmentally friendly hotel.	1	184	4.14	-3.64	.000*
		2	190	4.43		
2	I always support a conference that is orgnised by a green meeting organiser.	1	184	4.05	-2.66	.008*
		2	190	4.28		
3	I am considered myself as an environmental conscious person.	1	184	3.49	-2.55	.011*
		2	190	3.77		
4	I feel good when supporting green meetings.	1	184	4.30	-1.50	.134
		2	190	4.41		
5	I think "recycling important to save natural resources".	1	184	4.23	-6.79	.000*
		2	190	4.73		
6	I choose to attend this conference mainly because of its promise to be a green meeting.	1	184	3.07	-3.02	.003*
		2	190	3.45		
7	I prefer to attend conferences that apply environmentally friendly practices BUT I also consider other factors such as price, destination, facilities and others.	1	184	4.29	-.283	.777
		2	190	4.31		

Remark: * indicated statistically significant difference at $p \leq 0.05$

An independent-sample t-test was conducted to compare the behaviours for Group 1 (single, divorced and separated) and Group 2 (married) as shown in Table 4.15. There were significant differences in scores for Group1 and Group 2 in the following behaviours:

I like to go to a conference that is organised at an environmentally friendly hotel: Group 1 ($M = 4.14$, $SD = .85$) and Group 2 ($M = 4.43$, $SD = .71$; $t = 3.64$, $p = .000$).

I always support a conference that is organised by a green meeting organiser: Group 1 ($M = 4.05$, $SD = .90$) and Group 2 ($M = 4.28$, $SD = .76$; $t = 2.66$, $p = .008$).

I am considered myself as an environmental conscious person: Group 1 ($M = 3.49$, $SD = 1.02$) and Group 2 ($M = 3.77$, $SD = 1.13$; $t = 2.55$, $p = .011$).

I think "recycling is important to save natural resources": Group 1 (M = 4.23, SD = .88) and Group 2 (M = 4.73, SD = .49; t = 6.79, p = .000).

I choose to attend this conference mainly because of its promise to be a green meeting: (M = 3.07, SD = 1.06) and Group 2 (M = 3.45, SD = 1.37; t = 3.02, p = .003).

On contrary, there were no significant differences in scores for Group 1 and Group 2 in the following intentions:

I feel good when supporting green meetings: Group 1 (M = 4.30, SD = .74) and Group 2 (M = 4.41, SD =.62; t = 1.50, p = .134).

I prefer to attend conferences that apply environmentally friendly practices BUT I also consider other factors such as price, destination, facilities and others: Group 1 (M = 4.29, SD = .80) and Group 2 (M = 4.31, SD = .73; t = .28, p = .777

There were statistically significant differences at the p< .05 for the two marital status groups in five behaviours mentioned above. Married respondents scored higher than single, divorced and separated in all behaviours.

Table 4.16 Respondents' behaviours to attend the conferences compared by themes of conference attending

Behaviours	**Themes**					**F**	**Sig.**
	1	**2**	**3**	**4**	**5**		
	Education	Evi. & others	Business	IT	Science		
I like to go to a conference that is organised at an environmentally friendly hotel.	4.29	4.02	4.24	4.37	3.60	5.04	.001* 2 ≠ 3
I always support a conference that is organised by a green meeting organiser.	4.42	3.55	4.18	4.37	4.33	18.51	.000* 1,3,4,5 ≠ 2
I am considered myself as an environmental conscious person.	3.88	3.46	3.60	3.31	3.65	3.55	.007* 1 ≠ 2,4

Table 4.16 Continued

Behaviours	Themes					F	Sig.
	1	2	3	4	5		
	Education	Evi. & others	Business	IT	Science		
I feel good when supporting green meetings.	4.41	4.08	4.18	4.65	4.52	8.26	.000* 1 ≠ 2 2,3 ≠ 4,5
I think "recycling is important to save natural resources".	4.47	4.28	4.36	4.76	4.65	4.57	.001* 2 ≠ 4,5
I choose to attend this conference mainly because of its promise to be a green meeting.	3.32	2.87	3.47	3.44	3.37	2.93	.021* No pair difference
I prefer to attend conferences that apply environmentally friendly practices BUT I also consider other factors such as price, destination, facilities and others.	4.32	4.18	4.04	4.43	4.50	3.31	.011* 3 ≠ 5

Remark: * indicated statistically significant difference at $p \leq 0.05$

Table 4.16 as investigated by ANOVA, participants were divided into five groups according to themes of attending conference (Group 1: Education; Group 2: Environment and others; Group 3: Business; Group 4: Information Technology; Group 4: Science). There were statistically significant differences at the $p < .05$ for the five themes of attending conference groups. There are seven behaviours which are significantly different.

I like to go to a conference that is organised at an environmentally friendly hotel: Group 2 ($M = 4.02$) was significantly different from Group 4 ($M = 4.37$). *I always support a conference that is organised by a green meeting organiser*: Group 1 ($M = 4.42$), Group 3 ($M = 4.18$), Group 4 ($M = 4.37$) and Group 5 ($M = 4.33$) were significantly different from Group 2 (M

= 3.55). *I am considered myself as an environmental conscious person*: Group 1 (*M* = 3.88) was significantly different from Group 2 (*M* = 3.46) and Group 4 (*M* = 3.31). *I feel good when supporting green meeting*: Group 1 (*M* = 4.41) was significantly different from Group 2 (*M* = 4.08); Group 2 (*M* = 4.08) and Group 3 (*M* = 4.18) were significantly different from Group 4 (*M* = 4.65) and Group 5 (*M* = 4.52). *I think "recycling is important to save natural resources"*: Group 2 (*M* = 4.28) was significantly different from Group 4 (*M* = 4.76) and Group 5 (*M* = 4.65). *I prefer to attend conferences that apply environmentally friendly practices BUT I also consider other factors such as price, destination, facilities and others*: Group 3 (*M* = 4.04) was significantly different from Group 5 (*M* = 4.50). In contrast, *I choose to attend this conference mainly because of its promise to be a green meeting* failed to make a significantly different.

4.2.2 Participants' future intentions of attending conferences

Table 4.17 Respondents' future intention to attend the conference

Future Intentions	**Mean**	**SD**
1. I am likely to recommend my colleagues to attend conferences that use environmentally friendly practices.	4.16	0.83
2. I am likely to attend conferences that use environmentally friendly practices.	4.11	0.80
3. I do not mind attending a conference that may not be friendly to the environment.	3.67	1.02

Table 4.17 presents the future intention that the respondents had rated their agreement (1 = do not agree and 5 = very agree): *I am likely to recommend my colleagues to attend conferences that use environmentally friendly practices* (*M* = 4.16, *SD* = 0.83); *I am likely to attend conferences that use environmentally friendly practices* (*M* = 4.11, *SD* = 0.80); *I do not mind attending a conference that may not be friendly to the environment* (*M* = 3.67, *SD* = 1.02).

Table 4.18 Respondents' future intentions to attend the environmentally friendly conferences compared by gender

No.	Future Intentions	Group	N	Mean	t	Sig. (2-tailed)
1	I am likely to attend conferences that use environmentally friendly practices.	M	118	4.16	.79	.431
		F	249	4.09		
2	I am likely to recommend my colleagues to attend conferences that use environmentally friendly practices.	M	118	4.26	1.62	.107
		F	256	4.11		
3	I do not mind attending a conference that may not be friendly to the environment.	M	118	3.83	2.13	.034*
		F	256	3.59		

Remark: * indicated statistically significant difference at $p \leq 0.05$

There was only one future intention that was significantly different at $p < 0.05$ between male (M) and female (F) as shown in Table 4.18. It is *I do not mind attending a conference that may not be friendly to the environment*, Male ($M = 3.83$, $SD = 1.11$) and Female ($M = 3.59$, $SD = .97$; $t = 2.13$, $p = .034$). Nonetheless, there were two future intention that failed to make a significantly difference (*I am likely to attend conferences that use environmentally friendly practices* and *I am likely to recommend my colleagues to attend conferences that use environmentally friendly practices*).

Table 4.19 Respondents' future intentions to attend the environmentally friendly conferences compared by nationality

No.	Future Intentions	Group	N	Mean	t	Sig. (2-tailed)
1	I am likely to attend conferences that use environmentally friendly practices.	A	268	4.13	.89	.372
		N	99	4.05		
2	I am likely to recommend my colleagues to attend conferences that use environmentally friendly practices.	A	275	4.16	-.16	.875
		N	99	4.17		
3	I do not mind attending a conference that may not be friendly to the environment.	A	275	3.59	-2.56	.011*
		N	99	3.89		

Remark: * indicated statistically significant difference at $p \leq 0.05$

There was only one future intention that made a significantly difference at $p < 0.05$ between Asian (A) and Non-Asian (N) as shown in Table 4.19. It is I do not mind attending a conference that may not be friendly to the environment, Asian (M = 3.59, SD = 1.00) and Non-Asian (M = 3.89, SD = 1.03; t = -2.56, p = .011). However, there were two future intentions that failed to make a significantly difference (*I am likely to attend conferences that use environmentally friendly practices* and *I am likely to recommend my colleagues to attend conferences that use environmentally friendly practices*).

Table 4.20 Respondents' intention to attend the environmentally friendly conference compared by age groups

Intentions	Groups			F	Sig.
	1	2	3		
	≤ 29 yrs	30-39 yrs	≥40 yrs		
I am likely to attend conferences that use environmentally friendly practices.	3.98	3.99	4.43	11.89	.000* 1,2 ≠ 3
I am likely to recommend my colleagues to attend conferences that use environmentally friendly practices.	3.93	4.22	4.33	7.21	.001* 1 ≠2,3
I do not mind attending a conference that may not be friendly to the environment.	3.38	3.59	4.07	14.93	.000* 1,2 ≠ 3

Remark: * indicated statistically significant difference at $p \leq 0.05$

Table 4.20 shows the intention of participants to attend the green conference in the future. After analysing with ANOVA, all intention of participants are significantly different at the $p < 0.05$. *I am likely to attend conferences that use environmentally friendly practices*: Group 1 ($M = 3.98$) and Group 2 ($M = 3.99$) were significantly different from Group 3 ($M = 4.42$). *I am likely to recommend my colleagues to attend conferences that use environmentally friendly practices*: Group 1 ($M = 3.93$) was significantly different from Group 2 ($M = 4.22$) and Group 3($M = 4.33$). *I do not mind attending a conference that may not be friendly to the environment*: Group 1 ($M = 3.38$) and Group 2 ($M = 3.59$) were significantly different from Group 3 ($M = 4.07$).

Table 4.21 Respondents' marital status and their future intentions

No.	Future Intentions	Group	N	Mean	t	Sig. (2-tailed)
1	I am likely to attend conferences that use environmentally friendly practices.	1	184	3.98	-3.12	.002*
		2	190	4.24		
2	I am likely to recommend my colleagues to attend conferences that use environmentally friendly practices.	1	184	4.15	-.188	.851
		2	190	4.17		
3	I do not mind attending a conference that may not be friendly to the environment.	1	184	3.46	-3.99	.000*
		2	190	3.87		

Remark: * indicated statistically significant difference at $p \leq 0.05$

Table 4.21 used an independent-sample t-test to compare the future intention for Group 1 (single, divorced and separated) and Group 2 (married) as shown. There were two future intentions were significantly different in scores for Group1 and Group2: I am likely to attend conferences that use environmentally friendly practices: Group 1 (M = 3.98, SD = .86) and Group 2 (M = 4.24, SD = .71; t = 3.12, p = .002). I do not mind attending a conference that may not be friendly to the environment: Group 1 (M = 3.46, SD = .94) and Group 2 (M = 3.87, SD = 1.05; t = 3.99, p = .000). However, *I am likely to recommend my colleagues to attend conferences that use environmentally friendly practices*, was not significantly different in scores for both two groups.

Table 4.22 Respondents' future intentions to attend the conferences compared by themes of conference attending

Intentions	Themes					F	Sig.
	1	2	3	4	5		
	Education	Evi. & others	Business	IT	Science		
I am likely to attend conferences that use environmentally friendly practices.	4.15	3.78	4.04	4.43	4.27	7.03	.000* 2 ≠ 4,5
I am likely to recommend my colleagues to attend conferences that use environmentally friendly practices.	4.15	3.78	4.07	4.69	4.32	11.78	.000* 1,2,3 ≠ 4 2 ≠ 1,5
I do not mind attending a conference that may not be friendly to the environment.	4.10	3.04	3.62	4.15	3.22	25.19	.000* 1 ≠ 2,3,5 2 ≠ 1,3,4 4 ≠ 5

Remark: * indicated statistically significant difference at $p \leq 0.05$

Table 4.22 used an ANOVA to compare the future intention for Group 1: Education; Group 2: Environment and others; Group 3: Business; Group 4: Information Technology; Group 4: Science as shown. The study found that all intentions are significantly different as detailed below:

I am likely to attend conferences that use environmentally friendly practices: Group 2 (M = 3.78) was significantly different from Group 4 (M = 4.43) and Group 5 (M = 4.27).

I am likely to recommend my colleagues to attend conferences that use environmentally friendly practices: Group 1 (M = 4.15), Group 2 (M = 3.78) and Group 3 (M = 4.76) were significantly different from Group 4 (M = 4.69); and Group 1 (M = 4.15) and Group 5 (M = 4.32) were significantly different from Group 2 (M = 3.78).

I do not mind attending a conference that may not be friendly to the environment: Group 1 (M = 4.10) was significantly different from Group 2 (M = 3.04), Group 3 (M = 3.62) and Group 5 (M = 3.22); Group 2 (M = 3.04) was significantly different from Group 3 (M = 3.62) and Group 4 (M = 4.15); Group 1 (M = 4.10) and Group 4 (M = 4.15) were significantly different from Group 5 (M = 3.22).

Before data was subject to regression analysis, three items of future intention were checked for their reliability and the Cronbach Alpha reached an acceptable level of 0.710. Thus, the summated score of following three items was generated to represent the future green behaviour which was used as the dependent variable in the subsequent regression analysis.

I am likely to attend conferences that use environmentally friendly practices.

I am likely to recommend my colleagues to attend conferences that use environmentally friendly practices.

I do not mind attending a conference that may not be friendly to the environment.

Table 4.23 Regression results of participants' future intention of green meetings as predicted by green practices

Independent Variables	B	SE B	Beta	t	Sig.
Electronic devices with an energy efficiency rating of 5 are used in the venue.	.589	.090	.816	6.533	.000*
Small bushes or potted plants are used to make the décor in this event.	-.372	.062	-.488	-6.021	.000*
There are shuttle bus services from my hotel to the event venue.	-.235	.042	-.495	-5.560	.000*
The venue is easily accessed by public transportations.	.374	.070	.401	5.335	.000*
Stations for the participants to drop name badges, unwanted souvenirs or give-away premiums, unwanted printing materials (handbills and pamphlets) are set up upon the exit.	.233	.048	.399	4.878	.000*

Table 4.23 Continued

Independent Variables	B	SE B	Beta	t	Sig.
Food served in this event is made from local ingredients.	.452	.109	.432	4.152	.000*
There is refilled liquid soap available in the toilet at the event site.	-.239	.061	-.325	-3.916	.000*
Food and beverages containers are made from natural material.	-.263	.071	-.311	-3.729	.000*
I have to download event materials from the event's website.	.183	.052	.252	3.547	.001*
Delegate packs of this event are materials from natural materials.	-.195	.069	-.324	-2.814	.005*
Souvenirs of this event are made from recycled or environmentally friendly materials.	.271	.113	.369	2.405	.017*
Organisers encourage event attendees to use public transportation rather than own transportation.	.104	.043	.192	2.405	.017*
This conference uses eco-friendly equipment and materials.	-.234	.101	-.353	-2.316	.022*
I have seen the announcement of the event via LED board.	.086	.038	.157	2.225	.027*
Cleaning products that the venue is using are able to be destroyed by natural chemical process.	.110	.058	.173	1.904	.059
I have done the sign-up form for meals on registration process.	-.107	.058	-.230	-1.853	.066
Air-conditions at this event are set at 25 C.	-.133	.074	-.195	-1.810	.072
I am discouraged to wear a formal business dress in order to decrease the temperature.	-.109	.062	-.161	-1.762	.080
The organisers usually keep all leftover materials, notepad and stationary from the delegate's table and reuse them.	.072	.060	.094	1.194	.234

Table 4.23 Continued

Independent Variables	B	SE B	Beta	t	Sig.
In this event, water is served in glass rather than in bottles.	.049	.045	.091	1.100	.273
Event organisers communicate with the attendees via emails and SMSs.	-.096	.094	-.141	-1.026	.306
Given documents were printed in double-sided.	.053	.052	.106	1.019	.310
This is an outdoor or opened air venue to reduce the use of air conditioner.	-.060	.068	-.073	-.885	.377
I have known the event information from event's website and e-newsletters.	.071	.093	.088	.765	.445
Food and beverages in this event are served by the durable dishes and utensils.	-.031	.058	-.044	-.543	.588
4 categories of garbage (paper, plastic, bottles, glass, and cans) bins are provided in this event.	.013	.059	.023	.227	.821
Electric devices are always turned off or used the stand-by mode when not in use.	.014	.070	.019	.193	.847
Constant	2.349	.625		3.761	.000
Multiple R =	0.86		Standard Error =		0.04
R^2 =	0.75			F =	18.09
Adjusted R^2 =	0.70			p =	0.000

Remark: * indicated statistically significant difference at $p \leq 0.05$

A standard regression using twenty-seven factors of organiser's green practices perceived by the participants as the predictor variables were conducted to test whether they were related to future intention of green meetings. Table 4.23 reports the results of the multiple regressions. It was found that most factors of behaviours were the predictors of future intention to attend the green meetings, as these factors anticipated and explained 70 percent of this future intention (Adjusted $R^2 = 0.70$, $F = 18.09$, $p = .000$).

There were five green practices that made large contribution to the future behaviours of green meeting as follow:

Electronic devices with an energy efficiency rating of 5 are used in the venue made the largest contribution to the future behaviour of green meetings when other predictor variables were accounted for (B = .589, t = 6.533, p = .000); *Small bushes or potted plants are used to make the décor in this event* made the second large contribution to the future behaviour of green meetings when other predictor variables were accounted for (B = -.372, t = -6.021, p = .000); *There are shuttle bus services from my hotel to the event venue* made the third large contribution to the future behaviour of green meetings when other predictor variables were accounted for (B = -.235, t = -5.560, p = .000); *The venue is easily accessed by public transportations* made the forth large contribution to the future behaviour of green meetings when other predictor variables were accounted for (B = .374, t = 5.335, p = .000); and *Stations for the participants to drop name badges, unwanted souvenirs or give-away premiums, unwanted printing materials (handbill and pamphlets)* are set up upon the exit made the fifth large contribution to the future behaviour of green meetings when other predictor variables were accounted for (B = .233, t = 4.878, p = .000)

In contrast, five green practices that made low contribution to the future behaviours of green meeting as follow:

Electric devices are always turned off or used the stand-by mode when not in use made the lowest contribution to the future behaviour of green meetings when other predictor variables were accounted for (B = .014, t = .193, p = .847); *Four categories of garbage (paper, plastic, bottles, glass and cans) bins are provided in this event* made the second low contribution to the future behaviour of green meetings when other predictor variables were accounted for (B = .013, t = .227, p = .8.21); *Food and beverages in this event are served by the durable dishes and utensils* made the third low contribution to the future behaviour of green meetings when other predictor variables were accounted for (B = -.031, t = -5.43, p = .588); *I have known the event information from event's website and e-newsletters* made the fourth low contribution to the future behaviour of green meetings when other predictor variables were accounted for (B = .071, t = .765, p = .445); and *This is an outdoor or opened air venue to reduce the use of air conditioner* made the fifth low contribution to the future behaviour of green meetings when other predictor variables were accounted for (B = -.060, t = -.885, p = .377).

Table 4.24 Regression results: Future intention of green meetings by participants as dependent variable

Independent Variables	B	SE B	Beta	t	Sig.
I feel good when supporting green meetings.	.286	.069	.280	4.152	.000*
I always support a conference that is organised by a green meeting organiser.	.229	.045	.276	5.119	.000*
I think "recycling is important to save natural resources".	.200	.044	.216	4.534	.000*
I prefer to attend conferences that apply environmentally friendly practices BUT I also consider other factors such as price, destination, facilities and others.	.167	.050	.183	3.382	.001*
I choose to attend this conference mainly because of its promise to be a green meeting.	.077	.023	.137	3.410	.001*
I am considered myself as an environmental conscious person.	-.084	.026	-.131	-3.271	.001*
I like to go to a conference that is organised at an environmentally friendly hotel.	-.026	.051	-.029	-.519	.604
Constant	.324	.180		1.801	.073
Multiple R =	0.75		Standard Error =		0.47
R^2 =	0.56		F =		65.78
Adjusted R^2 =	0.55		p =		0.000

Remark: * indicated statistically significant difference at $p \leq 0.05$

A standard regression using seven factors of behaviours as the predictor variables were conducted to test whether they were related to future intention of green meetings. Table 4.24 reports the results of the multiple regressions. It was found that most factors of behaviors were the predictors of future intention to attend the green meetings, as these factors anticipated and explained 55 percent of this future intention (Adjusted R^2 = 0.55, F = 65.78, p = .000).

It was found that *I feel good when supporting green meetings* made the largest contribution to the future behaviour of green meetings when other predictor variables were accounted for (B = .286, t = 4.152, p = .000); *I always support a conference that is organised by a green meeting organiser* made the second contribution to the future behaviour of green meetings when another other predictor variables were accounted for (B = .229, t = 5.119, p = .000); *I think "recycling is important to save natural resources"* made the third contribution to the future behaviour of green meetings when another other predictor variables were accounted for (B = .200, t = 4.534, p = .000); *I prefer to attend conferences that apply environmentally friendly practices BUT I also consider other factors such as price, destination, facilities and others* made the fourth contribution to the future behaviour of green meetings when another other predictor variables were accounted for (B = .167, t = 3.382, p = .001); *I choose to attend this conference mainly because of its promise to be a green meeting* made the fifth contribution to the future behaviour of green meetings when another other predictor variables were accounted for (B = .077, t = 3.410, p = .001); I am considered myself as an environmental conscious person made the sixth contribution to the future behaviour of green meetings when another other predictor variables were accounted for (B = -.084, t = -3.271, p = .001). However, *I like to go to a conference that is organised at an environmentally friendly hotel* failed to make a significant contribution.

4.3 Summary of Hypothesis Testing

Table 4.25 Summary of Hypothesis

No.	Hypothesis	Results of Hypothesis Testing
1	Personal factors (gender, age, nationality, maturity status and professions) affect participants' perceptions and behaviours towards green meetings.	Supported
2	Green practices by organisers are related to participants' future behaviours.	Partially supported
3	Participants' perceptions and behaviours towards green meetings influence their future behaviours.	Partially supported

CHAPTER 5

CONCLUSION AND DISCUSSION

This chapter concludes the overall findings of the research. The content consists of conclusion, discussion, limitations and recommendation for the further researches. Firstly, a summary of the major results will be described. The second part of the chapter will discuss the key findings in accordance with the objectives of the study.

There are three objectives of this study:

1. To determine the current practices of event organisers in terms of adopting greening practices.
2. To identify delegates' perceptions towards the Green Meetings.
3. To examine relationship between delegates' behaviour towards greening practices and their future intentions.

5.1 Conclusion

5.1.1 Demographic Description

Questionnaires were the main research instrument and distributed to the participants in international conferences in Bangkok between June and July 2012. There were 374 valid questionnaires collected and subject to data analysis.

The demographic profile of international conference participants: the majority of the respondents were female (68.40%). Most of the respondents were between 30 to 39 years old (39.30%), were Asian nationality (73.50%) and had married status (50.80%). 32.90% of participants were working in academic and followed by students (30.70%).

Majority of the respondents were first-time attendees (57%). The participants thought that the conference attending was not trying to save the environment (86.70%). The most transportation used by the respondents were the transportation provided by the organiser (30.70%) and 33.70 % of the respondents stayed at the venue's accommodation. The most popular public transportation used by the respondents were BTS (41%) and followed by MRT (31%). The factors that has most influential to the respondents' decision of transportation were convenience (38 %) and length of time (25%). The accommodations chosen by the respondents

were on the provided list (49.70%) and found the hotels by their own from the websites (26.40%). The factors that has most influential to the respondents' decision of accommodation were close to the conference (M = 4.59) and easily to go to the conference venue (M = 4.55).

5.1.2 Green practices adopted by the organiser

Objective 1: To determine the current practices of event organisers in terms of adopting greening practices.

Since event industry can be one of higher users of energy and resources (McCartney, 2010), many convention associations around the world (for example TCEB, CIC and Florida DEP) had developed the guideline of reducing the use of energy and resources which called "Green Meetings" guidelines (TCEB, 2009; CIC, 2004; Florida DEP, 2009). Based on the Green Meeting Guideline published by Thailand Convention and Exhibition Bureau (TCEB), there are twenty-seven main practices that the organisers can adopt in order to make their conference be environmentally friendly (TCEB, 2009). The organisers can download the guideline from TCEB's website. It published in both Thai and English versions.

This study found that the most green practices that the respondents have obviously seen in the conference were *Event organisers communicate with the attendees via emails and SMSs*, *I have known the event information from event's website and e-newsletters*, *The venue is easily accessed by public transportations*, *There is refilled liquid soap available in the toilet at the venue* and *Small bushes or potted plants are used to make the décor in this event*. These five practices were rated 4.00 and above on Five-point Likert Scale.

However, there were some green practice that were low rated by the participants including *Four categories of garbage (paper, plastic, bottles, glass and cans) bins are provided in this event*, *I am discouraged to wear a formal business dress in order to decrease the temperature* and *This is an outdoor or opened air venue to reduce the use of air-conditioner*.

This could be inferred that there are many green practices that the conference organisers can adopt in the event. In the meanwhile, there are many practices that the organisers were adopting in the conference but they could not be obviously seen by the participants.

5.1.3 Participants awareness towards Green Meetings

Objective 2: To identify delegates' perceptions towards the Green Meetings.

The most important factors influencing decision-making on accommodation were "close distance" to the conference venue and followed by "easily access" to the conference venue. The "environmentally friendly practices" adopted by the accommodation was on the fifth ranked which is the lowest level.

Respondents revealed that the most important factors influencing their decision-making on transportation were "convenience" and "length of time". The "environmentally friendly" reason was on the fourth ranked out of five.

There are seven attributes to study the behaviours of the customers towards the green meeting. There were five attributes that were rated higher than 4.00 on the Five-point Likert Scale: *I think "recycling is important to save natural resources", I feel good when supporting green meetings*, *I prefer to attend conferences that apply environmentally friendly practices BUT I also consider other factors such as price, destination, facilities and others*, *I like to go to a conference that is organised at an environmentally friendly hotel* and *I always support a conference that is organised by a green meeting organiser*.

Hypothesis 1: Personal factors (gender, age, nationality, maturity status and professions) affect participants' perceptions and behaviours towards green meetings.

From the independent T-test conducted in order to test the difference of participants' behaviours between age groups. It was found that men are more likely to have environmental concerns than women. Between nationality and participants' behaviours, the study reported that Asian people have more environmental concerns than Non-Asian. Moreover, One-way ANOVA was conducted to test the differences between participants' behaviours and other demographics which were age, marital status and professions. In terms of age groups, the study found that the older people (more than 40 years old) are possibly more likely to have environmentally concerns than the lower age groups.

5.1.4 Relationship between participants' bahaviour and their future intention

Objective 3: To examine relationship between delegates' behaviour towards greening practices and their future intentions.

Independent T-test and One-way ANOVA were conducted to test the hypotheses which aimed to examine the relationship between demographic variables and participants' future intentions and between participants' behaviours and their future intentions.

Hypothesis 2: Participants' perceptions and behaviours towards green meetings influence their future behaviours.

Independent T-test was conducted to test the relationship between participants' future intentions and demographic variables (gender, nationality and marital status). The study investigated that gender and nationality had made a statistical significant to the future intentions in "I do not mind attending a conference that may not be friendly to the environment".

One-way ANOVA was conducted to test the relationship between participants' future intentions and other demographic variables (age and professions). The study found that both of age and professions have made a statistical significant to all attributes: "I am likely to attend conferences that use environmentally friendly practices", "I am likely to recommend my colleagues to attend conferences that use environmentally friendly practices" and "I do not mind attending a conference that may not be friendly to the environment". The older people and IT people are likely to have more positive future intention towards green meeting.

Hypothesis 3: Participants' perceptions and behaviours towards green meetings influence their future behaviours.

Multiple regression is used to test the relationship between participant's future intention and their perception and behaviours. The table below shows the relationship among organisers' practices, participants' perception and participants' future intentions.

Table 5.1 Relationship among organisers' practices, participants' perceptions and future intentions

Organisers' Practices	Level of perceived practice by participants	Influence on participants' future intentions
Electronic devices with an energy efficiency rating of 5 are used in the venue.	Low	Very influential
Small bushes or potted plants are used to make the décor in this event.	High	Very influential
There are shuttle bus services from my hotel to the event venue.	Low	Very influential
The venue is easily accessed by public transportations.	High	Very influential
Stations for the participants to drop name badges, unwanted souvenirs or give-away premiums, unwanted printing materials (handbills and pamphlets) are set up upon the exit.	Low	Very influential
Food served in this event is made from local ingredients.	Medium	Very influential
There is refilled liquid soap available in the toilet at the event site.	High	Very influential
Food and Beverages containers are made from natural material.	Low	Very influential
I have to download event materials from the event's website.	Medium	Very influential
Souvenirs of this event are made from recycled or environmentally friendly materials.	Low	Influential
Organisers encourage event attendees to use public transportation rather than own transportation.	Low	Influential
This conference uses eco-friendly equipment and materials.	Low	Influential
I have seen the announcement of the event via LED board.	Low	Influential

According to Table 5.1, there are many practices that are highly influential to the participants' future behaviours but there were least practiced. In another word, the organisers implement the practices that did not influence participants' future intention in terms of green meetings. Although the organisers might implement many practices, some of the practices were not obviously perceived by the participants in the actual conference.

Furthermore, multiple regression is also used to test the relationship between participants' future intentions and perceptions' behaviours. The study found that the participants' future intentions are influenced by their behaviours as shown in Table 5.2.

Table 5.2 Relationship among participants' behaviours, perceptions and future intentions

Participants' behaviours	**Level of Participants' behaviours**	**Participants' future intentions**
I feel good when supporting green meetings.	High	Very influence
I always support a conference that is organised by a green meeting organiser.	High	Very influence
I think "recycling is important to save natural resources".	High	Very influence
I prefer to attend conferences that apply environmentally friendly practices BUT I also consider other factors such as price, destination, facilities and others.	High	Very influence
I choose to attend this conference mainly because of its promise to be a green meeting.	Medium	Very influence
I am considered myself as an environmental conscious person.	Medium	Very influence
I like to go to a conference that is organised at an environmentally friendly hotel.	High	Not influence

5.2 Discussion

5.2.1 Current practices in green meeting

5.2.1.1 Use of the Internet as the most common green practice

The current study supports the wide use of the Internet, social media and emails as the ways of communicating and making the events greener. This is in line with Fenich (2012) who advocated that technology can be used to entice attendees to participate in events. This further provides evidence that the use of the Internet as one of the greening practices has been generally well taken by event organisers (TCEB, 2008; CIC, 2004).

This may be due to two plausible explanations, its power to reach audience with no geographical border, and the cost-saving. This is consistent with Fenich (2012) who stated that

the use of technology can attract attendees and can use it as a marketing tool to promote and communicate through the target. The Internet has been one of the most common tools people are using these days as the Internet World Stats (2015) reports that more than 42.4% of the world populations are now accessing the Internet in their daily lives, which represents more than 753% increase when compared to the figure in 2000.

Equally important, the study provides empirical support that event organisers are striving to find ways of saving cost so that maximisation of profit can be achieved (Bowdinet at, 2006). Much more use of the Internet in the events is perhaps an attempt to reduce image of MICE events as higher users of energy and resources (McCartney, 2010), however financial saving may be as important. The use of the Internet as a marketing tool is paperless, and requires merely E-brochures which subsequently leads to substantial cost saving on the organisers' sides. Thus, financial savings can be a pursuit environmental programs and principles (Bowdin et al, 2006).

5.2.1.2 Choice of venue

From the study, the most influential factors that influence participants on hotel selection are "convenience" and "length of time". So, the organisers have to choose the venue which is convenient for participants such as variety of food shops, accessibility of public transportations, variety of attractions, and short distance for the participants who stay in non-venue hotel, etc. This is supported by Allen et al. (2010) and TCEB (2014) who stated that the conference venue should be accessible by the public transportations and availability of restaurants and attractions.

Likewise, Guterman (2009) suggested that the shortage distances for the participant to access the conference site is one of environmental sustainability practices. When the conference is in short distance to participants, the shuttle bus will not be required. Thus, the organisers can reduce the Greenhouse Effect or global warming situation since the Carbon Dioxide (CO_2) gas from the shuttle bus is not released to the atmosphere, and also can minimise the traffic congestion during the event's period (Webster, 2000; TCEB, 2014). Moreover, the meeting venue or hotel within walking distance can eliminate the cost of event management (PCMA, 2006; Wilson and Spatrisano, 2010; GMIC, 2012).

5.1.2.3 Use of correct bins (paper, plastic, bottles, glass and cans)

Separation of waste at the event will encourage people to get into the recycling habit (Allen et al, 2010). Separating the garbage can benefit the organisers in reducing waste by using the recyclable materials (TCEB, 2014). The study revealed that the use of correct waste containers is rarely perceived in the conferences. Since not every hotel in Bangkok is green, the four categories of garbage bins are not always available as there are only 53 hotels in Bangkok are on the list of Green Leaf Foundation (Green Leaf Foundation, 2015). Most of the bins in the hotels might not be appeared in the public area so that the participants could not see any action of this (Kleangtapong, 2011).

5.2.2 Strong participants' willingness to support green meeting

As global warming is a big issue at the moment, events or meetings is one of activities that produce the causes of this problem - fuel combustion by vehicles and an increase in electricity production (TCEB, 2014). The study revealed that the respondents are willing to participate in an environmentally friendly conference as they rated very highly on five-point Likert scale. This is consistent with the study by Thai Hotels Association (2010) who confirmed that number of environmental consciousness people are increasing and look for eco-friendly activities in order to help preserving the environment. Additionally, Rao (2011) investigated that people who are in developing and developed countries are realising the issue of global warming and its seriousness. This is also in line with Klengtapong (2011) who investigated that the environmentally friendly practices influenced the tourists to re-visit green hotels in the future.

5.2.3 Effects of personal factors on behaviours and future intentions to attend green meetings

There were five types of conference in this study which are Education, Environment, Science, IT and Business. It was found that there were significantly different ($p<0.05$) on the conference types to delegates' behaviours. Participants who attended IT conference were the highest ranking of supporting green conference followed by Education and Environment types respectively. As Kim et al (2006) stated that people who have high environmental values will have higher motivation to support green practices. This could be assumed that people working in the environmental organisations will be more likely to participate in the green meetings. According to the result of this study, at the present, there is not only people

in environmental organisations that are willing to support eco-friendly activities but also other types of establishment.

The study found that differences on gender and nationality factors had a statistical significant (p<0.05) to the future intentions in "I do not mind attending a conference that may not be friendly to the environment". As supported by Guterman's (2009), there is still a mixed feeling among attendees towards greening meetings.

Additionally, marital status had made a statistical significant (p<0.05) to the future intentions in the following attributes: "I am likely to attend conferences that use environmentally friendly practices" and "I do not mind attending a conference that may not be friendly to the environment".

Age is another key factor that can affect the possibility of attending future green meetings. In this study, it was found that the elderly people are most likely to attend green meetings than younger people. This result is similar to Kostakis and Sardianou (2012) who reported that people in the middle-age and older expressed higher positive intention to the environmentally friendly practices. This may be explained by the fact that older people have accumulated more conference experiences thereby forming much more sophisticated expectations and intentions than younger individuals.

Furthermore, this study found that behaviours of participants also affect the future intention to attend the green meetings. On a broader perspective, the relationship between behavior and intention is in line with one of the most widely cited theory, Theory of Reasoned Action (Fishbein 1980 cited in Peter and Olson, 2004). The major proposition of this theory is that the attitude toward the behaviour and subjective norms determine the behaviour intentions, and intentions subsequently affect the behaviour. This may infer that the positive attitude leads to positive behaviour as well as favourable attitude towards eco-friendly behaviour and positive images of green practices influence people's willingness of joining green venues and recommending their colleagues (Han et al, 2009; Han and Kim, 2010; Han and Yoon, 2015).

5.3 Recommendations

Theoretically, the current study provides useful inputs to fill in gaps pertaining to the areas greening practices in the business tourism in Thailand as there has not been much research that focused particularly on MICE (Meetings, Incentives, Conventions, and Exhibitions) Industry (Laing and Frost, 2010).

From practical perspectives, the green practices are to some degree influence the participants' future intentions. There were many practices did not implement in the conference or not perceived by the participants but are very influential to the future intentions of the participants as shown in Table 5.1. This information is very useful for the event organisers to review so, they can implement the practices that positively impact on the future intentions of the participants such as *using electronic devices with an energy efficiency rating 5*, *setting up the station for unwanted materials*, *containers made from natural material for food and beverages*, *environmentally friendly souvenirs*, *encouraging participants to use public transportation*, *using eco-friendly equipment and materials* and *providing the announcement or information via LED board*.

For some practices that are not visibly noticed by the participants, the organisers may make them be more visible by informing the participants of what the organisers have been done or implemented. Moreover, the organisers can communicate to the attendees through the website of conference or emails about the green practices adopting.

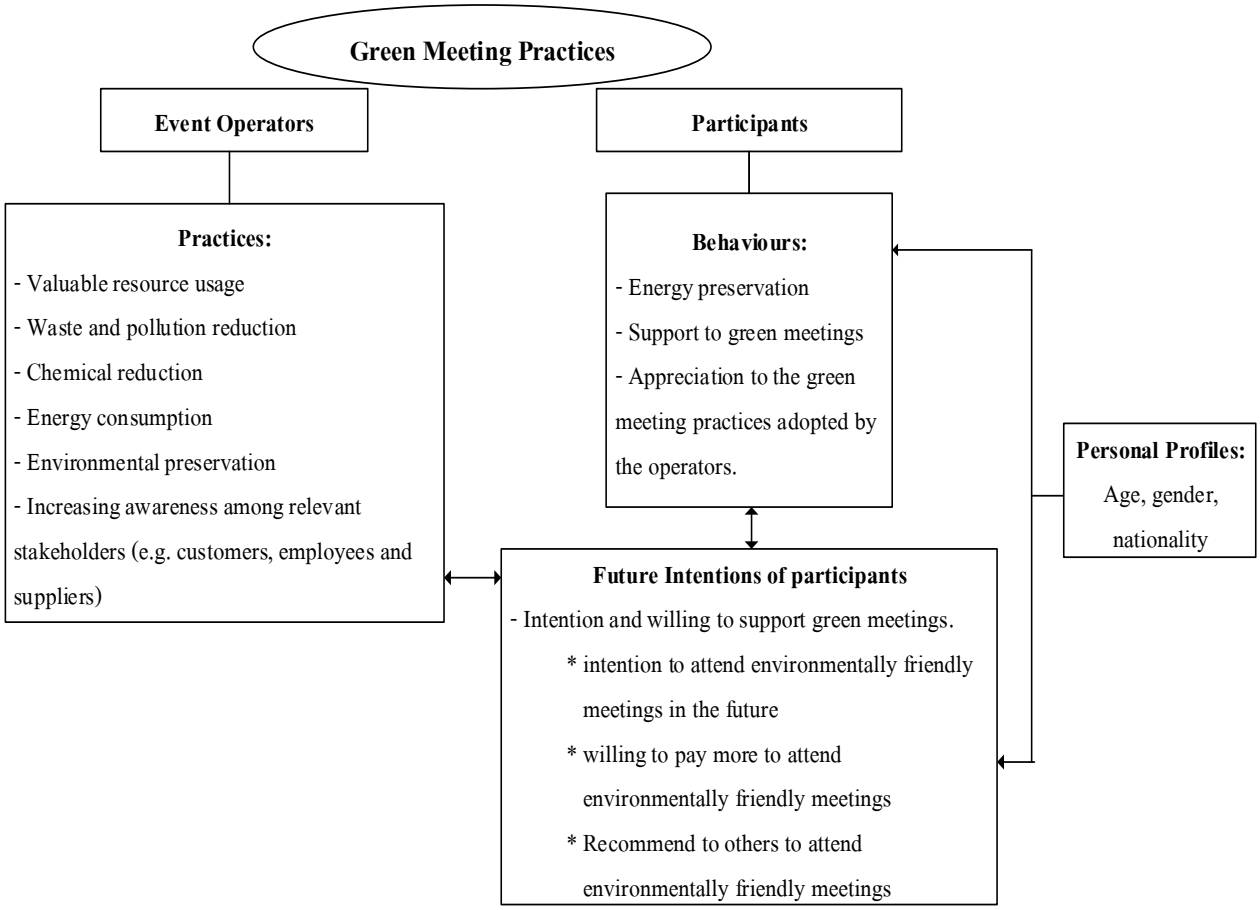
5.4 Limitations and Suggestions

This study has some limitations. This study were conducted in only Bangkok. The future research should also carry out in other MICE cities in Thailand such as Chiang-Mai, Pattaya and Phuket. So, the researcher may receive some different information if new geographical area is selected. Additionally, this study collected the data from only the academic conferences held in the hotels. The future researcher may find some difference of participants' perceived practices and behaviours if they collect the data from conferences organised in the convention centres too.

Moreover, this research were gathering the information from only one side, which is conference participants. Future research could focus on the perceptions of other stakeholders such as event organisers, event co-ordinators, venue providers, logistic service

providers or other organisation concerned. Suggested method is interview because much in-depth details and richer opinions can be obtained. This could provide the comparison between the perceptions and opinions of event organisers and participants.

5.5 Revised Model



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APPENDIX

Questionnaire No. _____

Appendix A

QUESTIONNAIRE

Perceived green meeting practices, behaviours and intentions of participants towards green meetings in Bangkok

This questionnaire is part of study in Master of Business Administration in Hospitality and Tourism Management, Prince of Songkla University, Phuket Campus. The purpose of this questionnaire is to study participant's perceptions for "Green Meetings". The data collected is a part of research and for academic purpose only. All information given will be kept confidentially and your personal information will not be used in any commercial way.

The researchers would like to thank you with appreciation for your kind cooperation and spending your valuable time on this questionnaire. If there are any suggestions or questions about research, please feel free to email me (kkrittabhas@gmail.com).

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Section I: General Information (Pre-conference)

Direction: Please tick √in the boxor fill in the blanks which most likely correspond to the actual information or your opinion.

1. **What kind of conference are you attending on this trip?**

   ☐ Education ☐ Medical ☐ Business ☐ Information Technology

   ☐ Science ☐ Others (please specify) _____

2. **Have you ever attended this conference before?**

   ☐ Yes , _____ time(s) ☐ No, this is my first time

3. **In your opinion, is the conference you are attending trying to save the environment?**

   ☐ Yes ☐ No

   Why/Why not?_____

4. **Have you ever participated meetings or events that adopted environmentally friendly practices?**

☐ Yes , _____ time(s), Location of the event _____

☐ No

5. **How do you get to the event venue?**

☐ Transportation services provided by the event organiser ☐ Own vehicle

☐ Rental car ☐ I stay at the venue's accommodation

☐ Public transportation services

○ Bus ○ Taxi/ Tuk Tuk ○ BTS (Sky train) ○ MRT (Subway)

☐ Others (please specify) _____

6. **Based on your answer on Question 5, why do you choose that kind of transportation? (You can choose more than one answer)**

☐ Convenience ☐ Price ☐ Length of time required to travel

☐ Environmentally friendly ☐ Others (please specify) _____

7. **How did you select your accommodation for this visit?**

☐ Selected from the accommodation list provided by the event organiser

☐ By my own (please continue Question 7.1)

7.1 How did you get information about the accommodation you selected? (You can choose more than one answer)

☐ Website ☐ Brochure ☐ Friends and relatives

☐ Accommodation that have connection with my company/organisation

☐ Others, please specify _____

8. **Please rate your level of agreement with the following statements about the hotel you are staying.**

No	Factors	Strongly < -------- > Strongly Disagree Agree					I do not know
		1	2	3	4	5	
1	I stay at the hotel because it is closed to where the conference takes place.						
2	I stay at the hotel because I can easily go to the conference venue.						
3	I stay at the hotel because it is near public transportations.						
4	I stay at the hotel because of its reasonable price.						
5	I stay at the hotel because it adopts environmentally friendly practices.						

Section II: Perceived Green Practices

9. Now, I would like to ask you to think about the conference you are attending and please rate your level of agreement with the following statements about the conference.

No	Factors	Strongly < -------- > Strongly Disagree Agree					I do not know
		1	2	3	4	5	
1	Electronic devices with an energy efficiency rating of 5 are used in the venue.						
2	Air-conditions at this event are set at 25^{o}C.						
3	Small bushes or potted plants are used to make the décor in this event.						
4	4 categories of garbage (paper, plastic bottles, glass, and cans) bins are provided in this event.						
5	Cleaning products that the venue is using are able to be destroyed by natural chemical process						
6	There is refilled liquid soap available in the toilet at the event site.						
7	The venue is easily accessed by public transportations.						
8	There are shuttle bus services from my hotel to the event venue.						
9	Organisers encourage event attendees to use public transportation rather than own transportation.						
10	I have done the sign-up form for meals on registration process.						
11	Food and beverages in this event are served by the durable dishes and utensils.						
12	Food and beverages containers are made from natural material.						
13	In this event, water is served in glass rather than in bottles.						
14	Food served in this event is made from local ingredients.						
15	This is an outdoor or opened air venue to reduce the use of air conditioner.						

No	Factors	Strongly < -------- > Strongly Disagree Agree					I do not know
		1	2	3	4	5	
16	Electric devices are always turned off or used the stand-by mode when not in use.						
17	I am discouraged to wear a formal business dress in order to decrease the temperature.						
18	The organisers usually keep all leftover materials, notepad and stationary from the delegate's table and reuse them.						
19	Given documents were printed in double-sided.						
20	Event organisers communicate with the attendees via emails and SMSs.						
21	I have known the event information from event's website and e-newsletters.						
22	I have seen the announcement of the event via LED board.						
23	I have to download event materials from the event's website.						
24	Delegate packs of this event are made from natural materials.						
25	This conference uses eco-friendly equipment and materials.						
26	Souvenirs of this event are made from recycled or environmentally friendly materials.						
27	Stations for the participants to drop name badges, unwanted souvenirs or give-away premiums, unwanted printing materials (handbills and pamphlets) are set up upon the exit.						

10. While you are attending this event, are you trying to do anything that helps to save the environment?

☐ Yes, please specify how_____

☐ No, please explain your reason (s)_____

11. In your opinion, how much environmental awareness is the conference organiser of this conference when compared with other conferences you have participated?

☐ More ☐ Less ☐ Not different

Reason (s)_____

_____

12. In your opinion, how responsible to the environment is the conference organiser when compared with other conferences you attended in the past?

☐ More ☐ Less ☐ Not different

Reason (s)_____

_____

13. Were you impressed by any environmentally friendly practices in the event?

☐ Yes ☐ No

Why / Why not?

_____

_____

Part III: Behaviours and Future Intentions

14. Please rate your level of agreement with the following statements.

No	Behaviours	Strongly < -------- > Strongly Disagree Agree				
		1	2	3	4	5
1	I like to go to a conference that is organised at an environmentally friendly hotel.					
2	I always support a conference that is organised by a green meeting organiser.					
3	I am considered myself as an environmental conscious person.					
4	I feel good when supporting green meetings.					
5	I think “recycling is important to save natural resources”.					
6	I choose to attend this conference mainly because of its promise to be a green meeting.					
7	I prefer to attend conferences that apply environmentally friendly practices **BUT** I also consider other factors such as price, destination, facilities and others.					

15. Please rate your level of agreement with the following statements.

No	Intentions	Strongly < -------- > Strongly Disagree Agree				
		1	**2**	**3**	**4**	**5**
1	I am likely to attend conferences that use environmentally friendly practices.					
2	I am willing to pay more to attend conferences that help to save the environment.					
3	I am likely to recommend my colleagues to attend conferences that use environmentally friendly practices.					
4	I do not mind attending a conference that may not be friendly to the environment.					

16. Do you plan to attend this conference again in the future?

☐ Yes ☐ No

Why/ Why not?_____

_____

17. Do you have any suggestions for the event organiser to improve environmentally friendly practices for the event?

_____

_____

_____

<u>Part IV</u>: Demographic Profile of the respondents

Direction: Please tick √in the boxor fill in the blanks which most likely to your actual information or opinion.

1. **Gender** ☐ Male ☐ Female

2. **Age** ☐ under 20 ☐ 20 – 29 ☐ 30 – 39
   ☐ 40 -49 ☐ 50 – 59 ☐ 60 and above

3. **Nationality**
   ☐ Asian ☐ African ☐ European
   ☐ North American ☐ South American ☐ Australian
   ☐ New Zealander
   ☐ Others, please specify _____

4. **Status** ☐ Single ☐ Married ☐ Divorce ☐ Separated
   ☐ Others _____

5. **Occupation** ☐ Student ☐ Government officer ☐ Academic
   ☐ Business ☐ Medical ☐ Employee/Company officer
   ☐ Others, please specify _____

**********Thank you very much for your cooperation**********

Appendix B

List of Conferences

Data was collected from the following conferences.

Date	Conference	Venue
7-9 June 2012	SIBR-Thammasat 2012 Conference (Archive) on Interdisciplinary Business & Economics Research	Ambassador Hotel, Bangkok
12 July 2012	The 3rd Critical Care Conference in Thailand 2012 (TSCCM 2012)	Millennium Hilton Hotel, Bangkok
16-18 July 2012	ASEAN Conference on Environmental-Behaviour Studies	Siam City Hotel, Bangkok
16-18 July 2012	Way of Life: Socio-economic and Cultural Context	Siam City Hotel, Bangkok
21-23 July 2012	The 4th International Conference of Economics Students (ICES 2012)	Swissotel Nai Lert Park, Bangkok

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