

CHAPTER 5

DISCUSSIONS CONCLUSION AND RECOMMENDATIONS

This research aims to study the level of stakeholders' satisfaction with convention and exhibition centers in Bangkok, Thailand, in order to examine the potential of the Meeting and Convention industry. The researcher used a questionnaire as the instrument to collect the primary data. Respondents selected from international tourists who attended the meeting and convention in Thailand. All 400 questionnaires had given to the respondents during November 2005 until March 2006 around Bangkok area. Directed interview of exhibitors and organizers in Bangkok area. To analyze the information collected the researcher used the SPSS with some function of the program. The SPSS function used in this study included Frequency, Crosstabs, Independent-Samples T-Test, One-Way ANOVA, and Transform Compute.

The aim of this chapter is to draw discussion, conclusion, and recommendations derived from the research findings and report upon in this research. From the study, researcher can discuss the results of the research with 3 objectives: firstly, to study the potential of convention and exhibition center in Bangkok. Secondly, to examine level of stakeholders' satisfaction with convention and exhibition center in Bangkok area. Lastly, to propose specific measures for improving the convention and exhibition centers in Bangkok area.

5.1 Discussion

5.1.1 Personal characteristics of respondents

In general, the results were taken from 395 completed samples at Bangkok; it shows the characteristics of international visitors and participants attending the meeting in Bangkok area, the largest sample group was Male 52.66% (208 respondents). Most participant's come from Asia (52.42%), were aged between 36-40 years (30.98%), the most common occupations were Salesman and Commercial personal.

The major purpose of traveling was attending the conference (29.40%). Moreover 199 persons (50.40%) of all respondents were motivated to attend the meeting by topic of the conference was interested.

5.1.2 Overall International Visitors and Participants' satisfaction with Convention and Exhibition Centers

To study overall visitors and participant satisfaction based on ten factors **Factor1**: Registration (the convenience of the registration process) **Factor2**: Immigration (convenience of verifies a participant's passport) **Factor3**: Customs procedure (convenience of the regulation) **Factor4**: Transportation **Factor5**: Hotel (Accommodations) **Factor6**: Venue (convention and exhibition centers) **Factor7**: Tourist attraction spots (park, temple and museum) **Factor8**: Souvenir shop and shopping center **Factor9**: Currency exchange (enough currency exchange counter) **Factor10**: The overall (overall evaluating the satisfaction with convention and exhibition industry)

In order to evaluate the satisfaction level of the respondents, with convention and exhibition centers the researcher determined the level of satisfaction in order to examine the participants' satisfaction with convention and

exhibition centers. The level of participants' satisfaction are Very satisfied (4.21-5.00), Satisfied (3.41-4.20), Neutral (2.61-3.40), Unsatisfied (1.81-2.60), Very unsatisfied (1.00-1.80).

From the study overall international visitors and participants' satisfaction with convention and exhibition centers in Bangkok it showed that most of the factors were very satisfied. As we can see hotel and accommodations and tourist attraction spots is the most important for satisfied participants.

Major concerns with the level of dissatisfaction with convention and exhibitions industry are transportation system, dining room and restaurant, and safety and security of the venue. There are three main elements that had less satisfaction to participants. Firstly, as we can see the transportation systems in Bangkok are poor. This problem is rising from the traffic jam and the limitation of the MRT (Mass Rapid Transit) and BTS (Bangkok Mass Transit System) routes. Secondly, dining room and restaurant, the level of satisfaction is lower than other factor because of dining room and restaurant offering at the venue are limited. Lastly, safety and security, this issue became the most important factor that venue need to take an action on it.

From the study of the different factors related to the personal characteristics and personal information of the respondents toward convention and exhibition centers in Bangkok area, the result showed that, by nationality, the audio visual equipments, African have the highest level of satisfaction. The reason might be participants from Africa they are very satisfied because the audiovisual and equipments are modern than they expected. Next by gender, the highest satisfaction is male; they are very satisfied with venue space and capacity and venue staff service's quality while the female have less satisfaction on these factors. The reason might be male are less fastidious than female so the level so satisfaction of male are higher than female. Moreover by occupation, the hospitality of the customs service was the lowest satisfaction in the managerial, executive, and service worker groups. The reason,

this participant has high expectation to receive a good service and hospitality from the customs. Finally, by occupation, local transportation the lowest satisfaction between groups is profession and freelance. The reason the professional and freelance they need a convenience of the transportation in order to visit their clients and their contractors so the convenience of the transportation is important to them.

The findings imply that all factors were satisfied by respondents. The major statistically significant differences were related to local transportation, dining room and restaurant, announcement and signage, safety and security. These are the improvement areas that should be focused in order to improve the competitiveness of industry.

5.1.3 Direct interview Venue managers

The researcher studies the meeting industry situation through direct interviews. The researcher found that the MICE industry currently is growing. There are 2 problems that need to be addressed. Firstly, the traffic and transportation to venue. Secondly, inconvenience of customs and regulation to exhibitors.

Furthermore, safety and security become crucial factors for decision making both for the private sectors and public sectors. Government has to manage the unsecured situations and do more promotion to improve the image of the industry.

Moreover the development of the site (venue) is one of the most important factors in order to compete against the international market. Nowadays the new technologies are become one of the most importance factor to invest. The technologies can help the venue more competitiveness, for example, the speaking intervention system, electronic voting system, online reservation, e-payment and etc. Those technologies will help the image and reputation of the site itself more competitiveness.

Finally, all the interviewees were agreed that the collaborated between the private and public sectors is on the right direction in order to help the MICE industry in Thailand. Private sectors have to improve the image of the venue, to maintenance the facilities, and invest on the new technologies for the venue in order to compete against the international market.

5.2 Conclusion

Base on the findings, a number of recommendations could be made. The first group of recommendations is for the improvement of services by venue, as follow:

Transportation is an important satisfaction factor for customer. Government should invest on the mass transportation system in Bangkok in order to provide the convenience mean of transportation to satisfy the participants. The expansion of mass rapid transport is the key to concentrate.

Customs regulation is very important to exhibitors, which exhibit their goods in an exhibition or show. This factor might effect the decision making of exhibitors to exhibit their product. The government should deregulate some of the customs regulation for instance to allow importer and buyer to receive tax refunding.

Dining room and restaurant should be enough to serve to participants. Major concerning with this factor is the capacity and variety of the restaurants, dinning rooms, and catering service at a venue. If the management of venues or convention centers provided enough catering service and the restaurant capacity it will help to satisfy the participants. Moreover, the variety of food menu and restaurant are other factors that should be addressed. The more variety of restaurant outlets and food menu are the more satisfaction to participants. From the questionnaires, dining room and restaurant are one of the most important things participants required.

Safety and security is becoming a major concern when participants making their decisions to attend the conference, convention and exhibition. Terrorism and unstable political situation in the southern part of the country lead to a major concern to participants when planning to attend the meeting and exhibition. At this point, Now Thai government is trying to solve the terrorism and unstable politic situation.

Announcement and Signage, announcement and signage at venues should be clear enough for participants. From the questionnaires, the level of satisfaction with announcement and signage were at satisfied level. Venue may need to improve announcement and signage at their venue and make sure that all of the sign are clear and enough quantity to inform participants.

5.3 Recommendations

The aim of this research was to study the potential of convention and exhibition center form international tourist's satisfaction of MICE industry in Bangkok can be used as a guideline for both public and private sectors to maintain the competitiveness of the industry. The major problems with MICE industry, pointed by the respondents, were the inconvenience of transportation system, safety and security of the venue, insufficient and variety of dining room and restaurant at the venue and appearance of the announcement and signage.

Based on our findings, a number of recommendations could be made. The improvement of transportation system in Bangkok and the metropolitan area, the ease of access to the venue or convention and exhibition center is the most important to make a decision to attend the conference. Next the Food service and restaurant outlets should be provide more variety and have a standard of hygiene.

In the future, Thailand will be promoted as MICE hubs of Asia. Not only the variety of tourism resources such as temples, beautiful beaches and shopping center but also the standard of meeting facilities will helps Thailand to become the leading MICE industry in Asian region. As the government planned to promote the advantages to hold meeting and exhibition in Thailand, private sectors such as convention and exhibition center have to develop their facilities in order to maintain the competitiveness of the industry.

The recommendation on the future study, the researcher would recommend to study on the new technology, facilities and the human resources in the MICE industry. Regarding to the globalization, the new technology and equipment will help the venue and destination to maintain and develop the competitiveness of the destination. Further more human resources in mice industry still lack of skills and industry knowledge. The study on MICE industry human resources will help Thailand to compete against the international market.