

CHAPTER 4

RESULTS

Introduction

This chapter focuses on the results obtained from the quantitative and qualitative studies of The Meeting, Incentive, Convention and Exhibitions in Thailand: The Assessment of Facilities in Bangkok metropolitan area. The researcher analyzed the data from the complete collected questionnaires by used a SPSS program (Statistical Package for the Social Science for Window) to analyze the quantitative information. The 395 completed questionnaires from international participants and visitors were collected and analyzed in terms of the demand side. 19 completed questionnaires from the exhibitors were collected and analyzed in terms of the supply side. The analyzed data presented in the form of tables, charts, and figures.

The statistics were presented in terms of frequency, percentage and mean. Further more the testing of relationship between the demographic variables and the satisfaction measurement will be presented, which used the T-test (Independent Sample Test) and Analysis of Variance (ANOVA).

Finally, the analysis of the qualitative data which derived from the interview will be presented.

4.1 Research findings

The Meeting, Incentive, Convention and Exhibition (MICE) industry in Thailand: The primary data to assess of facilities in Bangkok metropolitan areas were collected from 3 sources.

Population group 1: International Participants

Population group 2: International Organizers and Exhibitors

Population group 3: Venue managers

4.2 The Questionnaire Results from the respondents (participants and visitors)

The sample group consists of 395 international participants and visitors who attended the meetings and convention in Thailand during September 2005 until March 2006. Data were collected in three areas as shown in table 4.1

The questionnaires consisted of 4 parts:

Part 1: Personal Information for international participants

Part 2: Visit to Thailand and Traveling behaviors

Part 3: Satisfaction measurement

Part 4: Trend and Future trip to Thailand

Table 4.1 Data collection's areas

Name of Venues	Number of Respondents	Percentage
Queen Sirikit National Convention Center	195	49.40
Impact Exhibition Center	120	30.40
Bangkok International Trade and Exhibition Center	80	20.30
Total	395	100.00

4.2.1 Part 1 Personal Information of respondents

From table 4.2, it indicate that majority of participants from Asian countries were accounted at 53.42 percent, secondly American, at 23.29 percent and European at 21.52 percent and African at 1.77 percent respectively.

The genders of respondents mostly were Male at 52.66 percent and Female at 47.34 percent.

Age of the respondents mostly were 36 - 40 years at 30.89 percent, and secondly 41 - 45 years at 27.85 percent, and 31 - 35 years at 16.71 percent, and 46 - 50 years at 13.16 percent, and 26 - 30 years at 7.59 percent, and 51 - 55 years at 2.28 percent, and 56 - 60 years at 1.01 percent and ≤ 25 years at 0.51 percent respectively.

The occupation of the respondents mostly were Salesman or Commercial personnel at 31.39 percent, secondly Administration / Managerial Executive at 20.76 percent, and Professional / Freelance at 20.25 percent, and Production or Service Workers at 15.44 percent, and Government / State Enterprise Employee at 8.35 percent ,and Others at 2.78 percent, and student at 1.01 percent respectively.

The natures of business of the respondents mostly were Pharmaceutical / Medical at 13.92 percent, secondly Heavy Industries / Construction at 11.90 percent, and Household Product at 9.87 percent, and Automobile & Accessories at 9.37, and Electronics / Electronical Appliances at 8.35 percent respectively.

Table 4.2 The characteristic of respondents: Participants and Visitors

Characteristic Factors	No. Participants	Percentage
Continental		
America	92	23.29
Europe	85	21.52
Asia	211	53.42
Africa	7	1.77
Total	395	100
Gender		
Male	208	52.66
Female	187	47.34
Total	395	100
Age		
≤ 25 years	2	0.51
26 - 30 years	30	7.59
31 - 35 years	66	16.71
36 - 40 years	122	30.89
41 - 45 years	110	27.85
46 - 50 years	52	13.16
51 - 55 years	9	2.28
56 - 60 years	4	1.01
Total	395	100
Occupations		
Professional / Freelance	80	20.25
Administration / Managerial Executive	82	20.76
Salesman or Commercial personnel	124	31.39
Production or Service Workers	61	15.44
Government / State Enterprise Employee	33	8.35

Students	4	1.01
Others	11	2.78
Total	395	100

Table 4.2 (Continued)

Characteristic Factors	No. Participants	Percentage
Nature of Business		
Automobile & Accessories	37	9.37
Chemical / Cosmetics	15	3.80
Communication (TV/Radio)	32	8.10
Computer	27	6.84
Electronics / Electronical Appliances	33	8.35
Fashion & Accessories	17	4.30
Finance / Banking	11	2.78
Food & Beverage	28	7.09
Garment	2	0.51
Heavy Industries / Construction	47	11.90
Household Product	39	9.87
Insurance / Assurance	2	0.51
Office Equipment	14	3.54
Petrol / Oil	9	2.28
Pharmaceutical / Medical	55	13.92
Photo / Camera	1	0.25
Publication / Printing	11	2.78
Others	15	3.80
Total	395	100

Figure 4.1 The characteristic of respondents by continental of Participants and Visitors

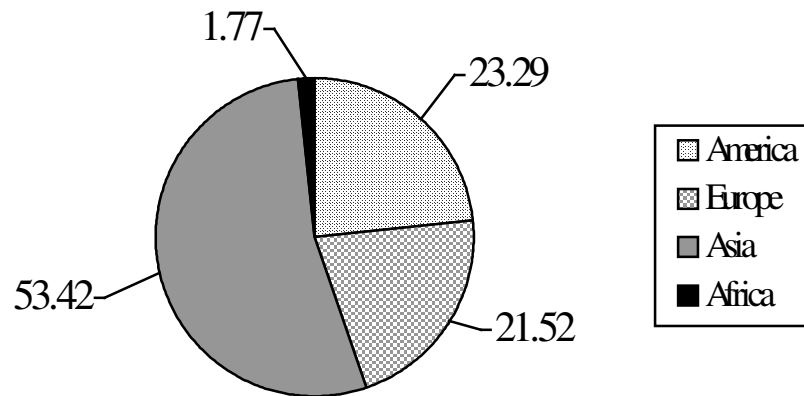


Figure 4.2 The characteristic of respondents by gender of participants and visitors

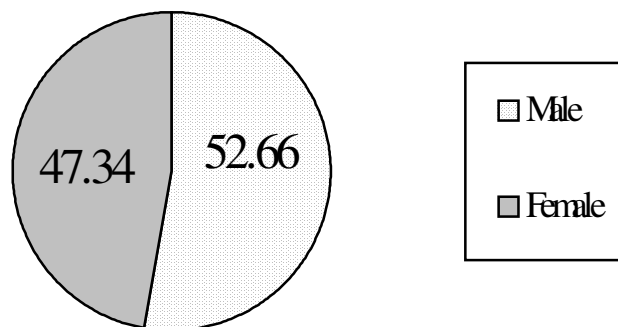


Figure 4.3 The characteristic of respondents by age of participants and visitors

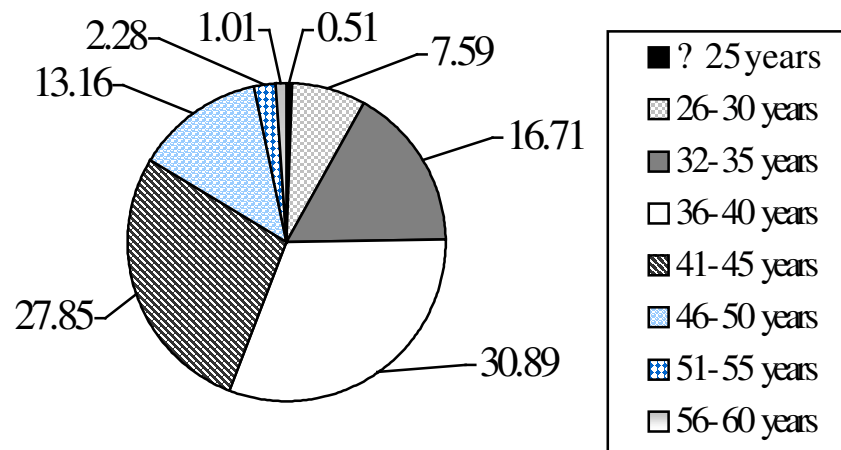


Figure 4.4 The characteristic of respondents by occupation of participants and visitors

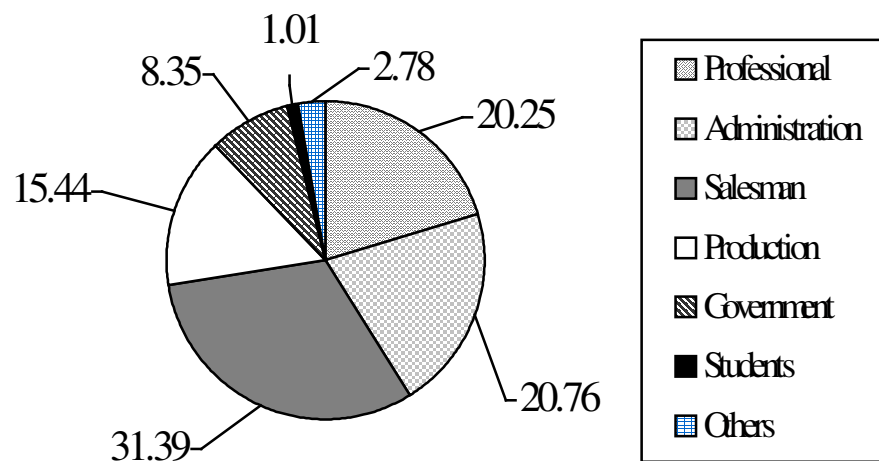
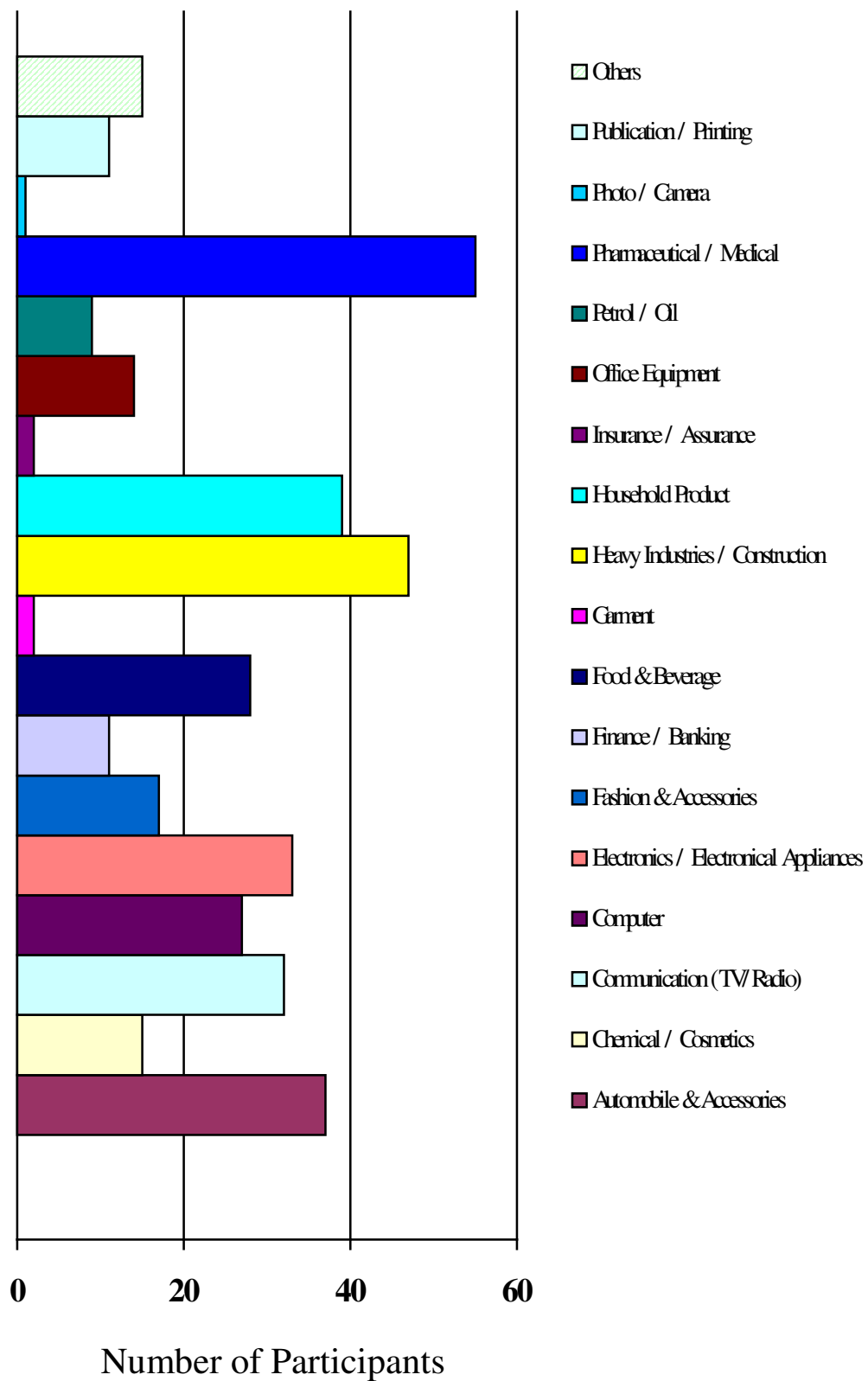


Figure 4.5 The characteristic of respondents by nature of business



4.2.2 Part 2 Visit to Thailand and traveling behavior

1. The Purpose of attendance and Motivation factors

The purpose of this part is to examine the respondents by the purpose of attendance and the motivation factors which encourage them to attend the meeting and exhibition. From the table 4.3 the results showed that the major purpose of attendance were attend the conferences at 29.4 percent, secondly gather information at 26.3 percent, and make a contract at 19.7 percent, and purchase the product at 19.5 percent and others at 5.1 percent respectively.

The motivation factors that encourage the participants mostly were topic of interest at 50.4 percent, secondly company instruct to join at 28.4 percent, and usually take participation at 8.1 percent, and Thailand is an attractive venue at 7.8 percent, and others at 3.8 percent, and the convenience of MICE facilities at 1.5 percent respectively.

Table 4.3 The number of participants and visitors classified by Purpose of attend the meeting and the Motivation factors to participated in meeting.

Characteristic Factors	No. Participants	Percentage
Purpose of attendance		
Make contract	78	19.7
Purchase product	77	19.5
Gather Information	104	26.3
Attended the conference	116	29.4
Others	20	5.1
Total	395	100.0
Motivation Factors		
Topic is interest	199	50.4
Company instruct to join	112	28.4
Usually take participation	32	8.1
Thailand is an attractive venue	31	7.8
The convenience of MICE facilities	6	1.5
Others	15	3.8
Total	395	100.0

Figure 4.6 The purpose of respondents to attend the meeting (Participants and Visitors)

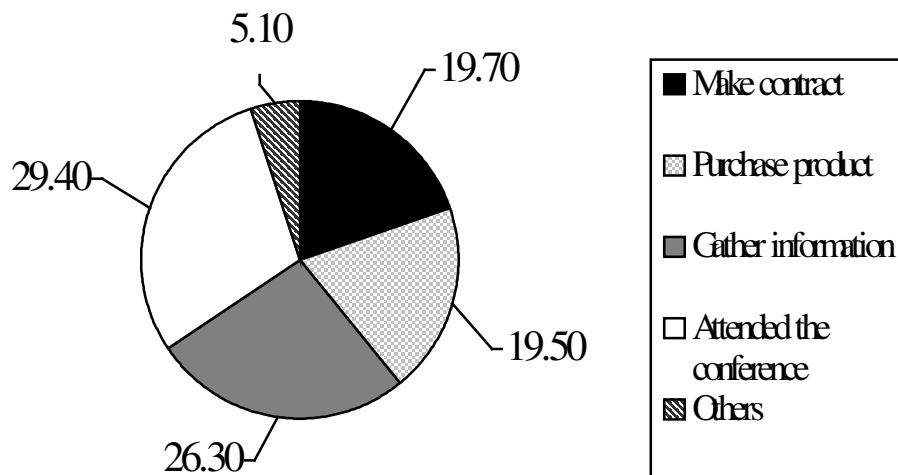
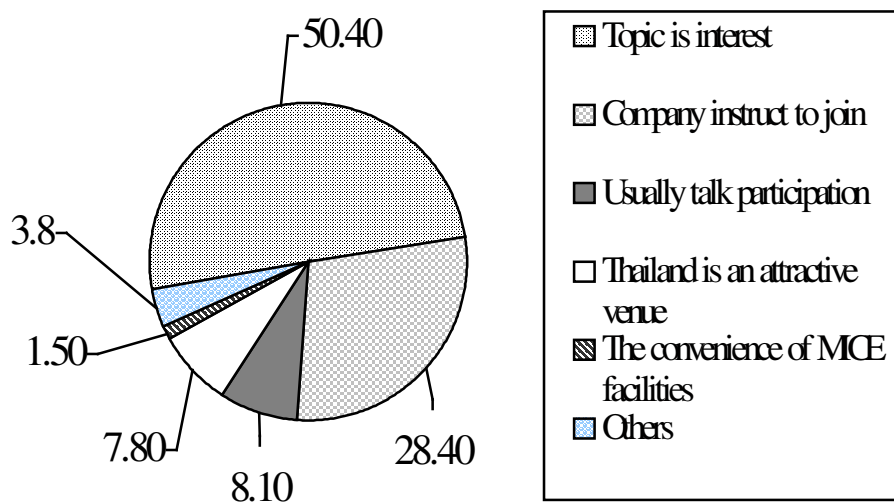


Figure 4.7 The motivation factors of respondents to attend the meeting (Participants and Visitors)



2. The Duration of Participants stayed and participated in meetings and their Traveling behaviors

The purpose of this part is to examine the respondents by the duration of stayed in Thailand, duration of participation in the convention and the traveling behaviors. From table 4.4 the duration of participants stayed in Thailand mostly were more than or equal 4 days at 74.9 percent, secondly 3 days at 15.7 percent, and 2 days at 9.4 percent respectively.

The duration of participation in the meetings and exhibitions of attendants mostly were 2 days at 62.5 percent, secondly 1 day were 24.8 percent, and 3 days were 12.7 percent respectively.

The traveling behavior of the participants mostly were traveling with colleague at 57.5 percent, and traveling alone at 22.3 percent, and traveling with relatives 20.3 percent respectively.

Table 4.4 The duration of participants and visitors stayed in Thailand, The traveling behaviors of participants and visitors, and The duration of participants and visitors visited the meeting and exhibitions

Characteristic Factors	No. Participants	Percentage
Duration Stayed in Thailand		
2 Days	37	9.4
3 Days	62	15.7
≥ 4 Days	296	74.9
Total	395	100.0
Duration of participation in convention		
1 day	98	24.8
2 days	247	62.5
3 days	50	12.7
Total	395	100.0
Traveling behaviors		
Traveling alone	88	22.3
Traveling with colleague	227	57.5
Traveling with relative	80	20.3
Total	395	100.0

Figure 4.8 The duration of participants and visitors stayed in Thailand (Participants and Visitors)

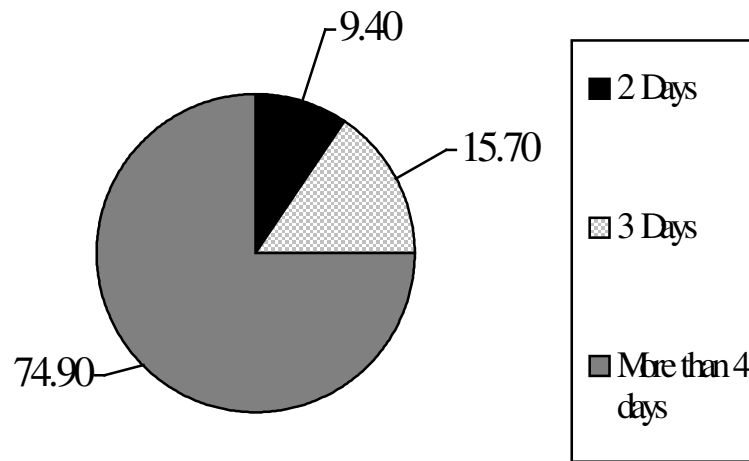


Figure 4.9 The duration of participants and visitors participated in convention (Participants and Visitors)

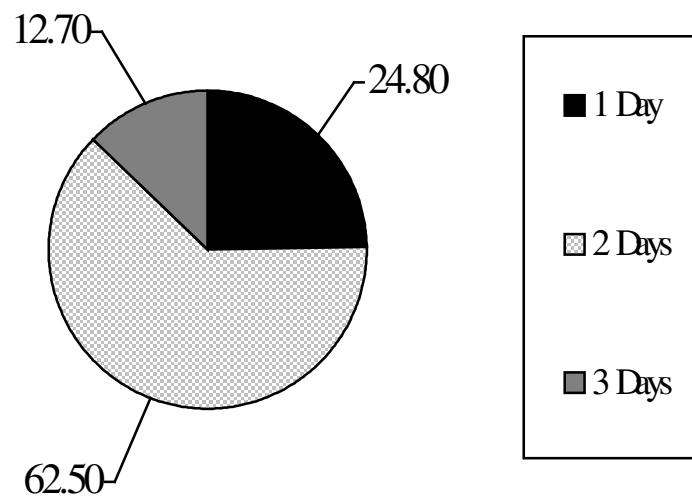
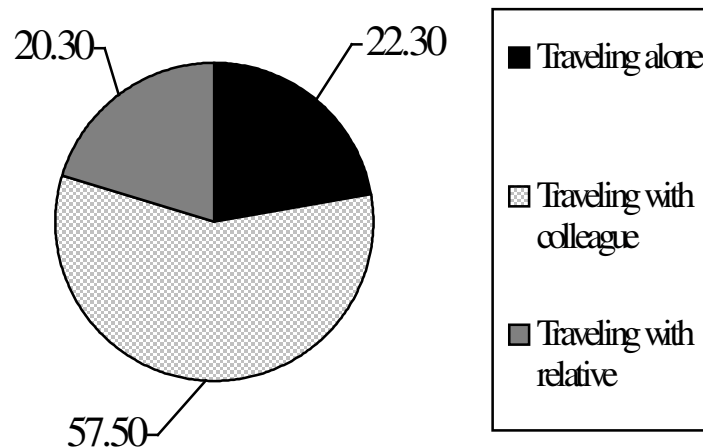


Figure 4.10 The traveling behaviors of participants and visitors



4.2.3 Part 3 The Satisfaction measurements

The purpose of this part is to examine the respondents' satisfaction toward MICE industry. The satisfaction measurements were classified into 10 main groups; (1) Registration, (2) Immigration, (3) Customs procedure, (4) Transportation, (5) Hotel, (6) Venue, (7) Tourist attraction spots, (8) Souvenir shop and shopping center, (9) Currency Exchange and (10) The overall rating for the satisfaction.

1. The satisfaction measurement of International participants and visitors

From table 4.5 showed that the mostly participant and visitors were very satisfied. They were satisfied in (1) vehicle between airport and hotel, (2) vehicle between hotel and venue, (3) venue dining rooms and restaurants, (4) announcement and signage, (5) safety and security and (6) over all rating. Meanwhile, the local transportation was neutral.

Table 4.5 The satisfaction Measurement of participants and visitors

Satisfaction Measurement	Mean	S.D.	Meaning
1. Registration			
- Terms and Conditions	4.286	0.741	Very Satisfied
- Communication	1	5	
- Price and Fee	4.270	0.812	Very Satisfied
	9	3	
	4.278	0.808	Very Satisfied
	5	2	
2. Immigration			
- Speed	4.367	0.667	Very Satisfied
- Hospitality	1	9	
	4.392	0.625	Very Satisfied
	4	5	
3. Customs procedure			
- Convenience / Flexibility	4.331	0.753	Very Satisfied
- Hospitality	6	2	
- Regulation	4.306	0.675	Very Satisfied
	3	7	
	4.400	0.910	Very Satisfied
	0	7	
4. Vehicle			
- Between airport and hotel	4.040	0.568	Satisfied
	5	5	
- Between hotel and venue	4.162	0.708	Satisfied
	0	2	
5. Local Transportation	3.3646	0.833	Neutral
		1	
6. Hotel and Accommodation			
- Easy to access	4.483	0.680	Very Satisfied
	5	8	
- Service and Hospitality	4.420	0.727	Very Satisfied
	3	0	

- Safety and security	4.283 5	0.793 7	Very Satisfied
- Comfortable	4.389 9	0.767 2	Very Satisfied
- Hygiene and sanitation stand	4.394 9	0.774 5	Very Satisfied
7. Venue			
- Location	4.227 8	0.697 1	Very Satisfied
- Ease of access	4.270 9	0.754 0	Very Satisfied
- Convention rooms	4.346 8	0.845 2	Very Satisfied
- Breakout meeting rooms	4.319 0	0.783 4	Very Satisfied
- Atmosphere and ambiance	4.369 6	0.767 4	Very Satisfied
- Interior and exterior decorati	4.422 8	0.720 2	Very Satisfied
- Dining rooms and restaurant	3.681 0	0.808 9	Satisfied
- Audiovisual equipments	4.374 7	0.861 6	Very Satisfied

Table 4.5 (Continued)

Satisfaction Measurement	Mean	S.D.	Meaning
- Space and capacity	4.372 2	0.910 0	Very Satisfied
- Level of service and hospital	4.397 5	0.761 7	Very Satisfied
- Staff service's quality	4.319 0	0.845 7	Very Satisfied
- Public telecommunication	4.245 6	0.850 7	Very Satisfied
- Announcement and signage	3.832 9	0.768 9	Satisfied
- Safety and security	4.136 7	0.828 7	Satisfied
- Hygiene & Sanitation Stand	4.232 9	0.921 5	Very Satisfied
- Parking lots	4.501 3	0.788 1	Very Satisfied
- Toilets and restrooms	4.372 2	0.761 2	Very Satisfied
- Overall rating for Venue	4.344 3	2.147 5	Very Satisfied
8. Tourist Attraction spots	4.470 9	0.638 0	Very Satisfied
9. Souvenir shop and shopping	4.389 9	0.660 6	Very Satisfied
10. Currency exchange	4.258 2	0.808 6	Very Satisfied
11.Overall rating	4.200 0	0.847 8	Satisfied

Remark: Level of Satisfaction
4.21 - 5.00

Very satisfied
3.41 - 4.20
Satisfied
2.61 - 3.40
Neutral
1.81 - 2.60
Unsatisfied

Very unsatisfied 1.00 - 1.80

4.2.4 The satisfaction measurement of International participants and visitors classified by venues

In order to measurement the satisfaction and the potential to ward MICE industry the individual MICE venue has to classified in order to assess the individual venue. The following are the satisfaction measurement that selected from the venue satisfaction factor to compare the satisfaction toward the sample size of venue.

1. Queen Sirikit National Convention Center (QSNCC)

The sample size of Queen Sirikit National Convention Center (QSNCC) was 195 samples. The 195 completed questionnaires were collected to analyze the data. In this part the questionnaire used to examine the venue satisfaction measurement only in order to self assess the potential of its venue.

Table 4.6 showed that venue location, ease of access, convention rooms, breakout meeting rooms, atmosphere and ambiance, interior and exterior decoration, audio visual equipments. Level of service's quality, public telecommunication, safety and security, toilets and restrooms and overall rating were very satisfied. Meanwhile venue space and capacity, announcement and signage, hygiene and sanitation standard and parking lots were satisfied. On the other, the dining rooms and restaurant were neutral.

Table 4.6 The satisfaction Measurement of participants and visitors at Queen Sirikit National Convention Center - QSNCC

Satisfaction Measurement	Mean	S.D.	Meaning
Queen Sirikit National Convention Center			
- Location	4.2308	0.6681	Very Satisfied
- Ease of access	4.5538	0.6348	Very Satisfied
- Convention rooms	4.3333	0.9560	Very Satisfied
- Breakout meeting rooms	4.3385	0.8048	Very Satisfied
- Atmosphere and ambiance	4.4256	0.7449	Very Satisfied
- Interior and exterior decoration	4.5128	0.6288	Very Satisfied
- Dining rooms and restaurants	3.4051	0.8464	Neutral
- Audiovisual equipments	4.5179	0.8695	Very Satisfied
- Space and capacity	4.1077	1.0422	Very Satisfied
- Level of service and hospitality	4.5692	0.7100	Very Satisfied
- Staff service's quality	4.4410	0.8969	Very Satisfied
- Public telecommunication	4.4051	0.9277	Very Satisfied
- Announcement and signage	3.7897	0.8197	Satisfied
- Safety and security	4.2769	0.8466	Very Satisfied
- Hygiene & Sanitation Standards	4.1077	1.0422	Satisfied
- Parking lots	4.1359	0.8908	Satisfied

2. Impact Exhibition Center (IMPACT)

The sample size of Impact Muang Thong Thani (IMPACT) was 120 samples. The 120 completed questionnaires were collected and analyzed to examine the potential of its venue.

Table 4.7 showed that, venue convention rooms, breakout meeting rooms, atmosphere and ambiance, interior and exterior decoration, audio visual equipments, space and capacity, hygiene and sanitation standard, parking lots and toilets and restrooms were very satisfied. Meanwhile, venue location, ease of access, dining rooms and restaurants, level of service's quality, public telecommunication, announcement and signage, safety and security and overall rating were satisfied.

Neutral	2.61 - 3.40
Unsatisfied	1.81 - 2.60
Very unsatisfied	1.00 - 1.80

3. Bangkok International Trade and Convention Center (BITEC)

The sample size of Bangkok International Trade and Convention Center (BITEC) was 80 samples. The 80 completed questionnaires were collected and analyzed to assess the potential of its venue.

Table 4.8 showed that, venue location, convention rooms, breakout meeting rooms, atmosphere and ambiance, interior and exterior decoration, space and capacity, level of service's quality, public telecommunication, safety and security, hygiene and sanitation standard and parking lots were very satisfied. Meanwhile, the ease of access, dining rooms and restaurants, audiovisual equipments, toilets and restrooms and overall rating were satisfied.

Table 4.8 The satisfaction Measurement of participants and visitors at Bangkok International Trade and Exhibition Center - BITEC

Satisfaction Measurement	Mean	S.D.	Meaning
Bangkok International Trade and Exhibition Center			
- Location	4.362 5	0.799 4	Very Satisfied
- Ease of access	4.112 5	0.871 4	Satisfied
- Convention rooms	4.300 0	0.817 5	Very Satisfied
- Breakout meeting rooms	4.275 0	0.762 6	Very Satisfied
- Atmosphere and ambiance	4.362 5	0.767 1	Very Satisfied
- Interior and exterior decoration	4.462 5	0.710 5	Very Satisfied
- Dining rooms and restaurants	3.712 5	0.620 2	Satisfied
- Audiovisual equipments	4.150 0	0.872 9	Satisfied
- Space and capacity	4.475 0	0.711 1	Very Satisfied
- Level of service and hospitallity	4.325 0	0.791 9	Very Satisfied
- Staff service's quality	4.287 5	0.766 2	Very Satisfied
- Public telecommunication	4.375 0	0.762 9	Very Satisfied
- Announcement and signage	3.837 5	0.753 7	Satisfied
- Safety and security	4.250 0	0.787 5	Very Satisfied
- Hygiene & Sanitation Standards	4.462	0.710	Very

4.2.5 Part 4 Trend and Future trip to Thailand

The purpose of this part is to examine the respondents by possibility to revisit Thailand as tourist in the future within the next 1, 3, 5, and 7 years.

From the table 4.9 the result showed that the revisit period in the next 7 years were highly possibility (3.35), followed by the next 5 years (3.23), next 3 years (3.12) and in the next 1 year (2.65) respectively.

Table 4.9 The possibility of participants to revisit Thailand as a tourist

Revisit period	Possibility	S.D.
Next 1 year	2.6506	0.9687
Next 3 years	3.1266	0.9007
Next 5 years	3.2304	0.9638
Next 7 years	3.3570	0.9325

Remark: The points that rate for the possibility to revisit Thailand are as follow:

Score 3.26 - 4.00	Highly possibility
Score 2.51 - 3.25	Medium possibility
Score 1.76 - 2.50	Low possibility
Score 1.00 - 1.75	Impossibility

4.2.6 The comparison of the satisfaction measurement factors of International participants and visitors classified by venues

From the table 4.9 the comparisons of venue were compared by the venue satisfaction factors. (1) Venue location, QSNCC and BITEC were very satisfied while IMPACT was satisfied. (2) Ease of access, QSNCC was very satisfied while IMPACT and BITEC were satisfied. (3) Convention rooms, every venue were very satisfied. (4) Breakout meeting rooms, every venue was very satisfied. (5) Atmosphere and ambiance, every venue was very satisfied. (6) Interior and exterior decoration, every venue was very satisfied. (7) Dining rooms and restaurant, IMPACT and BITEC were very satisfied while QSNCC was neutral. (8) Audiovisual equipments, QSNCC and IMPACT were very satisfied while BITEC was satisfied. (9) Space and capacity, IMPACT and BITEC were very satisfied while QSNCC was satisfied. (10) Level of service's quality, QSNCC and BITEC were very satisfied while IMPACT satisfied. (11) Staff service's quality, QSNCC and BITEC were very satisfied while IMPACT satisfied. (12) Public telecommunication, QSNCC and BITEC were very satisfied while IMPACT satisfied. (13) Announcement and signage, every venue were satisfied. (14) Safety and security, QSNCC and BITEC were very satisfied while IMPACT satisfied. (15) Hygiene and sanitation standard, IMPACT and BITEC were very satisfied while QSNCC was satisfied. (16) Parking lots, IMPACT and BITEC were very satisfied while QSNCC was satisfied. (17) Toilets and restrooms, QSNCC and IMPACT were very satisfied while BITEC was satisfied. (18) Overall rating, QSNCC and IMPACT were very satisfied while BITEC was satisfied.

Table 4.10 The comparison of venue compared by venue satisfaction measurement

Venue Satisfaction Measurement	QSNCC			IMPACT			BITEC		
	Mean	S.D	Meaning	Mean	S.D	Meaning	Mean	S.D	Meaning
Location	4.23	0.66	Very Satisfied	4.13	0.66	Satisfied	4.36	0.80	Very Satisfied
Ease of access	4.55	0.63	Very Satisfied	3.92	0.67	Satisfied	4.11	0.87	Satisfied
Convention rooms	4.33	0.95	Very Satisfied	4.40	0.65	Very Satisfied	4.30	0.82	Very Satisfied
Breakout meeting room	4.33	0.80	Very Satisfied	4.32	0.77	Very Satisfied	4.28	0.76	Very Satisfied
Atmosphere and ambient	4.42	0.74	Very Satisfied	4.28	0.80	Very Satisfied	4.36	0.77	Very Satisfied
Interior and exterior decoration	4.51	0.62	Very Satisfied	4.25	0.83	Very Satisfied	4.46	0.71	Very Satisfied
Dining rooms and restaurant	3.40	0.84	Neutral	4.11	0.66	Satisfied	3.71	0.62	Satisfied
Audiovisual equipment	4.51	0.86	Very Satisfied	4.29	0.83	Very Satisfied	4.15	0.87	Satisfied
Space and capacity	4.10	1.04	Satisfied	4.73	0.62	Very Satisfied	4.48	0.71	Very Satisfied
Level of service and hospitality	4.56	0.71	Very Satisfied	4.17	0.76	Satisfied	4.33	0.79	Very Satisfied
Staff service's quality	4.44	0.89	Very Satisfied	4.14	0.78	Satisfied	4.29	0.77	Very Satisfied
Public telecommunication	4.40	0.92	Very Satisfied	3.90	0.65	Satisfied	4.38	0.76	Very Satisfied
Announcement and signage	3.78	0.81	Satisfied	3.90	0.69	Satisfied	3.84	0.75	Satisfied
Safety and security	4.27	0.84	Very Satisfied	3.83	0.75	Satisfied	4.25	0.79	Very Satisfied
Hygiene & Sanitation Standard	4.10	1.04	Satisfied	4.28	0.81	Very Satisfied	4.46	0.71	Very Satisfied

Parking lots	4.1 3	0.8 9	Satisfi ed	4.6 3	0.6 1	Very Satisfi ed	4.4 8	0.7 5	Very Satisfi ed
Toilets and restrooms	4.3 4	0.7 6	Very Satisfi ed	4.5 8	0.6 0	Very Satisfi ed	4.1 4	0.8 8	Satisfi ed
Overall rating for Venu	4.3 4	0.7 5	Very Satisfi ed	4.0 4	0.7 8	Satisfi ed	4.2 0	0.5 1	Satisfi ed

Remark: Level of Satisfaction , 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.

Figure 4.11 The comparison of venue compared by venue satisfactions measurement (Breakout Rooms, Convention Rooms, Ease of Access, Location)

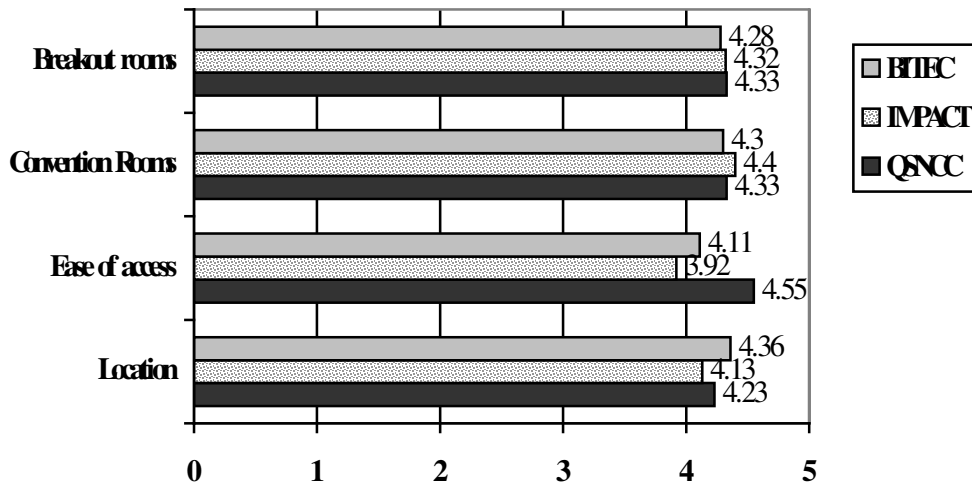


Figure 4.12 The comparison of venue compared by venue satisfactions measurement (Audiovisual equipments, Dining Rooms, Interior and Exterior Decoration, and Atmosphere)

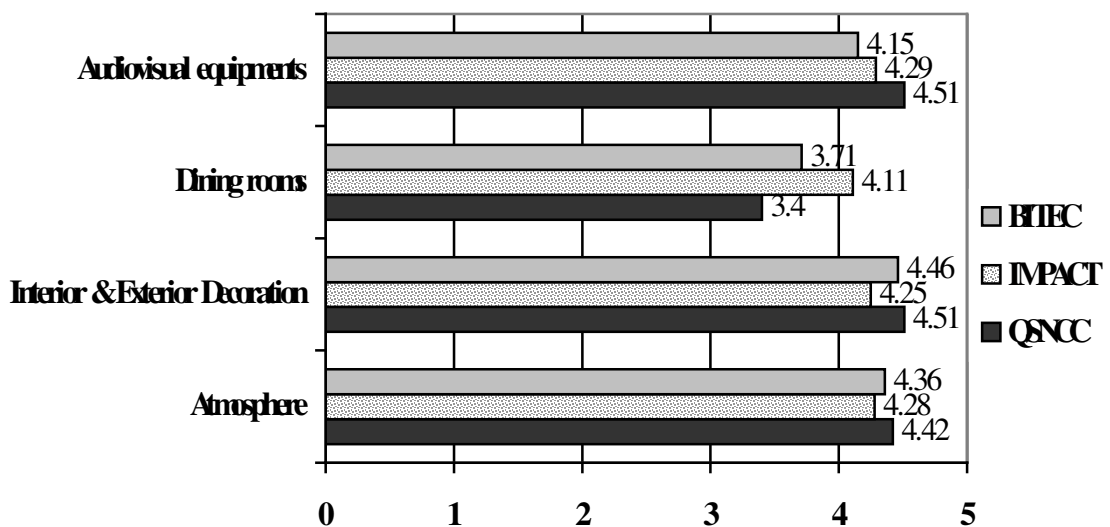


Figure 4.13 The comparison of venue compared by venue satisfactions measurement (Public telecommunication, Staff service's quality, Level of service, Space and Capacity)

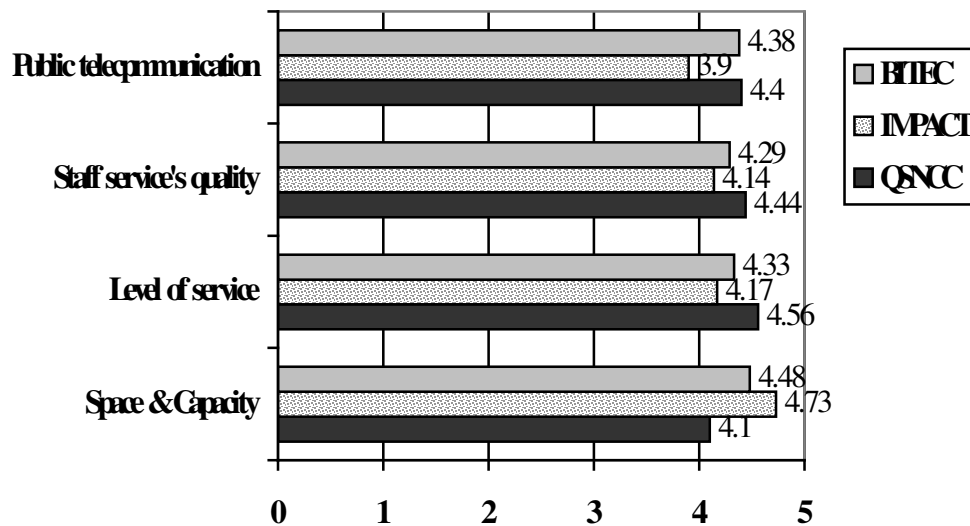


Figure 4.14 The comparison of venue compared by venue satisfactions measurement (Announcement and Signage, Safety and Security, Hygiene and Sanitation standard)

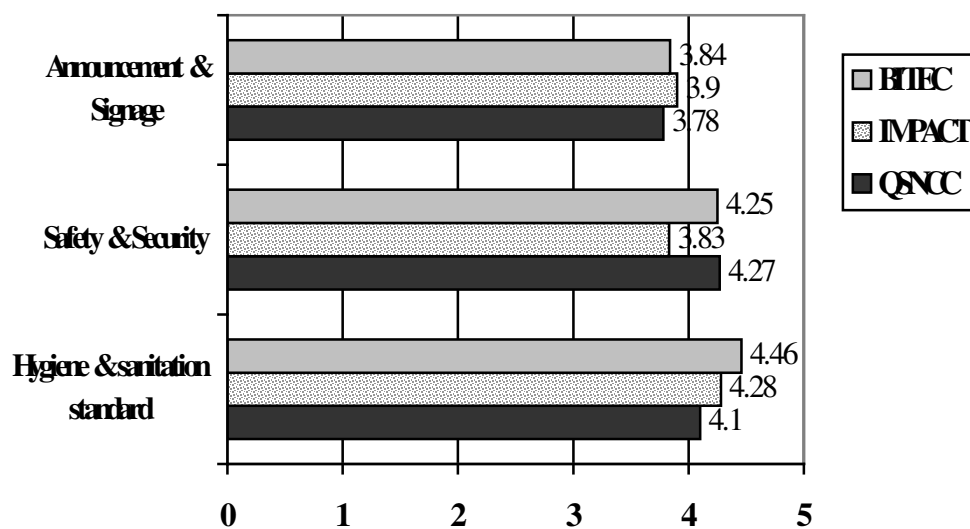
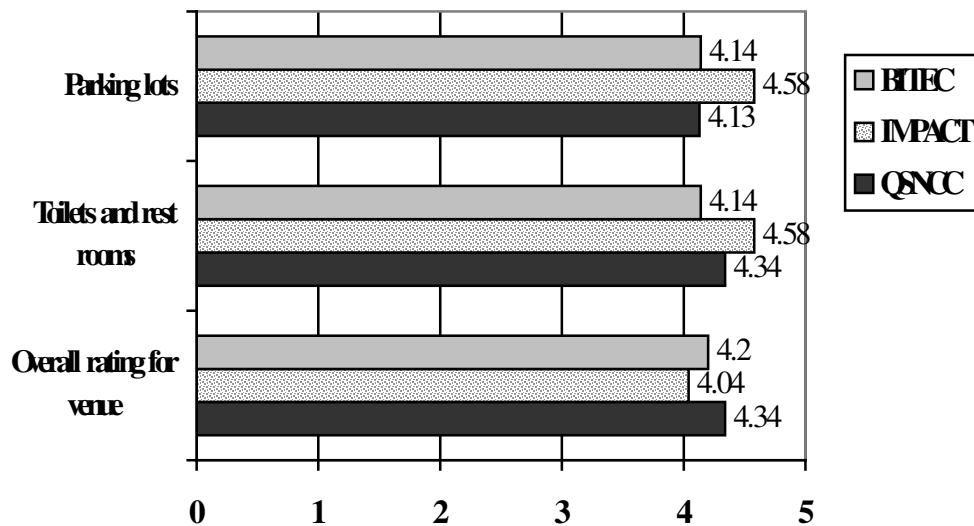


Figure 4.15 The comparison of venue compared by venue satisfactions measurement (Parking lots, Toilets Overall rating)



From the figures 4.11, 4.12, 4.13, 4.14 and 4.15 illustrated the venue satisfaction measurement factors compared by the venue: QSNCC, IMPACT and BITEC

Figure 4.11 illustrated the breakout meeting rooms, convention rooms, ease of access and location of the venue.

Figure 4.12 illustrated the audiovisual equipments, dining rooms, interior and exterior decoration and atmosphere and ambience of the venue.

Figure 4.13 illustrated the public telecommunication, staff service's quality, level of service and space and capacity of the venue.

Figure 4.14 illustrated the announcement and signage, safety and security, hygiene and sanitation standard of the venue.

Figure 4.15 illustrated the parking lots, toilets and restrooms and overall rating for venue for the venue.

4.2.7 The relation of venue and venue satisfaction factor

Table 4.10, the result of One-Way ANOVA analysis, venue satisfaction factors and venue of sample found that at 0.05 significant levels, revealed the relation between the venue and venue satisfaction factors; (1) Location, (2) Convention rooms, (3) Breakout meeting rooms, (4) Atmosphere and ambiance, (5) Announcement and signage, (6) Hygiene & sanitation standard and (7) Overall rating for venue the satisfaction were not difference between groups.

On the other hand the satisfaction on (8) Ease of access, (9) Interior & Exterior decoration, (10) Dining rooms & Restaurant Audiovisual equipments, (11) Audiovisual equipments, (12) Space and Capacity, (13) Level of Service & Hospitality, (14) Staff Service's quality, (15) Public telecommunication, (16) Safety and security, (17) Parking lots and (18) Toilets and restrooms the satisfaction were statistically significant difference between groups.

Table 4.11 The relation of venue and the venue satisfaction factors

Venue Satisfaction Factors	QSNCC		IMPACT		BITEC		ANOVA Test		
	mean	S.D.	mean	S.D.	mean	S.D.	F	Sig.	meaning
Location	4.23	0.67	4.13	0.66	4.36	0.80	2.6180	0.0742	Not different
Ease of access	4.55	0.63	3.92	0.67	4.11	0.87	33.4724	0.0000	different
Convention rooms	4.33	0.96	4.40	0.65	4.30	0.82	0.3839	0.6815	Not different
Breakout meeting rooms	4.34	0.80	4.32	0.77	4.28	0.76	0.1861	0.8303	Not different
Atmosphere and ambiance	4.43	0.74	4.28	0.80	4.36	0.77	1.2834	0.2783	Not different
Interior & Exterior decoration	4.51	0.63	4.25	0.83	4.46	0.71	5.2070	0.0059	different
Dining rooms & Restaurant	3.41	0.85	4.11	0.66	3.71	0.62	32.6707	0.0000	different
Audiovisual equipments	4.52	0.87	4.29	0.80	4.15	0.87	6.1271	0.0024	different
Space and Capacity	4.11	1.04	4.73	0.62	4.48	0.71	19.9461	0.0000	different
Level of Service & Hospitality	4.57	0.71	4.17	0.76	4.33	0.79	11.4003	0.0000	different
Staff Service's quality	4.44	0.90	4.14	0.78	4.29	0.77	4.8147	0.0086	different
Public telecommunication	4.41	0.93	3.90	0.65	4.38	0.77	15.2883	0.0000	different
Announcement & Signage	3.79	0.82	3.90	0.69	3.84	0.75	0.7645	0.4663	Not different
Safety and security	4.28	0.85	3.83	0.75	4.25	0.79	12.2387	0.0000	different
Hygiene & sanitation standard	4.11	1.04	4.28	0.80	4.46	0.71	4.5432	0.0112	Not different
Parking lots	4.44	0.89	4.63	0.61	4.48	0.75	2.2073	0.1114	different
Toilets and restrooms	4.34	0.77	4.58	0.60	4.14	0.88	8.5119	0.0002	different
Overall rating for venue	4.34	0.75	4.04	0.78	4.30	0.80	5.9556	0.0028	Not different

Remark: Significance level at 95% (0.05)

4.3 The questionnaire result from the respondents (Exhibitors and Organizers)

The sample group consists of 19 international organizers and exhibitors who arranged the meetings, conventions and exhibitions in Thailand during September 2005 until March 2006. The data were collected from 5 events in three venues (table 4.12). Due to a small sample size these result should be treated with some caution.

The questionnaire consisted of 4 parts:

Part 1: Personal Information for international participants and visitors

Part 2: Visit to Thailand and Traveling behaviors

Part 3: Satisfaction measurement

Part 4: Trend and Future trip to Thailand

Table 4.12 Data collection's areas for Exhibitors and Organizers

	Number of Respondents	Percentage
Name of Event		
Bonjour French Fair 2005	3	15.79
Japan Food Fair 2005	4	21.05
Thailand & China Fair Economic & Trade conference	2	10.53
China Commodies Fair 2005	2	10.53
GlassTech Asia 2005	8	42.11
Total	19	100.00
Venue of Event		
Queen Sirikit National Convention Center	9	47.37
Impact Exhibition Center	8	42.11

Bangkok International Trade and Exhibition Center	2	10.53
Total	19	100.00

4.3.1 Part 1 Personal Information of Exhibitors and Organizers

From table 4.13 the survey showed that the Asian country was highest sample sizes that are 63.16 percent, secondly Europe at 26.32 percent and America at 10.53 percent respectively.

The genders of respondents mostly were Male at 63.16 percent and Female at 36.84 percent.

Age of the sample respondents mostly were 36 - 40 years at 31.58 percent, and secondly 41 - 45 years at 26.32 percent, and 30 - 35 years at 15.79 percent, and 46 - 50 years at 15.75 percent, and 51 - 55 years at 10.53 percent respectively.

The occupation of the respondents mostly were Salesman or Commercial personnel and Administration / Managerial Executive at 31.58 percent, secondly Government / State Enterprise Employee at 26.32 percent, and Professional / Freelance at 10.53 percent respectively.

The natures of business of the respondents mostly were Household product at 31.58 percent, secondly Heavy Industries / Construction, Food and Beverage and others at 15.79 percent, and Automobile & Accessories, Electronics / Electronical Appliances, Chemical and cosmetics and Fashion and accessories at 5.26 percent respectively.

Table 4.13 The characteristic of respondents (Organizers and Exhibitors)

Characteristic Factors	No. Participants	Percentage
Continental		
America	2	10.53
Europe	5	26.32
Asia	12	63.16
Total	19	100.00
Gender		
Male	12	63.16
Female	7	36.84
Total	19	100.00
Age		
30 - 35 years	3	15.79
36 - 40 years	6	31.58
41 - 45 years	5	26.32
46 - 50 years	3	15.79
51 - 55 years	2	10.53
Total	19	100.00
Occupations		
Professional / Freelance	2	10.53
Administration / Managerial	6	31.58
Executive	6	31.58
Salesman or Commercial personnel	6	31.58
Government / State Enterprise Employee	5	26.32
Total	19	100.00
Nature of Business		
Automobile & Accessories	1	5.26
Chemical / Cosmetics	1	5.26
Electronics / Electronical Appliances	1	5.26
Fashion & Accessories	1	5.26
Food & Beverage	3	15.79
Heavy Industries / Construction	3	15.79

Household Product	6	31.58
Others	3	15.79
Total	19	100.00

4.3.2 Part 2 Visit to Thailand and traveling behavior

1. The Motivation factors toward organizers and exhibitors

The purpose of this part is to examine the respondents by the motivation factors which encourage them to arrange the meeting and exhibition in Thailand.

Table 4.14 showed that the motivation factors that encourage the organizers and exhibitors mostly were Thailand is a potential market at 36.84 percent, secondly company instructs them to join at 26.32 percent, and Thailand is an attractive venue at 21.05 percent, and topic of interest at 15.79 percent respectively.

Table 4.14 The number of exhibitors and organizers classified by the Motivation factors to organized meetings and exhibitions

Characteristic Factors	No. Participants	Percentage
Motivation Factors		
Topic is interest	3	15.79
Company instruct to join	5	26.32
Thailand is an attractive venue	4	21.05
Thailand is a potential market	7	36.84
Total	19	100.00

2. The duration of respondents stayed in Thailand and their traveling behaviors.

The purpose of this part is to examine the respondents by the duration of stayed in Thailand and the traveling behaviors. From table 4.15 the duration of organizers and exhibitors stayed in Thailand mostly were more than or equal 4 days at 73.68 percent, secondly 3 days at 26.32 percent.

The traveling behaviors of the organizers mostly were traveling with colleague at 68.42 percent, secondly traveling alone and traveling with relative at 15.79 percent.

Table 4.15 The duration of exhibitors and organizers stayed in Thailand, and The traveling behaviors of exhibitors and organizers.

Characteristic Factors	No. Participants	Percentage
Duration Stayed in Thailand		
3 Days	5	26.32
≥ 4 Days	14	73.68
Total	19	100.00
Traveling behaviors		
Traveling alone	3	15.79
Traveling with colleague	13	68.42
Traveling with relative	3	15.79
Total	19	100.00

4.3.3 Part 3 Satisfaction Measurements of International organizers and exhibitors

The purpose of this part is to examine the respondents' satisfaction toward MICE industry. The satisfaction measurements were classified into 10 main categories; (1) Registration, (2) Immigration, (3) Customs procedure, (4) Transportation, (5) Hotel, (6) Venue, (7) Tourist attraction spots, (8) Souvenir shop and shopping center, (9) Currency Exchange and (10) The overall rating for the satisfaction.

From table 4.16, showed that the exhibitors and organizers were satisfied (1) registration communication, (2) registration price and fee, (3) customs procedure regulation, (4) vehicle between hotel and venue, (5) Local transportation, (6) Hotel safety and security, (7) hotel hygiene and sanitation standard, (8) Venue location, (9) Venue atmosphere and ambiance, (10) Venue dining rooms and restaurants, (11) venue safety and security, (12) Venue hygiene and sanitation standard and (13) Venue parking lots.

Meanwhile, (14) registration terms and conditions, (15) Immigration speed and Hospitality, (16) Customs procedure convenience/flexibility, (17) Customs procedure regulation, (18) Vehicle between airport and hotel, (19) Hotel easy to access, (20) Hotel service and hospitality, (21) Venue ease of access, (22) Convention rooms, (23) Venue breakout meeting rooms, (24) Interior and Exterior decoration, (25) Audiovisual equipment, (26) Venue space and capacity, (27) Venue level of service and hospitality, (28) Venue staff service's quality, (29) Venue public telecommunication, (30) Venue announcement and signage, (31) Venue toilets and restrooms, (32) Overall rating for venue, (33) Experience of local organizer, (34) Experience of local freight forwarder, (35) Experience of local contractor and (36) Overall rating were very satisfied.

Table 4.16 The satisfaction Measurement of exhibitors and organizers

Satisfaction Measurement	Mean	S.D.	Meaning
1. Registration			
- Terms and Conditions	4.277	0.669	Very Satisfied
- Communication	7	1	Satisfied
- Price and Fee	4.111	0.676	Satisfied
	1	4	
	4.166	0.707	Satisfied
	7	1	
2. Immigration			
- Speed	4.444	0.511	Very Satisfied
- Hospitality	4	3	Satisfied
	4.388	0.607	Very Satisfied
	9	6	Satisfied
3. Customs procedure			
- Convenience / Flexibility	4.333	0.485	Very Satisfied
- Hospitality	3	0	Satisfied
- Regulation	4.277	0.574	Very Satisfied
	8	5	Satisfied
	4.055	0.725	Satisfied
	6	3	
4. Vehicle			
- Between airport and hotel	4.222	0.732	Very Satisfied
	2	0	Satisfied
- Between hotel and venue	3.944	0.802	Satisfied
	4	3	
5. Local Transportation	3.8899	0.676	Satisfied
		4	
6. Hotel and Accommodation			
- Easy to access	4.277	0.460	Very Satisfied
	8	8	Satisfied
- Service and Hospitality	4.333	0.485	Very Satisfied
	3	0	Satisfied

- Safety and security	4.055 6	0.539 3	Satisfied
- Hygiene and sanitation stand	4.166 7	0.618 3	Satisfied

Table 4.16 (Continued)

Satisfaction Measurement	Mean	S.D.	Meaning
7. Venue			
- Location	4.111 1	0.676 4	Satisfied
- Ease of access	4.333 3	0.485 0	Very Satisfied
- Convention rooms	4.388 9	0.697 8	Very Satisfied
- Breakout meeting rooms	4.333 3	0.594 0	Very Satisfied
- Atmosphere and ambiance	4.166 7	0.618 3	Satisfied
- Interior and exterior decorations	4.388 9	0.697 8	Very Satisfied
- Dining rooms and restaurants	3.833 3	0.707 1	Satisfied
- Audiovisual equipments	4.333 3	0.594 0	Very Satisfied
- Space and capacity	4.555 6	0.511 3	Very Satisfied
- Level of service and hospitalities	4.388 9	0.607 6	Very Satisfied
- Staff service's quality	4.388 9	0.501 6	Very Satisfied
- Public telecommunication	4.555 6	0.511 3	Very Satisfied
- Announcement and signage	4.333 3	0.485 0	Very Satisfied
- Safety and security	4.000 0	0.594 0	Satisfied
- Hygiene & Sanitation Standards	4.055 6	0.639 1	Satisfied
- Parking lots	4.166 7	0.707 1	Satisfied

- Toilets and restrooms	4.277 8	0.574 5	Very Satisfied
- Overall rating for Venue	4.222 2	0.646 7	Very Satisfied
8. Experience of local contractor			
- Organizer	4.222 2	0.646 7	Very Satisfied
- Freight forwarder	4.222 2	0.646 7	Very Satisfied
- Contractor	4.333 3	0.685 9	Very Satisfied
9.Overall rating	4.500 0	0.618 3	Very Satisfied

Remark: Level of Satisfaction
4.21 - 5.00

Very satisfied

Satisfied

3.41 - 4.20

Neutral

2.61 - 3.40

Unsatisfied

1.81 - 2.60

Very unsatisfied 1.00 - 1.80

4.3.4 Part 4 Trend and Future trip to Thailand

The purpose of this part is to examine the respondents by the possibility to revisit Thailand as tourist in the future within the next 1, 3, 5, and 7 years.

From the table 4.17 the result showed that the revisit period in the next 7 years were highly possibility (3.32), followed by the next 5 years (3.21), next 3 years (3.11) and in the next 1 year (2.95) respectively.

Table 4.17 The possibility of exhibitors and organizers s to revisit Thailand as a tourist

Revisit period	Possibility	S.D.
Next 1 year	2.95	0.71
Next 3 years	3.11	0.57
Next 5 years	3.21	0.54
Next 7 years	3.32	0.48

Remark: The points that rate for the possibility to revisit Thailand are as follow:

Score 3.26 - 4.00	Highly possibility
Score 2.51 - 3.25	Medium possibility
Score 1.76 - 2.50	Low possibility
Score 1.00 - 1.75	Impossibility

4.3.5 The satisfaction measurement of International organizer and exhibitors classified by venues

In order to measurement the satisfaction and the potential to ward MICE industry the individual MICE venue have to classified in order to assess the individual venue. The following are the satisfaction measurement that selected from the venue satisfaction factor to compare the satisfaction toward the sample size of venue.

1. Queen Sirikit National Convention Center (QSNCC)

The sample size of Queen Sirikit National Convention Center (QSNCC) was 9 samples. The 9 completed questionnaires were collected to analyze the data. In this part the questionnaire used for examine the venue satisfaction measurement only in order to self assess the potential of its venue.

From table 4.18 showed that the venue location, atmosphere and ambiance, dining rooms and restaurants, venue safety and security and venue parking lots were satisfied meanwhile the others venue satisfaction factors were very satisfied.

Table 4.18 The satisfaction Measurement of exhibitors and organizers at Queen Sirikit National Convention Center - QSNCC

Satisfaction Measurement	Mean	S.D.	Meaning
Queen Sirikit National Convention Center			
- Location	4.111 1	0.781 7	Satisfied
- Ease of access	4.333 3	0.500 0	Very Satisfied
- Convention rooms	4.444 4	0.726 5	Very Satisfied
- Breakout meeting rooms	4.555 6	0.527 0	Very satisfied
- Atmosphere and ambiance	4.000 0	0.707 1	Satisfied
- Interior and exterior decoration	4.333 3	0.707 1	Very Satisfied
- Dining rooms and restaurants	3.888 9	0.781 7	Satisfied
- Audiovisual equipments	4.222 2	0.666 7	Very Satisfied
- Space and capacity	4.444 4	0.527 0	Very Satisfied
- Level of service and hospit	4.444 4	0.527 0	Very Satisfied
- Staff service's quality	4.444 4	0.527 0	Very Satisfied
- Public telecommunication	4.444 4	0.527 0	Very Satisfied
- Announcement and signage	4.222 2	0.441 0	Very Satisfied
- Safety and security	4.111 1	0.600 9	Satisfied
- Hygiene & Sanitation Stand	4.444	0.527	Very

2. Impact Muang Thong Thani Center (IMPACT)

The sample size of Impact Exhibition Center (IMPACT) was 8 samples. The 8 completed questionnaires were collected to analyze the data. In this part the questionnaire used for examine the venue satisfaction measurement only in order to self assess the potential of its venue.

Table 4.19 showed that the venue location, convention rooms, breakout meeting rooms, dining rooms and restaurants, safety and security, hygiene and sanitation standard and parking lots were satisfied while the other satisfaction factors were very satisfied.

3. Bangkok International Trade and Exhibition Center (BITEC)

The sample size of Bangkok International Trade and Exhibition Center (BITEC) was 2 samples. The 2 completed questionnaires were collected to analyze the data. In this part the questionnaire used for examine the venue satisfaction measurement only in order to self assess the potential of its venue.

Table 4.19 showed that the venue location, venue breakout meeting rooms, dining rooms and restaurants, level of service and hospitality, hygiene and sanitation standard, toilets and restrooms and overall rating for venue were satisfied while the other satisfaction factors were very satisfied.

Table 4.19 The satisfaction Measurement of exhibitors and organizers at Impact Exhibitions Centers - IMPACT

Satisfaction Measurement	Mean	S.D.	Meaning
Impact Exhibition Center			
- Location	4.1250	0.6409	Satisfied
- Ease of access	4.2500	0.4629	Very Satisfied
- Convention rooms	4.1250	0.6409	Satisfied
- Breakout meeting rooms	4.1250	0.6409	Satisfied
- Atmosphere and ambiance	4.2500	0.4629	Very Satisfied
- Interior and exterior decoration	4.5000	0.7559	Very Satisfied
- Dining rooms and restaurants	3.8750	0.6409	Satisfied
- Audiovisual equipments	4.2500	0.4629	Very Satisfied
- Space and capacity	4.7500	0.4629	Very Satisfied
- Level of service and hospitallity	4.3750	0.5175	Very Satisfied
- Staff service's quality	4.2500	0.4629	Very Satisfied
- Public telecommunication	4.6250	0.5175	Very Satisfied
- Announcement and signage	4.2500	0.4629	Very Satisfied
- Safety and security	3.7500	0.4629	Satisfied
- Hygiene & Sanitation Standards	3.6250	0.5175	Satisfied
- Parking lots	4.0000	0.534	Satisfied

Table 4.20 The satisfaction Measurement of exhibitors and organizers at Bangkok International Trade and Exhibition Center - BITEC

Satisfaction Measurement	Mean	S.D.	Meaning
Bangkok International Trade and Exhibition Center			
- Location	4.0000	0.0000	Satisfied
- Ease of access	4.5000	0.7071	Very Satisfied
- Convention rooms	5.0000	0.0000	Very Satisfied
- Breakout meeting rooms	4.0000	0.0000	Satisfied
- Atmosphere and ambiance	4.5000	0.7071	Very Satisfied
- Interior and exterior decoration	4.5000	0.7071	Very Satisfied
- Dining rooms and restaurants	3.5000	0.7071	Satisfied
- Audiovisual equipments	5.0000	0.0000	Very Satisfied
- Space and capacity	4.5000	0.7071	Very Satisfied
- Level of service and hospitallity	4.0000	1.4142	Satisfied
- Staff service's quality	4.5000	0.7071	Very Satisfied
- Public telecommunication	4.5000	0.7071	Very Satisfied
- Announcement and signage	5.0000	0.0000	Very Satisfied
- Safety and security	4.5000	0.7071	Very Satisfied
- Hygiene & Sanitation Standards	3.5000	0.7071	Satisfied
- Parking lots	5.0000	0.0000	Very Satisfied
- Toilets and restrooms	3.5000	0.7071	Satisfied
- Overall rating for Venue	3.5000	0.7071	Satisfied

Remark: Level of Satisfaction	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

4.3.6 The comparison of the satisfaction measurement factors of International organizers and exhibitors classified by venues

From the table 4.21 the comparisons of venue were compared by the venue satisfaction factors. (1) Venue location, every venue were satisfied. (2) Ease of access, every venue were very satisfied. (3) Convention rooms, every QSNCC and BITEC were very satisfied while IMPACT satisfied. (4) Breakout meeting rooms, QSNCC was very satisfied while IMPACT and BITEC were satisfied. (5) Atmosphere and ambiance, QSNCC was satisfied while IMPACT and BITEC were very satisfied. (6) Interior and exterior decoration, every venue was very satisfied. (7) Dining rooms and restaurant, every venue were satisfied. (8) Audiovisual equipments, every venue were very satisfied. (9) Space and capacity, every venue was very satisfied. (10) Level of service's quality, QSNCC and IMPACT were very satisfied while BITEC was satisfied. (11) Staff service's quality, every venue were very satisfied. (12) Public telecommunication, every venue were very satisfied. (13) Announcement and signage, every venue were very satisfied. (14) Safety and security, QSNCC and IMPACT were satisfied while BITEC was very satisfied. (15) Hygiene and sanitation standard, QSNCC was very satisfied while IMPACT and BITEC were satisfied. (16) Parking lots, QSNCC and IMPACT were satisfied while BITEC was very satisfied. (17) Toilets and restrooms, QSNCC and IMPACT were very satisfied while BITEC was satisfied. (18) Overall rating, QSNCC and IMPACT were very satisfied while BITEC was satisfied.

Table 4.21 The comparison of venue compared by venue satisfaction measurement of exhibitors and visitors

Venue Satisfaction Measurement	QSNCC			IMPACT			BITEC		
	Mean	S.D	Meaning	Mean	S.D	Meaning	Mean	S.D	Meaning
- Location	4.11	0.78	Satisfied	4.13	0.64	Satisfied	4.00	0.00	Satisfied
- Ease of access	4.33	0.50	Very satisfied	4.25	0.46	Very satisfied	4.50	0.71	Very satisfied
- Convention rooms	4.44	0.73	Very satisfied	4.13	0.64	Satisfied	5.00	0.00	Very satisfied
- Breakout meeting room	4.56	0.53	Very satisfied	4.13	0.64	Satisfied	4.00	0.00	Satisfied
- Atmosphere and ambience	4.00	0.71	Satisfied	4.25	0.46	Very satisfied	4.50	0.71	Very satisfied
- Interior and exterior decoration	4.33	0.71	Very satisfied	4.50	0.76	Very satisfied	4.50	0.71	Very satisfied
- Dining rooms and restaurants	3.89	0.78	Satisfied	3.88	0.64	Satisfied	3.50	0.71	Satisfied
- Audiovisual equipment	4.22	0.67	Very satisfied	4.25	0.46	Very satisfied	5.00	0.00	Very satisfied
- Space and capacity	4.44	0.53	Very satisfied	4.75	0.46	Very Satisfied	4.50	0.71	Very satisfied
- Level of service and hospitality	4.44	0.53	Very satisfied	4.38	0.52	Very satisfied	4.00	1.41	Satisfied
- Staff service's quality	4.44	0.53	Very satisfied	4.25	0.46	Very satisfied	4.50	0.71	Very satisfied
- Public telecommunication	4.44	0.53	Very satisfied	4.63	0.52	Very Satisfied	4.50	0.71	Very satisfied
- Announcement and signage	4.22	0.44	Very satisfied	4.25	0.46	Very satisfied	5.00	0.00	Very satisfied
- Safety and security	4.11	0.60	Satisfied	3.75	0.46	Satisfied	4.50	0.71	Very satisfied
- Hygiene & Sanitation Standard	4.44	0.53	Very satisfied	3.63	0.52	Satisfied	3.50	0.71	Satisfied

- Parking lots	4.1 1	0.7 8	Satisfi ed	4.0 0	0.5 3	Satisfi ed	5.0 0	0.0 0	Very satisfi ed
- Toilets and restrooms	4.4 4	0.5 3	Very satisfi ed	4.2 5	0.4 6	Very satisfie d	3.5 0	0.7 1	Satisfi ed
- Overall rating for Venu	4.2 2	0.6 7	Very satisfi ed	4.3 8	0.5 2	Very satisfie d	3.5 0	0.7 1	Satisfi ed

Remark: Level of Satisfaction; 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

Figure 4.16 The comparison of venue compared by venue satisfactions measurement (Breakout rooms, Conference rooms, Ease of Access, Location)

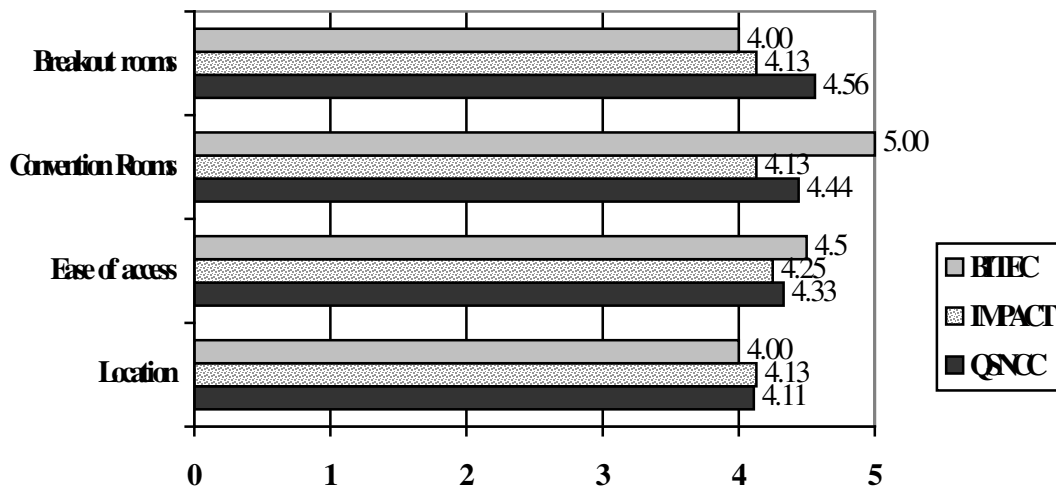


Figure 4.17 The comparison of venue compared by venue satisfactions measurement (Audiovisual equipments, Dining rooms, Interior and Exterior Decoration, Atmosphere)

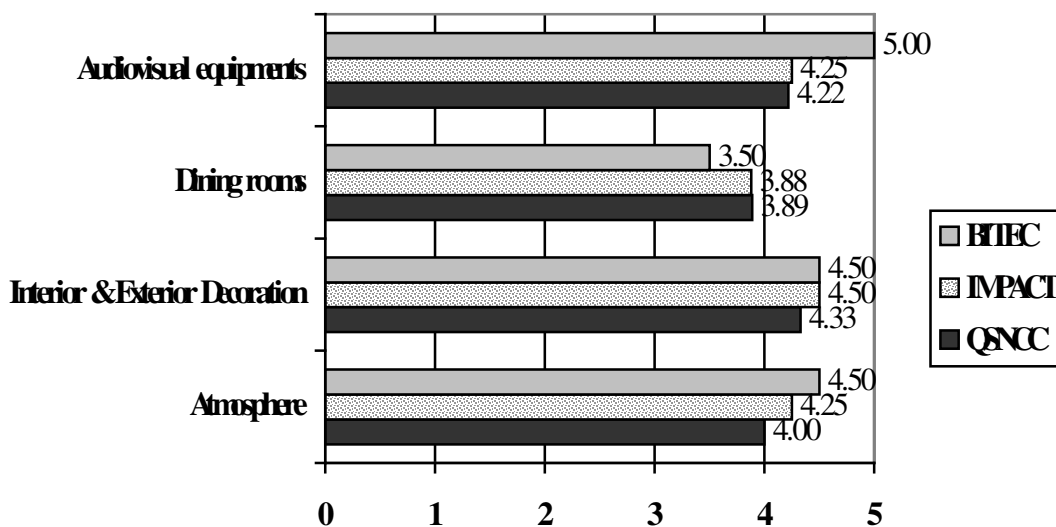


Figure 4.18 The comparison of venue compared by venue satisfactions measurement (Public telecommunication, Staff service's quality, Level of Service, Space and Capacity)

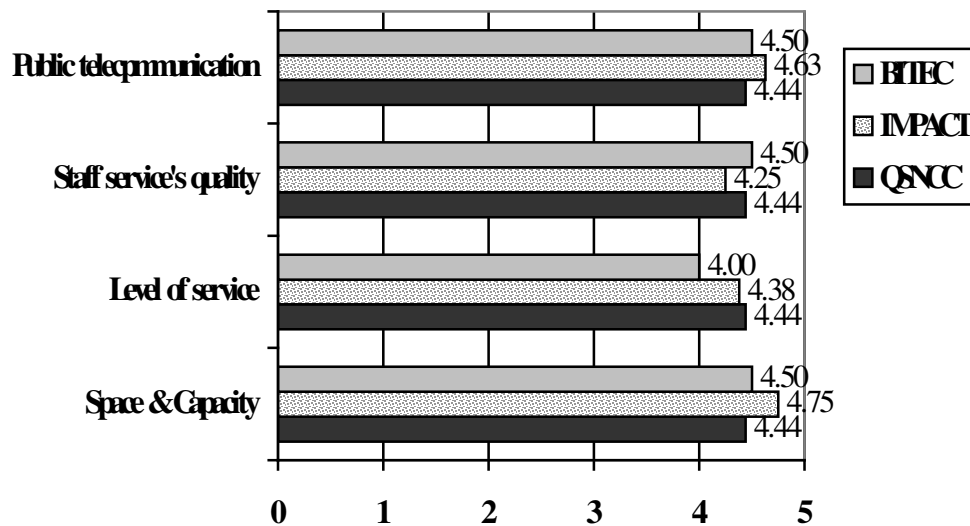


Figure 4.19 The comparison of venue compared by venue satisfactions measurement (Announcement and Signage, Safety and Security, Hygiene and Sanitation standard)

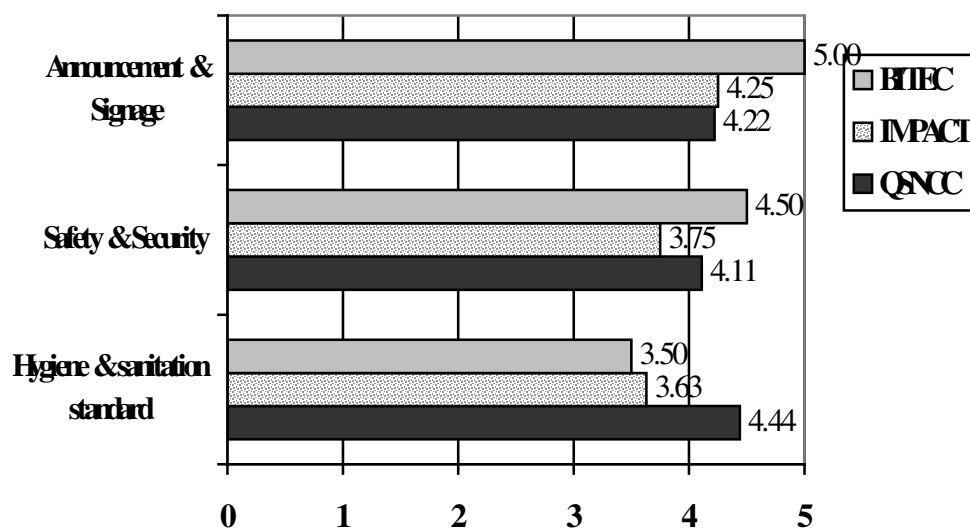
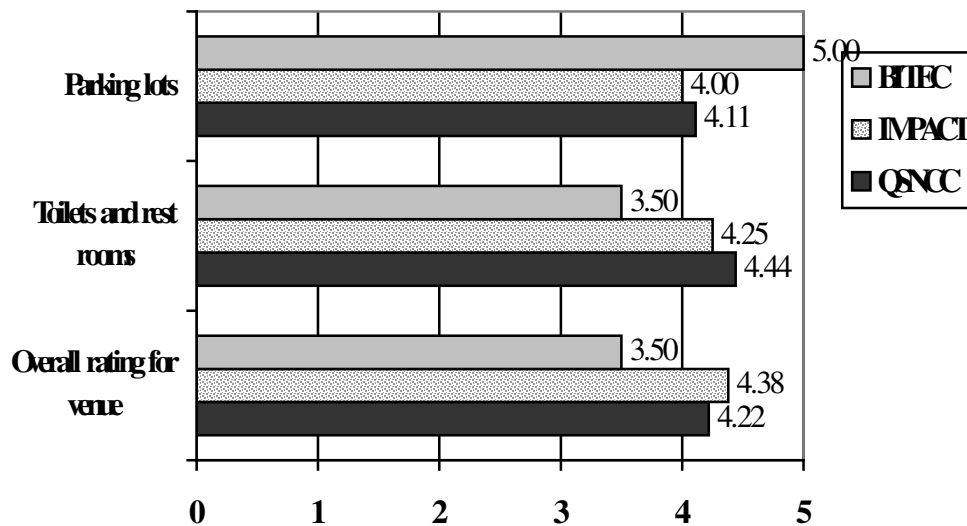


Figure 4.20 The comparison of venue compared by venue satisfactions measurement (Parking lots, Toilets, Overall rating)



From the figures 4.16, 4.17, 4.18, 4.19 and 4.20 illustrated the venue satisfaction measurement factors compared by the venue: QSNCC, IMPACT and BITEC

Figure 4.16 illustrated the breakout meeting rooms, convention rooms, ease of access and location of the venue.

Figure 4.17 illustrated the audiovisual equipments, dinning rooms, interior and exterior decoration and atmosphere and ambience of the venue.

Figure 4.18 illustrated the public telecommunication, staff service's quality, level of service and space and capacity of the venue.

Figure 4.19 illustrated the announcement and signage, safety and security, hygiene and sanitation standard of the venue.

Figure 4.20 illustrated the parking lots, toilets and restrooms and overall rating for venue for the venue.

4.3.7 The relation of venue and venue satisfaction factor

From the table 4.22, the result of One-Way ANOVA analysis, venue satisfaction factors and venue of sample found that at 0.05 significant levels, revealed the relation between the venue and venue satisfaction factors; (1) Location, (2) Convention rooms, (3) Breakout meeting rooms, (4) Atmosphere and ambiance, (5) Announcement and signage, (6) Overall rating for venue (7) Ease of access, (8) Interior & Exterior decoration, (9) Dining rooms & Restaurant Audiovisual equipments, (10) Audiovisual equipments, (11) Space and Capacity, (12) Level of Service & Hospitality, (13) Staff Service's quality, (14) Public telecommunication, (15) Safety and security, (16) Parking lots and (17) Toilets and restrooms the satisfaction were not difference between groups.

On the other hand, the satisfaction on (18) Hygiene & sanitation standard were statistically significant difference between groups.

Table 4.22 The relation of venue and the satisfaction factors

Venue Satisfaction Factors	Venue						ANOVA Test		
	QSNCC		IMPACT		BITEC		F	Sig.	meaning
	me an	S.D .	me an	S.D .	me an	S.D .			
Location	4.11	0.78	4.13	0.64	4.00	0.00	0.0264	0.9740	Not different
Ease of access	4.33	0.50	4.25	0.46	4.50	0.71	0.2105	0.8124	Not different
Convention rooms	4.44	0.73	4.13	0.64	5.00	0.00	1.4922	0.2546	Not different
Breakout meeting rooms	4.56	0.53	4.13	0.64	4.00	0.00	1.5821	0.2361	Not different
Atmosphere and ambiance	4.00	0.71	4.25	0.46	4.50	0.71	0.7018	0.5103	Not different
Interior & Exterior decoration	4.33	0.71	4.50	0.76	4.50	0.71	0.1238	0.8844	Not different
Dining rooms & Restaurant	3.89	0.78	3.88	0.64	3.50	0.71	0.2540	0.7787	Not different
Audiovisual equipments	4.22	0.67	4.25	0.46	5.00	0.00	1.6611	0.2211	Not different
Space and Capacity	4.44	0.53	4.75	0.46	4.50	0.71	0.7756	0.4770	Not different
Level of Service & Hospitality	4.44	0.53	4.38	0.52	4.00	1.41	0.4249	0.6610	Not different
Staff Service's quality	4.44	0.53	4.25	0.46	4.50	0.71	0.3767	0.6920	Not different
Public telecommunication	4.44	0.53	4.63	0.52	4.50	0.71	0.2430	0.7871	Not different
Announcement & Signage	4.22	0.44	4.25	0.46	5.00	0.00	2.7483	0.0942	Not different
Safety and security	4.11	0.60	3.75	0.46	4.50	0.71	1.8182	0.1943	Not different
Hygiene & sanitation standard	4.44	0.53	3.63	0.52	3.50	0.71	5.9215	0.0119	different
Parking lots	4.11	0.78	4.00	0.53	5.00	0.00	1.9015	0.1816	Not different
Toilets and restrooms	4.44	0.53	4.25	0.46	3.50	0.71	2.7701	0.0927	Not different
Overall rating for venue	4.22	0.67	4.38	0.52	3.50	0.71	1.6556	0.2221	Not different

Remark: Significance level at 95% (0.05)

4.4 The relation between the satisfaction and personal factors for International participants and visitors

4.4.1 The relation of registration satisfaction factors and nationality of sample respondents

From table 4.23, the result of One-Way ANOVA analysis, registration satisfaction factors and nationality of sample International participants and visitors found that at 0.05 significant level, revealed the relation between the nationality and registration satisfactions factors; (1) Terms and Conditions, (2) Communications and (3) Price and Fee were not difference between groups.

Table 4.23 The relation between the registration satisfaction factors and nationality of International participants and visitors

Registration Satisfaction Factors	Nationality (Mean)				ANOVA Test		
	America	Europe	Asia	Africa	F	Sig.	Meaning
Registration Terms and Conditions	4.29	4.40	4.23	4.28	0.980	0.402	Not different
Registration Communications	4.26	4.29	4.26	4.42	0.126	0.945	Not different
Registration Price and Fee	4.38	4.34	4.20	4.28	1.187	0.314	Not different

Significance level at 0.05

4.4.2 The relation of immigration satisfaction factors and nationality of sample respondents

From table 4.24, the result of One-Way ANOVA analysis, immigration satisfaction factors and nationality of sample International participants and visitors found that at 0.05 significant level, revealed the relation between the nationality and (1) Immigration speed the satisfaction were not difference between groups. And the relation between the nationality and (2) Immigration hospitality the satisfaction were statistically significant differences between groups.

Table 4.24 The relation between the immigration satisfaction factors and nationality of International participants and visitors

Immigration Satisfaction Factors	Nationality (Mean)				ANOVA Test		
	America	Europe	Asia	Africa	F	Sig.	Meaning
Immigration Speed	4.34	4.37	4.37	4.28	0.074	0.974	Not different
Immigration Hospitality	4.52	4.40	4.35	3.85	3.397	0.018	Different

Significance level at 0.05

4.4.3 The relation of customs procedure satisfaction factors and nationality of sample respondents

From table 4.25, the result of One-Way ANOVA analysis, customs procedure satisfaction factors and nationality of sample International participants and visitors found that at 0.05 significant level, revealed the relation between the nationality and customs procedure (1) Convenience/Flexibility, (2) Hospitality, (3) Regulation the satisfaction were not difference between groups.

Table 4.25 The relation between the customs procedure satisfaction factors and nationality of International participants and visitors

Customs procedure Satisfaction Factors	Nationality (Mean)				ANOVA Test		
	America	Europe	Asia	Africa	F	Sig.	Meaning
Customs procedure Convenience/Flexibility	4.33	4.41	4.28	4.71	1.203	0.308	Not different
Customs procedure Hospitality	4.27	4.27	4.33	4.42	0.334	0.801	Not different
Customs procedure Regulation	4.55	4.36	4.33	4.85	1.920	0.126	Not different

Significance level at 0.05

4.4.4 The relation of transportation satisfaction factors and nationality of sample respondents

From table 4.26, the result of One-Way ANOVA analysis, transportation satisfaction factors and nationality of sample International participants and visitors found that at 0.05 significant level, revealed the relation between the nationality and transportation satisfaction factors; (1) Vehicle between airport and hotel, (2) Vehicle between hotel and venue and (3) Local Transportation the satisfaction were not difference between groups.

Table 4.26 The relation between the transportation satisfaction factors and nationality of International participants and visitors

Transportation Satisfaction Factors	Nationality (Mean)				ANOVA Test		
	America	Europe	Asia	Africa	F	Sig.	Meaning
Vehicle between airport and hotel	4.01	3.95	4.08	4.28	1.545	0.202	Not different
Vehicle between hotel and venue	4.20	4.28	4.10	3.85	1.851	0.137	Not different
Local Transportation	3.32	3.43	3.34	3.57	0.447	0.720	Not different

Significance level at 0.05

4.4.5 The relation of hotel and accommodation satisfaction factors and nationality of sample respondents

From table 4.27, the result of One-Way ANOVA analysis, hotel satisfaction factors and nationality of sample International participants and visitors found that at 0.05 significant level, revealed the relation between the nationality and hotel satisfaction factors; (1) Easy to access, (2) Service and hospitality, (3) Safety and security, (4) Comfortable and (5) Hygiene and sanitation standard the satisfaction were not difference between groups.

Table 4.27 The relation between the hotel satisfaction factors and nationality of International participants and visitors

Hotel Satisfaction Factors	Nationality (Mean)				ANOVA Test		
	America	Europe	Asia	Africa	F	Sig.	Meaning
Hotel Easy to access	4.40	4.56	4.46	5.00	2.235	0.084	Not different
Hotel Service and Hospitality	4.44	4.41	4.42	4.14	0.380	0.768	Not different
Hotel Safety and security	4.25	4.25	4.31	4.00	0.507	0.678	Not different
Hotel Comfortable	4.43	4.30	4.40	4.28	0.523	0.667	Not different
Hotel Hygiene And sanitation standard	4.50	4.30	4.37	4.71	1.389	0.246	Not different

Significance level at 0.05

4.4.6 The relation of venue satisfaction factors and nationality of sample respondents

From table 4.28, the result of One-Way ANOVA analysis, venue satisfaction factors and nationality of sample International participants and visitors found that at 0.05 significant level, revealed the relation between the nationality and venue satisfaction factors; (1) Location, (2) Ease of access, (3) Convention rooms, (4) Atmosphere and ambiance, (5) Interior and Exterior decoration, (6) Dining rooms and Restaurant, (7) Space and Capacity, (8) Level of service and Hospitality, (9) Staff's service quality, (10) Public telecommunication, (11) Announcement and signage, (12) Safety and Security, (13) Hygiene and sanitation standard, (14) Parking lots, (15) Toilets and restrooms and (16) Overall rating for venue the satisfaction were not difference between groups. On the other hand the satisfaction on (17) Audiovisual equipments were statistically significant differences between groups.

Table 4.28 The relation between the venue satisfaction factors and nationality of International participants and visitors

Venue Satisfaction Factors	Nationality (Mean)				ANOVA Test		
	America	Europe	Asia	Africa	F	Sig.	Meaning
Location	4.20	4.25	4.22	4.14	0.119	0.949	Not different
Ease of access	4.14	4.37	4.28	4.28	1.490	0.217	Not different
Convention rooms	4.41	4.29	4.32	4.85	1.210	0.306	Not different
Breakout meeting rooms	4.17	4.43	4.32	4.57	1.940	0.123	Not different
Atmosphere and ambiance	4.39	4.36	4.37	3.85	1.078	0.358	Not different
Interior & Exterior decoration	4.42	4.38	4.44	4.28	0.192	0.902	Not different
Dining rooms & Restaurant	3.65	3.56	3.74	3.57	1.096	0.351	Not different
Audiovisual equipments	4.20	4.52	4.36	4.85	2.855	0.037	Different
Space and Capacity	4.32	4.30	4.42	4.28	0.457	0.712	Not different
Level of Service & Hospitality	4.34	4.55	4.35	4.42	1.535	0.205	Not different
Staff Service's quality	4.41	4.37	4.24	4.71	1.615	0.185	Not different
Public telecommunication	4.27	4.11	4.28	4.14	0.887	0.448	Not different
Announcement & Signage	3.72	3.76	3.90	4.00	1.449	0.228	Not different
Safety and security	4.16	4.02	4.16	4.28	0.720	0.540	Not different
Hygiene and sanitation standard	4.18	4.10	4.28	4.71	1.526	0.207	Not different
Parking lots	4.52	4.41	4.52	4.57	0.472	0.702	Not different

Toilets and restrooms	4.34	4.41	4.35	4.71	0.611	0.608	Not different
Overall rating for Venue	4.13	4.67	4.31	4.14	0.994	0.396	Not different

Significance level at 0.05

4.4.7 The relation of satisfaction factors and nationality of sample respondents

From table 4.29, the result of One-Way ANOVA analysis, others satisfaction factors and nationality of sample International participants and visitors found that at 0.05 significant level, revealed the relation between the nationality and others satisfaction factors; (1) Tourist Attraction Spots, (2) Souvenir shop and Shopping center, (3) Currency Exchange and (4) Overall rating the satisfaction were not difference between groups.

Table 4.29 The relation between the satisfaction factors and nationality of International participants and visitors

Others Satisfaction Factors	Nationality (Mean)				ANOVA Test		
	America	Europe	Asia	Africa	F	Sig.	Meaning
Tourist Attraction spots	4.54	4.41	4.45	4.71	1.024	0.382	Not different
Souvenir shop and shopping	4.40	4.29	4.43	4.00	1.772	0.152	Not different
Currency exchange	4.26	4.37	4.21	4.00	1.018	0.385	Not different
Overall rating	4.18	4.17	4.21	4.28	0.072	0.975	Not different

Significance level at 0.05

4.4.8 The relation of registration satisfaction factors and gender of sample respondents

From table 4.30, the result of T-test analysis, registration satisfaction factors and gender of sample International participants and visitors found that at 0.05 significant level, revealed the relation between the gender and registration satisfaction factors; (1) Terms and conditions, (2) Communications and (3) Price and Fee the satisfaction were not difference between groups.

Table 4.30 The relation between the registration satisfaction factors and gender of International participants and visitors

Registration Satisfaction Factors	Gender (Mean)		Summary of Tested Result			
	Male	Female	P-value	T-value	Sig.	Meaning
Registration Terms and Conditions	4.30	4.27	0.6353	0.4746	0.2714	Not different
Registration Communications	4.23	4.32	0.3012	-1.0352	0.8852	Not different
Registration Price and Fee	4.26	4.29	0.7159	-0.3642	0.1395	Not different

Significance level at 0.05

4.4.9 The relation of immigration satisfaction factors and gender of sample respondents

From table 4.31, the result of T-test analysis, immigration satisfaction factors and gender of sample International participants and visitors found that at 0.05 significant level, revealed the relation between the gender and immigration satisfaction factors; (1) Speed and (2) Hospitality the satisfaction were not difference between groups.

Table 4.31 The relation between the immigration satisfaction factors and gender of International participants and visitors

Immigration Satisfaction Factors	Gender (Mean)		Summary of Tested Result			
	Male	Female	P-value	T-value	Sig.	Meaning
Immigration Speed	4.35	4.39	0.5119	-0.6565	0.0772	Not different
Immigration Hospitality	4.39	4.40	0.9206	-0.0998	0.4643	Not different

Significance level at 0.05

4.4.10 The relation of customs procedure satisfaction factors and gender of sample respondents

From table 4.32, the result of T-test analysis, customs procedure satisfaction factors and gender of sample International participants and visitors found that at 0.05 significant level, revealed the relation between the gender and customs procedure satisfaction factors; (1) Convenience/Flexibility, (2) Hospitality and (3) Regulation the satisfaction were not difference between groups.

Table 4.32 The relation between the customs procedure satisfaction factors and gender of International participants and visitors

Customs procedure Satisfaction Factors	Gender (Mean)		Summary of Tested Result			
	Male	Female	P-value	T-value	Sig.	Meaning
Customs procedure Convenience/Flexibility	4.37	4.29	0.3485	0.9387	0.6739	Not different
Customs procedure Hospitality	4.31	4.30	0.8485	0.1912	0.4383	Not different
Customs procedure Regulation	4.42	4.37	0.5960	0.5306	0.7669	Not different

Significance level at 0.05

4.4.11 The relation of transportation satisfaction factors and gender of sample respondents

From table 4.33, the result of T-test analysis, transportation satisfaction factors and gender of sample International participants and visitors found that at 0.05 significant level, revealed the relation between the gender and transportation satisfaction factors; (1) Vehicle between airport and hotel, (2) Vehicle between hotel and venue and (3) Local transportation the satisfaction were not difference between groups.

Table 4.33 The relation between the transportation satisfaction factors and gender of International participants and visitors

Transportation Satisfaction Factors	Gender (Mean)		Summary of Tested Result			
	Male	Female	P-value	T-value	Sig.	Meaning
Vehicle between airport and hotel	4.03	4.05	0.6678	-0.4294	0.4266	Not different
Vehicle between hotel and venue	4.20	4.12	0.2382	1.1814	0.4436	Not different
Local Transportation	3.36	3.37	0.8254	-0.2208	0.2375	Not different

Significance level at 0.05

4.4.12 The relation of hotel and accommodation satisfaction factors and gender of sample respondents

From table 4.34, the result of T-test analysis, hotel satisfaction factors and gender of sample International participants and visitors found that at 0.05 significant level, revealed the relation between the gender and hotel satisfaction factors; (1) Easy to access, (2) Service and Hospitality, (3) Comfortable and (4) Hygiene and Sanitation Standard the satisfaction were not difference between groups.

Table 4.34 The relation between the hotel satisfaction factors and gender of International participants and visitors

Hotel Satisfaction Factors	Gender (Mean)		Summary of Tested Result			
	Male	Female	P-value	T-value	Sig.	Meaning
Hotel Easy to access	4.48	4.49	0.8158	-0.2332	0.8319	Not different
Hotel Service and Hospitality	4.47	4.36	0.1424	1.4697	0.2828	Not different
Hotel Safety and security	4.24	4.33	0.2549	-1.1402	0.5869	Not different
Hotel Comfortable	4.35	4.44	0.2328	-1.1950	0.1595	Not different
Hotel Hygiene And sanitation standard	4.32	4.48	0.0355	-2.1099	0.0980	Not different

Significance level at 0.05

4.4.13 The relation of venue satisfaction factors and gender of sample respondents

From table 4.35, the result of T-test analysis, venue satisfaction factors and gender of sample International participants and visitors found that at 0.05 significant level, revealed the relation between the gender and venue satisfaction factors; (1) Location, (2) Ease of access, (3) Convention rooms, (4) Atmosphere and ambiance, (5) Interior and Exterior decoration, (6) Dining rooms and Restaurant, (7) Level of service and Hospitality, (8) Public telecommunication, (9) Announcement and signage, (10) Safety and Security, (11) Hygiene and sanitation standard, (12) Parking lots, (13) Toilets and restrooms and (14) Overall rating for venue the satisfaction were not difference between groups. On the other hand the satisfaction on (15) Space and Capacity, (16) Staff's service quality and (17) Audiovisual equipments were statistically significant differences between groups.

Table 4.35 The relation between the venue satisfaction factors and gender of International participants and visitors

Venue Satisfaction Factors	Gender (Mean)		Summary of Tested Result			
	Male	Female	P-value	T-value	Sig.	Meaning
Location	4.24	4.22	0.8166	0.2321	0.3307	Not different
Ease of access	4.23	4.32	0.2653	- 1.1155	0.8497	Not different
Convention rooms	4.38	4.31	0.4142	0.8173	0.9532	Not different
Breakout meeting rooms	4.28	4.36	0.3451	- 0.9453	0.1354	Not different
Atmosphere and ambiance	4.33	4.41	0.3013	- 1.0350	0.4425	Not different
Interior & Exterior decoration	4.39	4.46	0.3322	- 0.9708	0.1363	Not different
Dining rooms & Restaurant	3.61	3.76	0.0511	- 1.9567	0.5915	Not different
Audiovisual equipments	4.30	4.46	0.0607	- 1.8811	0.0059	Different
Space and Capacity	4.45	4.29	0.0866	1.7179	0.0046	Different
Level of Service & Hospitality	4.42	4.37	0.5677	0.5719	0.5773	Not different
Staff Service's quality	4.41	4.21	0.0199	2.3389	0.0022	Different
Public telecommunication	4.25	4.24	0.8203	0.2273	0.7273	Not different
Announcement & Signage	3.82	3.84	0.7690	- 0.2939	0.6127	Not different
Safety and security	4.12	4.16	0.5903	- 0.5388	0.7875	Not different
Hygiene & sanitation standard	4.23	4.24	0.9612	- 0.0487	0.1013	Not different
Parking lots	4.48	4.53	0.5017	- 0.6725	0.2713	Not different
Toilets and restrooms	4.37	4.37	0.9570	- 0.0539	0.0904	Not different

Overall rating for Venue	4.20	4.50	0.1649	- 1.3913	0.2732	Not different
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Significance level at 0.05

4.4.14 The relation of satisfaction factors and gender of sample respondents

From table 4.36, the result of T-test analysis, others satisfaction factors and gender of sample International participants and visitors found that at 0.05 significant level, revealed the relation between the gender and others satisfaction factors; (1) Tourist Attraction Spots, (2) Souvenir Shop and Shopping Center, (3) Currency Exchange and (4) Overall rating the satisfaction were not difference between groups.

Table 4.36 The relation between the satisfaction factors and gender of International participants and visitors

Other Satisfaction Factors	Gender (Mean)		Summary of Tested Result			
	Male	Female	P-value	T-value	Sig.	Meaning
Tourist Attraction spots	4.43	4.51	0.2100	-1.2556	0.9850	Not different
Souvenir shop and shopping	4.37	4.41	0.5330	-0.6240	0.5641	Not different
Currency exchange	4.25	4.26	0.9295	-0.0885	0.1439	Not different
Overall rating	4.22	4.18	0.6866	0.4037	0.1850	Not different

Significance level at 0.05

4.4.15 The relation of registration satisfaction factors and age of sample respondents

From table 4.37, the result of One-Way ANOVA analysis, registration satisfaction factors and age of sample International participants and visitors found that at 0.05 significant level, revealed the relation between the age and registration satisfaction factors; (1) Terms and conditions, (2) Communications and (3) Price and Fee the satisfaction were not difference between groups.

Table 4.37 The relation between the registration satisfaction factors and age of International participants and visitors

Registration Satisfaction Factors	Age (Year) (Mean)								ANOVA Test		
	≤ 25	26 - 30	31 - 35	36 - 40	41 - 45	46 - 50	51 - 55	56 - 60	F	Sig.	Meaning
Registration Terms and Conditions	5.00	4.37	4.20	4.21	4.30	4.38	4.67	4.50	1.14 6	0.333	Not different
Registration Communications	4.50	4.40	4.21	4.25	4.26	4.33	4.11	4.50	0.31 6	0.947	Not different
Registration Price and Fee	4.00	4.37	4.08	4.25	4.35	4.42	4.00	4.50	1.27 3	0.263	Not different

Significance level at 0.05

4.4.16 The relation of immigration satisfaction factors and age of sample respondents

From table 4.38, the result of One-Way ANOVA analysis, immigration satisfaction factors and age of sample International participants and visitors found that at 0.05 significant level, revealed the relation between the age and immigration satisfaction factors; (1) Speed and (2) Hospitality the satisfaction were not difference between groups.

Table 4.38 The relation between the immigration satisfaction factors and age of International participants and visitors

Immigration Satisfaction Factors	Age (Year) (Mean)								ANOVA Test		
	≤ 25	26 - 30	31 - 35	36 - 40	41 - 45	46 - 50	51 - 55	56 - 60	F	Sig.	Meaning
Immigration Speed	4.50	4.50	4.47	4.32	4.31	4.37	4.33	4.75	0.798	0.589	Not different
Immigration Hospitality	4.50	4.57	4.41	4.43	4.38	4.25	4.11	4.50	1.066	0.384	Not different

Significance level at 0.05

4.4.17 The relation of customs procedure satisfaction factors and age of sample respondents

From table 4.39, the result of One-Way ANOVA analysis, customs procedure satisfaction factors and age of sample International participants and visitors found that at 0.05 significant level, revealed the relation between the age and customs procedure satisfaction factors; (1) Convenience/Flexibility, (2) Hospitality and (3) Registration the satisfaction were not difference between groups.

Table 4.39 The relation between the customs procedure satisfaction factors and age of International participants and visitors

Customs procedure Satisfaction Factors	Age (Year) (Mean)								ANOVA Test		
	≤ 25	26 - 30	31 - 35	36 - 40	41 - 45	46 - 50	51 - 55	56 - 60	F	Sig.	Meaning
Customs procedure Convenience/Flexibility	4.50	4.03	4.30	4.40	4.33	4.31	4.67	4.50	1.144	0.334	Not different
Customs procedure Hospitality	4.50	4.23	4.23	4.38	4.25	4.33	4.33	5.00	1.099	0.363	Not different
Customs procedure	4.50	4.43	4.30	4.47	4.36	4.40	4.67	4.00	0.452	0.869	Not different

Regulation											
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Significance level at 0.05

4.4.18 The relation of transportation satisfaction factors and age of sample respondents

From table 4.40, the result of One-Way ANOVA analysis, transportation satisfaction factors and age of sample International participants and visitors found that at 0.05 significant level, revealed the relation between the age and transportation satisfaction factors; (1) Vehicle between airport and hotel, (2) Vehicle between hotel and venue and (3) Local transportation the satisfaction were not difference between groups.

Table 4.40 The relation between the transportation satisfaction factors and age of International participants and visitors

Transportation Satisfaction Factors	Age (Year) (Mean)								ANOVA Test		
	≤ 25	26 - 30	31 - 35	36 - 40	41 - 45	46 - 50	51 - 55	56 - 60	F	Sig.	Meaning
Vehicle between airport and hotel	3.50	4.03	4.08	3.97	4.05	4.15	4.22	4.00	1.016	0.419	Not different
Vehicle between hotel and venue	4.00	4.03	4.26	4.15	4.15	4.08	4.56	4.50	0.971	0.452	Not different
Local Transportation	3.50	3.50	3.50	3.30	3.40	3.27	2.78	3.50	1.248	0.275	Not different

Significance level at 0.05

4.4.19 The relation of hotel and accommodation satisfaction factors and age of sample respondents

From table 4.41, the result of One-Way ANOVA analysis, hotel satisfaction factors and age of sample International participants and visitors found that at 0.05 significant level, revealed the relation between the age and hotel satisfaction factors; (1) Easy to access, (2) Service and Hospitality, (3) Safety and security, (4) Comfortable and (5) Hygiene and Sanitation standard the satisfaction were not difference between groups.

Table 4.41 The relation between the hotel satisfaction factors and age of International participants and visitors

Hotel Satisfaction Factors	Age (Year) (Mean)								ANOVA Test		
	≤ 25	26 - 30	31 - 35	36 - 40	41 - 45	46 - 50	51 - 55	56 - 60	F	Sig.	Meaning
Hotel Easy to access	4.50	4.60	4.44	4.50	4.49	4.46	4.22	4.50	0.371	0.919	Not different
Hotel Service and Hospitality	4.00	4.53	4.33	4.45	4.51	4.31	4.11	4.00	1.205	0.299	Not different
Hotel Safety and security	4.50	4.50	4.24	4.28	4.24	4.31	4.33	4.25	0.430	0.883	Not different
Hotel Comfortable	4.50	4.33	4.42	4.34	4.45	4.38	4.44	4.00	0.342	0.934	Not different

Hotel Hygiene And sanitation standard	4.00	4.40	4.38	4.32	4.51	4.38	4.22	4.50	0.65 6	0.709	Not different
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Significance level at 0.05

4.4.14 The relation of venue satisfaction factors and age of sample respondents

From table 4.42, the result of One-Way ANOVA analysis, venue satisfaction factors and age of sample International participants and visitors found that at 0.05 significant level, revealed the relation between the age and venue satisfaction factors the satisfaction were not difference between groups.

Table 4.42 The relation between the venue satisfaction factors and age of International participants and visitors

Venue Satisfaction Factors	Age (Year) (Mean)								ANOVA Test		
	≤ 25	26 - 30	31 - 35	36 - 40	41 - 45	46 - 50	51 - 55	56 - 60	F	Sig.	Meaning
Location	4.50	4.17	4.17	4.14	4.31	4.38	4.33	3.75	1.325	0.237	Not different
Ease of access	4.50	4.20	4.23	4.33	4.35	4.10	4.22	4.00	0.824	0.567	Not different
Convention rooms	3.00	4.47	4.36	4.43	4.33	4.21	4.11	4.25	1.282	0.258	Not different
Breakout meeting rooms	4.50	4.33	4.24	4.37	4.37	4.21	3.89	4.75	0.951	0.467	Not different
Atmosphere and ambiance	5.00	4.53	4.36	4.38	4.30	4.35	4.56	4.50	0.614	0.744	Not different
Interior & Exterior decoration	5.00	4.43	4.35	4.35	4.50	4.48	4.44	4.50	0.684	0.686	Not different
Dining rooms &	4.00	3.57	3.74	3.68	3.64	3.81	3.44	3.50	0.54	0.797	Not

Restaurant									9		different
Audiovisual equipments	4.00	4.30	4.41	4.34	4.43	4.37	4.33	4.25	0.194	0.987	Not different
Space and Capacity	4.00	4.27	4.41	4.48	4.27	4.37	4.33	4.25	0.579	0.773	Not different

Significance level at 0.05

Table 4.42 (continued)

Venue Satisfaction Factors	Age (Year) (Mean)								ANOVA Test		
	≤ 25	26 - 30	31 - 35	36 - 40	41 - 45	46 - 50	51 - 55	56 - 60	F	Sig.	Meaning
Level of Service & Hospitality	4.50	4.47	4.35	4.49	4.34	4.29	4.44	4.75	0.724	0.652	Not different
Staff Service's quality	4.00	4.17	4.29	4.42	4.35	4.17	4.00	4.75	1.012	0.422	Not different
Public telecommunication	5.00	4.20	4.29	4.18	4.32	4.33	4.00	3.00	1.907	0.067	Not different
Announcement & Signage	4.50	3.83	3.85	3.84	3.80	3.81	4.00	3.75	0.323	0.944	Not different
Safety and security	5.00	4.13	4.14	4.15	4.08	4.12	4.22	5.00	1.021	0.416	Not different
Hygiene & sanitation standard	5.00	4.30	4.35	4.25	4.16	4.17	4.00	4.25	0.571	0.780	Not different
Parking lots	5.00	4.63	4.45	4.48	4.48	4.60	4.67	3.75	0.979	0.446	Not different
Toilets and restrooms	4.00	4.27	4.41	4.43	4.37	4.29	4.11	4.75	0.638	0.724	Not different
Overall rating for Venue	4.5	4.10	4.12	4.22	4.72	4.25	4.33	4.50	0.706	0.667	Not different

Significance level at 0.05

4.4.15 The relation of satisfaction factors and age of sample respondents

From table 4.43, the result of One-Way ANOVA analysis, others satisfaction factors and age of sample International participants and visitors found that at 0.05 significant level, revealed the relation between the age and others satisfaction factors the satisfaction were not difference between groups.

Table 4.43 The relation between the satisfaction factors and age of International participants and visitors

Others Satisfaction Factors	Age (Year) (Mean)								ANOVA Test		
	≤ 25	26 - 30	31 - 35	36 - 40	41 - 45	46 - 50	51 - 55	56 - 60	F	Sig.	Meaning
Tourist Attraction spots	4.50	4.53	4.41	4.50	4.50	4.48	4.22	3.75	1.128	0.344	Not different
Souvenir shop and shopping	4.50	4.47	4.29	4.43	4.39	4.38	4.44	4.25	0.374	0.917	Not different
Currency exchange	3.50	4.40	4.26	4.31	4.23	4.13	4.33	4.25	0.660	0.704	Not different
Overall rating	4.00	4.40	4.11	4.21	4.15	4.23	4.33	4.50	0.528	0.813	Not different

Significance level at 0.05

4.4.16 The relation of registration satisfaction factors and occupation of sample respondents

From table 4.44, the result of One-Way ANOVA analysis, registration satisfaction factors and occupation of sample International participants and visitors found that at 0.05 significant level, revealed the relation between the occupation and registration satisfaction factors; (1) Terms and conditions, (2) Communications and (3) Price and Fee the satisfaction were not difference between groups.

Table 4.44 The relation between the registration satisfaction factors and Occupations of International participants and visitors

Registration Satisfaction Factors	Occupations (Mean)							ANOVA Test		
	Professional / Freelance	Administratio n / Managerial Executive	Salesman or Commercial personnel	Production or Service Workers	Government / State Enterprise Employee	Students	Others	F	Sig.	Meaning
Registration Terms and Conditions	4.35	4.34	4.27	4.15	4.24	5.00	4.18	1.213	0.299	Not different
Registration Communications	4.18	4.46	4.20	4.15	4.42	4.50	4.45	1.699	0.120	Not different

Registration Price and Fee	4.31	4.45	4.23	4.18	4.21	4.50	4.00	1.194	0.309	Not d
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Significance level

4.4.17 The relation of immigration satisfaction factors and occupation of sample respondents

From table 4.45, the result of One-Way ANOVA analysis, immigration satisfaction factors and occupation of sample International participants and visitors found that at 0.05 significant level, revealed the relation between the occupation and immigration satisfaction factors; (1) Speed and (2) Hospitality the satisfaction were not difference between groups.

Table 4.45 The relation between the immigration satisfaction factors and Occupations of International participants and visitors

Immigration Satisfaction Factors	Occupations (Mean)							ANOVA Test		
	Professional / Freelance	Administration / Managerial Executive	Salesman or Commercial personnel	Production or Service Workers	Government / State Enterprise Employee	Students	Others	F	Sig.	Meaning
Immigration Speed	4.36	4.21	4.37	4.49	4.58	4.50	4.18	1.866	0.085	Not different

Immigration Hospitality	4.48	4.28	4.42	4.46	4.21	4.50	4.45	1.325	0.245	Not different
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Significance level at 0.05

4.4.18 The relation of customs procedure satisfaction factors and occupation of sample respondents

From table 4.46, the result of One-Way ANOVA analysis, customs procedure satisfaction factors and occupation of sample International participants and visitors found that at 0.05 significant level, revealed the relation between the occupation and customs procedure satisfaction factors; (1) Convenience/Flexible and (2) Regulation the satisfaction were not difference between groups. On the other hand the customs procedure satisfaction factor (3) Hospitality were statistically significant differences between groups.

Table 4.46 The relation between the customs procedure satisfaction factors and Occupations of International participants and visitors

Customs procedure Satisfaction Factors	Occupations (Mean)							ANOVA Test		
	Professional / Freelance	Administra ⁿ / Managerial Executive	Salesman or Commercial personnel	Production or Service Workers	Government / State Enterprise Employee	Students	Others	F	Sig.	Meaning
Customs procedure Convenience/Flexibility	4.43	4.37	4.26	4.30	4.24	4.25	4.73	1.046	0.395	Not different

Customs procedure Hospitality	4.46	4.15	4.35	4.13	4.33	4.75	4.55	2.873	0.009	Differen t
Customs procedure Regulation	4.58	4.44	4.35	4.43	4.06	4.00	4.36	1.483	0.183	Not different

Significance level at 0.05

4.4.19 The relation of transportation satisfaction factors and occupation of sample respondents

From table 4.47, the result of One-Way ANOVA analysis, transportation satisfaction factors and occupation of sample International participants and visitors found that at 0.05 significant level, revealed the relation between the occupation and transportation satisfaction factors; (1) Vehicle between airport and hotel, (2) Vehicle between hotel and venue the satisfaction were not difference between groups. Whereas the (3) Local transportation were statistically significant differences between groups.

Table 4.47 The relation between the transportation satisfaction factors and Occupations of International participants and visitors

Transportation Satisfaction Factors	Occupations (Mean)							ANOVA Test		
	Professional / Freelance	Administration / Managerial Executive	Salesman or Commercial personnel	Production or Service Workers	Government / State Enterprise Employee	Students	Others	F	Sig.	Meaning
Vehicle between airport and hotel	4.03	3.93	4.09	4.10	4.12	3.50	4.09	1.551	0.160	Not different
Vehicle between hotel and venue	4.20	4.07	4.15	4.16	4.33	4.00	4.27	0.663	0.679	Not different

Local Transportation	3.19	3.50	3.25	3.43	3.73	3.50	3.45	2.550	0.020	Different
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Significance level at 0.05

4.4.20 The relation of hotel and accommodation satisfaction factors and occupation of sample respondents

From table 4.48, the result of One-Way ANOVA analysis, hotel satisfaction factors and occupation of sample International participants and visitors found that at 0.05 significant level, revealed the relation between the occupation and hotel satisfaction factors the satisfaction were not difference between groups.

Table 4.48 The relation between the hotel satisfaction factors and Occupations of International participants and visitors

Hotel Satisfaction Factors	Occupations (Mean)							ANOVA Test		
	Professional / Freelance	Administration / Managerial Executive	Salesman or Commercial personnel	Production or Service Workers	Government / State Enterprise Employee	Students	Others	F	Sig.	Meaning
Easy to access	4.44	4.61	4.46	4.46	4.45	4.50	4.36	0.663	0.704	Not different
Service and Hospitality	4.46	4.38	4.40	4.57	4.30	3.75	4.45	1.288	0.216	Not different
Safety and security	4.21	4.30	4.31	4.31	4.12	4.50	4.55	0.636	0.701	Not different

Comfortable	4.38	4.44	4.34	4.38	4.52	4.50	4.36	0.315	0.929	Not different
Hygiene and sanitation standard	4.35	4.34	4.51	4.33	4.30	4.50	4.45	0.725	0.630	Not different

Significance level at 0.05

4.4.21 The relation of venue satisfaction factors and occupation of sample respondents

From table 4.49, the result of One-Way ANOVA analysis, venue satisfaction factors and occupation of sample International participants and visitors found that at 0.05 significant level, revealed the relation between the occupation and venue satisfaction factors the satisfaction were not difference between groups.

Table 4.49 The relation between the venue satisfaction factors and Occupations of International participants and visitors

Venue Satisfaction Factors	Occupations (Mean)							ANOVA Test		
	Professional / Freelance	Administratio n / Managerial Executive	Salesman or Commercial personnel	Production or Service Workers	Government / State Enterprise Employee	Students	Others	F	Sig.	Meaning
Location	4.21	4.28	4.23	4.26	4.18	4.00	4.00	0.397	0.881	Not different
Ease of access	4.41	4.34	4.25	4.02	4.30	4.75	4.09	2.186	0.044	Not different
Convention rooms	4.30	4.46	4.37	4.20	4.45	3.50	4.36	1.406	0.211	Not different

Breakout meeting rooms	4.33	4.40	4.23	4.39	4.24	4.25	4.55	0.748	0.611	Not different
Atmosphere and ambiance	4.23	4.44	4.36	4.39	4.52	5.00	4.18	1.362	0.229	Not different
Interior & Exterior decoration	4.44	4.28	4.51	4.44	4.33	4.75	4.45	1.063	0.384	Not different

Significance level at 0.05

Table 4.49 (continued)

Venue Satisfaction Factors	Occupations (Mean)							ANOVA Test		
	Professional / Freelance	Administrative / Managerial Executive	Salesman or Commercial personnel	Production or Service Workers	Government / State Enterprise Employee	Students	Others	F	Sig.	Meaning
Dining rooms & Restaurant	3.61	3.66	3.69	3.85	3.55	3.75	3.73	0.726	0.629	Not different
Audiovisual equipments	4.30	4.44	4.35	4.34	4.58	4.50	4.18	0.602	0.729	Not different
Space and Capacity	4.40	4.35	4.35	4.49	4.15	4.00	4.73	0.923	0.478	Not different
Level of Service & Hospitality	4.39	4.44	4.43	4.30	4.33	4.50	4.55	0.375	0.895	Not different
Staff Service's quality	4.46	4.40	4.28	4.15	4.30	4.50	4.00	1.272	0.269	Not different
Public telecommunication	4.28	4.30	4.14	4.16	4.52	5.00	4.18	1.614	0.142	Not different
Announcement &	3.85	3.88	3.81	3.85	3.76	4.25	3.55	0.57	0.75	Not different

Signage								3	2	different
Safety and security	4.14	4.10	4.16	4.02	4.27	4.50	4.27	0.58 5	0.74 2	Not different
Hygiene & sanitation standard	4.14	4.34	4.17	4.28	4.18	5.00	4.45	1.04 2	0.39 8	Not different
Parking lots	4.56	4.39	4.54	4.59	4.42	4.50	4.18	0.88 4	0.50 7	Not different
Toilets and restrooms	4.31	4.33	4.35	4.43	4.52	4.00	4.82	1.18 6	0.31 3	Not different
Overall rating for Venue	4.13	4.27	4.34	4.84	4.09	4.50	4.55	0.78 3	0.58 4	Not different

Significance level at 0.05

4.4.20 The relation of satisfaction factors and occupation of sample respondents

From table 4.50, the result of One-Way ANOVA analysis, others satisfaction factors and occupation of sample International participants and visitors found that at 0.05 significant level, revealed the relation between the occupation and others satisfaction factors the satisfaction were not difference between groups.

Table 4.50 The relation between the satisfaction factors and Occupations of International participants and visitors

Others Satisfaction Factors	Occupations (Mean)							ANOVA Test		
	Professional / Freelance	Administration / Managerial Executive	Salesman or Commercial personnel	Production or Service Workers	Government / State Enterprise Employee	Students	Others	F	Sig.	Meaning
Tourist Attraction spots	4.45	4.61	4.47	4.46	4.24	4.75	4.27	1.693	0.121	Not different
Souvenir shop and shopping	4.39	4.46	4.37	4.44	4.27	4.25	4.18	0.632	0.704	Not different
Currency exchange	4.19	4.32	4.22	4.36	4.30	3.75	4.27	0.667	0.677	Not different
Overall rating	4.20	4.06	4.28	4.16	4.27	4.50	4.18	0.702	0.648	Not different

Significance level at 0.05

4.5 The resulted from the interview question to venue manager

The interview questions were conducted from the venue managers or supervisors. The resulted from interview questions from the private sectors are agreed that the MICE industry currently is growing and it has many benefits to the country. There are some limitations that need to improve and support in order to maintain the competitiveness of the industry.

Currently all the venue supervisors and managers were agreed that currently Singapore and Hong Kong were the leaders of MICE industry in the region. Thailand still followed the leaders' country in the region in terms of the image of the country. The experience and expertise of the local contractors and organizers need to be improving in order to maintain the good image of Thailand. Moreover the safety and security of the traveling become one of the most crucial factors rather than the convenience of the location and facilities. Recently our globe faced with many disasters for instance the 9-11 in the USA, SARs virus, and Bird Flu outbreak. Thailand also had the unstable situation in term of the safety and security that were Tsunami disaster, the prolonged violence in the Southern provinces and the protest of the anti Taksin's government, these were effected to the growth rate and it will probably affect the image, safety and security of the country.

Furthermore, there are some problems and obstacles of MICE industry must be correcting as following:

1. Traffic and transportation to exhibition venue.
2. Venue isn't in Bangkok map.
3. Exhibitors cannot sell exhibits product follows department of custom's regulation.
4. Importer and buyer can't receive tax refunding.
5. Inconvenient services in importing product.

6. Exhibitors cannot exhibit product and technology of coffee and tea because of regulation of Free Trade Agreement (FTA).
7. Some product cannot import its make overseas exhibitor does not interesting to holding event in Thailand.
8. Electricity cost it not still expensive than neighboring countries such as Singapore, Malaysia, Hong Kong that becomes a difficult competition.

In terms of the private sector is venue can help the industry by improving the image, facilities and the reputation of the venue in order to maximize the market both nationally and internationally. The collaboration with the private sectors and the government to share the idea and strategies are one of the most important role that private sector really have to participate in order to boot 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 were become one of the most importance factor to invest on the technologies can help the venue more competitiveness for example the speaking intervention system, electronic voting system, online reservation and e-payment 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 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.