

## **CHAPTER 3**

### **METHODOLOGY**

This study is survey research in order to study the potential convention and exhibition center in Bangkok area. The primary data was compiled by questionnaires, observations and direct interviews to evaluate the stakeholder's satisfaction with convention and exhibition centers and the potential of the MICE facilities in Bangkok. The secondary data and general conditions of areas and statistics were compiled by searching from document and related research.

#### **3.1 Data Collection Methods**

##### **3.1.1 Secondary Data Sources**

Secondary data collection includes

- A detailed literature search on MICE industry, trend and development of MICE industry in Thailand and international printed matters and Internet.
- A review of previous related research of MICE industry in Thailand.
- The tourism statistics from Tourism Authority of Thailand (TAT) and The Ministry of Tourism and Sport.
- A review on the MICE facilities in Bangkok and metropolitan areas.
- Overview of tourism and MICE industry in Bangkok and metropolitan area.

### **3.1.2 Primary Data Sources**

The study classified the questionnaires in to two categories. Firstly, the demand side, data collected from international MICE tourists in order to measure the satisfaction of MICE facilities in Bangkok and metropolitan area. Secondly, the supply side, data collected from the International Exhibitors to measure the satisfaction of MICE facilities in Bangkok and metropolitan area.

Directed interview by using questionnaire and interview questions as a research tool the target population are:

1. Participants and Visitors who attended the international meetings.
2. Exhibitors and Organizers who arrange the international exhibitions.

### **3.2 Intended population**

The populations of this research are stakeholder in meeting industry in Bangkok and metropolitan area, so it's divided in to 3 groups then population has been designated to be more specific.

Group 1: International Participants and Visitors

Group 2: Organizers and Exhibitors who arrange an international meeting

Group 3: Venues managers and supervisors

#### **3.2.1 Population Group 1**

International Participants are the tourists whose intend to have a meeting, convention or visit an exhibitions purpose in Bangkok and metropolitan area. The questionnaires were distributed from November 2005 until March 2006. The

completed questionnaires were collected from 14 meetings, conventions and Exhibitions in three major venues in Bangkok and metropolitan areas. The target populations of this group are international tourists as follows:

**Table 3.1** Research Target Population

Province	Number of MICE Participants in year 2004						No. of Events
	Local	%	Foreign	%	Total	%	
Bangkok metropolitan area	32,443	21.24	120,255	78.76	152,698	100	1,001

Source: Number of International Meetings and Participants in Thailand by Provincial  
Statistic of Thailand Convention and Exhibition Bureau  
2005

By used Taro Yamane (1973)'s found size of sample group from the foreign tourist statistical population formulary as followed:

(At the confidence level of 95%, 0.05 population variable)

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

When n : Size of sample group

N : Size of target population that is the number of foreign participants

e : Inexactness from sampling at confidence level at 95%

$$n = \frac{120,255}{1 + 120,255(0.05)^2}$$

$$= 399.99$$

Thus the sample size was 400

The 400 questionnaires were distributed in 3 major venues (Queen Sirikit National Convention Center, Bangkok International Trade and Exhibition Center, and Impact Muang Thong Thani) by proportioning with percentage from total numbers of questionnaires. The researcher divided the questionnaires for collecting data in 3 venues; 200 questionnaires in Queen Sirikit National Convention Center (QSNCC), 120 questionnaires in Impact Muang Thong Thani (IMPACT) and 80 questionnaires in Bangkok International Trade & Exhibition Center (BITEC). The details are shown below.

**Table 3.2** The questionnaires' distribution

Venue	n = 400	Quota
Queen Sirikit National Convention Center	200	50%
Impact Muang Thong Thani	120	30%
Bangkok International Trade & Exhibition Center	80	20%
Total	400	100%

The questionnaires were distributed in 3 venues each venue quota depends on the frequency of event and meeting that were held in each venue by using used the previous statistic in terms of number of event in year 2004. Queen Sirikit National Convention Center had high number of meeting so the quota is 50 percent, Impact Muang Thong Thani was the second place in term of international meeting the number of meeting is less than Queen Sirikit center so the quota is 30 percent and the last Bangkok International Trade and Exhibition Center had less number of an international meeting so the quota is 20 percent.

The completed 395 questionnaires were collected in 14 events see table 3.3. The full details of events see appendix C.

**Table 3.3** The sample size and events that were collected from completed questionnaires of International participants and visitors

<b>N o.</b>	<b>Name of Event</b>	<b>n</b>
1	Bonjour French Fair 2005 ... Bonjour Aquitaine	20
2	Japan Food Fair 2005	20
3	Celebrating the 30 <sup>th</sup> Anniversary of diplomatic relation between Thailand & China. The 4 <sup>th</sup> Thailand & China commodity fair and economy & trade conference	35
4	1 <sup>st</sup> International CAD CAM Zirconium Seminar	20
5	9 <sup>th</sup> Bangkok Symposium on HIV Medicine	40
6	Thai RFID Summit 2006	30
7	TAT Consumer Fair 2006	30
8	The 4th China Commodities Fair (Bangkok) 2005 And Economy and Trade Cooperation Conference	30
9	Bangkok Furniture Show 2006, The collection of high and modern technology of furniture	15
10	Thailand Industrial Fair 2006, Big Sale on industrial product.	20
11	HI-FI Show 2006, The new phenomenon in Thailand's audio circle of antiques and new HI-FI equipment for audio professional	15
12	Glasstech Asia 2005	60
13	22 <sup>nd</sup> Thailand International Motor Expo	35
14	Made in Thailand 2005 (MIT2005)	25
	Total	395

### 3.2.2 Population Group 2

Organizers of an international meetings is a group of people who organized and arranged an international meetings and conferences. Data will be collected by the questionnaire in order to measure the satisfaction of MICE's facilities in terms of supply side.

The questionnaires were distributed to 3 venues; each venue quota depends on the frequency of event and meeting that held on each venue. Queen Sirikit National Convention center, Impact Exhibition center and Bangkok international trade and exhibition center

The completed 19 questionnaires were collected in 5 events (table 3.4)

**Table 3.4** The sample size and events that collected from completed questionnaires of International Organizers and Exhibitors

No.	Name of Event	n
1	Bonjour French Fair 2005	3
2	Japan Food Fair 2005	4
3	Thailand & China Fair Economic and Trade conference	2
4	China Commodies Fair 2005	2
5	Glasstech Asia 2005	8
	Total	19

### 3.2.3 Population Group 3

Venues manager is the person who manage his or her venue. The research will collected the data from venues manager or supervisors by direct interview about the venue's facilities and the future direction for the meeting industry in Thailand what should to be improved or any suggestions for

improving the meeting industry. (The interview questions see appendix D)

### 3.3 Research Instruments and Data Collections

The instrument to collect the data was classified in to 2 groups that are;

Instrument 1: Questionnaire for international participants and organizers

Instrument 2: Interview questions for venue managers.

#### 3.3.1 Instrument 1: Questionnaires

The questionnaire was adapted from the previous study “Survey on MICE industry in Thailand, 2002” by Tourism Authority of Thailand conducted by Information Provider Consultants Co., Ltd. The questionnaire consisted of four parts and used of closed end and open end. (See appendix E)

**Part 1** Personal Information, general information from participants and organizers was collected such as nationality, occupation and nature of their business

**Part 2** Visit to Thailand, the information and the factors that influenced people to attended the meetings. Accompanying persons and duration of stay in Thailand.

**Part 3** Satisfaction Measurement, this part is emphasis on the satisfaction of the participants and organizers to measure the satisfaction toward the MICE industry and its facilities in Thailand. In terms of (1) registration, (2) immigration procedure, (3) customs procedure, (4) transportation, (5) hotel and accommodation, (6) venue, (7) tourist attraction spots, (8) souvenir shop and shopping center, (9) currency exchange and (10) overall rating. The importance and meaning of each factor is present as follow;

1. Registration: The process by which an individual indicates his/her intention to enter to Thailand as a tourist or MICE tourist.
2. Immigration: The process by which a government officials verifies a person's passport, visa or birth certificate.
3. Customs procedure: The place at a port, airport or border where travelers' bags are looked at to find out if any goods are being carried illegally.
4. Transportation: Means of transport, i.e. buses, coaches, cars, trains, subway etc.
5. Hotel and Accommodation: Sleeping Rooms (s) at a hotel and rooming arrangements; usually specifying the hotel classification in terms of its amenities, facilities, level of service and cost.
6. Service and Hospitality: Non-physical, intangible attributes that management controls (or should), including friendliness, efficiency, attitude, professionalism, responsiveness, etc.
7. Security: A system of protecting people or property against any crime, or danger. Security is often also in place for events to protect exhibits and can include guards, surveillance cameras, etc.
  - 7.1 Security Service: Service providing security arrangements, such as checking delegates' credentials, searching hand luggage, protecting equipment and patrolling congress and exhibition areas.

- 7.2 Security-Facilities: Facility personnel responsible for maintaining safety on the premises.
8. Venue Space and Capacity: (1) Area in a facility where a group's private functions may be held. (2) Exhibitor location in the hall. And the Maximum number of people allowed in any given area.
9. Dining Rooms and Restaurant: A food service establishment that includes coffee shops, dinner houses, fine dining establishments and theme restaurants with several menu selections and table service.
10. Public Telecommunication: Electronic communication that involves the transmission of encoded sound, pictures, or data over significant distances, using radio signals or electrical or optical lines. The most common method of telecommunication is via telephone or the Internet.
11. Announcement and Signage: All informational and directional signs and placards at an event.
12. Toilets and Restrooms: Sanitary convenience.

Among these, there are 5 rating levels for the personal to give to each factor.

Very Satisfied	5	points
Satisfied	4	points
Neutral	3	points
Unsatisfied	2	points
Very unsatisfied	1	point

This finding was ranked in order to facilitate the importance of satisfaction factors. The rating was divide into 5 levels hence the data have lowest score not over 1.00 and highest score not over 5.00.

$$\begin{aligned}
 \text{Rating} &= \frac{\text{The difference of the highest and lowest point}}{\text{Number of levels}} \\
 &= \frac{(5 - 1)}{5} \\
 &= 0.8
 \end{aligned}$$

Thus the researcher can rank the important of satisfaction levels as follows:

Score 4.21 - 5.00 points	Very Satisfied
Score 3.41 - 4.20 points	Satisfied
Score 2.61 - 3.40 points	Neutral
Score 1.81 - 2.60 points	Unsatisfied
Score 1.00 - 1.80 points	Very unsatisfied

**Part 4** Trends of Future Trips to Thailand, this is the possibility of participants and organizers to revisit Thailand as a tourist in the next 1, 3, 5 and 7 years. There are four rating levels to give to each factor.

Among these, are 4 rating levels for the possibility.

Highly possibility	4	points
Medium possibility	3	points
Low possibility	2	points
Impossibility	1	point

The rating was ranked in order to measure the possibility of participants and organizers to revisit Thailand. The interval was divide by 4 levels hence the data have lowest score not over 1.00 and highest score not over 4.00.

$$\begin{aligned}
 \text{By the interval level} &= \frac{\text{The difference of the highest and the lowest point}}{\text{Number of levels}} \\
 &= \frac{(4 - 1)}{4} \\
 &= 0.75
 \end{aligned}$$

Therefore the researcher can assume the possibility of participant and organizers to revisit Thailand are as follows:

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

### **3.3.2 Instrument 2: Interview Questions**

The interview questions were conducted by the venue managers and supervisors. The interview questions consisted of 6 topics. The importance of this interview is to assess the actual performance, problems and limitations of each venue and the future trend of the development of the MICE industry in Thailand

### **3.4 Data Analysis**

Information processes by quantitative and qualitative methodology by using SPSS software (Statistical Package for the Social Science for Window) for analyzing and concluding the study result.

Key dependent variables explored and any resulting outlying data was considered for elimination. Precision Reports analysts tabulated and cross tabulate key dependent variables with primary independent variables. T-tests and ANOVA was performed to ascertain any statistically significant differences between the demographic segments.

### **3.5 Conclusion**

This chapter focuses on the methodology used to process this research. The main target information from the research is to measure the satisfaction toward the convention and exhibition center in Bangkok and metropolitan area both from the demand side and the supply side. Secondary data was collected from various sources; textbooks, related research, articles, journals and related information on the Internet. In the next chapter, findings of this study, will be presented