

Abstract

Convention is one of the most important sectors within the business travel and also one of the fastest growing segments in world tourism. Thailand is recognized as one of the region's finest and best-equipped venues in Southeast Asia. This research is aimed to study the perception of marketing mix of TICA (Thailand Incentive and Convention Association) and TCEB (Thailand Convention and Exhibition Bureau) by the convention providers in Bangkok.

This research studies the perception of convention providers towards TICA and TCEB in marketing mix, which are product, price, promotion and distribution. Three hundred and eighty four questionnaires were distributed to the staff of convention hotels and convention centers in Bangkok. The respondents were asked to mark the TICA and TCEB in eight aspects of marketing mix separately.

The data is analyzed by using the Statistical Package for Social Science (SPSS). Descriptive analysis was used to describe general information by providing percentage and frequency analysis. Independent T-test was used to test the hypotheses.

The results of the analyses indicate that most of the respondents were female. More than two-thirds of respondents are in the age range 20-30 years and the position level was employee. The majority of the respondents had graduated in bachelor's degree, while their experience in this industry was 0-5 years. About two-thirds of them were the employees of hotels and the rest were the employees of convention centers.

From data analysis, the researcher found that there is a significant difference

between convention hotels and convention centers in their perception of four aspects of marketing mix of the TICA in Bangkok. And there is a significant difference between convention hotels and convention centers in their perception of product and promotion aspects of TCEB. The perception of price and place mix of TCEB by the hotels and convention centers are not rejected null hypothesis. Thus, there is no difference between convention hotels and convention centers in their perception of price and place mix of the TCEB in Bangkok.

