



THE PERCEPTION OF PROFESSIONAL MEETING AND CONVENTION
PLANNERS: A STUDY OF THE CHARACTERISTICS AND IMAGE OF THREE
CONVENTION HOTELS IN BANGKOK

By
WINITA WATTANAKULSIRI

A Thesis submitted in partial fulfillment
of the requirements for the degree of

Master of Business Administration

Graduate School of Business
Assumption University
Bangkok, Thailand

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Examination Committee :

1. Dr. Patricia Arttachariya (Advisor)
2. Dr. Jakarin Srimoon (Member)
3. Dr. Ismail Ali Siad (Member)
4. Assoc. Prof. Poonsak Sangsunt (MOE Representative)

[Signature]
[Signature]
[Signature]
[Signature]

Examined on : 30 August 2004

Approved for Graduation on :

Graduate School of Business
Assumption University
Bangkok, Thailand
August
2004

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Winita Wattanakulsiri

Abstract

Meetings, Incentives, Conventions and Exhibitions (MICE) 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 aim to study the relation of convention site characteristics and image of the convention hotel in Bangkok.

In this research, we study the perception of professional meeting and convention planners about the relationship between characteristics of convention site and the image of three convention hotels in Bangkok, which are Royal Orchid Sheraton Hotel and Towers, Shangri-La Hotel Bangkok and Sofitel Central Plaza Bangkok. One hundred and eighteen questionnaires were distributed to the professional meeting and convention planners who work in Bangkok. The respondents were asked to rate the importance of ten characteristic of convention site. They also were asked to rate each convention hotel by ten characteristic of convention site and image of the hotel on a seven-point Likert scale.

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. Pearson Correlation was used to test the hypotheses.

The results of the analyses indicate that most of respondents were female, 20-40 years old with the position of project coordinator. They graduated with bachelor degrees and have 0-5 years experience. They usually organize meetings/conferences more than 3 times per years, for 101-500 delegates. The important factor in choosing convention site was depending on the budget.

From data analysis, we found that the characteristics of convention sites had a relationship to the image of two convention hotels (Royal Orchid Sheraton Hotel and Towers, Shangri-La Hotel Bangkok), except Sofitel Central Plaza Bangkok that the restaurant/dining facilities and hotel room availabilities are failed to reject null hypothesis. Thus, there is no relationship between these two characteristics of convention site and image of the hotel.



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CHAPTER I

GENERALITIES OF THE STUDY

1.1 Introduction of the study

The Meetings, Incentives, Conventions, and Exhibitions (MICE) sector is one of the most important sectors within business travel (USTDC, 1933) and also one of the fastest growing segments in world tourism. Its rate of growth has been particularly pronounced within the Asia Pacific region (Muqbal, 1997; Dwuer & Mistilis, 1997). Over the past four decades, the Asia Pacific region has been the world's most rapidly expanding region for international tourism arrivals. The various determinants of tourism flows, such as real income growth, price competitiveness of destinations, demographic and social changes, new product developments, technological and trading developments, and political and regulatory factors, are changing in ways which favor continued growth of tourism to and within the region (Forsyth & Dwyer, 1996). The convention/exhibition industry is not only important to the development of a nation's overall tourism industry but also helps to enhance the quality of accommodations, hospitality, and services that are located in such exotic locations (Kuan-Chou & LaLopa, 1999).

Business with respect to the convention, incentive travel and international exhibition (MICE) is part of the tourism business that can earn the country substantial revenues. It also helps to distribute the revenues incurring to other business sections widely both for the activities directly involved in the tourism business such as hotels, trade exhibition design and decoration contracting business, residential business in the tourist attractions, restaurants, and gift shops as well as continuous business such as transportation, communication, advertisement, and public relations. Furthermore, the

indirect economic gains follow, i.e., employment, knowledge exchange among the group of people of the same profession, causing the country's personnel to be well developed.

The tourists in the MICE group account for 3% of the tourists that travel to Thailand all year around. The MICE tourists are divided into 3 groups as follows:

- Meeting organizers and participants
- Trade exhibitors and visitors
- Incentive travelers

(www.tat.or.th/mice)

Thailand is today recognized as one of the region's finest and best-equipped venues for Meetings, Incentives, Conventions and Exhibition (MICE) in Southeast Asia (Source: MICE Planning Guide 2003-2004). So Thailand has proven experience and expertise in meeting management. Organizers can be confident that their specific requirements will be fully realized, supported by a range of high-tech equipment. In tandem with the tourism market – which now tops 10 million visitors annually – MICE business has gone from strength to strength over the past several years.

The true coming of age of Thailand's MICE industry was fittingly marked by the milestone of the new millennium when, in the year 2000, the Kingdom hosted the 10th session of the United Nations Conference on Trade and Development (UNCTAD) 2000, the BOI Fair 2000, 12th World Congress of Gastroenterology 2002 (15,000 delegates), the 20th World Scout Jamboree 2002 (30,000 delegates), and The Asia Pacific Economic Cooperation Thailand 2003. (www.aptms.com.au/destination_asia/thailand.html). Looking to the future, Thailand will receive its greatest accolade in 2008; it is scheduled to be the venue for Lions Clubs International's annual caucus. This is expected to number more than 30,000

delegates, making it the world's biggest convention. (TMICE Planning Guide 2003-2004).

1.1.1 MICE Industry in Asia Pacific

According to International Congress and Convention Association (ICCA)'s figures, Japan has the most successful MICE industry in Asia Pacific. Next is Australia. Thailand ranks eight. The number of international meeting/conferences in Asia Pacific grows constantly. As for Thailand, the growth is subject to fluctuation, that is, Thailand ranked No. 6th, No. 5th and No. 8th in 1999, 2000 and 2001, respectively.

In the Asia-Pacific region, in 2001, Seoul had the highest number of international meetings/conferences followed by Sydney and Singapore. Bangkok ranked 5th, 6th, and 10th in 1999, 2000, and 2001, respectively (ICCA, 2002)

1.1.2 International Meetings/Conventions in Thailand

The criteria that incentive and convention planners look for in a potential destination is a destination that is rewardingly different: offers convenient transportation links to, from and within the country; assurance of security; hotel quality; flexibility of meeting space; reliability of organization and service; creative theme parties; a good choice of pre- and post-conference tour options, and, not least, competitive prices combined with excellent value.

Thailand meets all the demands and more. The Kingdom's advertising slogan of the past few years, "Amazing Thailand", and this year, "Unseen Thailand", was such an unqualified success simply because it delivered precisely what it claimed. It was less a catchphrase and more a statement of fact. In its rich diversity of sights and scenes, supported by a highly evolved tourism product accommodating nearly 10

million visitors annually. Thailand is remarkable in its ability to fulfill the travel promise.

Thailand is located roughly midway between China and India. Thailand is a major aviation hub for both regional and international carriers. Bangkok is served by most of the world's leading airlines, while Thai Airways International flies to more than 70 destinations in 35 countries around the globe. Within the country, which is roughly the same size as France, the national airline, as well as private domestic carriers, link Bangkok with all major and most minor destinations. From the beaches of Phuket to the hills of Chiang Mai, nowhere is much more than an hour away from the capital. So Thailand, arguably the most rewarding of all Asian destinations, is uniquely itself.

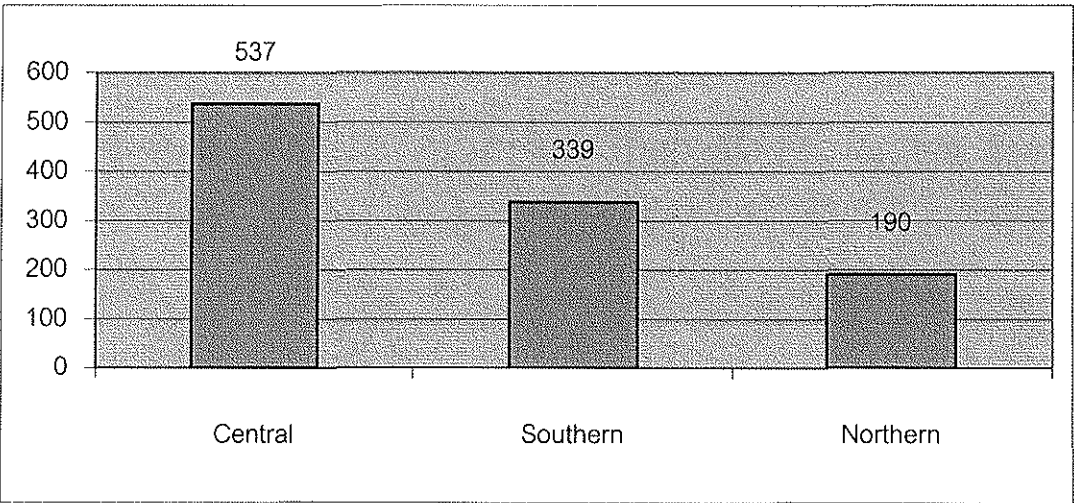
Both leading hotels and independent convention centers provide the ideal meeting space, whether it is for 20 delegates or 2,000. Venues, large and small, combine elegant settings with state-of-the-art conference support equipment, expert catering from coffee breaks to gala banquets, and, most importantly, professional planning. When it comes to celebration, no one does it quite so well as the Thais, and theme parties can transport guests to traditional village, the heart of the jungle, a tropical paradise... possibilities are limited only by the imagination. As for leisure activities and pre- and post-convention tours, Thailand is unbeatable. Then when one adds professional convention staff and experienced destination management companies to the ease, the comforts, and the multi-faceted attractions, Thailand indeed becomes as much a winner for delegates for MICE planners. Thailand is amazing and now with its new advertising slogan, the country invites you to "Be My Guest".

Thailand is the fifth most successful country in the MICE industry. The number of international meetings/conferences in Asia Pacific grows constantly.

Thailand’s entry into the international convention business began by establishment of the Central Plaza Hotel. At that time, the hotel’s Bangkok Convention Center was the largest convention center in Thailand. In 1991, the Queen Sirikit National Convention Center (QSNCC) was completed to hold the 46th World Bank & IMF Annual Meeting, and since then, Thailand has become the new destination for international conventions and exhibitions.

The survey of hotels, convention centers, and exhibition centers, Professional Conference Organizers (PCO’s) and Professional Exhibition Organizers (PEO’s), and international convention organizers and coordinators nationwide revealed that there were 1,066 international conventions held in the country. Most of them (537 conventions) were held in the Central Region. Bangkok was the most popular destination in the region with 466 conventions. The second most popular region was the Southern Region with 339 conventions, with Phuket as the top convention destination with 280 international conventions. The third most popular region was the Northern Region, with Chiang Mai as the top destination in the region. In 2001, Thailand received 102,953 foreign convention participants and 33,473 Thai participants.

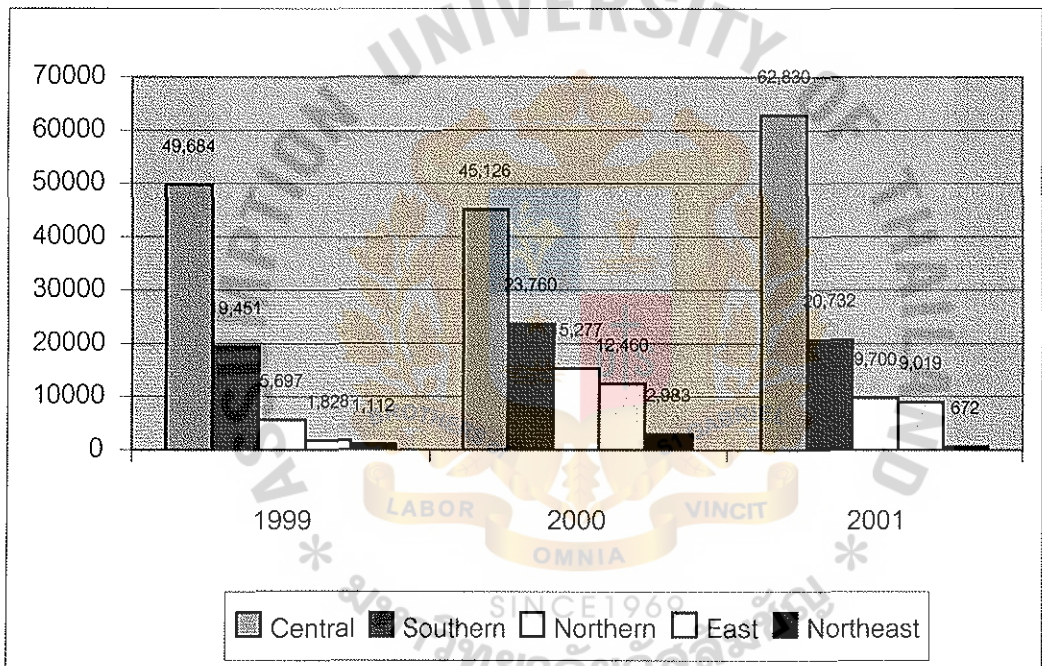
Figure 1.1 International Meetings/Conventions in different regions.



(Source:www.tat.or.th/mice 2001)

The ratio of the international convention in each region of the country from 1999-2001 followed the same trend. The Central Region had been most popular for the international convention, second was the Southern Region, the Northern Region, the Eastern Region and the Northeastern Region respectively. However, while comparing this with the year 2000, the numbers of the international convention events in 2001 were decreasing.

Figure 1.2 Comparison of the number of the foreign participants in the international convention, categorized by regions in 1999-2001



(Source: www.tat.or.th/mice 2001)

According to the Figure 1.2, the overall numbers of participants from abroad in 2001, compared to those in 2000, were found to have increased with the higher number clearly seen in the Central Region. In other regions the number of foreign participants were decreasing as the result of the casualty attack in the United States during September. Every year in the final quarter, more conventions were found to be organized and more participants were also coming in. So, after the incident of the September’s sabotage many international conventions were cancelled while the

continuing conventions suffered by the sharp drop of the participants. However, the result of such incident had an effect on the convention business only in the short period of time and had gradually been adjusted to more regular trips afterwards. However, in the Central Region, particularly for Bangkok area, many large conventions were organized and each time they were attended by large number of participants resulting in the growing of the convention participant numbers in the Central area despite the effect of such incidents.

1.1.3 International Trade Exhibition Business in Thailand

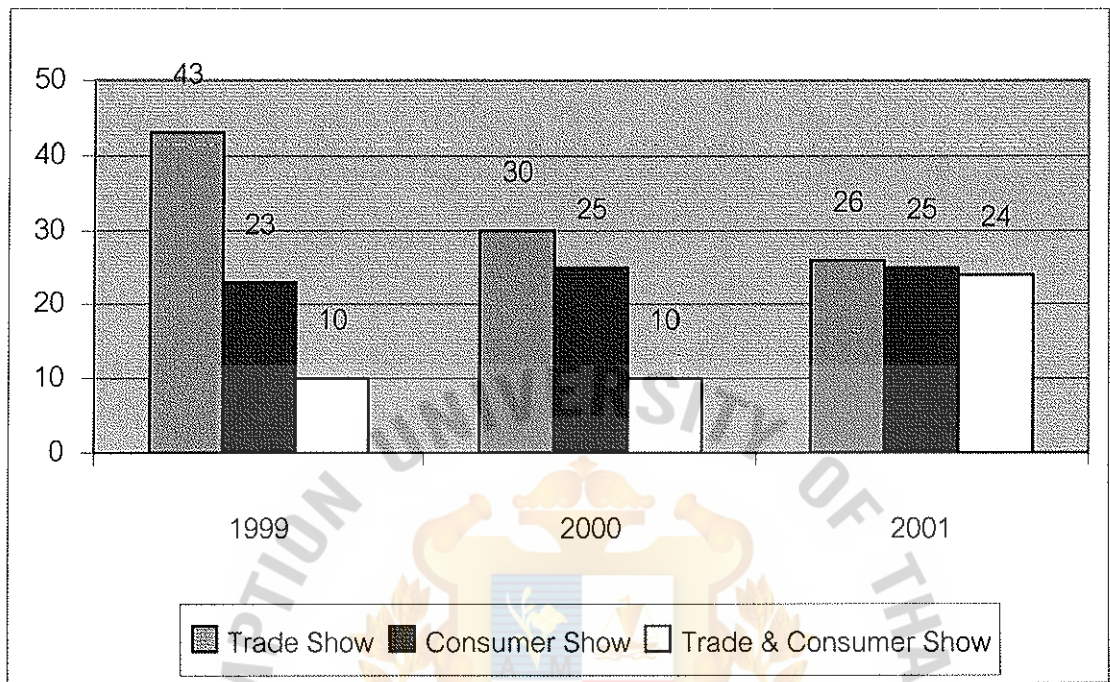
Each time a trade exhibition is held, the important thing is the target group because the exhibitor needs word of mouth for the success through continuing business. So the group of targets who visit and initiate success on a business product continuously after the exhibition is very important. In addition, the exhibition venue and the public utilities accommodating the visitors are also very important as well.

Thailand's exhibition business has developed continuously with speed, both on the venue management and other continuing business development such as the trade exhibition management business, design and decoration as well as transportation business. The trading value resulting from the trade exhibitions held in Thailand, both for the international and local trade exhibitions earned more than 7,500 billion baht per annum. (TEA 2002)

For the international trade exhibition in Thailand, the numbers of exhibition events have been stable throughout the past several years due to the slow down in the economy of Thailand and in the neighboring countries. Moreover, China, which has its country's door open for some time, has the great number of consumers and places to accommodate the international trade exhibition and yet it is a country with many

business opportunity to very well attract the international trade exhibitors and exhibitions.

Figure 1.3 International Exhibitions from 1999 – 2001 Categorized by Types of Shows



(Source: www.tat.or.th/mice 2001)

From the figure 1.3, in the year 2001, 75 international exhibitions were held in Thailand, which attracted 2,145 foreign companies and their 6,435 staffs as well as 43,125 visitors. The maximum numbers of events were during the months of September and November. On the trade exhibition period, most of the international trade exhibitions were held at the length of about 4 show days and the exhibitors' average length of participation was at 4.08 days with the length of stay in Thailand at about 7.45 days. The visitors' taking part in the exhibition was only 2.96 days and stayed in Thailand at the average of 7.9 days.

It is also apparent that Thailand is not only hosting a wide variety of events; it is also hosting a wide number of foreign visitors because the foreign visits represent new funds into the Thailand economy. Thailand also hosts a wide variety of events, which means more and more people in the world are being exposed to the beauty of

Thailand. This may stimulate repeat visits by those who visited in past years and choose to return with family and friends or host another convention or exhibition

1.1.4 Thailand's Incomes from MICE in 2001

In the year 2001, the MICE industry brought into the country 49,560 exhibitors and visitors, 102,953 participants and 182,877 incentives, totaling 335,390 tourists. Therefore, all the tourists participating in the MICE industry brought into Thailand 26,164.1 million baht in the year 2001. (Excluding the revenue obtained from the exhibition cost such as the space rental (Registration), design and decoration, the freight forwarder, etc.)

In the year 2001, participants, exhibitors and visitors traveled with accompanies which brought into the country approximately 3,698.28 million baht. (Information Provider and Consultants Co., Ltd. 2001)

Table 1.1 Summary of MICE Industry, 1999-2001

Tourist	1999	2000	2001	% Change (2000-2001)
Overall International Tourists				
Number of International Tourist (person)	8,580,335	9,508,623	10,132,509	6.56%
Length of stay (days)	7.96	7.77	7.93	2.06%
Average expense/person/day (US\$)	98.03	96.27	84.54	-12.18%
Average expense/person (US\$)	780.32	748.02	670.4	-10.38%
Estimated Revenue (US\$)	6,695,394,370	7,112,620,208	6,792,834,034	-4.50%
Estimated Revenue (Baht)	253,018,953,236	285,287,196,557	301,126,332,709	5.55%
Overall MICE Industry				
Number of Convention Participants (person)	77,205	98,895	102,953	4.10%
Number of Exhibitors (persons)	5,975	7,549	6,435	-14.76%
Number of Visitors (persons)	26,092	42,502	43,125	1.47%
Total Number of MICE Tourist	243,877	313,170	335,390	7.10%
Estimated Revenue in MICE Industry (US\$)	330,860,952	519,449,887	590,213,506	13.62%
Estimated Revenue in MICE industry (Baht)	13,270,832,781	20,835,134,960	26,164,164,741	25.58%
Estimated Revenue in MICE Industry (MICE accompanying persons)				
Accompanying persons	NA	70,437	87,980	24.91%
Estimated Revenue (US\$)	NA	52,688,331	83,426,129	58.34%
Estimated Revenue (Baht)	NA	2,113,328,968.72	29,862,445,040	30.13%
Estimated Revenue in MICE Industry (MICE Travelers and Accompanying Persons)				
Total Estimated Revenue (US\$)*	330,860,952	572,138,218	673,639,635	17.74%
Total Estimated Revenue (Baht)*	13,270,832,781	22,948,463,923.8	29,862,445,040	30.13%

Notes: *No records of accompanying persons in 1999.

Rate of exchange in 1999: 1US\$ = 37.79 baht

Rate of exchange in 2000: 1US\$ = 40.11 baht

Rate of exchange in 2001: 1US\$ = 44.33 baht

Source: Information Provider and Consultants Co., Ltd. (IP&C)

1.1.5 Trends of the International Conventions/Meetings Business

International conventions in Thailand have been growing successively due to the government sector's strong public relations, causing the foreigners to know more about Thailand. In cooperation with the private sector in the forms of organizations, associations and the groups engaged in tourism business won bids for the large conventions to be held in Thailand. It resulted in the more successive confidence of the convention organizers from abroad in using Thai venues for their conventions.

In 1997, the country's economic crisis had a negative impact on the international convention business in Thailand. However, the strategy in presenting the quality services and reasonable prices, together with Thailand's political stability has made the international convention business rebound as seen in Table 1.2 below.

Table 1.2 The trends of the international conventions/meetings in Thailand

Year	1997	1998	1999	2000	2001	2002	2003	2004
Conventions/meetings (Events)	824	803	914	1,324	1,066	1,292	1,373	1,469
Foreign Participants	68,589	67,042	77,205	98,895	102,953	114,800	129,657	146,632

* 2002-2004 is the statistical estimated figures

Source: Information Provider and Consultants Co., Ltd. (IP&C)

1.1.6 Trends of the International Exhibitions Business

From 1992 to 1997, the international exhibition business in Thailand was found to be growing successively due to the government's strong public relations campaigns. The country's and the region's economic growth rate has made Thailand the business target of different business groups, in addition to the construction of standard exhibition centers, resulting in the successive expansion of the international exhibition business in Thailand.

In 1997, the economic crisis had a negative effect against all businesses, including the international trade exhibition as well, not to mention China's open door policy to the free-trade system. In addition, China was seen to have the economic strength and high purchasing power, in terms of the number of its population and the money circulating within the country, making the international convention business to higher rank in China than Thailand.

1.2 Statement of Problem

According to Abbey and Link (1994), the convention and meetings business is an element of the tourism industry that is one of the highest growth-oriented sectors of tourism. The meeting and convention business is relatively vibrant in that growth of convention and meeting travel frequently increases during recent years when the pleasure travel market is on the decline. The factors and characteristics of sites influence the decision of meeting planners to organize their events. Therefore the research problem is **“What is the perception of professional meeting and convention planners’ about the relationship between convention site characteristics and image of three major convention hotels in Bangkok?”**

1.3 Research Objectives

The objectives of this study were as follows:

1. To investigate Thai professional meeting and convention planners' perceptions on the relative importance of convention site selection factors.
2. To study the professional meeting and convention planners' perception between convention site selection factors and image of three major convention hotels: Shangri-la Hotel Bangkok, Royal Orchid Sheraton Hotel and Towers, and Sofitel Central Plaza Bangkok.

1.4 Scope of the Research

This research concentrates on studying the perception of the professional meeting and convention planners on factors and characteristics of three major convention hotels. Therefore, its structure is a survey-based study with the scope includes:

1. Sample populations were Thai professional meeting and convention planners who work in Bangkok.
2. The study focused on professional meeting and convention planners who have knowledge and experience about the three major convention hotels: Shangri-la Hotel Bangkok, Royal Orchid Sheraton Hotel and Towers, and Sofitel Central Plaza Bangkok.

1.5 Rationale for the Study

Thailand is one the finest and best-equipped venues in Southeast Asia because Thailand is located in an exotic location so there are many types of venues that the meeting planners are looking for, such as, the independent convention site (Queen Sirikit National Convention Center, Bangkok International Trade & Exhibition Center, Impact Exhibition Center, and Pattaya Exhibition and Convention Hall) or at hotels that provides convention service.

Nowadays, a hotel is another choice for professional meeting and convention planners because they do not only place importance on the type and availability of meeting room facilities but also the level of service offered by the hotel. Thailand has many hotels and convention centers favorable for international convention. The significant major provinces that have been favored and are ready to accommodate the international conventions are Bangkok, Pattaya, Phuket, Hua Hin (district of Prachuabkhirikhan province), Cha-Am (distrinct of Phetchaburi province) and Chiang Mai. According to the Figure 1.2, based on international conventions in each region, we can see that Central region is one of the most popular for international conventions. Hence, this study could help the professional meeting and convention planners to make a decision about the convention service at the hotel among the three five stars hotels in the central region which are Shangri-la Hotel Bangkok, Royal Orchid Sheraton Hotel and Towers, and Sofitel Central Plaza Bangkok.

1.6 Limitations of the Study

This research study is only focused on the professional meeting and convention planners' perception of factors and characteristics of three five stars hotel, which can be useful information for the management to improve their quality of

service and site renovation for the international events both of conventions and exhibitions. Nevertheless, there are some limitations in this research, such as the sample population and three convention sites, which are all located in Central region. There is also limitation of the data available such as the statistics of conventions that are held in Thailand; number of tourist arrivals, etc. is not up-to-date in the present year. Therefore, the conclusion of the research may not be representative of the whole professional meeting and convention planners and all convention sites in Thailand.

1.7 Significance of the Study

As can be seen from the past events, the 2003 Asia Pacific Economic Conference (APEC), has made Thailand well known all over the world. By this event, we are not only able to introduce interesting places in Thailand to others but also it helps develop the Thailand economy too.

The result of this study will be useful for the management of the three specified five stars hotels for improving their quality of service and for the professional meeting and convention planners who can use this evaluation of the characteristics of convention sites for supporting their decision-making when choosing hotels as sites for future events.

1.8 Definition of Terms

For clarity and uniformity of this study, the following terms as applied in the research, are defined as follows:

C - Convention: meeting organized by those working in the same field, industry, and associations whereby delegates meet each other for the purpose of

exchanging ideas, knowledge and information. Each meeting consists of at least 300 – 15,000 delegates and takes approximately two years to plan.

E – Exhibition: Product exhibit shows for specific target groups or consumers in general. These kinds of shows can be separated into two types:

- Trade Show is the product exhibits solely for companies, organizations.
- Consumer show is product exhibits entirely for consumers, which can take the form of seminars, meetings.

I – Incentive: is a reward scheme whereby companies or organizations pay for trips or vacations for employees who are able to achieve the (target or sales target) set by their company or organization.

M – Meeting: a gathering of groups or organizations for a specific purpose. Usually planned well in advance and can be categorized into two ways:

- Association Meeting – organized solely for those working in the same or a similar field or profession. Small seminars as well as exhibitions are usually included in these kind of meeting. The planning period for these kinds of meetings should be at least one year in advance.
- Corporate Meeting – involves a gathering together of members of the same company or organization that have branches in different areas, regions or countries. Planning is usually less than a year and tends to be smaller than the association meetings.

(www.yourrooms.com)

Brand image: technical a practice in which a company gives a group of their products the same brand name. This is done to help the brand name become well known and to encourage people to buy new or different products that have the same brand. (www.longman.com)

Deluxe hotel: The hotels that offer only the highest level of accommodations and services. The properties offer a high degree of personal service, offering a high degree of facilities, outstanding appointments, furnishings and décor with an extensive range of first class guest services. A number and variety of room styles and/or suites available. At a minimum, a five stars or deluxe hotel must have: reception open 24 hours, choice of dining facilities 7 days, portage and concierge services, valet parking available 24 hours, room service 24 hours per day, housekeeping available 24 hours per day, dedicated business center, conference center, well-equipped fitness centers and state-of-the-art business center. (www.orbitz.com, www.hotels.com, www.wotif.com) There are 17 hotels that are rating as deluxe or five stars hotel in Bangkok. (www.bangkok.hot-travel.org)

Chapter II

Review of Related Literature and Studies

2.1 Overview of Convention Industry

The emerging meeting, incentive, convention and exhibition (MICE) segment has showed potentials that the tourist industry can tap. MICE has become an integral part of urban tourism in that it is lucrative. The meetings and conventions industry worldwide has grown to become a significant economic, political, and social phenomenon. Estimates of the size of the industry vary significantly. In part, this is due to inconsistencies in the definition and measurement of the industry. The term “meetings” is often applied in reference to any planned event in which two or more people get together to accomplish a set objective (Doston, 1995), which covers all forms of meetings, conventions, conferences, symposia, workshops, seminars, congresses, trade shows, expositions, exhibitions, and special events (Crouch & Ritchie, 1998). The term “convention” is described as the entire membership meetings of the sponsoring organization or association, which is open to the entire membership of the sponsoring organization or association (Rockett & Smillie, 1994). So the meeting and convention industry is fairly heterogeneous.

Meeting and conventions industry is perceived as a “red-hot” industry (Shure, 1993) and one of the healthiest and most growth – oriented sectors within the tourism industry (Abbey, 1987). The meeting planner plays an important role in this industry because meeting planners make the decision, which is the suitable site for them to arrange or organize the meeting and convention in order to satisfy their customers.

A review of the literature yielded a total of 64 articles and other publications, which have addressed the issue of which factors influence the convention site

selection decision. While some of these publications are based on empirical studies, the majority reports opinion, anecdote, and the collective experience and conventional wisdom of the industry.

From among these articles, several important research issues emerge, as follows:

- What factors influence the choice of convention site?
- How important are each of the site selection factors and how are trade-off made between factors?
- Who participates in the site selection decision?
- What is the relative influence of each participant?
- Is the site selection process a function of certain association characteristics?
- How can destinations enhance their competitiveness recognizing the varied control they exert over each principal site selection factor?
- What are the dynamics of convention site selection by time, and across destinations, associations, and other stakeholders?

The majority of the publications make some attempt to identify important site selection factors. Most do so, however, in a rather unsystematic fashion. Only a very small portion applied any sort of rigorous approach to the establishment of key variables and their relative significance (Bonn et al., 1992, 1994a, 1994b; Clark et al., 1995, 1996; Fortin et al., 1976, 1977; Gofton, 1992; Oppermann, 1996a, 1996b; *Successful Meetings*, 1993b; and Zelinsky, 1994) and only one study (Hu & Hiemstra, 1996), has attempted to evaluate how trade-offs are made between factors, for the selection of the hotel.

2.2 Professional meeting and convention planners

The meeting and convention industry has emerged as one of today's most significant sectors of commerce. Crucial to this field are meeting and convention planners, who plan and produce smoothly, run conventions, meetings, seminars, and expositions within budget.

Meeting Planners, sometimes called Convention Managers, are found both in small companies and in large private corporations, in professional associations, and at visitors and convention bureaus. Some own meeting planning businesses or are employed there as part of a staff.

The work performed by Meeting Planners can be divided into the following responsibilities:

- Program development
- Marketing and promotion
- Budgeting
- Site selection
- Negotiation
- Travel arrangements
- Entertainment and speakers
- Food arrangements
- Trade show management
- Guest programs
- Reservations and registration
- Audio-visual equipment
- Public relations
- Program evaluation

Planners on a large staff for associations and convention bureaus may be assigned one specific aspect of the event such as budgeting or handling reservations and registration, while Planners who work for smaller organizations will often take responsibility for all phases of the event.

In workplaces with several Meeting Planners, three levels of professionalism exist; the *Facilitator*, the *Technician*, and the *Professional*. The Facilitator may be assigned basic tasks such as choosing menus and working with the chosen hotel on a variety of details. This worker is usually concerned with the physical needs of the attendees. The Technician is often responsible for running registration and reservations, selecting and setting up the site, and operations. It is the top-level manager who is responsible for achieving the meeting's overall objective: the communication goal of the client.

Some of the important skills, knowledge, and abilities for Meetings and Convention Planners include the following:

- Coordination – Adjusting actions in relation to others' actions.
- Speaking – Talking to others to effectively convey information.
- Management of Personnel Resources – Motivating, developing, and directing people as they work, identifying the best people for the job.
- Problem Identification – Identifying the nature of problems.
- Implementation Planning – Developing approaches for implementing as idea.
- Active Listening – Listening to what other people are saying and asking questions as appropriate.
- Time Management – Managing one's own time and the time of others.
- Service Orientation – Actively looking for ways to help people.

- Computers – Knowing how to use text and spreadsheet programs, plus Internet search capability.

(Source: www.calmis.cahwnet.gov/file/occguides/meetingplan.html)

Prerequisites:

Education and Training – College degree helpful, with courses in marketing, business management, travel and tourism, and communication; completion of a professional continuing education course

Experience – Customer relations; work experience in another segment of the travel industry, especially a hotel, restaurant or convention center; business management. Meeting planners must have very strong oral and written communication skills as well as organizational skills to juggle the many different demands of this career field. The success of each meeting will depend on the coordinated efforts of tens or hundreds of suppliers and workers, all of whom must be directed and supervised by the meeting planner.

Special Skills and Personality Traits – Attention to detail; organization; strong oral and written communication skills; negotiating skills; interpersonal skills

Position Description

Meeting planners organize and manage the full range of meetings, conferences and conventions, from local family reunions to international association membership congresses. They may work directly for the companies or associations sponsoring the meetings, or they may serve several clients in an independent meeting-planning firm.

Before they reserve the first hotel room, meeting planners typically research the parameters of an individual meeting: its purpose, the expected number of attendees, the budget, the activities and speakers involved, and the timeline for planning before the meeting takes place.

After preparing an extensive budget for the meetings, with estimates for every anticipated expense item, meeting planners select the site of the meeting and the facilities (e.g., hotels, convention centers) involved. The selection process normally involves a site visit, during which meeting planners walk through the facility, checking capacity and equipment. In discussions with facility representatives and managers, meeting planners negotiate favorable rates for meeting rooms and accommodations. Later, meeting planners negotiate rates with transportation suppliers, such as airlines and shuttle bus companies.

Incorporating the educational and business goals of the client, meeting planners will then develop the meeting program and agenda. This phase includes reserving “breakout” rooms and seminar rooms, scheduling meals and breaks, confirming speakers and presenters, confirming entertainers, planning menus and other food and beverage functions, organizing an exhibit hall and soliciting exhibitors, printing programs and other support materials, and coordinating reservations from meeting attendees. Because the budget is set by the client or by the employer, meeting planners must be able to project expenses, track actual expenditures, and develop creative solutions as problems arise, to insure that each meeting stays on or under budget.

Once the preparations have been made, the major remaining duty of meeting planners is managing the meeting on site once it begins. While a board of directors meeting may be relatively calm, with few surprises expected, a full-scale convention or trade show involving thousands of delegates means days and weeks of non-stop decision-making and last minute changes in the plans. Meeting planners must be capable of dealing with enormous amounts of stress and anxiety.

Advancement Prospects

Meeting planners seeking to advance in their careers can apply for positions in larger companies or associations or launch their own independent meeting planning firms. In many cases, however, they may have to extend themselves into additional administrative services (e.g., purchasing, corporate travel management) or demonstrate the ability to keep meetings under budget and on schedule, if they hope to approach the top layers of management.

2.3 Site Selection

Venue is one of the most important and difficult tasks that the meeting planner has to face. An understanding of the meeting site selection process should be of considerable interest to both buyers (i.e., corporations, associations, and other organizations) and suppliers (i.e., convention centers, convention and visitor bureaus, chambers of commerce, governments, hotel associations, etc.) of meeting sites. For buyers of meeting sites, the choice of “destination can make or break the convention” (Kingston, 1995). “Regardless of the type of meeting, convention, or exposition, the site is a critical factor in the success or failure of the event” (Montgomery & Strick, 1995). For the potential supplier, “the decision can mean millions of dollars to the hospitality industry” (Clark & McCleary, 1995).

As noted in previous site selection research, there are no magic formulas for making site comparisons and final site selections. Yet, first and foremost, the organization must establish meeting site priorities. A list of all the criteria to be considered for site selection should be drawn up the items ranked in order of importance in each area (Wolfson, 1986). This charge is exactly what the following site selection research sought to accomplish.

According to Oppermann (1996a, 1996b), meeting planners place considerable importance on the type and availability of meeting room facilities and the level of service offered by the hotel. Other important factors noted were hotel room availability, safety/security, and the cleanliness/attractiveness of the convention site. Continuing on, nightlife, climate, and scenery/sightseeing opportunities were considered least important in selection a convention site. With these findings in mind, site selection is the most commonly thought-of portion of the meeting professional's duties and responsibilities. Furthermore, it is also important to consider the degree to which the supplier is meeting or exceeding the meeting planner's service expectations. Of course, the processes enacted by the supplier and association alike undoubtedly leads to conference attendee involvement (Oppermann, 1998).

Table 2.1 Meeting site selection factors: A comparison of survey results

Forti et al. (1976)	ASAE (1992)	Edelstein and Benini (1994)	Oppermann (1996)
Hotel service	Quality of service	Availability of facilities	Meeting rooms/facilities
Air access	Meeting room facilities	Access to location	Hotel service quality
Hotel rooms	Overall affordability	Transportation costs	Hotel room availability
Conference rooms	Sleeping room facilities	Distance from attendants	Clean/attractive location
Price levels	Location image	Climate	Safety/security
Hospitality	Dining/entertainment	Recreational facilities	Air transportation access
Restaurant facilities	Air transportation	Tourist attractions	Food and lodging costs
Personal safety	Exhibit facilities	Mandated by by-laws	Overall affordability
Local interest	Highway accessibility	Location image	City image
Geographic location	Geographic rotation		Restaurant facilities
Local availability	Climate		Exhibition facilities
Tourism features			Sightseeing opportunities
Transport facilities			Climate
Previous experience			Nightlife

(Source: ASAE, 1992; Edelstein and Benini, 1994; Fortin et al., 1976; Oppermann, 1996b)

Crouch and Ritchie (1998) added to the existing body of site selection research by expanding upon the major factors noted in previous site selection research. The author's research grouped site selection factors into a set of primary categories defined along the following dimensions:

Accessibility

- Cost: the monetary expense of transportation.
- Time: the duration/distance of travel involved.
- Frequency: the frequency of connections to the site.
- Convenience: the scheduling of connections.
- Barriers: the extent barriers to travel; visas, customs, etc.

Outside Conference Opportunities

- Entertainment: restaurants, bars, theaters, nightclubs, etc.
- Shopping: malls, major departments stores, low prices, etc.
- Sightseeing: architecture, museums, monuments, attractions, parks, historical sites.
- Recreation: sports and activities either as spectator or participant.
- Professional opportunities: visiting local clients, negotiations, business deals, selling, making contacts, etc.

Accommodations

- Capacity: the number of rooms available
- Costs: the cost of site accommodations
- Service: the level of services offered
- Security: the extent safety and security issues are addressed

Meeting Facilities

- Capacity: ability of site to provide suitable-sized facilities
- Layout: suitability of facility layout and floor plan
- Cost: the cost of the required meeting space
- Ambience: the ability of the facility to create an appropriate atmosphere
- Service: the level of services offered
- Security: the extent to which the facility provides a safe and secure meeting space

Site Environment

- Climate: the desirability of the destination's climate
- Setting: the attractiveness of the destination's surroundings
- Infrastructure: the suitability of the local infrastructure
- Hospitality: the extent to which the community welcomes visitors

Other

- Risks: the possibility of strikes, natural disasters, boycotts, and other adverse events
- Association promotion: the site adds credibility to the association
- Novelty: the extent to which the destination represents a novel location for the membership

Another source of site selection materials contributed by Montgomery and Strick (1995) indicated that the easiest way for the meeting planner to guarantee that site selection characteristics will not be overlooked is to develop a checklist that can be used during an on-site visit. These key factors, which agree with a checklist

published in the Meeting and Convention periodical of 1998, include the following six areas:

1. Sleeping rooms (hotel room availability, cleanliness and safety/security)
2. Meeting and exhibit space (meeting room and exhibition facilities)
3. Transportation (ease of air and ground transportation access)
4. Food and beverage (restaurant and dining facilities)
5. Recreation (scenery/attractive location and nightlife)
6. Service (hotel service quality and brand image)

Sleeping Rooms. Most meeting planners prefer one facility that will house, feed, and provide the services needed to ensure efficient movement of attendees throughout the meeting (Wolfson, 1986). According to the Professional Convention Management Association (PCMA, 1996) the following items are worthy of review in selection sleeping rooms:

- Comfortable, clean bedrooms
- Modern bathroom fixtures
- Adequate lighting
- Adequate closet space and hangers
- Smoke detectors in room
- Fire exit information clearly posted
- Availability of refrigerator/microwave and/or wet bar
- Cleanliness of hallways, including prompt removal of room service trays from halls
- Availability of a “towers” or executive floor offering special services
- Number and types of suites, availability of floor plans showing parlor and bedroom size, and type of beds

- Reservation procedures and policies

(Source: Professional Meeting Management 3rd Ed. 1996, PCMA)

Meeting and Exhibit Space. Chon (1991) determined which meeting and exhibition factors were important to meeting planners when choosing a facility for their clients' meeting. This study resulted in the following recommendations:

1. Meeting rooms must have the greatest ratio of space to people.
2. Breakout rooms should be located close to the main meeting room whenever possible.
3. Standard audio-visual equipment is preferable because meeting planners do not trust facility employees to operate complicated alternatives, and they are not willing to risk something that is likely to go wrong.
4. It is crucial that control of the climate and lighting in the meeting room is in the hands of the group instead of the staff.
5. Price is not nearly as important as might be expected. Planners are willing to pay more to get quality, which ultimately transits into a successful meeting.

Transportation. According to Montgomery and Strick (1995) many travelers today have special needs, such as the older traveler, those traveling with small children, and the disabled traveler. Also, while reviewing all forms of transportation, the meeting planner must be cognizant of those attendees with special needs. Naturally, the costs of transportation to and from the convention site are additional considerations for the conference attendees.

Food and Beverage. Just about all meetings have at least one food function, even if only a coffee break. Therefore, consideration must be given to determining how food and beverage functions relate to the meeting purpose and design, and then to planning and supervising those events (Nadler & Nadler, 1987). Moreover, food

and beverage function are major contributors to the success or failure of a meeting (Dotson, 1988).

Recreation. Another area that must be reviewed during the site selection process is the ability of the host city and property to provide services and facilities for leisure time activities (Montgomery & Strick, 1995). In most cases, well-planned leisure time activities can make a significant contribution. According to Colin's survey (1990), the four main leisure activities important to the success of meetings are golf, free time, tennis, and tours. Accordingly, free time is spent on the three main activities of entertainment, recreation, and sightseeing.

Service. When reviewing the potential host hotel, the meeting planner must confirm that the necessary human capital is available to provide the contracted services for all the planned meeting functions and that these services will be provided at a satisfactory level of performance.

2.4 Site Selection Process

There is certain to be a great deal of variation in the structure of the convention site selection process across associations. This variation is very likely to depend significantly on the size and budget of the association. For example, the larger the association, the more lead-time is going to be required for the organization of the convention. It is also more likely to employ permanent members of staff who, in part, have the responsibility, and the knowledge and expertise to thoroughly plan the association's convention and investigate potential site. Many larger associations employ professional meeting planners. Others engage the services of consultants who specialize in the planning of conventions. The chairman, president, or executive director of the Association's Board of Directors might direct these meeting planners.

Alternatively, a site selection committee might be assigned the tasks of investigating and recommending suitable sites to the Board. Clark, Price, and Murrmann (1996) found that the “authority to make the site selection was usually vested in a site selection committee, the general association congress, the president, the association executive, the meeting planner or some combination of the above. Meeting planners almost always had the role of buyers.” Meeting planners apparently coordinate on the order of two-thirds of conventions and trade shows (Judd, 1995)

Despite the probably wide variations in the site selection process, there emerge from the existing literature a number of similarities. Figure 1 attempts identify these in the presentation of a general conceptual model of the process involving five steps.

Step 1 Convention preplanning. Before a site or sites are investigated for the association’s next convention, the convention preplanning must occur to initiate the process. Fore example, the potential dates for the convention must be determined and a convention budget, at least in terms of order of magnitude, must be established. Various antecedent conditions will shape these considerations. For example, there are likely to be new members or possibly new staff serving on the association’s executive who bring different views to the process. Past experience, particularly the results of the association’s most recent convention, will also likely weigh heavily on the minds of those involved. Association policies might undergo review and anticipated environmental conditions leading up to, and at the time of, the convention could be important. Policies, for example, regarding the geographical rotation of the convention site are common. Either implicitly or explicitly, numerous site selection factors may influence this preplanning step, which, in turn, could determine the relative importance of each factor when the final site decision is made from among the initial candidates. At this early stage, competing sites, too, may have already begun to exert some influence on the process by taking some preemptive action to

contact the association at an early stage before any short list of sites is prepared. The preplanning step will also assign responsibilities, either to an individual or a committee.

Step 2 Analysis and Recommendation. This stage of the process will gather detailed information from a number of possible sites, which meet the minimum requirements as defined by certain key site selection factors. The information will be gathered through an external search. Frequently, however, competing sites seek out and provide information to planners before the planner has a chance to contact representatives at the destination. In most cases, one or more site visits will occur to inspect the facilities and gather further information. For major conventions, a delegation from a short list of competing destinations might be invited to attend a meeting of the association to present a bid for the business. All of this information will be digested, analyzed, and debated before final recommendations are made.

Step 3 Site Selection Decision. This stage is usually performed by the association's executive or board of directors based on the meeting planner's or selection committee's recommendations. Competing sites may have continued to lobby or woo members of the Board. Each Board member may also weigh site selection factors differently. Antecedent conditions are again likely to shape the result. For example, an important consideration will be the specific objectives of the convention in terms of attracting attendees and making a profit (or minimizing any loss).

Step 4 The Convention is Held and Step 5 Post-convention Evaluation. This final stage is entering the site selection process as an antecedent condition for the next convention. The evaluation may also govern the potential set of competing sites for future conventions.

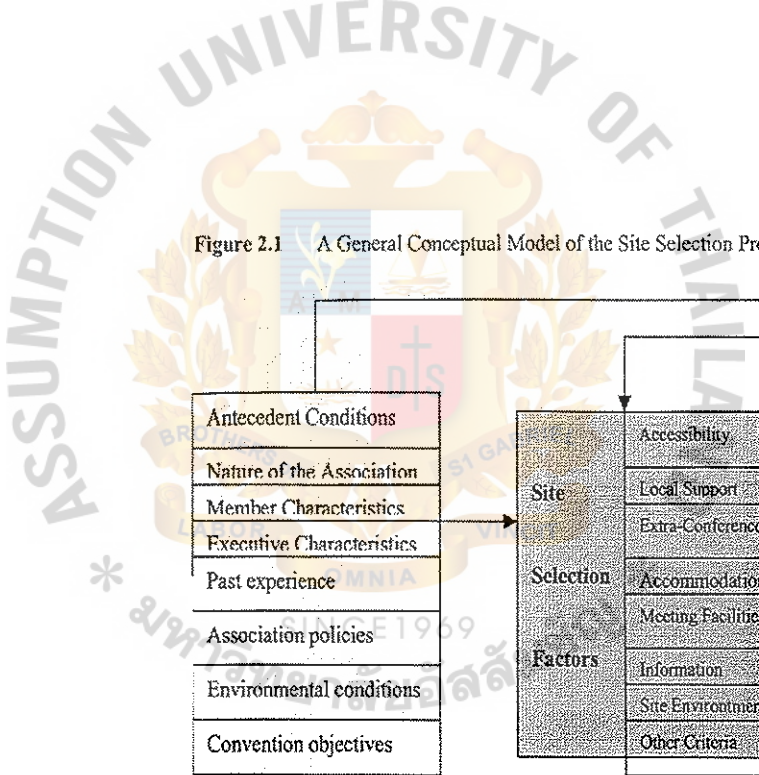


Figure 2.1 A General Conceptual Model of the Site Selection Process

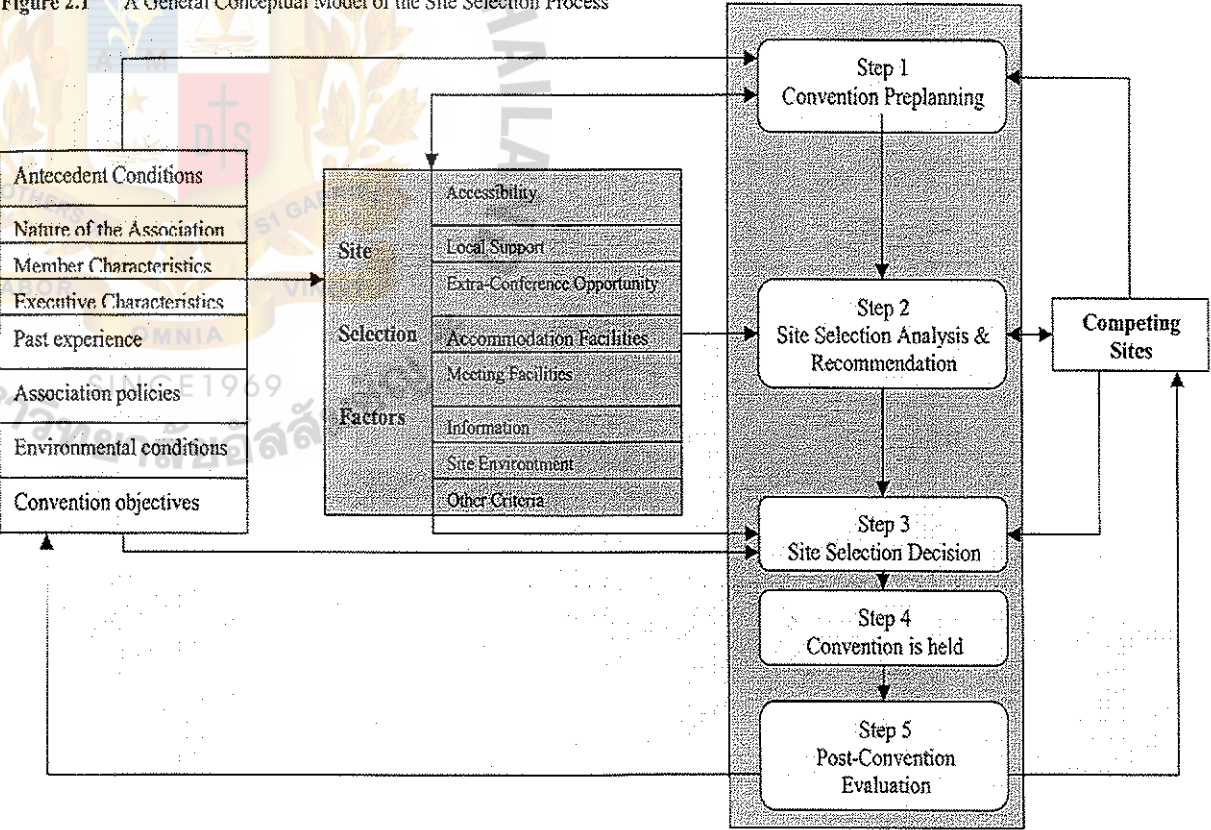


Figure 2. 1 : A general conceptual model of the site selection process.

Source: Journal of Convention & Exhibition Management, Vol. 1(1) 1998 Convention site selection research

2.5 Hotel Convention Sites in Bangkok

According to the Conventions and Exhibition Calendar in 2000, there were 176 conventions and 87 exhibitions; the greatest numbers of conventions were held in Bangkok (46%), followed by Chiang Mai (10%), and Phuket (10%).

Table 2.2 Principal Locations of Conventions in Thailand, 2000

Location	Number	%
Bangkok	81	46
Chiang Mai	18	10
Phuket	18	10
Other	59	34
Total	176	100

Source: Journal of Convention & Exhibition Management, Vol. 2(1) 1999

As Bangkok can be all things to all people, so most leading hotels and independent convention centers are located in Bangkok. The three major convention hotels in Bangkok are Royal Orchid Sheraton Hotel & Towers, Shangri-La Hotel Bangkok, and Sofitel Central Plaza Bangkok.

2.5.1 Royal Orchid Sheraton Hotel & Towers

Name :Royal Orchid Sheraton Hotel & Towers

Address :2 Captain Bush Lane, New Rd., Siphaya, Bangkok 10500

Telephone :02 266-0123

Facsimile :02 236-8320

E-mail:00172.info@Sheraton.com

Website :http://www.Sheraton.com

Property highlights: Royal Orchid Sheraton Hotel & Towers is the only hotel on the eastern bank of Bangkok’s River of Kings where all rooms command an expansive breathtaking view of the River. The hotel introduces a series of new facilities and services that aim at positioning the hotel as the “Best City Resort, Spa and Conference Center”. The 740-room hotel offers varied cuisine and entertainment in its eight restaurants as well as large conference and function facilities, many with river view, for up to 1,250 people. Relax and be rejuvenated in the Royal Orchid Mandara Spa, offering “the ultimate indulgence”.

Accommodation: Total rooms 740

King rooms 206
 Double rooms 449
 Triple 15
 Suite 70

Convention Rooms:

Room	Area (sq.m.)	Ceiling Height (m.)	Theatre	Classroom	Cocktail	Banquet
Royal Orchid Ballroom	1,078	4.80	1,250	530	1,250	800
Ballroom I	480	4.80	400	240	400	350
Ballroom II	263	4.80	200	120	200	180
Ballroom III	335	4.80	250	180	300	250
Pompadour	194	3.20	150	60	150	120
Cattleya	56	3.70	40	27	40	50
Ayaret	44	3.80	20	18	30	20
Calanthe	56	3.70	40	27	40	50
Vanda	44	3.80	20	18	30	20
Riverside I & II	200	3.20	72	48	80	80
Riverside I	100	3.20	48	24	40	50
Riverside II	100	3.20	48	24	40	50
Riverside III	102	3.20	70	36	40	40
Riverside IV	102	3.20	70	36	40	40
Riverside Ballroom	472	2.80	-	-	400	300
Riverside V	252	2.80	120	54	160	120

Riverside VI	107	2.80	120	40	80	50
Riverside VII	113	2.80	100	36	80	50

Food and Entertainment Outlets

Room	Type	Capacity
Giorgio’s	Italian	112 indoor + 40 outdoor
Thara Thong	Royal Thai Cuisine	80 indoor + 32 outdoor
Thailand Tonight	BBQ/Thai	180 outdoor
Rim Nam Café	Coffee Shop	170 indoor
River Night Market	Seafood, BBQ Surf & Turf	130 outdoor
Eight Bells Bar	Riverside Bar	20 under roof + 26 open air
Suralai Bar	Lobby Bar	65 indoor

2.5.2 Shangri-La Hotel, Bangkok

Name	:Shangri-La Hotel, Bangkok
Address	:89 Soi Wat Suan Plu, New Road, Bangrak, Bangkok 10500
Telephone	:02 236-7777
Facsimile	:02 236-8579
E-Mail	:slbk@Shangri-la.com
Website	:www.Shangri-la.com

Property Highlights: A city resort in the heart of Bangkok, this deluxe hotel offers guests a magnificent tropical garden and pool area on the bank of the Chao Phraya River. A spacious lobby, 839 beautifully appointed rooms and suites, excellent dining choices and versatile meeting space mean that the Shangri-La Bangkok appeals to all types of guests. Convenient skytrain, expressway and river access make getting around town fast and easy. Impeccable service and personal attention from a caring staff are the hallmarks of any Shangri-La Bangkok stay.

Accommodation: Total rooms	839
Single/Twin	784

Convention Rooms:

Room	Area (sq.m.)	Ceiling Height (m.)	Theatre	Classroom	Cocktail	Banquet
Grand Ballroom	1,359.5	6.50	1,600	600	1,500	1,000
Ballroom 1	542.9	6.50	450	330	450	400
Ballroom 2	394.4	6.50	300	180	200	210
Ballroom 3	387.6	6.50	300	180	200	210
Pimai	70.0	2.50	40	24	30	40
Sukhothai	70.0	2.50	40	24	30	40
Boardroom	74.8	2.50	40	24	30	40
Chiangmai*	162.2	2.50	100	70	100	90
Ayuthaya*	129.6	2.50	70	42	70	80
Thonburi*	123.0	2.50	70	42	70	80
Rattanakosin*	163.8	2.50	100	80	100	100
Verandah	397.8	2.60	220	150	230	220
Singapore	94.9	3.00	70	40	60	60
Malaysia*	124.6	3.00	100	50	80	60
Indonesia*	124.6	3.00	100	50	80	60
Vietnam	52.5	3.00	20	16	20	30
Philippines*	128.5	2.70	80	54	70	70
Brunei*	138.8	2.70	90	54	80	80
Myanmar*	140.8	2.70	90	54	80	80
Cambodia*	132.0	2.70	90	54	80	80

*can be divided into 2 sections

Food & Entertainment Outlets:

Room	Type	Capacity
Angelini	Italian Restaurant & Bar	250
Horizon Boat Cruise	Ayuthaya Day Cruise/Dinner Cruise	120
Maenam Terrace	Food Street Market Dinner Buffet	192
Salathip	Thai Restaurant	120
Shang Palace	Chinese Restaurant	200

2.5.3 Sofitel Central Plaza Bangkok

Name	:Sofitel Central Plaza Bangkok (Hotel & Bangkok Convention Centre (BCC))
Address	:1695 Phaholyothin Road, Chatuchak, Bangkok 10900
Telephone	:02 541-1234
Facsimile	:02 541-1089
E-Mail	:cpbsales@chr.co.th
Website	: www.centralhotelsresorts.com www.accorhotels.com/asia

Property Highlights: With an advantageous location only 10 minutes to the airport and the city center, 5 minutes to Chatuchak Park and Market, Sofitel Central Plaza Bangkok is a 5 star hotel with on-premise comprehensive facilities located under the same roof as the Bangkok Convention Centre. 607 well appointed rooms and suites, plus 26 superb function rooms with a total function area of 12,545 sq.m. can accommodate from 100 to 4,500 guests. In addition, the Central Plaza shopping complex with the Central Department Store, retail outlets, restaurants and SFX Cinema City, are all under one roof.

Convention Rooms:

Room	Area (sq.m.)	Ceiling Height (m.)	Theatre	Classroom	Cocktail	Banquet
Vibhavadee Ballroom A/B/C	1,225	7.00	1,800	1,000	2,000	1,000
Vibhavadee Ballroom A or C	350	7.00	350	180	400	300
Vibhavadee Ballroom B	525	7.00	550	350	600	500
Ladprao Suite	224	3.00	200	100	200	160
Rangsit	58	3.00	50	30	50	40
Horvang	58	3.00	50	30	50	40
Phaholyothin 1/2	99	3.00	100	50	100	75
Kambhagberjra 1	85	3.00	60	30	50	40
Kambhagverjra 2	140	3.00	120	70	120	80

Food and Entertainment Outlets

Room	Type	Capacity
Don Giovanni	Italian	90
Dynasty	Cantonese	262
Le Danang	Vietnamese	100
Hagi	Japanese	87
Suan Bua	Thai Cuisine	180
Chatuchak Café	International	142

Past Events

Name of Event	Country of Origin	Participants	Date
Utell Conference	Worldwide	200	Jul 2001
10 th World Congress Endo-Urology 2001	Worldwide	800	Nov 2001
IFWTO Annual Conference 2002	Worldwide	150	May 2002

These are the information of the three major convention hotels in Bangkok that we are going to do the research for this study.

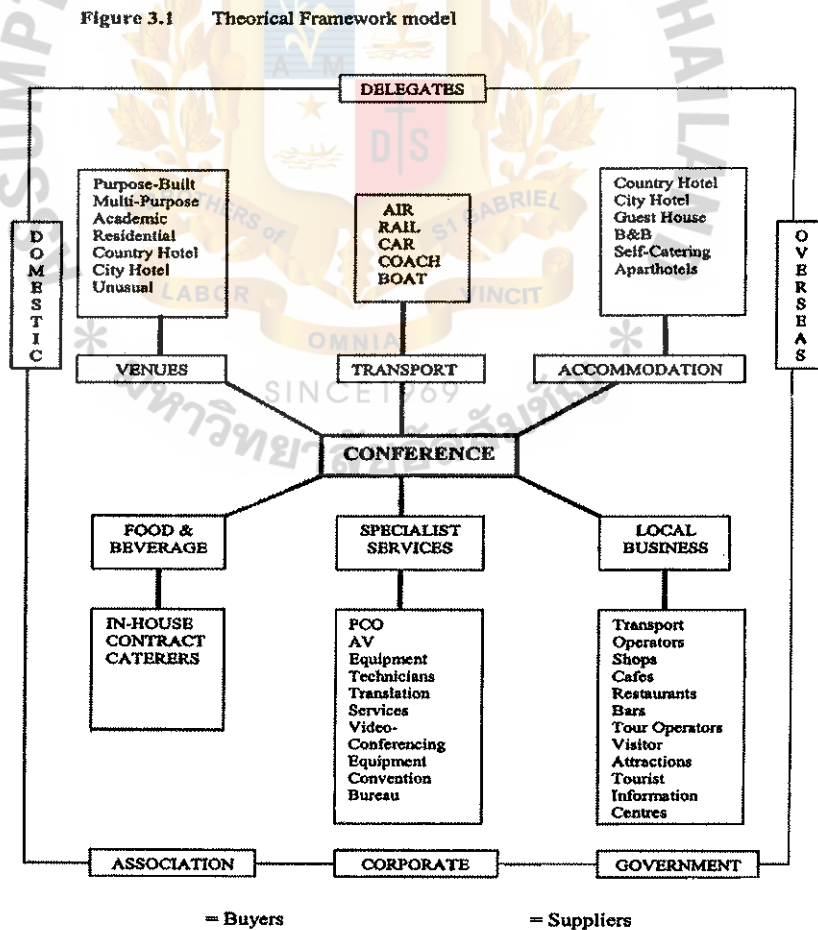
Chapter III

Research Framework

3.1 Theoretical Framework

The components of the conference market are shown in figure 3.1, which indicates the range of participants involved in delivering the conference product. The model also highlights the breadth of spending within the industry, demonstrating the difficulty in identifying specific conference related impacts.

Figure 3.1 Theoretical Framework Model



(Source: TTRA Twenty-Third Annual Conference)

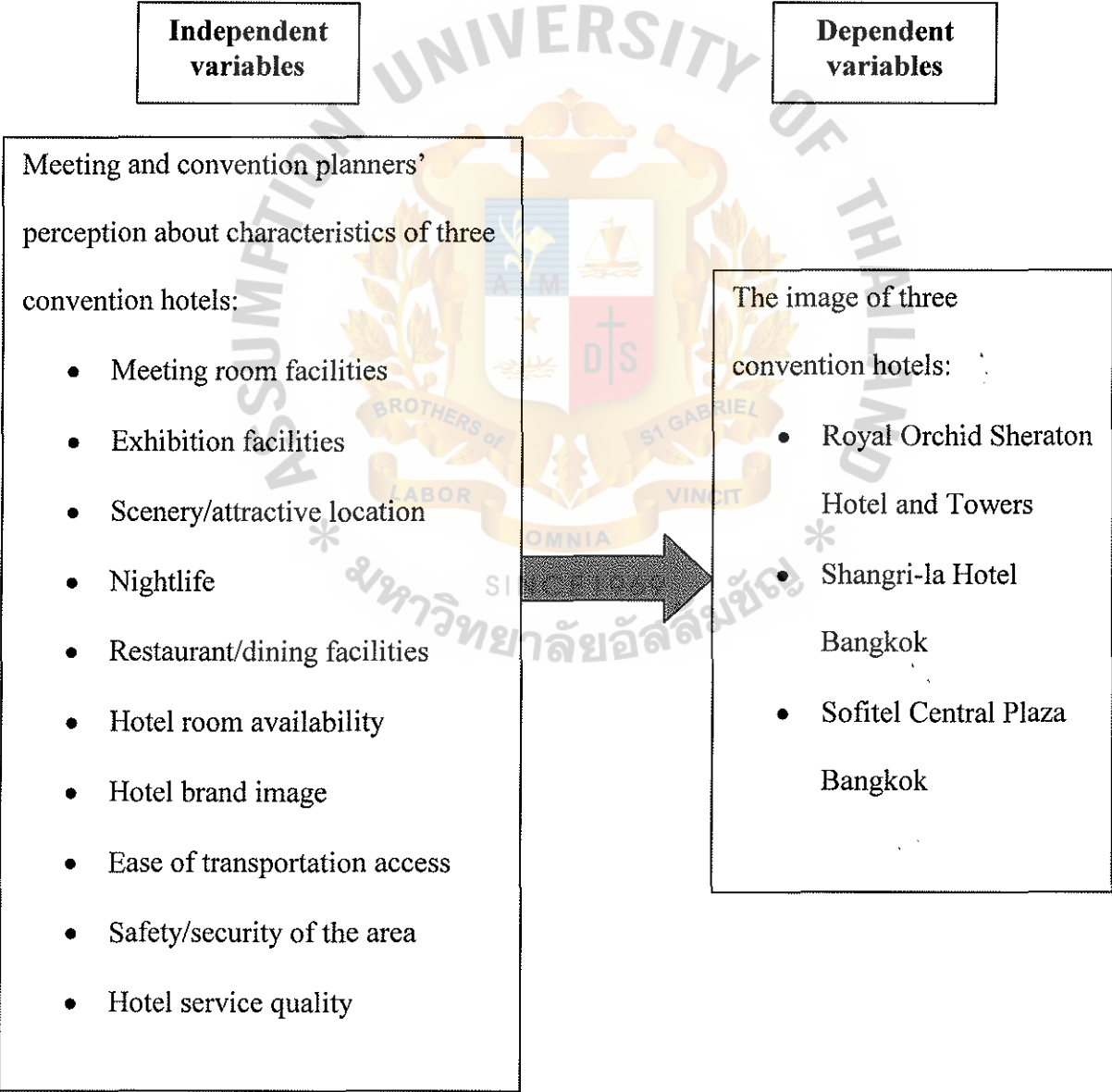
The buyers, or demand generators, consist of three main categories: the corporate, government, and association markets. The corporate market represents the majority of the events held, while the associations market accounts for the highest delegate numbers. The corporate sector holds conferences for disseminating information, planning, and problem solving, and currently more important, training. Many events will also incorporate a social aspect and may be seen as a reward to delegates in addition to the business objectives. This sector may have an internal conference organizer or available funding to employ an external organizer. Delegates are usually required through work to attend conferences, with the company covering all costs, often resulting in large budgets being available to organizers. The association market differs greatly from the corporate and can be characterized as hosting a massive range of large-scale events, which attract high delegate numbers. The main purpose of the majority of association conferences is to provide services to members, with most events being deliberately non-profit making. This market represents a diverse range of organizations and can be split into two categories: Professional Associations (e.g. government bodies, political parties, trade unions, and industrial bodies) and Voluntary Associations (youth groups: voluntary/charitable bodies: religious groups: and special interest groups, such as sports) (Feen, 1998). Association delegates choose whether to attend the conference or not, possibly requiring delegates to pay their own expenses, meaning that this market may be price-sensitive, thus influencing the choice of venue. An additional classification would be between international and domestic associations, whereby the international events often have higher budgets available and rather different organizational needs, like extensive support required during conference planning. Government bodies are those events held by national or local government, local authorities, educational bodies, and

health services. These are considered to be non-profit organizations, with delegates not normally expected to pay to attend conferences.

Suppliers are those involved with the provision of the conference market product to the buyers. The term “venue” is considered to encompass all facilities, which hire out space to organizers for the purpose of holding meetings or conferences. It has been said that conference venues have “grown in quantity and diversity in tandem with the overall growth of the industry over the past 50 years” (Rogers, 1998). Generally, most of these suppliers are not purely dedicated conference facilities, with most venues operating as part of the revenue mix within a larger business, for example hotels, academic establishments, and unusual venues. Barriers to entry within conferencing are considered to be low, as many organizations with the necessary facilities (room, table, chairs, and basic equipment) can provide an area for conference activity and thus enter the conference market. Conference business to those outside the industry is considered very attractive, as it is perceived as being straightforward use of otherwise empty space. Those within the industry know otherwise, that organizers need quality facilities, service, and trained staff with an understanding of the specific needs of the conference delegate. A host of suppliers also participate in the service delivery. These include transport operators, convention bureaus, catering companies, and accommodation providers. The range and cost of these services may determine the placing of the conference booking in one destination compared to another. The venue itself is not the key factor for the success of an event, which relies heavily on the support and effectiveness of other businesses within the destination (Leask & Hood, 2001).

3.2 Conceptual Framework

The conceptual framework of this study is constructed based on meeting and convention planners’ perceptions on site selection factors of three major convention hotels in Bangkok.



Independent Variables

Independent variables influence the dependent variable in either a positive or a negative way. That is, when the independent variable is present, the dependent variable is also present, and with each unit of increase in the independent variable, there is an increase or decrease in the dependent variable also. In this study, the characteristics of the meeting room facilities, exhibition facilities, scenery/attractive location, and nightlife, restaurant/dining facilities, hotel room availability, hotel brand image, ease of transportation access, safety/security of the area, hotel service quality are the independent variables.

Dependent Variables

The dependent variable is the main variable that lends itself as a viable factor for investigation. Through the analysis of the dependent variable, it is possible to find answers or solutions to the problem. For this purpose, the researcher is interested in quantifying and measuring the dependent variable (Sekaran, 2000), so the overall image of the three convention sites, which are Royal Orchid Sheraton Hotel & Towers, Shangri-La Hotel Bangkok and Sofitel Central Plaza Bangkok are chosen as dependent variables in this research.

3.3 Research Hypotheses

Hypotheses

Group Ho₁

(Ho₁ – Ho₁₀) There is no relation between each characteristic of convention site and image of Royal Orchid Sheraton Hotel.

Group Ha₁

(Ha₁ – Ha₁₀) There is a relation between each characteristic of convention site and image of Royal Orchid Sheraton Hotel.

Group Ho₂

(Ho₁₁ – Ho₂₀) There is no relation between each characteristic of convention site and image of Shangri-La Hotel

Group Ha₂

(Ha₁₁ – Ha₂₀) There is a relation between each characteristic of convention site and image of Shangri-La Hotel.

Group Ho₃

(Ho₂₁ – Ho₃₀) There is no relation between each characteristic of convention site and image of Sofitel Central Plaza Hotel.

Group Ha₃

(Ha₂₁ – Ha₃₀) There is a relation between each characteristic of convention site and image of Sofitel Central Plaza Hotel.

3.4 Operational Definition Table

1. Independent variable

Concept	Concept Definition	Level of measurement
Meeting room facilities	Is the hotel providing the customers with full meeting and convention planners equipments?	Interval
Exhibition facilities	Is the hotel providing the customers with sufficient space and equipments for exhibition?	Interval
Scenery/attractive location	Is the environment or surrounding around there make the guest impressive?	Interval
Nightlife	The nightlife around there is attractive or not.	Interval
Restaurant/dining facilities	The hotel provides many kinds of restaurants to the attendees	Interval
Hotel room availability	The hotel has sufficient rooms to accommodate the guest requirement	Interval
Hotel brand image	Is the image of hotel important for you in choosing the site?	Interval
Ease of transportation access	How can the visitors attend the convention site?	Interval
Safety/security of the area	Is the hotel safe for the customers?	Interval
Hotel service quality	The efficiency of services provided to the meeting planners	Interval

2. Dependent variable

Concept	Concept Definition	Level of measurement
The image of three major convention hotels - Shangri-la Hotel - Royal Orchid Sheraton Hotel - Sofitel Central Plaza	Evaluation of the characteristics of three major convention hotels	Interval



Chapter IV

Research Methodology

This chapter explains the research methodology, which includes research design, target population, population method, population unit, population frame, and research instruments. Similarly, the data gathering procedures and statistical treatment are explained in this chapter.

4.1 Method of Research Used

For this study the quantitative research was used. The reason is to learn how many people in a population have or share a particular characteristic or group of characteristics. It is specifically designed to produce accurate and reliable measurements that permit statistical analysis.

The survey method was applied for this research in obtaining information that is based on the questioning of the respondents. Respondents will be asked a variety of questions regarding their behavior, intentions, attitudes, awareness, motivations, and demographic and lifestyle characteristics. Typically, the questioning is structured, meaning some standardization is imposed on the data collection process. In structured data collection, a formal questionnaire is prepared and the questions are asked in a prearranged order; thus the process is also direct. (Source: Malhotra, 2000)

4.2 Respondents Procedures

4.2.1 Target Population

Target population in this study refers to the Professional meeting and convention planners having headquarters of their organization in Bangkok. Professional meeting and convention planners for this study are professional meeting and convention planning companies that have individuals who are solely responsible for the selection and negotiation of meeting planning sites for their organization. There are 120 professional meeting and convention planners in Bangkok.

4.2.2 Population Method

A **Population** is the aggregate of all the elements that share some common set of characteristics, and that comprise the universe for the purpose of the marketing research problem. The population parameters are typically numbers, such as the proportion of consumers who are loyal to a particular brand. Information about population parameters may be obtained by taking a census or a sample. (Source: Malhotra, 2000)

For this study, we focus on census, which is appropriate if the population size is quite small. A census also is conducted if information is needed from every individual or object in the population

4.2.3 Population Unit

For this research, the population is the headquarters of professional meeting and convention planners in Bangkok.

4.2.4 Population Frame

The population frame for this research consists of the list of all the members of population 120 members of professional meeting and convention planners in Bangkok. (www.thaiadvertising.com/thai/event/html)

4.3 Research Instruments

The instrument of this research is the questionnaire, which is design that usually depends upon the use of structured questionnaires for the primary purpose of describing and or predicting some phenomenon. The structured questionnaire was used in this study to gather information from samples. Questionnaires are used to present questions and record answers in quantitative field research surveys.

The questionnaire was divided into three main sections.

1. A screening question covers respondents' knowledge about the three convention hotels.
2. Part I: Personal data covers professional meeting and convention planners' profiles such as gender, age, income, name of organization, position, education level, years of experience, number of participants in each meeting and the primary factor in choosing the convention hotel.
3. Part II: Main question asks meeting planners to rate ten site selection factors on a seven-point Likert scale. These site selection attributes are based on prior research conducted by Fortin et al. (1976) ASAE (1992), Edelstein and Benini (1994), and Oppermann (1996a), and also ask the professional meeting and convention planners to evaluate three deluxe convention hotels on the same ten site selection criteria.

The hotels selected for this study are rated as deluxe hotel and noted to be convention hotels that cater to meetings, conventions, and exhibition needs. In general, each hotel met the minimum requirements of

- (a) 500 or more rooms
- (b) Multiple food and beverage outlets on site
- (c) One exhibition hall of 1000 square meters
- (d) A business center, retail shops and fitness facilities on site
- (e) A deluxe hotel rating

The researcher applied a seven – point Likert scale; this format of questionnaire is very simple for the respondents to answer.

A Seven – point Likert Scale

Seven point Likert scale were used for the majority of questions in the questionnaire. The 7-point scale was chosen as it is more suitable for multi-variate analysis than smaller ranges (e.g. 5 points). Three different Likert scales were used:

- disagree - agree;
- no services – all services; and
- not at all – extensively.

All scales follow the same pattern whereby a low score (e.g. 1 – 3) represents a negative response (e.g. disagree, no services) and a high score (e.g. 5 – 7) represents a positive response (e.g. agree, all services). For the 8-point scale, 1 to 4 represents ‘minor/not part of our approach’, 5 ‘undecided’ and 6 – 8 ‘major’. In this research, the questionnaire is a closed – form questionnaire to help respondents to make quick decisions by ranking on a seven-point.

4.4 Collection of Data/Gathering Procedures

To collect the data for this research the researcher distributed questionnaires by directly visiting the companies according to the list of participants or members in the list of professional meeting and convention planners.

4.4.1 Documentary research (Secondary Data)

Secondary data is information, which is collected by others for other purposes. Secondary data is often available from within the organization and from external sources (Fridgen, 1991). It comes from many sources such as newspaper, articles, international tourism research, journals, tourism textbooks, and the related tourism websites. Secondary data is fast and cost-effective when compared to the collection of primary data (Davis and Cosenza, 1993). For this research the researcher collected secondary data from libraries and the Internet. In the libraries, the researcher has found the data from journals, textbooks and newspapers, the Tourism Authority of Thailand (TAT), the Thailand Incentive and Convention Association (TICA) etc.

4.4.2 Survey Research (Primary Data)

A researcher originates primary data for the specific purpose of addressing the problem. For this research primary data has been collected via a questionnaire. The type of questionnaire for is a structured questionnaire, which is a list of questions that have pre-specified answer choices (Burns and Bush, 2000). Structured questionnaires are undisguised in which questions are presented with exactly the same working and in exactly the same order to all respondents when collecting data. Wherever it possible the questionnaire will be sent through e-mail, otherwise a researcher will visit the respondents at their office and get the questionnaire filled.

4.5 Statistical Treatment of Data

After collecting the questionnaire *Correlation* was applied for this research.

Correlation is a statistical technique, which can show whether and how strongly pairs of variables are related. The correlation is fairly obvious data may contain unsuspected correlations. We may also suspect there are correlations, but don't know which are the strongest. An intelligent correlation analysis can lead to a greater understanding of data.

There are several different correlation techniques. The Survey System's optional Statistics Module includes the most common type, called the *Pearson or product-moment correlation*. The module also includes a variation on this type called partial correlation. The latter is useful when we want to look at the relationship between two variables while removing the effect of one or two other variables.

Like all statistical techniques, correlation is only appropriate for certain kinds of data. Correlation works for data in which numbers are meaningful, usually quantities of some sort. It cannot be used for purely categorical data, such as gender, brands purchased or favorite color.

The main result of a correlation is called the *correlation coefficient* (or " r "). It ranges from -1.0 to +1.0. The closer r is to +1 or -1, the more closely the two variables are related. If r is close to 0, it means there is no relationship between the variables. If r is positive, it means that as one variable gets larger the other gets larger. If r is negative it means that as one gets larger, the other gets smaller (often called an "inverse" correlation).

A correlation report can also show a second result of each test — statistical significance, the significance level will tell how likely it is that the correlations

reported may be due to chance in the form of random sampling error. If you are working with small sample sizes, choose a report format that includes the significance level. This format also reports the sample size. A correlation is never to assume a correlation means that a change in one variable *causes* a change in another. Pearson correlation technique works best with linear relationships: as one variable gets larger, the other gets larger (or smaller) in direct proportion.



Chapter V

Presentation of Data and Critical Discussion of Results

5.1 Summary of Questionnaire Distribution and Return

The researcher collected the primary data through 120 questionnaires from the total population. The number of questionnaires returned was 118 questionnaires, or 98%. Two questionnaires or 2% were disqualified (did not distribute), as the respondents are the direct competitor to the convention hotel who are BITEC and N.C.C. Management & Development. Therefore, all questionnaires were used for the analysis.

Responses to the questionnaires were coded and the resulting data were analyzed to address the study's research questions. The analysis and findings were reported in this chapter. The summary of the respondents' profiles in term of personal data, characteristics of site selection, and characteristics of three convention hotels (Royal Orchid Sheraton Hotel and Towers, Shangri-la Hotel Bangkok and Sofitel Central Plaza Bangkok) and image of three convention hotels is discussed in the following section.

5.2 Summary of Respondents' Profiles

The research presented the respondents' profile, which consisted of demographic characteristics, years in industry, size of meetings/conferences, characteristic of site selection, characteristics of three convention hotels, and image of three convention sites. The details were presented as follows:

5.2.1 Summary of the Professional Meeting and Convention Planners' Profiles

Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	49	41.5	41.5	41.5
	Female	69	58.5	58.5	100.0
	Total	118	100.0	100.0	

Table 5.1 Professional Meeting and Convention Planners' Profiles Classified by Gender

Table 5.1 shows that 49 professional meeting and convention planners were male, and 69 professional meeting and convention planners were female, representing 41.50% and 58.50%, respectively. The majority of group respondent were female.

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-40 years	115	97.5	97.5	97.5
	Over 40 years	3	2.5	2.5	100.0
	Total	118	100.0	100.0	

Table 5.2 Professional Meeting and Convention Planners' Profiles Classified by Age

Table 5.2 shows that the largest group of professional meeting and convention planners had an age group of 20-40 years (115 respondents), representing 97.5%. The age group of over 40 years represented 2.5% or 3 respondents.

Position

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Project Manager	11	9.3	9.3	9.3
	Project Executive	6	5.1	5.1	14.4
	Project Coordinator	56	47.5	47.5	61.9
	Operation Manager	6	5.1	5.1	66.9
	Operation Coordinantor	30	25.4	25.4	92.4
	others	9	7.6	7.6	100.0
	Total	118	100.0	100.0	

Table 5.3 Professional Meeting and Convention Planners' Profiles Classified by

Position

Table 5.3 shows that the largest group of respondents' position was project coordinator, representing 47.5% or 56 respondents, while the smallest group of position level was project executives and operation managers representing 5.1% or 6 respondents.

Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	College	4	3.4	3.4	3.4
	Bachelor Degree	101	85.6	85.6	89.0
	Master Degree	13	11.0	11.0	100.0
	Total	118	100.0	100.0	

Table 5.4 Professional Meeting and Convention Planners' Profiles Classified by

Education Level

Table 5.4 shows that the majority group of professional meeting and convention planners is bachelor degree, 101 respondents or 85.6%, while the minority group is in college level, which is 4 respondents, or 3.4%.

Working Period

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0-5 years	91	77.1	77.1	77.1
more than 5 years	27	22.9	22.9	100.0
Total	118	100.0	100.0	

Table 5.5 Professional Meeting and Convention Planners' Profiles Classified by Working Period or Experience

Table 5.5 shows that the largest group of professional meeting and convention planners experienced in organizing meetings/conferences for 0-5 years, representing 77.1%. The other group is those having more than 5 years experience representing 22.9%.

No. of Meeting/Conference Organized Per Year

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0-3 times/years	28	23.7	23.7	23.7
more than 3 times/years	90	76.3	76.3	100.0
Total	118	100.0	100.0	

Table 5.6 Professional Meeting and Convention Planners' Profiles Classified by Number of Meetings/Conferences Organized Per Year

Table 5.6 shows that the largest number of professional meetings and conventions organized more than 3 times per year which is 90 respondents or 76.3%, while the other group organized 0-3 times per year representing 23.7% or 28 respondents.

Size of Meeting/Conference

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 50-100 delegates	47	39.8	39.8	39.8
101-500 delegates	60	50.8	50.8	90.7
501-1000 delegates	9	7.6	7.6	98.3
more than 1000 delegates	2	1.7	1.7	100.0
Total	118	100.0	100.0	

Table 5.7 Professional Meeting and Convention Planners' Profiles Classified by Size of Meetings/Conferences

Table 5.7 shows that the majority of professional meeting and convention planners organized meetings/conferences with 101-500 delegates (60 respondents) representing 50.8%. And the minority of this group (2 respondents) organized meetings/conferences whose participants were more than 1,000 delegates, representing 1.7%.

Factor in Choosing Convention Site

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid according to member	26	22.0	22.0	22.0
according to committee	11	9.3	9.3	31.4
usual place	9	7.6	7.6	39.0
depend on budget	38	32.2	32.2	71.2
others	34	28.8	28.8	100.0
Total	118	100.0	100.0	

Table 5.8 Professional Meeting and Convention Planners' Profiles Classified by Factor in Choosing Convention Site

Table 5.8 shows that the largest group of professional meeting and convention planners (38 respondents) are organized meetings/conferences depending on the budget, representing 32.2%. The smallest group is the professional meeting and

convention planners who organize meetings/conferences at the usual place that they have organized, 9 respondents or 7.6%.

Table 5.9 The rank order of the importance level of characteristics of convention site

Rank Order	Characteristics of Site	Mean Rank
1	Hotel Service Quality	7.92
2	Ease of Transportation	7.48
3	Hotel Brand Image	6.51
4	Meeting Room Facilities	6.14
5	Safety/Security of the Area	5.75
6	Exhibition Facilities	4.85
7	Scenery/Attractive Location	4.65
8	Restaurant/Dining Facilities	4.19
9	Hotel Room Availability	3.81
10	Nightlife	3.69

Table 5.9 shows the rank order of the importance level of convention site that the professional meeting and convention planners were asked to rank the importance of ten characteristics of convention sites when deciding on a convention site with 10 being the most important and 1 the least important. They placed the most importance on the hotel service quality (M=7.92), followed by ease of transportation (M=7.48), hotel brand image (M=6.51), meeting room facilities (M=6.14), safety/security of the area (M=5.75), exhibition facilities (M=4.85), scenery/attractive location (M=4.65),

restaurant/dining facilities (M=4.19), hotel room availability (M=3.81), and nightlife (M=3.69), respectively.

Table 5.10 The characteristics and image of three convention hotels (Royal Orchid Sheraton Hotel and Towers, Shangri-la Hotel Bangkok and Sofitel Central Plaza Bangkok)

Characteristics of Site	Royal Orchid Sheraton	Rank	Shangri-La Hotel	Rank	Sofitel Central Plaza	Rank
Meeting room facilities	4.72	8	4.96	7	5.11	6
Exhibition facilities	4.59	9	4.78	9	5.29	4
Scenery/attractive location	4.98	5	5.05	4	4.66	8
Nightlife	5.14	3	5.21	3	4.55	9
Restaurant/dining facilities	4.77	7	5.05	4	4.50	10
Hotel room availability	4.85	6	5.00	6	4.83	7
Hotel brand image	5.47	1	5.51	1	5.31	3
Ease of transportation access	4.55	10	4.65	10	5.61	1
Safety/security of the area	5.05	4	4.94	8	5.13	5
Hotel service quality	5.46	2	5.45	2	5.32	2
Image of convention hotel	5.08	3	5.33	1	5.19	2

After indicating the importance of the ten characteristics, professional meeting and convention planners were asked to rate each of the convention site characteristics on a seven-point scale from 1 ('worst') to 7 ('best') and also they were asked to rate the overall image of the three convention hotels on a seven-point scale 1 ('worst') to 5

(‘best’). Table 5.10 gives the average scores and the corresponding ranking of the ten characteristics of site based on those scores. The overall clearly show that respondents perceived the image of Shangri-La Hotel Bangkok (M=5.33) as the best convention hotel, followed by Sofitel Central Plaza Bangkok (M=5.19) and Royal Orchid Sheraton Hotel and Towers (M=5.08) respectively.

5.3 Test and Explanation of Hypotheses Results

For this research, the Correlation Test was required for analyzing the data of independent and testing the null hypothesis of all hypotheses. To interpret the output from the Correlation Test, the researcher needed to consider the P-value. If the output indicated that the result was not significant ($P > 0.05$), no relationship existed between each characteristics of convention sites and image of convention hotel.

Table 5.11 The Correlations of Each Characteristic to the Image of Royal Orchid Sheraton Hotel and Towers

Characteristic of convention site		P Value	Ho
Meeting room facilities	Pearson Correlation	.503	Reject
	Sig. (2-tailed)	.000	
	N	118	
Exhibition facilities	Pearson Correlation	.440	Reject
	Sig. (2-tailed)	.000	
	N	118	
Scenery / attractive location	Pearson Correlation	.548	Reject
	Sig. (2-tailed)	.000	
	N	118	
Nightlife	Pearson Correlation	.468	Reject
	Sig. (2-tailed)	.000	
	N	118	
Restaurant / dining facilities	Pearson Correlation	.478	Reject
	Sig. (2-tailed)	.000	
	N	118	
Hotel room availabilities	Pearson Correlation	.243	Reject
	Sig. (2-tailed)	.008	
	N	118	
Hotel brand image	Pearson Correlation	.654	Reject
	Sig. (2-tailed)	.000	
	N	118	
Ease of transportation access	Pearson Correlation	.324	Reject
	Sig. (2-tailed)	.000	
	N	118	
Safety / security of the area	Pearson Correlation	.397	Reject
	Sig. (2-tailed)	.000	
	N	118	
Hotel service quality	Pearson Correlation	.532	Reject
	Sig. (2-tailed)	.000	
	N	118	

** Correlation is significant at the 0.01 level (2-tailed).
 * Correlation is significant at the 0.05 level (2-tailed).

H_{a1-10} There is a relationship between characteristics of convention site and image of Royal Orchid Sheraton Hotel and Towers.

The results show that null hypothesis for the relative importance is rejected. The perception of professional meeting and convention planners towards each convention site characteristics and image of the hotel show that all characteristics of convention site has a relationship to the image of the hotel by $P<0.05$. Thus, **there is a**

relationship between characteristics of convention site and image of Royal Orchid Sheraton Hotel and Towers.

Table 5.12 The Correlations of Each Characteristic to the Image of Shangri-La Hotel Bangkok

Characteristic of convention site		P Value	Ho
Meeting room facilities	Pearson Correlation	.416	Reject
	Sig. (2-tailed)	.000	
	N	118	
Exhibition facilities	Pearson Correlation	.365	Reject
	Sig. (2-tailed)	.000	
	N	118	
Scenery / attractive location	Pearson Correlation	.451	Reject
	Sig. (2-tailed)	.000	
	N	118	
Nightlife	Pearson Correlation	.447	Reject
	Sig. (2-tailed)	.000	
	N	118	
Restaurant / dining facilities	Pearson Correlation	.341	Reject
	Sig. (2-tailed)	.000	
	N	118	
Hotel room availabilities	Pearson Correlation	.429	Reject
	Sig. (2-tailed)	.000	
	N	118	
Hotel brand image	Pearson Correlation	.548	Reject
	Sig. (2-tailed)	.000	
	N	118	
Ease of transportation access	Pearson Correlation	.448	Reject
	Sig. (2-tailed)	.000	
	N	118	
Safety / security of the area	Pearson Correlation	.407	Reject
	Sig. (2-tailed)	.000	
	N	118	
Hotel service quality	Pearson Correlation	.525	Reject
	Sig. (2-tailed)	.000	
	N	118	

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

H_{a11-20} There is a relationship between characteristics of convention site and image of Shangri-La Hotel Bangkok.

The results show that null hypothesis for the relative importance is rejected. The perception of professional meeting and convention planners toward each convention site characteristics and image of Shangri-La Hotel show that all characteristics of convention site had a relationship to the image of the hotel by $P<0.05$. Thus, there is a relationship between characteristics of convention site and image of Shangri-La Hotel Bangkok.

Table 5.13 The Correlations of Each Characteristic to the Image of Sofitel Central Plaza Bangkok

Characteristic of convention site		P Value	Ho
Meeting room facilities	Pearson Correlation	.379	Reject
	Sig. (2-tailed)	.000	
	N	118	
Exhibition facilities	Pearson Correlation	.394	Reject
	Sig. (2-tailed)	.000	
	N	118	
Scenery / attractive location	Pearson Correlation	.313	Reject
	Sig. (2-tailed)	.001	
	N	118	
Nightlife	Pearson Correlation	.358	Reject
	Sig. (2-tailed)	.000	
	N	118	
Restaurant / dining facilities	Pearson Correlation	.116	Failed to Reject
	Sig. (2-tailed)	.210	
	N	118	
Hotel room availabilities	Pearson Correlation	.047	Failed to Reject
	Sig. (2-tailed)	.610	
	N	118	
Hotel brand image	Pearson Correlation	.497	Reject
	Sig. (2-tailed)	.000	
	N	118	
Ease of transportation access	Pearson Correlation	.438	Reject
	Sig. (2-tailed)	.000	
	N	118	
Safety / security of the area	Pearson Correlation	.553	Reject
	Sig. (2-tailed)	.000	
	N	118	
Hotel service quality	Pearson Correlation	.697	Reject
	Sig. (2-tailed)	.000	
	N	118	

** Correlation is significant at the 0.01 level (2-tailed).
 * Correlation is significant at the 0.05 level (2-tailed).

H_{a21-30} There is a relationship between characteristics of convention site and image of Sofitel Central Plaza Bangkok.

The results show that there is two alternative hypotheses for the relative important are rejected while others are accepted. For those two characteristics of 'restaurant/dining facilities' and 'hotel room availabilities' no relationship exists with to the image of the hotel. Since the P values of two characteristics (0.210, and 0.610 respectively) were more than the level of significance, therefore H_a was rejected. Thus, **there is no relationship between characteristic of convention site and image of Sofitel Central Plaza Bangkok.**



Chapter VI

Summary Findings, Conclusions and Recommendations

6.1 Summary of Findings

6.1.1 Summary of the Respondents' Data

In this study, there were 118 professional meeting and convention planners. Descriptive statistics were used to provide background information on these respondents, including respondent's profile, ten ranking of the relative important of characteristics of convention sites, seven-point scales of three convention sites' characteristics and their image.

For this research, Pearsons Correlation was used to investigate the relationship between characteristic of convention site and image of three convention hotels in Bangkok. All of them were shown as follows:

6.1.1.1 Professional Meeting and Convention Planners' Profile

The majority of professional meeting and convention planners were women (N=69; 58.5%) while the rest were men (N=49; 41.5%). Most of them were 20-40 years (N=115; 97.5%) and the position level was project coordinator (N=56; 47.5%). Most of them had graduated in bachelor degree (N=101; 85.6%), while their experience in this industry was 0-5 years (N=91; 77.1%). They organized mostly more than 3 times per year (N=90; 76.3%) and there were 101-500 delegates of each meeting/ conference organized (N=60; 50.8%). The important factor for organizing the meeting/conference depended on the budget (N=38; 32.2%).

6.1.1.2 Relative Importance of Convention site's Characteristics by Professional Meeting and Convention Planners

Table 6.1 Rank order of the relative importance of convention site's characteristics by professional meeting and convention planners among three-convention hotels in Bangkok.

Characteristics of Site	Royal Orchid Sheraton	Rank	Shangri-La Hotel	Rank	Sofitel Central Plaza	Rank
Meeting room facilities	4.72	3	4.96	2	5.11	1
Exhibition facilities	4.59	3	4.78	2	5.29	1
Scenery/attractive location	4.98	2	5.05	1	4.66	3
Nightlife	5.14	2	5.21	1	4.55	3
Restaurant/dining facilities	4.77	2	5.05	1	4.50	3
Hotel room availability	4.85	2	5.00	1	4.83	3
Hotel brand image	5.47	2	5.51	1	5.31	3
Ease of transportation access	4.55	3	4.65	2	5.61	1
Safety/security of the area	5.05	2	4.94	3	5.13	1
Hotel service quality	5.46	1	5.45	2	5.32	3

Table 6.1 indicates the average scores and the corresponding ranking of the ten characteristics of convention sites based on those scores. Shangri-La Hotel Bangkok achieved top rankings for the five factors of scenery/attractive location, nightlife, restaurant/dining facilities, hotel room availability and hotel brand image. This was not surprising since the Shangri-La Hotel Bangkok is classified as one of the leading convention hotel in Bangkok.

6.1.1.3 Rank order of image of three-convention site.

Table 6.2 Image of three convention hotels (Royal Orchid Sheraton Hotel, Shangri-La Hotel and Sofitel Central Plaza Hotel) by professional meeting and convention planners

Convention Site	Mean	Rank order
Royal Orchid Sheraton Hotel	5.08	3
Shangri-La Hotel	5.33	1
Sofitel Central Plaza Hotel	5.19	2

Table 6.2 shows that the professional meeting and convention planners rated Shangri-La Hotel as the top ranked good convention site, followed by Sofitel Central Plaza Hotel in the second rank and Royal Orchid Sheraton Hotel in the third rank.

6.1.1.4 Result of Correlation between the convention site characteristic and image of three convention hotels in Bangkok.

Table 6.3 Correlation results of professional meeting and convention planners’ perception between convention site characteristic and image of Royal Orchid Sheraton Hotel and Towers.

Characteristic of convention site		P Value	Rank order
Meeting room facilities	Pearson Correlation Sig. (2-tailed) N	.503 .000 118	4
Exhibition facilities	Pearson Correlation Sig. (2-tailed) N	.440 .000 118	7
Scenery / attractive location	Pearson Correlation Sig. (2-tailed) N	.548 .000 118	2
Nightlife	Pearson Correlation Sig. (2-tailed) N	.468 .000 118	6
Restaurant / dining facilities	Pearson Correlation Sig. (2-tailed) N	.478 .000 118	5
Hotel room availabilities	Pearson Correlation Sig. (2-tailed) N	.243 .008 118	10
Hotel brand image	Pearson Correlation Sig. (2-tailed) N	.654 .000 118	1
Ease of transportation access	Pearson Correlation Sig. (2-tailed) N	.324 .000 118	9
Safety / security of the area	Pearson Correlation Sig. (2-tailed) N	.397 .000 118	8
Hotel service quality	Pearson Correlation Sig. (2-tailed) N	.532 .000 118	3

The professional meeting and convention planners perceived that the most important convention site characteristic, which has a relation to the image of Royal Orchid Sheraton, is ‘hotel brand image’ (65.4%), followed by ‘scenery/attractive location’ (54.8%). The third rank of relationship to the image of the hotel is ‘hotel

service quality' (53.2%), 'meeting room facilities' (50.3%), 'restaurant/dining facilities' (47.8%). For the sixth order is 'nightlife' (46.8%), the 'exhibition facilities' (44.0%), 'safety/security of the area' (39.7%), 'ease of transportation access (32.4%), with the least important being 'hotel room availabilities' (24.3%).

Table 6.4 Correlation results of professional meeting and convention planners' perception between convention site characteristic and image of Shangri-La Hotel Bangkok

Characteristic of convention site		P Value	Rank order
Meeting room facilities	Pearson Correlation	.416	7
	Sig. (2-tailed)	.000	
	N	118	
Exhibition facilities	Pearson Correlation	.365	9
	Sig. (2-tailed)	.000	
	N	118	
Scenery / attractive location	Pearson Correlation	.451	3
	Sig. (2-tailed)	.000	
	N	118	
Nightlife	Pearson Correlation	.447	5
	Sig. (2-tailed)	.000	
	N	118	
Restaurant / dining facilities	Pearson Correlation	.341	10
	Sig. (2-tailed)	.000	
	N	118	
Hotel room availabilities	Pearson Correlation	.429	6
	Sig. (2-tailed)	.000	
	N	118	
Hotel brand image	Pearson Correlation	.548	1
	Sig. (2-tailed)	.000	
	N	118	
Ease of transportation access	Pearson Correlation	.448	4
	Sig. (2-tailed)	.000	
	N	118	
Safety / security of the area	Pearson Correlation	.407	8
	Sig. (2-tailed)	.000	
	N	118	
Hotel service quality	Pearson Correlation	.525	2
	Sig. (2-tailed)	.000	
	N	118	

The result in table 6.4 shows that the professional meeting and convention planners perceived that 'hotel brand image' (54.8%) has the most important relationship with the image of the hotel. The second is 'hotel service quality' (52.5%) then 'scenery/attractive location (45.1%) which has a different perception to the Royal Orchid Sheraton. Next is 'ease of transportation access' (44.8%), 'nightlife' (44.7%), and 'hotel room availabilities' (42.9%). The seventh rank order is 'meeting room facilities' (41.6%), 'safety/security of the area' (40.7%), and followed by the 'exhibition facilities' (36.5%). The least important of convention site characteristic to the image of the Shangri-La Hotel is 'restaurant/dining facilities' (34.1%).

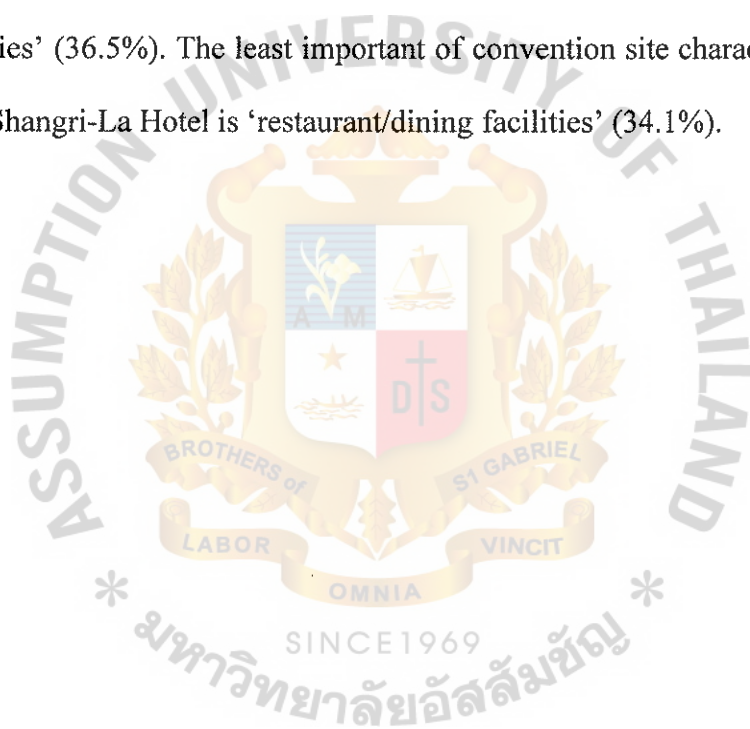


Table 6.5 Correlation result of professional meeting and convention planners' perception between convention site characteristic and image of Sofitel Central Plaza Bangkok.

Characteristic of convention site		P Value	Rank order
Meeting room facilities	Pearson Correlation Sig. (2-tailed) N	.379 .000 118	6
Exhibition facilities	Pearson Correlation Sig. (2-tailed) N	.394 .000 118	5
Scenery / attractive location	Pearson Correlation Sig. (2-tailed) N	.313 .001 118	8
Nightlife	Pearson Correlation Sig. (2-tailed) N	.358 .000 118	7
Restaurant / dining facilities	Pearson Correlation Sig. (2-tailed) N	.116 .210 118	-
Hotel room availabilities	Pearson Correlation Sig. (2-tailed) N	.047 .610 118	-
Hotel brand image	Pearson Correlation Sig. (2-tailed) N	.497 .000 118	3
Ease of transportation access	Pearson Correlation Sig. (2-tailed) N	.438 .000 118	4
Safety / security of the area	Pearson Correlation Sig. (2-tailed) N	.553 .000 118	2
Hotel service quality	Pearson Correlation Sig. (2-tailed) N	.697 .000 118	1

Table 6.5 shows that the professional meeting and convention planners perceived that there are some convention site characteristics has a relationship to the image of the hotel. The most important characteristic is 'hotel service quality' (69.7%), followed by 'safety/security of the area' (55.3%), 'hotel brand image' (49.7%), 'ease of transportation access' (43.8%), 'exhibition facilities' (39.4%), 'meeting room facilities' (37.9%), 'nightlife (35.8%), and scenery/attractive location

(31.3%) respectively. For the other two, professional meeting and convention planners perceived that there is no relationship to the image of the hotel. These are ‘restaurant/dining facilities’ (11.6%) and ‘hotel room availabilities’ (4.7%)

6.1.2 Summary of Hypotheses Testing Result

Table 5.11 to 5.13 in chapter 5 showed that P-value of each characteristic, those which were significant and not significant for null hypotheses. The researcher used all of those tables to summarize the results of hypotheses testing, which is divided into three groups below:

Group 1: Royal Orchid Sheraton Hotel

Group 2: Shangri-La Hotel

Group 3: Sofitel Central Plaza Hotel



Table 6.6 Summary of Royal Orchid Sheraton Hotel and Towers Hypotheses

Testing Results

Hypothesis Statements	Statistical Test	Level of Significant	Correlation Coefficient	Result
Ha1: There is a relation between meeting room facilities and image of the hotel.	Pearson correlation	0.000	0.503**	Reject Ho
Ha2: There is a relation between exhibition facilities and image of the hotel.	Pearson correlation	0.000	0.440**	Reject Ho
Ha3: There is a relation between scenery/ attractive location and image of the hotel.	Pearson correlation	0.000	0.548**	Reject Ho
Ha4: There is a relation between nightlife and image of the hotel.	Pearson correlation	0.000	0.468**	Reject Ho
Ha5: There is a relation between restaurant/ dining facilities and image of the hotel.	Pearson correlation	0.000	0.478**	Reject Ho
Ha6: There is a relation between hotel room availability and image of the hotel.	Pearson correlation	0.000	0.243**	Reject Ho
Ha7: There is a relation between hotel brand image and image of the hotel.	Pearson correlation	0.000	0.654**	Reject Ho
Ha8: There is a relation between ease of transportation access and image of the hotel.	Pearson correlation	0.000	0.324**	Reject Ho
Ha9: There is a relation between safety/ security of the area and image of the hotel.	Pearson correlation	0.000	0.397**	Reject Ho
Ha10: There is a relation between hotel service quality and image of the hotel.	Pearson correlation	0.000	0.532**	Reject Ho

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Table 6.7 Summary of Shangri-La Hotel Bangkok Hypotheses Testing Results

Hypothesis Statements	Statistical Test	Level of Significant	Correlation Coefficient	Result
Ha11: There is a relation between meeting room facilities and image of the hotel.	Pearson correlation	0.000	0.416**	Reject Ho
Ha12: There is a relation between exhibition facilities and image of the hotel.	Pearson correlation	0.000	0.365**	Reject Ho
Ha13: There is a relation between scenery/ attractive location and image of the hotel.	Pearson correlation	0.000	0.451**	Reject Ho
Ha14: There is a relation between nightlife and image of the hotel.	Pearson correlation	0.000	0.447**	Reject Ho
Ha15: There is a relation between restaurant /dining facilities and image of the hotel.	Pearson correlation	0.000	0.341**	Reject Ho
Ha16: There is a relation between hotel room availability and image of the hotel.	Pearson correlation	0.000	0.429**	Reject Ho
Ha17: There is a relation between hotel brand image and image of the hotel.	Pearson correlation	0.000	0.548**	Reject Ho
Ha18: There is a relation between ease of transportation access and image of the hotel.	Pearson correlation	0.000	0.448**	Reject Ho
Ha19: There is a relation between safety/ security of the area and image of the hotel.	Pearson correlation	0.000	0.407**	Reject Ho
Ha20: There is a relation between hotel service quality and image of the hotel.	Pearson correlation	0.000	0.525**	Reject Ho

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Table 6.8 Summary of Sofitel Central Plaza Bangkok Hypotheses Testing Results

Hypothesis Statements	Statistical Test	Level of Significant	Correlation Coefficient	Result
Ha1: There is a relation between meeting room facilities and image of the hotel.	Pearson correlation	0.000	0.379**	Reject Ho
Ha2: There is a relation between exhibition facilities and image of the hotel.	Pearson correlation	0.000	0.394**	Reject Ho
Ha3: There is a relation between scenery/ attractive location and image of the hotel.	Pearson correlation	0.000	0.313**	Reject Ho
Ha4: There is a relation between nightlife and image of the hotel.	Pearson correlation	0.000	0.358**	Reject Ho
Ha5: There is a relation between restaurant/ dining facilities and image of the hotel.	Pearson correlation	0.210	0.116**	Failed to reject Ho
Ha6: There is a relation between hotel room availability and image of the hotel.	Pearson correlation	0.610	0.047**	Failed to reject Ho
Ha7: There is a relation between hotel brand image and image of the hotel.	Pearson correlation	0.000	0.497**	Reject Ho
Ha8: There is a relation between ease of transportation access and image of the hotel.	Pearson correlation	0.000	0.438**	Reject Ho
Ha9: There is a relation between safety/ security of the area and image of the hotel.	Pearson correlation	0.000	0.553**	Reject Ho
Ha10: There is a relation between hotel service quality and image of the hotel.	Pearson correlation	0.000	0.697**	Reject Ho

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

6.1.3 Conclusion of Results Based on Objectives

As stated in Chapter 1, there were three main objectives to this research. The summary of the findings which supported each objective are described as follows:

The first objective was to study the relative importance of convention characteristics of each convention site held by the professional meeting and convention planners.

The professional meeting and convention planners were asked to rate the importance of the ten characteristics of convention site when deciding on a meeting/conference. The ten rank order of relative importance of characteristics of convention site consists of 'hotel service quality', 'ease of transportation', 'hotel brand image', 'meeting room facilities', 'safety/security of the area', 'exhibition facilities', 'scenery/attractive location', restaurant/dining facilities', hotel room availability' and 'nightlife', respectively.

The second objective was to study the professional meeting and convention planners' perception between convention site selection and image of three major convention hotels.

When the professional meeting and convention planners are planning a meeting/conference, they gave high scores for the convention site characteristic of each hotel to image of the hotel on 'hotel brand image' for both Royal Orchid Sheraton Hotel and Shangri-La Hotel, but for Sofitel Central Plaza they gave a high score to 'hotel service quality' to the image of hotel. They perceived 'scenery/attractive location' as important for Royal Orchid Sheraton Hotel, 'hotel service quality' for Shangri-La Hotel, and 'safety/security of the area' for Sofitel Central Plaza Hotel. For 'hotel service quality' (Royal Orchid Sheraton Hotel), 'scenery/attractive location' (Shangri-La Hotel), and 'hotel brand image' (Sofitel

Central Plaza Hotel) were perceived as good convention site characteristics. For the lowest rank of each hotel related to the image in the professional meeting and convention planner's perception is 'hotel room availabilities' for Royal Orchid Sheraton, and 'restaurant/dining facilities' for Shangri-La Hotel.

According to the result of Pearson Correlation, there were two-convention site characteristics of Sofitel Central Plaza Hotel, which the professional meeting and convention planners perceived as having no relationship with the image of the hotel. These are 'restaurant/dining facilities' and hotel room availabilities.

6.2 Recommendations

The meeting and convention industry is perceived as a red-hot industry, and one of the most oriented sectors within the tourism industry. As many international conferences are held in Thailand the local meetings/conferences grow continuously. The venue is one of the most important and difficult tasks that a professional meeting and convention planners has to face in choosing. So the key convention site characteristics are very important in holding successful meetings and conventions.

From this study, we found that the ten ranks of relative importance of convention site characteristics by the professional meeting and convention planners is 'hotel service quality' that the five stars hotel provide to their guests, 'ease of transportation access', 'hotel brand image' as it is a well-known hotel throughout the world, 'meeting room facilities' that are provided, e.g. all the meeting equipment to the guest, 'safety/security of the area', 'exhibition facilities', 'scenery/attractive location' around the hotel, various 'restaurant/dining facilities', 'hotel room availabilities' and 'nightlife'. Thus could be useful information for all three

convention hotels to fulfill as proper requirements for professional meeting and convention planners.

Table 6.9 shows the recommendations of this research study based on the findings of the research. The researcher suggests the following recommendations for three convention hotels as follows:

Table 6.9 Recommendation convention site characteristics of three-convention hotels

Hypothesis results	Recommendations
Ho1-10: There is a relationship between each convention site characteristics and image of <i>Royal Orchid Sheraton Hotel</i>	Royal Orchid Sheraton should study more about the needs of the professional meeting and convention planners in term of <i>safety/security of the area</i> , such as, the parking lots, key cards, or food also the service and all facilities that are provided to guests. Also, the <i>ease of transportation</i> that enable the guests to attend the conferences and the last is <i>hotel room availabilities</i> which may not be enough for guests at that time so the hotel has to make sure with the guest about the type of rooms, number of that guests that would like to have accommodation.
Ho11-20: There is a relationship between each convention site characteristics and image of <i>Shangri-La Hotel</i>	Shangri-La Hotel should study more about the needs of the professional meeting and convention planners in <i>exhibition facilities</i> to fulfill the requirement when they organize meetings or conferences. Another factor is <i>restaurant/dining facilities</i> by providing guests with the variety of choices of restaurants or put more choices of menu to the guest.

Hypothesis results	Recommendations
Ho21-30: There is a relationship between each convention site characteristics and image of <i>Sofitel Central Plaza Hotel</i>	Sofitel Central Plaza Hotel should study more about the needs of professional meeting and convention planners in <i>scenery/attractive location, and nightlife</i> around hotel to fulfill the requirements. Also the <i>meeting room facilities</i> need careful planning too.

According to the table 6.9, Royal Orchid Sheraton should study the need of the professional meeting and convention planners for safety/security of the area not only at the parking lots, key card, or food but also the service and all facilities that we provide to the guest. We have to make sure that the guest will be safe and secure since the first step that they come in and the last step that they walk out. Also the ease of transportation that enable the guests to arrive at the hotel and the last is hotel room availabilities which may not be enough for the guests at that time so the hotel has to make sure with the guest about the type of rooms, and the number of that guests accommodation. Shangri-La Hotel should study more about the needs of the professional meeting and convention planners in exhibition facilities to fulfill the requirements when they organize the meetings or conferences. The last one is restaurant/dining facilities by providing the guest with a variety of choices of restaurants or putting more choices of menus for the guest. Sofitel Central Plaza Hotel should study more about the needs of the professional meeting and convention planners in scenery/attractive location, and nightlife around the hotel to fulfill the requirements and also consider the meeting room facilities as well.

6.3 Comparing to the former research

According to the former research, Meeting planner's perceptions of site selection characteristics: The case of Seoul, Korea, the researcher focused the target population on the international meeting planning companies that have individuals who were solely responsible for the selection and negotiation of international meeting planning sites for the organization altogether 19 companies. In this research focused on the Thai professional meeting and convention planners who work in Bangkok, that are 120 companies.

The former research, they asked those meeting planners to evaluate the six convention hotels in Korean by using eleven site selection factors of meeting room facilities, exhibition facilities, security/attractive location, night life, restaurant facilities, room availability, hotel brand image, ease of transportation access, safety and security, food and lodging costs, and service quality. In this research also asked the respondents to evaluate three convention hotels by using ten site selection factors as the former research except food and lodging costs.

In conclusion of the former research the meeting planners indicated that meeting room availability held the highest degree of importance, followed by dining facilities, meeting room facilities, brand image, safety/security, service quality, attractiveness, exhibit facilities, ease of access nightlife opportunities, and food/lodging costs. In this research the professional meeting and convention planners indicated that hotel service quality held the highest degree of importance, followed by ease of transportation, hotel brand image, meeting and convention planners room facilities, safety/security of the area, exhibition facilities, scenery/attractive location, restaurant/dining facilities, hotel room availability, and nightlife. The former research

agreed with the site selection characteristics expressed by Oppermann (according to Table 2.1) that meeting room facilities and room availability are highly important to a site selection decision but for this research agreed with the site selection characteristics expressed by Fortin et al. that hotel service quality and ease of transportation are highly important to a site selection decision.

6.4 Future Research Suggestion

This research study was conducted to find out the relationship between convention site characteristics and image of three-convention hotel in Bangkok (Royal Orchid Sheraton, Shangri-La, and Sofitel Central Plaza Hotel). Therefore, the researcher recommends for future research that would compare independent convention sites to the other hotels in Bangkok and also measure the customer satisfaction of respondents pre- and post-function at the hotel or convention venues.

The participants or delegates of meeting or conference are a valid source of evaluating goods and services. So we should segment them by gender, age, organization, size of attendees, frequency of meeting/conference and factors in choosing the convention site in order to further identify the market segment.

Research on selection process of meeting/conference would be useful information to focus on the needs of meeting planners and clarify the decision-making of site selection.

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APPENDIX A

Questionnaire
English and Thai Version

* มหาวิทยาลัยอัสสัมชัญ *
SINCE 1969



This questionnaire is part of the research for a thesis on **“A study about perception of Professional meeting and convention planners about relationship between characteristics of convention site and image of three major convention hotels in Bangkok?”** as part of a Master of Business Administration, Assumption University.

Please complete all questions by giving your actual information. The result of the study is useful for the development and improvement in marketing strategies of meeting and conference business. Thank you.

Screening Questions:

S1. Do you have knowledge about all the three major convention hotels? (Shangri-la Hotel Bangkok, Royal Orchid Sheraton Hotel and Towers, and Sofitel Central Plaza Bangkok.)

- ☐ Yes (Please continue to Part I & II).
- ☐ No (Please discontinue, thank you)

Part I: Personal data

1. Gender of the respondent
 - ☐ Male
 - ☐ Female
2. Age of the respondent
 - ☐ 20-40 years
 - ☐ Over 40 years
3. Your position related to the field conference or exhibition.
 - ☐ Project Manager.
 - ☐ Project Executive.
 - ☐ Project Coordinator
 - ☐ Operation Manager
 - ☐ Operation Coordination
 - ☐ Others _____

4. Education level
- ☐ College level
 - ☐ Bachelor Degree
 - ☐ Master Degree
 - ☐ PH.D. Degree
5. Working period in convention?
- ☐ up-to five years
 - ☐ more than five years
6. How many meetings/conferences do you organize per year?
- ☐ up-to 3 times/year
 - ☐ more than 3 times/year
7. What is the average size of event that you organize?
- ☐ 50 – 100 participants
 - ☐ 101 – 500 participants
 - ☐ 501 – 1,000 participants
 - ☐ More than 1,000 participants
8. What is the primary factor in choosing the convention site?
- ☐ According to the members
 - ☐ According to the committees
 - ☐ Usual place for having a meeting/conference
 - ☐ Depend on the budget
 - ☐ Others (please specify)_____

Part II: Main Questions

1. What is the level of importance do you give to the following site characteristics when selecting a convention site (most important (10) to the least unimportant (1).)

Characteristics of Site	
Meeting room facilities	
Exhibition facilities	
Scenery/attractive location	
Nightlife	
Restaurant/dining facilities	
Hotel room availability	
Hotel brand image	
Ease of transportation access	
Safety/security of the area	
Hotel service quality	

2. Please evaluate the following characteristics of *Royal Orchid Sheraton Hotel and Towers* as site for organizing meetings.

Characteristics of Site:	Excellent (7)				Very Bad (1)			
Meeting room facilities	7	6	5	4	3	2	1	
Exhibition facilities	7	6	5	4	3	2	1	
Scenery/attractive location	7	6	5	4	3	2	1	
Nightlife	7	6	5	4	3	2	1	
Restaurant/dining facilities	7	6	5	4	3	2	1	
Hotel room availability	7	6	5	4	3	2	1	
Hotel brand image	7	6	5	4	3	2	1	
Ease of transportation access	7	6	5	4	3	2	1	
Safety/security of the area	7	6	5	4	3	2	1	
Hotel service quality	7	6	5	4	3	2	1	

3. Please evaluate the following characteristics of *Shangri-La Hotel Bangkok* as site for organizing meetings.

Characteristics of Site:	Excellent (7)				Very Bad (1)			
Meeting room facilities	7	6	5	4	3	2	1	
Exhibition facilities	7	6	5	4	3	2	1	
Scenery/attractive location	7	6	5	4	3	2	1	
Nightlife	7	6	5	4	3	2	1	
Restaurant/dining facilities	7	6	5	4	3	2	1	
Hotel room availability	7	6	5	4	3	2	1	
Hotel brand image	7	6	5	4	3	2	1	
Ease of transportation access	7	6	5	4	3	2	1	
Safety/security of the area	7	6	5	4	3	2	1	
Hotel service quality	7	6	5	4	3	2	1	

4. Please evaluate the following characteristics of *Sofitel Central Plaza Bangkok* as site for organizing meetings.

Characteristics of Site:	Excellent (7)				Very Bad (1)			
Meeting room facilities	7	6	5	4	3	2	1	
Exhibition facilities	7	6	5	4	3	2	1	
Scenery/attractive location	7	6	5	4	3	2	1	
Nightlife	7	6	5	4	3	2	1	
Restaurant/dining facilities	7	6	5	4	3	2	1	
Hotel room availability	7	6	5	4	3	2	1	
Hotel brand image	7	6	5	4	3	2	1	
Ease of transportation access	7	6	5	4	3	2	1	
Safety/security of the area	7	6	5	4	3	2	1	
Hotel service quality	7	6	5	4	3	2	1	

5. Please indicate your perception about image of the following hotels as site for organizing meeting/conferences in Bangkok.

Convention Hotels:	Excellent (7)				Very Bad (1)			
Royal Orchid Sheraton Hotel	7	6	5	4	3	2	1	
Shangri-La Hotel	7	6	5	4	3	2	1	
Sofitel Central Plaza	7	6	5	4	3	2	1	

Thank you very much for your kind attention.





แบบสำรวจความคิดเห็นนี้ เป็นส่วนหนึ่งของวิทยานิพนธ์เรื่อง "การศึกษาเกี่ยวกับการรับรู้ของผู้จัดการประชุมที่มีต่อคุณลักษณะของโรงแรมทั้ง 3 แห่งในกรุงเทพมหานคร." ในหลักสูตรบริหารธุรกิจ มหาวิทยาลัยอัสสัมชัญ

กรุณากรอกแบบสำรวจให้ครบถ้วนตามความเป็นจริง ผลที่ได้รับจากการศึกษานี้จะเป็นประโยชน์ในการพัฒนาและปรับปรุงในกลยุทธ์ทางการตลาดของธุรกิจการประชุม

คำถามกรอง

ท่านรู้จักโรงแรมสำหรับการจัดสัมมนา, ประชุม, ประชุมจัดนิทรรศการทั้ง 3 แห่งหรือไม่?
(โรงแรมแชนกรีล่า, โรงแรมรอยัลล่อคิด เซอร่าตัน และโรงแรมโซฟิเทล เซ็นทรัล พลาซ่า)

- ☐ รู้ (กรุณากรอกข้อมูลในส่วนที่ 1 และ 2)
- ☐ ไม่รู้

ส่วนที่ 1: ข้อมูลส่วนตัว

1. เพศ

- ☐ ชาย
- ☐ หญิง

2. อายุ

- ☐ 20 – 40 ปี
- ☐ มากกว่า 40 ปี

3. ท่านดำรงตำแหน่งใดในการจัดการประชุม

- ☐ ผู้จัดการโครงการ
- ☐ ผู้บริหารโครงการ
- ☐ ผู้ประสานงานโครงการ
- ☐ ผู้จัดการฝ่ายปฏิบัติการ
- ☐ ผู้ประสานงานฝ่ายปฏิบัติการ
- ☐ อื่น _____

4. วุฒิการศึกษา

- ☐ วิทยาลัย
- ☐ ปริญญาตรี
- ☐ ปริญญาโท
- ☐ ปริญญาเอก

5. ท่านทำงานในอุตสาหกรรมการประชุม และจัดนิทรรศการนานเท่าใด

- ☐ 0 – 5 ปี
- ☐ มากกว่า 5 ปี

6. ท่านจัดการประชุมกี่ครั้งต่อปี

- ☐ 0 – 3 ครั้งต่อปี
- ☐ มากกว่า 3 ครั้งต่อปี

7. ขนาดของการประชุมที่ท่านจัด ส่วนใหญ่มีจำนวนผู้เข้าร่วมกี่คน

- ☐ 50 – 100 ผู้เข้าร่วมประชุม
- ☐ 101 – 500 ผู้เข้าร่วมประชุม
- ☐ 501 – 1,000 ผู้เข้าร่วมประชุม
- ☐ มากกว่า 1,000 ผู้เข้าร่วมประชุม

8. ปัจจัยสำคัญในการเลือกสถานที่จัดประชุม, นิทรรศการ

- ☐ ตามเสียงส่วนใหญ่ของสมาชิก
- ☐ ตามเสียงส่วนใหญ่ของคณะกรรมการ
- ☐ สถานที่ที่ใช้เป็นประจำ
- ☐ ขึ้นอยู่กับงบประมาณ
- ☐ อื่น ๆ _____

ส่วนที่ 2: คุณลักษณะของโรงแรม

1. คุณลักษณะใดของโรงแรมที่เป็นปัจจัยสำคัญในการเลือกสถานที่จัดการประชุม, นิทรรศการ กรุณาเรียงลำดับตามความสำคัญจาก 10 สำคัญมาก ถึง 1 ไม่สำคัญ

คุณลักษณะของโรงแรม	
อุปกรณ์ในการจัดการประชุม	
อุปกรณ์ในการจัดนิทรรศการ	
บรรยากาศโดยรอบโรงแรม	
บรรยากาศยามค่ำคืน	
ห้องอาหารภายในโรงแรม	
ความเพียงพอของห้องพักในโรงแรม	
ภาพลักษณ์ของโรงแรม	
ความสะดวกในการเดินทาง	
ความปลอดภัยในโรงแรม	
คุณภาพการบริการ	

2. กรุณาประเมินผลคุณลักษณะของโรงแรมรอยัล ออคิด เชอราตันในการจัดงานประชุม

คุณลักษณะของโรงแรม	ดีที่สุด (7)				แย่ที่สุด (1)			
อุปกรณ์ในการจัดการประชุม	7	6	5	4	3	2	1	
อุปกรณ์ในการจัดนิทรรศการ	7	6	5	4	3	2	1	
บรรยากาศโดยรอบโรงแรม	7	6	5	4	3	2	1	
บรรยากาศยามค่ำคืน	7	6	5	4	3	2	1	
ห้องอาหารภายในโรงแรม	7	6	5	4	3	2	1	
ความเพียงพอของห้องพักในโรงแรม	7	6	5	4	3	2	1	
ภาพลักษณ์ของโรงแรม	7	6	5	4	3	2	1	
ความสะดวกในการเดินทาง	7	6	5	4	3	2	1	
ความปลอดภัยในโรงแรม	7	6	5	4	3	2	1	
คุณภาพการบริการ	7	6	5	4	3	2	1	

3. กรณำประเมินผลคุณลักษณะของโรงแรมแห่งกรี่ ล่ำในการจัดงำนประชุม

คุณลักษณะของโรงแรม	ดีที่สดุ (7)					แย่ที่สดุ (1)	
อุปกรณ์ในการจัดการประชุม	7	6	5	4	3	2	1
อุปกรณ์ในการจัดนิทรรศการ	7	6	5	4	3	2	1
บรรยากาศโดยรอบโรงแรม	7	6	5	4	3	2	1
บรรยากาศยามค่ำคืน	7	6	5	4	3	2	1
ห้องอาหารภายในโรงแรม	7	6	5	4	3	2	1
ความเพียงพอของห้องพักในโรงแรม	7	6	5	4	3	2	1
ภาพลักษณ์ของโรงแรม	7	6	5	4	3	2	1
ความสะดวกในการเดินทาง	7	6	5	4	3	2	1
ความปลอดภัยในโรงแรม	7	6	5	4	3	2	1
คุณภาพการบริการ	7	6	5	4	3	2	1

4. กรณำประเมินผลคุณลักษณะของโรงแรมโซฟิเทล เซ็นทรัล พลาซ่า ในการจัดงำนประชุม

คุณลักษณะของโรงแรม	ดีที่สดุ (7)					แย่ที่สดุ (1)	
อุปกรณ์ในการจัดการประชุม	7	6	5	4	3	2	1
อุปกรณ์ในการจัดนิทรรศการ	7	6	5	4	3	2	1
บรรยากาศโดยรอบโรงแรม	7	6	5	4	3	2	1
บรรยากาศยามค่ำคืน	7	6	5	4	3	2	1
ห้องอาหารภายในโรงแรม	7	6	5	4	3	2	1
ความเพียงพอของห้องพักในโรงแรม	7	6	5	4	3	2	1
ภาพลักษณ์ของโรงแรม	7	6	5	4	3	2	1
ความสะดวกในการเดินทาง	7	6	5	4	3	2	1
ความปลอดภัยในโรงแรม	7	6	5	4	3	2	1
คุณภาพการบริการ	7	6	5	4	3	2	1

5.โปรดพิจารณาภาพลักษณ์โดยรวมของโรงแรมแต่ละแห่งสำหรับการจัดการประชุมที่กรุงเทพ

โรงแรม	ดีที่สุด (7)					แย่ที่สุด (1)		
รอยัลออคิด เซอร่าตัน	7	6	5	4	3	2	1	
แวงกรีล่า	7	6	5	4	3	2	1	
โซฟิเทล เซ็นทรัล พลาซ่า	7	6	5	4	3	2	1	



APPENDIX B

List of Professional Meeting and Convention Planners

* มหาวิทยาลัยอัสสัมชัญ *
SINCE 1969

Professional Meeting and Convention Planners

No.	Company Name	Address	Telephone	Facimile
1	9 Pages Co., Ltd.	One Pacific Place 18th Fl 140 Sukhumvit Rd Klongtoey Bkk 10110	02 653 3999	02 653 3989
2	100 Rivers Co., Ltd.	171-175 Soi Lardprao 80 Lardprao Wangthonglang Bkk 10310	02 559 3271 4	02 559 3271 4
3	A V Group Co., Ltd.	17 Soi Lardprao 93 Lardprao Wangthonglang Bkk 10310	02 542 1970	02 542 1561 2
4	A Brilliant Connection Co., Ltd.	108/188 Sukhumvit 53 North Klongton Wattana Bkk 10260	02 662 7955	02 662 6493
5	A Plue Connection Co., Ltd.	119/160 Soi Wat Compoo Ake Sanampin Nam Tarsai Maung Nonthaburi 11000	02 9670804 5	02 967 0326
6	AA Promotion Co., Ltd.	42 TDI Bldg. Suit 301 Surawongse Bagrak Bkk 10500	02 237 2530 1	
7	Absolute Alliance Co., Ltd.	10th Fl., 90/22-23, 25, Sathornthani Bldg.1 Sathorn Nua Silom Bkk 10500	02 636 8286 7	02 267 8409
8	All Step Forward Co., Ltd.	414 Soi So Thoranin 4 Prachautit Huaykwang Bkk 10320	02 690 2466 7	
9	APDA Group Co., Ltd.	713 Mitrapap Village Srinakarin Suanluang Praves Bkk 10250	02 322 2115	
10	Art-Motif Co., Ltd.	119/343 M. 8 Supalai Ville Rattanathibet Bangkrasor Nonthaburi 11000	02 950 2688 9	
11	Asia Music International Co., Ltd.	301/3 Sukhumvit 31 Klongton Nua Wattana Bkk 10110	02 322 2151	
12	Aview Production Co., Ltd.	11/Fl., One Pacific Place 140 Sukhumvit Klongtoey Bkk 10110	02 653 0505	02 653 0626
13	Bangkok Exhibition Services Co., Ltd.	62 Soi Rama 6 Phayathai Bkk 10400	02 617 1475	02 271 3223
14	BITEC	8 Bangna-Trad KM 1 Bangna Bkk 10260	02 749 3939	
15	BEC-Tero Entertainment Co., Ltd.	16/Fl., Emporium Tower 16/1-2 Sukhumvit Klongton Klongtoey Bkk 10110	02 262 3800	02 262 3801-2
16	Brain Avenue Co., Ltd.	1213/48 Srivara Town in Town Lardprao 94 Wangthonglang Bkk 10310	02 934 7534 5	02 559 2814
17	BUG Studio Co., Ltd.	383-4 4th fl., Nusra Place Soi Promsri 1 (Sukhumvit 39) Wattana Bangkok 10110	02 662 7991 3	02 662 7994
18	C.M. Organizer Co., Ltd.	1471 Town in Town Soi 3/2 Lardprao 94 wangthonglang Bangkok Bkk 10310	02 559 2612 5	02 559 0505 10
19	CMP Media (Thailand) Co., Ltd.	8/Fl., Suite 801 Lertpanya Bldg. 41 Sri Ayudhya Phayathai Rajthevee Bkk 10400	02 642 6911 8	02 642 6919
20	COMM Arts Production Co., Ltd.	99/203 Tesaban-Songkraoh Rd., Lardyao Chatuchak Bkk 10900	02 954 3206 8	
21	Communication Network Co., Ltd.	579/96 Town in Town Office Center Ramkhamhaeng 39 Wangthonglang Bkk 10310	02 255 7093	02 656 7347
22	Convention Organizers Co., Ltd.	15-15/7 Anarak Bldg. Room#15/13 Soi Pipa (Silom 3) Silom Rd. Bkk 10500	02 237 5195 9	02 237 5190 1
23	Courage Co., Ltd.	622 M. 3 Perfect Place Ramkhamhaeng 164 Lardkrabang Bkk 10520	02 917 7388 91	
24	Creative Destination Management	39 Pradipat 10 (Phaholyothin 11) Phayathai Bkk 10400	02 615 7301	02 615 7309
25	Cubic Group Co., Ltd.	1471 Cubic House Town in Town Soi 3/2 Lardprao 94 Lardprao Wangthonglang Bkk	02 559 2070	

No.	Company Name	Address	Telephone	Facimile
26	D.A.Y.O. Co., Ltd.	211/16 Sirihouse Soi Onnuj 66 Srinakarin Praves Bkk 10250	02 721 2040 2	
27	Design Wizard Co., Ltd.	60/19-20 M. 3 Soi Vibhavadi 42 Vibhavadi-Rangsit Lard Yao Chatuchak Bkk 10900	02 941 0371 4	
28	DM Intercommunication Co., Ltd.	767 7/FI., Namsin Insurance Bldg. Krungthep-Nonthaburi Bangsue Bkk 10800	02 911 4530 7	02 911 4538 9
29	Do & Lae Set & Design Co., Ltd.	463 Lardprao 107 Klongchan Bangkok Bkk 10240	02 731 1869 70	02 731 1869 70
30	ET Cetera Co., Ltd.	1213/157 Town in Town Soi 8 Lardprao 94 Wangthonglang Bkk 10310	02 935 6264 6	02 530 7264
31	Express Exhibition System Co., Ltd.	472 Ratchadaphisek 28 Huaykwang Bkk 10320	02 938 1620 5	02 541 5234
32	Extraorganizer Co., Ltd.	28/FI. GMM Grammy Place 50 Sukhumvit 21 Klongton Nua Wattana Bkk 10110	02 669 8700	02 664 4281
33	Eyes, The Co., Ltd.	1471 Town in Town Soi 3/2 Lardprao 94 wangthonglang Bangkok Bkk 10310	02 559 0505	
34	Full Function Organizer Group Co., Ltd.	761/50-51 Soi Pradoo 1 Sathupradit Yannawa Bkk 10120	02 295 3486 9	
35	Headwork Design Co., Ltd.	211 Lardprao 94 Soi Panjamit Wangthonglang Bkk 10310	02 530 7308	02 530 7309
36	Hi-organizer Co., Ltd.	1312/182 Town in Town 8/2 Prachautit Wangthonglang Bkk 10311	02 934 4592 4	
37	House of Indies	45 Prasarnmit Plaza Bldg. Rooftop Soi Prasarnmit Sukhumvit 23 Klongtoey Nua Bkk	02 664 0399	
38	Ideation Co., Ltd.	23/4 Ramkhamhaeng 12 Rd. Huamark Bangkok Bkk 10240	02 718 7184 6	02 718 7183
39	I-Magic Co., Ltd.	18/88 M. 8 Lardprao 71 Bkk 10230	02 932 5941	
40	Image Impact Ltd.	Unit 125 12th Fl. Mahatun Plaza Bldg. 888 Ploenchit Rd. Bkk 10330	02 253 6810 1	02 253 6805
41	Image Media Attainment Co., Ltd.	61/226-227 Soi Thaveemitr Rama 9 Huaykwang Bkk 10310	02 247 6730	
42	Impaq Presentation Co., Ltd.	636 A.E.C. Office Par Soi Ramkhamhaeng 39 (Thepleela1) Wangthonglang Bkk 10310	02 934 7889 93	02 934 7888
43	Index Promotion Agency	957/28-30 Soi Sukhumvit 71 North Klongton Wattana Bkk 10110	02 381 0222	02 713 2092
44	I-Nine Co., Ltd.	1213/141 Town in Town Soi 6 Lardprao 94 Srivara Wangthonglang Bkk 10310	02 559 2637 8	02 559 2572
45	Istyle Project Co., Ltd.	120/6 Soi Sukhumvit 23 Sukhumvit Rd. Klongtoey Nua Wattana Bkk 10110	02 622 0124 5	02 622 0125
46	Invision Co., Ltd.	1213/213 Town in Town 8/2 Lardprao 94 Wangthonglang Bkk 10310	02 559 3733 5	
47	ISIS Direct 2000 Co., Ltd.	67/190 Soi Senanikom 1 Phaholyothin Lardprao Bkk 10230	02 942 3085 7	
48	Kingsmen C.M.T.I. Co., Ltd.	128/142-3 Soi 24 Ramkhamhaeng Rd. Huamark Bangkok Bkk 10240	02 719 0123	02 719 0120
49	Kingsmen Project (Thai) Co., Ltd.	36/58 Riviervie Place 7F. Rama 3 Rd. Chongnonsi Yannawa Bkk 10120	02 683 0083 5	02 683 0086
50	Kokiet Group Co., Ltd.	5/23 Setsiri Nornchaisri Dusit Bkk 10300	02 668 2218 20	

No.	Company Name	Address	Telephone	Facimile
51	Latitude Co., Ltd.	1023/61 Soi Kunvijitra Sukhumvit 71 Klongton Nua Wattana Bkk 10110	02 391 7391	02 381 9692
52	LEADS Co., Ltd.	138 7/F Boonmitr Bldg. Silom Bangrak Bkk 10500	02 266 7048 50	02 266 7051
53	Lukesian Production Co., Ltd.	143/657 Baromratchonnee Arunamarin Bangkoknoi Bkk 10700	02 884 5916 8	02 884 7854
54	Magic Kids Co., Ltd.	1388 Mooban Sena Villa Happyland Klongchan Bangkok Bkk 10240	02 733 7990	
55	Mainstream Co., Ltd.	23/8 Ramkhamhaeng Soi 12 Huamark Bangkok Bkk 10240	02 718 5336 40	02 718 5336 40
56	Marketing Activities Different Group	1213/387 Srivara Town in Town Soi 19 Lardprao 94 Wangthonglang Bkk	02 957 5674 7	
57	Master Mind Advertising Co., Ltd.	3 Lardprao 15 Lardprao Lardprao Chatuchak Bkk 10900	02 938 7942 3	02 513 4144
58	Master Piece Creation Co., Ltd.	91 Body System 2nd Fl. Soi Sukhumvit 24 Klongton Klongtoey Bkk 10110	02 258 6069 72	02 258 6078
59	Match Max Co., Ltd.	55/319 Moo 5 Ramkhamhaeng 154 Sapaung Bkk 10240	02 373 8057	
60	Match Motion Group Co., Ltd.		02 373 2881 2	
61	Maximage Co., Ltd.	530 Sukhumvit 55 (Soi Thonglor 55) Sukhumvit Klongton Bkk 10110	02 714 8660 3	02 714 8664
62	Mice Management Co., Ltd.	9 UM Tower 10th Fl. Ramkhamhaeng Suanluang Bkk 10260	02 717 2788	02 717 9131 2
63	Mode Image Co., Ltd.	32 Suparat 1 Phaholyothin Samsennai Phayathai Bkk 10260	02 616 7691 2	02 616 7690
64	Multimedia Production Group	191/3 Soi Charoenmitr Sukhumvit 71 Klongton Nua Wattana Bkk 10110	02 391 5050	
65	N.C.C. Management & Development	60 Queen Sirikit National Convention Center New Ratchadaphisek Klongtoey Bkk 10110	02 229 3000	
66	Neo Exhibit Co., Ltd.	100/1 Vibhavadee-Rangsit Road Din-Daeng Bkk 10400	02 692 2848 9	02 692 3082
67	ODDO IDE Co., Ltd.	476 Pattanakarn 44 pattanakarn Suanluang Bkk 10250	02 722 9973	
68	One For All	211/16 Sirin House Soi Onnuch 66 Srinakarin Praves Bkk 10250	02 721 2040 42	
69	Open Minded Co., Ltd.	1213/354 Soi 21 Town in Town Lardprao 94 Wangthonglang Bkk 10310	02 559 0140 42	
70	Optimum Co., Ltd.	8/21 Sukhumvit 16 Klongtoey Bkk 10110	02 229 4318	02 229 4319
71	P.C.O. International Co., Ltd.	Nont Tower Bldg. 49/398-399 Tivanon Talad-Kwan Muang Nonthaburi 11000	02 968 9025	
72	Pacific Convention Planners Co., Ltd.	2/F1 Planet Bldg. 88/88 M.2 Ngamwongwan 6 Nonthaburi 11000	02 580 6665	02 580 6689
73	Penada Co., Ltd.	15/F1 Punjapat Bldg. Surawongse Bangrak Bkk 1050	02 632 8040 1	
74	Pentagon Creation Co., Ltd.	1201/159 Lardprao 94 Wangthonglang Bkk 10310	02 530 7976 8	02 530 7978
75	Plannova Co., Ltd.	215/26-27 M.6 Soi Pattanakarn 74 Praves Bkk 10250	02 722 3202	02 722 3203

No.	Company Name	Address	Telephone	Facimile
76	Prezentia Co., Ltd.	1213/381 Town in Town Soi 17 Lardprao 94 Wangthonglang Bkk 10310	02 559 3417 9	02 559 3949
77	Push Up Co., Ltd.	3 Santiparp Nares Bangrak Bkk 10500	02 214 3339	02 214 8813
78	PX System Co., Ltd.		02 748 7625 9	02 748 7630
79	RAI Exhibitions (Thailand) Co., Ltd.	226/37 Riviera Tower 3 Muang Thong Thani Changwattana Nonthaburi 11120	02 960 0141 3	02 960 0140
80	REED Tradex Co., Ltd.	100/68-69 32 Fl. Sathorn Nakorn Tower Sathorn Nua Silom Bangkok Bkk 10500	02 636 7272	02 636 7282
81	Right Man Co., Ltd.	47 M.8 Praves Bkk 10250	02 726 4500	02 726 4700
82	Run Queue Organizer Co., Ltd.	10/Fl Maneeya Center Bldg. 518/5 Ploenchit Pathumwan Bkk 10330	02 684 1295 6	02 684 1296
83	SC Match Box Co., Ltd.	414 Shinnawatra Tower 1 Phaholyothin Samsaen Nai Phayathai Bkk 10400	09 777 0609	02 299 5636
84	Sampro and Promotion Co., Ltd.	223/26 9/Fl Country Tower Sunpawut Bangna Bkk 10260	02 361 1991 3	
85	SEE KNOW DO Co., Ltd.	522/22 Ramkhamhaeng 39 Wangthongland Bkk 10310	02 957 5561 2	
86	Show No Limit Co., Ltd.	16/Fl Modern town Bldg. 87/88 Sukhumvit 63 (Ekamai) Klongton Nua Wattana Bkk 10110	02 392 7766	02 392 7766
87	Siam AD. NET Co., Ltd.	288 Soi Sanasabai Rama 4 Khongtoey Bkk 10110	02 712 4077	02 712 4075
88	Siam Express Co., Ltd.	14 Fl. Sathorn Thani Bldg. 90/34-35 North Sathorn Rd. Bkk 10500	02 236 5970 9	02 236 6601 2
89	Siam Landmark Co., Ltd.	39/4 M.9 Soi Lasalle Sukhumvit Bangna Bkk 10260	02 748 7183 7	02 748 7050 1
90	Silver Spurs Co., Ltd.	14/14 M.6 Pibulsongkram Suanyai Muang Nonthaburi 11000	02 967 6700	02 967 6708
91	Songchai International Promotion Co., Ltd.	71/25 Srettasiri Samsennai Phayathai Bkk 10400	02 618 5314 6	
92	Songcharoen Media Group Co., Ltd.	52/10 Soi Lardprao 2 Lardprao Ladyao Chatuchak Bkk 10900	02 938 5990	
93	Special Promotion & Advertising Co., Ltd.	Rm A21-A24 Premierpharam 9 Bldg. A 987 Rama 9 suangluang Bkk 10250	02 718 4433	
94	Span Corporate Communication Thailand	74/28 Yenarkart Soi 2 Yenarkart Rd., Chongnonsi Yannawa Bkk 10120	02 240 1314 5	02 240 1316
95	Spelendid Organizer Co., Ltd.	171/44 Sintani Garden Lardprao 80 (Chantima) Wangthonglang Bkk 10310	02 935 5691 3	
96	Surpass Creation Co., Ltd.	122/39 Ramkhamhaeng 36/1 Ramkhanghaeng Huamark Bangkok Bkk 10240	02 732 2190	
97	Syllable Co., Ltd.	23/18 Soi Ruamrudee Ploenchit Rd. Lumpini Patumwan Bkk 10330	02 255 4467	02 255 4468
98	The Fest Group	242/11 Lardprao Wangthonglang Bkk 10310	02 538 4322	
99	T.C. Exhibition Service Ltd.		02 639 0581 4	02 237 3619
100	Three Force Communications Co., Ltd.	19/21 Lardprao 15 Lardprao Chatuchak Bkk 10900	02 938 4450 4	02 513 8267

No.	Company Name	Address	Telephone	Facimile
101	The Sun Integrated Communication	38 Soi Pracharatch 12 pracharatbumpen Rd. Huay Kwang Bkk 10320	02 691 1637	02 691 0054
102	Tiger Millennium Co., Ltd.	71/92 Parichat Ville Soi A 18 345 Rd. Muang District Pathumthani 12000	02 977 1155	
103	Time Code Co., Ltd.	4075/11 M.3 Soi Watdarn Sukhumvit Rd. Samrong Tai Samutprakarn 10270	02 759 0933	02 759 2819
104	Timertot Co., Ltd.	135/2 Lardprao 9 Lardprao Wangthonglang Bkk 10310	02 539 7490 1'	
105	Traffic Corner Co., Ltd.	11/FI Charn Issara Tower II 2922/202 New Phetburi Bangkok Huaykwang Bkk 10320	02 718 1999	
106	Train and Media Group Co., Ltd.	11/14 Soi Onnuj 17 Yak 19 Pattanakarn Suanluang Bkk 10250	02 717 6747	
107	TIF International Co., Ltd.	200/12-14 7/FI A.E. House Bldg. 200/12-14 Ramkhamhaeng 4 Suanluang Bkk 10250	02 717 2477	02 717 2466 8
108	Uncle Bear Co., Ltd.	2/45 M.4 Bangkruay-Sainoi Bangkruay Nonthaburi 11130	02 446 7204 5	
109	Unify Presentation Co., Ltd.	4/134 M.6 Soi Chokdee (Chokchai 4 soi 30) Lardprao Bkk 10230	02 931 5166	
110	Union Pan Exhibitions Co., Ltd.	24/15 Soi Sri Ubol Ramkhamhaeng 24 Huamark Bangkok Bkk 10240	02 314 0588	
111	UP & GO Graphic Co., Ltd.	573/96 Town in Town Office Center Ramkhamhaeng 39 Prachautit Bangkok Bkk 10310	02 559 3685 7	02 934 6969
112	UP & GO Presentation Co., Ltd.	937/1 Soi Vijitchai Prachautit Huaykwang Bkk 10320	02 690 2161 3	02 690 2696
113	V 2 Power Co., Ltd.	3300/103 19FI Elephant Bldg. Tower B Phaholyothin Lardyo Chatuchak Bkk 10900	02 937 4895 8	
114	Victor Organizer Co., Ltd.	93/2 M.7 Lardprao 87 Lardprao 87 Lardprao Wangthonglang Bkk 10310	02 935 0390	
115	World Exhibition & Promotion Co., Ltd.	11/57 Senanikom Phaholyothin 32 Bkk 10900	02 941 6784 5	
116	World Fair Co., Ltd.	5, 7 Soi Lardprao 128/1 Lardprao Klongchan Bangkok Bkk 10240	02 731 1182	
117	X-Gen Co., Ltd.	1201/44 Town in Town Soi Lardprao 94 Wangthonglang Bkk 10310	02 559 0955	02 559 0950
118	XCON Co., Ltd.		02 275 5260 2	02 275 5311
119	Zentrum Co., Ltd.	4/99 Soi Sudpakdee (Chokchai 4-32) Lardprao Bkk 10230	02 935 7070	02 538 9998
120	Zero Base Co., Ltd.	49/21 Soi Thanphooying-Phahol Ngamwongwan Lardyo Chatuchak Bkk 10900	02 954 4941 2	

APPENDIX C

Frequency Table
of Three Convention Hotels in
Bangkok

* มหาวิทยาลัยอัสสัมชัญ *
SINCE 1969

Royal Orchid Sheraton Hotel and Towers

Statistics

		romtgeq	roexeq	rosurron	ronight	rorest	roroom	roimage	rotransp	rosafety	roservic
N	Valid	28	28	28	28	28	28	28	28	28	28
	Missing	0	0	0	0	0	0	0	0	0	0
Mean		4.7500	4.5357	4.9643	5.1071	4.7500	4.6786	5.3929	4.4643	5.1071	5.4286

Shangri-La Hotel Bangkok

Statistics

		shmtgeq	shexeq	shsurron	shnight	shrest	shroom	shimage	shtransp	shsafety	shservic
N	Valid	28	28	28	28	28	28	28	28	28	28
	Missing	0	0	0	0	0	0	0	0	0	0
Mean		4.8929	4.6786	5.0357	5.1786	4.9643	4.9643	5.3929	4.6071	4.9286	5.5357

Sofitel Central Plaza Bangkok

Statistics

		somtgeq	soexeq	sosurron	sonight	sorestr	soroom	soimage	sotrans	sosafety	soservic
N	Valid	28	28	28	28	28	28	28	28	28	28
	Missing	0	0	0	0	0	0	0	0	0	0
Mean		4.9643	5.1071	4.6071	4.5357	4.5000	4.7857	5.3571	5.6429	5.1071	5.3214

APPENDIX D

Pearson Correlation Test for
Three Convention Hotels in
Bangkok

Pearson Correlation for Royal Orchid Sheraton Hotel and Towers

Correlations

		Meeting room facilities of Royal Orchid	Royal orchid
Meeting room facilities of Royal Orchid	Pearson Correlation	1.000	.503*
	Sig. (2-tailed)	.	.000
	N	118	118
Royal orchid	Pearson Correlation	.503*	1.000
	Sig. (2-tailed)	.000	.
	N	118	118

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Royal orchid	exhitbition facilities of Royal Orchid
Royal orchid	Pearson Correlation	1.000	.440*
	Sig. (2-tailed)	.	.000
	N	118	118
exhitbition facilities of Royal Orchid	Pearson Correlation	.440*	1.000
	Sig. (2-tailed)	.000	.
	N	118	118

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Royal orchid	scenery / attractive location of Royal Orchid
Royal orchid	Pearson Correlation	1.000	.548*
	Sig. (2-tailed)	.	.000
	N	118	118
scenery / attractive location of Royal Orchid	Pearson Correlation	.548*	1.000
	Sig. (2-tailed)	.000	.
	N	118	118

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Royal orchid	Nightlife of Royal Orchid
Royal orchid	Pearson Correlation	1.000	.468*
	Sig. (2-tailed)	.	.000
	N	118	118
Nightlife of Royal Orchid	Pearson Correlation	.468*	1.000
	Sig. (2-tailed)	.000	.
	N	118	118

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Royal orchid	Restaurant / dining facilities of Royal Orchid
Royal orchid	Pearson Correlation	1.000	.478*
	Sig. (2-tailed)	.	.000
	N	118	118
Restaurant / dining facilities of Royal Orchid	Pearson Correlation	.478*	1.000
	Sig. (2-tailed)	.000	.
	N	118	118

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Royal orchid	Hotel room availabilities of Royal Orchid
Royal orchid	Pearson Correlation	1.000	.243*
	Sig. (2-tailed)	.	.008
	N	118	118
Hotel room availabilities of Royal Orchid	Pearson Correlation	.243*	1.000
	Sig. (2-tailed)	.008	.
	N	118	118

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Royal orchid	Hotel Brand Image of Royal Orchid
Royal orchid	Pearson Correlation	1.000	.654*
	Sig. (2-tailed)	.	.000
	N	118	118
Hotel Brand Image of Royal Orchid	Pearson Correlation	.654*	1.000
	Sig. (2-tailed)	.000	.
	N	118	118

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Royal orchid	Ease of Transportation access of Royal Orchid
Royal orchid	Pearson Correlation	1.000	.324*
	Sig. (2-tailed)	.	.000
	N	118	118
Ease of Transportation access of Royal Orchid	Pearson Correlation	.324**	1.000
	Sig. (2-tailed)	.000	.
	N	118	118

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Royal orchid	Safety / security of the area of Royal Orchid
Royal orchid	Pearson Correlation	1.000	.397*
	Sig. (2-tailed)	.	.000
	N	118	118
Safety / security of the area of Royal Orchid	Pearson Correlation	.397**	1.000
	Sig. (2-tailed)	.000	.
	N	118	118

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Royal orchid	Hotel service quality of Royal Orchid
Royal orchid	Pearson Correlation	1.000	.532*
	Sig. (2-tailed)	.	.000
	N	118	118
Hotel service quality of Royal Orchid	Pearson Correlation	.532**	1.000
	Sig. (2-tailed)	.000	.
	N	118	118

** . Correlation is significant at the 0.01 level (2-tailed).

Pearson Correlation for Shangri-La Hotel Bangkok

Correlations

		Image of Shrangri-la	Meeting room facilities of Shangri-La
Image of Shrangri-la	Pearson Correlation	1.000	.416*
	Sig. (2-tailed)	.	.000
	N	118	118
Meeting room facilities of Shangri-La	Pearson Correlation	.416**	1.000
	Sig. (2-tailed)	.000	.
	N	118	118

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Image of Shrangri-la	exhitbition facilities of Shangri-La
Image of Shrangri-la	Pearson Correlation	1.000	.365*
	Sig. (2-tailed)	.	.000
	N	118	118
exhitbition facilities of Shangri-La	Pearson Correlation	.365**	1.000
	Sig. (2-tailed)	.000	.
	N	118	118

** . Correlation is significant at the 0.01 level (2-tailed).

***Correlations**

		Image of Shrangri-la	scenery / attractive location of Shangri-La
Image of Shrangri-la	Pearson Correlation	1.000	.451*
	Sig. (2-tailed)	.	.000
	N	118	118
scenery / attractive location of Shangri-La	Pearson Correlation	.451**	1.000
	Sig. (2-tailed)	.000	.
	N	118	118

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Image of Shrangri-la	Nightlife of Shangri-La
Image of Shrangri-la	Pearson Correlation	1.000	.447*
	Sig. (2-tailed)	.	.000
	N	118	118
Nightlife of Shangri-La	Pearson Correlation	.447*	1.000
	Sig. (2-tailed)	.000	.
	N	118	118

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Image of Shrangri-la	Restaurant / dining facilities of Shangri-La
Image of Shrangri-la	Pearson Correlation	1.000	.341*
	Sig. (2-tailed)	.	.000
	N	118	118
Restaurant / dining facilities of Shangri-La	Pearson Correlation	.341*	1.000
	Sig. (2-tailed)	.000	.
	N	118	118

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Image of Shrangri-la	Hotel room availabilities of Shangri-La
Image of Shrangri-la	Pearson Correlation	1.000	.429*
	Sig. (2-tailed)	.	.000
	N	118	118
Hotel room availabilities of Shangri-La	Pearson Correlation	.429*	1.000
	Sig. (2-tailed)	.000	.
	N	118	118

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Image of Shrangri-la	Hotel Brand Image of Shangri-La
Image of Shrangri-la	Pearson Correlation	1.000	.548*
	Sig. (2-tailed)	.	.000
	N	118	118
Hotel Brand Image of Shangri-La	Pearson Correlation	.548*	1.000
	Sig. (2-tailed)	.000	.
	N	118	118

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Image of Shrangri-la	Ease of Transportati on access of Shangri-La
Image of Shrangri-la	Pearson Correlation	1.000	.448*
	Sig. (2-tailed)	.	.000
	N	118	118
Ease of Transportation access of Shangri-La	Pearson Correlation	.448*	1.000
	Sig. (2-tailed)	.000	.
	N	118	118

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Image of Shrangri-la	Safety / security of the area of Shangri-La
Image of Shrangri-la	Pearson Correlation	1.000	.407*
	Sig. (2-tailed)	.	.000
	N	118	118
Safety / security of the area of Shangri-La	Pearson Correlation	.407*	1.000
	Sig. (2-tailed)	.000	.
	N	118	118

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Image of Shrangri-la	Hotel service quality of Shangri-La
Image of Shrangri-la	Pearson Correlation	1.000	.525*
	Sig. (2-tailed)	.	.000
	N	118	118
Hotel service quality of Shangri-La	Pearson Correlation	.525*	1.000
	Sig. (2-tailed)	.000	.
	N	118	118

**. Correlation is significant at the 0.01 level (2-tailed).

Pearson Correlation for Sofitel Central Plaza Bangkok

Correlations

		Image of Sofitel	Meeting room facilities of Sofitel
Image of Sofitel	Pearson Correlation	1.000	.379*
	Sig. (2-tailed)	.	.000
	N	118	118
Meeting room facilities of Sofitel	Pearson Correlation	.379**	1.000
	Sig. (2-tailed)	.000	.
	N	118	118

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Image of Sofitel	exhitbition facilities of Sofitel
Image of Sofitel	Pearson Correlation	1.000	.394*
	Sig. (2-tailed)	.	.000
	N	118	118
exhitbition facilities of Sofitel	Pearson Correlation	.394**	1.000
	Sig. (2-tailed)	.000	.
	N	118	118

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Image of Sofitel	scenery / attractive location of Sofitel
Image of Sofitel	Pearson Correlation	1.000	.313*
	Sig. (2-tailed)	.	.001
	N	118	118
scenery / attractive location of Sofitel	Pearson Correlation	.313**	1.000
	Sig. (2-tailed)	.001	.
	N	118	118

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Image of Sofitel	Nightlife of Sofitel
Image of Sofitel	Pearson Correlation	1.000	.358*
	Sig. (2-tailed)	.	.000
	N	118	118
Nightlife of Sofitel	Pearson Correlation	.358*	1.000
	Sig. (2-tailed)	.000	.
	N	118	118

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Image of Sofitel	Restaurant / dining facilities of Sofitel
Image of Sofitel	Pearson Correlation	1.000	.116
	Sig. (2-tailed)	.	.210
	N	118	118
Restaurant / dining facilities of Sofitel	Pearson Correlation	.116	1.000
	Sig. (2-tailed)	.210	.
	N	118	118

Correlations

		Image of Sofitel	Hotel room availabilities of Sofitel
Image of Sofitel	Pearson Correlation	1.000	.047
	Sig. (2-tailed)	.	.610
	N	118	118
Hotel room availabilities of Sofitel	Pearson Correlation	.047	1.000
	Sig. (2-tailed)	.610	.
	N	118	118

Correlations

		Image of Sofitel	Hotel Brand Image of Sofitel
Image of Sofitel	Pearson Correlation	1.000	.497*
	Sig. (2-tailed)	.	.000
	N	118	118
Hotel Brand Image of Sofitel	Pearson Correlation	.497*	1.000
	Sig. (2-tailed)	.000	.
	N	118	118

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Image of Sofitel	Ease of Transportation access of Sofitel
Image of Sofitel	Pearson Correlation	1.000	.438*
	Sig. (2-tailed)	.	.000
	N	118	118
Ease of Transportation access of Sofitel	Pearson Correlation	.438**	1.000
	Sig. (2-tailed)	.000	.
	N	118	118

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Image of Sofitel	Safety / security of the area of Sofitel
Image of Sofitel	Pearson Correlation	1.000	.553*
	Sig. (2-tailed)	.	.000
	N	118	118
Safety / security of the area of Sofitel	Pearson Correlation	.553**	1.000
	Sig. (2-tailed)	.000	.
	N	118	118

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Image of Sofitel	Hotel service quality of Sofitel
Image of Sofitel	Pearson Correlation	1.000	.697*
	Sig. (2-tailed)	.	.000
	N	118	118
Hotel service quality of Sofitel	Pearson Correlation	.697**	1.000
	Sig. (2-tailed)	.000	.
	N	118	118

** . Correlation is significant at the 0.01 level (2-tailed).

