

Abstract

The Globalization trend results the higher level of competitiveness, This has affected Thailand the country that has been going through a harsh adaptation process as a meeting and convention venue. This research aimed at identifying the major competitors of Thailand, analyzing the competitiveness of Thailand and uncovering the competitive advantage of it by the selected experts' opinion.

In this research, Delphi technique was used as the research method to collect the expert opinions. In the questionnaire, 10 main indicators which contain 27 items were studied as indicators to measure national industry competitiveness; they are Facility/Infrastructure, Service, Affordability, Extra-conference opportunities, Environment, Destination management, Safety/Security, Technology, Accessibility and Destination image. Three round questionnaires were distributed to 18 experts from meeting and convention industry in Thailand. The respondents were asked to answer the questions according to their own experience and opinions.

From data analysis, it has been found that the major competitors of Thailand in meeting and convention industry are Singapore, Hong Kong and China. According to the selected experts' opinion, Singapore ranks number one in competitiveness, followed by Hong Kong, Thailand and China respectively. However, compared with other three countries, Thailand enjoys its own special competitive advantages in the attributes of pre-post tour, tourism attractions, location, pricing, and service quality.

From the research, it can be concluded that although Thailand faces severe competition and ranks a lower place among its rivals, it occupies unique attributes which could enhance its competitiveness. Special attentions should be paid to the area of improvement of local transportation, enhancement of the involvement of private sectors, improvement of destination image and increase of training and education. It is strongly recommended to explore the unique advantages and diminish the disadvantages so as to improve the competitiveness of meeting and convention industry of Thailand.

Keywords: Competitive Advantage, Competitive Analysis, Competitiveness, Convention, Meeting