

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.

