

FACTORS INFLUENCING THE MEETING SERVICE SELECTION IN BANGKOK.

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ABSTRACT

The research objective aimed to study factors that influencing the meetings service selection in Bangkok, the qualitative research methodology approached on in-depth and focus groups interviewing. The population represented 225 clients who were organizers and involved with the MICE activities. The research instrument represented constructed in-depth and groups interviewing forms that applied with purposive sampling on 30 organizations. The individual and groups interviewing obtained the data and classified only the relevant research's questions and revised for research finding.

The finding found that factors influencing the meetings service selection with the most significant level in overall of five aspects as following (1) the innovative organizing (2) the product and service (3) the service processing (4) the personal and (5) the physical environments respectively, the factors influencing the meetings service selection with the middle significant level of four aspects as following (1) the marketing promotion (2) the channeling (3) the pricing and (4) the meeting experienced organizers.

INTRODUCTION

Meetings industries represented industries that focused on meeting, incentive travel, conventions and exhibitions and generated the participated revenue three times of general travellers (Rajaporn Jansawang, 2003, 18) and the revenue of 1,551 meetings in Thailand year 2002 with 141,244 participants and 33,899 followers, with a total revenue of 13,889 million Baht (Taweessiri Rasamee, 2005, page 125). The survey of International Congress & Convention Association: ICCA in 2003 found Thailand was the host country and jointly organized 57 meetings with ICCA or 34 meeting hold on Bangkok with 21,760 participants. ICCA calculated the daily average expense 410 USD per person (Approx. 12,300 Baht) and the 563 corporate meeting planners around the world evaluated Thailand to be still 5th ranking of meetings after Hong Kong, Singapore, the United Kingdom and France in respectively. World Tourism Organization forecasted the meetings in Thailand steadily increased with five percent per year until 2013, therefore Thailand possessed the potential to remain a leading country in the meeting industry that generated an enormous amount of revenue.

The market demand of meetings industry influenced the increasing number of meetings and seminars and contributed the hotels and convention centers to be increased with space investment. Therefore, in the future, Thailand availed more space for the venue caused Thailand to enter the competition era in the matter of "The Space Race" both domestically and competition with neighboring countries and countries that promote meetings and seminars like Vietnam, China, India, Japan, Hong Kong and Korea, but the less of meetings size and averaged long stay (Suprapa Moleeratanon 2006, page 2). Therefore, the venue represented the key successful factor of meetings industry and to develop the marketing strategies that appropriated to response with needs and satisfaction of meetings customers as well as organizers, participations with secured meetings businesses for domestic and foreign

markets. Therefore, the development and studying of clearly marketing strategies in meetings for surviving among the upcoming competition and adaptation with appropriate marketing model were crucial.

From the above mention, the researcher was interested to study factors influencing the meetings service selection in Bangkok.

The research questions represented as following

1. How to select the meetings in Bangkok at the present?
2. Which factors did affect the meetings service selection in Bangkok?

The objectives of this research represented as following:

1. To study the meetings service selection in Bangkok.
2. To examine factors influencing with meetings service selection in Bangkok.

LITERATURE

The venue represented the main element of competitive advantage in meetings industry that the marketing strategies were developed to clearly determine the business marketing mix with strengths and weaknesses.

Since the venue providing was a specialized service that should have a unique and difference in marketing mix from other service businesses marketing strategies. A study of marketing strategies should understand the customers' needs because they influenced the decisions of executives on the marketing mix strategies formulation.

A study of venue service providers found that significant factors influenced the overall of meetings service selection, tourists prioritized marketing factors in term of services and products of hotels, price, distribution channel, marketing promotion, staff, service procedures and physical environments. A study of the strategy of MICE market development in border provinces along the Mekong River was found that products of the MICE industry including regional, national or international venues incentive travel and conventions with the capacity not exceed 1,000 participants. The clients agreed with significant factors of products and services of venue service. A study of factors influenced to hotel service selection of tourists in Koh Samui, Suratthani and found that tourists prioritized the marketing factors in hotels in these aspects as following; the room price and the most significant with the room on sales which was cheaper than other hotels in the same level in addition the room price depended on tourism season.

The analysis in crucial issues in meetings development found that

1. Thailand had to conduct the research, prepare promotion plan for leading in meetings and seminars through the marketing strategies that attracted the target groups with confidence and satisfaction in order to generate more income to the country.

2. Relevant organizations had to collect and develop as much information as possible for benefits in development of target groups and service businesses, having current information for prevention errors in addition, modern information technology systems represented important tools in providing rapid information and business transactions.

3. The effective communication network in meetings industry contributed the sharing information to tourists and organizers for efficiency in meetings industry.

4. Meetings Industry might illustrate a variety of work methods to conduct markets for the growth of meetings industry which had to be work together with the development of tourism industry that attracted the focus groups to the country.

5. Providing incentives were provided for meetings participants by coordinate with government agencies, hotels, as well as international organizations in the term of special discounts, special services, or creating other exotic activities.

6. Providing clearly guidelines or strategies for meetings business promotion

such as establishing a coordinating agency of meetings, training that contributed the personal performance for meetings business expansion and security in tourism.

7. The focus of joint promotion or advertising to tourism resources attracted and supported the needs of meetings tourists as well as developed tourism components to support the needs of tourists and meetings together.

8. Developing on related knowledge and performance of MICE management realized the professional in coordination for tourists delight in meetings.

METHODOLOGY

The qualitative research methodology approached on in-depth and focus groups interviewing. The population represented 225 clients who were organizers and involved with the MICE activities. The research instrument represented constructed in-depth and groups interviewing forms that applied with purposive sampling on 30 organizations. The individual and groups interviewing obtained the data and classified only the relevant research's questions and revised for research finding.

RESULTS

The finding found that factors influencing the meetings service selection with the most significant level in overall of five aspects as following (1) the innovative organizing (2) the product and service (3) the service processing (4) the personal and (5) the physical environments respectively, the factors influencing the meetings service selection with the medium significant level of four aspects as following (1) the marketing promotion (2) the channeling (3) the pricing and (4) the meeting experienced organizers.

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