for ① - ③

1ˢᵗ INTERNATIONAL MICE

Meeting · Incentive · Convention · Exhibition

CONFERENCE AND FORUM

29ᵗʰ – 30ᵗʰ August 2018 Bangkok, Thailand

1ˢᵗ International MICE Conference and Forum
Conference Proceedings

1ˢᵗ INTERNATIONAL
MICE
Meeting | Incentive | Convention | Exhibition

CONFERENCE AND FORUM

About Us

The 1ˢᵗ international MICE Forum & Conference will be held in Bangkok, Thailand from August 29 to 30, 2018. The conference will be hosted jointly by the Thailand Convention and Exhibition Bureau (TCEB), University of North Texas (UNT) and MICE Academic Cluster as a strategic partner.

Objective

The main objective of the 1ˢᵗ international MICE Conference & Forum is to provide a platform for researchers, academicians, practitioners, as well as industrial professionals from all over the world to actively exchange, share, and challenge new ideas, applied experiences, state-of-the-art research, and case studies on MICE (Meetings, Incentives, Conventions, and Exhibitions/Events) and/or related MICE and Events industry.

The conference invites conceptual and empirical research papers, and case studies on MICE related topics. Papers and presentations are expected to address both (but not limited in) the theoretical, methodological, and practical aspects of MICE.

Committee Structure

Academic Committee

Dr. Young Hoon Kim
Chair of Academic Committee, Associate Professor of Hospitality and Tourism Management and Co-Director of Sport and Event Management Laboratory at University of North Texas

Assoc. Prof. Dr. Bongkosh N. Rittichainuwat
Siam University

Assoc. Prof. Dr. Ranee Esichaikul
Sukhothai Thammathirat Open University

Asst. Prof. Lt. Dr. Kaedsiri Jaroenwisan
Silpakorn University

Asst. Prof. Dr. Donruetai Kovathanakul
Khon Kaen University

Dr. Sarinya Sungkatavat
Mahidol University International College

Dr. Wanamina Waehama
Prince of Songkla University

Dr. Pairach Piboonrungroj
Chiang Mai University

Dr. Jin Young Chung
Incheon National University International College

Hosted Committee: Thailand Convention and Exhibition Bureau

Mrs. Supawan Teerarat
Senior Vice President Strategic Business Development and Innovation

Mrs. Orachorn Wongpan-ngam
Director of MICE Capabilities Development Department

Ms. Areerat Montreepreechachai
Senior Manager of MICE Capabilities Development Department

Ms. Thanawan Watcharapantee
Senior Executive of MICE Capabilities Development Department

Industry Committee

Mr. Sermkhun Kunawong
Chairman of Business of Creative and Event Management Association (EMA)

Mr. Talun Theng
President of Thai Exhibition Association (TEA)

Ms. Supawan Tanomkieatipume
President of Thai Hotel Association (THA)

Mr. Sumate Sudasna
President of Thailand Incentive and Convention Association (TICA)

Mr. Ittipol Sureerat
Business of Creative and Event Management Association (EMA)

Mrs. Netnipa Sinjanakom
Business of Creative and Event Management Association (EMA)

Mrs. Warapun Sapthanaudom
Business of Creative and Event Management Association (EMA)

Mr. Nuttacom Rungrassamee
Thai Exhibition Association (TEA)

Mrs. Premporn Saisaengchan
Thai Exhibition Association (TEA)

Mrs. Prapee Buri
Thai Exhibition Association (TEA)

Mrs. Marisa Sukosol Nunbhakdi
Thai Hotel Association (THA)

Mr. Surachet Worawongwasu
Thai Hotel Association (THA)

Mrs. Choo Leng Goh
Thailand Incentive and Convention Association (TICA)

Mrs. Kritsanee Srisatin
Thailand Incentive and Convention Association (TICA)

Mr. Patom S'prayoon
Thailand Incentive and Convention Association (TICA)

Assoc. Prof. Rome Chiranukrom
Acting Vice President for International Relations and Alumni Affairs, Chiang Mai University

Dr. Sarote Phornprapha
Rector of Dusit Thani College

Assoc. Prof. Dr. Pensri Jaroenwanit
Dean Faculty of Business Administration and Accountancy, Khon Kaen University

Asst. Prof. Dr. Peerapat Yangklang
Dean Faculty of Management Science, Silpakorn University

Asst. Prof. Dr. Bussabong Chaijaroenwatan
Dean Faculty of Management Science, Prince of Songkla University

Dr. Surapit Promsit
Director of Master of Business Administration Program in Global Business Management (International Program), Thammasat Business School

Mr. Samran Sonpuing
Senior Vice President Inspection Body Dept. Management System Certification Institute (Thailand)

Employee's Job Satisfaction Motivators in Destination Management Company (DMC) in MICE industry

Parinya Nakpathom[2*] Santidhorn Pooripakdee[3] and Kaedsiri Jaroenwisan[4]

Abstract

This research aims to study the motivators affecting the employee's job satisfaction of destination management company (DMC) in MICE industry. This research applies qualitative method focusing on depth-interview with 18 key informants who are representatives of public and private organizations, educational institutions. They are general manager, MICE department manager and human resource manager who are related to destination Management Company (DMC) in 5 MICE cities in Thailand: Bangkok, Chiangmai, Khonkean, Phuket and Pattaya. The key informants mention that there are 12 motivators affect their employee's satisfaction and have been classified into 4 categories; 1) compensation consists of 5 components - commission, bonus, health insurance, wage and gratuity; 2) management system consists of 2 components - modern facilities, and promotion; 3) motivation consists of 3 components - incentive tourism, meeting and sharing experience, and seminar and field trip; and 4) working atmosphere consists of 2 components - family working style and freedom and flexible.

Key Words: Destination Management Company (DMC), Employee's Job Satisfaction Motivators, MICE industry

Introduction

Thailand Convention and Exhibition Bureau (2014) presents incentive tourism as one of main industry in MICE industry. Incentive tourism is the tourism as being as the prize or award to motivate employee's achievement of a particular organization, in other words, it is the tourism as being as a part of activity pre/post meeting, exhibition, and convention. The business company that supports incentive tourism is called Destination Management Company (DMC); the main duty is arranging travelling program based on customer's need (Mongkolwanich & Chattiwong, 2017). In the fast pace of globalization, most of DMC organizational structure is changed to be Online Travel Agency instead of being as Travel Agency (TA) because of the change in tourists' behavior. However, the key success of DMC, for being survived, is employee. Employee of DMC must work under

---

[2*] Corresponding author e-mail : boontoob@hotmail.com

[2] PhD. Student, Faculty of Management Science, Silpakorn University

[3] Instructor in Department of Hotel Management, Faculty of Management Science, Silpakorn University

[4] Instructor in Department of Hotel Management, Faculty of Management Science, Silpakorn University

pressure with high potential, abilities and competencies to deliver the services and to satisfy the customers in order to earn more profit as incentive tourism providers of MICE industry.

As a consequence, DMCs have to prepare and support their employees to work for and also to satisfy on their job. If the employee satisfies on his/her work, he/she also would like to deliver the full service to satisfy customers; employees' job satisfaction significantly affects customers' satisfaction (Nazeer et al., 2014). The satisfaction of employees is referred to the perception of environmental psychology with physical characteristics and environment situation. If DMCs support employees to satisfy their working; the employees will work efficiently and effectively for organization (Tsai & Wu, 2010). In addition, DMCs should motivate and encourage employees to have empathy, responsiveness, respect, teamwork, and internal service quality (Ariani, 2015). From this reason, researcher is interested to explore the factors that can motivate employee's job satisfaction which DMCs should be suggested to motivate their employees.

Literature Review

Employee's job satisfaction is important for organization because each employee has different characteristics. The organization must understand employee to foster and support them for the increment of job satisfaction level (Nazeer et al., 2014). Moreover, employee's job satisfaction is an equipment to deliver the efficiency of employee to produce the quality of job and provide the best service to customers (Ariani, 2015). Hoppock (1935) informed that the satisfaction of employee can be generated because of tangible facilities such as tools, facilities, wage, and intangible facilities such as environment, organizational support and progressive. In addition, satisfaction affects the being of happiness in duties and carriers (Huak, Pivi & Hassan, 2015; Ariani, 2015). Lotunani et al. (2014) refers to Spector (1997) who informs the characteristics of job satisfaction as shown in table 1.

Table 1: Characteristics of job satisfaction

Job satisfaction characteristics	Description
Wage	The satisfaction of salary and salary increasing
Promotion	The satisfaction of getting a promotion
Supervision	The satisfaction of controlling form supervisors
Compensation	The satisfaction of commission, bonus, health insurance, wage and gratuity
Reward	The satisfaction of special gift or other extra
Working condition	The satisfaction of policy and procedures in workplace
Working partner	The satisfaction of coworkers
Working atmosphere	The satisfaction of workplace environment
Communication	The satisfaction of communication in organization

Moreover, Tsai & Wu (2010) studies the relationship between organizational citizenship behavior, job satisfaction and turnover intention. The result shows that the factors of job satisfaction consist of compensation, characteristics of job, self-satisfaction, and mentoring system

and working partner. In addition, Chen (2012) studies integrated service quality model in quality improvement: an empirical study of employee's satisfaction for hot spring industry. The result shows 5 factors of employee's job satisfaction; working atmosphere, compensation, management system, motivation and organization's vision.

The reflection in job satisfaction affects efficiency and effectiveness of employees in organization. The results do not show only the effect of employee satisfaction towards customer service development and the customer satisfaction but also create the employee commitment and employee loyalty (Tsai & Wu, 2010). However, many researchers study the employee's Job satisfaction motivators in different organization. The result presents the perception and evaluation of employee in job satisfaction as shown in table 2.

Table 2: Summary of literature review toward employee's job satisfaction motivators

Authors	Title	Employee's Job Satisfaction Motivators								
		Working atmosphere	compensation	Management System	Motivation	Organization Vision	Characteristic of Work	Progressive	Supervisor and co -	Self-Satisfaction
Tsai & Wu (2010)	The Relationships between organizational Citizenship behavior, Job satisfaction and Turnover intention		✓				✓		✓	✓
Pantouvakis (2011)	Internal Service Quality and Job Satisfaction Synergies for Performance Improvement: Some Evidence from a B2B Environment	✓	✓		✓	✓	✓	✓	✓	
Chen (2012)	Integrating Service Quality Model in Quality Improvement: An Empirical Study of Employees Satisfaction for Hot Spring Industry	✓	✓	✓	✓	✓				
Venema (2013)	Learning Orientation and the Service-profit Chain: Exploring the Link between learning Orientation,		✓				✓	✓	✓	

Authors	Title	Employee's Job Satisfaction Motivators								
		Working atmosphere	compensation	Management System	Motivation	Organization Vision	Characteristic of Work	Progressive	Supervisor and co -	Self-Satisfaction
	Internal Service Quality and Employee Satisfaction in the Service Sector									
Viswanathan and Chopra (2015)	Study on Factors Affecting Job Satisfaction, Loyalty, and Commitment Among Managerial Staff with Reference to e-Publishing Organization in ITES/ BMP Industry			✓		✓		✓	✓	
Rajput, Singhal & Tiwari (2016)	Job satisfaction and Employee Loyalty: A Study of Academicians	✓			✓			✓		✓

Source: Synthesized by researcher

Methodology

This qualitative research uses the semi-structure interview questions to conduct in-depth interview with 18 key informants from 5 MICE cities; Bangkok, Chiangmai, Khonkean, Phuket and Pattaya. The 18 key informants are selected by purposive sampling which comprise of 2 representative from Thailand International Cooperation Agency (TICA), 1 representative from Association of Thai Travel Agent (ATTA), 1 representative from educational institution, 7 representatives as the position of general manager in DMCs, 4 representatives as the position of MICE department manager and 3 representatives as the position of human resource manager of DMCs. The investigation of creditability in qualitative data followed by the concept of Noppakesorn et al. (2008) uses data triangulation method which uses different sources of information in order to increase the validity of a study. The investigation by using data triangulation method has three involvements: time, space, and person. The use of different time is in-depth interview 18 key informants who work in various duties in DMC during December 2017 - February 2018. Moreover, the use of space concerns different 5 cities of MICE to collect the data. However, the different key informants influence the variety of information in the study.

Results

From in-depth interview of 18 key informants, the result shows the motivators' information to support the employee's job satisfaction which consist of 12 factors as shown in table 3.

Table 3: Motivators' information towards employee's job satisfaction

Motivators	Key informants																		total
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	
Meeting and sharing experience	✓								✓				✓				✓		4
Incentive trip	✓	✓					✓	✓	✓	✓		✓	✓		✓		✓	✓	11
Seminar and field trip	✓	✓			✓		✓					✓					✓	✓	7
Wage	✓	✓				✓	✓		✓				✓		✓		✓		8
Commission	✓				✓				✓		✓				✓		✓		6
Bonus	✓								✓	✓	✓				✓		✓		6
Health insurance	✓								✓	✓	✓				✓		✓	✓	7
Family working style		✓	✓				✓	✓	✓		✓	✓	✓		✓		✓	✓	11
Freedom and flexibility		✓					✓										✓		3
Promotion		✓				✓	✓												3
Gratuity					✓														1
Modern facilities							✓			✓									2

Source: Synthesize by researcher

According to table 2, the result shows there are 11 counts as the highest frequency counted from key informants who answer the motivation factors of employee's job satisfaction which are incentive trip and family working style. For the second rank, wage is the second highest number which is 8 counts. Seminar and field trip is the same as health insurance which have 7 counts. Commission has 6 counts which equals to bonus to motivate employee's job satisfaction. However, there are 5 factors to motivate employee's job satisfaction which consist of meeting and sharing experience, freedom and flexible, promotion, modern facilities and gratuity with 4, 3, 3, 2, and 1 count, respectively.

Moreover, 12 answers are classified into 4 categories: 1) Compensation has 5 components - commission, bonus, health insurance, wage and gratuity, 2) Management system has 2 components - modern facilities, and promotion, 3) Motivation has 3 components - incentive tourism, meeting and sharing experience, and seminar and field trip, and 4) Working atmosphere has 2 components - family working style and freedom and flexible.
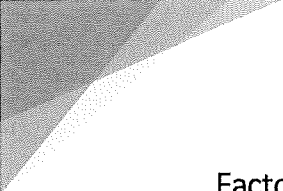
Discussion

The employee's job satisfaction motivators in DMC consist of compensation, management system, motivation, and working atmosphere. Firstly, compensation is the most important as being as employee's job satisfaction motivators because employee always works hard for completing duties' responsibility. The compensation mentioned by Tsai & Wu (2010), Pantouvakis (2011), Chen (2012) and Venema (2013) includes commission, bonus, health insurance, wage and gratuity. Secondly, management in organization should support and facilitate the employees to work comfortably and quickly. In addition, employees should receive the promotion suitably based on their potential, competency and responsibilities. From this reason is supported by Chen (2012) and Viswanathan & Chopra (2015) who mentioned that organization must provide the convenience to support all employees during their working in organization. Moreover, getting promotion is another management system that organization should concern to motivate employees. Thirdly, motivation is another factor to enhance the employee's job satisfaction level, as studied by Pantouvakis (2011), Chen (2012) and Rajput, Singhal and Tiwari (2016). The important of motivation is to foster employee for learning, gaining new experience and sharing the idea with supervisor, co-worker and partner. The motivation factor includes incentive trip, meeting and sharing experience, and seminar and field trip. Finally, working atmosphere, as mentioned by Pantouvakis (2011), Chen (2012) and Rajput, Singhal & Tiwari (2016), shows the trend of new evolution organization which develops employee's job satisfaction by integrating family working style, teamwork activities, and freedom and flexibility.

Acknowledgement

References

Ariani, D. W. 2015. Employee Satisfaction and Service Quality: Is There Relations? **International journal of Business research and management**, 6(3): 33-44.

Chen, S. H. (2012). Integrating Service Quality Model in Quality Improvement: An Empirical Study of Employees Satisfaction for Hot Spring Industry. **Information Technology Journal**, 11(5): 658-665.

Hoppock, R. (1935). **Job Satisfaction**. New York: Harpe.

Huak, M. D. N., Pivi, F. G., & Hassan, Z. (2015). The Impact of Organization Citizenship Behavior on Employee's Job Satisfaction, Commitment and Turnover Intention in Dinning Restaurants Malaysia. **International Journal of Accounting, Business and Management**, 1(1): 1-17.

Lotunani, A., Idrus, M.S., Afnan, E. and Setiawan, M. (2014). The Effect of Competence on Commitment, Performance and Satisfaction with Reward as Moderating Variable (A Study on Designing Work Plans in Kendari City Government, Southeast Sulawesi). **International Journal of Business and management Invention**, 3(2): 18-25.

Mongkolwanich, C. & Chattiwong, R. (2017). The Concept of Employee Development in MICE Industry. **Journal of Hospitality and Tourism in Thailand**, 12(1): 50-65.

Nazeer, S., Zahid, M. M., & Azeem, M. F. (2014). Internal Service Quality and Job Performance: Does Job Satisfaction Mediate? **Journal of Human Resources Management and Labor Studies**, 2(1): 41-65.

Noppakesorn, T. Wasee, P. & Punnanurotai, S. (2008). **Qualitative Research No.1: Operation Research Handbook for Human Organization Community and Social Development.** (2 Editions). Nakornratchasrima: Thai Nurse Club in Thailand. (In Thai)

Pantouvakis, A. (2011). Internal Service Quality and Job Satisfaction Synergies for Performance Improvement: Some Evidence from a B2B Environment. **Journal of targeting, Management and Analysis for marketing**, 9(1): 11-22.

Rajput, S., Singhal, M., & Tiwari, S. (2016). Job satisfaction and Employee Loyalty: A Study of Academicians. **ASIAN J. Management**, 7(2): 1-5.

Thailand Convention and Exhibition Bureau. (2014). **Thailand's MICE Industry Report 2015.** Bangkok: Thailand Convention and Exhibition Bureau. (In Thai)

Tsai, Y. & Wu, S.W. 2010. The Relationships between organizational Citizenship behavior, Job satisfaction and Turnover intention. **Journal of Clinical Nursing**, 19: 3564-3574.

Venema, G. (2013). **Learning Orientation and the Service-profit Chain: Exploring the Link between learning Orientation, Internal Service Quality and Employee Satisfaction in the Service Sector.** Bachelor of Sciences, Open universiteit, Heerlen.

Viswanathan, V. and Chopra, K. (2015). Study on Factors Affecting Job Satisfaction, Loyalty, and Commitment among Managerial Staff with Reference to e-Publishing Organization in ITES/BMP Industry. **International Journal for Research in Applied Science & Engineering Technology**, 3(7): 458-465.

Factors influencing foreign customers on selecting Hotel for MICE in Bangkok

Chatchai Sirivaneepagorn

Hotel and Resort Management, Dusit Thani College

Email: chatchai.si@dtc.ac.th

Introduction

The income from the Tourism Industry is the one of the major factors that contribute to the GDP of 12 trillion Thai Baht range from 9% in the year 2013 to 17.7% (2.53 trillion Thai Baht) in 2016 (The Tourism Authority of Thailand) Lots of new hotels opened in many areas in Bangkok, most of hotel revenue came from hotel rooms but they also gained more revenue from companies or government offices (Thai and international) for meeting rooms and events. In 2017 Thailand hosted "World Travel and Tourism Council 2017" and other International Conferences effecting to foreign and Thai customers' demand for hotels in Bangkok.

According to supporting overall for Thai economy on annual government statement of expenditure in 2016, expecting that MICE will be the one of the parts of increased business and economic growth rate and aboard confidence in very short future, also it is expected that MICE customers will grow by 5% to around 1,060,000 people for MICE travelers generating 92,000 Million Thai Baht income (Thaihotelbusiness.com)

MICE: Meeting, Incentive, Conferences, Exhibitions, is one of the types of tourisms that has been pushed forward by the Royal Thai Government and they have established the Thailand Convention and Exhibition Bureau (TCEB) which is in present in 5 designated major cities; Bangkok, Phuket, Khonkaen, Pattaya, Chiangmai.

Hotels are the base element for tourists. Business travelers that attend MICE spend more than leisure tourists and spending by business travelers has increased at a faster rate than those of tourism as a whole (Glyn and Terry, 1995). The researcher aims to show the main factors influencing foreign customers when selecting hotels for MICE in Bangkok as one of 5 major cities previously mentioned.

Literature

Demography: analyze or explain the structure of people in many areas relating to social, cultural and economic traits such as sex, age, education, marital status, occupation and income (Kotler, 2003, pp.264-266)

Marketing Mix relates to a controllable variable or marketing tool that companies use to determine customer needs and satisfying the said needs as a company target group, normally Marketing Mix has only 4 variables (4Ps) as Product, Price, Place, Promotion but they added 3 more variables, namely People, Physical Evidence and Process, updating to be in line with the new modern marketing theory, especially adapted for the Hospitality Business so they called "7Ps" (Kotler, 1997, p.92)

Decision making means processing or selecting or deciding to do something by choice, so consumers select one of them under their needs by 5 steps of decision making; problem recognition, information search, evaluation of alternative, purchase decision, post purchase behavior (Siriwan Sirirat and group, 1998, p.145)

Prameth Unnaprani (2016), carried out a study on service behavior and customer satisfaction of the population, the users of 5-stars hotel, Centara Grand Bangkok Convention Center Central World, the findings have shown a moderate level for 7"Ps", choosing Executive Suites at 5,001-8,000Baht/night and also cleanliness and decor are the most important factors of making decision.

Methodology

This research entitled "Factors influencing foreign customers on selecting Hotel for MICE in Bangkok" was a survey of 500 people by way of questionnaire that focused on a customer base of Business customers on Sukhumvit, Bangkok Hotel area and had the following objectives 1)To study personal factors relating to

decision making on selection of hotels for MICE in Bangkok. 2)To study the marketing mix relation to decision making on selection of hotels for MICE in Bangkok. 3)To study factors influences affecting the selection of hotels for MICE in Bangkok.

Quantitative research method was applied for this study by using a questionnaire survey comprised of two parts, designed to gather information relating to business customers for collecting the data from foreign customer and tourists who stayed overnight in Bangkok during November 2017 till April 2018 and used the 5 Likert scale, ranging from 1-5 and various statistics to analyze the data consisting of percentage, mean, standard deviation (S.D.), t-test, multiple regression, one-way ANOVA and these were chosen based on purpose sampling on convention

hotels on simply random sampling, Hence, the number of respondents who completed the questionnaires was under the targeted sample indicated by Yamane sampling formula for 30 travelers who stayed in a Bangkok MICE hotel. Cronbach's Alpha was calculated to test the stability of variables retained in each factor, and only those variables having coefficients greater than or equal to 0.50 were considered acceptable and a good indication of construct reliability (Nunnally,1967) Based on Yamane developed formula, using 95 percent confidence level with sampling 5 percent, the target sample size should be 400 people

Results

The finding of this study revealed that the majority of those surveyed had the following demographics: female (68.8%), aged between 21-30 years old. (64.8%), single (70.8%), Bachelor's degree (81.2%), public employee (59.2%), income per month between 2,001-3,000 USD (48.0%)

Variable		Average	SD	Result	p
Sex	Male	4.129	0.527	F = 1.259	0.263
				Levene's test = 0.298	0.586
	Female	4.214	0.568	df1 = 1 df2 = 248	

*p < 0.05

From the table, it shows that the variations in demographics of foreign customers has very little significance on their decision making and selection of Hotels for MICE in Bangkok and an insignificant difference between male and female participants. (Levene's test = 0.298, p = 0.586) Females selection of hotel for MICE was slightly higher than their male counterparts (female customers 4.214 and Male customer at 4.129)

Variable		Average	SD	Result	p
Age	Less than or equal 20 Years	3.942	0.493	F = 1.188	0.307
				Levene's test = 0.365	0.694
	21 – 30 years	4.208	0.561	df1 = 2 df2 = 247	
	More than 31 years	4.180	0.553		

*p < 0.05

From the table, the results show that the variations of foreign customer decision making on selecting Hotel for MICE in Bangkok between groups of ages are not different and

insignificant (Levene's test = 0.365, p = 0.694) (F = 1.188, p = 0.307) the results showed that most of foreign customers aged 21 – 30 years choosing hotel for MICE at 4.208, and the foreign customers more than 31 years old choosing hotel for MICE at 4.180 and the foreign customers less than or equal to 20 years old choosing Hotel for MICE at 3.942

Variable		Average	SD	Result	p
Marital Status	Single	4.146	0.574	F = 1.799	0.168
	Married	4.291	0.501	Levene's test = 0.28a	0.867
	Widowed	4.000	.	df1 = 1 df2 = 247	
	Divorced	-	-		
	Separated	-	.		

*p < 0.05

      From the table, revealed that vary of foreign customer decision making on selecting Hotel for MICE in Bangkok between group of marital status are not different and insignificant (Levene's test = 1.28a, p = 0.867) the result that most of foreign customers who are married choosing hotel for MICE at 4.291 then are the foreign customer who single choosing Hotel for MICE at 4.146 and the foreign customer who widow choosing Hotel for MICE at 4.000

Viarable		Average	SD	Result	p
Educational	Less than Bachelor's degree	3.947	0.633	F = 1.741	0.178
				Levene's test = 0.789	0.455
				df1 = 2 df2 = 247	
	Bachelor's Degree	4.215	0.546		
	Master's degree	4.109	0.576		
	Higher than Master's degree	-	-		

*p < 0.05

      From the table, the results show that the variations of foreign customer decision making on selecting hotel for MICE in Bangkok between groups of different Educational status are not different and are insignificant (Levene's test = 0.789, p = 0.455) the results showed that most of foreign customers holding a Bachelor's degree at 4.215, and the foreign customers holding a Master's degree at 4.109 and the foreign customers with educational qualifications of less than Bachelor's degree at 3.947

Variable		Average	SD	Result	p
Occupation	Student	3.978	0.638	F = 1.122	0.455
	Government Officer	4.295	0.581	Levene's test = 0.940	0.349
				df1 = 5 df2 = 244	
	Private company employee	4.172	0.546		
	Business owner	4.260	0.518		
	Housewife	4.371	0.595		
	Unemployed person	-	-		
	Others	4.155	0.669		

*p < 0.05

From the table, the results show the variations of international customers decision making on selecting hotel for MICE in Bangkok between groups of occupations are not different and are insignificant (Levene's test = 0.940, p = 0.455) (F = 1.122, p = 0.349) the results showed that most of the foreign customers who are a housewife at 4.371, the foreign customers who are government customers at 4.295 then are the international customers who are business owner at 4.260 then are the international customers who are private company employees at 4.172, the international customers in other occupations at 4.155 and the international customers that are students at 3.978

Variable		Average	SD	Result	p
Monthly income	Less than or equal 1,000 USD	4.136	0.513	F = 0.316	0.729
				Levene's test = 0.725	0.485
				df1 = 2 df2 = 247	
	2,001 – 3,000 USD	4.206	0.511		
	3,001 USD or above	4.196	0.654		

*p < 0.05

From the table, the results show the variations of foreign customers' decision making on selecting hotel for MICE in Bangkok between levels of monthly incomes are not different and are insignificant (Levene's test = 0.278a, p = 0.892) (F = 0.316, p = 0729)) the results showed that most of the foreign customers who had a monthly income of 2,001 – 3,000 at 4.206, the foreign customers who had a monthly income 3,001 USD or above at 4.196 and the foreign customer who had a monthly income less than or equal 1,000 USD at 4.136

The Marketing mix influences that are taken into consideration when selecting a hotel for MICE in Bangkok revealed that the following: People (Mean = 4.46), followed by promotion (Mean = 4.41), Price (Mean = 4.33), Place (Mean = 4.33), Product (Mean = 4.24), Process (Mean 4.18), and Physical evidence (Mean = 3.84)

Marketing Mix	Result	
	X	SD
Product		
1. Hotel Brand or name influences the decision making	4.29	0.613
2. Decision making is based on hotel products, such as Restaurant, Bar, Spa etc.	4.18	0.699
3. Decision making is based on hotel room amenities, such as Coffee maker, work station, internet etc.	4.30	0.649
4. Decision making is based on hotel facilities, such as swimming pool, gym, meeting room etc.	4.29	0.658
5. The availability of a variety of room types to choose from	4.12	0.684
Price		
1. Price is the most important factor.	4.48	0.596
2. The quality standard of the Ibis hotel is worth the value for money.	4.46	0.621
3. There are hotel price lists for customers to choose from.	4.35	0.642
4. Focus is on the budget (Cheapest price)	4.04	0.803
Place		
1. Hotel Accessibility is important, such as easy to find, close to the sky train etc.	4.42	0.569
1. Hotel Accessibility is important, such as easy to find, close to the sky train etc.	4.42	0.569
2. Hotel location is important, convenient to attractions etc.	4.47	0.575
3. A reservation service is a factor that makes you choose the hotel.	4.30	0.634

4. Online reservation is important.	4.42	0.604
5. Ease in making a reservation and the process is not complicated.	4.26	0.588
6. The hotel website is easy to find and recognized.	4.28	0.567
7. The reservation can be made via Travel Agency, Tour Operator and Agoda.	4.15	0.639
Promotion		
1. Hotel promotions can attract you in making a decision easier.	4.42	0.569
2. Decision can be influenced by promotions such as gift voucher, games or hotel activities.	4.43	0.605
3. There are various media recognitions such as Television, Magazine, Online Social Media.	4.47	0.628
4. Redeem points for hotel privilege such as free room Upgrade etc.	4.36	0.636
5. Decision making made by special price such as discount 40-50%, Stay 2 nights get free 1 night, or special prices with bank credit cards promotion etc.	4.38	0.569
Process		
1. Decision making is based on service process such as hotel payment system etc.	4.18	0.556
2. Fast check in and check out process are important.	4.15	0.572
3. Speed of service is important.	4.22	0.536
4. Special service is important, such as carrying the baggage, in room service, shuttle service etc.	4.19	0.546
5. Decision making is based on classifying the customer such as VIP guest check in counter or Tour Group counter.	4,15	0.551
People		
1. Decision making is based on hotel staff.	4.34	0.603
2. Grooming of staff is important.	4.39	0.613
3. Cheerful staff and readiness to give service to the customers.	4.48	0.609
4. Knowledge and skills of staff such as giving correct answer or solving the problems for the customers are important.	4.53	0.553
5. Staff should give the correct information to the customers.	4.50	0.583

6. Staff are caring and can provide good service.	4.50	0.589
Physical Evidence		
1. Decision making is based on hotel environment.	4.07	0.548
2. Luxury decoration could influence your decision.	3.86	0.663
3. Proper lobby and service availability is important.	3.80	0.707
4. Decision making is based on the luxury corridor.	3.62	0.889
5. Adequate parking is important.	3.76	0.811
6. Decision making is based on the hotel building appearance.	3.91	0.634

The factors influencing the selection of hotels for MICE in Bangkok revealed that the most important factor in the marketing mix was the Product at 0.261 (+0.176 People + 0.156 Promotion + 0.103 Physical Evidence + 0.030 Process + -0.007 Place + -0.173 Price) as detailed in the table below by significance. (r = 0.145 F = 7.179 p = 0.000) less than 0.05

Marketing Mix	b	S.E.	Beta	t	p	Tolerance	VIF
Constant	1.866	0.400		4.662	0.000		
Product	0.261	0.089	0.240	2.937	0.004	0.512	1.954
Price	-0.173	0.079	-0.169	-2.184	0.030	0.571	1.751
Place	-0.007	0.102	-0.006	-0.072	0.943	0.536	1.865
Promotion	0.156	0.092	0.131	1.689	0.092	0.569	1.756
Process	0.030	0.110	0.023	0.272	0.786	0.494	2.024
People	0.176	0.094	0.152	1.881	0.061	0.526	1.902
Physical Evidence	0.103	0.072	0.105	1.436	0.152	0.639	1.564

r = 0.415, adj. r2 = 0.148 F = 7.179 p = 0.000 Durbin Watson = 1.724

Variable	Hotel for MICE		Result	p
	$\overline{X}$	SD		
Product	4.24	0.512	t = -7.416	0.000**
			Levene's test = 29.552	
Price	4.33	0.544	t = -6.387	0.000**
			Levene's test = 27.605	
Place	4.33	0.434	t = -6.651	0.000**
			Levene's test = 30.436	
Promotion	4.41	0.467	t = -5.514	0.000**
			Levene's test = 48.825	

Process	4.18	0.421	t = -1.470	0.000**
			Levene's test = 52.714	
People	4.46	0.479	t = -6.362	0.000**
			Levene's test = 27.572	
Physical Evidence	3.84	0.565	t = 1.084	0.000**
			Levene's test = 18.725	
Total	4.25	0.360	t = -5.770	0.000**
			Levene's test = 50.064	

**p < 0.01

Discussion

The objectives of this research was to: 1)To study personal factors relating to decision making on selection of hotels for MICE in Bangkok. 2)To study the marketing mix relation to decision making on selection of hotels for MICE in Bangkok. 3)To study factors influences affecting the selection of hotels for MICE in Bangkok.
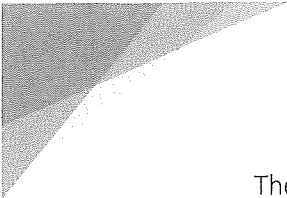
The findings of this study revealed that the majority of this survey fell into the following demographics: female (68.8%), aged between 21-30 years old. (64.8%), single (70.8%), Bachelor's degree (81.2%), public employee (59.2%), income per month between 2,001-3,000 USD (48.0%).

"Factors influencing foreign customers on selecting Hotel for MICE in Bangkok" had results that show how variations in demographics relate to decision making of consumers as follows:

The hypothesis 1; the personal factors of foreign customers by sex, age, marital status, educational, occupation, monthly salary differences relate to decision making on Hotel for MICE in Bangkok are not significant and reject the hypothesis by the result (One-Way ANOVA) of significance *p > 0.05

The hypothesis 2 ; the marketing mix factor of foreign customers that consists of Product, price, place, promotion, process,

people and physical evidence differences relate to decision making on selection of hotels for MICE in Bangkok are different and accept the hypothesis by the result (Multiple Regression) of significance 0.000 less than 0.005 (r = 0.415 F = 7.179 p = 0.000)

The hypothesis 3 ; the factors of foreign customers that consist of Product, price, place, promotion, process, people and physical evidence shows the result of significance 0.000 less than 0.01

The Marketing Mix factor from this study revealed that the significance is 0.000 which is less than 0.005 and agree with hypothesis related to decision making of consumers with differences: marketing mix that consumers want is Product (Decision making is based on hotel room amenities, such as Coffee maker, work station, internet etc.) Mean = 4.30

For recommendations and further study, 1) the researcher carried out the survey in the Bangkok area, and to gather more data the researcher could carry out the survey in different areas. 2) It would be beneficial to conduct research by way of a survey or by focus group interviews. With this method, the researcher may select a group of individuals to discuss and comment on important factors influencing the selection of hotels/resorts from their personal experiences and perspectives. 3) The limitations of this research were those of language, with the questionnaire only being provided in English language. The survey could be wider and more comprehensive if there were other languages such as Chinese and Japanese.

References

Department of Tourism, Ministry of Tourism and sports, "Statistic of International tourism in Bangkok", 2015, Available: http://www.tourism.go.th

Maketeer, "Hotel Business competition in 2017", 2016, Available: http://www.maketeer.co.th

Thailand Convention and Exhibition Bureau, MICE Statistics 2016, Available: http://elibrary.tceb.or.th

Kanlaya Vanichbancha. (2001). *Analysis with SPSS for Windows*. Bangkok: Chulalongkorn University.

Factors influencing decision making. Avialable: http://www.udru.ac.th/website/attachments/elearning/07/10.pdf.

Kotler, P. and Gertner, D. Country as A Brand, Product, and Beyond: A Place Marketing and Brand Management Perspective. Journal of Brand Management, 2002