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2018

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Conference Program

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Services Receivers' Attitude towards Environmental Standard for
Venues in MICE Industry

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Abstract

The purposes of this study were to; 1) study the attitude of service receivers for the environmental standard elements of venues for MICE industry 2) compare the attitude of service receivers for the environmental standard elements of venues for MICE industry, classified by personal factors 3) for suggestions and improvements to the process used to benefit of the venues for the MICE industry. The research method used in this study was a qualitative research method for obtaining complete data. The questionnaire was completed by 255 representatives of organizers using the service obtained by purposive sampling. The sample groups had an experience in the service of each year during 2004-2014, on the roster of the Thailand Convention and Exhibition Bureau (TCEB). Obtained data were analyzed by using the Statistical Package for the Social Science Program.

Results of the study revealed that most of the service users placed the highest importance of Physical, Energy and Greenhouse effect, Water, Garbage, Air Smells and Sounds, Social and local participation. Beside, service users placed a high level of importance of the factor on Conflagration, Public health and safety.

Besides, it was found that within four groups of the service users placed the importance for the environmental standard elements of venue they had significantly different perception in four aspects of attitudes environmental standard elements of venues for MICE industry, including Physical, Energy and Greenhouse effect, Social and local participation, and Garbage. Based on component analysis, the attitude of service receivers for the environmental standard elements of venues for MICE industry can proposed the guidelines for environmental standard of the venues for MICE industry include 4 major indicators and 44 minor ones, as follows: 1) Energy and Greenhouse effect 2) Physical 3) Social and local participation and 4) Garbage.

Keywords: Environmental elements, Attitude, Venue, MICE Industry

1. Background

In the past, activities conducted by various organizations such as conferences, tourism incentives, seminars and exhibitions or also known as "MICE" (Meeting, Incentive, Convention and Exhibition: MICE) was very popular in European regions as it is the location of many big multinational companies and international organizations. However, when considering the data from the Statistic Report 2002-2011 by the International Congress and Convention Association (ICCA), it reflected that the percentage of meetings held in the year 2003 concentrated in Europe alone was about 57 percent of the conferences worldwide. This trend gradually declined to around 54 percent in 2011, while the proportion figure of meetings held in Asia and the Middle East in the year 2003 takes up about 14 percent of the meetings worldwide. These conferences have a tendency to increase to about 17 percent by the year 2011 (Kasikorn research, 2013).

For Thailand, MICE is one of the service businesses that has a major role in the economy of the country and are linked closely with the tourism industry according to the Office of Management Conference & Exhibition Bureau (TCEB.) (Thailand Convention & Exhibition Bureau: TCEB). Given that the income value of the MICE industry from foreign tourists in Thailand has grown by an average of 7 percent per year and the figure is estimated to increase by an average of 9 percent per year from international exhibitions and conferences as they are the divisions that has grown significantly in the past years (Kasikorn research, 2013). Although currently, Thailand has the capability to provide to MICE sufficiently however, the increasing number of events and foreign tourists in the future and the integration of the ASEAN economic community will bring more opportunities for the country in becoming the center, or to host of MICE organizers in the region. Therefore, it is crucial for institutions and entrepreneurs to prepare both the proactive and reactive strategies in the development of the infrastructure and enhance the service aspects to be more international and universalized. Especially environmental, this is in the interest of the world that everyone recognizes and pays attention. Moreover, Thailand was the first country in Asia to advocate the greening of its MICE industry as a positive marketing tool and to help protect the environment (Thailand Convention and Exhibition Bureau, 2015). According to Bergin-Seers and Mair (2008) pointed out as well that consumers are interested in and willing to pay extra for such green products appear to be lacking. Thus, it is interesting to consider why suppliers appear to be increasing their investments in environmental and green facilities. Anyway, tourism is an interesting case study since the sector has both significant economic importance and tourists are showing increasing levels of environmental concern. They pointed out as well that it is harder to ascertain the environmental strategies in the service sector because, unlike in the manufacturing industry, environmental legislation has lesser importance and environmental issues are nearly always neglected in such industries (Alvarez et al, 2001). Also, Mari and Jago (2010) stated that the situation of the business events sector must be considered similar to the situation in the leisure tourism sector and given the importance of examining each industry sector individually.

For the venue, the key element of the MICE industry (Kaedsiri Jaroenwisan, 2009: 3), there is currently no clear environmental standard requirements for its quality and services which may affect the reliance of service receivers in the MICE industry. Therefore, researchers are interested in studying Services Receivers' Attitude towards Environmental Standard for Venues in MICE Industry because is an opening door for the MICE industry to raise the standard of the venues in the domestic towards international and regional level to support the demands in the ASEAN market. Hence, conferences are the type of venues that is capable of supporting large number of markets of all sorts at a full range of the MICE industry in both national and international level. In organizing conferences in an international level, it is known that the group of participants are tourists with quality that has 2-3 times higher spending potential than other ordinary tourists (National Information Center, 2013). Moreover, Thailand is no basis in the MICE industry environmental standards is directly related to the implementation of the deployment. Therefore, in order for this tactic to be beneficial to entrepreneurs, the public and private sectors for MICE industry can apply the standardized criteria and utilize it in gearing towards the same direction in order to fully provide for large and international conferences as well as meeting the expectations of the government policy that wants to push the country to becoming the sustainability centre of Asia's MICE industry.

2. Objectives

- 1 to study the attitude of service receivers for the environmental standard elements of venues for MICE industry
- 2 compare the attitude of service receivers for the environmental standard elements of venues for MICE industry, classified by personal factors
- 3 for suggestions and improvements to the process used to benefit of the venues for the MICE industry.

3. Methods

1 People and the Sample Groups

The person in the study of determining attitudes towards environmental standard for Venues in MICE Industry includes:

Client group (Service Receivers) is the people that organizes MICE-related activities such as the organizers or hosts and is the group that made the decision to select the venue in the South. The researcher has used the Purpose sampling by handing out the questionnaires according to the psychographic data into four subgroups (Hu and Hiemsnsta, 1996: 68) claimed (Kaedsiri Jaroenwisan, 2552: 85) such as: 1) hosts from companies, 2) hosts from institutions 3) hosts from the government and educational institutions 4) the representers of the organizer or professional organizers. This sample of service receivers (organizers) has a total of 255 samples.

2 The Methods Used in the Study

In this study, the researchers used a questionnaire to collect quantitative data. The questionnaire was conducted by the researchers from the concept study and related research. The closed-ended and open-ended questions in the questionnaire were for this data collection.

3 Monitoring Quality

Researchers have examined the quality of the methods used in the study to achieve a quality questionnaire. By testing the accuracy of the content (Validity) by having experts review the contents on the clarity, language, and evaluate the structure of the questionnaire before the actual test of the questionnaire with the clients. Researchers have tested the reliability of the questionnaire by giving out 30 sets of questionnaires to the service receivers through Cronbach's Alpha Coefficient with the coefficient outcome of 0.97 which is considered an acceptable standard. Therefore, this questionnaire is ideal to be collected as data for the other samples.

4 Data Collection

The primary data collected by the researchers from the answers of the closed-ended and open-ended in the questionnaire, it can be concluded that the service receivers are the people involved in organizing MICE events.

In the Secondary Data, the researchers have studied the concept of attitude, behavior and green meeting, and sustainability of venues. The concept of MICE industry as well as the standards related to the MICE industry was compiled from research papers, journals, pamphlets, books, thesis and researches related to both the domestic and foreign. The study also includes information from the Internet by the government and private intuitions.

5 Data Analysis

When the researchers collected the data and verified the correct information successfully, the questionnaire then went through the processing and coding and in order to calculate a statistical measurements used in the research. By using the SPSS program to analyze the data, the details are as follows:

5.1 Descriptive statistics analysis was used to enumerate the frequency, the percentage the average (Mean) and the standard deviation to describe the demographic data of the behavior of the service receivers in MICE industry.

5.2 Inferential statistics analysis was the one-way ANOVA with the use of the F-test for comparing between the two variables and more to consider differences between the service receivers' attitudes towards the importance of environmental standards based on the venue for the MICE industry as a whole. The statistical significance is at the 0.05 level.

4. Results

The study to propose Services Receivers' Attitude towards Environmental Standard for Venues in MICE Industry have found that, most (60.40 percent) were female, and almost half (43.50 percent) are at the ages of 31-40 years old. Next to that is 27.30 percent that has the ages between 41-50 years old. Majority of the informant for 19.20 percent has an age below or equal to 30 years old and 10.00 percent aged from 51 years and older. Respectively, over half of the respondents (65.10 percent) has the highest educational qualification of a Bachelor degree. Followed by a Master's degree 29.80 per cent and PhD 2.70 percent. The number of the respondents that has an educational degree below Bachelor degree was 2.40 percent.

In addition, almost half of the respondent (43.10 per cent) were positioned as managers, followed by Secretary Coordination of 21.20 percent, 11.30 percent were assistant managers, 5.10 percent and 4.30 is positioned as a scholar and president respectively. While other positions of 15.00 percent were of executive positions. As by half (50.00 percent) had the experience in taking responsibility for the event is between 1-5 years, followed by 33.00 per cent have experienced in taking responsibility for the event are between 6-10 years old, and only 17.00 percent were with the experience being in charge of the event for 11 years and over. For least experience in charge of organizing an event is of 1 year and the most is 20 years. The average of the experience of being in charge of organizing an event is 7 years.

The results of the purpose of this research number 1, for study the attitude of service receivers for the environmental standard elements of venues for MICE industry that the informant have evaluated that the most important factors are the six factors such as Energy and Greenhouse effect (mean score 4.40), Physical (mean score 4.39), Social and Local participation (mean score 4.35), Garbage (mean score 4.23), Water (mean score 4.23), and Air smells and Sounds (mean score 4.22). While Public health and Safety has a mean score of 4.20, and Conflagration with the mean score 4.19.

The results of the purpose of this research number 2, compare the attitude of service receivers for the environmental standard elements of venues for MICE industry, classified by personal factors found that the service receivers are the organization of four subgroups: 1) associations 2) general companies 3) government and educational institutions, and 4) the professional organizers has attitudes towards the environmental standard elements of venues for MICE industry in different significant of four factors: 1) Physical, 2) Energy and Greenhouse effect, 3) Garbage, and 4) Social and local participation.

The results of the purpose of this research number 3, suggestions and improvements to the process used to benefit of the venues for the MICE industry found that, from the most to the

least important features of the elements involving the environmental standard of venues include 4 major indicators and 44 minor ones, as follows: 1) Energy and Greenhouse effect, 2) Physical, 3) Social and local participation, and 4) Garbage. In addition, the service receivers are the organization of four subgroups: 1) Associations focused on the most of Energy and Greenhouse effect, and Garbage 2) General companies focused on the most of Energy and Greenhouse effect, Physical, Social and local participation, and Garbage 3) Government and educational institutions focused on the most of Energy and Greenhouse effect, and 4) the Professional organizers focused on the most of Social and local participation.

5. Conclusions

From the results of this study, it can be concluded that the attitude of service receivers for the environmental standard elements of venues for MICE industry are as follows: The informant has given the importance to standardization of the environmental elements and the selection of the venue for 44 elements within four factors:

Energy and Greenhouse Effect

1. Turn off the engine while parking to reduce the loss of fuel.
2. The light split between the stage and seating areas.
3. Promote the event via an intranet site, e-newsletter or e-mail.
4. Specified in the invitation to submit a response to the meeting participants via e-mail or telephone.
5. Brightness can be adjusted as needed.
6. The LED lights to save energy.
7. Meeting documents published by the two-page document.
8. Meeting documents are white - black only.
9. Air conditioning energy saving and set the temperature at 25-26 °C
10. Participants can download files from the Internet.
11. Turn off LCD projector or a Stand-by Mode if not used.
12. The venue is designed to save energy.
13. Install automatic doors to prevent the loss of cooling.
14. The staff controls energy consumption in each area.
15. Reduce electricity consumption by 30 % of the total.
16. Set up a timer to control the power and lighting in venue
17. Reduce greenhouse effect from food and drink provided to participants.

Physical

18. Support service receivers in all groups, including children, elderly and disabled.
19. Meeting rooms with a unique design.
20. Area planted trees are green, sustainable, not less than 10% of venue.

21. Meeting rooms and the surrounding landscape decorated with unique local style.
22. Aspect drinks and snacks to the participants serve themselves.
23. Select the right meeting room for the participants.
24. Decoration using ornamental plants grown in pots, instead of flowers to minimize waste
25. A la cart dish is served only for the meeting with the participants at least 20 people.
26. A place that serves food a separate meeting.
27. An area for preparing snacks outside the meeting room.
28. Adequate parking
29. Try not used tablecloths / chairs for banquets and meeting room.
30. A selection of fresh foods and ingredients that are seasonal and organic.
31. The local vegetation is the main component of decoration.
32. Materials and technologies that are environmentally friendly.

Social and Local Participation

33. Plans and activities that demonstrate social responsibility and the environment.
34. Community service activities are regularly.
35. Partnering with community environmental stewardship.
36. The confederation of organizers in choosing venues that are environmentally and socially responsible.
37. In consideration of sustainability.
38. Green meetings package to reduce costs.
39. Knowledge about sustainable development with staff.
40. Adding the chance to compete for business with partners.

Garbage

41. Systems of separation or waste disposal.
 42. Installation sieve trap waste pipe.
 43. Reduce the use of plastic and foam Materials.
- Prepare separate bins for recyclable waste and general waste adequately.

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