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Framework of ME City and the Increasing of Potential Supply Chain: A Propose Khon Kaen to Designated Area for Sustainable Tourism

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Abstract

This research aims to study and analyze the ME City and the increasing of potential supply chain. In order to offer the thought framework of ME city and the increasing of potential supply chain: a propose Khon Kaen to designated area for sustainable tourism by review the literature about 1) the MICE industry 2) the transportation supply chain 3) the potential for the development of the transportation supply chain 4) sustainable tourism development 5) designated and sustainable tourism areas. The study was conducted by the qualitative research with collecting data from journals, researches and statistics about transportation in tourism. Then used content analysis, pattern matching and explanation building. The study's result found that the components of the transportation supply chain to designated area for sustainable tourism, and the potential for the development of the transportation supply chain, then take the analyzed result to proceed the thought framework of ME city and the increasing of potential supply chain: a propose Khon Kaen to designated area for sustainable tourism.

Key Words: MICE, Event, Supply Chain, Transportation, Tourism, Khon Kaen

JEL Classification: C 19, G13, G 14

1. Introduction

MICE industry is an industry that involves meetings (M), incentive travel (I), conventions (C), and exhibitions and events (E). The Asia-Pacific Region is one of the regions in which the MICE industry is continuously being developed in some of the countries that comprehend its significance. As can be seen, the Asia-Pacific region is presently witnessing an increased number of venues for exhibitions and accommodations, while more tourism spots and MICE-supporting businesses continue to emerge. As a result, this region has become a suitable destination for the development of the MICE industry, which in turn, will bring economic growth and inter-regional cooperation. MICE tourism has been shown to increase competitive advantages, income distribution, and employment among the population (UNWTO, 2014), as well as to increase the capacity to build higher revenues than leisure tourism in general (Tang, 2014). Many countries now see the importance of the MICE industry and have attempted to support the continuous growth of the MICE industry with the hope of obtaining benefits from it in their own countries (Luo & Zhong, 2016).

An 'ME city' stands for a MICE city (M) and an event city (E) or "a city of festivals, conventions, and seminars, and of regional goods expositions". Khon Kaen has incorporated the Three-year Municipal Development Plan (2016-2018) in her strategies as follows: a) the first provincial strategy focused upon creating economic development towards security and competitive competence; b) a development strategy for the 7th provincial zone focused upon strengthening the social capital and community economy for competition based on the philosophy of "Sufficiency Economy; and c) the first municipal strategy focused upon developing Khon Kaen city into a MICE city and a regional center for commerce, so that Khon Kaen will become a city of festivals, conventions & seminars, and a venue for the exposition of regional goods (Khon Kaen Municipality, 2016). In addition, Khon Kaen is an official center with over 200 governmental organizations and universities, as well as medical and public healthcare centers situated therein. It is one of the three provinces in Thailand promoted under the government's policy to become a city of communication and information technology with the biggest convention center in the Northeast - the Golden Jubilee Convention Center at Khon Kaen University which is able to seat over 3,000 people. Many five-star hotels are scattered around the city, and there is an airport with full service capacity (Khon Kaen Airport Authority, 2016). Presently, the government and the private sectors are joining to propel Khon Kaen Airport into a fully-equipped international airport to accommodate the region's future economic growth. Thusly, Khon Kaen has a great potential to be developed into a MICE city. The signing of an MOU with the Thailand Convention & Exhibition Bureau has marked the beginning of a campaign to promote awareness among the organizations and among the over 350 local entrepreneurs in order to give them opportunities

to voice their opinions regarding Khon Kaen becoming a MICE city and the center for conventions and exhibitions in the Northeast for both domestic and foreign customers in the Indochina countries and in Southern China (Thailand Convention & Exhibition Bureau, 2013).

The situation of transportation supply chains in the world transportation of passengers has impacted economic growth and international cooperation according to different collaborative frameworks and the growing tourist numbers (Jedlinski, 2014). It is, therefore, a good opportunity to expand the market to encompass tourists from around the world. The countries in Southeast Asia are already equipped with the necessary infrastructure to receive tourists. However, with higher competitive trends in tourism, countries need to build cooperation with each other, and hence, it is necessary to prepare tourism innovations that match the demands of the tourism market. Promotions to specific groups of tourists, investments in identity promotion, and public relations should all be implemented (Ministry of Tourism and Sports, 2017). The supply chain in the transportation market in the Asia-Pacific region has been anticipated in the 12 following countries: Hong Kong, Singapore, Australia, Japan, Taiwan, South Korea, India, Malaysia, Thailand, China, Vietnam, and Indonesia. The supply chain of the transportation market has been found to reach a Compound Annual Growth Rate (CAGR) of 7.6% in the period from 2011 to 2016. In 2016, the amount reached 4.09 trillion US dollars. In Thailand the supply chain of the transportation market has grown to 7.5% (CAGR), and the maximum value climbed to 85.9 billion US dollars in 2016. The clients of the transportation supply chain have become technologically advanced, and hence, have high expectations of their service providers. The clients require tangible capacities with respect to the procedures of the providers and upgrades to the management of the transportation supply chain. They require additional improvements in communications that will facilitate and streamline the transportation supply chain management (Purchasing and Supply Chain Association of Thailand, 2016).

For these reasons, the researchers have become interested in conducting a study on ME city and the development of a supply chain to produce a proposal for the development of Khon Kaen into a designated area for sustainable tourism. The study involves the components of the transportation supply chain and the patterns of transportation in the supply chain of the MICE industry. These are based on the principles of supply chain management in terms of time, initial costs, quality, the scope of responsibility, human resources, risks, communications management, and an increase in the efficiency of the transportation supply chain (Project Management Institute, 2013). The results would contribute to the proposition of Khon Kaen becoming a designated area for sustainable tourism by strengthening the competitive competence of the domestic MICE industry.

2. Literature Review

2.1 The MICE Industry

The MICE industry is an industry that is involved with Meetings, Incentive travel, Conventions, and Exhibitions. (TCEB, 2013).

2.2 The Transportation Supply Chain

The transportation supply chain was conducted on 9 components as follows: 1) Transportation supply chain information 2) Transportation supply chain management 3) Marketing mix 4) Speed of travelling 5) Comfort of travelling 6) Reliability and punctuality 7) Convenience of travelling 8) Frequency of travelling and 9) Value for money (Adapted from Lin et al., 2014; Christopher, 1999; Rosa et al., 2014; Cole, 2009; Getz, 2008; Mason, 2003;Kisang et al., 2013; Homsombat, 2013; TCEB, 2013a; Davidson & Cope, 2003; Noel et al., 2012; Jose & Inkyo, 2013; Baldacchino et al., 2013; Denver et al., 2007; Shuzhu et al., 2014; Canhong et al., 2014; Christos et al., 2014; Gabriela et al., 2013; Islam et al., 2013)

2.3 The Potential for the Development of the Transportation Supply Chain

The potential for the development of the transportation supply chain system was the management of the supply chain based on the principles, concepts and the theories of project management, adopted from: Project Management Institute (2013) and Association for Project Management (2012) which comprised the following: 1) time management, 2) cost management, 3) quality management, 4) scope management, 5) resources management, 6) risk management, and 7) communications management in order to increase efficiency.

2.4 The Sustainable Tourism Development

Development of sustainable tourism was development of the industry of tourism that has the least impact on the environment and the society and that is suitably connected with development of the market and of accommodations that will bring tourists back to the place. The outcome is economic circulation that responds to the continuous development of environment and society (UNWTO, 2013).

2.5 The Designated and Sustainable Tourism Areas

The management of the designated areas for the administration of sustainable tourism will be carried out through coordination with the mid-level and the local governmental organizations with the help of the people. It will create sustainable tourism through striking a balance between the needs of the economy, society, and the environment allowing the tourism spots to retain their beauty while fostering the arts, culture, traditions, and the local wisdom. The results will also create employment opportunities and thus, upgrade the quality of life and living conditions for the local people. The information and news, related to tourism, should also be made available so as to create a lasting impression for both the domestic and

international tourists to promote their decisions to visit (Designated Areas for Sustainable Tourism Administration, 2016).

3. Methodology

3.1 Research Questions

This research aims to study and analyze the ME City and the increasing of potential supply chain. In order to offer the thought framework of ME city and the increasing of potential supply chain: a propose Khon Kaen to designated area for sustainable tourism.

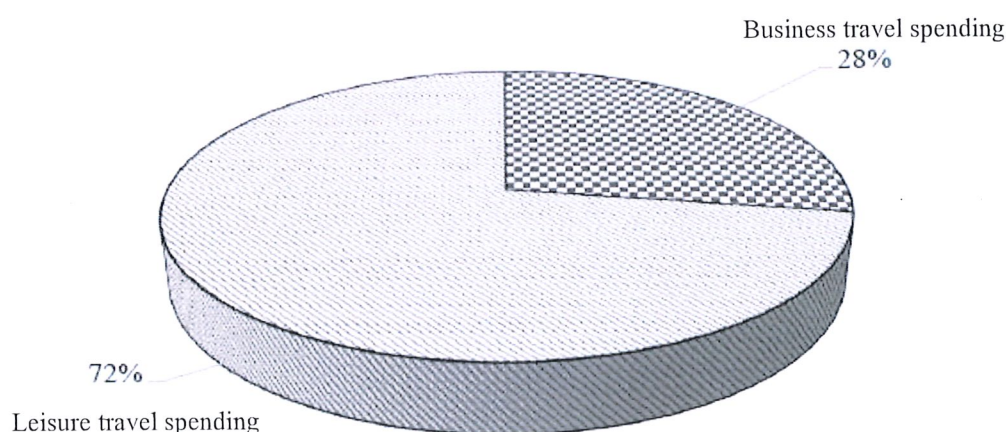
3.2 Data

The study was conducted by the qualitative research with collecting data from journals, researches and statistics about 1) the MICE industry 2) the transportation supply chain 3) the potential for the development of the transportation supply chain 4) sustainable tourism development 5) designated and sustainable tourism. Then used content analysis to group all concerned data, after that analyzed pattern matching by setting pattern of relationship between the variants from concerned researches and then analyzed explanation building by clarifying the link between the occurring variants. Then take the analyzed result to proceed the thought framework of ME City and the increasing of potential supply chain: a propose Khon Kaen to designated area for sustainable tourism.

4. Results and Discussion

The holistic view of MICE industry situations, summarized from the evaluation of expenditure on tourism in the Asian region, was performed by The World Travel & Tourism Council and is illustrated in Figure 1.

Figure 1: Expenditures for Tourism in the Asian Region)TCEB, 2015(



From Figure 1, it can be seen that the business travel expenditures within the Asian region in 2014 had amounted to 60.70 billion US dollars or 28% of the total tourism travel in Asia, while leisure travel expenditures had accounted for 158.00 billion US dollars or 72% of total

tourism travel)TCEB, 2015(. Expenditures by the MICE participants has been shown to have a direct impact on the economy through various kinds of spending that reach MICE industry entrepreneurs, including transportation companies, administrators of MICE events, and tourism companies, etc. The money spent is one of the tools that has enabled entrepreneurs in the MICE industry to remain in their professions)Thailand Convention & Exhibition Bureau, 2013(.

The most of the MICE & Event attendants had come to exhibition (91%), followed by conventions (6%), incentive travel (2%), and meetings (1%). As many as 79% of MICE attendants had preferred to join MICE events in Bangkok and its surrounding areas, followed by Khon Kaen (9%). The “per head” expenditures of the MICE attendants in Thailand had been 2,299 THB per day for this period. The revenue from MICE industry alone in Thailand during the 2015 fiscal year was as high as 46,402 million THB. The majority of MICE attendants had received the news and the details of the MICE events from their acquaintances. The factors behind their decisions to join the MICE events had included the convenience of transportation to the venue and the facilities at the venue. Most MICE attendants had preferred to travel to a MICE event with their personal cars, while the others had used public transportation. The major reason, that had been found to dampen their levels of satisfaction, had been inadequate car parking facilities or no car park facilities (TCEB, 2015). Additionally, ever-increasing levels of competition in the transportation supply chain has led to improvements in quality among transportation entrepreneurs. However, there are key obstacles to the further development of the MICE industry. For instance, the entrepreneurs still lack knowledge, understanding, and interest in transportation costs, especially high fuel costs. Thus, the relevant government organizations have established strategies and methods to implement collaborative solutions in order to attain optimal benefits for all of the stakeholders involved in the MICE industry (Termtham Sitthilert, 2015). Khon Kaen Province has created its own 3-year municipal development plan (2016-2018) to promote itself as ME city (ME city: MICE city & Event city) with the following strategies: a) the first provincial strategy to promote economic development towards security and competitive competence; b) a development strategy for the 7th provincial zone to strengthen the social capital and the communities’ economies for competition based on the philosophy of “Sufficiency Economy”; and c) the first municipal strategy to develop Khon Kaen city into a MICE city and a regional commerce center so that Khon Kaen can become a city of festivals, conventions & seminars, and a venue for the exposition of regional goods (Khon Kaen Municipality, 2016).

Owing to these said development plans, the development of the country’s logistical systems has become one portion of the nation’s agenda. Thailand’s Logistics Development Strategies (2013-2017) have emphasized the need to be in accordance with the 2015-2017 strategies of the Ministry of Tourism and Sports, the National Tourism Development Plan

2017-2021, Thailand Tourism Strategies 2015-2017, and the 2015-2017 strategies of the Designated Areas for Sustainable Tourism Administration (Public Organization). The development of the logistical systems has emphasized the standardization of infrastructures to accomplish the following: a) to provide convenience and rapid access to tourism destinations, b) to ensure the safety of public transportation and services, and c) to establish efficient connections between the major and minor tourism spots. All of these will be achieved through the expansion of linkages over land, on the water, and by way of domestic air transportation and tourism routes to and through ASEAN countries. However, the vehicles in the system should be standardized along with the service system of the public transportation in order to ensure the appropriateness and adequacy of the transportation demands and for mobility and accessibility. The information technology system must be adjusted to effectively support travel plans with the availability of full-cycle information that includes travel routes, vehicles, online ticketing, and the provision of applications to enable tourists to check their routes and the public transport vehicles (Office of the National Economics and Social Development Board, 2016; Ministry of Tourism and Sports, 2015).

The transportation supply chain for framework of ME city and the increasing of potential supply chain: a propose Khon Kaen to designated area for sustainable tourism was conducted on 9 components as follows: (Adapted form Lin et al., 2014; Christopher, 1999; Rosa et al., 2014; Cole, 2009; Getz, 2008; Mason, 2003;Kisang et al., 2013; Homsombat, 2013; TCEB, 2013a; Davidson & Cope, 2003; Noel et al., 2012; Jose & Inkyo, 2013; Baldacchino et al., 2013; Denver et al., 2007; Shuzhu et al., 2014; Canhong et al., 2014; Christos et al., 2014; Gabriela et al., 2013; Islam et al., 2013; Boonla, 2014)

1) Transportation supply chain information consisted of; the infrastructure, service vehicles, MICE & event (ME) place, the services of the staff members and expenses,

2) Transportation supply chain management consisted of; the impact on the transportation supply chain system, the ability and quality of the transportation supply chain, physical flow (mobility of vehicles), information flow (dissemination of information), controlling and monitoring of vehicle and the forms and processes of the transportation supply chain.

3) Marketing mix consisted of; place or venue, price, product, promotion, process of service or the serving process, personal, physical evidence, positioning, partnership, participation, perception, period, public opinion, politics, psychology and packaging.

4) Speed consisted of; Travel duration, Load, Road and weather conditions, Traffic, Route.

5) Comfort of travelling consisted of; service quality of travel, environment during the service, size of seat, staff offering services and cleanliness of service places.

6) Reliability and punctuality consisted of; safety, on-time arrival at the destination, brightness of service, cooperation among organizations and the frequency of the occurrence of accidents affecting the decision-making process.

7) Convenience of travelling consisted of; facilities, service procedures of staff members, access to service areas, services via the internet and seamless interchange between different modes of transportation.

8) Frequency of travelling consisted of; number of MICE & events, noteworthiness of MICE & events, distance to MICE & events and travel expenses, recurrence of the trip.

9) Value for money consisted of; value for money, service quality, forms of service, effectiveness of service and desire to choose the service again.

The framework of ME city and the increasing of potential supply chain: a propose Khon Kaen to designated area for sustainable tourism should be taken into account in order to bring about efficiency of transportation in the supply chain under which economic resources should be exploited at their ultimate values. The following are aspects of project management that should be taken into account with respect to the success of transportation development in a supply chain (adapted from Project Management Institute, 2013; Association for Project Management, 2012; Shuzhu et al., 2014; Canhong et al., 2014; Creazza et al., 2014; Zhi et al., 2014; Canhong et al., 2014; Homsombat, 2013; Bornhorst et al., 2010; Muhcina et al., 2008; Mulali et al., 2014) consisted of;

1) Time management consisted of; activity definition, activity sequencing, activity resource estimating, activity duration estimating, schedule development and schedule control.

2) Cost management consisted of; cost estimating, cost budgeting and cost control.

3) Quality management consisted of; quality planning, perform quality assurance and perform quality control.

4) Scope management consisted of; scope planning, scope definition, create work breakdown structure, scope verification and scope control.

5) Human resource management consisted of; human resource planning, acquire me city project team, develop me city project team and manage me city project team.

6) Risk management consisted of; risk management planning, risk identification, qualitative risk analysis, quantitative risk analysis, risk response planning, risk monitoring and control.

7) Communication management consisted of; Communications planning, Information Distribution, Performance Reporting, Manage Stakeholders.

Designated areas for sustainable tourism was established with the roles and responsibilities the management of the designated areas for the administration of sustainable tourism will be carried out through coordination with the mid-level and the local governmental organizations with the help of the people. It will create sustainable tourism through striking a balance

between the needs of the economy, society, and the environment allowing the tourism spots to retain their beauty while fostering the arts, culture, traditions, and the local wisdom. The results will also create employment opportunities and thus, upgrade the quality of life and living conditions for the local people. The information and news, related to tourism, should also be made available so as to create a lasting impression for both the domestic and international tourists to promote their decisions to visit over sustainable tourism (Designated Areas for Sustainable Tourism Administration (DASTA), 2016). DASTA has created guidelines which can be used as criteria for assessing and selecting an area that has the potential to become a designated area for Sustainable Tourism. These guidelines have been revised so that they can be applied to develop framework of ME city and the increasing of potential supply chain: a propose Khon Kaen to designated area for sustainable tourism, and this revised version includes the two main areas of assessment, the main criteria, and more specific criteria, as follows (DASTA, 2016) the main criteria consist of 3 components:

1) Value and Potential of Destinations consisted of;

1.1) The value and potential of the destinations consisted of; the uniqueness of the physical environment of the area, the uniqueness of the area's environment, the lifestyles of people, the local wisdom, and the history of the place, and the statistics of the number of visitors per year (Visitors refers to both overnight travelers and to those who visit only for the purposes of sightseeing.).

1.2) Linkage Potential consisted of; the potential to link with the nature, traditions, cultures, and local lifestyles, the potential to link a variety of tourist attractions in an area, and the potential to link the time spent on commuting between tourist attractions

1.3) The Potential of Tourism Security consisted of; The risks and dangers to tourism arising from natural disasters, the risks and dangers to tourism arising from other human beings, and the measures applied to provide for the security of the tourism areas.

1.4) The Potential for Local Facilitation consisted of; Accessibility in the tourism areas, the potential for developing basic public utilities, and the potential for developing facilities and services in tourism areas.

2) Status and Risks of Destruction consisted of;

2.1) The risks arising from destruction and changes from nature.

2.2) The risks arising from destruction and changes from other human beings.

2.3) The risks arising from destruction and change from natural sensitivity.

2.4) The continuity of resources.

2.5) The measures applied to tourism areas.

3) Management consisted of;

3.1) The management of areas, resources, the environment, and the ecosystem consisted of; the management of the utilization of the tourism areas, the follow-up and

assessment of the changes in the areas caused by tourism activities, the management of pollution and the environment around the tourism areas, and the suitability of tourism management.

3.2) Social and Economic Management consisted of; involving departments to participate, knowledgeable personnel who have expertise in developing tourism and providing services, as well as in facilitating visitors, enterprises, and communities, providing education regarding the value and conservation of tourism areas to tourist guides, visitors, people in the tourism business, and to people in the communities, fostering knowledge management and raising awareness and participating in local Communities.

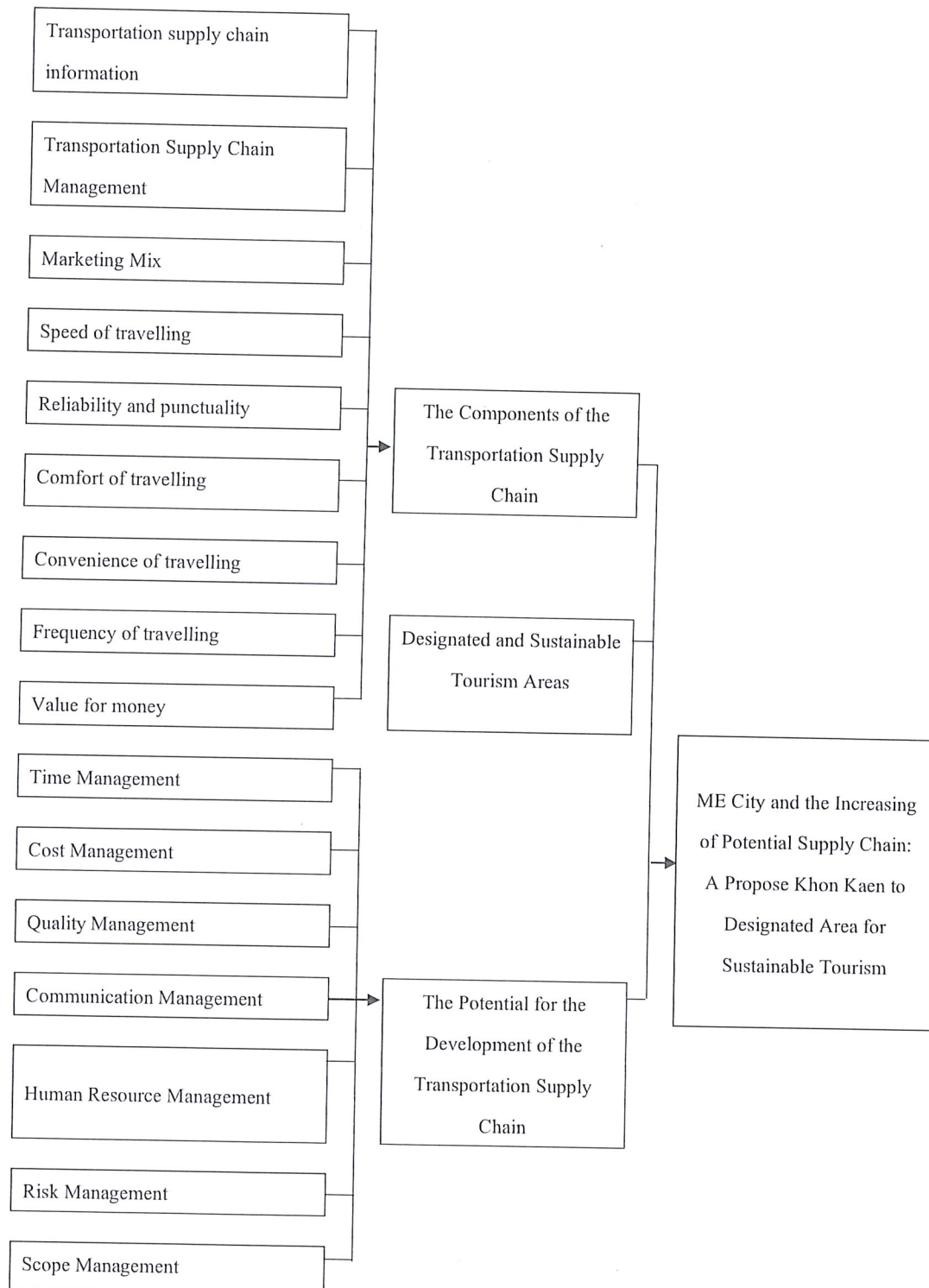
The specific criteria of designated areas for sustainable tourism consisted of;

1) Cultural attractions refer to tourism destinations that meet the specific interests of travelers and allows them to experience mankind's creations which includes popular museums and exhibition centers. The following are the characteristics of cultural attractions: (1) Having a degree of uniqueness and a level of technology in the attractions, (2) Creating knowledge and appropriateness for different groups of visitors, (3) Having a variety of tourism carrying capacities, (4) Bringing value to the lives and lifestyles of the people in the local communities.

2) Recreational attractions refer to manmade attractions that are created for relaxation, entertainment, education, and/or even, exercise. Some examples include zoos, parks, and sports stadiums consisted of; (1) Incorporating degrees of uniqueness and levels of technology into the attractions (2) Creating an impression and providing appropriateness for different groups of visitors (3) Having a variety of tourism carrying capacities and (4) Bringing value to the lives and lifestyles of the people in the local communities. In order to obtain further approval, DASTA analyzes the results of the assessment of the proposed attraction to determine if it can become a designated area for sustainable tourism.

This study found that the relation of the MICE industry, the transportation supply chain, the potential for the development of the transportation supply chain, sustainable tourism development and designated and sustainable tourism areas. After that, the potential development of transportation supply chain can prescribe variables of the study framework of ME city and the increasing of potential supply chain: a propose Khon Kaen to designated area for sustainable tourism as shown in figure 2.

**Figure 2: Framework of ME City and the Increasing of Potential Supply Chain:
A Propose Khon Kaen to Designated Area for Sustainable Tourism**



Form figure 2, The framework of ME city and the increasing of potential supply chain: a propose Khon Kaen to designated area for sustainable tourism can planning different transportation modes in the supply chain. Modes refer to the communal junctions that the MICE participants can take advantage of and which are basically located at the place that can best cater to their commutes. The planning of adjoining transportation modes involves the consumption of time and money, as well as the quality of service that is given during the MICE commute (Sengpiehl, 2010). In order to solve the problems related to the different modes of transportation in the supply chain, the planners should pay attention to the following: 1) the distance of the commute, 2) the loading weight, 3) the travelers' needs, 4) the standard requirements of different industries, and 5) any other impacts that may occur due to changing from one transportation mode to another. Moreover, the transportation in a supply chain should be responsive to the practical needs and legal restrictions imposed by different countries. The efficiency of the transportation in the supply chain relies upon shared objectives and cooperation among the related parties all of whom should be closely connected in order to facilitate the data exchange and to prevent the improper waste of capital (Ishfaq, 2010).

The transportation in a supply chain is a model of transportation in a MICE city which helps to estimate the costs, the time consumption, and the quality of the transportation services (Sengpiehk, 2010). The information from the transportation model provides the planners with remedial suggestions to solve the problems that are likely to occur in the MICE transportation. The design of transportation modes in the MICE city should resemble the heaviest traffic conditions under which many communal disciplines, such as queuing system, area exploitation, and learning about different modes of transportation, are required in order to bring about the highest potential of the transportation (Ishfaq, 2010).

The inefficient exercise of actions related to transferring passengers and their luggage, loading property, managing the routes, and storing the belongings of the MICE participants' have contributed to problems, such as higher commuting costs, prolonged waiting and travel times, and vehicle speeds. The research should cater for making the transferring of the MICE participant faster and more effective. In principle, terminals should be designed to accomplish the following: 1) to enable connections to different modes of transportation, 2) to clearly display waiting times, and 3) to advise travelers of the traffic conditions (Sengpiehk, 2010).

This research has been inspired by the increasing number of MICE participants who remain dependent on different commuting modes. These people are continually faced with traffic congestion, inconvenient transfers, and higher costs for travel. The research has been aimed to help obtain remedial suggestions to reduce the total costs and time related to commuting. More specifically, the time required to change vehicles (i.e., from an airplane to a

train or an airplane to a bus) should be made shorter. The researcher has aimed at using roads with heavily congested traffic in a MICE city as a learning hub in order to discover how the system is managed and how the services are provided. The data from this case study will provide a baseline for the development of the transportation in a supply chain in ME city to effectively direct Khon Kaen in becoming a site for Sustainable Tourism. Despite having examined the pros and cons of the different genres of transportation, this research has exclusively focused upon the terrestrial transportation (highway and rail) and upon air transportation. It is hoped that the results will have an impact on the Transportation Supply Chain and on the development of ME which can help Khon Kaen establish itself as a city for Sustainable Tourism with effective transportation systems.

5. Conclusions and Recommendations

Framework of ME city and the increasing of potential supply chain: a propose Khon Kaen to designated area for sustainable tourism can enplane transportation supply chain has directly impacted the potential of the MICE industry in Thailand. In fact, the infrastructure; the socio-economic conditions; the logistical systems, connected to the domestic and international MICE industries; and the basic utilities may all represent obstacles to the development of the transportation supply chain for passengers coming to MICE events. In the recent past, Khon Kaen's tourism growth has shown a tendency to continuously increase, while the passenger transportation supply chain which is responsible for moving travelers within the Muang Khon Kaen District still lacks appropriate development. As a consequence of this, in the past, event organizers or organizers of MICE industry-related events have tended to choose venues having superior transportation potential, such as Bangkok, Chiang Mai, Phuket, and Pattaya. This, in turn, means fewer numbers of events, related to MICE industry, have taken place in Khon Kaen compared to other areas. Thus, the revenues that could potentially be created have not reached the levels that had been expected (TCEB, 2015). This, coupled with the flexibility of energy prices has a direct effect on the initial costs of transportation in Khon Kaen, having severe impacts on both the private and governmental sectors. Therefore, the operational costs of the transportation supply chain increases, and this factor could possibly lower the competitive competence of the MICE industry in the country. This stands in contrast with the global transportation supply chain condition which has shown increasing trends (AEC Tourism Connectivity, 2013). Such impacts have had their effects on the tourism industry (UNWTO, 2011).

The results of framework of ME city and the increasing of potential supply chain: a propose Khon Kaen to designated area for sustainable tourism would contribute to the proposition of Khon Kaen becoming a designated area for sustainable tourism by strengthening the competitive competence of the domestic MICE industry. The knowledge

and findings, obtained from the study, would be useful by providing recommendations to the government and private sectors with regard to their development towards the MICE industry in Thailand. The neighboring countries also see the importance of upgrading their infrastructures and facilities to accommodate the transportation supply chain for travelers. This study would enhance knowledge and understanding of the transportation supply chain system and its databases via the integration of multiple disciplines. Such research would be useful for further studies that are engaged with ASEAN area development. The findings could serve as a model for similar areas as a method for the development of transportation of the supply chain or for relevant organizations. The overall results would lead to the preparation of transportation supply chain for the ASEAN Economic Community (AEC). The development of the transportation supply chain is the tool behind economic profits, and thus, many countries around the world intend to develop MICE tourism (Luo & Zhong, 2016). With increases in world travel due to the growth of the tourism industry, businesses related to the MICE industry have expanded in numbers (Jean, 2007).

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