

The study of expectations and satisfaction of Thai tourists towards the MICE city of Nakhon Ratchasima: Case study for travelers coming to the meeting and seminar.

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Abstract

This research paper aims to study the satisfaction by comparing the expectations of the travelers traveling to meeting and seminar after the use of MICE components of Nakhon Ratchasima. A total of 100 Thai tourists who travel for meetings and seminars in Nakhon Ratchasima province. during 12 - 20 April, 2019 were used the sample in this study. A questionnaire was employed as a tool in collecting the data, conducted in Nakhon Ratchasima. Mean and standard deviation were used in order to find the level travelers of expectation and satisfaction that were important determinants in the respondents' decision making process to select Nakhon Ratchasima as their destination choice. The lists consisted of 21 attributes representing factors affecting potential enhancement of MICE city. The most Thai tourists expect on infrastructure of the venue about availability of various meeting areas and access to the venue about convenient of air transportation the first rank and access to the venue convenient transportation of trains was in the lowest rank . And the most Thai tourists satisfied on personnel in the venue about knowledgeable in the meeting and seminars as the top rank, and infrastructure of the venue about security and safety was in the lowest rank.

Keyword : Expectation, Satisfaction, MICE industry

Introduction

Hospitality industry exist because they have a customer to serve. The key to achieve sustainable advantage lies in delivering high quality service that results in satisfied customer (Shemwell et al, 1998). Service quality and customer satisfaction are key factors in the battle to obtain competitive advantage and customer retention. Satisfaction is the key to good corporate news disseminating information about quality of service, Customer satisfaction is the outcome of service behavior perception of employees in enterprises by being attentive and responsive to the needs of customers. Customer satisfaction caused by the quality of service makes the organization different and stand out from the competition. The service quality can be measured by using the expectations of the customers towards the hotel, comparing with the feelings of the customers after actually experiencing that service, which is a preliminary survey of service quality satisfaction to bring results to improve service quality to meet the needs of customers always.

The quality of the service does not depend on the skill and ability to respond to the needs of the employees of the employees only, but depends on many other factors related to the users themselves and beyond the control of the organization. These factors include Past experiences of customers regarding services, individual needs and service expectations that are unique to the service user (Zeithaml, Parasuraman and Berry, 1985). That is, the quality of service depends on the quality of interaction. Between users and service providers, depending on many factors including the personality of the employee, knowledge of the service of the employee Service efficiency until responding to customer needs quickly and promptly knowledge and understanding of users' expectations communication skills With users using spoken language and gesture language Educational procedures and expectations of service matters The process of translating the expectation of service to the organization's service measures (Thongchai Sawatdisarn, 2011: 40)

Objective

1. To study the satisfaction by comparing the expectations of the travelers traveling to the meeting and seminar after the use of MICE components of Nakhon Ratchasima.
2. To gather additional comments and suggestions about the satisfaction of the Thai tourists who travelers for meetings and seminars in Nakhon Ratchasima province.

Literature Review and Theory

Dr.Wanita Boonchom and Dr.Sirorat Pattanapiroj (2018) Studied the Factors Affecting the Preparation of the MICE City Strategy of Khon Kaen.The objective of this research was to study the awareness levels of the city capacity, the readiness levels of MICE city and to find the influencing factors of the readiness of MICE city based on MICE strategy in Khon Kaen province. This study is a survey research. The questionnaire was used as a research instrument to collect the data. The research sample size used in this study was 400 samples, which selected from a population of Khon Kaen municipality using stratified random sampling. Research variables 1) Independent Variable consists of personal factors, including gender, age, highest education level The main occupation and income, the potential perception of the city, 6 aspects, including the basic structure Facilities Security and safety Support from government and private agencies the attractions and attractions of the city of MICE and personnel in the MICE industry 2) Dependent Variable is an assessment of MICE readiness. Science work is a quantitative research. Use questionnaires as a tool to collect data by random sampling methods, totaling 400 people. And from the collection of data from 400 questionnaires, it was found that the perception of the potential of the city was forwarded to assess the readiness to become The city of MICE, a master of the MICE city of Khon Kaen province, can analyze that the perception of urban potential in terms of facilities There was no effect on the MICE readiness assessment level in Khon Kaen province. While being aware of urban potential in infrastructure Security and safety The support of public and private agencies in tourist attractions and city attractions of MICE and personnel in the MICE industry Affecting the level of readiness prepared by the MICE city of Khon Kaen At a significant level of 0.01.

Chollada Mongkhonvanit and Rattanaporn Chattiwong(2017) Studied “Desirable Attributes of Personnel in the MICE Industry” . The purpose of this research was 1) to examine desirable attributes of

personnel in the MICE industry 2) to examine job positions lacking in the MICE industry and 3) develop a guideline of desirable attributes of personnel in accordance with the needs of the labor market. The sample size of this research was 105 entrepreneurs related to the MICE industry. The data was collected by using questionnaires and the data was analyzed using frequency, percentage and standard deviation (S.D.). The inferential statistics for the hypothesis test were T-test and F-test.

The research revealed that the opinions of entrepreneurs of present personnel were overall high, especially in terms of honesty, readiness and willingness to serve. The most important attributes of personnel in the MICE industry are the readiness and willingness to serve, honesty, courteousness and being service minded respectively. The most required job positions in the MICE industry are sales personnel, who truly understand MICE industry are skillful in sales and negotiation. They must also be able to communicate well in English and possess good social skills. Event managers and creative designers are also in high demand, albeit slightly less so than sales personnel. Therefore, the guideline for developing attributes of personnel in the MICE industry should focus on training in foreign languages, service minded development and technological skills.

Weerayuth Sethasathien (2017) Studied “Potential and readiness of Chiang Mai for MICE business”. This research aimed to study readiness and to explore the infrastructures of Chiang Mai which are important for supporting MICE tourists. The result of the research is useful for planning and developing the marketing of Meeting, Incentive Travel, Convention and Exhibition (MICE) in Chiang Mai. It was found that Chiang Mai is ready in terms of the facilities for MICE in 8 aspects; quality of the venue, accessibility of the venue, infrastructure of the venue, support from the government, potential and readiness of Chiang Mai for MICE; readiness of infrastructure, transportation and logistics. These can be connected with GMS countries and countries in South Asia to which Thailand could expand MICE market. Besides, there are tourism resources with unique cultures along with beautiful and precious tourist attractions. People are so gentle and humble that tourists are impressed. Furthermore, public health services are so up-to-date that they can be developed into the medical or the health hub of the region. Chiang Mai is also ready for being the education hub as there are many international programs in many institutions. Plus, there are international convention center, certified hotels and handicraft centers; silk, cotton, silver, lacquer ware, wood carving and ceramics that are important for distributing incomes to the communities. In the future, Chiang Mai should further develop the facilities for the tourists; reforming attractions, creating alternative activities, improving tourism staff and developing mass transportation to and from the convention center and places in Chiang Mai.

Research Methodology

Population and Sample Size

Population in this study were Thai tourists who travelers traveling for meeting and seminar in Nakhon Ratchasima during 12 – 20 April, 2019. The sample groups were 100 Thai tourists who travelers traveling for meeting and seminar in Nakhon Ratchasima

Study Area

The research was conducted in hotel and many conference center in Nakhon Ratchasima. It is the province with the most area in Thailand and is an area with high tourism and economic potential, especially in Khao Yai National Park. There are many tourism businesses including hotels / accommodations, restaurants, business tours. Industrial business Agricultural industry as well as transportation business Souvenir shops and including MICE industry has an important part in the national economy. Create both career and income for peoples a result, Nakhon Ratchasima province has increased revenue from tourism continuously.

Research Tool

The Tool used in research is questionnaire. The questionnaire design was adapted from previous researcher, such as Ming Tsai, L. (2016) , and Mohammad, B. (2010) . The question were divided into three parts, including demographic information, expectation and satisfaction (21 items). and factors affecting potential enhancement (17 items). The expectation and satisfaction items were ranked, using a 5 point Likert scale, from 5 = excellent to 1 = poor and the factors affecting potential enhancement items were ranked, using a 5 point Likert scale, from 5 = most important to 1 = very unimportant.

Data Collection

Data collection used the quantitative data collection methods by survey questionnaire because of cheaper to apply and they can be applied within shorter duration of time, during 12 – 20 April, 2019.

Data Analysis

The tool used in this research is questionnaire. The data was analyzed by percentage for general data by gender, age, income, region and mean values and standard deviation for satisfaction by comparing the expectations.

Results

General Data of Respondents

The study of expectations and satisfaction of Thai tourists towards the MICE city of Nakhon Ratchasima: Case study for travelers coming to the meeting and seminar. The result were as follow:

Table 1. Demographic Profile of Respondents

Variables	Description	Percentage
Gender	Male	58
	Female	42
Age	Below 25	29
	25 – 35	30
	36 – 45	27
	46 – 55	9
	Above 55	5
Organization	Sub district administration organization	2
	Province administration organization	16
	Municipality office	8

	District office	12
	Education organization	14
	Government agencies	9
	State enterprises	14
	Private organization	21
Salary1	Under THB 10,000	18
	THB 10,000 – THB 25,000	53
	Over THB 25,000	29
Region	Central	28
	North	25
	North East	22
	East	8
	Southern	17
Education	High school	16
	Graduate / Bachelor	58
	Post graduate	24
Visit	First time	20
	Second time	43
	Third time	18
	More than third time	19
Period	Less than 2 days	27
	2 – 4 days	57
	More than 4 days	16
Companion	Family	22
	Co-worker	53
	Alone	23
Vehicle	Private car	38
	Company transit	20
	Van	8
	Train	7
	Bus	14
	Air plane	12

The descriptive analysis of the demographic of participant is presented in Table 1. The gender distribution of Thai tourists was quite uneven, with 58 percent male and 42 percent female. They are mostly between the ages of 25-35 and 21 percent from private organization. Salary THB 10,000 - THB 25,000 most to 53 percent The most respondents came from Central (28%), follow by North (25%) and North east (22%). Most of education is Graduate/ Bechelor (58%). 43 percent in second time visiting, 20 percent in first time, 19 percent in more than third time, and 18 percent in third time. 57 percent period of 2 - 4 days.

The respondents came with co-worker (53%), Alone (23%), and with family (22%). 38 percent they are traveling by private car, 20 percent by company transit, 14 percent by bus, 12 percent by air plane, 8 percent by van and 7 percent by train.

Table 2. Mean Values and Standard Deviation of Expectation Items

Expectation item	Mean	S D	Meaning
Infrastructure of the venue	3.91	0.954	Very good
Access to the venue	3.91	0.996	Very good
Personnel in the venue	3.89	0.076	Very good
The image and attractiveness	3.88	0.094	Very good

The statistical finding showed the expectation of travelers coming for meeting and seminars in Nakhon Ratchasima. Most of them expect on infrastructure of the venue about availability of various meeting areas and access to the venue about convenient of air transportation the first rank, along with personnel in the venue about knowledgeable in the meeting and seminars the second ranks, while the lowest rank was access to the venue convenient transportation of trains.

Table 2. Mean Values and Standard Deviation of Satisfaction Items

Expectation item	Mean	S D	Meaning
Personnel in the venue	4.16	0.071	Very good
Infrastructure of the venue	4.00	0.084	Very good
The image and attractiveness	3.92	0.100	Very good
Access to the venue	3.86	0.108	Very good

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showed the expectation of travelers coming for meeting and seminars in Nakhon Ratchasima, Most of them satisfied items, Thai tourists perceived personnel in the venue about knowledgeable in the meeting and seminars as the top rank, along with the second rank is infrastructure of the venue about meeting facilities, And the lowest rank was infrastructure of the venue about security and safety.

Conclusion

In conclusion the statistical finding showed the expectation and satisfaction of travelers coming for meeting and seminars in Nakhon Ratchasima. Most of them expect on infrastructure of the venue about availability of various meeting areas and access to the venue about convenient of air transportation the first rank, along with personnel in the venue about knowledgeable in the meeting and seminars the second ranks, while the lowest rank was access to the venue convenient transportation of trains. For satisfied items, Thai tourists perceived personnel in the venue about

knowledgeable in the meeting and seminars as the top rank, along with the second rank is infrastructure of the venue about meeting facilities, And the lowest rank was infrastructure of the venue about security and safety.

Discussion and Recommendations

The research objective is study the satisfaction by comparing the expectations of the travelers traveling to meeting and seminar after the use of MICE components of Nakhon Ratchasima

The survey was conducted only hotel and conference center in Nakhon Ratchasima. There should be study of factors affecting potential enhancement of MICE city of Thai tourists and foreign tourists traveling for MICE activity more in other province in Thailand.

The data was collected only 100 respondents within 1 weeks, the data may be insufficient. However, this study found interesting findings which inspired the future research to conduct an in-depth interview in order to get more accurate results and high-quality information.

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