



**IMAGE OF THAILAND AS AN
INTERNATIONAL CONVENTION
AND EXHIBITION DESTINATION**

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INTRODUCTION

- To identify differences in the image of Thailand as perceived by convention attendees to determine what, if any, repercussions they have had on the image of Thailand as an international convention and exhibition destination before and after the political instability**
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LITERATURE REVIEW

- Once individuals travel to a destination, their negative perception associated with the destination decreases (Sönmez & Graefe, 1998).
- Oppermann (1996) found that past experience with a destination affects meeting planners' perception in site selection process.
- Baloglu and Love (2005) argued that there is no relationship between past experience with perceived destination image.

METHODOLOGY

A self-administered survey questionnaire

The questionnaire contained three sections:

- ❖ **Travel Behavior**
The purpose of the trip and the number of times that the respondents had been to Thailand before and after the political instability
- ❖ **The image of Thailand as an international MICE destination**
The respondents were asked to indicate the level of agreement with each of the 10 image attributes on a 5-point semantic differential scale that ranged from 1 (poor) to 5 (excellent).
- ❖ **Demographic profiles**

DATA COLLECTION

334 QUESTIONNAIRES WERE COLLECTED IN TWO STAGES:

I. At the World University

President Annual Conference in Bangkok, Thailand in July 2006

A total of 162 completed questionnaires were returned during the first stage of the data collection.



DATA COLLECTION

II. At four international conferences:

- **The convention and Expo Summit 2009 in Hong Kong**
- **The ApacCHRIE conference in Singapore in May 2009**
- **The Pacific Asia Travel Association in June 2009**
- **The Association of Asia Convention**

A total of 172 completed questionnaires were returned during the second stage of the



DATA ANALYSIS

- **Multivariate Analysis of Variance was used to identify differences in the image of Thailand attributes as perceived by show owners and convention attendees before and after the political situation.**

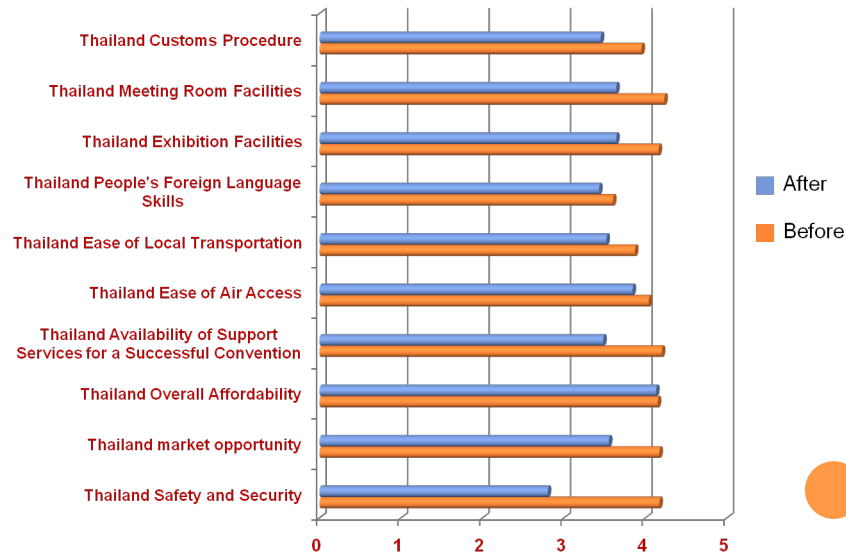


RESULTS

- **The Multivariate Analysis of Variance shows a significant difference on the respondents' perception towards the destination image before and after the political instability on all attributes of the destination image considered together (Wilk's Lambda = 0.58, F= 17.1, p-value < 0.01)**



PERCEIVED IMAGE BEFORE AND AFTER POLITICAL INSTABILITY



ANALYSIS OF THE RESULTS

- Respondents, who visited Thailand before the political instability, have more positive perceptions on all of the image attributes than those who have never been to Thailand after the political instability.
- Before the political instability, Thailand was perceived as a leading international convention and exhibition destination in terms of safety and security.
- After the incidents of political

CONCLUSION

- **The finding found a significant difference on destination image among respondents before and after the political instability.**
- **The image of Thailand as a safe destination decreases significantly after the political instability.**
- **Once a crisis occurs, it is unavoidable that the crisis**

**THANK YOU FOR YOUR
ATTENTION**