



SOCIO-ECONOMIC AND ENVIRONMENTAL IMPACTS OF EXHIBITIONS IN HAT YAI, SONGKHLA

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ABSTRACT

The purpose of this research is to examine the satisfaction of socio-economic and environmental impact of events in Hat Yai, Songkhla. The study will use quantitative research methodology to achieve the research objective. Data will be collected by means of survey questionnaire. Sample selection in this research are 400 randomly selected people living in communities surrounding Prince of Songkhla University. The result of this study is expected to provide important recommendation for MICE industry.

Keywords: Exhibition, Impact, Community, MICE

Introduction

The MICE stand for meetings, incentive travel, conventions, and exhibitions and is recognized as a significant market segment of the tourism industry at large (Senkhane, 2018; UNWTO; Royal Thai Embassy, 2019). MICE tourism business is growing rapidly in Thailand. In 2013 and ranked Thailand 29th globally in terms of the number of international meetings held and 7th in the Asian Pacific region. Bangkok was ranked 20th among cities worldwide and 4th in the Asian Pacific, followed by Singapore, Seoul, and Beijing. In 2019 TCEB unveiled recent statistics indicating that Thailand's conventions sector continues to grow with rising numbers of conferences in broader areas such as technologies and startups following trends in the global business. The bureau also reported that Thailand is ranked No. 1 destination in ASEAN for hosting largest numbers of conferences according to a recent international ranking conducted by ICCA. These results underscored Thailand as a leading destination for business events trusted by international associations while TCEB emphasized that the bureau will continue to prompt the Thai industries to host more international conventions. Mr. Chiruit Isarangkun Na Ayuthaya, President of Thailand Convention and Exhibition Bureau (Public Organization) or TCEB, said that conventions sector contributes more than 30% of the revenue to Thailand's MICE industry (Töre, 2019). Thailand's travel opportunities as a major draw for incentive travel, along with the country's charm, innovative service industry, good food, beautiful beaches, and its year-round warmth. It also offers a wide range of amenities to facilitate MICE events boasting some of the highest standards in the industry, especially in the main cities of Bangkok, Phuket and Chiang Mai

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(TCEB, 2015; UNWTO, n.d.). and Hat Yai, Songkhla is one of the provinces where the government pushes to be a MICE city with availabilities in the city such as wanting to be the hub of international standard for tourism and services, trading, investment, logistics, safe agriculture city, an educational hub and as an eco-friendly village, town and city. It is rich in culture, traditions and claims several tourist attractions for both local and international visitors.

Hat Yai has many MICE events, but the most popular event is the exhibition such as The Southern Agricultural Fair, OTOP, est. International exhibitions are considered business activities in the form of exchange trading between exhibitors and exhibitors. Especially when entering the digital age International exhibitions are important events where buyers and sellers can meet one-on-one to negotiate business. The exhibition an important marketing tool. Can help organizations or companies that come out to be able to offer, sell or advertise products to a group of targeted customers and is an effective intermediary to initiate and maintain the relationship between food operators and customers in order to effectively develop industry and businesses of entrepreneurs. but according to a survey the special events to regularly recurring events have an effect on the community. There are both positive and negative aspects of events, particularly negative impacts on the environment. Negative impacts of events cause that affect the community and should also be carefully considered during the planning and implementation of your event. Negative impacts can include issues such as traffic, congestion, and lack of access to community facilities and resources, which can lead to feelings of community it makes antisocial behavior (Visitmonmouthshire, 2019).

Research Objective

The objective of this research is to access the community response towards exhibitions organized in Hat Yai, Songkhla.

Conceptual Framework

The conceptual framework for this study is as shown in Figure 1 below:

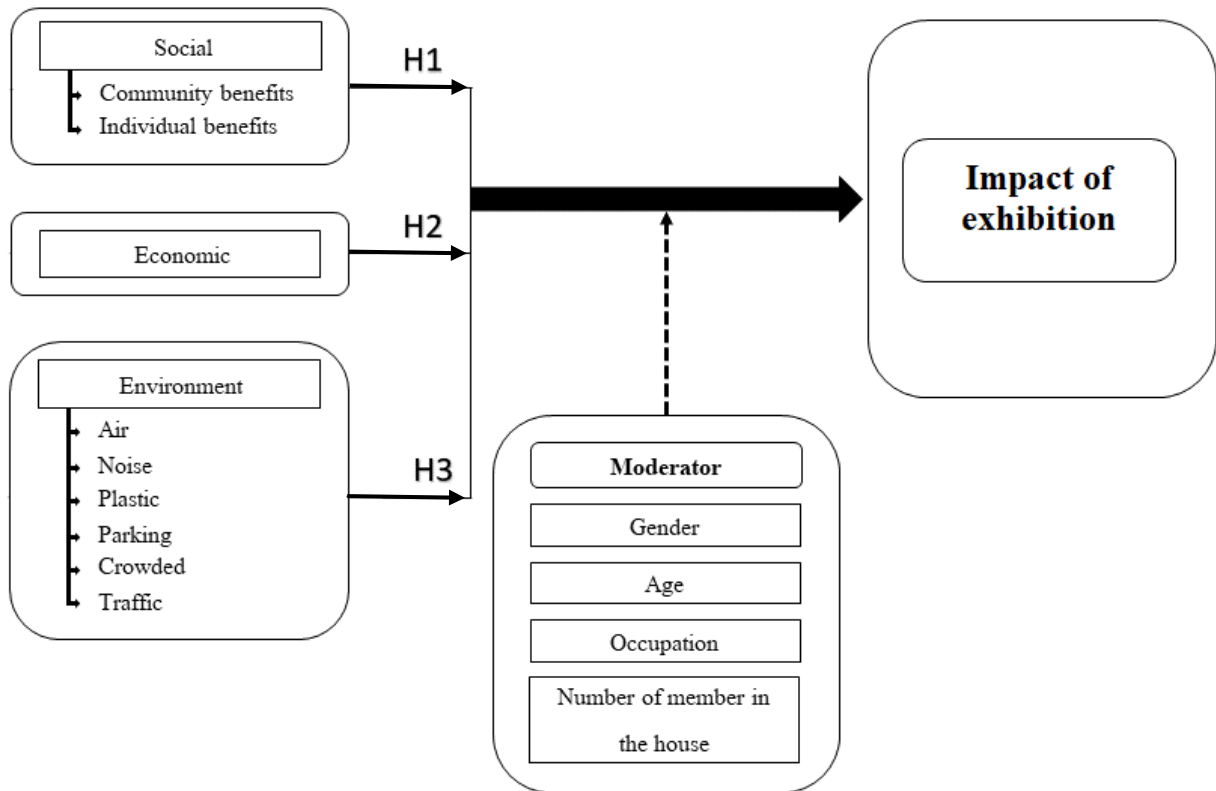


Figure 1 Conceptual framework theory of satisfaction (Kotler, 2000)

Research Methodology

The population in this research is the people who live in communities from the neighbor who of Prince of Songkla University in 2019, 29,743 people (Municipality Kho Hong & Registration Division PSU, 2019). Used Krejcie and Morgan's theories to find the size of the sample. Theoretically, if the population of more than 20,000 would use the sample = 377 people. The ever-increasing demand for research has created a need for an efficient method of determining the sample size needed to be representative of a given population. In the article "Small Sample Techniques," the research division of the National Education Association has published a formula for determining sample size as the following formula (Phasunon, 2014).

A total of 400 respondents who live in Punnakan Road (the community where ICC is located) will be randomly surveyed. The questionnaire adapted from previous studies which has two sections namely, the demographic information of the respondents and section about economic impact, socio-cultural impacts, and environmental impacts. The questionnaire was rated on a 5-point Likert scale from strongly dissatisfied to strongly satisfied. The dependent variable will be satisfaction. Data obtained will be analysed using SPSS and the statistics of mean, standard deviation, and correlation will be used to obtain information from the data.

Conclusion



It is expected that the result of this study will provide useful insight into how exhibitions affect the host communities economically, socio-culturally, and environmentally. It will also provide information on what benefit the exhibitions bring to the community and if there is any nuisance caused by exhibition to the community. The result will provide useful information and recommendation to organizers of exhibitions.

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