



## EXPLORATION OF AI TECHNOLOGY IN MICE CITIES IN THAILAND

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### ABSTRACT

The purpose of this study was to assess AI Technology in Event Industry among MICE Cities in Thailand and to identify the applicable AI Technology for Event Industry. This research is qualitative research. The research tool is an interview using the AI Technology of the company that used in the event which will be interviewed with five top event organizers in MICE cities including Bangkok, Chiang Mai, Pattaya, Phuket, and Khon Kaen. The result of the study is expected to benefit MICE organizers by providing insight into the future trend of AI technology usage for events.

*Keywords:* AI Technology, MICE cities, Events

### Introduction

At present, the event and MICE industry is continuously growing and can generate a lot of income for the country because it involves traveling that focus on quality and have higher spending rates than general tourism, for this reason, many entrepreneurs have turned to focus on the use of modern technology as the backbone of product development. and have created that extends the event out of the same framework keeping up with the rapidly changing consumer behavior, this business field is becoming increasingly common (Chalam, 2018). complete with innovations and new services that meet the needs of customers in order to raise the standards of the business and expanding the business into a larger customer base both at home and abroad (Chalam, 2018). to increase competitiveness as well as helping to push and upgrade the event industry in Thailand to be equal to world-class standards (Chalam, 2018).

Artificial intelligence (AI) has been engaging with our lives since we have entered the age of digital economies such as a virtual assistant like Siri or Alexa, booking flight tickets and hotel online, and event suggestions on Facebook (TCEB 2019). AI replicates decisions and actions like a human as well as creating new experiences to meet the rapidly changing needs of users. The International Data Corporation (IDC) found that 67% of global organizations were starting to implement the AI system to gain competitive advantages over the next five years. Furthermore, the IDC market research forecast of AI's impact on the global economy is that it will generate \$77.6 billion in economic spending across the globe by 2022—more

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than three times the forecast of 2018 which is \$24.0 billion. AI is not just a buzzword anymore because its adoption is forcing travel businesses to rethink the tools and solutions they offer to their clients (TCEB, 2019).

Mr. Sakon thiangchit (n.d.) said The MICE city project is a policy that the office of the convention and exhibition bureau sees the potential of ready-made cities, including Bangkok, Chiang Mai, Pattaya, Phuket, and Khon Kaen, considering the readiness of various provinces in 3 aspects: basic construction facilities and the tourist attractions and mice activities in each category. MICE city is a city that has the potential and readiness to be a mice tourism destination. in this way, the city must have the potential to support mice activities in 4 related activities, which are tourism organization meetings as a reward. international conferences and exhibitions including being able to accommodate participants of each type to the full potential of those cities with the potential to be mice city in all 6 areas like this infrastructure, facilities, security and safety, support from local government and private agencies, image and attraction and mice personnel (Sakon, n.d.).

MICE business now plays a major role in driving Thailand's economy, generating substantial revenue and building both direct and indirect trade and investment networks and this, in turn, will lead to information exchange, knowledge and innovation dissemination, as well as income distribution to provincial areas in a sustainable manner (TCEB, 2018). Having implemented its tasks in fiscal 2018, TCEB continues to mutually collaborate with the public and private agencies in attracting convention and exhibition organizers in Asia to select Thailand as a MICE-destination. In addition, TCEB constantly promotes event organization that relates to target industries under the Thailand 4.0 policy in a bid to encourage MICE activity organization in MICE Cities such as Chiang Mai, Pattaya, Phuket, and Khon Kaen, coupled with other potential cities. In today's business, innovations and technologies are vital and also impact on the event business (TCEB, 2018). Latest technologies spice up MICE events and make the event organization just as easy as a mouse-click away while helping event organizers save cost too (TCEB, 2018).

## Research Objectives

There are two research objectives for this study.

1. To assess AI Technology in Event Industry among MICE Cities in Thailand.
2. To identify the applicable AI technology for the Event Industry.

## Conceptual Framework

This study uses part of the Unified Theory of Acceptance and Use of Technology (UTAUT) to assess the use of AI technology in events. The conceptual framework is therefore given below.

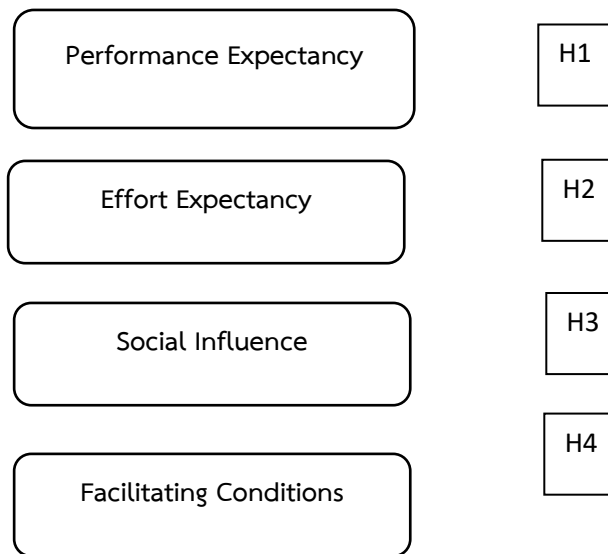


Figure 1: Conceptual Framework (Venkatesh et al., 2003).

The UTAUT survey was tested by Venkatesh et al. and found to have explained 70% of the variance in user intentions to use information technology (Venkatesh et al., 2003).

The conceptual framework of the above research can be used to create research hypotheses as shown in table 1 (Venkatesh et al., 2003).

Hypothesis	descriptions
H1	Performance expectancy: “The degree to which an individual believes that using the system will help him or her to attain gains in job performance”
H2	Effort expectancy: “The degree of ease associated with the use of the system”
H3	Social influence: “The degree to which an individual perceives that important others believe he or she should use the new system”
H4	Facilitating conditions: “The degree to which an individual believes that an organizational and technical infrastructure exists to support the use of the system”

## Research Methodology

The population in this research is Event organizer from five MICE cities in Thailand consists of; Bangkok, Chiang Mai, Pattaya, Phuket, and Khon Kaen. By conducting interview famous Event Organizer of each city, a total of 6 companies from a total of 126 companies. Which has outstanding work from artificial



intelligence that can collect data to make statistics for later analysis? Six companies with outstanding results from using AI in all of the five MICE cities will be interviewed. The six companies are Indeed creation co., ltd (Chiang Mai), Index creative village (Bangkok), ZAAP PARTY CO., LTD (Bangkok), Nongnooch Pattaya International Convention and Exhibition (NICE) (Pattaya), BIC EVENT (Phuket), Design-Ngam Creation (Khon Kaen). The data obtained from the in-depth interview will be analyzed using content analysis.

### **Sample of event organizer information**

#### **1. Chiang Mai: Indeed creation co.,ltd**

Sample of event that used AI, Smart MICE Thailand 2017: Thailand towards tomorrow, providing knowledge about smart MICE Events through training, seminars, documenting information, examples of smart MICE managed Events, and promoting the application of technology for facilitating mice events (TCEB, 2017).

#### **2. Bangkok: Index creative village**

Sample of event that used AI, ICONSIAM Grand Opening. The ICONSIAM city opening mega phenomena was one of Thailand's most highly anticipated events in 2018. Beginning with the construction of the iconic structure, glorious flame, the riverside landmark drew public attention by using the signature characteristics of Thailand's national artist, Chalermchai Kositpipat's drawings to design the shape of lotus structure, which has long been used as a flower of worship, to symbolize Thailand (Index creative village, 2018).

#### **3. Bangkok: ZAAP Party company Limited**

sample of the previous bodyslam fest concert at Rajamangala stadium there is over 120,000 participants in the two rounds, the g19 concert with 60,000 people, the single festival that has been held for many years and tens of thousands of people each year, s2o, the EDM music party. the fun of the Songkran festival attracts tens of thousands of Thailand and foreign participants annually (Runghapha, 2019).

#### **4. Pattaya: Nongnooch Pattaya International Convention and Exhibition (NICE)**

Sample of event that used AI, Automation expo 2019 will give you the experience and knowledge of technology program for designing and simulating parts including special highlights of the event in-experience an area that gives everyone the opportunity to experience digital manufacturing technology by themselves! from design with rapid prototype, software for VR production in maintenance work warehouse and intelligent logistics work and management with ERP & cloud for everyone to understand and access future industrial opportunities (Techtalkthai, 2019).

#### **5. Phuket: BIC EVENT**

Sample of event that used AI, Chint international marketing forum is an exhibition about production of industrial electrical equipment and clean energy leading company from china technical innovation and creativity, including the use of smart manufacturing on a global level the event brought the headphones, translated and AR (Augmented reality) as part of the event (BIC EVENT, 2017).



## 6. Khon Kaen: Design-Ngam Creation

Sample of event that used AI, Dino land Is an event that is held to promote sales in the event that there is a place to simulate the life of a virtual dinosaur by using the technology of the Arduino sensor to detect infrared objects in the event that someone walks through the dinosaur to move the body increasing the experience for the attendees causing to create interest and excitement for the participants (Event khon kaen, 2019).

## Conclusion

The outcome of this study is expected to benefit event organizers by revealing to the future trend of AI adoption and usage in the MICE industry.

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