

ABSTRACT

A GUIDELINE FOR IMPLEMENTING A GREEN MEETING:
CASE STUDY OF PLAZA ATHENEE BANGKOK,
A ROYAL MERIDIEN HOTEL

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This Business Improvement Project (BIP) aims to contribute towards the knowledge of increasing environmental performance of MICE industry by focusing on green meetings for city hotels. This guideline and checklist will be useful for the reader to adapt with their business in term of green meetings.

The BIP is contained the problem analysis of Plaza Ath  n   Bangkok, A Royal M  ridien Hotel during November 2010 to April 2011. Then, it will show the description of the hotel overview in the Chapter 2 to understand the internal and external analysis. For Chapter 3, the author separated Business Improvement Project (BIP) into six topics which are an introduction of the BIP, a literature review, a research methodology, an improvement, the recommendations for implementation, and measurement. In conclusion, it will be explained in last chapter.

The author hopes that the new researchers may understand the BIP's concept clearly so that they are able to apply this project depending on the situation that their businesses encounter.