

GREEN PRACTICE LEVEL OF EXHIBITION VENUES FROM EXHIBITORS' PERSPECTIVES

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ABSTRACT

This study intended to examine the green practice level of exhibition venues from exhibitors' perspectives with respect to the Thailand Convention and Exhibition Bureau's Green Exhibition Guideline. The area of this study focused on exhibition production, communication and public relations, and souvenirs distribution. Furthermore, this study also intended to identify factors affecting the green practice level of exhibition venues.

To achieve the aims of this study, 394 survey questionnaires were completed by exhibitors from the Queen Sirikit National Convention Center and IMPACT Arena, Exhibition and Convention Center. A seven-Likert scale was used to measure the level of green practice and factors affecting the green practice level of exhibition venues. Quantitative analysis and hypothesis tests were performed by using SPSS. Descriptive statistics associated with frequencies, Chi-square, t-tests, ANOVA, and multiple regression analysis were employed to analyze the data.

The findings indicated that the highest green practice level of exhibition venues in each area was encouraging the exhibitors to select reusable materials from previous exhibitions offered by the venues, providing relevant information for the exhibition via the exhibition's website and/or email, and advocating exhibitors to avoid materials from plants or animals facing extinction for souvenirs. Moreover, the exhibitors perceived that the requirement for specific skills and qualified persons to implement green policy was the factor that most effects green practice level of exhibition venues. Additionally, this study also found significant positive relationships between factors affecting the green practice level and green practice level of exhibition venues.

**KEY WORDS: GREEN EXHIBITION/GREEN EXHIBITION GUIDELINE/
GREEN PRACTICE/FACTORS AFFECTING GREEN PRACTICE**

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