



A Comparative study of the quality of event management between Bangkok and Khonkaen City, Thailand.

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Introuction

- >> Recently, special events play an important role in the service industry in both developed and developing countries
- >> For the last 6 years Asia became the center of destination from small scale events to large scale events
- >> In 2014 Thailand gain a lots of revenue reach to \$3.2bn and have visitor come to Thailand for special event around one million people.
- >> Bangkok is center of all prosperity.
- >> Bangkok have a good comprehensive infrastructure such as hotel and meeting hall.
- >> Khonkaen is center of the communication, trading, education, and medical care of northeastern of Thailand
- >> but event industry in Khonkean not success as it should be

The Aim and objective:

- The aim of this research is to compares the experiences of attendee who attend event in Bangkok and Khonkaen.
- >> To review existing literature about the perception of event attendees in Bangkok city and Khonkaen city.
 - >> Through primary research, to analyze the different experiences of event attendee in 2 locations.
 - >> To make recommendation to event planner in Khonkaen city on how they can further delivery good event experiences.



Rational

When exploring research and studies about event industry in Thailand, not many people organize the event in Khonkaen even Khonkaen is one of the MICE cities in Thailand. the author wants to find out and compare the experience of attendees who attend between Khonkaen and Bangkok. this research may help event organizer to develop event industry in Khonkaen city to become more success.

Anticipated Finding

The results of this research that writer expected to have is knowing the experience of attendees who attend to Bangkok and Khonkaen city, Thailand. That can improve events industry in Khonaken city.

Methodology

Method that will be used in this research, the author will conduct a primary research through quantitative method using online questionnaires about the experiences when they attend into 2 different places which is in Khonkaen and Bangkok.

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