

Research Title : Event Sustainability Management System (ISO 20121) to Developing
MICE Industry in Khon Kaen
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ABSTRACT

This study aimed 1) to study the current situation of the management system event to the sustainable development of the standard ISO 20121 of the MICE industry in the province 2) to analyze the potential of the system management events, to the sustainable development of the ISO 20121 standard of MICE offense and 3) plans to offer management system events to the sustainable development of the ISO 20121 standard for the development of the MICE industry in Khon Kaen. Conduct a review of relevant literature include 1) Management Event 2) Management System Event sustainable standards ISO 20121 3) the development of the MICE industry standards, and 4) the results of relevant research.

The study was conducted methodological of quantitative research, and qualitative research and population samples. A group of entrepreneurs in businesses related to the MICE industry. The agencies and organizations that are involved in the MICE industry. In the province Group organizers / hosts / owners events. Participants and group events in the province. The instruments used in the study consisted of in-depth interviews and questionnaires to determine the quality of the interview and questionnaire for the IOC: Index of item Objective Congruence Coefficient Alpha and the method of data analysis, interviews Cronbach respectively. Content analysis And query analysis by descriptive statistics. And inferential statistics by using the frequency, percentage, average, values of deviations, standard deviation then evaluate the relationship between variables with statistical t-test and One-Way ANOVA in significance level of 0.05.

The study found that the planned system for managing events to the sustainable development of the ISO 20121 standard for the development of the MICE industry consists of determining the province's vision is "Khon Kaen MICE City: central organizing sustainable events standard ISO 20121" target is to organize events in the province. Certified Management event to the sustainable development of the ISO 20121 standard, as well as strategy development includes economic, social and environmental aspects of products and services. And formulate Action Plan, which is consistent with the development plan for the MICE industry at both the national and provincial levels to develop the MICE industry province include 1) the initial preparation, 2) planning phase 3) Executing 4) monitoring. and controlling and 5) closing.

Keywords : Khon Kaen, MICE, ISO 20121, Event, Sustainable