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Professional Event Organizers of the future:

WHTER & ICES 2013 Student Organizing Committee



Warm greetings from WHTER & ICES 2013 Organizing Committee!

We are students from the International Hotel & Tourism Program at Siam University. This year, we take charge to organize and manage this international joint Conference: **World Conference on Hospitality, Tourism and Event Research & International Convention & Expo Summit 2013**.

Working as event organizers, Siam University provides us opportunities to organize the whole conference from the planning stage to the end with the guidance and support from experienced conference organizers and from the program's professional teachers. By dividing into five teams: Program, Publicity, Registration, Sponsorship and Social; we take different responsibilities and dedicate ourselves to jobs in various areas.

We are fully committed to work our best and achieve the most for the success of the conference. After months of preparations, we are excited to see the product of our continuous efforts: WHTER & ICES 2013 to be successfully held at the impressive Millennium Hilton Hotel with participation of numerous internationally recognized speakers and over 150 delegates from all over the world. With the conference theme "Academics meet Industry", the enriching Program sessions will provide you with enormous connecting opportunities with each delegate and create an unforgettable conference experience!

As the Organizing Committee, WHTER & ICES 2013 provides us with valuable learning and self-development opportunities. We would like to extend our sincere gratitude to Siam University, (Dr. Pornchai Mongkhonvanit), the two Program Chairs (Dr. Judith Mair, and Dr. Bongkosh N. Rittichainuwat) and our instructor Ms. Madeleine Recknagel, for their unfailing guidance and support throughout the entire conference. Special thanks should also be given to the paper review panels for their hard work on reviewing and selecting outstanding papers to be presented during the Conference.

We wish you all a productive conference ahead and an enjoyable stay in Bangkok!

WHTER & ICES 2013 Organizing Committee

Welcome Message from Conference Chair

Welcome to the World Conference on Hospitality, Tourism and Event Research (WHTER) & the International Convention and Expo Summit 2013 (ICES 2013) in Bangkok, Thailand. This year's WHTER & ICES will provide an excellent research platform for delegates to share concepts, methodologies, and research findings with peers, editors, and practitioners to improve the quality of their research and to help them successfully submit papers to refereed journals. Our conference aims to connect academics with industry leaders to collaborate on research projects that will minimize the gap between academics and the industry. Thus, the theme of this year's conference is *Academics Meet Industry*.



Furthermore, we hope that the riverside Millennium Hilton Bangkok will provide our delegates with an opportunity to escape from traffic jams to feel at ease on the river bank of *the River of the King*.

In addition, our exclusive premium venues, such as dinner cruise on the Angsana boat, still used for royal projects, star visits of royal families and presidents of several nations, and a dinner at the historic Blue Elephant restaurant, are especially reserved to provide our delegates with exclusive dining experiences in *the City of Angels*.

Therefore, I hope that the WHTER & ICES 2013 will achieve its objectives to provide our delegates with education, networking, leadership enhancement and a memorable experience.

Associate Prof. Bongkosh N. Rittichainuwat, **Ph.D.**
WHTER & ICES 2013 Conference Chair
Director,
International Program in Hotel & Tourism Management
Siam University

Welcome Message from Conference Editor



Welcome to the first World Conference on Hospitality, Tourism and Events Research (WHTER) and the 7th International Convention and Expo Summit (ICES) being held concurrently in Bangkok on 25-28th May 2013! These conferences have attracted great interest from delegates around the world, and we are lucky to have representatives from so many countries submitting papers and attending our conference. We have delegates from Australia, the United Kingdom, Canada, the United States of America, China, Korea, Indonesia, Malaysia and Thailand, amongst others. We received over 120 abstracts and full papers and this is testament to the importance of research in tourism, hospitality and events around the world.

The papers that are included in the proceedings and that will be presented during the conference cover a wide range of topics, including tourism and crisis management; destination image; human resources in hospitality; mega events & festivals; and sustainability (WHTER) and convention attendee behaviour; greening and sustainability for business events; the impacts and benefits of conventions and expos; and the use of new technology by convention bureaux and meeting planners (ICES). I would like to thank all those anonymous reviewers who helped to review the full papers, and I would also like to thank the Conference Organizing Committee members for their work on paper management.

I hope that you enjoy the conference and the Thai hospitality, and I trust that you will find the conference an interesting and rewarding experience.

Dr. Judith Mair
Senior Lecturer, Department of Management

Deputy Director, Australia & International Tourism Research Unit
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