

A Study on the Relative Importance of Structural Elements of the Fashion Convention by Delphi Analysis

Moon-Sook Kim, Hyun-Nam Oh and Hyun-Ah Kim*

Department of Costume, Graduate School of Seoul Women's University

Abstract

The purpose of this study first was to establish the concept based on the existing convention theory, and classifies the types of industrial aspect, and cultural and artistic aspects. Based on it, the relative importance of structural elements of the fashion convention industry is analyzed to systemize fashion conventions in the industrial aspect.

The research applies Delphi technique, it is applied to experts in the fashion convention industry in two rounds.

The result is as follows :

First, exhibitions and collections of the fashion convention industry are classified into five groups by examining their main types and main targets.

Second, in fabric · material exhibitions, the procedure, personnel and communication have relatively equal importance on the whole although facilities are considered most important. In clothing · fashion exhibitions, the procedure has by far a high level of importance unlike others.

Third, comparing the second stage importance, it is shown that the event hall, public relations, professionalization of personnel, communication between the promoter and supporting organizations are most important with a slight difference by type.

Fourth, comparing the third stage importance, it is revealed that ten most important factors are the event location, publicity time, the size · number of event halls, customer handling ability, expertise, publicity media, friendliness, facilities, publicity publications, and business competence.

Key words : fashion convention industry, industrial aspect, Delphi technique, exhibition, collection.

I. Introduction

The convention industry, called a high value-added, 21st-century and integrated service industry, has a bright future both domestically and overseas with various economical, social and cultural effects: promoting local economy, expanding shopping and domestic demand, enhancing the site's image, creating jobs, acquiring latest information and techniques, and far-reach-

ing effects on related industries as well as increasing the national income.

With the hosting of ASEM 2000, the Korean government devises varied supporting measures to construct convention centers and legislate for the fostering of the international convention industry realizing the importance of the industry.

In the age of the Internet and the digital revolution, fundamental changes may occur in the structure and services of the fashion industry, so that the convention industry is expected

E-mail : mskim@swiftz.swu.ac.kr

to draw attention as a knowledge-based industry.

Despite the importance and far-reaching effects of the convention industry, researches so far have mainly focused on the satisfaction of the facilities and services, and economical effects of international conferences. Therefore measured areas are set ambiguously, and the industry's evaluation criteria on the whole have not been fully studied. It is worthwhile to study the structural elements of the fashion convention industry (FCI) as there are very few studies done on it.

The purpose of this study is: first, to set the concept and types of the fashion convention based on the existing convention theory; second, to lay a basis for a system development by drawing the industry's structural elements and analyzing the relative importance of each type.

The research applies Delphi technique, the method often used to evaluate data objectively when there are only experts' opinions with very little data on the present state. It is applied to experts in the fashion convention industry in two rounds.

II. Theoretical Study

1. Concept of the Convention and Type of Fashion Convention

The convention initially referred to a specific official meeting of high-ranking government officials, and a conference of a corporation or organization in the States. Recently, however, its range is expanding to the introduction and presentation of new technology, information exchanges among firms and experts, discussions, corporate meetings and training, trade shows, and messe and events. The convention has a tendency of internationalization as the European-style messe includes conferences, and the American-style convention includes trade shows and messe. It is establishing itself as an integrated place for exchanging men, materials and information¹.

As in <Table 1>, the concept is hard to define in a single meaning as it varies greatly according to government societies and organizations, and scholars. It also is difficult to set a reasonable standard of statistical research for the industry. The paper attempts to define the convention in a broad sense synthesizing various definitions rather than as part of international conferences or tourism.

That is, the convention is a means to exchange the latest human and material information directly, by which natives and foreigners gather together in a certain place during a certain period of time set in advance to achieve a specific purpose. The concept includes domestic and international meetings and conferences, exhibitions, sample fairs, expos, and events and festivals of all kinds.

2. Structural Elements of the Convention

The elements of the convention can be explained in the aspects of both hardware and software. The hardware aspects refers to the overall structure constituting the convention, while the software elements are in charge of each task or role.

First, Heo (1997) classifies the hardware elements into participants, sponsor, meeting planner (MP), convention facilities providers, and service providers. And Ahn and Lee (1999) divide them into the convention organizer and the planner, convention infrastructure suppliers, service providers, displaying party, and CVB. Montgomery, et al. (1995), Kim (2000), and Choi (1998) classify them into the international convention planning agency, convention planning firm, international convention agency, international convention promoter, convention supporting business, participants, and facilities business. Oppermann, et al. (1997), and Son (2000) divide them into the organizer, the locale, potential participants - members and families (convention participants), members who do not par-

¹ Maetaek-chungwoong. 1998. *City Front Line*. (Toyko: Tradition Ltd. Co., 1998), 11-13. an., (1994), 111-124.

<Table 1> Concepts of the Convention

Classification		Concepts
Dictionaries	The Oxford English Dictionary (1970)	To assemble people or to gather for a general purpose. Especially, a general assembly to legislate or to deliberate political, social or religious matters.
	Tourism Dictionary (KNTTO 1984)	Generally, an enterprise or specialized meeting joined by large-scale people. The term "congress" is widely used outside the U.S.
Laws	Int'l Convention Industry Fostering Law (1996)	A meeting (incl. seminars, discussions, exhibitions) joined by many foreigners, complying with the size defined by the presidential ordinance. Divided into seminars, debates, academic conferences, symposiums, exhibitions, expos, and others.
Societies & Organizations	Japanese Tourism Society	Activity of people gathering and talking with each other in various meetings incl. int'l conventions. Or gatherings to exchange goods · knowledge · information around people. Events · exhibitions of all kinds with a meeting place.
	Korea National Tourism Organization	Meeting organized or hosted by int'l organization headquarters or domestic organization. Must have over 3 participating countries, duration of over 2 days, over 10 foreign participants.
	UIA	Meeting hold or sponsored by an international organization, or domestic conferences with ① a total participants, over 300 ② 40% of foreigners among them ③ participating countries, over 5 ④ duration over 3 days.
	AACVB	Group conference, academic symposium, corporate meeting, exhibition, expo, incentive tour hosted by official organization or corporation. Must have foreigners over 10% among participants. Guests must use commercial accommodation at least for 1 night.
Academy	Berkman, et al. (Convention Management and Service, 1984)	Meeting of social organizations or parties for specific aims, business or trade meeting, meeting of government or politicians. Regular/irregular meeting joined by representatives of official organizations from over 3 countries.
	Dae (Age of new city development, 1992)	With development of information age, direct exchanges of information by people's meeting are possible, and can be a new information source. To assemble people for such purposes.
	Maetaek-chungwoong (City front line, 1988)	Integrated exchange-place for human · material information reflecting informationization · internationalization. Mixed form of meeting and exhibition generally. Concept widely including int'l convention · rally, seminar, training course, sample fair, exhibition, event, festival, expo, corporate meeting, presentation.
	Kim (Theory of International Convention Industry, 1995)	Meeting held regularly by official organization with representatives from over 3 countries.
	Lee, et al. (Tourism Theory, 1998)	A series of assembly accompanying official meeting · exhibition · event proceeded by planned schedule. Generally held regularly, annually with many participants.
	Choi, et al. (Measures to Build a Convention Center, 1994)	A series of assembly accompanying official meeting · exhibition · event proceeded by planned schedule. Scores of people from home · abroad deliberate, discuss, decide matters related with specific purpose or value.
	Kim (1997)	Convention defined as more comprehensive concept than int'l convention. Convention includes ①society, rally, assembly and meeting ②presentation, institute and training course ③exhibition, expo, trade show, sample fair ④sports event ⑤ art festivals like film · fine arts · music festivals, fashion show.

<Table 2> Type of the Fashion Convention

Industrial aspect	Exhibition	<ul style="list-style-type: none"> - Seoul Int'l Fashion Fair - Preview In Seoul - Idea Seoul - Texvision - KOTEX - SIMEX - Cotton Home fashion Presentation - IWS Presentation
	Collection	<ul style="list-style-type: none"> - Seoul Fashion Week - Seoul Collection - SFAA Collection - Taegu Collection - Pusan Collection - The Fashion Group Show
Cultural and artistic aspect	Event	- exhibition, fashion show
	Association's Conference	- International Conference

<Table 3> Structural Elements in the Hardware Aspects

Scholar	· Heo (1997)	· Ahn & Lee (1999)	· Montgomery et al.(1995) · Kim(2000) · Choi(1998)	· Oppermann et al.(1997) · Son(2000)	· Leeand Bak (2001)
Structural element					
Convention planning agency			●		
Convention planning firm meeting planner(MP)	●	●	●		
CVB		●	●		
Organizer		●	●	●	● (+promoter)
Sponsor	●				
Inviting · publicizing · supporting organization					
Participant	●	●	●		
Facilities provider	●	●	●		
Service provider	●	●	●		
Else				locale	travel agency

ticipate, and nonmembers, while Lee and Bak (2001) into the promoter and the host organization, participants, convention inviting · publiciz-

ing · supporting organizations, facilities business, service business, and travel agency.

As for the software elements, the paper is

based on the properties presented by the researches on the satisfaction in convention services (Lee 1994; Choi 1999), relative importance by service factor (Bak 1997), and the important properties or service evaluation feature of conventions (Gang 2000, Son 2000), applying the service quality measuring criterion that is generalized as the PZB model²⁾ in marketing.

To gain factors constituting convention service, Lee (1994) suggests, the conference hall, audio-visual equipment and material, exhibition hall, rest area, sound insulation and lighting are presented as facility factors, and room setup, tidiness and arrangement, refresh breaks, accurate and prompt calculation, banquet menu, banquet service, and event and information guidance as service factors. Staff factors include attitudes and access of working staff, convention service manager's experience and competence for his duty, and communication factors are preparation meeting, maintenance and accuracy of communication channels, and inspection and confirmation of details.

This study exclusively deals with the structural elements in the software aspects. Four groups of facilities, procedure service, human element, and communication are defined at the first stage, and details adequate to the features of the fashion industry are added at the second and third stages. And then relative importance of each element at each stage is examined.

III. Research Method

In all academic fields, the most important things in developing evaluation factors are to examine a target area closely and to select authorities. In an unexplored field, Delphi analysis is used to converge experts' opinions to solve

such tasks.

1. Sampling Targets

As mentioned in the structural elements of the convention, the study initially planned to classify sampling targets into the organizer, planner, inviting - supporting party, service providers, and facilities provider. However the organizer is selected as the main target due to the lack of systematic classification and specialization of duties and roles resulting from the structural weakness of the fashion convention industry.

The sampling targets are shown in <Table 4>.

2. Research Procedure

The study conducted a total inspection by interviews and questionnaire surveys with fashion convention experts during the period of July 9-12 2001 to define the structural elements of the domestic fashion convention industry with almost no related data found. Delphi analysis of two rounds is used for the analysis.

1) The First Round Delphi Technique

The first round examines main interests and targets of the industry by type, and relative importance of the elements at each stage based on convention service or property factors that were developed in Korea or abroad to be used continuously. With the lack of preceding researches, the most urgent task to set an evaluation standard is to embody the target areas and experts' verification process. Open questions were given on relative importance of the factors by stage to evaluate the properties of the industry. The examination was done by self-filling questionnaires with 92.5% of questionnaires returned in the first round. Obtained data were

² A. Parasuraman, Valarie A. Zeithaml, and Leonard L. Berry, "A Conceptual Model of Service Quality & Its Implications for Future Research". *Journal of Marketing*. Vol. 49. (Fall, 1985): 41-50.

A. Parasuraman, Valarie A. Zeithaml and Leonard L. Berry, "SERVQUAL: A multiple-item Scale for Measuring Consumer Perceptions of Service Quality". *Journal of Retailing*. Vol. 64. (Spring, 1988): 12-40.

A. Parasuraman, Valarie A. Zeithaml and Leonard L. Berry, "A Reassessment of Expectations as a Comparative Standard in Measuring Service Quality: Implications for Future Research". *Journal of Marketing*. Vol. 58. (Jan., 1994): 111-124.

<Table 4> Sampling Targets of Delphi Analysis

Organizations and companies	Name of event	No. of responses to questions
Korea Federation of Textile Industries	PIS/KOTEX	10
Korea Fashion Association	Seoul Fashion Week/Seoul Collection	12
Korea Fashion Textile Association	Idea Seoul	1
Korea Association of Sewing Machinery Industries	SIMEX	1
Secretariat of SFAA	SFAA Collection	1
Woman Dream	Supporting Seoul Collection	2
Codio	Supporting Seoul Fashion Week	1
Model Center	Service provider	5
Model Line	Service provider	1
CMG Korea	Facilities firm	3
10	Total	37

analyzed by the pattern recognition and frequency analysis methods, and the result was used only to be presented in the second round.

2) The Second Round Delphi Technique

With the first round result as a standard, experts' opinions on the structural elements were analyzed after dividing them into 5 groups according to the types, and main interests and targets of the industry. Based on the result, a synthetic opinion of each group was suggested to obtain the final opinion. The survey method and frequency, and the data processing method were the same as in the first round with 100% questionnaires returned by the respondents from the first round.

IV. Result

Exhibitions and collections were classified into main types, and each main target was examined. The result shows that all the exhibitions target buyers regardless of their interests, while the collections aim mainly the public including

the press and invited guests.

As a result, five groups were classified according to the convention types, interested fields, and main targets : G1. exhibitions/ fabric · material/buyers ; G2. exhibitions/ clothing · fashion/buyers ; G3. exhibitions/ machinery · equipment/buyers ; G4. Collections/ clothing · fashion/buyers ; G5. Collections/ clothing · fashion/the public.

The result of examining the relative importance of the first and second stages by type is shown in <Table 5> and <Table 6>.

For Group 1, facilities (30.6%) are most importance at the first step. At the second stage, the event hall (11.6%) in facility sector, public relations (9.7%) in procedure, specialized staff (8.9%) in human sector, and organizer and supporting party (10.0%) in communication have the highest degree of importance. The top ten factors at the third stage are in the order of the event location, friendliness, publicity time, expertise, the size · number of event halls, customer handling ability, etiquette, information DB management, publicity media, and business com-

<Table 5> Analysis of the Relative Importance of the Structural Elements at the 1st Stage of the Fashion Convention Industry

Types	Targets	Feilds	Importance order at the 1st stage			
			1	2	3	4
Exhibitions (n=19)	Buyers (n=19)	Fabrics/ Material (n=8)	Facilities (30.6%)	Procedure (27.5%)	Human Factor (23.8%)	Communication (18.1%)
		Clothing/ Fashion (n=6)	Procedure (41.7%)	Facilities (26.7%)	Human Factor (16.7%)	Communication (15.0%)
		Machinery/ Equipment (n=5)	facilities (40.0%)	Human Factor (23.0%)	Procedure (21.0%)	Communication (16.0%)
Collection (n=14)	Buyers (n=3)	Clothing/ Fashion (n=14)	Facilities (40.0%)	Procedure (30.0%)	Communication (16.7%)	Human Factor (13.3%)
	The public (n=11)		Facilities (35.5%)	Procedure (30.5%)	Human Factor (17.7%)	Communication (17.3%)
The whole (n=33)			Facilities (33.8%)	Procedure (30.3%)	Human Factor (19.4)	Communication (16.8%)

petence.

For Group 2, procedure (41.7%) is most importance at the first step. At the second stage, the event hall (9.8%) in facility sector, public relations (15.5%) in procedure, business competence (5.8%) and specialized staff (5.8%) in human sector, and organizer and supporting party (7.5%) in communication have the highest degree of importance. The top ten factors at the third stage are in the order of publicity time, the event location, publicity media, publicity publications, the size · number of event halls, customer handling ability, information DB management, command of a foreign language, business competence, and programs for companions.

For Group 3, procedure (40.0%) is most importance at the first step. At the second stage, the event hall (15.6%) in facility sector, public relations (7.2%) in procedure, specialized staff (8.8%) in human sector, and organizer and supporting party (8.1%) in communication have the

highest degree of importance. The top ten factors at the third stage are in the order of the event location, the size · number of event halls, facilities and decorations, expertise, customer handling ability, information DB management, publicity time, etiquette, and business competence.

For Group 4, facilities(40.0%) are most importance at the first step. At the second stage, the event hall(21.7%) in facilities, public relations (11.6%) in procedure, specialized staff (5.3%) in human sector, and organizer and supporting party (9.2%) in communication have the highest degree of importance. The top ten factors at the third stage are in the order of the event location, the size · number of event halls, facilities and decorations, publicity time, publicity media, customer handling ability, preparatory meeting, publicity publications, event guidance · information, and systematic registration.

For Group 5, facilities (35.5%) are most im-

<Table 6> Analysis of the Relative Importance of the Structural Elements at the 2nd Stage of the Fashion Convention Industry

Types	Targets	Fields	Details at the 1 st stage	Importance order at the 2 nd stage				
				1	2	3	4	5
Exhibitions (n=19)	Buyers (n=19)	Fabrics/ Material (n=8)	Facilities	The event hall (11.6%)	Supplementary facilities(5.6%)	Accomodations (5.3%)	Public facilities (4.3%)	Equipment & material facilities(3.8%)
			Procedure	Public relation (9.7%)	Guidance(5.9%)	Transportation (5.3%)	Supplementary event(3.4%)	One stop s. (3.3%)
			Human Factor	Specialized staff (8.9%)	Service mind(7.6%)	Business competence (6.9%)	-	-
			Communi- cation	Organizer & Supporting party(10.0%)	Organizer & participants(7.4%)	-	-	-
		Clothing/ Fashion (n=6)	Facilities	The event hall (9.8%)	Supplementary facilities(5.0%)	Accomodations (4.7%)	Equipment & material facilities(4.4%)	Public facilities(2.8%)
			Procedure	Public relation (15.5%)	One stop system (7.4%)	Transportation (6.5%)	Guidance (6.3%)	Supplementary event(3.4%)
			Human Factor	Business competence (5.8%)	Specialized staff (5.8%)	Service mind (4.5%)	-	-
			Communi- cation	Organizer & Supporting party(7.5%)	Organizer & participants(6.2%)	-	-	-
		Machinery/ Equipment (n=5)	Facilities	The event hall (15.6%)	Supplementary facilities(7.32%)	Accomodations (6.0%)	Public facilities (5.2%)	Public facilities(4.5%)
			Procedure	Public relation (7.2%)	Transportation (3.9%)	Guidance(3.4%)	Supplementary event(3.3%)	One stop s.(2.8%)
			Human Factor	Specialized staff (8.8%)	Business competence(6.9%)	Service mind (6.7%)	-	-
			Communi- cation	Organizer & Supporting party(8.1%)	Organizer & participants(6.7%)	-	-	-
Collection (n=14)	Buyers (n=3)	Clothing/ Fashion (n=14)	Facilities	The event hall (21.7%)	Public facilities (6.2%)	Equipment & material facilities(6.0%)	Supplementary facilities (3.7%)	Accomodations (2.5%)
			Procedure	Public relation (11.6%)	Guidance (8.0%)	Transportation (5.0%)	One stop s. (2.5%)	Supplementary event(2.5%)
			Human Factor	Specialized staff (5.38%)	Business competence(5.0%)	Service mind (3.0%)	-	-
			Communi- cation	Organizer & Supporting party (9.2%)	Organizer & participants (7.5%)	-	-	-
	The public (n=11)	Facilities	The event hall (11.7%)	Equipment & material facilities(7.7%)	Supplementary facilities(7.2%)	Public facilities (5.2%)	Accomodations (3.7%)	
		Procedure	Public relation (12.7%)	Transportation (6.5%)	Supplementary event(5.2%)	One stop s. (4.7%)	Guidance (4.5%)	
		Human Factor	Specialized staff (7.6%)	Business competence (7.5%)	Service mind (5.1%)	-	-	
		Communi- cation	Organizer & Supporting party(8.6%)	Organizer & participants(8.5%)	-	-	-	
The whole (n=33)			Facilities	The event hal (12.8%)	Supplementary facilities(6.1%)	Equipment & material facilities(5.6%)	Accomodations (4.5%)	Public facilities (4.5%)
			Procedure	Public relation (11.6%)	Transportation(5.7%)	Guidance(5.3%)	One stop s.(4.4%)	Supplementary event(3.9%)
			Human Factor	Specialized staff (7.6%)	Business competence (6.7%)	Service mind(5.7%)	-	-
			Communi- cation	Organizer & Supporting party(8.7%)	Organizer & participants(7.5%)	-	-	-

portance at the first step. At the second stage, the event hall (11.7%) in facilities, public relations (12.7%) in procedure, specialized staff (7.6%) in human sector, and organizer and supporting party (8.6%) in communication have the highest degree of importance. The top ten factors at the third stage are in the order of publicity time, the event location, expertise, customer handling ability, access to public transport, publicity media, time management skill, publicity publications, friendliness, and the size · number of event halls.

On the whole facilities (35.5%) shows the highest degree of importance on average. As for the second stage importance, the event hall (12.8%) in facilities, public relations (11.6%) in procedure, specialized staff (7.6%) in human sector, and organizer and supporting party (8.7%) in communication are important. The top ten factors at the third stage are in the order of the event location, publicity time, the size · number of event halls, expertise, publicity media, friendliness, facilities and decorations, publicity publications, and business competence.

The orders of factors at the third step are summed up in <Table 7>.

V. Summery and Suggestions

The study defined the fashion convention industry as a concept including international conventions, exhibitions and collections mainly dealing with fashion items (fabric material, clothing fashion, and machinery equipment). And it classified the industry's structural elements into facilities, procedure, human factors, and communication.

The relative importance on the convention elements of each group was different at each stage.

As shown in the result, in fabric · material exhibitions, the procedure, personnel and communication have relatively equal importance on the whole although facilities are considered most important. In clothing · fashion exhibitions aim-

ing at buyers, the procedure has by far a high level of importance unlike others, while machinery · equipment exhibitions and collections targeting buyers have a higher importance put on facilities.

Collections aiming at the public, also has great importance on facilities, however, not as prominent as in machinery · equipment exhibitions and collections targeting buyers.

Comparing the second stage importance, it is shown that the event hall, public relations, professionalization of personnel, communication between the promoter and supporting organizations are most important with a slight difference by type. Noticeably, in clothing · fashion exhibitions, business competence in human factor is considered important, while for collections targeting the public, communication between the promoter and participants are more important.

In collections, regardless of their fields, public facilities, and equipment and material facilities have relative importance. Also equipment and material facilities including sound facilities and lighting are far more important compared to exhibitions, while accommodation is least important with the lack of foreign participants.

In the procedure sector, supplementary events and one stop system have low importance on the whole.

On the other hand, clothing · fashion exhibitions put importance on the one stop system, and collections aiming at the public has guidance of low importance.

The study result obtained by Delphi analysis reveals varied degrees of importance by type. Fabric · material exhibitions, clothing · fashion exhibitions, and collections targeting the public, unlike others, show the procedure factor with great importance. Therefore the software aspect - the acquirement of expertise - must be supplemented to have an international scale. Since facilities are the most prominent factor for machinery · equipment exhibitions and collections targeting buyers, the locale of a fashion convention must be prepared with scrupulous care.

<Table 7> Analysis of the Relative Importance of the Structural Elements at the 3rd Stage of the Fashion Convention Industry

Type Targets Fields Details	Exhibition			Collection		The whole
	Buyers			Buyers	The public	
	Fabric · material	Clothing · fashion	Machinery · equipment	Clothing · fashion		
1	Location	Publicity time	Location	Location	Publicity time	Location
2	Friendliness	Location	Event hall size	Event hall size	Location	Publicity time
3	Publicity time	Publicity media	Facilities/decorations	Facilities/decorations	Expertise	Event hall size, no
4	Expertise	Publicity publications	Expertise	Publicity time	Customer handling	Customer handling
5	Event halls size/oo	Event hall size	Friendliness	Publicity media	Access to transport	Expertise
6	Customer handling	Customer handling	Customer handling	Customer handling	Publicity media	Publicity media
7	Etiquette	Information DB	Information DB	Preparation meeting	Time management	Friendliness
8	Information DB	Foreign language	Publicity time	Publicity publica	Publicity publica.	Facilities/decorations
9	Publicity media	Business competence	Etiquette	Guide/information	Friendliness	Publicity publica.
10	Business competence	Companion program	Busi. competence	Registration	Event hall size	Busi. competence
11	Foreign language	Friendliness	Foreign language	Parking lot	Busi. competence	Information DB
12	Preparation meeting	Access to airport	Driving force	Access to transpor	Facilities/decorations	Access to transport
13	Facilities/decorations	Access to transport	Equipment skill	Work assignment	Preparation meeting	Preparation meeting
14	Publicity publications	Expertise	Parking lot	Com. media supply	Lighting	Etiquette
15	Hotel location	Tourism/shopping	Hotel price	Expertise	Work assignment	Time management
16	Work assignment	Hotel location	Business center	Busine. competence	Suppl. events	Work assignment
17	Access to transport	Guide/information	Rest place	Foreign language	Driving force	Foreign language
18	Time management	Etiquette	Publicity media	Clean toilets/lobby	Interpretation service	Driving force
19	Pipeline	Business center	Publicity publications	Lighting	Press room	Event guide
20	Guide/information	Work assignment	Work assignment	Information DB	Information DB	Interpretation service
21	Registration	Interpretation service	Time management	Friendliness	Etiquette	Business center
22	Equipment skill	Registration	Interpretation service	Interpretation service	Audio-visual	Hotel location
23	Interpretation service	Efficient transport	Hotel location	Temperatu. control	Com. media supply	Com. media supply
24	Driving force	Driving force	Sound insulation	Pipeline	Event guide	Registration
25	Business center	Preparation meeting	Preparation meeting	Driving force	Parking lot	Parking lot
26	Com. media supply	Facilities/decorations	Guide/information	Access to airport	Business center	Lighting
27	Efficient transport	Time management	Press room	Travel info. desk	Efficient transport	Suppl. events
28	Access to airport	Press room	Efficient transport	Press room	Foreign language	Access to airport
29	Rest place	Travel info. desk	Com. media supply	Time management	Equipment skill	Press room
30	Suppl. events	Hotel price	Access to airport	Etiquette	Clean toilets/lobby	Equipment skill
31	Hotel price	Suppl. events	Hotel size	Surrounding facility	Hotel location	Efficient transport
32	Surrounding facility	Audio-visual	Access to transport	Audio-visual	Registration	Audio-visual
33	Parking lot	Com. media supply	Information room	Hotel, decoration	Access to airport	Pipeline
34	Press room	Food & Drink	Surrounding facility	Equipment skill	Surrounding facility	Hotel price
35	Lighting	Banquet service	Suppl. events	Sound insulation	Food & Drink	Surrounding facility
36	Audio-visual	Parking lot	Lighting	Efficient transport	Sound insulation	Rest place
37	Travel info. desk	Surrounding facility	Banquet	Suppl. event loca.	Pipeline	Compani. program
38	Clean toilets/lobby	Airline desk	Emergency facilities	Airline desk	Rest place	Clean toilets/lobby
39	Service agency	Temperature control	Pipeline	Food & Drink	Compani. program	Tourism/shopping
40	Information room	Equipment skill	Temperature control	Rest place	Service agency	Sound insulation

References

- Astroff, Milton T. and Abbey, J. R. 1995. *Convention sales and services*. Cranbury. N.J : Waterbury Press.
- Bak, Jiyun. 1997. A study on relative importance of convention service by factor - Comparison of perceptions of the host organization and participants. Master's thesis. Kyung Hee University.
- Berkman, et al. 1984. *Convention management & service*. AH & MA. East Lansing Michigan.
- Choi, Seungdam, et al. 1994. *Measures to build a convention center*. The Korea Transport Institute.
- Dae, Kangcheol. 1992. *Age of new city development*. Toyko : Nokdo Publishing House.
- Gronroos, Christian. 1984. A service quality model and its marketing implications. *European Journal of Marketing*. 18-4.
- Heo, Younghi. 1997. A study on the measures to improve international competitiveness of Korean convention industry. Master's thesis. Yonsei University.
- Kim, Oyong. 2001. Nature analysis of convention planning companies. Master's thesis. Hallym University.
- Lee, Byumyul. 1994. A demonstrative study on satisfaction in hotel convention service - Focusing on the event organizer. Master's thesis. Sejong University.
- Lee, Jangchun. and Bak, Changsoo. 2001. *Theory of International Convention*. Seoul : Daewangsa.
- Lee, Soonyoung. 2000. A demonstrative study on the market orientation of international convention planning firms. Master's thesis. Hallym University.
- Maetaek-chungwoong. 1998. *City front line*. Toyko : Tradition Ltd. Co.
- Montgomery, R. J. and Strick, S. K. 1995. *Meetings, conventions and expositions : An introduction to the industry*. N.Y: Van Nostrand Reinhold.
- Oppermann, Martin and Chon, K. S. 1995. Factors influencing professional conference participation by association members. Mexico : Annual Conference of Travel and Tourism Research Association.
- Parasuraman, A., Zeithaml, V. A. and Berry, L. L. 1985. 'A conceptual model of service quality & its implications for future research'. *Journal of Marketing*. Vol. 49: 41-50.
- Parasuraman, A., Zeithaml, V. A. and Berry, L. L. 1988. 'SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality'. *Journal of Retailing*. Vol. 64: 12-40.
- Parasuraman, A., Zeithaml, V. A., Berry, L. L. 1994. 'A reassessment of expectations as a comparative standard in measuring service quality: Implications for future research'. *Journal of Marketing*. Vol. 58: 111-124.
- Son, Jeongmi. 2000. A study on the evaluation properties of convention service - From foreign participants' viewpoint. Master's thesis. Hallym University.