

ABSTRACT

The study aimed to evaluate and compare the domestic and international hotels' service quality management in relation to Sufficiency Economy Principle (SEP) in Mahasarakham and Khon Kaen provinces. It is a qualitative research using a semi-structured interview purposively with 2 hotel managers and 2 specialists as the four policy makers of the two research sites in a total of 8 key informants. A patter-matching technique was used to analyze the data. The findings revealed that the accommodation and in-room service quality of the domestic hotel in Mahasarakham can sufficiently satisfy most customers due to its value for money and reasonable prices that possibly meet the customers' expectation, whereas the services of front of the house and concierge, food and beverages, and safety and environmental management and the quality of employees are not yet considered at an international standard and cannot be sufficiently satisfied, but have some possibilities to be improved compatible to the SEP. Regarding the international hotel in Khon Kaen, overall service quality was managed at a sufficient level; the hotel conventions and meeting rooms are mostly satisfied at an international standard because they are totally certified by both Thailand and ASEAN MICE Venue Standards (TMVS and AMVS) followed by accommodations and in-suite services, food and beverages; however, both hotels have a similar constraint of employees' international quality and knowledge. The issues of moderation, reasonableness, self-immunity, and morality are discussed to implement the SEP in both theory and practice.

Keywords: service quality, sufficiency economy, hotels of Mahasarakham and Khonkaen