

 ผลงานตีพิมพ์ต่างประเทศ (International Publication)

Mechinda Panisa, Serirat Sirivan, Anuwichanont Jirawat, Gulid Nak., (2010): “An Examination of Tourists’ Loyalty towards Medical Tourism in Pattaya, Thailand” in Journal of Business and Economic Research (2010), vol.9, no. 1 (January)

*Abstract*

*The purpose of this study is to explore the antecedents of tourists’ attitudinal loyalty towards medical tourism in Pattaya (a major tourist destination in Thailand). Multiple regression analysis indicated that attitudinal loyalty towards medical tourism was mainly driven by satisfaction, trust, perceived value, destination familiarity, as well as destination image, respectively. When examining these antecedents between hospital tourists and clinic tourists, the results indicated that trust becomes the most important driver for hospital tourists whereas satisfaction becomes the most important driver for clinic tourists.*