

 ผลงานตีพิมพ์ต่างประเทศ (International Publication)

Mechinda, Panisa, Serirat Sirivan, Popijit Nongluck and Lertwannawit Aurathai (2010), “The Relative Impact Of Competitiveness Factors and Destination Equity On Tourist’s Loyalty In Koh Chang, Thailand ” in International Business and Economics Research(2010), vol. 9, no. 10, (October)

*Abstract*

*The purpose of this study is to investigate the relative impact of competitiveness factors and destination equity on tourist’s loyalty toward Koh Chang (Chang Island) one of the famous tourist destination in Thailand). Multiple regression analysis indicated that attitudinal loyalty was mainly driven by destination equity (destination image and destination awareness). The competitiveness factors that significantly influence domestic tourists are (1) location of destination, (2) quality of service and (3) natural resources while the competitiveness factor that influence international tourists is natural resources.*