

Suchada Patcharaviphawong 2010: Competitiveness of Precious Stones Industries from Thailand to Switzerland. Master of Economics, Major Field: Economics, Department of Economics. Thesis Advisor: Associate Professor Chiraphan Kuladilok, M.Econ. 161 pages.

Precious Stones industries have been ranked top ten of Thailand's export and became the origin of foreign important currency which there is growth rate continuously. At present Thailand's advantage in this industries tends to decrease because of canceled way tax privilege and shortage of raw materials then effect to competition of Thailand ability in this industry is down and a disadvantage competition when compared with countries where have natural fertile resources. Moreover, the effect from economic crisis (Hamburger Crisis). If Thailand's Precious Stones industries do not improve the quality of its products in order to raise the value added, its major export markets may be replaced by the countries of adaptable and quality products.

The study use the concept framework of Revealed Competitive Advantage (RCA) for analyzing show that Thailand and Hongkong PRECIOUS STONE Industries have the competitive advantage in Switzerland and consideration of 18 sub-harmonizes show that Thailand and Hongkong have the competitive advantage in Switzerland same such as Precious stone and semi-precious stone / Gold / Articles of jewelry and parts there of jewelry but Hongkong has more competitive advantage than Thailand. And then the study of Constant Market Share model (CMS) for analyze to change of PRECIOUS STONE Thailand's export during the period 2001 – 2007 compare the period 2008 show that Thailand has increase of PRECIOUS STONE Thailand's export by the factor most effect be from the growth of all world exporting. Moreover, export to the right direction of Thailand goes to the growth market where the most of growth is Australia. and consideration of 18 sub-harmonize show that have a the most of value for Thailand's export for example Gold by the factor most effect be to exporting the right direction of Thailand goes to the growth market where the most of growth is Australia. And Articles of jewelry by the factor most effect be from the growth of all world exporting and market has the most of growth is Australia.

The results of the study show that Thailand should emphasize Precious Stones exported such as Gold and Articles of jewelry.

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Thesis Advisor's signature