

Research Title	Strategy Formulation for Developing Sustainable Destination Competitiveness and Equity for Tourism in Koh Chang, Trad Province, Thailand)
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ABSTRACT

The purpose of this research is to study the perception toward destination sustainable competitiveness equity, familiarity, perceived value, attachment and personal characteristics affecting Thai and international tourists' satisfaction and loyalty toward Koh Chang, Trad Province. Including collect stakeholders' opinion for developing strategy destination sustainable competitiveness and equity for tourism in Koh Chang, Trad Province.

This research is quantitative and qualitative. The quantitative research is conducted using questionnaires from 400 samples of Thai tourists and 400 samples of international tourists through the simple random sampling, quota sampling and convenience sampling. The statistical methods employed in this study include the analysis of Multiple regression analysis and Independent Sample t-test.

The qualitative research is conducted through five series of focus group/depth interview through purposive sampling with stakeholders including 40 resident/hotel, travel agent, restaurant and souvenir store' s entrepreneur, 20 service providers, 10 government officers, 10 communities, and 20 tourists

According to the research findings:

1. Most of Thai tourists are female, aged between 25-34 years old, single, have bachelor degree and commercial personnel. Their average household incomes are between

15,000-29,999 Baht. Most of them come from Bangkok. Regarding international tourists, most of them are female, age between 25-34 years old. They are married, got bachelor degree, professional, have averaged income 125,000 Baht and over. Most of them come from Europe.

2. Thai tourists' perception in fairly good level toward endowed resources (natural resources and cultural/heritage), created resources (range of activities/special events, tourism infrastructure, food and beverage), situational factors (destination location, price competitiveness, safety, ecology problems, natural resource development). And fair level toward created resources (shopping).

International tourists' perception in good level toward created resources (food and beverage), situational factors (destination location and price competitiveness). Fairly good level toward endowed resources (natural resources and cultural/heritage), created resources (range of activities/special events, tourism infrastructure and shopping), situational factors (safety, ecology problems). And fair level toward situational factors (natural resource development).

3. Thai and International tourists' destination awareness in much level, good level image and loyalty, somewhat familiarity, fairly good toward perceived value and attachment, and quite satisfaction toward destination.

4. The antecedent factors toward Thai tourists' satisfaction are destination image, perceived value, attachment, community's hospitality and service quality, price competitiveness, and cultural/heritage, respectively at statistical significant level of .01.

The antecedent factors toward international tourists' satisfaction are destination attachment, image, price competitiveness, ecology problems, range of activities/special events, natural resources, food and beverage, respectively at statistical significant level of .01.

5. The antecedent factors toward Thai tourists' loyalty are destination image, overall satisfaction, and location at statistical significant level of .01. Natural resources, destination awareness, familiarity and ecology problems at statistical significant level of .05, respectively.

The antecedent factors toward international tourists' loyalty are destination attachment, overall satisfaction, community's hospitality and service quality, image, familiarity, and destination awareness at statistical significant level of .01. Cultural/heritage and food and beverage at statistical significant level of .05, respectively.

6. Thai and International tourists different in perceived toward cultural/heritage, tourism infrastructure, food and beverage, community's hospitality and service quality, location, price competitiveness, safety, natural resource development, destination awareness and image, perceived value, and overall satisfaction at statistical significant level of .01 and different in shopping statistical significant level of .05.

Strategy Formulation for Developing Sustainable Destination Competitiveness and Equity for Tourism in Koh Chang, Trad Province, Thailand:

Strategy 1 Building network toward management in ecotourism development

Strategy 2 Building tourism stakeholders' consciousness toward value of natural resources

Strategy 3 Maintaining and developing tourism resources, both endowed and created resources as a valuable and sustainable competitiveness

Strategy 4 Developing tourism personnel's service quality

Strategy 5 Supporting and career development of local communities to achieve self-reliance and competitiveness in the tourism business

Strategy 6 Building perception toward sustainable competitiveness

Strategy 7 Building perception toward destination equity and perceived value