

# Bridging Supply and Demand Perspectives: The Nexus Examination of Destination Attributes, Destination Loyalty, Perceived Competitiveness, Length of Stay, and Tourism Expenditure

Nichapat Sangkaew\*, Chayanon Phucharoen\*\*

**Abstract** Utilizing Structural Equation Modeling (SEM), this study provides a detailed analysis of how various factors influence a destination's tourism income. It addresses a research gap by integrating tourists' expenditure, length of stay, and perceived destination competitiveness with destination loyalty. Additionally, the study introduces destination loyalty as a factor that can shape tourists' spending behavior. The results reveal that perceived destination competitiveness does not significantly impact the length of stay and, surprisingly, shows a negative relationship with daily spending, challenging the notion that competitive destinations attract higher spending. This research advances theory by integrating supply- and demand-side perspectives, highlighting the complex role of perceived competitiveness in shaping tourist spending and loyalty. The findings suggest a strategic shift in tourism policy toward cultural experiences, diversified offerings, and balanced sustainable tourism development.

**Keywords:** Destination Loyalty, Destination Competitiveness, Length of Stay, Tourism Income, Tourist Expenditure

## INTRODUCTION

Tourists' perceptions and the inherent attributes of destinations have garnered significant research attention, particularly in relation to the need for targeted destination marketing and effective visitor management (Pearce & Schänzel, 2013). However, to develop a comprehensive framework for destination marketing, a more detailed analysis of visitors' spending behaviour remains necessary (Downward & Lumsdon, 2000; Fyall & Garrod, 2020; Reinhold et al., 2020). This paper examines both the competitiveness of tourist destinations from a supply-side perspective and the behavior of tourists, including their

spending patterns and length of stay, which are key economic indicators. Additionally, it explores destination loyalty from the demand-side perspective, providing a comprehensive analysis that bridges the gap between how destinations are managed and how tourists perceive and engage with them. By integrating these two perspectives, the paper offers valuable insights into how destination attributes influence both the present and future tourism income of a destination.

Perceived competitiveness, which gauges a destination's allure relative to alternatives, significantly influences tourists' decision-making processes and their financial outlays during visits (Hanafiah et al., 2014). Destination competitiveness, measured by performance-based indicators, is crucial

\* Lecturer, Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket, Thailand.

Email: nichapat.sangkaew@gmail.com; ORCID: 0000-0003-4185-9375 (Corresponding author)

\*\* Associate Professor, Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket, Thailand.

Email: chayanon.p@phuket.psu.ac.th

for a destination's allure relative to alternatives (Ferreira & Perks, 2020). On the other hand, destination loyalty, influenced by tourist satisfaction, push and pull motivations, perceived value for money, and perceived service quality, provides insights into the sustainability of tourism income (Nilplub et al., 2016). The relationship between destination competitiveness and loyalty has been further explored, with the former significantly influencing the latter (Wong, 2017).

This research represents a pioneering effort to advance the field through the integrative approach that synthesizes supply-side considerations, specifically focusing on tourist expenditure and length of stay, with a comprehensive examination of demand-side related to the perceived competitiveness of the destination. The integration of destination attributes, competitiveness and Tourists' spending pattern that affect tourism income in this manuscript aims to bridge existing gaps in the literature by fostering a more comprehensive understanding of these multifaceted factors influencing destination management and development.

One unique and notable contribution of this research lies in the introduction of destination loyalty as a reflective measure of a destination's sustainability. While some literature has extensively explored economic indicators and visitor perceptions (Asadi et al., 2015; Núñez-Lara et al., 2015), the incorporation of destination loyalty as a key variable offers a nuanced perspective on the long-term viability of tourism destinations. This addition not only expands the scope of the investigation but also contributes to a more comprehensive and multifaceted evaluation of a destination's overall sustainability. Specifically the aim of this manuscript is to examine how the competitiveness of a destination impacts tourists' spending patterns, length of stay, and, crucially, their loyalty to the destination.

Through the Structural equation model of a designated survey, which encapsulates the tourist's spending behaviour, this study makes significant contributions both theoretically and practically by offering an innovative and integrative approach that synthesizes supply-side factors, such as tourist expenditure and length of stay, with demand-side dynamics related to perceived competitiveness and destination loyalty. Theoretically, it advances the field by bridging existing gaps in the literature, providing a comprehensive framework that links destination attributes, competitiveness, and economic factors to the overall sustainability of tourism income. Practically, including destination loyalty as a key variable introduces a reflective measure of a destination's long-term viability, offering valuable insights for destination management and marketing strategies aimed at enhancing both immediate and future tourism income.

## LITERATURE REVIEW

### Destination Attributes

Destination attributes are the characteristics or features of a travel destination that influence tourists' decisions and experiences (Qu et al., 2023). Research on destination attributes has revealed a range of factors that influence tourists' choices. Güzel (2017) identified historical and religious sites, local villages, climate and entertainment facilities as key pull factors for tourists. Reisinger et al. (2009) found that cultural differences influence the importance of destination attributes, suggesting the need for tailored promotional strategies. Ban (2020) emphasized the role of destination attributes in forming the destination image, proposing a method for prioritizing these attributes to align with visitor expectations. Tourism destination attributes play a crucial role in influencing tourists' decisions and satisfaction (Güzel, 2017), which leads to increased loyalty and patronage (Ban, 2020; Boit, 2013). Various factors contribute to the attractiveness of a destination. The quality of hotels and restaurants significantly influences tourists' decisions (Ortaleza & Mangali, 2021), as do extrinsic factors such as government policies and media communications (Vieira et al., 2020). Although some studies consider it less important, tourism infrastructure does affect destination selection (Raazim & Munasinghe, 2021).

Destination attributes have a positive effect on perceived destination competitiveness. The quality of place in urban areas mediates the relationship between urban wealth and tourist arrivals, indicating that a higher quality of place attracts more tourists (Lestari et al., 2023). In the context of ethnic enclave destinations, perceived destination competitiveness is determined by stakeholders and their roles in destination management (Weng et al., 2022). Additionally, destination brand equity can be influenced by certain destination competitiveness attributes, suggesting a reverse causal relationship (Raju & Kunasekaran, 2022). In the context of gastronomic destinations, the competence of restaurants shapes the overall perception of quality and perceived value, which ultimately impacts the competitiveness of specific restaurants and the gastronomic destination (Weng, 2019). Based on these findings, this study proposes that:

*H1: Desirable destination attributes positively affect perceived destination competitiveness.*

Tourists' length of stay is influenced by various factors, and destination attributes play a significant role in determining the duration of their visit (Adib & Ab Rahman, 2020; Atsız

et al., 2022; Nugroho et al., 2021). Studies suggest that certain destination attributes such as nature, culture, climate, and gastronomy positively impact the length of stay for tourists (Brida et al., 2013). Additionally, cultural aspects of a destination, including its historical significance and cultural events, are identified as key determinants affecting the duration of stay for cultural tourists (Gemar et al., 2022; O. Oklevik et al., 2021). The quality of the destination experience and its appeal contribute to creating a more comfortable environment, influencing tourists to extend their stay and explore further (Gemar et al., 2022). Hence, the following hypothesis:

*H2: Desirable destination attributes positively affect tourist's length of stay.*

Several studies indicate a positive correlation between destination attributes and destination loyalty (Alkan & Kocaman, 2020; Auliya & Prianti, 2022; De Los Reyes & Dael, 2023). Various studies, such as those focusing on Pramuka Island and Gili Trawangan, emphasize the influence of destination attributes on tourist satisfaction and subsequent (Auliya & Prianti, 2022). The impact on destination loyalty of tourist perceptions, destination image and satisfaction is explored in conceptual models (Rajesh, 2013). A case study in Chiang Rai Province, Thailand, investigates how destination attributes affect destination loyalty (Boonmee & Monpanthong, 2023). Additionally, tourists' perceptions of destination attributes directly contribute to the quality of service experience and subsequent loyalty (Schlesinger et al., 2020). Therefore, this study proposes that:

*H3: Desirable destination attributes positively affect destination loyalty.*

In addition, existing research suggests that destination attributes have a positive effect on customer satisfaction and can enhance the value of tourism (Gao, 2013). The specific impact of destination attributes on spending per day has not been widely studied but the above can be inferred from other factors such as satisfaction and length of stay. The length of a tourist's stay is closely related to their acceptance of destination expenditure, indicating that longer stays can be associated with higher spending patterns (Nugroho et al., 2021). Additionally, cultural attributes have been found to have a positive impact on tourists' length of stay, which could contribute to higher spending during their visit (Ove Oklevik et al., 2021). It is noted that tourists staying longer at a destination may tend to spend less per person per day, suggesting a nuanced relationship between length of stay and daily expenditures (Gómez-Déniz & Perez-Rodriguez, 2020; Odunga, 2005b). Based on these findings, this study proposes that:

*H4: Desirable destination attributes positively affect spending per day.*

*H5: Length of stay and spending per day are inversely proportional.*

## Destination Loyalty

Destination loyalty refers to the inclination of tourists to choose to repeatedly revisit a particular tourism destination (Rajesh, 2013; Wang & Li, 2023). Scholars have conducted meta-analyses to identify key influencing factors, such as perceived value, overall perceived destination image, length of stay, and spending per day (Muntean et al., 2023; Rajesh, 2013; Wang & Li, 2023). Destination loyalty has a positive impact on tourists' length of stay (De Los Reyes & Dael, 2023; Wang et al., 2022). Muntean et al. (2023) state that Travelers who plan trips lasting between seven and 13 days tend to exhibit higher levels of destination loyalty than other groups, suggesting a link between longer stays and stronger destination commitment.

Contrarily, some evidence suggests that destination loyalty positively influences tourist spending per day. Tourist loyalty is closely correlated with various factors such as tourist satisfaction, motivation, and overall tourist experience (Muntean et al., 2023). Repeat visitors who demonstrate loyalty to a destination may exhibit different spending patterns to first-time tourists (Alegre & Juaneda, 2006). Studies have indicated that loyal tourists may spend more per trip and per day, contributing to increased economic benefits for the destination (Alegre & Juaneda, 2006). The positive relationship between destination loyalty and spending per day highlights the economic importance of fostering loyalty among tourists. Hence, the following hypotheses were formulated:

*H6: Destination loyalty positively affects tourists' length of stay.*

*H7: Destination loyalty positively affects tourists' spending per day.*

## Perceived Destination Competitiveness

Perceived destination competitiveness refers to tourists' subjective evaluation of a destination's ability to meet their needs and expectations compared to other destinations (Basle, 2023). Perceived destination competitiveness has a significant impact on tourism performance and development (Lestari et al., 2023).

Previous research shows that perceived destination competitiveness positively influences tourist behavior, particularly in decisions to extend their stay due to the variety of attractions and services offered (Arisman, 2023; Tassawa & Banjongprasert, 2019). Moreover, tourists are likely to spend more per day in destinations they perceive as competitive. A competitive destination is often associated

with a higher quality of services, amenities and overall satisfaction, leading to increased spending by tourists during their stay (Alegre & Juaneda, 2006; Lv et al., 2020). Perceived competitiveness also contributes to the development of destination loyalty among tourists. A destination that is seen as competitive is more likely to attract repeat visits from satisfied tourists, fostering long-term loyalty and advocacy for the destination (De Los Reyes & Dael, 2023; Lv et al., 2020).

In summary, tourists are more inclined to stay longer, spend more per day and exhibit loyalty to destinations perceived

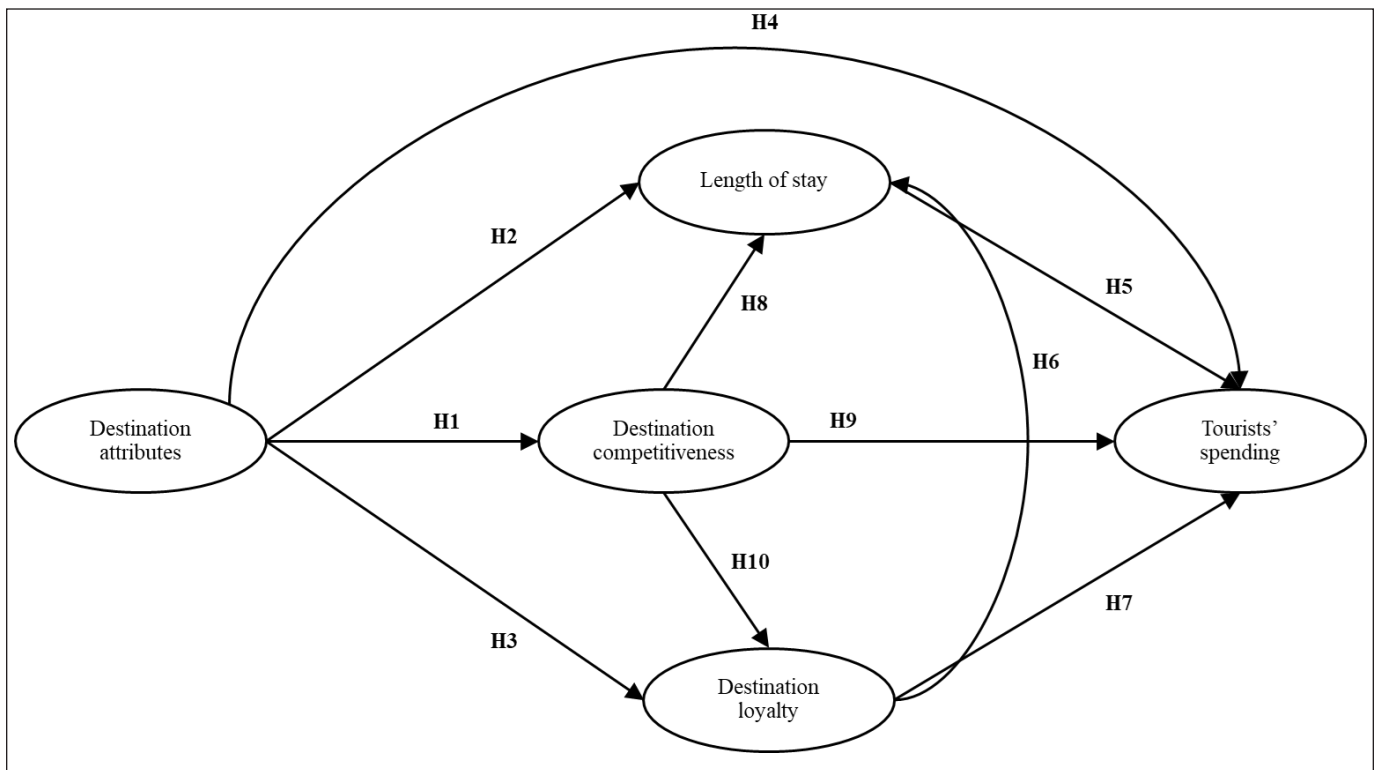
as competitive. Therefore, this study proposes the following hypotheses:

*H8: Perceived destination competitiveness positively affects tourists' length of stay.*

*H9: Perceived destination competitiveness positively affects tourist's spending per day.*

*H10: Perceived destination competitiveness positively affects destination loyalty.*

The research hypotheses are further outlined within the conceptual research framework in Fig. 1.



**Fig. 1: Conceptual Framework (Hypotheses)**

## METHODOLOGY

### Sampling and Data Gathering

The island of Phuket was chosen because it is a globally renowned tourist destination frequented by many international travelers (Sangkaew & Zhu, 2022). Although best known as a resort island boasting sun, sand, and sea, Phuket also features a diverse array of local markets where tourists can savor regional cuisine, buy locally made

souvenirs and observe the distinctive Thai way of life. It is interesting to observe tourists (Sincharoenkul & Sangkaew, 2023) as they sample local food (Sangkaew et al.) and shop at the markets (Phucharoen et al., 2022) in a resort setting abundant with beach- and sea-related pursuits.

Based on the literatures explored in the preceding section, this study used structural equation model which offer a comprehensive understanding of plausible empirical relationship between attributes, competitiveness, loyalty, spending indicators of tourists. As one of Thailand's most

popular destinations, Phuket attracted approximately 13.62 million tourists a year before the onset of COVID-19 (Sangkaew & Zhu, 2022). A convenient sampling method was applied using the number of tourists visiting Phuket as the population. The questionnaire was to capture tourists' expectations, satisfaction levels, and expenditures, the number of days spent in the destination (Phuket Tourist Experience Index (PTEI), 2017; Promsivapallop & Jarumaneerat, 2018; Promsivapallop & Kannaovakun, 2020). The essential attributes of Phuket addressed in this survey encompassed leisure and sports activities, food and beverage options, transportation and security, accommodation, and the beach and cultural aspects of Phuket (Phucharoen et al., 2023).

Potential respondents were approached at the end of their stay in Phuket, using on-site surveys at the departure hall of Phuket International Airport. Respondents were invited to complete the questionnaire, with an average willingness rate of 90 percent. Research assistants were present to distribute the questionnaires and assist users in completing them. Of the 1,000 questionnaires returned, 486 were incomplete and were consequently excluded from the dataset. The remaining 614 questionnaires constituted the study's sample. The survey questionnaire was translated into English, Chinese and Russian to facilitate the understanding of audiences as preceding empirical survey in Phuket (Phucharoen et al., 2023; Phuket Tourist Experience Index (PTEI), 2017). To ensure consistency in the translation, the questionnaire adhered to standard protocol, including Ethical approval and item-objective congruence (IOC) test.

The data were subjected to descriptive and basic inferential analysis, factor analysis by using SPSS and structural equation model through AMOS. Exploratory factor analysis (EFA) was undertaken to assess common method variance. Additionally, the validity of the proposed SEM model will be evaluated using the Root Mean Square Error of Approximation (RMSEA), comparative fit index (CFI), and Tucker-Lewis index (TLI). These indicators represent the model's overall fit and suitability for the data, ensuring the robustness of the structural relationships being examined.

## RESULTS

The sociodemographic profiles of the participants are presented in Table 1. Male respondents constituted 59.1 percent (n = 364), and female respondents 40.4 percent (n = 249). The average age was approximately 36 years old. Of the respondents, 65.8 percent (n = 404) were 30 or younger and 30.1 percent (n = 185) were 40 or older. Additionally, 56.2 percent (n = 345) of the participants reported a monthly income of less than 4000 USD, while 43.2 percent earned 4000 USD or more.

Most participants – 68.9 percent (n = 423) – were university graduates. Most – 21.7 percent (n = 133) – were professionals or technicians, 18.4 percent (n = 113) held managerial or administrative positions, 17.8 percent (n = 109) were business owners, and the remaining 42.3 percent fell into other categories.

**Table 1: Demographic Characteristics**

### Data Analysis

Category		Frequency	Percent
Gender	Female	249	40.4
	Male	364	59.1
	Prefer not to say	1	0.0
Age	Under 20 <sup>th</sup>	15	2.4
	20 <sup>th</sup>	183	29.8
	30 <sup>th</sup>	206	33.6
	40 <sup>th</sup>	99	16.1
	50 <sup>th</sup>	55	9.0
	60 <sup>th</sup>	21	3.4
	70 <sup>th</sup> and over	10	1.6
	Prefer not to say	25	4.1
Education level	Up to secondary school	91	14.8
	Diploma	97	15.8
	Bachelor's degree	234	38.1
	Master's degree	165	26.9
	Doctoral degree	24	3.9
	Prefer not to say	3	0.5

Category		Frequency	Percent
Monthly income (USD)	Below 1,000 USD	83	13.5
	1,000-1,999 USD	105	17.1
	2,000-2,999 USD	82	13.4
	3,000-3,999 USD	75	12.2
	4,000-4,999 USD	67	10.9
	5,000-5,999 USD	53	8.6
	6,000-6,999 USD	34	5.5
	7,000 USD or Higher	112	18.2
	Prefer not to say	3	0.6
Occupation	Business owner	109	17.8
	Government	22	3.6
	Housewife	24	3.9
	Managerial/ Administrative	113	18.4
	Professional/Technician	133	21.7
	Retiree	20	3.3
	Self-employed	74	12.1
	Student	52	8.5
	Others	67	10.9

Table 2 presents the results of the EFA, which utilized principal component analysis to identify destination attributes. All developed items had loadings above 0.60, forming six factors. The Kaiser-Meyer-Olkin (KMO) value was 0.917, indicating high suitability. Bartlett’s test of sphericity was highly significant ( $p < 0.001$ ), confirming the analysis. The six factors (Ban, 2020; Güzel, 2017; Qu et al., 2023; Reisinger et al., 2009) explained 58.445% of the total variance, with the ‘Leisure and Shopping’ construct

at 31.751%, ‘Transportation and Security Administration’ at 7.633%, ‘Food and Beverage’ at 5.976%, ‘Beach’ at 4.708%, ‘Accommodation’ at 4.401%, and ‘Cultural’ at 3.976%.

Cronbach’s alpha assessed internal consistency, with reliability coefficients for each factor exceeding the recommended 0.70 threshold (factor 1 = 0.892, factor 2 = 0.764, factor 3 = 0.804, factor 4 = 0.786, factor 5 = 0.797, and factor 6 = 0.776).

**Table 2: Exploratory Factor Analysis (EFA)**

Construct	Communality	Factor Loading
Leisure and Shopping (Eigenvalues= 9.525; Variance explained= 31.751%; Cronbach’s Alpha= 0.892)		
Availability of nightlife and entertainment activities	0.368	0.666
Availability of shopping facilities	0.478	0.678
Variety of souvenirs	0.483	0.704
Availability of facilities for children	0.386	0.658
Transportation and Security Administration (Eigenvalues= 2.290; Variance Explained= 7.633%; Cronbach’s Alpha= 0.764)		
Safety of traffic	0.495	0.707
Overall safety and security while travelling	0.502	0.686
Food and Beverage (Eigenvalues= 1.793; Variance explained= 5.976%; Cronbach’s alpha= 0.804)		
Opportunity to try local food	0.571	0.791
Availability of fresh seafood	0.419	0.657
Variety of local food	0.606	0.763
Taste of local food	0.614	0.748

Construct	Communality	Factor Loading
Beach (Eigenvalues= 1.412; Variance Explained= 4.708%; Cronbach's alpha= 0.786)		
Attractiveness of beaches	0.536	0.73
Availability of space on beaches	0.568	0.687
Facilities provided on beaches	0.569	0.684
Cleanliness of beaches and sea	0.478	0.721
Accommodation (Eigenvalues= 1.320; Variance Explained= 4.401%; Cronbach's Alpha= 0.797)		
Variety of accommodation	0.633	0.736
Quality of accommodation	0.766	0.778
Prices of accommodation	0.483	0.743
Cultural (Eigenvalues= 1.193; Variance Explained= 3.976%; Cronbach's Alpha= 0.776)		
Temples and cultural attractions	0.561	0.786
Local architecture and heritage sites	0.853	0.801
Total Variance Explained= 58.445%; KMO(Kaiser-Meyer-Olkin) =0.917		

Structural equation modeling (SEM) was conducted to test the proposed hypotheses (Table 3 and Fig. 2). Destination attributes in Phuket were comprehensively assessed using six dimensions: leisure and shopping ( $\alpha=0.51$ ,  $t=10.21$ ), foods and beverage ( $\alpha=0.45$ ,  $t=11.38$ ), transportation and security ( $\alpha=0.48$ ,  $t=12.52$ ), accommodation ( $\alpha=0.53$ ,  $t=15.67$ ), beach ( $\alpha=0.50$ ,  $t=11.26$ ), and culture ( $\alpha=0.57$ ,  $t=14.71$ ). Notably, the culture dimension emerges as the most pivotal factor, surpassing even the beach dimension in significance in this island destination.

Collectively, these destination attributes contribute to shaping the perceived competitiveness of Phuket as a destination ( $\alpha=0.37$ ,  $t=12.95$ ). However, it is crucial to highlight that these attributes do not exert a direct influence on tourists' length of stay or destination loyalty. Intriguingly, our research identifies a direct positive impact of destination attributes on tourists' daily expenditure ( $\alpha=613$ ,  $t=1.78$ ). It is noteworthy that this effect achieves statistical significance at a 90% confidence interval.

The analysis revealed that the six-factor attribute of competitiveness, which subsequently influences tourist spending, loyalty, and length of stay, exhibited significant factor loadings across all elements at an  $\alpha$  level of 0.5.

The goodness-of-fit indices (RMSEA=0.037, CFI=0.963, TLI=0.955) indicate that the measurement model fits the data satisfactorily (Hair, 2009). To further validate the model's accuracy, alternative models were established for comparison (as shown in Table 2), following the approach of (Baumgartner & Homburg, 1996). The fit indices demonstrate that the study model offers a superior fit to the data compared to other competing measurement models, including the sub-dimension attribute model and the model with the direct influence of six attributes. This finding supports the validity of the conceptual model under investigation.

Additionally, the study reveals that perceived competitiveness experiences diminishing returns concerning spending per day ( $\alpha=-1,676$ ,  $t=1.93$ ), reflecting an economic perspective on competitiveness terminology. The discussion section further explains and rationalizes these findings.

Moreover, destination loyalty is found to influence only spending per day ( $\alpha=39.20$ ,  $t=2.14$ ) but not length of stay ( $\alpha=0.212$ ,  $t=0.995$ ). Surprisingly, the length of stay is not affected by destination attributes, perceived competitiveness, or destination loyalty.

**Table 3: SEM Result**

Hypotheses	Paths			Coefficients	T-Values	P-Value	Result
H1	Destination attributes	-->	Destination competitiveness	0.37	12.905	<0.01	Sig.
H2	Destination attributes	-->	Length of stay	0.17	0.047	0.96	Insig.
H3	Destination attributes	-->	Destination loyalty	-0.50	-0.698	0.49	Insig.
H4	Destination attributes	-->	Spending	612.40	1.774	0.08	Sig.

Hypotheses	Paths			Coefficients	T-Values	P-Value	Result
H5	Length of stay	-->	Spending	7.15	2.057	0.04	Sig.
H6	Destination loyalty	-->	Length of stay	0.21	0.995	0.32	Insig.
H7	Destination loyalty	-->	Spending	39.20	2.142	0.03	Sig.
H8	Destination competitiveness	-->	Length of stay	4.44	0.492	0.62	Insig.
H9	Destination competitiveness	-->	Spending	-1671.57	-1.926	0.05	Sig.
H10	Destination competitiveness	-->	Destination loyalty	1.42	0.804	0.42	Insig.

## The Effects of Destination Attributes on Perceived Destination Competitiveness

The analysis of destination attributes in Phuket provides strong evidence to support, 1<sup>st</sup> alternative hypothesis, which states that destination attributes can positively contribute to perceived destination competitiveness, thus playing a role in the destination's competitive advantage. Our comprehensive assessment across six dimensions – leisure and shopping, food and beverages, transportation and security, accommodation, beach, and culture – reveals varying degrees of influence, with the cultural aspect emerging as the most significant. This is despite the fact that Phuket is best known as a beach destination among travelers (Sangkaew & Zhu, 2022; Sincharoenkul & Sangkaew, 2023). This aligns with studies by Güzel (2017a) and Reisinger et al. (2009) that emphasize the importance of cultural factors and tailored promotional strategies in attracting tourists. The significance of coefficients across all dimensions in our study reinforces the importance of these attributes in shaping tourists' experiences and decisions, as discussed by Ban (2020) and Boit (2013). They also highlight the multifaceted nature of destination competitiveness, influenced by a mix of intrinsic qualities, like culture and beach appeal, and extrinsic factors like accommodation and transportation. This understanding of Phuket's destination attributes offers a comprehensive view of how various factors collectively contribute to the destination's competitiveness in the tourism market.

## The Effects of Destination Attributes on Length of Stay, Destination Loyalty, and Spending Per Day

Regarding Hypothesis 2 (H2), our findings diverge from the existing literature, e.g., the studies by Adib and Ab Rahman (2020) and Atsız et al. (2022), which suggest that destination attributes significantly impact the length of stay. Our study does not find a direct influence by attributes on the length of stay in Phuket, indicating that other factors might play a more critical role. This suggests a more complex interplay of variables influencing the length of stay, potentially including

personal preferences and external factors.

In addressing Hypothesis 3 (H3), our research challenges the findings of previous studies like those by Alkan & Kocaman and Anisatul Auliya and Diani Mustika Prianti (2022), which show a positive correlation between destination attributes and destination loyalty. Our study indicates that destination attributes do not directly impact loyalty, suggesting that loyalty may be influenced by a broader range of factors, including service quality, personal experiences, and perhaps even post-visit engagement strategies.

For Hypothesis 4 (H4), our findings confirm and the indirect suggestions of studies by Nugroho et al. (2021) and Ove Oklevik et al. (2021) regarding the positive impact of destination attributes on spending patterns.

## The Effects of Length of Stay on Spending Per Day

Interestingly, longer stays positively influence spending per day (H5). This is contrary to the expected negative relationship suggested in studies by Gómez-Déniz and Perez-Rodriguez (2020) and Odunga (2005), which found that tourists who stay longer tend to spend less per person per day, showing a decreasing daily expenditure with an increase in length of stay. A plausible explanation for this discrepancy might be the unique mix of destination attributes in Phuket, including its rich cultural offerings, varied leisure activities, and best-in-class accommodation options (Promsivapallop & Jarumaneerat, 2018; Sincharoenkul & Sangkaew, 2023). It should be noted that the magnitude of this variable is relatively small in scale, although it is statistically significant.

## The Effects of Destination Loyalty on Length of Stay and Spending Per Day

Our findings for alternative hypothesis 6 (H6), that destination loyalty impacts positively on length of stay, shall not be accepted and contradicted those of De Los Reyes

and Dael (2023) and Wang et al. (2022). These divergences may be attributed to various factors including the unique characteristics of Phuket or the specific characteristics of the tourists visiting Phuket. This would mean that loyalty may have an effect, but it can only be associated with longer stays in some instances. In conclusion, the null hypothesis of no relationship between destination loyalty on length of stay cannot be rejected.

Our findings for Hypothesis 7 (H7) agree with the literature, as they display a positive relationship between destination loyalty and spending per day. This supported the observations by Alegre and Juaneda (2006) and Muntean et al. (2023) who noted that repeat visitors and loyal tourists tend to spend more. Our study shows that, while loyalty does not translate to a longer stay, it does have a significant but marginal (39.20 Baht) impact on daily expenditure. This may be connected with the belief that loyal tourists are more genuinely involved with the destination, so they are more likely to utilize local services and products more intensively (Jin et al., 2022; Munandar, 2021).

### The Effects of Perceived Competitiveness on Length of Stay, Spending Per Day, and Destination Loyalty

Our findings indicate a lack of significant impact for Hypothesis 8 (H8), which suggests that perceived destination competitiveness positively affects length of stay. This contrasts with studies by Arisman (2023) and Tassawa and Banjongprasert (2019), which posit that a destination's

competitiveness could encourage tourists to prolong their stay. The absence of a significant relationship in our study suggests that, while competitiveness is a crucial factor, it might not be a direct influence on the length of stay in the context of island destinations.

For Hypothesis 9 (H9), our study reveals an unexpected finding. This result is intriguing as it contrasts with the views of Alegre and Juaneda (2006) and Lv et al. (2020), who associate competitive destinations with increased spending. The negative coefficient suggests that, beyond a certain point, the more competitive a destination is perceived to be, the less tourists spend per day. This could be due to a variety of factors, such as tourists seeking value-for-money experiences in highly competitive destinations, or a saturation point at which the perceived value does not translate into increased daily expenditure. Instead, our analysis reveals a direct negative impact of destination competitiveness on tourists' daily expenditure, suggesting that tourists tend to spend less per day when influenced by the appealing aspects of the destination, reflecting its competitiveness. This phenomenon can be possibly explained by diminishing return to scale pattern of tourism revenue (Purwono et al., 2024). Our results show no significant impact for Hypothesis 10 (H10), which posits that perceived destination competitiveness positively affects destination loyalty. This finding challenges the assertions by De Los Reyes and Dael (2023) and Lv et al. (2020), who linked competitiveness with loyalty. This suggests that, while perceived competitiveness is important, it may not directly foster loyalty among tourists in Phuket. This could be due to the multifaceted nature of loyalty, which might be influenced by a broader range of factors beyond perceived competitiveness.

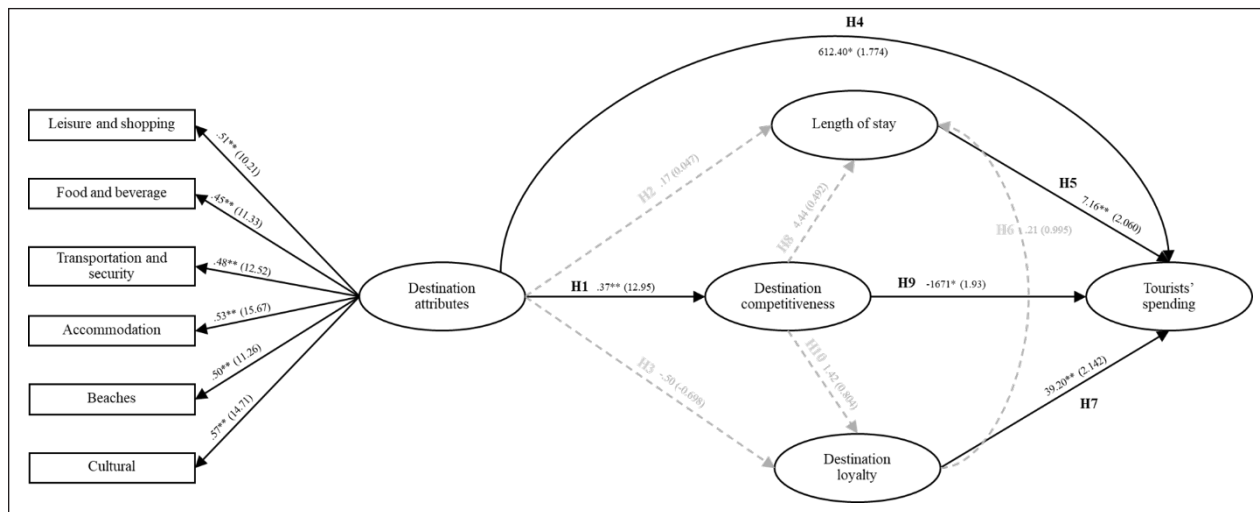


Fig. 2: Hypothesis Testing Results

## DISCUSSION AND THEORETICAL CONTRIBUTION

This research marks an initial attempt to advance the field by integrating and developing a model that seamlessly combines supply-side factors, specifically focusing on tourist expenditure and length of stay, with a thorough examination of demand-side dynamics related to the perceived competitiveness of the destination. A unique and significant contribution of this study is the introduction of destination loyalty as a reflective measure of a destination's sustainability.

The sociodemographic profile of Phuket tourists reveals a predominantly young and educated population with diverse incomes. Structural Equation Modeling highlights cultural factors as crucial. Notably, the cultural dimension emerges as the most influential, surpassing even the traditionally significant beach dimension. This understanding of the importance of cultural factors aligns with recent literature emphasizing the role of culture in attracting tourists (Sincharoenkul & Sangkaew, 2023).

However, the study diverges from the literature on several fronts. Contrary to expectations, destination attributes do not directly influence length of stay or destination loyalty. This challenges previous studies that suggested a significant impact of destination attributes on these variables (Adib & Ab Rahman, 2020; Alkan & Kocaman, 2020; Atsız et al., 2022; Brida et al., 2013; De Los Reyes & Dael, 2023). The absence of a direct relationship implies that other factors may play a more critical role in determining the duration of tourists' visits and their loyalty to the destination. Surprisingly, the study identifies a direct positive impact of destination attributes on tourists' daily expenditure indicating that, while tourists may not extend their stay, they are likely to spend more per day. This finding aligns with the literature, suggesting that the appeal of destination attributes contributes to increased daily spending (Gao, 2013; Nugroho et al., 2021). The analysis of the relationship between length of stay and spending per day presents an intriguing contradiction to the literature. Unlike previous studies suggesting a negative relationship (Gómez-Déniz & Perez-Rodriguez, 2020; Odunga, 2005a), this research indicates a positive correlation, implying that tourists who stay longer tend to spend more per day. The unique mix of destination attributes in Phuket, including cultural offerings and diverse leisure activities, may contribute to this unexpected pattern. The examination of the impact of destination loyalty on length of stay and spending per day provides mixed results. While the study challenges previous findings that suggested a positive correlation between destination attributes and destination loyalty (De Los Reyes & Dael, 2023; Lv et al., 2020), it supports the notion that loyal tourists tend to spend more per day. This underscores the importance of post-

visit engagement strategies and service quality in fostering loyalty and subsequent spending. The investigation into the effects of perceived destination competitiveness on length of stay, spending per day, and destination loyalty unveiled unexpected findings. Additionally, a negative relationship is observed between perceived competitiveness and spending per day, challenging the common belief that competitive destinations attract higher spending (Alegre & Juaneda, 2006; Lv et al., 2020). Moreover, perceived competitiveness does not directly influence destination loyalty, suggesting that loyalty may be influenced by a more diverse set of factors.

The introduction of destination loyalty into this mix is particularly noteworthy. It extends the discussion beyond the immediate economic impact of tourism to consider the long-term sustainability of tourism income. Destination loyalty, as a measure of a tourist's likelihood to revisit and recommend a destination, offers insights into the enduring appeal and competitive positioning of a destination. Exploration through this study of the perceived competitiveness and destination attributes contribute to destination loyalty fills a crucial gap in the literature. It suggests that the economic vitality of a destination is not solely dependent on attracting high numbers of tourists but also on fostering a loyal visitor base that contributes to sustainable tourism income. This theoretical advancement is vital for academia, providing a framework for future research, and for industry practitioners, informing strategic planning and policymaking to enhance both the competitiveness and sustainability of tourism destinations.

## CONCLUSION

In this research, we embarked on a comprehensive exploration of the intricate interplay between destination attributes, perceived competitiveness, destination loyalty, length of stay and tourism expenditure in the context of the globally acclaimed tourist destination, Phuket. Our study not only contributes to the academic discourse in destination management but also offers practical implications for strategic planning and policy formulation in the dynamic landscape of tourism.

The investigation commenced with an acknowledgment of the evolving perspectives in destination management, emphasizing a dual focus on both supply-side and demand-side factors. We aligned our research with this paradigm shift, integrating quantitative methods to analyze visitor data and recognizing the imperative for holistic destination management. This led to the development of an innovative framework that seamlessly synthesized supply-side considerations, particularly tourist expenditure, and length of stay, with a comprehensive examination of demand-side dynamics related to perceived competitiveness. The holistic

approach presented in this research aims to bridge existing gaps in the literature, fostering a more comprehensive understanding of the multifaceted factors influencing destination management. A distinctive contribution of our study lies in the incorporation of destination loyalty as a reflective measure of a destination's sustainability. This addition expands the scope of investigation beyond traditional economic indicators and visitor perceptions, providing a nuanced perspective on the long-term viability of tourism destinations. The introduction of destination loyalty offers a more comprehensive and multifaceted evaluation of a destination's overall sustainability.

The study on one of Asia's most-visited island destinations (Phuket) reveals critical insights for tourism policy development. Firstly, the prominence of the cultural dimension over beach attractions suggests a strategic shift towards enhancing and promoting cultural experiences. This could involve investing in cultural heritage, supporting local arts, and organizing cultural events, thereby differentiating Phuket from other beach-centric destinations. Additionally, the importance of other dimensions like leisure, shopping, food and beverages, and transportation and security indicates the need for a diversified tourism offering. Maintaining high standards across these dimensions can attract a wider range of tourists.

Secondly, the findings highlight the complex relationship between perceived competitiveness, tourist spending, and destination loyalty. While perceived competitiveness impacts daily expenditure, it shows diminishing returns, suggesting a focus on value addition rather than just competitive pricing. Enhancing tourist satisfaction to foster loyalty is crucial, as it influences both spending and the length of stay. Policies should aim at exceptional service quality, personalized experiences, and loyalty programs to encourage longer stays and repeat visits. Additionally, the economic perspective of competitiveness calls for sustainable tourism development, balancing economic benefits with environmental and social sustainability.

Lastly, the study underscores the importance of robust infrastructure and safety measures, given the significance of transportation and security. Investing in efficient transportation systems and ensuring tourist safety is paramount. Furthermore, leveraging data and analytics for informed decision-making and targeted marketing campaigns can effectively promote Phuket's unique selling points. Tailoring marketing strategies to highlight Phuket's cultural richness and varied leisure activities can attract tourists who are more likely to appreciate them and spend on these experiences, thereby enhancing the destination's overall competitiveness. This study contributes to the burgeoning field of tourism research by offering nuanced insights into the complex dynamics governing tourist behavior in island

destination and explore additional factors that contribute to the intricate the complex system of connections of tourist decision-making in this captivating destination.

## Conflict of Interest

The authors declare that there is no conflict of interest.

## Funding

This research is supported by the National Science, Research, and Innovation Fund (NSRF) and Prince of Songkla University (Grant No. FSI6601314S).

## REFERENCES

- Aadib, N. M. A. N. M., & Ab Rahman, S. A. (2020). Analysis of sense of places effect on tourist's length of stay in the Kota Bharu cultural heritage zone. *EMARA: Indonesian Journal of Architecture*, 6(1), 23-32. doi:https://doi.org/10.29080/eija.v6i1.902
- Alegre, J., & Juaneda, C. (2006). Destination loyalty: Consumers' economic behavior. *Annals of Tourism Research*, 33(3), 684-706. doi:https://doi.org/10.1016/j.annals.2006.03.014
- Alkan, Y. A., & Kocaman, S. (2020). The mediating role of destination satisfaction in the effects of shopping attributes on destination loyalty: The case of Alanya. *EMARA: Indonesian Journal of Architecture*, 6(1), 23-32. doi:https://doi.org/10.29080/eija.v6i1.902
- Asadi, A., Mohd, A., & Fathizahraei, M. (2015). Visitors' satisfaction of visit and the economic impacts of perceptions of ecotourism development support in Alamout area, Iran. *Journal of Social Sciences & Humanities*, 905.
- Atsız, O., Leoni, V., & Akova, O. (2022). Determinants of tourists' length of stay in cultural destination: One-night vs longer stays. *Journal of Hospitality and Tourism Insights*, 5(1), 62-78. doi:https://doi.org/10.1108/JHTI-07-2020-0126
- Auliya, A., & Prianti, D. M. (2022). *Influence of destination attributes on tourists' satisfaction and their impact on tourists' loyalty, Pramuka Island*. Proceedings.
- Ban, O. I. (2020). The role of destination attributes in assessing/constructing the image of tourist destination. *Destination Management and Marketing*, 15(4). doi:https://doi.org/10.3390/su151411157
- Basle, N. (2023). Evaluating gastronomic destination competitiveness through upscale gastronomy. *Sustainability*, 15(14). doi:https://doi.org/10.3390/su151411157

- Baumgartner, H., & Homburg, C. (1996). Applications of structural equation modeling in marketing and consumer research: A review. *International Journal of Research in Marketing*, 13(2), 139-161. doi:[https://doi.org/10.1016/0167-8116\(95\)00038-0](https://doi.org/10.1016/0167-8116(95)00038-0)
- Boit, J. C. (2013). *The role of destination attributes and visitor satisfaction on tourist repeat visit intentions to Lake Nakuru National Park, Kenya*. Western Illinois University.
- Boonmee, R., & Monpanthong, P. (2023). Factors affecting destination loyalty among senior Japanese tourists: A case study of Chiang Rai Province, Thailand. *Journal of MCU Social Science Review*, 12(4), 323-338. Retrieved from <https://so03.tci-thaijo.org/index.php/jssr/article/view/258453>
- Brida, J. G., Meleddu, M., & Pulina, M. (2013). Factors influencing length of stay of cultural tourists. *Tourism Economics*, 19(6), 1273-1292. doi:<https://doi.org/10.5367/te.2013.0248>
- De Los Reyes, K. T., & Dael, R. J. (2023). Influence of destination image and tourist satisfaction on destination loyalty. *British Journal of Multidisciplinary and Advanced Studies*, 4(3), 46-61. doi:<https://doi.org/10.37745/bjmas.2022.0225>
- Downward, P., & Lumsdon, L. (2000). The demand for day-visits: An analysis of visitor spending. *Tourism Economics*, 6(3), 251-261. doi:<https://doi.org/10.5367/000000000101297622>
- Ferreira, D., & Perks, S. (2020). A dimensional framework of tourism indicators influencing *Destination Competitiveness*, 9(3), 1-21. doi:<https://doi.org/10.46222/ajhtl.19770720-1>
- Fyall, A., & Garrod, B. (2020). Destination management: a perspective article. *Tourism Review*, 75(1), 165-169. doi:<https://doi.org/10.1108/TR-07-2019-0311>
- Gao, L. (2013). *Customer value of a designed experience: Attributes of memorable tourist destination experiences in Zhouzhuang, China* The University of Queensland.].
- Gemar, G., Sánchez-Teba, E. M., & Soler, I. P. (2022). Factors determining cultural city tourists' length of stay. *Cities*, 130, 103938. doi:<https://doi.org/10.1016/j.cities.2022.103938>
- Gómez-Déniz, E., & Perez-Rodriguez, J. V. (2020). Modelling dependence between daily tourist expenditure and length of stay. *Tourism Economics*, 27(8), 1615-1628. doi:<https://doi.org/10.1177/1354816620925192>
- Güzel, B. (2017). Destination attributes in the eye of the local people. *Kastamonu Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi*, 128-137.
- Hair, J. F. (2009). *Multivariate data analysis*.
- Hanafiah, M. H., Hemdi, M. A., & Ahmad, I. (2014). Tourism destination competitiveness: Towards a performance-based approach. *Tourism Economics*, 22(3), 629-636. doi:<https://doi.org/10.5367/te.2014.0446>
- Jin, J., Zhou, B., & Nadal, J. R. (2022). An assessment of the factors influencing loyalty among active sport event tourists: The case of Mallorca 312 in Spain. *International Journal of Tourism Research*, 24(5), 677-688. doi:<https://doi.org/10.1002/jtr.2530>
- Leask, A. (2016). Visitor attraction management: A critical review of research 2009–2014. *Tourism Management*, 57, 334-361. doi:<https://doi.org/10.1016/j.tourman.2016.06.015>
- Lestari, Y. D., Saidah, F., & Aliya Putri, A. N. (2023). Effect of destination competitiveness attributes on tourists' intention to visit halal tourism destination in Indonesia. *Journal of Islamic Marketing*, 14(4), 937-965. doi:<https://doi.org/10.1108/JIMA-12-2020-0368>
- Ly, X., Li, C., & McCabe, S. (2020). Expanding theory of tourists' destination loyalty: The role of sensory impressions. *Tourism Management*, 77, 104026. doi:<https://doi.org/10.1016/j.tourman.2019.104026>
- Munandar, J. M. (2021). Factor influencing the loyalty of domestic and foreign tourists. *Jurnal Aplikasi Manajemen*, 19(4), 870-883. doi:<https://doi.org/10.21776/ub.jam.2021.019.04.15>
- Muntean, M. C., Sorcaru, I. A., & Manea, L. D. (2023). Empirical evidence of tourist satisfaction and loyalty in the case of Bucharest—A partial least squares structural equation modelling approach. *Journal of Consumer Behaviour*. doi:<https://doi.org/10.1002/cb.2136>
- Nilplub, C., Khang, D. B., & Krairit, D. (2016). Determinants of destination loyalty and the mediating role of tourist satisfaction. *Tourism Analysis*, 21, 221-236. doi:<https://doi.org/10.3727/108354216X14559233984818>
- Nugroho, F. A., Sutono, A., & Sopian, T. (2021). The influence of destination attributes on tourists' length of stay in Kebumen Regency, Central Java. *Jurnal Bisnis dan Manajemen*, 22(1), 40-50. doi:<https://doi.org/10.24198/JBM.V22I1.559>
- Núñez-Lara, E., Cahuich-Carrillo, A., Delgado-Estrella, A., & Laffon-Leal, S. (2015). Tourism and sustainability indicators as planning tools for a coastal NPA in Mexico. *WIT Transactions on Ecology and the Environment*, 193, 355-364.
- Odunga, P. O. (2005a). *Choice of attractions, expenditure and satisfaction* (PhD, thesis, Wageningen, Netherland: Wageningen University).
- Odunga, P. O. (2005b). *Choice of attractions, expenditure and satisfaction* Wageningen University.

- Oklevik, O., Kwiatkowski, G., Malchrowicz-Moško, E., Ossowska, L., & Janiszewska, D. (2021). Determinants of tourists' length of stay. *PLoS One*, *16*(12), e0259709. doi:<https://doi.org/10.1371/journal.pone.0259709>
- Oklevik, O., Kwiatkowski, G., Malchrowicz-Moško, E., Ossowska, L., & Janiszewska, D. (2021). Determinants of tourists' length of stay. *PLoS One*, *16*(12), e0259709.
- Ortaleza, M. S., & Mangali, G. R. (2021). Attributes of travel destinations that influence tourists' decisions: A systematic review. *International Tourism and Hospitality Journal (ITHJ)*, *4*(8), 1-10. doi:<https://doi.org/10.37227/ITHJ-2021-03-247>
- Phucharoen, C., Jarumaneerat, T., & Sangkaew, N. (2022). Comparing shopping experiences in department stores and street markets: A big data analysis of TripAdvisor reviews. *International Journal of Culture, Tourism and Hospitality Research*, *16*(1), 259-275. doi:<https://doi.org/10.1108/IJCTHR-10-2020-0228>
- Phucharoen, C., Wichupankul, S., Sangkaew, N., & Stosic, K. (2023). Social media sites and nightlife tourism: An empirical study of tourist decision-making on nightlife entertainment consumption. *International Journal of Tourism Cities*, *9*(3), 751-770. doi:<https://doi.org/10.1108/IJTC-11-2021-0224>
- Phuket Tourist Experience Index (PTEI). (2017). *Tourist traveling in Phuket: Faculty of hospitality and tourism. Prince of Songkla University, Phuket Campus*. Retrieved from [www.facebook.com/PTEI2016](http://www.facebook.com/PTEI2016)
- Promsivapallop, P., & Jarumaneerat, T. (2018). A cross-national comparative analysis of destination satisfaction and loyalty between chinese and australian independent tourists: A study of Phuket. *Asia-Pacific Social Science Review*, *17*(3), 4. doi:<https://doi.org/10.59588/2350-8329.1136>
- Promsivapallop, P., & Kannaovakun, P. (2020). Factors influencing tourists' destination food consumption and satisfaction: A cross-cultural analysis. *Asia-Pacific Social Science Review*, *20*(2), 9. doi:<https://doi.org/10.59588/2350-8329.1304>
- Purwono, R., Esquivias, M. A., Sugiharti, L., & Rojas, O. (2024). Tourism destination performance and competitiveness: The impact on revenues, jobs, the economy, and growth. *Journal of Tourism and Services*, *15*(28), 161-187. doi:<https://doi.org/10.29036/jots.v15i28.629>
- Qu, Y., Han, R., & Dong, Y. (2023). An attachment-based management framework of destination attributes: Drawing on the appraisal theories of emotion. *Journal of Travel Research*, *63*(1), 234-251. doi:<https://doi.org/10.1177/00472875221146789>
- Raazim, M. A., & Munasinghe, M. (2021). Impact of destination attributes on tourists destination selection: With special reference to cultural triangle of Sri Lanka. *ASEAN Journal on Hospitality and Tourism*, *19*(2), 101-111. doi:<https://doi.org/10.5614/ajht.2021.19.2.02>
- Rajesh, R. (2013). Impact of tourist perceptions, destination image and tourist satisfaction on destination loyalty: A conceptual model. *PASOS. Revista de Turismo y Patrimonio Cultural*, *11*(3), 67-78. doi:<https://doi.org/10.25145/j.pasos.2013.11.039>
- Raju, M., & Kunasekaran, P. (2022). Role of stakeholders and perceived destination competitiveness towards ethnic enclave destination management: An overview of "Little India" in Malaysia. *New Governance and Management in Touristic Destinations*, 182-200. doi:<https://doi.org/10.4018/978-1-6684-3889-3.ch011>
- Reinhold, S., Laesser, C., & Beritelli, P. (2020). Flow-based destination management and marketing: a perspective article. *Tourism Review*, *75*(1), 174-178. doi:<https://doi.org/10.1108/TR-05-2019-0193>
- Reisinger, Y., Mavondo, F. T., & Crotts, J. C. (2009). The importance of destination attributes: Western and Asian visitors. *Anatolia*, *20*(1), 236-253. doi:<https://doi.org/10.1080/13032917.2009.10518907>
- Sangkaew, N., Nanthaamornphong, A., & Phucharoen, C. (2025). Understanding tourists' perception toward local gourmet consumption in the creative city of Gastronomy: Factors influencing consumer satisfaction and behavioral intentions. *Journal of Quality Assurance in Hospitality & Tourism*, 1-28. doi:<https://doi.org/10.1080/1528008X.2023.2247159>
- Sangkaew, N., & Zhu, H. (2022). Understanding tourists' experiences at local markets in Phuket: An analysis of TripAdvisor reviews. *Journal of Quality Assurance in Hospitality & Tourism*, *23*(1), 89-114. doi:<https://doi.org/10.1080/1528008X.2020.1848747>
- Schlesinger, W., Cervera-Taulet, A., & Pérez-Cabañero, C. (2020). Exploring the links between destination attributes, quality of service experience and loyalty in emerging Mediterranean destinations. *Tourism Management Perspectives*, *35*, 100699. doi:<https://doi.org/10.1016/j.tmp.2020.100699>
- Sincharoenkul, K., & Sangkaew, N. (2023). Mitigating tourism seasonality: An explanatory sequential analysis of TripAdvisor on temple experiences. A case study of Phuket. *International Journal of Tourism Policy*, *13*(3), 230-247. doi:<https://doi.org/10.1504/IJTP.2023.130808>
- Vieira, E., Borges, A. P., Rodrigues, P., & Lopes, J. (2020). The role of intangible factors in the intention of repeating a tourist destination. *International Journal of Tourism*

- Policy*, 10(4), 327-350. doi:<https://doi.org/10.1504/IJTP.2020.10034921>
- Wang, H., Yang, Y., & He, W. (2022). Does value lead to loyalty? Exploring the important role of the tourist & destination relationship. *Behavioral Sciences*, 12(5).
- Wang, L., & Li, X. (2023). The five influencing factors of tourist loyalty: A meta-analysis. *PLoS One*, 18(4), e0283963. doi:<https://doi.org/10.1371/journal.pone.0283963>
- Weng, J., Xiao, J., & Yu, L. (2022). Local demand, quality of place, and urban tourism competitiveness. *Frontiers in Psychology*, 12, 817805. doi:<https://doi.org/10.3389/fpsyg.2021.817805>
- Weng, P. W. P. (2019). Destination competitiveness: An antecedent or the result of destination brand equity? In *Positioning and branding tourism destinations for global competitiveness* (pp. 49-73). IGI Global.
- Wong, P. P. W. (2017). Competitiveness of Malaysian destinations and its influence on destination loyalty. *Anatolia*, 28(2), 250-262. doi:<https://doi.org/10.1080/13032917.2017.1315825>