



DETERMINANT OF DESTINATION BRAND OF KRABI PROVINCE: A CASE OF MARINE NATIONAL PARK AREA

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Abstract

This paper propose determining factor in destination branding Marine National Park Area located in Krabi Province. The factors include destination meaning, destination identity, destination personality, destination image, destination equity, perceive destination value, destination commitment and attractant, destination logos, and tourism character using PECT analysis. In addition, when considering each conceptual factor of destination branding in marine national park area of Krabi province, the order could be sorted according to the weight of factor from descending order as follows

Keywords: *Conceptual Factor, Destination Branding, Marine National Park, Krabi Province*

Introduction

Previously, the Tourism Authority of Thailand as the agency responsible for promoting tourism in the country has promoted Thai tourism with an abstract image that focuses on Thailand as land of smile. However, through changing situations and environments, the Tourism Authority of Thailand is therefore necessary to recognize the importance of the transition period, especially in the current digital era. Thailand focused on increasing income from tourism rather than the number of tourists, becoming a tourist attraction that both foreign tourists and Thai tourists think of and choose to travel as the top of the world, and driving tourism to sustainability within the year of 2021 (Yuthasak Supasorn, 2017).

Community attractions or tourist attractions in all provinces in Thailand have their potential and are interested to both Thais and foreign tourists. However, they still lack of systematic branding development. Especially, the creation of Destination Branding as a marketing communication tool and public relations for sustainable tourism should be developed to create readiness and understanding about the brand so that it can attract attention and invite tourists to visit. Therefore, the implementation of marketing strategies is very important. It must be used in conjunction with other concepts or strategies for

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branding tourist sites in order to find a marketing image and to be aware of how tourists think about the travel places and what they want. To create a brand of tourist attractions to be successful, it requires creativity in marketing services to participate in branding of tourist destinations. Having different creative ideas will lead to have more opportunity to succeed in building a sustainable tourism brand. (Tourism Authority of Thailand, 2017).

Krabi Province is a province that has potential for national and international tourism. This province has been supported from government sector to encourage Krabi Province to be a source of income from tourism that has continuously increased. Taking into account the capacity of the area by promoting and supporting all sectors involved to create added value for the tourism service chain is considered under many reasons including to create tourism with an emphasis on quality and eco-friendly, to develop of marine tourism business (Krabi Provincial Statistic Office. (2018). In addition, Krabi is perceived as the world-famous pelagic attractions which is located and took care by the National Park Office, Department of National Parks, Wildlife and Plant Conservation. There are tourist attractions in the province including Nopparatthara Beach-Pee Pee Islands National Park, Mu Koh Lanta National Park, and Thanbok Khoranee National Park. All the 3 parks are located in the sea area of Krabi province. Each place is an interesting tourist attraction which can attract tourists to travel through the image of a world-class tourist attraction (Office of Department of National Parks, Wildlife and Plant Conservation, 2015).

For these reasons, it is concluded that the researcher is interested in and choosing the tourist attraction of Krabi province as the research area. The researcher has the intention and consideration of the importance of creating a brand of tourist attractions in Krabi province to be internationally recognized. Focusing on marine tourism, which is under the supervision of the National Park Office, can raise the level of ecotourism attraction on branding destination in the three marine national parks of Krabi province. With the reputation of three marine national parks, it can lead to branding destination by applying creativity and tourism innovation to be ecotourism branding destination to provide value and experience to tourists. By focusing on quality tourists to be in the line with tourism activities, tourism activities are worth in the experience rather than the value of money. With this approach, it will create more value for tourism and aim to be a tourist attraction that both foreign tourists and Thai tourists will always think of. For traveling, the tourists will choose the places at first priority. This will drive the tourism to be sustainable in the way of economic, social, cultural, environmental, and community participation.

LITERATURE REVIEW

1. Destination Branding

1.1 Destination Branding

In terms of branding, Tourism Branding (Destination Branding) refers to the selection of tourism elements to present the best things to lead to create the best image (Cai, 2002). Tourism branding is the process. Collect identity and tourism elements through the logo symbol name under the purpose of making

a difference. This is a combination of travel management concepts and modern marketing concepts leading to a competitive advantage. Branding a tourist city is more complex and challenging than creating a brand for other general products. The meaning of the product brand quite limited that the brand is the name and design of the symbol of the product or service in order to see the difference from the competitors (Aaker, 1991).

1.2 Destination Identity

Recently, much attention has been devoted in the business and management literature to the concept of brand identity (Ind, 1997; Kapferer, 1998; de Chernatony, 1999; Aaker & Joachimsthaler, 2000). Although various authors have been unable to accept a common definition they do share a common opinion, namely that brand identity development is a theoretical concept best understood from the supply-side perspective. The role of identity as a supply-side concept involving the decision-making powers of business owners and tourism managers is underpinned by previous definitions (Kapferer, 1998; van Riel & Balmer, 1997; Ind, 1997). Further, some definitions (Aaker & Joachimsthaler, 2000) identify the role of identity has having a dual purpose in analysing brands from the inside on one hand, and on the other to subsequently calculate the brand equity which involves the accumulated sum of the value consumers attach to particular brands, as well as their confidence in and loyalty to a brand (Arnould, Price & Zinkhan, 2002). Brand identity as an important component of destination branding process Based on Aaker's branding concept (Aker, 2002). Pike, (2012) claims that destination branding process has three important core constructs which are brand identity, brand positioning and brand image. That core concepts of destination branding process is depicted in figure.

1.3 Destination Personality

A brand's personality is something to which the consumer can relate: an effective set of traits can increase brand equity as well. Moreover, numerous studies have shown that there is a correlation in product satisfaction and loyalty as much as the personality of the product reflects the personality of the consumer (Azoulay & Kapferer, 2003). Brand personality has been defined as the set of human characteristics associated with a brand. In other words, consumers can view brands as possessing humanlike traits, which is a valuable concept for characterizing the personal qualities that drive purchase behavior and use. Aaker, (1997). conducted the foundational study which applied the concept of brand personality to tourism contexts, which is now a commonly accepted belief that tourist destinations can have personalities and be marketed as brands. Specific to destinations, brand personality can also be associated with the set of unique and favorable associations and memories that tourists have connected to a particular place. Since then, several studies have investigated the role of destination personality in evaluating scale development and tourists' behavioral intentions.

1.4 Destination Image

Echtner and Ritchie (2003) have said that the image of the place is a collective impression that has a place or a perception about a place that is the image that caused the tourists to evaluate the location



or the environment of that place. The image of the place will affect the decision of the traveler's choice to various places. Travelers tend to choose to travel to places with good image, such as famous places that are beautiful, clean, and safe. On the other hand, tourists will avoid traveling to places with poor image. That is, most tourists do not choose to travel to dirty places, unsafe places, places with political instability or protests, riots etc. Therefore, the place needs to manage the image thoroughly because it is an important point in deciding to travel to that destination. Baloglu and McCleary (1999) said that each traveler may evaluate the image of a different location. Factors that affect the evaluation of the image of the place are 2 major factors, namely, personal factors and stimulus factors, both of these factors affect the destination image. Whether it is in cognitive, affective image, and global image.

Baloglu and McCleary (1999) said that the image of the place consists of cognitive image, affective image, and overall / global image which can be described as follows. (1) Cognitive image is an awareness that is caused by seeing or hearing from various media, including the perception that they have seen or have experiences in various tourist attractions. (2) Affective image is an image that is caused by the feelings that are evaluated after tourists get to know information about various tourist attractions or about the tourism of different countries, whether it is seeing or hearing, giving tourists an attitude or having feel good or bad for various places. (3) Global image is the image from the cognitive image and image about affective image. Overall / global image is a holistic, or an overview that reflects the feelings of the traveler towards the big image of that place.

1.5 Destination Equity

Pradit Chumphon Sathien (2014) stated that the brand value and brand equity value are similar. Brand value refers to the true financial value of the brand, while the overall value in the brand means both the name of the brand, the symbol, the consumer's imagination about the product, and the relevance and perception of consumers who are represented in the form of abstracts and concepts that cannot be captured by the brand that consumers create. The overall value of the brand has a variety of dimensions that are different from the brand value. The overall value of this brand will be held together by what is called "Essence of the brand". The brand is a complex symbol that can convey up to 6 meanings: (1) Feature, (2) Benefits, (3) Corporate Values, (4) Culture, (5) Personality, and (6) User. Creating an impression (appreciation) is different from creating satisfaction. Consumers are aware of the added value that can be delivered: (1) Causing customers to buy products (Reason-to-Buy), (2) Making the product have a stable market position (Strong Position), (3) High level products (A Price Premium), (4) Channel distribution (Channel Member Interest), and (5) Making it possible to expand the product line (Brand Extension)

1.6 Perceive Destination Value

Today's marketers focus on three issues: quality, service, and value (Kotler, 2003). Value is a measure of competitiveness that is superior to competitors. The theory of value begins with the concept of economics that has value or value lies in the satisfaction of the consumer from (Parasuraman, 1998).



However, the reason for financial value is not enough to explain the value that is more than spending. Many researchers have added additional ideas by dividing the values into two main ways: monetary value and non-monetary value which can explain the meaning of value more specifically from the consumer experience perspective. It have searched for values from many other dimensions, including social value, emotional value, quality value, and economic value (Sweeney & Soutar, 2001). Moreover, creating value for the brand will have good performance that the company should create various factors for all factors. If one of the factors is lacking, the brand name may not have value at the level that wins the heart of customers forever. But if the product is valuable, it will make the consumer believe and result in many benefits.

1.7 Destination Commitment and Attractant

Destination commitment and attractiveness is that consumers have a positive attitude towards a brand, whether due to confidence, recalling, directing consumers, and having repeated purchases. It is said that creating 1 new customer will cost 5 to 10 times higher than retaining old customers due to the current variety of brands and the use of many marketing strategies to attract consumers to change or turn to use new brand products always. Therefore, an important marketing strategy is to create brand loyalty. Brand loyalty can give meaning in terms of purchase behavior and in a psychological perspective. Buying behavior is the most used because it can be easily measured. Brand loyalty is that consumers have repeated purchases in the same brand and often become brand loyalty. Brand loyalty has many features which may be something that can happen to a single person or may happen to a group of people. Most of the features are feelings and consequences. Loyalty to the brand starts with the brand being able to create interest, responding with understanding, reaching the real needs of the target group, thereby affecting the engagement of the brand. Moreover, the experience of leisure and tourism is at the level of the consumer's feelings. Focusing on providing experience to tourists is to create awareness, feelings, behavior, and value for tourists based on knowledge and understanding of tourism products and services.

1.8 Destination Logos

Nowadays, the company logo is a very important thing, whether it is a product logo or company logo, because the logo will help the business to progress and succeed. Making logos requires a lot of creativity and imagination, so the logo is unique and unique. The goal of most logos is to create a brand for products or services. Therefore, the logo design is the most important to create a brand that is outstanding and interesting, and also helps to promote the business to grow. In order to start any business, whether for commercial purposes in companies and organizations, you must first understand what the logo is, and what it is used. The logo is not just a sign, but the logo reflects the image of the business of your business through shapes, letters, colors, or images.

1.9 Tourism Character

PECT analysis is an important tool and is used for analysis in a broad overview from the creation of all travel destination brands as to how it affects. Branding factors for travel destinations consist of all 5 factors: political, economic, social and cultural factors, technology, and environment.

Variables and factors in relevance with literature review of destination branding can be summarized in Table 1.

TABLE 1. Variables and factor with literature key supporting.

	Issues	Literature Supports
1.	The meaning of branding for tourist attractions	Aaker, (1991); Blain, Levy, & Ritchie, (2005); Wanjiru, (2006); Therdchai Choibamroong, (2007);
1.1	A city with a variety of cultures	Henkel, Henkel, Agrusa and Tanner, (2006); Therdchai Choibamroong, (2013)
1.2	A city with beautiful sea and beach	Hui and Wan, (2003); Therdchai Choibamroong, (2013); Krittinee Nuttavuthisit, (2006).
1.3	A city with a variety of food and safe to live	Akvile Cibinskienea and Gabriele Snieskieneb, (2015), Hui and Wan, (2003)
2.	Destination Identity	Stokburger-Sauer, (2011); Ruzzier, (2013);
2.1	A famous marine tourism city	Rittichainuwat Qu and Brown, (2001); Ketsunee Sukploy, (2015)
2.2	A city with travel convenience	Rittichainuwat Qu and Brown, (2001); Therdchai Choibamroong, (2013); Surasit Kulrattanam, (2015); Chutima Krai-Ab, Chutima Potisuwan, and Nun Manat Photisatien, (2017)
2.3	A city with a wide variety of restaurants to choose	Henkel, Henkel, Agrusa and Tanner, (2006); Busaya Suthithorn and Phatsawalee Nithi-Kaset Sunthon, (1998)
2.4	A city that is safe from natural disasters	Hui and Wan, (2003); Rittichainuwat Qu and Brown, (2001); Surasit Kulrattanam, (2015)
3.	Destination Personality	Ahmet Usakli & Seyhmus Baloglu, (2011); Sirikutta et al., (2012); Krit-Nat Saenthawee, (2014)
3.1	Safe, warm, comfortable, and enjoy	Hui and Wan, (2003); Rittichainuwat Qu and Brown, (2001); Eureka Consulting Company Limited, (2014); Chutima Krai-Ab, Chutima Potisuwan, and Nun Manat Photisatien, (2017)
3.2	People with good hospitality, cheerful, and happy to help	Araya Wannaprasert, (1999); Krittinee Nuttavuthisit, (2006); Rittichainuwat Qu and Brown, (2001); Eureka Consulting

	Issues	Literature Supports
		Company Limited, (2014); Henkel, Henkel, Agrusa and Tanner, (2006)
3.3	Convenient facilities and not busy	Therdchai Choibamroong, (n.d.); Rittichainuwat Qu and Brown, (2001); Eureka Consulting Company Limited, (2014)
3.4	Suitable for family vacations	Rittichainuwat Qu and Brown, (2001); Eureka Consulting Company Limited, (2014)
4.	Destination Image	Parikshat Singh Manhasa and Eddy Kurobuza Tukamushaba, (2014). Therdchai Choibamroong, (n.d.); Eureka Consulting Company Limited, (2014);
4.1	The outstanding of the beach and the sea	Therdchai Choibamroong, (n.d.); Krittinee Nuttavuthisit, (2006); Eureka Consulting Company Limited, (2014);
4.2	Sea integrity, coral, vegetation, and aquatic animals	Hui and Wan, (2003); Eureka Consulting Company Limited, (2014);
4.3	Being a good host for welcoming tourists	Leisen, (2001); Hui and Wan, (2003); Eureka Consulting Company Limited, (2014)
4.4	Excitement from the taste of unique food	Henkel, Henkel, Agrusa and Tanner, (2006); Eureka Consulting Company Limited, (2014)
5.	Destination Equity	Pradit ChumphonSathien, (2004); Suzita Intra, (2008); Supaphat ChanchaichaiDilok, (2004)
5.1	Being a place to organize important activities	Sirinat NuchaiLek, (2011); Pradit ChumphonSathien, (2004); Anj Wutthisuthavonwong, (2005)
5.2	Creating impressive slogans or songs	Anj Wutthisuthavonwong, (2005); Suzita Intra, (2008); Supaphat ChanchaichaiDilok, (2004)
5.3	Symbolic linkage with brands and tourist sites	Suzita Intra, (2008); Supaphat ChanchaichaiDilok, (2004)
5.4	Linking tourist destinations, provinces, or having twin cities	Pradit ChumphonSathien, (2004); Anj Wutthisuthavonwong, (2005); Suzita Intra, (2008); Supaphat ChanchaichaiDilok, (2004)
6	Perceive Destination Value	Edgar, (2003) ; Jang and Cai, (2002); Komin, (1990, p.140); Monthienvichienchai, (2004); Thaler, (1980, 1985); Reynolds and Gutman, (1988); Lewis Chambers and Chacko, (1995); Wirtz and Bateson, (1997); Grandey, et al., (2005)

	Issues	Literature Supports
6.1	Hearsay from family, friends and bloggers	Tourism Authority of Thailand, (2008); Suh, (2001); The Nielsen Company, (2010); Lo Cheung and Law, (2002); Fodness and Murray, (1999); Surasit Kulrattanammat, (2015)
6.2	Travel guide book	Ngamsom, (2001); Thanakrit Sangchay, (2011); Thanakrit Sangchay, (2011); Lo Cheung and Law, (2002); Fodness and Murray, (1999)
6.3	Website	Ngamsom, (2001); The Nielsen Company, (2010); Lo Cheung and Law, (2002); Korn-Kan MeeThong and Anna ChumphonSathien, (2016)
6.4	Social media	Ngamsom, (2001); Busaya Suthithorn and Phatsawalee Nithi-Kaset Sunthon, (1998); Araya Wannaprasert, (1999); Thanakrit Sangchay, (2011); Lo Cheung and Law, (2002); Korn-Kan MeeThong and Anna ChumphonSathien, (2016)
7.	Destination Commitment and Attractant	Kotler, (2012); Pranee lamlaopakdee, (2005); Suthithorn and Phatsawaleen Nitikasetsunthon, (1998); Sivarit Phongsakornrangsilp, (2004)
7.1	Global and national tourism awards	Sirinat NuchaiLek, (2011); Ministry of Tourism and Sports, (2011)
7.2	International standards for tourism	Hui and Wan, (2003); Eureka Consulting Company Limited, (2014); Ministry of Tourism and Sports, (2011)
7.3	The proximity between tourists and the host	O'Leary and Deegan, (2005); Araya Wannaprasert, (1999)
7.4	Consistent travel activities	Rittichainuwat Qu and Brown, (2001); Ministry of Tourism and Sports, (2011)
8.	Destination Logos	Busaya Suthithorn and Phatsawalee Nithi-Kaset Sunthon, (1998); Eureka Consulting Company Limited, (2014); Chutima Krai-Ab, Chutima Potisuwan, and Nun Manat Photisatien, (2017); Ketsunee Sukploy, (2015); O'Leary and Deegan, (2005); Eureka Consulting Company Limited, (2014)
8.1	Tourism Information	Busaya Suthithorn and Phatsawalee Nithi-Kaset Sunthon, (1998); Eureka Consulting Company Limited, (2014); Chutima Krai-Ab, Chutima Potisuwan, and Nun Manat Photisatien, (2017); Ketsunee Sukploy, (2015)

	Issues	Literature Supports
8.2	Beauty and integrity of coral under the sea and islands	O’Leary and Deegan, (2005); Busaya Suthithorn and Phatsawalee Nithi-Kaset Sunthon, (1998); Eureka Consulting Company Limited, (2014); Surasit Kulrattanammat, (2015)
8.3	Seafood and local food	Busaya Suthithorn and Phatsawalee Nithi-Kaset Sunthon, (1998)
8.4	Lifestyle of people in the local community	O’Leary and Deegan, (2005); Araya Wannaprasert, (1999); Krittinee Nuttavuthisit, (2006); Eureka Consulting Company Limited, (2014); Ketsunee Sukploy, (2015)
9.	Tourism Character	Ministry of Tourism and Sports, (2015); Ketsunee Sukploy, (2015); Sirinat NuchaiLek, (2011);
9.1	Helping the Thai economy better	Ministry of Tourism and Sports, (2015); Ketsunee Sukploy, (2015)
9.2	Help promote Thai arts, culture, and traditions	Ministry of Tourism and Sports, (2015); Ketsunee Sukploy, (2015)
9.3	Help promote the image of political stability of the country	Sirinat NuchaiLek, (2011); Ministry of Tourism and Sports, (2015); Chutima Krai-Ab, Chutima Potisuwan, and Nun Manat Photisatien, (2017)
9.4	Use modern technology to promote Thai tourism	Ministry of Tourism and Sports, (2015)

2. Marine National Park Area

In Thailand, Marine National Park has been designated in the National Park Act of 1961. National Park means land which includes common soil areas, mountains, swamps, canals, rivers, lakes, islands, and coasts that are designated as national park. Such land is a place with interesting natural conditions and is not in the ownership or legal ownership of any person who is not a public body. However, such determination is to remain in the original condition to be reserved for the benefit of education and the enjoyment of the people. This Act contains the following provisions relating to the protection and care of national parks.

The government considers it appropriate to determine which areas of land that have natural conditions are interesting to remain in the original nature to be reserved for the benefit of education and the enjoyment of the people, the government has the power to do so by declaring the Royal Decree and having a map showing the boundary of the designated area attached to the Royal Decree which this area is called "national park". The land to be designated as a national park must be land that is not in the ownership or legally owned by any person who is not a public body that is within the national park area, no person allows to:



- (1) Hold or possess land including to build, clear, burn or burn wood.
- (2) Collect, find, take away, do any things to harm or cause deterioration in wood, rubber, wood, oil, turpentine, mineral or other natural resources.
- (3) Take the animal out or do anything to harm the animal.
- (4) Do anything to harm or deteriorate soil, rock, gravel or sand.
- (5) Change the way of water or cause water in the creek, or swamp.
- (6) Close or obstruct by water or land.
- (7) Collect, find, take away, do any things as dangerous or cause deterioration in orchids, honey, shell charcoal, bark or bat dropping.
- (8) Keep or do anything to harm the flowers, leaves or fruits.
- (9) Take the vehicle out or drive the vehicle in a way that is not arranged for that purpose, unless authorized by the competent official.
- (10) Take the aircraft up and down in a place not arranged for that purpose, unless authorized by the competent official.
- (11) Bring or release livestock.
- (12) Take a pet or an animal into the area, unless he has complied with the regulations prescribed by the director-general with the approval of the Minister.
- (13) Enter into the area to do any business for benefits, unless authorized by the competent official.
- (14) Close advertisements or writing in any places.
- (15) Bring tools for hunting or catching any animals or weapons, except with permission from the competent official and complying with the conditions specified by the competent official.
- (16) Shoot a gun causes an explosion which explodes or ignites.
- (17) Scandal or other acts that are disturbing or annoying to people or animals.
- (18) Dispose of solid waste or other things that are not arranged for that purpose.
- (19) Dispose of the fuel which may cause a fire.

In Krabi province, there are 3 declared marine national parks are announced.

- (1) Nopparat Thara National Park - Phi Phi Islands
- (2) Ko Lanta National Park
- (3) Than Bokkhorani National Park

(National Park, 2011; <http://www.krisdika.go.th/wps/portal/general>, 2011)

RESEARCH METHOD

The researcher used an in-depth interview as a tool to collect data from 3 sample groups: government sector that are related to the destination brand building of Krabi province, private sector and business units which are related to tourism in the marine tourist area of Krabi province, and local communities that are stakeholders and related to tourism in Krabi's marine tourism area.



The samples used in this research were determined by purposive sampling with 30 samples. The samples are government workers; 10 people, private sectors; 12 people, and stakeholders; 8 people.

The in-depth interviews used structured interviews, which are pre-defined in question items. The researcher has set up a question in the interview. The questions were divided into 3 parts:

Part 1 General basic information about interviewees.

Part 2 Comments on the creation of destination branding in Marine National Park area of Krabi province.

Part 3 Additional suggestions on building branded eco-tourism sites in Krabi Marine National Park area.

RESULTS AND CONCLUSIONS

According to the literature review (Table 1) and opinions of the interviewer, the indicators for urban tourism and twin cities of the confirmed factors and items are listed in Table 3

TABLE 2 FACTOR AND ITEMS

Factor	Items
1. Destination Branding : DEB	DEB1 : Destination Meaning
	DEB2 : Destination Identity
	DEB3 : Destination Personality
	DEB4 : Destination Image
	DEB5 : Destination Equity
	DEB6 : Perceive Destination Value
	DEB7 : Destination Commitment and Attraction
	DEB8 : Destination Logos
	DEB9 : Tourism Character

From Table 3 Factor and Items; Conceptual Factor has the purpose of showing “influence” between factors, or latent variables that have an effect on other factors, according to empirical data collected from the sample groups. Comparisons are made between previously researched conceptual models and the present structural model to see whether it is a model fit.

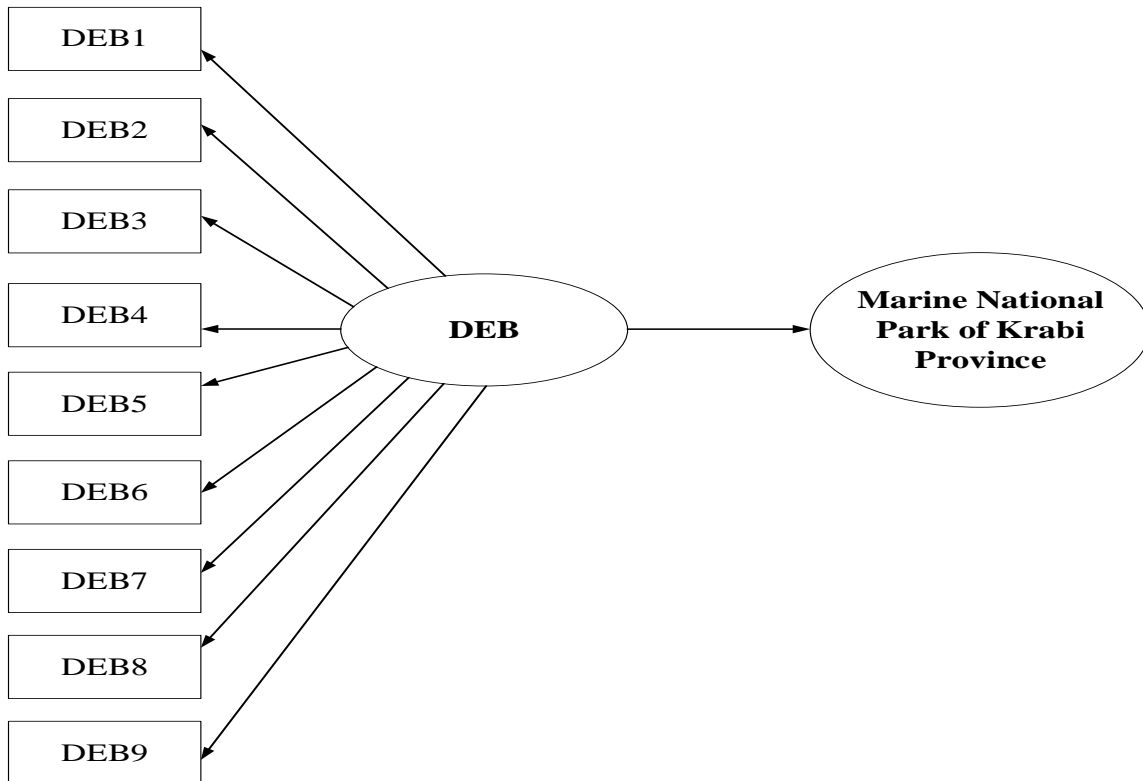


Figure 1 Conceptual Framework

In this research, the destination branding factor in marine national park of Krabi province (DEB) found that the overall composition of each factor. The composition in the standard factor follow as: destination meaning (DEB1), destination identity (DEB2), destination personality (DEB3), destination image (DEB4), destination equity (DEB5), perceive destination value (DEB6), destination commitment and attractant (DEB7), destination logos (DEB8), and Tourism Character (DEB9).

In addition, when considering each conceptual factor of destination branding in marine national park area of Krabi province, the order could be sorted according to the weight of factor from descending order as follows: 1. Creating brand engagement for tourist attraction, 2. Creating brand value for tourist destinations, 3. Brand image for tourist attractions, 4. Brand identity for tourist sites, 5. Providing brand meaning for tourist destinations, 6. Personality of tourist attractions, 7. Brand value awareness for tourist destinations, 8. Branding symbol for tourist attractions, and 9. The role of the brand for tourist attractions, respectively as shown in figure 1.

Discussion

1. Branding destination, this issue of creating is a bond with the brand for the best and most sustainable tourist attraction is the closeness between tourists and the host. Such closeness will help create a travel experience and make the most of the brand's attraction. This will require cooperation from all parties to focus on offering experiences to tourists. All service providers must help each other and follow

the same guidelines of Krabi province, which is “an international quality ecotourism city that is sustainable, under effective management and participation of all Krabi sectors”. The results of this study are consistent with studies of Hongwei, H., Yan, L. and Lloyd, H. (2012). They studied research on social identity perspective on brand loyalty. They found that the presentation of the social identity has a relationship with the customer, the brand, the integration of the brand identity, and the identity of the brand quality in order to create confidence and satisfaction in forecasting loyal to the brand. The results of the experiment showed that the support of the route in accordance with the brand loyalty framework and the results of meanings in the theory were 3 reasons for studying: Firstly, this research confirmed the presence of significant and indirect effects of brand identity and brand identity on the original brand of loyalty, Secondly, research shows that the social public view of brand loyalty can work with other perspectives which will create a model for the psychological path of consumers to brand loyalty, Finally, research has confirmed the important role of people in brand development and brand loyalty, which emphasizes the effect of public mediation and branding on the impact of brand identity on the path to brand loyalty.

2. Most of the people think that foreigners are aware of tourism in Krabi from movies that take place at Phi Phi Island in Hollywood movie filming. However, in the present, awareness is expanding as a result of the online era. It leads to the use of information to make decisions about travel as a result of recognition from hearsay from family, friends, and social media. The results of this research were consistent with the study of Pichai, N. (2011) who studied the research on tourism behavior, information exposure, perceived image, and acceptance of Thai tourism brand values. He found that the comparison of tourist exposure behavior, perceived brand image, acceptance of brand value, and tourism demand for tourist destinations in Thailand has different demographic characteristics. Travelers with demographic characteristics, including gender, age, education, occupation, income, and different marital status, have behavior for tourist information exposure, perceived brand image, acceptance of brand values, and the demand for tourism in Thailand is different.

Summery

Summary of opinions of government agencies, related agencies, private agencies, entrepreneurs, and various experts involved in creating destination branding in marine national park area of Krabi province. It consists of 9 factors as follows: 1. Relationship building with the brand of the tourist attraction. 2. Brand value creation of tourist attraction. 3. The brand image of the tourist attraction. 4. Brand identity of tourist attractions. 5. Providing brand meaning of tourist attractions. 6. Personality aspects of tourist attractions. 7. Recognition of brand value of tourist attractions. 8. The creation of brand symbols of tourist attractions. 9. The role of the brand of tourist attractions

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