

MARINE ECOTOURISM AS DESTINATION BRANDING MANAGEMENT TOWARD SLOGAN “KRABI YOUR AMAZE”

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ABSTRACT

This paper aim is; 1. to study and analyze the brand building process of marine ecotourism as destination branding management toward slogan “Krabi Your Amaze”; and 2. to present the brand of marine ecotourism as destination branding management toward slogan “Krabi Your Amaze”. The population and sample defined in 4 groups as follows; Government sectors, Private sectors, Local communities tourist group and Thai tourists. The process of data analysis is quantitative and qualitative with the overall data of content analysis in the form of interpreting and creating inductive conclusions from the primary and secondary data, and comparing with other marine and beach destinations. The result found that tourist attractions based on natural resources and the environment with specific areas of tourism in all 9 areas include Ao Nang, Railay Bay, Khlong Muang - Thap Kaek, Phi Phi Islands, Koh Lanta, Ao Luek, Khlong Thom, Nuea-Khlong, and Mueang Krabi. The opinions about the management of ecotourism sites in Krabi National Marine Park area. which can be summarized as follows; 1. Branding destination meaning, 2. Branding Destination identity, 3. Branding Destination personality, 4. Branding Destination image, 5. Branding Destination equity, 6. Perceive branding destination value, 7. Branding Destination commitment and attraction, 8. Branding destination logos and 9. Branding destination tourism character. The logo design, according to the small group meeting, has a variety of opinions. In conclusion, the logo consists of the islands, Khao Kanab Nam, Huatong boat Mr. Ao Luek, and Bead of Sun God or Suriyathep beads. The meaning of the brand symbol for tourist attractions in the concept of “Krabi your amaze” with the image of a boat floating in the middle of the sea, the word Krabi in English, the symbol of being in the art city of Krabi province, and the miracle of the ancient paintings of Ao Luek which were discovered.

KEYWORDS: Marine Ecotourism, Destination Branding Management & Krabi Your Amaze

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INTRODUCTION

Thai tourism marketing for the international market continues to use the concept of “Discover Amazing Stories” with the approach to communication “Open to the New Shades”. Thai tourism products have been defined as Million Shades of Thailand because of taking advantages of the opportunity that tourists around the world are eager to experience the diversity of travel combined with the strengths of Thailand that are diverse in terms of culture, people, food and attractions which will be able to provide experiences to tourists in many dimensions. And also, the Thai National Tourism Policy Committee had an agreement to approved the year 2018 to be the national tourism year under the campaign “Thai Tourism Year – Chic Chic with sustainability, 2018 or Amazing Thailand Tourism Year 2018” Thailand has been very successful in becoming a tourist destination. (Tourism Authority of

Thailand, 2018).

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. Nowadays, because the image is important and very sensitive to tourists, they may have a different image to different locations. Such image for any particular location was created from information both in the form of marketing promotion and non-marketing information. Therefore, Thailand should consider and find suitable strategies for promoting Thai tourism thoroughly. By the vision that, “the Tourism Authority of Thailand is a leader in promoting tourism to Thailand as a preferred destination”, the vision reflects the drive for tourism revenue to reach the goal through the two key strategies: first, creating awareness and promoting Thailand as a preferred destination, and second, creating awareness of Thailand as a quality leisure destination. To reach the goal, 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 (Supasorn, Yuttasak, 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 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. (Wongmontha, S., 2011; Philip, Kotler and Waldermar, Pfoertsch, 2010; Clifton, Rita, et al., 2009).

Krabi, a province on southern Thailand’s Andaman coast, is an almost otherworldly region of labyrinthine archipelagos, where Islands seem to erupt vertically out of the Sea and secluded Beaches are only accessible by colorfully adorned long tail Boats. Krabi’s myriad of bays and coves have sheltered pirates, merchants, and sea gypsies for thousands of years and Archaeological evidence indicates that Krabi was originally inhabited as early as 25,000 - 35,000 years ago. With attractions including hot springs, a wildlife sanctuary, sea caves, flourishing coral reefs and exotic marine life, limestone cliffs that draw rock climbing enthusiasts from around the world, and national parks that include the island paradises of Koh Phi Phi, Maya Bay, Talewak, Koh Poda, Koh Hong, and Koh Lanta, one could easily spend weeks in Krabi and leave yearning for more. If that wasn’t enough, Krabi features some of the most photogenic sunsets in Thailand, often accompanied by spectacular displays of cloud to cloud lightning, that are best enjoyed from a beachside bar or Restaurant. Meanwhile, with all the tourists spread out among various beaches and islands, life goes on in Krabi Town, the somewhat sleepy provincial capital. Surprisingly few tourists spend time in the charming riverside town, whose hilly streets feature a number of cozy cafes and inexpensive and authentic Thai cuisine is served at an outdoor, riverside evening market. Moreover, “Town” to most visitors is Ao Nang, a seaside strip of guesthouses, hotels, bars, restaurants, and Souvenir shops that continues to grow as tourist arrivals increase, now spreading north into Noppharat Thara, whose quiet,

shady beach is part of the national park that includes the Phi Phi Islands. Ao Nang is the major launching point for boat trips to nearby islands and the isolated beaches of Phra Nang Cape, where the famous former hippie enclave of Railey Beach is located. (Tourism Authority of Thailand, Krabi office, 2015).

Krabi is famous for its scenic view and breathtaking beaches and islands. Its coral reef vistas are also one of the world's most beautiful, which makes the city a great spot for coral diving. Marine natural attractions of Krabi include; 1. Noppharat Thara Beach and Koh Phi Phi National Park, such as; Khao Khanap Nam (the Twin Mountains), Railay beach, Phranang Cave Beach, Thale waek (Separated Sea), Koh Poda, Ao Nang, Ao Maya, Koh Phi Phi Leh, Koh Phi Phi Don, Ko Mai Phai (Bamboo Island), 75 Million-Year-Old Shell Cemetery, 2. Koh Lanta National Park, such as; Koh Ngai, Koh Rok Nai, Koh Rok Nok, Tanot Cape, and 3. Thanbokechorani National Park, such as; Koh Hong, and Khao Ka Rot. Particularly, Phi Phi is best known for the film “The Beach” with Leonardo DiCaprio, however Maya Bay became world famous after a Hollywood crew set foot on its sands in 1999 to film "The Beach," the dark backpacker tale based on a novel by Alex Garland. (Nat Sumon and Linda Givetash, 2019).

For these reasons, it is concluded that Krabi should have to make a brand for marine ecotourism destination. Forasmuch, Krabi province must take steps into the world class tourist city which Krabi was awarded the "Global Low-Carbon Ecological Scenic Spot of Sustainable Cities and Human Settlements Awards 2018 by the United Nations Economic and Social Commission for Asia and the Pacific (ESCAP). There is a green season tourism awakening to promote Krabi, one city, traveling all year, and Krabi will step into World Travel Destination. (TAT Inter PR Division, 2018). This reward of pride for all Krabi people who have collaborated to take action in all dimensions, including environmental, energy, sustainability, and also, it promotes Krabi into the hearts of people or tourists around the world. In addition, it can also stimulate the atmosphere during off-season or green season to come back to be bustle. Many tourists visit Krabi during this period as intended to allow throughout the year. Which is creating work to increase tourism revenue and another important reason is that it has tried to include creating awareness of love for natural resources and environment. Therefore, it has the creative idea of a new branding destination for Krabi province to apply in promoting the tourism of Krabi. Especially the famous marine tourist destination toward “Krabi Your Amaze”

Objective

- To study and analyze the brand building process of marine ecotourism as destination branding management toward slogan “Krabi Your Amaze”.
- To present the brand of marine ecotourism as destination branding management toward slogan “Krabi Your Amaze”.

LITERATURE REVIEW

Concepts and theory about destination branding for tourist attractions, the literature review are divided as follows.

1. Destination Branding Meaning

Before studying the meaning of the brand, it should first understand the meaning of the product or product. The product means a group of tangible and intangible things that can satisfy the satisfaction of the buyer and may include packaging, color, price, quality and brand, as well as the service and reputation of the seller. Or, it is what is brought to the market to meet human needs or needs by dividing the product into (Kotler, 2009). Branding is the art of marketing, which does not

only mean branding, but also means communicating to target customers. Branding for work-related relationships and expectations involves brand satisfaction (Swarbrook, 2007).

2. Destination Branding Identity

Brand identity clearly specifies what the brand aspires to stand for and has multiple roles. First, it is a set of associations that the brand strategist seeks to create and maintain. Second, it represents a vision of how a particular brand should be perceived by its target audience. Third, upon its projection the brand identity should help establish a relationship between a particular brand and its clientele by generating a value proposition potentially either involving benefits or providing credibility, which endorses the brand in question. (Aaker & Joachimsthaler 2000). 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

3. Destination Branding Personality

Similarly to Brand Personality, a distinctive and emotionally attractive Destination Personality is shown to leverage the perceived image of a place and influence tourist choice behavior. The creation and measurement of Brand-Destination Personality is useful both in order to plan marketing strategies and to target the product on a specific customer segment. 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. Consumers are more inclined to buy the products with which they can personally identify (Aaker, 1997).

4. Destination Branding 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.

4.1 Perceptual/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. The image that is caused by the perception is the image that gives the belief or knowledge about the various tourist attractions, including the outstanding of the tourist attraction, traditions and culture in each area etc. Beliefs or knowledge about tourist attractions received from various media sources will be a factor in motivating or encouraging tourists to be curious and interested in coming to experience the tourist destination, especially for new tourists who have never had experience with that attraction.

4.2 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.

4.3 Overall / 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. Image is based on features of places such as landscapes, weather, architecture, culture and tourism facilities etc. Feeling good or bad for various features is a factor that affects the overall image of the province or the image of a country.

5. Destination Branding Equity

Aaker (1991) stated that the brand equity value means the brand of products that consumers perceive as valuable as a brand that consumers have a positive attitude towards the product's characteristics and that of the brand. Creating branding for value is as follows. Create an appreciation of the quality of the product (appreciation of quality) means that consumers recognize the quality of all products or services and then impress the product or service. Creating an impression (appreciation) is different from creating satisfaction. Consumers are aware of the added value that can be delivered.

6. Perceived Destination Branding Value

Value is defined as an assessment of the benefits obtained from the consumption of a product/service relative to the costs sacrificed by the consumer (Holbrook, 1999). That is, value reflects the difference between the total utilities consumers obtain from and the total costs they pay for a product/service (Walsh, Shiu, & Hassan, 2014). It is, thus, considered as a strong determinant for consumers' repurchase intention (Cronin et al., 2000).

Value is a crucial aspect for a brand. Researchers have examined brand value at two levels – 1) macro level, reflecting perceptions of investors/shareholders (Chu & Keh, 2006), and 2) micro or consumer level, representing the behavioral outcomes and purchase intention (Cobb-Walgren, Ruble, & Dhontu, 1995). Furthermore, according to Aaker (1991), consumer-based brand equity is critical to determine brand values.

7. Destination Branding Commitment and Attractant

Branding commitment and attractant is related to consumer's commitment to the brand but seeing commitment as a feeling not as an action. This commitment translates into the identification/attachment to the brand. The researchers defined it as the relative strength of a consumer's positive feelings toward the brand. These positive feelings result in consumers identifying with the brand and developing sentimental attachments with them.

Aaker and Joachimsthaler (2000), both had an important contribution to the theoretical substantiation of brand equity. They launched the idea that the value of a brand is given by the: awareness of the brand, perceived quality of the brand, brand associations and loyalty for the brand. Hankinson completed the theory of brand value, by adding the concept of brand network, where the destination brand has four functions: (1) as a communicator, when the brand “represents a mark of ownership, and a means of product differentiation manifested in legally protected names, logos, and trademarks”; (2) as a perceptible entity “which appeal to the consumer senses, reasons, and emotions; (3) “brands as value enhancers,” that leads to the concept of brand equity; and (4) “brands as relationships, where the brand is built with personality and establishes a form of relationship with the consumer.

8. Destination Branding Logos

Logo is a symbol that represents images, symbols and marks, including products and manufacturers. The design of the logo, product and company makes it unique and unique, which helps to be reliable and free to consumers. Therefore, the logo can inspire, belief, popularity and recognition about the organization or product. It is the work of a designer to create a logo for such purposes because the logo is not just a sign, but the logo reflects the image of the business market (Keller, 2003; Murphy, 1990).

Logo is a symbol or symbol that is a result of graphic design related to symbols (Symbolism). It is an image, symbol, or mark that helps create identity for their products and companies. The main objective is to have a unique identity

of their own in accordance with the product and to allow the visitor to see easily, reliably, or imprint the consumer forever. (Bennett, 1995; Snyder, 1993).

Logo design and brand building is a combination of two factors: quality and sight. In this globalized world, it is an indication of the intelligence of a company that will be able to survive at all times from competition (Keller, 2003)

Logo design is not the only visual representation of a brand. Certainly, the major focus will always be a logo but there are some more elements deserving the attention such as mascots and typography. (Kim, and Richardson, 2003; Leif Hem and Nina Iversen, 2004).

9. Destination Branding Tourism Character

As consumers tend to associate brands with celebrity characters or famous historical figures (Aaker, 1997; McCracken, 1989; Plummer, 2000), a brand can be characterized by endowing unique personality traits and dimensions. The perceived personality of a brand also provides consumers with the means to express him or herself, ideal self, or specific dimensions of the self. This is consistent with the symbolic meaning of consumption, where consumers exploit brands to construct and maintain their identity (Fiske, 1989) and to experience emotional gratification (O'Donohoe, 1994). In order to establish a parallel with the definitions of brand image, the same analysis was done to the concept of "brand personality."

10. Marine Ecotourism

Marine ecotourism has already proved itself capable of generating considerable socioeconomic benefits for peripheral coastal communities in many parts of the world. Hoyt (2000), for example, presents a study of the socioeconomic impacts associated with whale watching, which in spite of its relative infancy as an economic activity are clearly both substantial and widespread.

The first contention, which in many ways overarches those that follow, is that marine ecotourism is capable of presenting peripheral coastal areas with a development alternative that is more likely to be sustainable than most other activities for which they have economic potential.

Peripheral areas, almost by definition, tend to rely on a limited range of economic activities in supporting the livelihoods of their resident communities. In coastal areas, the prevailing activities have tended to be conventional '3S' (sun, sand and sea) tourism and commercial sea fishing. Both of these industries have suffered serious economic decline in many peripheral areas around the world, with attendant negative consequences on the sociocultural vitality of the local communities in which they are based. Both have also often been accused of causing serious negative impacts on the marine and coastal environments upon which they both directly and indirectly depend. The argument advanced in this paper is that marine ecotourism offers a fundamentally different basis for economic activity: one that harnesses the natural environment and, in so doing, provides the local community with strong economic incentives to conserve it for the future.

METHODOLOGY

The population defined in 4 groups as follows; Government sectors, Private sectors, Local communities tourist group and Thai tourists. The samples size were determined by purposive sampling with 30 samples. The samples are government workers, private sectors, and stakeholders. These samplings were interviewed. And also, the group of people and tourists travelling to visit Krabi's marine attractions is determined by accidental sampling with the method of calculating sample size in the case of unknown numbers of people as follow 400 samples. These samplings were to answer the questionnaire.

In this article have used the research tools in 4 categories as follows: questionnaire, in-depth Interview, non-participation observation, focused group discussion, and workshop group discussion. Data collection consists of primary data and secondary data. Collecting data from any source has to meet with the article objectives.

The process of data analysis is as follows. Quantitative data analysis that is questionnaires will be analyzed by using descriptive statistics with frequency distribution, percentages, means, and standard deviations through the SPSS program. Qualitative data analysis, its have data from surveys, tape interviews, and text conversations from photo documents are categorized according to the article purposes. There are checks with information obtained with other sources. The analysis of content obtained from meetings with stakeholders from the public sector, the private sector, and villagers in local communities will lead to brand building process of marine ecotourism as destination branding management toward slogan “Krabi Your Amaze”

More precisely, after collecting the primary and secondary data completely, the researcher will analyze the overall data with content analysis in the form of interpreting and creating inductive conclusions from the primary and secondary data, and comparing with other marine and beach destinations.

RESULTS AND DISCUSSIONS

Result

1. The first objective is to study and analyze the brand building process of marine ecotourism as destination branding management toward slogan “Krabi Your Amaze”.

1.1 Tourist attractions based on natural resources and the environment. Tourism resources accord to resources and environment to support tourism in marine national park area of Krabi province can be summarized as follows. There are specific areas of tourism in all 9 areas include:

1.1.1 Ao Nang is a popular beach that combines nature and the commercial community. This combination makes the tourists and residents relatively dense. It is also the center of tourists’ distribution. This congestion results in a variety of problems and impacts. In particular, it lacks a system of management and lacks cooperation in professional groups to solve the problems of decay in tourist sites, waste, and waste.

1.1.2 Railay Bay is another sea tourism destination that is world-famous and is a tourist destination with tourists who love peace and love nature, prefer to relax because there is no commercial or community area. In addition, it is also famous for being a world class rock climbing facility. However, at present there is a problem of environmental degradation, especially wasted water and waste resulting from the discharging of some hotels to beaches and seas in the western Railay beach area.

1.1.3 Khlong Muang - Thap Kaek is a marine tourist attraction located in Nong Thale subdistrict from Ao Nang. It is popular with tourists who love peace and love nature. Nowadays, it starts with investors in various occupations, including hotels, accommodation, entertainment, and shops to invest. Such investment has resulted in problems with organizing and the environment. Although there is still a mild level, it may have a greater impact in the future if there is no early planning or preventive approach.

1.1.4 Phi Phi Islands are the most famous tourist attraction and tourists visiting Krabi. It has hotels, lodging and shops that serve tourists intensively. It makes tourism and service businesses on Phi Phi Island grow and expand among all the tourist attractions. At the same time, it has affected many dimensions in terms of environment, organization, infrastructure, safety,

and management. It tends to violate laws, especially; water sports activities and beach umbrella embroidery and trampoline on the beach. The existing infrastructure of Phi Phi Island has begun to have insufficient capacity to accommodate the increasing number of tourists and residents every year.

1.1.5 Koh Lanta is a marine attraction that is still pure and peaceful, because it is located far away from the urban community. It is a blend of nature and way of life. At present, Koh Lanta is not ready enough for facilities and infrastructure to accommodate tourists, such as ports, roads, hospitals. It is faced with the problems of organizing entrepreneurs and environmental problems, such as garbage which results in some tourists who love nature and peace begin moving destinations from Koh Lanta to other tourist destinations.

1.1.6 Ao Luek is an area that has mostly forest, mountains, and sea. It is also a place with historical and ancient civilizations. It has a variety of ecosystems, so there are diverse attractions. Many tourist attractions are the community's way of life in the area, helping to preserve the environment and organize a tourist attraction management system by the community itself. Ao Luek is therefore a green area that still has problems in tourist attractions, not very severe because it is a tourist attraction that tourists do not have to spend overnight so there is no urban commercial community. However, there are still problems that may affect future tourist destinations such as logging, deforestation, waste disposal in tourist sites. Tourism development is inconsistent or undermines the value of natural resources by ignorance.

1.1.7 Khlong Thom is an area that has a rich forest and has a miracle of natural phenomena of ground minerals. The underground element makes it a beautiful and unique tourist attraction. The problems encountered and the development that should be promoted in this area are ecotourism and health tourism, which is necessary to develop facilities and adjust the landscape to upgrade tourist attractions and prevent and suppress destruction the forest, which is the watershed forest of tourist attractions. In addition, Klong Thom is also a historical source because in the past it was a major port and trading city. It is therefore appropriate to develop and upgrade this area to be another important historical attraction of the southern region.

1.1.8 Nuea-Khlong is a community trafficking area since the past. It is a common area of Thai, Buddhist, Muslim, and Chinese descent that has a cultural assimilation. However, at present, this area has not been drawn to the outstanding potential to be developed as a tourist attraction of the province. The development of tourism in this area should therefore be developed in accordance with the context, which is to develop into a cultural tourism destination, community lifestyle, tourist attractions. In addition, it also has tourist attractions that are islands that have the potential to develop into a new tourist destination such as Koh Jum, Koh Sriboya etc.

1.1.9 Mueang Krabi is an area that is like a living room of the city. Tourists who come to travel in Krabi province most often come to the city first to spread to other attractions. Therefore, the urban area is the first area that will impress visitors by developing tourism in the city area, focusing on adjusting the landscape, infrastructure, and facilities for managing public spaces in urban areas.

1.2 Conservation tourists, Krabi province is a province with national and international tourism potential. This province has a wide range of tourism, including marine tourism, art, culture, history, community ways, and health. This diversity has resulted in higher tourist arrivals continuously every year. Tourists who travel to Krabi province are European tourists, especially, Sweden traveling to the top 1, followed by Germany, the United Kingdom, and France. Therefore, it is necessary to maintain the quality of tourism, maintaining natural resources and the environment to remain rich, beautiful,

and clean, not polluting, and having a peaceful atmosphere of a city. These are issues that quality tourists use to decide to visit Krabi province.

1.3 Tourism activities to support tourism in marine national park area of Krabi province. The activities are divided into 3 groups: (1) ecotourism activities are the main activities by finding popular tourist activities, such as snorkel or skin diving, scuba diving, canoeing, and kayak, (2) travel activities that focus on getting closer, admiring nature, both natural and of the park and the nature that exists in the community, and (3) adventurous recreational activities are additional and popular activities, including natural scenery in peaceful atmosphere, terrain / mountain biking, rock climbing, mountain climbing, tent camping, picnicking, and waterfall visits / exploring.

1.4 Opinions about the creation for ecotourism attraction on branding destination in marine national park area of Krabi province.

Issues of opinion	Mean	S.D.	Level of opinion
1. Destination branding meaning	4.19	0.58	Considerable
2. Destination branding identity	4.15	0.58	Considerable
3. Destination branding personality	4.08	0.58	Considerable
4. Destination branding image	4.22	0.57	Most
5. Destination branding equity	4.04	0.59	Considerable
6. Perceive destination branding value	4.13	0.59	Considerable
7. Destination branding commitment and attraction	4.10	0.61	Considerable
8. Destination branding logos	4.17	0.56	Considerable
9. Destination branding tourism character	4.21	0.58	Most
Total	4.14	0.49	Considerable

From Table 4.10, the analysis of tourists’ opinions about branding for ecotourism sites in marine national park area of Krabi province. in the overall picture was at a high level, with an average value (\bar{X}) of 4.14 and with standard deviation (S.D.) equal to 0.49. The highest average point was branding destination image, with an average value (\bar{X}) of 4.22 and with standard deviation (S.D.) equal to 0.57. The following issue was branding destination tourism character, with an average value (\bar{X}) of 4.21 and with standard deviation (S.D.) equal to 0.58. The least average point was branding destination equity, with an average value (\bar{X}) of 4.04 and with standard deviation (S.D.) equal to 0.59.

1.5. From the results of the analysis, the opinions about the management of ecotourism sites in Krabi National Marine Park area. which can be summarized as follows.

1.5.1 Providing destination branding meaning for tourist sites revealed that most tourists have opinions in the same direction. Natural meanings and natural beauty mainly include sea, mountains, diving spots, islands, beautiful beaches, and natural wonders of Krabi province. Krabi is a city with beautiful beaches, fine sand, crystal clear waters, and cultural beauty including identity, local, ethnic diversity, ethnicity, culture, and religion. There are suggestions for the development of the innovative model for ecotourism attraction on branding destination in marine national park area of Krabi province. Design and meaning should be easy to understand and remember by people. The use of color tones and line characteristics can convey the overall picture of Krabi’s tourist attractions.

1.5.2 Destination branding identity found that most tourists have opinions in the same direction. At present, the identity which is clearly visible is the matter of the natural beauty of the sea and the islands. Krabi is a famous maritime tourist

town, which sees each location as very diverse, which makes a variety of places, but tourists see it as a single image. There are suggestions for the development of the innovative model for ecotourism attraction on branding destination in marine national park area of Krabi province. Branding destination identity for marine tourist attractions has a lot of similarities and similar activities. It should therefore be able to find the unique identities of each area in order to create recognition for tourists, such as Maya Bay 1 identity, Talay Waek 1 identity, Black Crab and Khao Khanab Nam 1 identity. It makes it possible to see the diversity of the existing marine attractions and has interesting comments on the issues of identity that reflect the safety of tourist sites.

1.5.3 Destination branding reveals that most tourists have opinions in the same direction. The overall personality formation is difficult because of the different marine attractions in Krabi. The overall personality is a matter of nature and is a tourist town that feels safe. There are suggestions for the development of innovative branding models for ecotourism destinations in Krabi Marine National Park area. Creating a personality of a tourist attraction should focus on the livable city, the lovely people, and highly secure.

1.5.4 Destination branding image found that most tourists have opinions in the same direction. The most striking image of Krabi is the beach, the sea, the beauty of nature under the sea, the abundance of seafood, and the lovely people. There are suggestions for the development of the innovative model for ecotourism attraction on branding destination in marine national park area of Krabi province. Creating a branding image for a tourist attraction should focus on a positive image, and easy to remember. It should make the tourist attraction to be standard in all aspects, especially in terms of being a world-renowned ecotourism attraction.

1.5.5 Destination branding equity revealed that most tourists have opinions in the same direction. Creating brand value for tourist destinations using beauty, cleanliness, and safety of tourist sites is a link between tourists and tourist areas. Brand value creation for tourist attractions should include stories, stories of people, culture, history of the area, and symbols that are easily recognizable and accessible to tourists.

1.5.6 Perceive destination branding value found that most tourists have opinions in the same direction, consisting of awareness of stories from friends, family members who have visited Krabi, online channels, reviews of travel bloggers, travel programs, and movies. There are suggestions for the development of innovative model for ecotourism attraction on branding destination in marine national park area of Krabi province. It should add a unique channel for awareness that is suitable for this era, such as travel applications for Krabi, small Krabi travel books that can be easily portable and distributed at the airport.

1.5.7 Destination branding commitment and attractant found that most tourists have opinions in the same direction. People in the tourist area, both the host who provide services and other tourists, are close together during the tour, which helps to create an impressive travel experience. This creates mutual support and helps create good memories and make tourists want to come back again. There are suggestions for the development of the innovative model for ecotourism attraction on branding destination in marine national park area of Krabi province. Creating a bond with the brand for tourist attractions should start with the hospitality of people in Krabi province from the airport to the tourist destination. Hospitality and hospitality is the first impression. After that, it was to communicate various stories of attractions, communities, cultures, feeling safe, relaxed, and worry-free while traveling, which reiterated the memories and impressions. The organizing of traditional tourism activities can help to achieve recognition.

1.5.8 Destination branding logos and symbols found that most tourists have the same direction. The symbol of Krabi is the islands, the sea, the beauty of the beach, and the story of culture. There are suggestions for the development of the innovative model for ecotourism attraction on branding destination in marine national park area of Krabi province. Creating a brand symbol for a tourist attraction should have a concrete appearance that can be clearly seen and conveyed as a Krabi image in the overall picture or can be made in a specific area as well, but there should be one symbol that is overall.

1.5.9 The role of destination branding tourism character was that most tourists have the same opinion. Krabi has a role in creating a good economy for the country and representing Thailand, making it more famous. Krabi is a representative of tourist attractions that focus on the care and conservation of nature and the marine environment. There are suggestions for the development of the innovative model for ecotourism attraction on branding destination in marine national park area of Krabi province. The role of branding in tourist attractions should focus on conservation, which is an ecotourism representative. There should create good consciousness for tourists and the safety of Thai tourist destinations.

2. The second objective is to present the brand of marine ecotourism as destination branding management toward slogan “Krabi Your Amaze”.

2.1 In organizing this small group meeting and workshop meeting, the participants presented the concept of creating a brand symbol of tourist attraction is considered important because the brand symbol of Krabi province is unclear and cannot communicate. Therefore, the innovation of branding of ecotourism in the marine park area of Krabi province is proposed as follows.

2.1.1 The concept of creating a brand symbol, Krabi tourist attraction.

Krabi province is a province with a sea-tourism image. It is a natural and environmentally friendly tourism. Natural attractions make tourists think of being a quality ecotourism destination that is consistent with the vision of Krabi tourism development to sustainability. The vision is “Krabi is an international quality ecotourism city that is sustainable under efficient management and participation of all sectors of Krabi”. It corresponds to the provincial policy of propelling Krabi city with renewable energy (KRABI GOES GREEN). Krabi is also a multicultural city that is open to all tourists based on the idea that “Krabi once, never enough”. Krabi brings each concept to think, analyze, and gather together, showing in the Wonder Land theme.

2.1.2 Procedures for selecting the branding destination symbol of tourist attractions in Krabi province.

The subgroup meeting concluded on the concept of creating a brand symbol of the Krabi tourist attraction according to the Wonder Land concept. The concept of Wonder Land represents the “tourism city with sustainable international quality, with sustainability under effective management and participation of all Krabi sectors”. Resolution of the meeting: it select 5 symbols, which can be arranged in the following order: (1) Islands, (2) Khao Khanap Nam, (3) Hua Tong Boat, (4) Mr. Ao Luek, and (5) Bead of Sun God, respectively.

2.1.3 Logo design

The logo design, according to the small group meeting, has a variety of opinions. In conclusion, the logo consists of the islands, Khao Kanab Nam, Huatong boat Mr. Ao Luek, and Bead of Sun God or Suriyathep beads. These must rely on logo design, color selection, and conveying the meaning of the logo that reflects clarity, conveying the clear identity of Krabi,

and being easily recognizable. The logo consists of 5 important symbols as follow:

2.1.3.1 The islands reflect Krabi province, the charming city of the Andaman Sea, filled with more than 130 islands, with fine white sand, crystal clear waters, rich coral reefs. These are important and famous marine attractions of Krabi province.

2.1.3.2 Khao Khanap Nam is one of Krabi's most iconic tourist attractions, which is towering in the Krabi River in the city center.

2.1.3.3 Hua Tong Boat is a symbol of Thai sea tourism. Hua Tong Boat is ready to take visitors to the hundreds of islands that are associated with the way of life of the Andaman Sea. The head of the boat has a colorful fabric that flies along the wind and holds an elegant look on hundreds of boats.

2.1.3.4 Mr. Ao Luek is an ancient caveman painted in the cave wall. The picture of Mr. Ao Luek, in the ghost cave of Phee Hua Toe, is considered the first important art of Krabi.

2.1.3.5 Bead of Sun God or Suriyathep beads refer to the sun that inspires all human beings to be rich and happy. It was discovered in the past, in Khlong Thom district. At present, there are performances in the Andaman Museum in Krabi town.

2.2 Slogan from small group meetings and workshop meeting.

Krabi your Amaze is a communication to tourists who feel that coming to Krabi will find a miracle in all aspects, whether it is nature, sea, mountains, waterfalls, culture, community, food, way of life, and every people who have come to experience Krabi.

Krabi your amaze consists of many miracles of Krabi. The Krabi badge has a picture of a boat floating in the middle of the sea, the Krabi alphabet in English, the symbol of being the art city of Krabi province, and the miracle that discovered the ancient paintings of Ao Luek. All of these are recognized by tourists. It combines a blue symbol. The shape looks like Mr. Ao Luek image. Meaning is the symbol of Khao Khanab Nam, which is a major tourist attraction of Krabi province. Krabi your amaze is a miracle that awaits tourists to discover the miracle in every aspect, whether natural, marine, mountain, waterfall, culture, community, food, lifestyle, and conservation.

2.3 The meaning of the brand symbol for tourist attractions in the concept of "Krabi your amaze".

It reflected the great miracle of Krabi, which consists of the symbol of Krabi with the image of a boat floating in the middle of the sea, the word Krabi in English, the symbol of being in the art city of Krabi province, and the miracle of the ancient paintings of Ao Luek which were discovered. All of these are recognized by tourists. All of them are symbols with a shape similar to Mr. Ao Luek. Another meaning was the Khao Khanap Nam symbol, which is a major tourist attraction in Krabi province. The concept of Krabi your amaze, therefore, showed the miracle that awaits tourists; finding a miracle in every aspect, such as nature, the sea, mountains, waterfalls, community culture, food, lifestyle, conservation etc.

2.4 Main features of the brand symbol for tourist attractions in the concept of "Krabi your amaze"

The main feature of the brand for tourist attractions "Krabi your amaze" is a design element that is a symbol of communication to stimulate the miracle of Krabi that tourists could own and experience. The miracle awaited tourists to search for miracles in all aspects, such as nature, the marine environment, mountains, waterfalls, culture, community, food, lifestyle and conservation. There is an important symbol that indicates the miracle of Krabi, including the mountains, sea,

the prow of the boat, the master of Ao Luek, and the art city. These were modern and perfect combinations.

2.5 Text and the primary colors used were green, blue, yellow, red, and pink with the following meanings.

2.5.1 Green represented the abundance of natural resources, mountains, islands, trees, safety, growth, care, healing, and balance under the sea.

2.5.2 Blue represented clarity, calm, smoothness, and inspiration in the Krabi Sea. This was also the tone of this color that gives the feeling of calm and coolness which helps relaxation. This color stimulates the chemical reactions in the body. When tourists see it, they want to come to experience and appreciate the beauty under the sea of Krabi.

2.5.3 Yellow represents joy, happiness, brightness, cheerfulness, power, imagination, hope, light, and summer. Importantly, yellow is a color that helps with brain stimulation and recalling visits to Krabi.

2.5.4 Red represents love, passion, excitement, and enthusiasm. This color helps to make the symbol for the tourist attraction brand distinctive and eye-catching. The red color that appears in the Mr. Ao Luek symbol and awakens the senses and makes reactions faster.

2.5.5 Pink suggests softness, tenderness, caring, cherishing, generosity, love, kindness, friendship, and the charm of Krabi province. Pink helps stimulate feelings of love, appreciation, and nurturing. This color makes Krabi a lovely, attractive, and suitable province for relaxation.

2.6 Summary of the conceptual base for creating branded ecotourism sites in the Krabi Marine National Park area “Krabi your amaze”.

The selection of sketches to form a branding for ecotourism sites in Krabi's Marine National Park area for, “Krabi your amaze”, can be summarized. All 4 sketches had been selected because every image that is conveyed through the sketches is relevant and could create harmony. Therefore, this symbol communicates various Krabi attractions, such as the art festival show that communicates through the Suriyathid beads and Mr. Ao Luek, beautiful nature through the sea and the beaches of Krabi's marine park, a Hua Tong boat which is a symbol that transports tourists to the world-class tourist attractions of Krabi, and the colors that reflect the fun to be had for visiting tourists as figure 1



Figure 1: Krabi Your Amaze Slogan

DISCUSSIONS

1. Opinions on the creation of innovative model for ecotourism attraction on branding destination in marine national park area of Krabi province.

1.1 Providing branding destination meaning for tourist attractions regarding the creation of innovative model for ecotourism attraction on branding destination in marine national park area of Krabi province is at a high level. The issue with the highest mean and highest level is Krabi, a city with beautiful beaches, fine white sand, and crystal clear waters. The second issue is Krabi as an ecotourism destination. The least average point is Krabi with diverse food and a variety of prices to choose. The results were consistent with Chen, C. F. and Sambath, P. (2013), which studied research on A closer look at the destination: Image, personality, relationship and loyalty. They studied the brand relationship theory and attitude theory by studying the relationship between the image of the tourist attraction, the identity of the tourist attraction, the relationship of the tourist and the tourist attraction, and the tourist behavior of tourists. The sample group from foreign tourists visiting the Angkor Wat, Angkor of Cambodia and the construction technique of the model was 428 people. Their studies were conducted at Prasat Hin Nakorn Wat. There are three reasons: 1) Prasat Hin Angkor Wat was a world-famous tourist destination with a cultural, natural, and other tourist attraction, 2) Prasat Hin Angkor Wat was a popular tourist destination in Cambodia and has a large number of foreign tourists visiting each day, and 3) Prasat Hin Angkor Wat was a comfortable place. Suitable for data collection.

1.2 Branding destination identity for tourist attractions related to innovative model for ecotourism attraction on branding destination in marine national park area of Krabi province is at a high level. The highest average point is to be a famous marine tourist town and an old tourist attraction. The second issue is the city that has many restaurants to choose from. The least average issue is the city that is safe from natural disasters. The results were consistent with Maja Konecnik and Frank Go (2008), which studied research on Tourism destination brand identity: The case of Slovenia. They studied the concept of tourism destination brand identity from the supply-side perspective, in contrast to those studies that have focused on the demand-driven, tourists' perceived tourism destination brand image. Both researchers and practitioners have concluded that an analysis of the branding concept from both the identity and perceived-image perspective is essential and should be intertwined, where appropriate. This study, however, argues that investigations of tourism destination branding have primarily been conducted from a perceived-image perspective. Therefore, the dearth of studies offering an insight into the supply-side perspective may lead to an unbalanced view, misunderstandings and oversights concerning the possibilities and limitations of tourism destination branding. It introduces a theoretical framework designed to analyse tourism destination identity, particularly for the case study of Slovenia.

1.3 Branding destination personality of the tourist attraction about the innovative model for ecotourism attraction on branding destination in marine national park area of Krabi province is at a high level. The highest average point is that the city is not very large and suitable for leisure travel. The second issue is the city where people are friendly, smiling, and willing to help. The least average issue is tourism in Krabi, making it feel worthwhile when compared to travel expenses. The results were consistent with Jinsoo LEE and Karen, XIE Lijia (2011), which studied research on Cognitive Destination Image, Destination Personality and Behavioral Intentions: An Integrated Perspective of Destination Branding. They studied the firmly based on the psychological rationale, the study hypothesizes that cognitive destination image is the antecedent of destination personality, which in turn affects tourist' behavioral intentions towards the destination. Structural equation modeling suggests that socially responsible environment and local people positively affect destination personality,

and sophistication and competence are important in driving behavioral intentions. A theoretically logical and empirically valid link of cognitive destination image --- destination personality-behavioral intentions has been identified. A holistic roadmap for managerial practice is readily visible.

1.4 Branding destination image in tourist attractions. The branding destination image is at the highest level. The highest average point is the charm that reflects the image of Krabi, which is characterized by beach and sea, followed by the integrity of the sea, coral, vegetation, and aquatic animals. The least average point is to be a good host to welcome tourists. The results of this study are consistent with Kambiz Heidarzadeh Hanzae and Hamid Saeedi. (2011), which has studied research on a model of destination branding for Isfahan city: integrating the concepts of the branding and destination image. They reviews the literature on destination branding, destination image and reasons for revisiting and recommending. The branding of destinations has gained popularity among city in recent years. The current study aims to develop and test a theoretical model of destination branding, which integrates the concepts of the branding and destination image. For this purpose, an empirical test was conducted in Isfahan city, which proved that successful destination branding was necessary to overcome its lack of clear destination image. The results confirm that overall image is influenced by three types of brand associations and is considered a critical mediator between brand associations and tourists' future behaviour.

1.5 Branding destination equity in marine national park area of Krabi province is at a high level. The highest average point is to be a place to organize various activities, allowing tourists to easily remember Krabi. The second issue is the symbolic linkage with the brand, tourist attraction, allowing tourists to easily recognize the Krabi. The least average issue is the linking of tourist destinations, provinces, and twin cities, allowing tourists to easily recognize Krabi. This research results are consistent with Steven Pike, Constanza Bianchi, Gayle Kerr and Charles Patti (2010), which has studied research on Consumer-based brand equity for Australia as a long-haul tourism destination in an emerging market. They found that the purpose that is although the branding literature emerged during the 1940s, research relating to tourism destination branding has only gained momentum since the late 1990s. There remains a lack of theory in particular that addresses the measurement of the effectiveness of destination branding over time. Findings, the paper reports the results of an investigation into brand equity for Australia as a long-haul destination in an emerging market. The research took place just before the launch of the nation's fourth new brand campaign in six years. The results indicate Australia is a well-known but not compelling destination brand for tourists in Chile, which reflects the lower priority the South American market has been given by the national tourism office. Originality/value, the paper contributes to the nation-branding literature by being one of the first to test the efficacy of a model of CBBE for a tourism destination brand.

1.6 Perceive branding destination value for ecotourism attraction in marine national park area of Krabi province is at a high level. Issues with the highest average and highest level are social media, and blogs. The second issue is the travel website. The least average issue is the guidebook. The research results are consistent with Gözde Özdemir, Merve Yılmaz, Mihrap Yalçın and Maria D. Alvarez. (2014), which has studied research on Stakeholders' Perception of Istanbul's Historical Peninsula as a Sustainable Destination. The research found that Istanbul, as a city of more than 13 million also hosting over 10 million tourists a year, has the challenge of managing its resources to provide tourism services within a sustainable perspective. Since the sustainability of a destination requires the long-term consciousness and appropriate behaviour of all interested parties, the opinions of key stakeholders are essential. The study analysed stakeholders' perceptions towards Istanbul's Historical Peninsula as a sustainable urban tourism destination, considering four dimensions: environmental, economic, social and cultural. The research determined that stakeholders have limited knowledge and awareness

concerning the sustainability of the destination. For these interested parties, the main concern is the capability of tourism to increase profits, and other sustainability dimensions, such as environmental concerns, are mainly considered in terms of making the destination more attractive for visitors.

1.7 Branding destination commitment and attraction for ecotourism attraction in marine national park area of Krabi province is at a high level. The highest average issue is that Krabi has received international standards for marine tourism cities, affecting ties with tourist destinations, such as upgrading the halal tourism city. The second issue is the award for world class marine tourism and national awards. The least average point is that organizing tourism activities consistently affects the brand engagement for tourist destinations, such as organizing local traditions events, organizing national events. The research results are consistent with Aliffianto, Achmad Yanu and Candraningrat, Candraningrat (2018), which has studied research on the Influence of Destination Brand Communication and Destination Brand Trust Toward Visitor Loyalty of Marine Tourism in East Java, Indonesia. The research found that this study aims to analyze the influence of destination brand communication and destination brand trust on visitor loyalty of marine tourism in East Java, Indonesia. This research was conducted by distributing questionnaires to 123 respondents who visited beaches around East Java Province. The analysis technique used is quantitative analysis technique with multiple regression analysis that is F test and T test. The result of research proves that destination brand communication has positive influence to visitor loyalty, destination brand trust also has positive influence to visitor loyalty, and destination brand communication and destination brand trust simultaneously have a positive influence on visitor loyalty. And also, Chanin Oraphan, Sriprasert Piangpis, Abdul Rahman Hamzah and Don Mohd Sobri (2015), which has studied research on Guidelines on halal tourism management in the Andaman Sea Coast of Thailand. The findings suggests that Halal tourism operators must provide prayer rooms for Muslim tourists as well as the direction signs to the mosque either in English or Arabic, separate restrooms for men and women. In addition, Halal restaurants should be provided in tourist attraction areas.

1.8 Branding destination logos and symbol for ecotourism in marine national park area of Krabi province is at a high level. The highest average point in the highest level is the symbol of Krabi, which consists of the beauty and integrity of the sea and the islands. The second issue is the symbol of Krabi, which consists of food, such as fresh seafood, shellfish, crispy roti, hot tea, sausage, shrimps, vegetable chili paste, and roasted cashew nuts. The least average point is the symbol of Krabi, which is the costume of the villagers, Muslim dress, and batik dress. The research results are consistent with Marcella Daye (2008), which has studied research on Challenges and Prospects of Differentiating Destination Brands: The Case of The Dutch Caribbean Islands. It is about the brand image of the six islands of the Dutch Caribbean are examined in this exploratory study to determine the extent to which these destinations communicate the unique identities of their destination brands as presented by the narrative, images, logos, and slogans on their official tourism homepage websites. The findings of the content analysis indicated that these destinations demonstrated similar branding strategies and so appear to be basically undifferentiated in both functional and symbolic brand image appeals. This article proposes that these island destinations may be able to build strong, individual, destination brand equity by focusing more on crafting and communicating distinctive, symbolic brand images.

1.9 The role of branding destination tourism character in marine national park area of Krabi province is at the highest level. The highest average point is that Krabi tourism helps promote the image of political stability in the country. The second issue is tourism of Krabi, helping to promote the conservation and preservation of the marine environment sustainably. The least average point is that Krabi tourism helps promote Thai culture and traditions. The research results are consistent with

Marcello Risitano (2006), which has studied research on the role of destination branding in the tourism stakeholders system, the Campi Flegrei case. The research found that the aim of the paper is to analyze the place branding strategies finalized to growth the competitive of the tourist destinations. Therefore, the following main issues are developed: 1. the role of branding management in tourism industry, analyzing the place branding literature review on marketing theory and the main destination brand models existing in tourism and vacation marketing academic area; 2. configuring a proposal model of destination branding, with the identification of the main brand value driver as key dimensions to define the brand identity and the brand knowledge in the tourists perspective. 3. validating this model of destination branding, verifying - through an empirical research, the descriptive capacity of this framework to explicate the destination branding process in a specific geographical context, the area of Campi Flegrei, who is a tourist destination located in the west side of Naples city and its province (southern Italy). This is a destination with high intensity of cultural and landscape resources.

CONCLUSIONS AND RECOMMENDATIONS

CONCLUSIONS

Tourism resources accord to resources and environment to support tourism in marine national park area of Krabi province can be summarized as follows. There are specific areas of tourism in all 9 areas include: Ao Nang, Railay Bay, Khlong Muang - Thap Kaek, Phi Phi Islands, Koh Lanta, Ao Luek, Khlong Thom, and Nuea-Khlong, Mueang Krabi. Krabi province is a province with national and international tourism potential. This province has a wide range of tourism, including marine tourism, art, culture, history, community ways, and health. Tourism activities to support tourism in marine national park area of Krabi province. The activities are divided into 3 groups: ecotourism activities, travel activities, and adventurous recreational activities.

The analysis of tourists' opinions about branding for ecotourism sites in marine national park area of Krabi province. in the overall picture was at a high level, with an average value (\bar{x}) of 4.14 and with standard deviation (S.D.) equal to 0.49. From the results of the analysis, the opinions about the management of ecotourism sites in Krabi National Marine Park area. which can be summarized as follows; 1. Destination branding meaning, 2. Destination branding identity, 3. Destination branding personality, 4. Destination branding image, 5. Destination branding equity, 6. Perceive destination branding value, 7. Destination branding commitment and attraction, 8. Destination branding logos, and 9. Destination branding tourism character.

The subgroup meeting concluded on the concept of creating a brand symbol of the Krabi tourist attraction according to the Wonder Land concept. It select 5 symbols, which can be arranged in the following order: 1. Islands, 2. Khao Khanap Nam, 3. Hua Tong Boat, 4. Mr. Ao Luek, and 5. Bead of Sun God, respectively. These must rely on logo design, color selection, and conveying the meaning of the logo that reflects clarity, conveying the clear identity of Krabi, and being easily recognizable. The meaning of the brand symbol for tourist attractions in the concept of “Krabi your amaze”. It reflected the great miracle of Krabi, which consists of the symbol of Krabi with the image of a boat floating in the middle of the sea, the word Krabi in English. The concept of Krabi your amaze, therefore, showed the miracle that awaits tourists; finding a miracle in every aspect, such as nature, the sea, mountains, waterfalls, community culture, food, lifestyle, conservation etc.

RECOMMENDATIONS

- Tourism Authority of Thailand in the Krabi Provincial Office as a tourist area administrator working with people

in the community organize a good host project to welcome tourists, promote tourism promotion, create communication plans to create awareness about being a world-class ecotourism city, and recognize the importance of media design in publishing public relations about tourist attractions that are accurate and true. Also, they must not promise to offer anything to tourists without actually being able to do.

- Companies or tour operators should arrange eco-friendly tour programs, reduce energy consumption, use energy efficiently, and use clean energy. Furthermore, it should bring unique or distinctive characteristics of resources or the environment of tourist sites, along with the operations of the company and eco-friendly tourist destinations to make marketing and public relations.
- There should alerted, distributed information about regulations, or guidelines or instructions with regard to ecotourism activities for tourists to acknowledge and explain the reasons and necessities that need cooperation from tourists to follow.
- There should encourage tourists to have the opportunity to experience and learn about the history, culture and local way of life closely. Also, there should encourage participation in the conservation of that heritage.
- It should focus on promoting a collective process. Every process that will acquire information and basic concepts in logo design must go through a participatory research study of all sectors in order to obtain a reliable, attractive, and accepted Krabi tourism symbol. By this research study, the researcher adopted the concept of participation to be used to acquire innovative model for ecotourism attraction on branding destination in marine national park area of Krabi province

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