

Research Title	Brand Equity of Ecological Destination through Natural Learning of Eco-tourists: Case Study of Kaeng Krachan National Park Phetchaburi Province, Thailand
Researcher	Dr.Jirawat Anuwichanont ¹ Assoc.Prof. Dr. Panisa Mechinda ²
Research Consultants	Assoc.Prof. Supada Sirikudta
Organization	¹ Graduate School, Suan Dusit Rajabhat University ² Marketing, Faculty of Business Administration, Rajamangala University of Technology Thanyaburi
Year	2013

This research project was aimed to study the brand equity of ecological destination through the natural learning of eco-tourists : Case study of Kaeng Krachan National Park Phetchaburi Province, Thailand. This research employed the quantitative research by using the questionnaires to collect data with the prospect samples including 419 Thai tourists. The sampling methods comprised (1) purposive sampling by specifying the two destinations of Kaeng Krachan National Park including Kaeng Krachan dam and Praneun Trung hill (2) quota sampling by specifying 209-210 tourists per destination (3) convenience sampling by distributing the questionnaires to 419 Thai tourists in these two predetermined destinations. The statistical techniques for analyzing data included percentage, means, standard deviation, factor analysis, multiple regression, independent sample t-test and one-Way ANOVA. The SPSS computer software was employed for analyzing the data.

The hypotheses testing revealed the following findings:

1. Tourists with different ages had different attitudes towards relaxation incentives and destination brand awareness. The tourists who were 35-44 years old had more relaxation motive than those being older than 45 years. Those being older than 45 years had more brand awareness than those of 25-34 years old.

2. Tourists with different marital status had different attitudes towards destination brand image, destination brand awareness, future revisit intention and word of mouth recommendation. The married/living together group had more positive attitudes towards destination brand image, destination brand awareness, future revisit intention and word of mouth recommendation than the divorced/separated/widowed group.

3. Tourists with different occupations had different attitudes towards adventure incentives. The production laborer group had more motive towards

adventure than the commercial personnel and other groups (such as farmers, housewives etc.)

4. Tourists with different family incomes had different attitudes towards adventure incentives, functional value, emotional value and destination brand image. The low income group (less than/equal to 53,999 THB) had adventure incentives, functional value, emotional value and destination brand image than the high income group (more than 54,000 THB).

5. Tourists with different residential areas had different attitudes towards adventure incentives and functional value. The tourists living in Bangkok had more adventure incentives than the tourists from suburban provinces.

6. Functional values, emotional and feeling experience, destination brand image, emotional value and destination brand awareness influenced future revisit intention respectively.

7. Emotional and feeling experience, emotional value, functional values, relaxation incentives, destination brand image and adventure incentives influenced word of mouth recommendation respectively.

The marketing recommendation derived from the research findings indicated that marketing practitioners should utilize market segmentation and target marketing to determine the target markets. To increase the future revisit intention and word of mouth recommendation towards the ecological tourism of Kaeng Krachan National Park, the destination should consider strengthening tourists' attitudes towards functional value, emotional and feeling experience, destination brand image, relaxation incentives, emotional value and destination brand awareness.