

Research Title	Development Plan of Sustainable National Park by Building Brand Equity to Create Natural Learning through Ecotourism: A Case Study of Kaeng Krachan National Park, Phetchaburi Province, Thailand.
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This research plan comprised both the qualitative research through depth interview and/or focus group with 40 stakeholders and the observation. In addition, the quantitative research by using questionnaire the data with 419 Thai tourists was also employed. The sampling methods included purposive sampling, disproportionate stratified sampling and convenience sampling. This research plan incorporated both qualitative and quantitative researches to create the development plan.

The development plan of sustainable national park by building brand equity to create natural learning through ecotourism included the following steps:

1. Vision “The national park with valued and sustainable ecological tourism destination for natural learning by the management capability of both the national park and stakeholders”.

2. Mission consisted of (1) Guidelines/activities in developing the management capabilities of ecological tourism to be sustainable national park (2) Guidelines/activities in building brand equity of ecological tourism destinations to create the natural learning (3) The determination of strategies in developing sustainable national park by building destination brand equity to create the natural learning of ecological tourism.

3. Goal / objectives (1) To develop the management capabilities of ecological tourism to be sustainable national park (2) To building brand equity of ecological tourism destinations to create the natural learning

4. Strategies in developing the management capability consisted of

4.1 Developing Kaeng Krachan National Park with varieties of forestry and wildlife through (1) restoring the decadent forests and protecting wildfire (2) suppressing the illegal hunting (3) preventing wildfire.

4.2 Managing the national park effectively through (1) developing the cooperation among stakeholders in conserving natural resources (2) training the national park officials of forest patrol, communication, services and recreation (3) preparing the facilities to accommodate tourists (4) improving toilets (5) appointing local communities and agencies as the national park committee.

4.3 The management of sustainable national park consisted of (1) promoting all stakeholders to look after and protect forest, preventing the deforesting and hunting and communicating with local communities to build conservation awareness (2) promoting the community economic by seeking for the markets for local products of communities (3) creating the recreational programs in promoting local cultures to develop cultural richness, social equity, community wellbeing, quality of life and the royal projects.

5. Strategies in building destination brand equity to create the natural learning of ecological tourism consisted of

5.1 Employing age segmentation and target marketing by creating activities relevant to the demand of different target groups.

5.2 Strategies in developing the future revisiting and word of mouth recommendation by creating the activities which strengthened functional value, emotional and feeling experience, destination brand image, emotional value, relaxation incentives and destination brand awareness.

5.3 Guidelines in developing activities of ecological tourism to create natural learning consisted of (1) creating learning programs of herbs (2) promoting package tourism with seminar, agricultural learning and environmental conservation (3) adventure tourism (4) promoting the learning of ecology of plants and animals through ecological tourism (5) promoting the learning of tourism destinations such as camping, cruising along the rivers and learning nature of forest, etc.

5.4 Solving the problems and obstacles according to tourists' recommendation comprised the improvement of (1) the convenience of roads (2) toilet cleanliness (3) varieties of foods and signs (4) the sufficient officials' suggestion (5) learning activities of nature

The recommendation of future research included the development of Thai national parks to reach international standard and the competitive capabilities of sustainable ecological tourism to support AEC.

