

**DEVELOPING PERCEPTIONS AND BRAND EQUITY TO  
ENHANCE THE POTENTIAL OF ADVENTURE TOURISM  
IN BENCHABURAPHASUVARNABHUMI PROVINCES**

**Thida Laemlaksakul**


**A Dissertation Submitted in Partial  
Fulfillment of the Requirements for the Degree of  
Doctor of Philosophy (Integrated Tourism Management)  
The Graduate School of Tourism Management  
National Institute of Development Administration  
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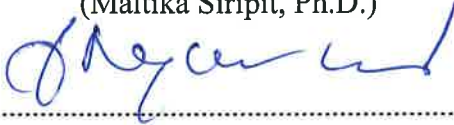
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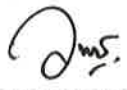
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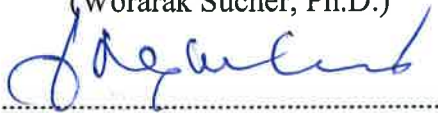
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## ABSTRACT

<b>Title of Dissertation</b>	Developing Perceptions and Brand Equity to Enhance the Potential of Adventure Tourism in Bencha Burapha Suvarnabhumi Provinces
<b>Author</b>	Miss Thida Laemlaksakul
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The study on Developing perceptions and brand equity to enhance the potential of adventure tourism in Bencha Burapha Suvarnabhumi provinces has 3 main objectives: 1) To explore the personal factors influencing brand equity and perceptions of adventure tourism in Bencha Burapha Suvarnabhumi provinces. 2) To examine the relationship between personal factors and potential factors influencing the brand equity and perceptions of adventure tourism in Bencha Burapha Suvarnabhumi provinces. 3) To develop perceptions and brand equity to enhance potential of adventure tourism in Bencha Burapha Suvarnabhumi provinces. The sampling populations were 385 Thai and foreigner tourists who visited Bencha Burapha Suvarnabhumi Provinces, accomplished by quota sampling the infinite population formula was used to find a sample size. The questionnaire was constructed under the research concept. Data analysis by the basic statistics of variables used to develop the model to understand the distribution and distribution of observation variables used in the research. With descriptive statistics, for examples, Frequency, Percentage, Mean, Standard Deviation, and Coefficient of Variation Pearson's Product-Moment Correlation Coefficient. The research hypothesis testing used the Stepwise Multiple Regression Analysis method at the significance of 0.05 level.

The research found that the personal factors of tourists had an effect on the brand equity of adventure tourism as a whole at the 0.01 level of statistical significance. It consisted of 6-10 tourists, expenditure in the tour 4,001 - 5,000 baht,

to study / seek knowledge, students, single status, living in the Central part, male and age of 30-39, influenced brand equity of adventure tourism at the 0.01 level of significance. The potential factors of adventure tourism in natural resources and marketing could best predict its brand equity as a whole with predictive coefficient weighting of .431, 0.220 and 0.146, respectively as a whole could predict the brand equity in adventure tourism significantly, and they were in a positive direction on all sides. The adventure tourism's brand equity affected perceptions of adventure tourism at the statistical significance are perceived quality, brand loyalty, and brand awareness. When considering deeper, it was also found that the personal factors of tourists, the potential factors, and the brand equity influenced the overview of adventure tourism perception 98.5 percents. The influential factors are natural resources; activities; marketing; brand associations; brand awareness; Bachelor's degree; travel; age 30-39; journal/magazine/guidebook, and student/college student.

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Thida Laemlaksakul

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## **TABLE OF CONTENTS**

	<b>Page</b>
<b>ABSTRACT</b>	<b>iii</b>
<b>ACKNOWLEDGEMENTS</b>	<b>v</b>
<b>TABLE OF CONTENTS</b>	<b>vi</b>
<b>LIST OF TABLES</b>	<b>viii</b>
<b>LIST OF FIGURES</b>	<b>x</b>
<b>CHAPTER 1 INTRODUCTION</b>	<b>1</b>
1.1 Introduction	1
1.2 Statement and Significance of the Study	1
1.3 Objectives of the Study	10
1.4 Research Questions	10
1.5 Expected Benefits of the Study	10
1.6 Definition of Terms	11
<b>CHAPTER 2 LITERATURE REVIEW</b>	<b>15</b>
2.1 Introduction	15
2.2 Concept of Adventure Tourism	15
2.3 Concept of Branding	27
2.4 The Adventure Tourism Perception	42
2.5 Related Research	47
2.6 Research Hypotheses	50
2.7 Research Conceptual Framework	51
<b>CHAPTER 3 RESEARCH METHODOLOGY</b>	<b>52</b>
3.1 Introduction	52
3.2 Type of Research	52
3.3 Research Variables	54
3.4 Quantitative Research: Questionnaire Survey	55

3.5 Reliability and Validity of the Research Instrument	59
3.6 Research Instrument Construction	59
3.7 Data Collection	61
3.8 Data Analysis	62
<b>CHAPTER 4 DATA ANALYSIS AND RESEARCH RESULTS</b>	<b>64</b>
4.1 General Information, Characteristics of Tourists in Adventure Travel, and Motivation in Travelling	65
4.2 Tourists' Perception of Adventure tourism, Factors of Tourism Brand Equity, and Potential of Adventure Travel that Attract Tourists to Visit Bencha Burapha Suvarnabhumi Provinces	72
4.3 Data Analyst to Check Initial Conditions before Regression Analysis	89
4.4 Hypothesis Testing between Variables	91
<b>CHAPTER 5 CONCLUSION, DISCUSSION AND RECOMMENDATIONS</b>	<b>114</b>
5.1 Introduction	114
5.2 Summary of Research Result	115
5.3 Discussion of Results	125
5.4 Recommendations	132
<b>BIBLIOGRAPHY</b>	<b>136</b>
<b>APPENDICES</b>	<b>149</b>
Appendix A Questionnaire	150
<b>BIOGRAPHY</b>	<b>162</b>

## LIST OF TABLES

Table	Page
2.1 Definition of Adventure Tourism	16
2.2 Adventure Activities in Bencha Burapha Suvarnabhumi Provinces	24
2.3 Adventure Capabilities in Bencha Burapha Suvarnabhumi Provinces Interrelated to TEATA Adventure Activities	25
2.4 Definition of Destination Brand	31
3.1 Sample Size of Bencha Burapha Suvarnabhumi Provinces	54
3.2 The Reliability of the Questionnaire on Factors Influencing The Perception of Adventure Tourism	60
3.3 The Reliability of the Questionnaire on Factors Influencing Brand Equity of Adventure Tourism	61
3.4 The Reliability of the Questionnaire on Factors of Adventure Tourism Potential	61
4.1 Number and Percentage of General Information of the Tourists	65
4.2 Mean and Standard Deviation of the Overall Perception of The Adventure Tourism	72
4.3 Mean and Standard Deviation of the Perception of The Adventure Tourism Classified by Different Aspects	73
4.4 The Overview of Attractive and Important Factors of Tourism Brand Equity in Adventure Travelling	78
4.5 The Attractive and Important Factors of Tourism Brand Equity in Adventure Travelling Classified by Different Aspects	79
4.6 Mean and Standard Deviation of the Overall Potential of The Adventure Tourism	84
4.7 Mean and Standard Deviation of the Potential of the Adventure Tourism Classified by Different Aspects	85



4.8 The Correlation between Adventure Tourism Perception and Brand Equity of Adventure Tourism Affecting Tourism Potential	89
4.9 Overview of Statistics in the Analysis of Variance, Regression Coefficients Testing of the Adventure Tourism's Brand Equity	92
4.10 Overview of the Analysis of Personal Factors Affecting Adventure Tourism's Brand Equity	93
4.11 Overview of Statistics in the Analysis of Variance, Regression Coefficients Testing of Adventure Tourism Perception	95
4.12 Overview of the Analysis of Personal Factors Affecting Adventure Tourism Perception	96
4.13 Overview of Statistics in the Analysis of Variance, Regression Coefficients Testing of Adventure Tourism's Brand Equity	99
4.14 Overview of the Analysis of Potential Factors Affecting Adventure Tourism's Brand Equity	100
4.15 Overview of Statistics in the Analysis of Variance, Regression Coefficients Testing of Adventure Tourism Perception	102
4.16 Overview of the Analysis of Potential Factors Affecting Adventure Tourism Perception	103
4.17 Overview of Statistics in the Analysis of Variance, Regression Coefficients Testing of Perceptions of Adventure Tourism	105
4.18 Overview of the Analysis of Brand Equity of Adventure Tourism Affects Adventure Tourism Perception	106
4.19 Overview of Statistics in the Analysis of Variance, Regression Coefficients Testing of Adventure Tourism Perception	108
4.20 Overview of the Analysis of Personal Factors, Potential Factors and Brand Equity of Adventure Tourism Affect Adventure Tourism Perception	109
4.21 The Summarize of Hypothesis Testing Results	112
5.1 Hypothesis Testing Results	124

## LIST OF FIGURES

Figure	Page
2.1 Aaker's Brand Equity Model	34
2.2 Identity and image	41
2.3 Research Conceptual Framework	51
4.1 Overview of Brand Equity's Distribution of Variables of Adventure Tourism	91
4.2 Overview of Perception's Distribution of Variables of Adventure Tourism	94
4.3 Overview of Brand Equity's Distribution of Variables of Adventure Tourism	98
4.4 Overview of Perception's Distribution of Variables of Adventure Tourism	101
4.5 Overview of Perception's Distribution of Variables of Adventure Tourism	104
4.6 Overview of Perception's Distribution of Variables of Adventure Tourism	107
4.7 Model of the Developing Perceptions and Brand Equity to Enhance The Potential of Adventure Tourism in Bencha Burapha Suvarnabhumi Provinces	111

# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 Introduction**

Chapter one provides the reader a wide overview which plans to identify the preliminary of this thesis. This chapter sets the background and rational of the study which point to the Thailand strategic planning, those support the tourism destination development in the study area, which associated between the idea of adventure tourism and the process of building the tourism destination brand identity. This component explains background and rational of the study. Objectives and research questions are offered to show the direction of the study. Then research results and benefits are stated. Lastly, this chapter sums up by outlining the structure of this thesis presenting a summary of the purpose and contents of each subsequent chapter.

### **1.2 Statement and Significance of the Study**

In the strategic plan managed by the cabinet in November 2010, they categorized 75 provinces (at that time) and divided them into 19 provinces which are close geographically. So the five provinces in the Central part of the Central region, comprising Chachoengsao, Samut Prakan, Nakhon Nayok, Sa Kaeo and Prachin Buri were set up to establish strategic joint development of the province. And it was named Bencha Burapha Suvarnabhumi Provinces (Five provincial cluster of the east Suvarnabhumi). Five provinces in this cluster have been directed to develop a shared vision, “City sightseeing and living for a good capital, Blazing Agriculture and Industry, leading a good relation with Suvarnabhumi to Indochina”. Moreover, they were clearly defined the role of a nearby town that could support the growth of economics both from the capital and Suvarnabhumi International Airport that linked

transportation network, agriculture and industry logistics to Indochina. And they were a center for eco-tourism and medical tourism (Traditional Thai Medicine) as well.

The shared vision of the above represents the main objective of the strategy on the development of service standards and eco-tourism activities to the international level in Bencha Burapha Suvarnabhumi Provinces. Therefore, the strategy of each province in that province group packed the development of appropriate resources in each province which is geographically similar: Fertile natural resources. However, there may be differences in the diverse and distinctive personality of each of the province in the group.

The development standard of travel services of Bencha Burapha Suvarnabhumi provinces was also related to the strategic plan for tourism development issues in the development of tourism products and services having quality and safety. Personnel involved in the development of tourism were focused on providing travel services to seek out novelty and to strengthen the competitiveness of tourism that have a model similarity between the rivals both in bound and out bound in international level. Thus, creating a brand attraction was an important tool in the promotion of a strategic plan to be effective in the competitive advantage of a tourist attraction.

In addition, changes in travel habits of tourists in every region around the world have resulted in challenges in formulating effective strategies for marketing tourism today. This innovative new technology is a key factor in determining the likely impact on tourism in the future. According to the World Tourism Organization WTO has defined five major trends in the future are as follows: 1) Eco-tourism: tourists are aware of the pursuit of a tourist nature. There is a difference of tourism is still in its original environment and landscape. 2) Cultural Tourism: Tourism organized a group of tourists who are interested in sites that have characterized the history, culture and local traditions. 3) The tourism concept will focus on specific groups of tourists. The focus on three main aspects of travel: Entertainment, excitement and learning. 4) Adventure tourism: tourists are very interested in finding new sources of natural attractions that have extremely adventurous activities. And this kind of tourists is more and more today. 5) Travel Cruises: ideal for nature tourists

with high purchasing power, but less time. This is where tourists want to experience all aspects of travel in a short time.

Travel trends in the future from the World Tourism Organization have also identified issues in line with the trend of world travelers that Ewert and Jamieson (2003) said that, “Adventurous tourist group is a group of tourists having the growth in new forms most rapidly in the current situation of the tourism industry”.

### **1.2.1 Bencha Burapha Suvarnabhumi Provincial Cluster Establishment**

Initially, the Cabinet passed a resolution on July 22, 2003 and on July 17, 2003 in approving the establishment of 19 provinces group. Later on January 15, 2008, the Cabinet approved a revised arrangement to be 18 provinces. Moreover, they determined a province as the operation center of the group, according to the public sector development Commission (PDC) proposed. That operation center province needed to have convenient transportation or communication among the provinces in the group and was the center of government agencies, private sectors and the other businesses as well.

The Cabinet's resolution on July 22, 2003 established guidelines in grouping the provinces as follows: 1) There must be a relationship between the connected area or a combination of the provinces in the same or near area. 2) There must be a relationship in economics, production, and trade and investment to add value and to take competitive advantage in common. 3) There must be an urgent solution together in the country's problem. This requires cooperation among the provinces.

#### **1.2.1.1 The History of the Provincial Cluster Establishment**

Eighteen provincial clusters consist of:

1) Upper central provincial cluster no. 1: Nonthaburi, Pathum Thani, Ayutthaya, and Saraburi. Ayutthaya is the operation center of the group.

2) Upper central provincial cluster no.2: Chainat, Lop Buri Singha Buri and Angthong Lop Buri is the operation center of the group.

3) Middle central provincial cluster: Chachoengsao, Prachin Buri, Sa Kaeo, Nakhon Nayok and Samutprakan. Chachoengsao is the operation center of the group.

4) Lower central provincial cluster no. 1: Kanchanaburi, Nakhon Pathom, Ratchaburi and Suphan Buri. Nakhon Pathom is the operation center of the group.

5) Lower central provincial cluster no. 2: Prachuap Khiri Khan, Phetchaburi, Samut Sakhon and Samut Songkram. Phetchaburi is the operation center of the group.

6) Southern provincial cluster in the Gulf of Thailand: Chumphon, Surat Thani, Nakhon Si Thammarat and Phatthalung. Surat Thani is the operation center of the group.

7) Southern provincial cluster in the Andaman Sea: Ranong, Phangnga, Phuket, Krabi and Trang. Phuket is the operation center of the group.

8) Southern provincial cluster on the border: Songkhla, Satun, Pattani, Yala and Narathiwat. Songkhla is the operation center of the group.

9) Eastern provincial cluster: Chanthaburi, Chonburi, Rayong and Trat. Chon Buri is the operation center of the group.

10) Upper northeastern provincial cluster no. 1: Nong Khai, Loei, Udon Thani and Nongbualumpoo. Udon Thaini is the operation center of the group.

11) Upper northeastern provincial cluster no. 2: Nakhon Phanom, Mukdahan and Sakon Nakhon. Sakon Nakhon is the operation center of the group.

12) Middle northeastern provincial cluster: Roi Et, Khon Kaen, Maha Sarakham and Kalasin. Khon Kaen is the operation center of the group.

13) Lower northeastern provincial cluster no. 1: Surin, Nakhon Ratchasima, Buri Ram and Chaiyaphum. Nakhon Ratchasima is the operation center of the group.

14) Lower northeastern provincial cluster no. 2: Amnat Charoen, Si Saket, Yasothon and Ubon Ratchathani. Ubon Ratchathani is the operation center of the group.

15) Upper northern provincial cluster no. 1: Chiang Mai, Mae Hong Son, Lampang and Lamphun. Chiang Mai is the operation center of the group.

16) Upper northern provincial cluster no. 2: Naan, Phayao, Chiang Rai and Phrae. Chiang Rai is the operation center of the group.

17) Lower northern provincial cluster no. 1: Tak, Phitsanulok, Sukhothai, Phetchabun and Uttaradit. Phitsanulok is the operation center of the group.

18) Lower northern provincial cluster no. 2: Kamphaeng Phet, Phichit, Nakhon Sawan and Uthai Thani. Nakhon Sawan is the operation center of the group.

#### 1.2.1.2 The Meaning of Provincial Cluster

Provincial cluster is the term used for the concept of integrated management setting to group many provinces having mutual relationships in various ways. This will help frame the resources' development and utilization efficiently. Besides, there must be cooperation in solving problems together among the provinces effectively.

Benchaburi, Burapha Suvarnabhumi or middle central provincial cluster consists of Samutprakan, Chachoengsao, Nakhon Nayok, Prachin Buri and Sa Kaeo.

##### 1) Samutprakan

The river mouth city also called Phra Pradaeng. It's far from Bangkok about 29 kilometers. It was built in the Ayutthayan period and located at the end of the Chao Phraya River in the northern Gulf of Thailand. An area is about 1,004 square kilometers

##### 2) Chachoengsao

It is also called Pad Riw located along the Bang Pakong River. It has Father Sothon Biddha Image as the center of Pad Riw people's faith. The word "Pad Riw" named after the legend that there were lots of giant snakehead fish in the city. And when they were dried in the sun, they had to be filleted up to 8 lines.

##### 3) Nakhon Nayok

Formerly called Banna. It was told that in the Ayutthaya period, Nakhon Nayok was a thick forest that couldn't cultivate anything. So, the people evacuated to the other places. Later, the King abandoned the field tax; therefore, the people came back and were more and more. The city's name was called Na (field) Yok (abandoned) until now.

#### 4) Prachin Buri

A land that has flourished since the Tawaravadee period. And the development continued to Lop Buri period about 800 years ago. There was an ancient city ruin as the evidence called Sri Mahosot. Later, the center of prosperity moved to the bank of the river until the reign of King Rama VI that Prachin region was abolished. Its status was decreased to a province called Prachin Buri Province.

#### 5) Sa Kaeo

Sa Kaeo Province is no. 74 of the eastern border provinces of Thailand. Formerly, they were only a district of Prachin Buri. Therefore, they have a long history and ancient civilization full of many natural attractions.

### **1.2.2 Adventure Tourism in Bencha Burapha Suvarnabhumi Provinces**

National Economic and Social Development Plan from No. 8 to No. 11 today demonstrate the importance in developing countries, mainly focusing on the development of “people” in driving the country's quality. It takes the form of people-centered development strategies with regard to the effectiveness of the results of people's development as the most important by maintaining a balance between industrial development and the relationship with civil society. Moreover, National Economic and Social Development Plan from No. 8 onwards have introduced the concept of sufficiency economy philosophy applied to guide the country's development by cultivating from the population and organization level to the national level. They aimed to be the performance indicators of the perfection and happiness of people in the country by aiming at 65-67 percent of the population that could strengthen economic performance, the increase in the employment rate, the strengthening communities and close relationship in family. However, barriers to success in implementing its strategic plan for the development of the issues remain in the political unrest, the destruction of natural resources and ecosystems, the inferior quality of education and the drug problem. Additionally, the responsibilities of Tourism Authority of Thailand as the main organization are to support the growth of the tourism industry that can claim a tremendous national income. Hence, the primary mission is to make money from tourism to every unit of economic system in the country. The relevant authorities must take into account the development of tourism



products that pose a lasting competitive edge. Key issues to target development and creation of tourist development strategies need to focus on the behavior of tourists according to the forecast of the travel trends in Thailand tourism. The tourists will mainly focus on the theme of eco-tourism and agricultural tourism. From the studies and forecasts, they can demonstrate geographically competitive advantage in aspect of tourism resources of Bencha Burapha Suvarnabhumi Provinces, situated in the Central part of the Central region according to the interest trends of tourism as well as theoretical tourism. Swarbrooke (2003), said tourist attractions mainly focusing on a form of adventure tourism must be able to link activities between sports and tourism together perfectly. The advantage of this geography can contribute to create a strategy to identify the personality to develop a clear identity and unique attractions that can also contribute to the achievement of the development goals of the nation.

Bencha Burapha Suvarnabhumi Provinces are the group in the Central part of the Central region playing an important role as a gateway to the national economy. In addition, they are closely aligned with the research of Maneejan, 2010's, "Adjustment programs of the tour packages to meet the demand for tourist behavior for Thailand in the case study of seven eastern provinces", The research found that travelers in these eastern provinces in the range of 25-34 years of age residing in Bangkok and the other provinces in the eastern. Most of them travel by car with friends and family. Their main objectives are leisure and tourism. Length of travel is approximately 1-2 days over the weekend. They have a passion for nature that combines a variety of activities. Bungalows, hotels or resorts are popular types of accommodation whose information derived from the experiences and advice from friends and relatives. Besides, the outstanding physical of Bencha Burapha Suvarnabhumi Provinces can also create a competitive advantage in the form of adventure tourism offering a multi-variety of dimensions of adventure both Hard Adventure and Soft Adventure along with traditional and natural resources remain prosperity. According to some of the content in the article by TAT Review Magazine's: "Conclusion of the research studying the situation and opportunities for promoting tourism marketing group of Eco & Adventure", the third quarter edition since July to September, they found from the analysis of the various provinces' readiness to promote the marketing as the target places for tourists in eco-tourism and

adventure tourism that no province can have a high level of readiness. Moreover, the research found that Nakhon Nayok and Prachinburi province are ready in the middle level that can be a potential source of adventure tourism with the readiness in aspect of good management. The advantage of the physical and the trends of tourists' demands show that the strategy of branding the adventure tourism can be a powerful impact on competitiveness and sustainable development in Bencha Burapha Suvarnabhumi Provinces containing a unique and outstanding from competitors' attractions in the same category. Hall, 1992 and Sorenson, 1993 stated that tourism activities that can make more experience and construct benefits to the public by enhancing the power and wonderful time will contribute to the better perception, more activities, and the opportunities to participate in the creation of a great new experience.

Transforming the destination since mainland natural environment with the feature of Eco-tourism to the novel trademark distinctiveness as adventure tourism, the destination developers ought to involve the study on the aware of the purpose ability. The destination should be scanned on the uniqueness characteristic as an enthusiasm location. The study employs the adventure categorization of Swarbrooke as a principle to classify the adventure behavior that evidently revealed in 10 dimensions characteristics whether a given activity can be classified as an adventure: 1) uncertain outcomes, 2) some element of danger and risk, 3) challenge, 4) anticipated rewards, 5) novelty, 6) stimulation and excitement, 7) escapism and separation, 8) exploration and discovery, 9) absorption and focus and 10) contrasting emotions (Swarbrooke, 2003, p. 9). These 10 dimensions of Swarbrooke would be employed as a form of adventure character to investigate the study site by means of survey the destination core identity which is the primary step of the destination branding process. Furthermore, this study would show the extended identity which can assure of the destination identity on the tourists perception. Interrelated with Aaker (1996) informed that a successful brand-building is to know how to develop brand identity.

### **1.2.3 The Destination Branding**

The destination branding is a powerful tool that can significantly improve the appeal of a tourist destination on the consumer market, which in turn positively affects an inflow of inbound tourists, contributing to the overall wealth of the region. Another important positive aspect of the destination branding based on the regional assets is the ability to create expectations of potential visitors that are likely to be confirmed, when they will visit the region. (Elena, 2005)

Brand identity is based on a thorough understanding of the firm's customers, competitors, and business environment. The brand identity needs to reflect the business strategy and the firm's willingness to invest in the programs needed for the brand to live up to its promise to customers (Aaker & Joachimsthaler, 2000). Strong brands enjoy customer loyalty, the potential to charge premium prices, and considerable brand power to support new product and service launches. Companies need to have thorough understanding of customer beliefs, behaviors, product or service attributes, and competitors. (Bhimrao, 2008)

Destination brands can be developed using the unique regional features that provide with the distinct attractors and touristic assets, which form the basis for building a brand "identity". The brand identity as defined by Upshaw (1995) is the total perception of a brand in the marketplace (Ritchie & Ritchie, 1998). Building a destination brand identity or, in other words, creating a distinct image of the destination on the consumer market can, thus, be seen as one of the central tasks of a destination branding process. (Elena, 2005)

From the exceeding information, this study believes that a distinctive brand identity can support all destination marketing actions that escort to the sustainable profits in extremely struggle. This paper is aim to develop the process of building the destination brand identity with the intention of symbolize the adventure tourism in Bencha Burapha Suvarnabhumi provinces.

### **1.3 Objectives of the Study**

The objectives of this study are as follows:

- 1) To explore the personal factors influencing brand equity and perceptions of adventure tourism in Bencha Burapha Suvarnabhumi provinces.
- 2) To examine the relationship between personal factors and potential factors influencing the brand equity and perceptions of adventure tourism in Bencha Burapha Suvarnabhumi provinces.
- 3) To develop perceptions and brand equity to enhance potential of adventure tourism in Bencha Burapha Suvarnabhumi provinces.

### **1.4 Research Questions**

The research questions of this study are as follows:

- 1) What are the personal factors influencing brand equity and adventure tourism perception in Bencha Burapha Suvarnabhumi provinces?
- 2) How is the relationship between personal factors and adventure tourism potential factors influencing the brand equity and adventure tourism perception in Bencha Burapha Suvarnabhumi provinces?
- 3) How can develop the adventure tourism perception and brand equity to support the adventure tourism potential in Bencha Burapha Suvarnabhumi provinces?

### **1.5 Expected Benefits of the Study**

The expected benefits of this study are as follows:

- 1) This study is beneficial to Destination Marketing Organization (DMO) mutually in public and private sectors to identify the adventure tourist's characteristic that associated with the destination branding. To be informed of the marketing situations of adventure tourism, such as the readiness of adventure tourism destinations, the advantages and disadvantages of marketing promotion of adventure tourists in Thailand and the opportunity for the market expansion in the future.

2) This study is beneficial to Destination Marketing Organization (DMO) mutually in public and private sectors' including the communities to know the essential of brand and perceptions, which impacts the enlarge excellence capability to respond the need of adventure travelers.

3) This study is beneficial to the authorize organizations to improve destination activities; services competency; and facilities by studying the finding, further to apply to the formulation destination development, product strategy or marketing communication strategy. To be informed of the opinions, needs, and viewpoints of adventure tourists regarding their perceptions and attitudes towards the adventure tourism in Bencha Burapha Suvarnabhumi provinces.

4) This study induces Destination Marketing Organization (DMO) in the study area which is sampled to be proactive in improving a brand character and creating enthusiasm statement that deliver to the target audiences. To improve the adventure destinations in Bencha Burapha Suvarnabhumi provinces to get them ready for sustainable competitive advantages

This study is to complete with the aim of maintaining the concept of sustainable tourism in Bencha Burapha Suvarnabhumi provinces. In particularly, the outstanding brand implies on the visibly direction to build up the services and activities of adventure tourism is possibly as the world standard.

## **1.6 Definitions of Terms**

1) Adventure Tourism means travelling to natural tourism destinations, temporarily doing exciting and challenging activities. (Sharpley, 2002)

2) Adventure Tourism Activities means the tourism activities approaching nature under the risky, exciting, and challenging environment to study the physical skills for pleasure.

3) Adventure Tourists means temporary visitors staying in the tourism destinations (Pike, 2008, p. 23) in natural sites outside their daily residents or home provinces to temporarily do exciting and challenging activities, not for professions or regular visits.

4) Adventure Tourism Destinations means the adventure tourist attractions in the Bencha Burapha Suvarnabhumi provinces, Thailand

5) Destination Marketing Organization (DMO) means local, regional, and national organizations designing the marketing campaigns for tourist destinations.

6) Stakeholder means groups of people, organizations, or institutes related to development process in economics, society, culture and politics as well as natural resources and environment. Such organizations might get direct benefits or negative impacts, showing concerns of problems or the trend to react for or against the tourism development.

7) Entrepreneurs means the operators of tourism business, the organizers of tourism activities, the operators of hotels and accommodation business, the operators of restaurant business in tourist sites, the operators of souvenir business, tourism destinations entrepreneurs, tourism business managers and professional guides.

8) Destination Image means the perception of tourists on destination image.

9) Destination Identity means the uniqueness of tourist attractions, the true value of tourism destinations creating the differences and competitive advantages linked with value, uniqueness and functions of tourism destinations as perceived by tourists.

10) Destination Brand means the brand of tourist destinations showing the uniqueness and promises for tourists on the basis of the potential of tourist destinations.

11) Destination Branding means the overview of branding in terms of relationship management, the design and creativity of image on the basis of the potential of tourist destinations.

12) Bencha Burapha Suvarnabhumi Provinces means the five provinces in the east of Suvarnabhumi International Airport, including Samutprakarn, Chacherngsao, Nakornnayok, Prajinburi and Sakaeo.

13) Adventure resources mean the geographic of Bencha Nurapha Suvarnabhumi provinces that suitable for the land based adventure. The nature resources are well known in the sort of adventure tourism with attractive scenery and various types of adventure activities within the truly natural resources.

14) Adventure activities mean the activities of fun, exciting, and challenging. The adventurous activities in the Bencha Burapha Suvarnabhumi provinces are useful and worth learning adventurous activities. The standard maintenance and equipment on adventurous activities have safe and taken care by the qualified staff.

15) Readiness of the adventure destinations mean the adventurous attractions provide effective tourist information center, standard of activities, natural conservation, and the entrepreneurs, convenient to travel by signs around the attractions with taking care of the place and safety.

16) Marketing tourism responsibly means there are advertisings and PRs of the adventure tourism via various channels. Provide full details of Bencha Burapha Suvarnabhumi provinces' adventure tourism necessary information. Complete the marketing process with customer relation activities to maintain the relationship with the customers.

17) Brand Awareness means the knowledge of the Bencha Burapha Suvarnabhumi provinces as the famous adventure travelling. The adventurous attractions offer the exciting and challenging experiences.

18) Perceived Quality means the satisfaction on good reputation as adventure attractions through the adventure facilities and safety equipments those are accepted by international standard. The satisfaction on the beyond-expectation experiences and the trustworthiness competency of the staffs for adventure activities in the Bencha Burapha Suvarnabhumi provinces

19) Brand Associations mean adventure tourism in the Bencha Burapha Suvarnabhumi provinces are outstanding and unique adventure attractions. The characters of excitement outdoor activities are within the genuine environments.

20) Brand Loyalty mean the tourists admirable impression by the experiences in adventure tourism in the Bencha Burapha Suvarnabhumi provinces and are willing to visit again to join the activities both the same and the new ones in the future. Believe in the safety standard and services, willing to recommend these adventure activities to others

21) Other Proprietary Brand Assets mean the Bencha Burapha Suvarnabhumi provinces adventure property those provides the uniqueness adventure activities such as the unexpected adventurous and thrilling activities, lets you to escape from your

general way of living, make tourist have conflict of emotion when they have to face the adventurous activities.

22) Customer Solution/Expectation means the Bencha Burapha Suvarnabhumi provinces can provide the variety of national resources (mountains, waterfalls, rivers, etc.) and the authentic communities to serve the seeking of excitement experience.

23) Customer Cost/Evaluation means the adventure tourism in Bencha Burapha Suvarnabhumi provinces is value for visiting. All the expenses are reasonable and reliable.

24) Customer Convenience/Experience means there are many distribution channels for conveniently buying a product or service of adventure travelling in Bencha Burapha Suvarnabhumi provinces and they are easy to access since they are close to the capital city.

25) Customer Communication/Emotion means marketing communication tools of adventure travelling in Bencha Burapha Suvarnabhumi provinces makes the destination become the distinctive destination with the exciting, and challenging occurrence under the slogan “Green Adventure”, which make tourists desire to travel to these provinces

26) Competence Courtesy means public and private sectors as well as community in Bencha Burapha Suvarnabhumi provinces are ready to provide the service for adventure travelling, including with entrepreneurs and staffs represent as good hosts by serving the remarkable adventure experience.

27) Coordination Continuity means adventure tourism in Bencha Burapha Suvarnabhumi provinces has systematic, convenient, fast, and simple procedure that followed the international service standard.

28) Comfortable/Physical Evidence means the topography, tourism resources, infrastructure, and facilities of the Bencha Burapha Suvarnabhumi provinces is suitable for being green adventure tourism



## **CHAPTER 2**

### **LITURATURE REVIEW**

#### **2.1 Introduction**

This chapter outlines many concepts with regard to the study of the developing perceptions and brand identity to enhance adventure tourism potential of Benchaburi and Burapha Suvarnabhumi provinces. The chapter is divided into 5 sections. The concept of adventure tourism is presented regarding the categorization of adventure component and adventure activities. The second section introduces the concept of brands which include brand image, brand identity, and destination brand. Those are employed to illustrate the influential of destination brand equity to tourist experiences. The third section reviews on the concept of brand equity which focus on exploring the positioning of the destination, one of the vital branding strategies affecting tourist experience, competitor scaling and self survey and developing. Whilst building the destination identity need to find the uniqueness in the sense of place to different from competitors and convey the challenge belief all the way through the potential tourist will be presented. The fourth section notifies the concept of the destination perception based on service marketing's mix (7Ps). Finally, studies associated with the research, adventure tourism concept, destination brand personality, destination strategic brand analysis and destination brand identity system are given herein.

#### **2.2 Concept of Adventure Tourism**

##### **2.2.1 Definition of Adventure Tourism**

If the meaning of adventure means confronting unexpected or unpredictable risks or dangers. This could be life-threatening or potentially fatal depending on the risk, more or less. And if travel means traveling from one place called "residence"

to other places with the interest or purpose for recreation, which is called “destination”, so adventure tourism means travel to places of attraction that can provoke risky challenges, especially in the natural attractions to have impression from the experience beyond expectation.

Leiper (1979, 1995) conceptualized adventure tourism as an extension of adventure/outdoor recreation confined the role of tourism to transfer the place at which adventure/outdoor recreation activities took place from a generated market to the destination region. From his previous mentioned there was a number of authors’ statement on adventure tourism features, between nature tourism, ecotourism, adventure tourism, adventure travel, commercial expedition, outdoor recreation and outdoor education, all were blurred (Weaver, 1998; Manning, 1999; Buckley, 2000; Newsome, Moore & Dowling, 2001). There were numerous authors who identified the adventurer activities on suggesting umbrella terms, such as adventure travel (Page & Connell, 2006), ACE (Adventure-, Culture-, Ecotourism) (Fennell, 1999) or NEAT (Nature, Eco, Adventure, Tourism) (Buckley, 2000). It is difficult to define the core activities of adventure tourism to specify several tourist demands. As a result, an alternative definition of adventure tourism can be referred as adventure recreation, according to a vast majority of studies accepted adventure recreation as its essential part (Christiansen 1990; Hall 1989; Johnston 1992).

**Table 2.1** Definition of Adventure Tourism

<b>Author</b>	<b>Year</b>	<b>Definition</b>
<b>Manning</b>	1986	“Adventure tourism as an outdoor recreation which generally consists of a desire for achievement, affiliation, control, escape, and self-awareness.”
<b>Ewert</b>	1989	“Adventure travel definition should be extended to include a third dimension of 'Risk-taking.'”
<b>Ewert &amp; Jamieson</b>	1989	“Adventure tourism has been defined as the ‘deliberate seeking of risk and the uncertainty of outcome’
<b>Hall</b>	1992	“adventure travel is motivated by risk-seeking, self discovery, self-actualization, contact with nature, and social contact”

**Table 2.1** (Continue)

<b>Author</b>	<b>Year</b>	<b>Definition</b>
<b>Hall and McArthur</b>	1994	“Adventure tourism appears to satisfy tourists’ desire to engage in ‘at risk’ or risk-taking behaviours.”
<b>Black &amp; Rutledge; Madrigal; Tourism Canada; Vellas.</b>	1995	“Adventure travel has gained more popularity among today's sophisticated travelers who want to ‘experience’ a vacation rather than just spend their vacations on sitting in a tour bus”
<b>Walle</b>	1997	“The adventurer seeks risk for its own sake and because of the emotional rewards provided by experiencing it. Consequently, “adventure involves pursuing risk as an end in itself”
<b>Heidi H. Sung et al.</b>	1996	“Adventure travel has now become one of the fastest-growing travel market segments and has broadened its scope and appeal in international travel and tourism.”
<b>Callander and Page</b>	2003	“adventure tourism is a burgeoning segment of the international tourism industry”
<b>Ewert and Jamieson</b>	2003	“as ‘one of the newest and fastest growing sectors of the tourism industry”
<b>Morgan and Fluker</b>	2006	“Adventure tourism appears to engage in risk-taking behaviours.”

From the definition in the table 2.1, those can be criticized that adventure tourism in the tourists mindset is a kind of activities those can lead the tourists perceive the feeling of the boundaries of nature neighborhood and surrounding with risk behavior. Therefore, the tourists’ expectation does not pay much on the well development of the nature site but could have high experience on adventure organization.

Moreover, there are the organizations and authors those practice in the study of adventure tourism researches illustrated the components and scope of adventure tourism resources those comprise of outdoor environment and human exciting experience.

ATTA (the Adventure Travel Trade Association) define adventure tourism as “any trip that has two out of the following three aspects: physical activity, interaction with nature, and cultural learning or exchange” (Paul & Caroline, 2009)

TUI Travel PCL. (2010) considers “adventure travel to include small group cultural and discovery trips, nature and wildlife holidays, walking, cycling tours, trekking, long distance overland journeys, ‘adrenaline’ experiences and polar expeditions”. (Paul & Caroline, 2009)

According to Darst and Armstrong (1980) pointed out the aim of “all pursuits that provide an inherently meaningful human experience that is related directly to a particular outdoor environment-air, water, hills, mountains,..” related with the statement of Progen (1979) that “activities which involve human participation as a response to the challenge offered primarily by the physical, natural world such as hills, air current, and waves.”

Hudson (2002 as cited in Innovative Network Corp. Company, p. 39) defined adventure tourism as divided into 2 types: Hard adventure and Soft Adventure maybe called Extreme Adventure as well, consisting of activities relevant to physical strength, life and body-organ risk, such as mountaineering, canoeing or kayaking.

Whiriskey and McCarthy (2006 as cited in Innovation Network Corp. Company, p. 39) noted that adventure tourism was an outdoor recreation activity, being generally unordinary places, distant locations or wide waste lands and maybe associated with some forms quite different from origins

Tourism Authority of Thailand (2002) identified groups of tourists who like seeking excitement and new strangeness in a remote nature environment, far from any development, with difficult access, such as trekking, mountaineering, were categorized as a conservative tourist adventure type group, and classified on interest levels of nature. As its other name, Soft Adventure Tourism had activities, rather clear of having the main aim to carry out activities with challenge or risk to use physical strength, as well as entertainment. As for the secondary aim was to include nature

admiration, tourism value study such activities as rafting, canoeing, kayaking, rock climbing, etc.

Nisa Chadchakul (2004) defined as activities traveling from residence place to place with motivation for recreation, pleasure, health, sports, study and other motivations. During the trips, various events might be either occurred or faced or challenged by risks which travelers could/couldn't expect to happen.

### **2.2.2 Types of Adventure Tourism**

Thai Conservative and Adventure Association classified forms of Adventure Tourism into 3 types: (Wara Sawasdiphon. 2007, p. 12)

1) Common Adventure was knowledge-based tourism which its activities needed not any professionals, e.g. city-sightseeing, rafting, even home-stay for cultural and villagers' life style experience, etc.

2) Soft Adventure was common easy activity-based tourism which needed not any much of knowledge to do activities, rather focus on recreation and relaxation from a tour, e.g. land cycling for nature and villagers' life style experience, diving, bird watching, star looking, boating, etc.

3) Extreme Adventure was high knowledge needed activity-based tourism and suitable for ones who much love adventure, e.g. rock climbing, rainforest trekking, rafting or mountain steep biking, etc.

### **2.2.3 The Destination Adventure Tourism Potential**

Rumphaiphan Kaewsuriya (2002) referred 6 mechanism of Adventure Tourism consisted of as follows: 1) Being a tour in nature resources with special attributes, giving excitement, challenging human ability, and having persuasive try-on to do during a trip. 2) Having convenient services available, some places unavailable, tourists had to be campers. 3) Having trainers to give suggestion and safe care. 4) Having management measures to maintain life and assets. 5) Having management to provide policy plans and action plans for long and short-term promotion and development. 6) Having tourists acquired pleasure, excitement, breathtaking thrilling, adventure, safe, good memory and new experience.

Sung (2000) identified the 6 major components of adventure tourism as the point of observation on the uniqueness attribute that the study area are position in the high competition in tactical tourism marketing those consist of activity, motivation, risk, performance, experience, environment to measure the destination capability in develop the personality of the land of adventure recreation.

Phayom Dhamabutr (2006, pp. 1-2) divided tourism components into 5 groups as follows: 1) Accessibility had very much importance, such as transportation and all destination connectivity with airports, cities, transport station, train station, including a quality of basic infrastructure in the area, namely, road, highway, communications network, etc. 2) Accommodation & lodging was very important as well, especially for tourists who had to stay overnight, at least one night, in Tourism Destination, namely, hotel, resort, food and drink, camping, etc. 3) Attractions were the heart of tourism components because of its attraction to tourists. It could be nature destination or festivals of local traditions as well as community's life styles. 4) Activities were extremely important for tourists who seeks for life experience; thus, the activities needed to have tourists' participation, maybe either activities as part of life style, e.g. transplant rice seedlings and harvesting, fishing, rubber tapping, local handcrafting, or creational activities, e.g. transplant rice seedlings, trekking, bird watching, or adventure activities, e.g. rafting, elephant riding, rock climbing. These activities would make tourists more good impression on Tourism Destination. 5) Ancillary services needed in tourism destination, including conveniences to response to tourists' need, were tourist information centers, currency exchange, food centers, hospitals, gas station, shops, etc.

Jarinya Napikul (2013) identified the component of tourism potential for tourism development into 5 aspects as follow physical potential, environmental conservation, economic and social, culture, nature, and administrative and management.

Jaruj Klindeeplee (as cited in Wipha Sriratu, 2007) divided tourism components into 4 groups as follows: 1) tourism area represent the unique of the destination must be able to attract tourists desirable to visit 2) tourism management represent infrastructure and facilities and security control within the destination 3) Activities and process mean various of tourism activities as well as the

environmental learning 4) Participation mean the participation of local government concern to maintain the attractions together with community members.

For this study, the potential of adventure tourism in Bencha burapha suvarnabhumi provinces means the destination capability which comprise of adventurous feature and adventurous instinct to become as the land of adventure recreation could be consisted of:

1) Adventure resources mean the geographic of Bencha Nurapha Suvarnabhumi provinces that suitable for the adventure tourism. The nature resources are well known in the sort of adventure tourism with attractive scenery and various types of adventure activities within the truly natural resources.

2) Adventure activities mean the activities of fun, exciting, and challenging. The adventurous activities in the Bencha Burapha Suvarnabhumi provinces are useful and worth learning adventurous experiences. The standard maintenance and equipment on adventurous activities have safe and taken care by the qualified staff.

3) Readiness of the adventure destinations mean the adventurous attractions provide effective tourist information center, standard of activities, natural conservation, and the entrepreneurs, convenient to travel by signs around the attractions with taking care of the place and safety.

4) Marketing responsibly means there are advertisings and PRs of the adventure tourism via various channels. Provide full details of Bencha Burapha Suvarnabhumi provinces' adventure tourism necessary information. Complete the marketing process with customer relation activities to maintain the relationship with the customers.

#### **2.2.4 Disposition of Adventure Tourism Activities**

The activity disposition could be classified into 4 categories in an aspect of location used as follows:

1) Water based activities, e.g. canoeing, kayaking, sailing, shallow-deep water diving, etc.

2) Air based activities, e.g. gliding, parachuting, ballooning, etc.

3) Land based activities, e.g. trekking, cave touring, mountaineering, horse riding, mountain biking, etc.

4) Vehicle based activities, e.g. safari driving, etc.

The scene of Bencha Burapha Suvarnabhumi provinces, a group of five provinces in the eastern of Thailand, is the places for the category of adventure tourism destination. In particular, these five provinces promoted by Tourism Authority of Thailand under the name of “Bencha Burapha Suvarnabhumi provinces” are consists of three eastern provinces: Chacheungsao, Prachinburi and Sakaew and 2 central provinces: Nakhonnayok and Samutprakan. The adventure activities can be informed as shown in table 2.

The adventure activities in Bencha Burapha Suvarnabhumi provinces are shown, it can be identified that this cluster has high potential to promote as adventure tourism destination for adventure tourists as referred in the research of Aswin Sangpikul and Batra (2007). It was informed that the top three nature destinations were waterfalls, islands and mountains, respectively. The results were similar to Tonekaew (1998) and Kunarucks (2000)’s findings that Thai tourists enjoyed visiting mountains, waterfalls, and caves during their trips to nature destinations. In addition, the United Nations World Tourism Organization (UNWTO) (as cited by Kunarucks, 2000) forecasted that much interest to visit natural-based destinations would rise considerably in the 21st century because of tourist behaviors’ changing considerably towards natural destinations. In particular, it forecasted a number of this tourist type increased every year. Therefore, the concerned parties could pay more responsibilities to develop or design appropriate plans or programs for adventure tourism promotion among potential adventure tourists within the area.

Cloke and Perkins (1998) offered varied levels of risk. Many researches were initiated that adventure tourism highlighted risk as the key element. Interestingly the conceptual basics were developed, not by tourism researchers but by those working in outdoor recreation. Page (1997) gave the disposition of adventure tourism activities, based on the three areas of resources and associated with outdoors activities.



In pursuit of risk experience those associated with ‘aviation’ would occupy with Ballooning, Hang gliding, Gliding, Heli-bungee jumping, Parachuting, Paragliding, Scenic aerial touring (small aircraft/helicopter).

A recreation of risk experience those associated with the attribute of ‘marine’ resources would occupy with water rafting, caving, charter sailing, diving/snorkeling, jet-biking, jet-boating, para-sailing, rafting, river kayaking/sea kayaking, canoeing, river surfing/river-sledging, water skiing, wind surfing, fishing.

The location those quality with ‘land-based’ adventure activities engaged with cross-country skiing, downhill skiing, heli-skiing, ski-touring, trekking/tramping, vehicle safaris, flying-fox operations, bungee jumping, mountain biking/cycling, guided glacier trekking, horse-trekking, hunting, mountain-guiding, rap-jumping/abseiling, rock climbing.

Adventure tourism was being promoted by many regions such as ASEAN (Association of South-East Asian Nations), where tourism resources were heavily dependent on less-developed, natural environments (Hall, 1989). Tourism was expected to generate substantial impact on limited domestic economic bases in these regions, included more Indochinese destinations in their new adventure itineraries. In the context of Bencha Burapha Suvarnabhumi natural environment, including views from tourists, the position of the adventure activities could be qualified of land-based attribute as informed in table 2.2

**Table 2.2** Adventure Activities in Bencha Burapha Suvarnabhumi Provinces

Bencha Burapha Suvarnabhumi provinces	No. of entrepreneurs	Cycling/Biking	Trekking	Camping	Cave	Elephant safari	Rock Climbing	Rappelling	rafting	Canoeing/	Diving	Paramotor	Para gliding	Hang gliding	Ultralight
1. Samutprakan	N/A														
2. Chacheungsao	N/A														
3. Nakhonnayok	6		●	●			●	●	●	●					
4. Prachinburi	3		●				●	●	●	●					
5. Sakaew	3		●	●	●	●		●							

**Source:** Tourism Authority of Thailand, 2016.

According to the list of the private sector under the name “Thai Ecotourism and Adventure Travel Association” (TEATA), which was established in December 1997, TEATA created with a joint effort of tour operators who regularly organized eco-trips. The aim was to maintain a high quality and standard for this type of tour activities, management, staff, programs management, trip itineraries and services, in order to achieve the ecotourism goal of conserving nature, culture and environment. The study surveyed the potential adventure activities those categorize by TEATA and grouped them according to their natural resources attributes as shown in table 2.3

**Table 2.3** Adventure Capabilities in Bencha Burapha Suvarnabhumi Provinces  
Interrelated to TEATA Adventure Activities.

<b>Bencha Burapha Suvarnabhumi Provinces</b>	<b>Bird Watching</b>	<b>Trekking / Flora / Fauna</b>	<b>Rock Climbing Abseiling;</b>	<b>Cave</b>	<b>Elephant Safari</b>	<b>Rappelling</b>	<b>Rafting</b>	<b>Rafting / Canoe / Kayak</b>	<b>Biking</b>	<b>Culture / Community</b>	<b>Nature Lodge</b>	<b>Adventure Park</b>	<b>Health &amp; Meditation</b>
<b>1. Samutprakan</b>									○	○	○		○
<b>2. Chacheungsao</b>									○	○	○		○
<b>3. Nakhonnayok</b>	●	●	●			●	●	●	○	○	○	○	○
<b>4. Prachinburi</b>	●	●	●			●	●	●	○	○	○	○	○
<b>5. Sakaew</b>		●	●	●	●	●			○	○	○	○	○

### 2.2.5 Potential of Adventure Tourism

Ramphaiphan Kaewsuriya (2002) described 1) natural resources with special characteristics 2) convenient facilities 3) Have a coach responsible for the introduction and security 4) Have security measures 5) Have policies, plans and action plans 6) Have fun activities, exciting adventures, safe adventures that are stuck in tourists' memories with new experiences.

Jaruth Klindiliphee (as cited in Wipa Sriratu, 2008) described four elements that were used as criteria for determining the potential of a tourist attraction: 1) The area: It was a unique tourist attraction that attracted tourists to visit. 2) Management: It was the management of convenience, safety and management of tourism in the area. 3) Activities and processes: They were the diversities of tourism activities and environmental education. 4) Participation: It was the fact that local organizations must be involved in taking care of the tourist attractions. Besides, the local people paid close attention to their local attractions.

Thephakorn Na Songkla (2013, p. 9) stated the concept of adventure tourism business management that it is a form of tourism that has basic management principles which related to the tourist activities. The concept of tourism management here is to explain that the operational elements of the tourism business under the same area of tourism business principle. In general, tourism business management has several important components, those are 1) Tourism marketing: the marketer practitioner's effort to get targeted tourists into the destination by the full range of the hospitality facility 2) Transportation is the moving of tourists with different vehicles from the residence to the desired tourist destination. 3) Tourism resources are the outstanding of destination that attract tourists to create movement for visiting the places 4) Tourism facilities are something to support tourism to make the traveling convenience and safe. Boonlert Jittangwattana (2005, pp. 60-69) explained the meaning of the word "Potential of attraction" as the tourist attractions' readiness in providing tourist services to visitors. It included 4 important qualifications: 1) The attractiveness of the tourist attraction 2) The easy accessibility of the tourist attraction 3) The impression of the tourist attraction and 4) The composition of the services

Destinations are some of the most difficult entities to manage and to market, due to the unique needs and limitations of each destination as well as their particular geographical, environmental and socio-cultural characteristics (Buhalis, 2000; Sautter & Leisen, 1999). Nielsen, Murnion, & Mather (2000) claim the marketing is useful in order to enhance awareness and attention of the destinations' unique benefits.

Pender (1999) observes that compared to traditional retail businesses, DMOs are particularly disadvantaged in their marketing evaluation efforts because it is difficult to isolate the influence of destination marketing. Chi (2005) reveals that the destination branding theme was related to the concept of icon, oftentimes the icon that visitors themselves possess of the intention. The process of destination branding should allow destinations to create the particular image that the destination intends to portray and then, once it is well defined; accurately convey that image to visitors.

Kotler, Bowen, and Makens (1996) also agree that the portrayal of destination marketing should be represented the vital character during destination branding. They cite several information sources through which destination marketing and

promotion are undertaken, from the pictorial creations of destinations in movies or television to music, popular entertainers, and celebrities from other influences. To endorse characterize the adventure trait, the DMOs in the area should identify a creation distinguish characteristic those would be differed on outdoor recreation and outdoor adventure often serve different clientele with different needs, expectations, and motivations (Ewert & Hollenhorst, 1989; Schreyer & White, 1979; Schuett, 1993). The similarities and differences between adventure travelers and outdoor recreationalists are hardly to identify, particularly in the areas of motivation (Ewert, 1989), challenge (Ewert, 1987; Yerkes, 1985), risk (Ewert, 1987; Ewert & Hollenhorst, 1989), and the specific setting (Robinson, 1992; Schuett, 1993).

### **2.3 Concept of Branding**

Kotler (2000, p. 404) defined brands' meaning included name, symbol, logo, design or mix of those components identified with goods or services of sellers or groups of sellers to make their own goods differentiate from competitors.

Aaker (1991) (as cited in Sudarak Wongcharoen. 2013, p. 6) referred that brands could differentiate between various names and logos regardless any trademarks, logos or product designing, intended to identify goods themselves and their differentials from competitors, as well as to make consumers see goods obviousness, and to protect competitors from an attempt to produce or bring about identical goods

Srikanya Mongkolsiri (2004) said that branding had its significances as well as necessities to producers and distributors on account of 5 main reasons:

- 1) Branding and Selling were occurred in a pair, selling obtained as a by-product from branding that was the famous brands would sell merely good quality goods as well.

- 2) Branding made consumers feel that the branded goods had better quality than the no-branded goods. As a result, the branded goods had its opportunity to raise higher price than the no-branded goods' - the extra price called Price Premium could charge from consumers.

3) Branding made its meaning towards goods. Good meaning meant aspects made goods differential, outstanding and superior above on competitors. It was, therefore, given consumers causes and reasons to explain oneself when needed to buy goods or services. These various causes and reasons were consumers' behavior determination.

4) Branding made goods is in consumers' mind, helping saving time when needed to select and buy those goods, especially for infrequent purchased goods.

5) Successful Branding could add financial values by selling copyright to other producers to exploit its logo. High value branding would create competitive advantages-branding could be as a protector for price-cutting competition. Moreover, it helped companies reduce marketing cost because customers knew well and had loyalty to its brand name, as well as could make more marketing bargain with distributors and retailers.

Lynn Upshaw of Upshaw Associate (as cited in Sermayod Thammarak, 2006, pp. 35-36) said that branding was not merely relevant to brands or services, but also covering to 6 categories as follows:

1) Product Brand: the tangible goods, such as telephones, electric compliances.

2) Service Brand: the intangible goods in an aspect of business services, e.g., airline services, hospital services

3) Personal Brand: the personified goods derived from person traits, such as Apple, and Steve Jobs.

4) Organizational Brand: the corporate brands, such as Microsoft, business organizations or political parties

5) Event Brand: Examples of sports competitions, concerts, and various entertainments could help supporting the brands well known, e.g. Chang Beer's advertisements given to the Football Team made Chang Beer become rapidly popular

6) Geographical Brand: An example of tourism destination could build self-characteristics; for example if wanting the sea tour, people must come to Thailand

In summary, brands mean name, symbol, logo which are a collection of consumer passions towards any of brands or services, including aspects of physical nature, name, package, price, original and development, reputation, ways as well as consumers' experiences. Brands have importance in business competition, making differentials from competitors, building relationship and having received consumers' confidence in goods and services selection. Brands are considered as in one portion to maintain sustainable business development.

### **2.3.1 Brand Component**

Wittawat Chaipanee (2005, p. 10) classified brand components into 3 levels:

- 1) The Tangible Assets: A part of product identification consisted of attributes of goods – product forms and benefits
- 2) The Intangible Assets: A part of personal passion expression towards those brands – values and personality
- 3) The Essence or Brand DNA: A part of brands' differentials from competitors, making one's decision to buy this brand regularly

In summary, brands are made with intention and deliberation as needed to make brands unique and different from competitors. It covered all of consumers' receiving both of tangible and intangible things when buying goods or services. Various components to make clear identity and differentials are consisted of brand equity, brand personality, brand image, and brand communication. It is included in this study, the use of brand approach in the tourist destination in order to enable more clear understanding about brand being of the tourist destination.

### **2.3.2 Destination Brand**

Many scholars have commented on creating the brand for places that it is similar to creating the brand for products because a place is a form of a product that brings many definitions and diverse from the past with a limited the scope to the present with a wider scope to cover the operations in marketing that has changed.

Aaker (1991) gave the definition of the brand that, "the brand is naming and design of the product or services to indentify the differences from competitors.

Allan (2004) suggested that creating a brand for a place should be focused on providing tourists with good memories of the place, the attractiveness of the place, a place's identity by showing the quality of the place to make a sustainable brand including the brand communications to markets around the world so that everyone can get to know that place.

Wanjiru (2006) also suggested in the same way that creating a brand for a strong country should act as follows: That brand needs to present what it can do because it must keep its promise, that brand must show a good image or the country's reputation and it must be created to meet the tourists' acquaintance and acceptance. So we can see that a country's image or reputation is a main factor to motivate tourists in a trip to a country. In creating the brand's frame for a place should be a great framework by creating the image as an important element of the effective brand's creation.

Anholt (2008, p. 1) stated that the brand for the city as a tourist destination “is a luxurious word to promote the tourism and the total reputation of the country is measured, managed and influenced by a combination of tourism, culture, government, business and society. The country that can promote the tourism effectively and easily may attract more tourists. However, it cannot have much impact on 'national brand' on all those involved working together according to a strategy that is a vision of national unique”.

Mommas (2003) cited how to create the City Branding that formerly the City Branding was associated with a desire for economic motivations in order to position the city in a steady motion including the extremely competitive marketing of the place and the destination city. The city needed to build a solid form with a core leading to people's attention and demand to move to the other places more by making the companies, the residents or the visitors stick to that place for less.

We can say that destination brand means tourists' experiences towards the places or attractions which use the process in the brand creation of products under the context of tourism, in terms of both tourist attractions and service business. This kind of tourism combines various strategies associated with the brand in order to make a difference and clarity of the attractions from their images and positive personalities including the products and services from those attractions.



**Table 2.4** Definition of Destination Brand

<b>Author</b>	<b>Year</b>	<b>Definition</b>
<b>Hankinson &amp; Cowking</b>	1995, p. 43	“Brand” divided into 6 aspects those are visual; perceptual; positioning; added value; image; and personality
<b>Ritchie</b>	1998, p. 2	A destination brand is defined as a name, symbol, logo, word or other graphic that both identifies and differentiates the destination; furthermore, it conveys the promise of a memorable travel experience that is uniquely associated with the destination; it also serves to consolidate and reinforce the recollection of pleasurable memories of destination experience.)
<b>Anholt</b>	2008, p. 1	“Destination branding is a fancy word for tourism promotion. The overall reputation of the country has to be measured, managed and influenced by a partnership between tourism, culture, government, business and civil society. Simply doing better tourism promotion might attract more tourists, but it won't do nearly as much to affect the 'nation brand' as when all the stakeholders work together around a single, visionary national strategy.”
<b>Jaworski</b>	2003, p. 1	“Like any Brand, nations have individual DNA or fingerprints that are unique unto themselves-no two nations are alike. From language and skin color, to music and art style, to customs and religion, no two nations on earth are exactly the same”

### **2.3.3 Brand Equity**

Brand Equity has its significance through consumers' eyes in aspects of making attitudes and confidences towards brands. It is considered as an important element to make strategic plans for brand equity communication in any various forms, as to convey right meaning rapidly, and appropriate to groups of consumers.

Seri Wongmontha (1999, pp. 99-100) defined Brand Equity as the positive meaning through consumers' eyes, as being decision makers to buy. As for their duties, marketing analyst had an effort to make much value through consumers' eyes as much as possible, for calling consumers' attraction towards the brands with an appropriate and qualified equity. The more knowledge that consumers had on Brand Equity, the more effect had on making differentials and creating behaviors towards that brand. Brand Equity would be born when consumers were familiar with the brand, having strong-positive attitude and able to recognize the brand with its attributes different from other brands.

Marketing Science Institute has defined the brand equity as a Set of Associations and behaviors related to the client's brand, distribution channels and company owning the brand. It not only made that brand have more turnover and profits than products without brands, and it also made that brand stronger, more stable and more profitable different over its competitors (Keller, 2003).

Knapp (2000) gave the meaning of brand equity as the sum of perception in terms of quality, financial status, brand loyalty and the respect that consumers, customers, employees, and shareholders had for that brand.

Keller (1993) also cited that brand equity was the result of different types of marketing in spite of being the same kind of product. It was the result from the brand, according to Faquhar (1990), stating that brand equity was the value added giving to that product. Moreover, it also involved brand value more than the physical benefits of the product as the Price Premium that consumers were willing to pay to get the goods or services of that brand when compared to the same kind of product, but not using that brand name. (Biel, 1992).

In summary, brand equity was the sum of the perceptions of customers, employees, and brand owners towards that product. It was also the brand value added that affected the products and services. This generated extra money that customers

were satisfied to pay more to get that brand's product or service when compared to the same kind of product without brand name. As a result, that brand became a valuable asset.

Cobb-Walgren et al. (1995 as cited in Suphaphat Dilokchaichanwut, 2004, p. 32) classified Brand Equity into 2 parts:

- 1) Consumer Perception, e.g. Brand Awareness, Brand Associations and Perceived Quality, etc.
- 2) Consumer Behavior, e.g. Brand Loyalty, Willingness to Pay a High Price, etc.

Farquhar (1998 as cited in Napatsakorn Sakdanuwong, 2002, pp. 12-14) defined Brand Equity as values added to the brand that made to goods or services, were classified as follows:

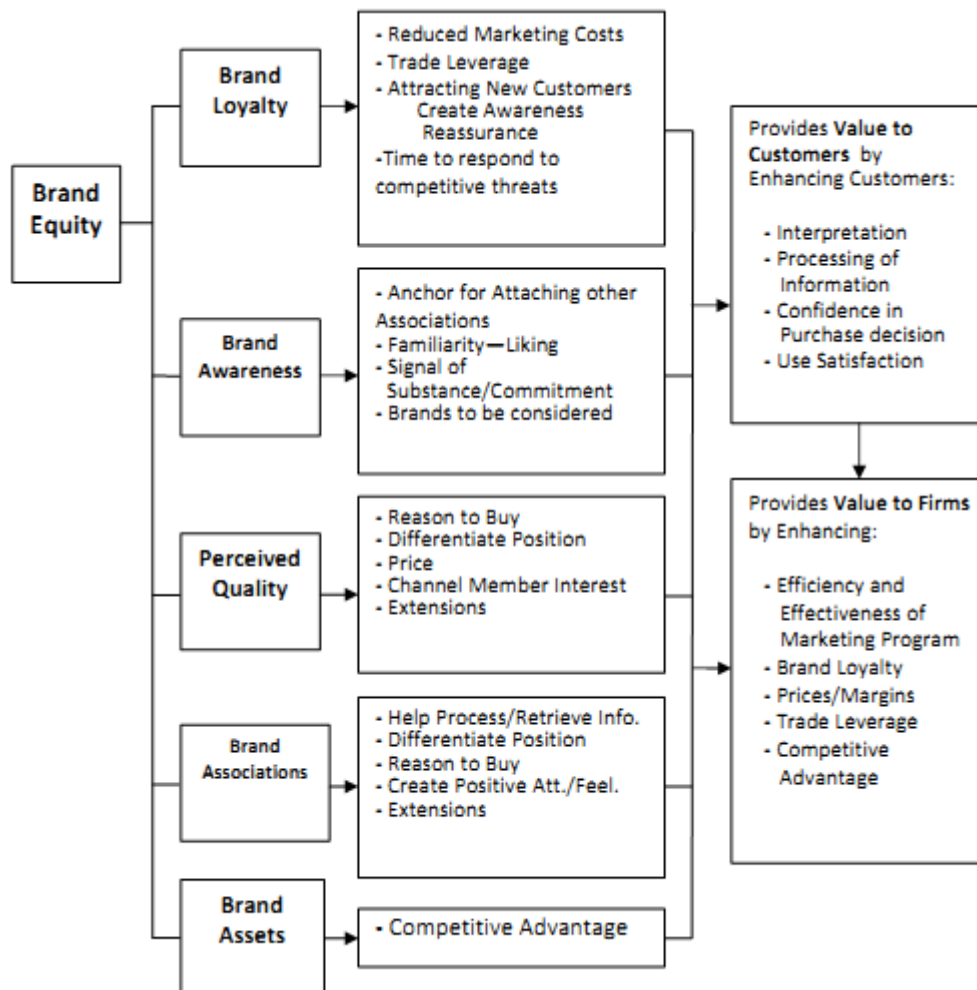
- 1) Brand Equity is Firms' Perspective, measured from Incremental Cash Flow, derived from relationship between goods and brands which caused the brand's market segmentation increased so that able to mark up on pricing higher than competitors and to reduce expenses on market promotion.
- 2) Brand Equity in Trade's Perspective, indicated influences over competitors, brands; result from consumer adoption through broad channels of goods distribution.
- 3) Brand Equity in Consumer's Perspective reflected an increase of attitudes strength over the brands.

European Institute for Brand Management (1991) said that the brand value according to David Aaker's concept is the group or the sum of assets or debts, which means the good memories or the negative memories related to the brand's name and symbols, which may increase or decrease the value of the brand in the product. That mentioned value was derived from the Customers Perspectives, consisting of the main component: Brand Awareness, Perceived Quality, Brand Associations, Brand Loyalty and other Proprietary Brand Asset.

Aaker (1991, 1996 as cited in Suri Niamsakul, 2013, p. 15) defined Brand Equity as assets or liabilities related to or linked to brands which being part to increase or reduce values to goods or services. Brand Equity includes all of goods utilities to customers by linking these utilities with brands or symbolism.

Figure 2.1: Aaker (1991, p. 15) identifies five categories of assets and liabilities on which brand equity is based. These include:

- 1) Brand Loyalty
- 2) Brand Awareness
- 3) Perceived Quality
- 4) Brand Associations in addition to perceived quality
- 5) Other propriety brand assets - patents, trademarks, channel relationships, etc.



**Figure 2.1** Aaker's Brand Equity Model

**Source:** Aaker, 1992, p. 29.

### 2.3.2.1 Brand Loyalty

Brand Loyalty is the key success factor from the brand value, when the consumer perceived that the qualities of product or services are higher than their expenses or expectation. It leads to the great profit and the loyalty. The loyalty customer can be predicted to repeat buying as well as try the new product that has just launches (Aaker, 1992).

The statements illustrated the effective IMC with a high profile of tourists' spend less on seeking information as being able to create tourists' perceived value influence. Since the effective sources of information were provided straight to their expectation, it could be led to the tourist future decision on Destination Loyalty.

Aaker (1991) hypothesized Brand Loyalty of the customer basics as a core of Brand Equity. Lassar, Mittal, and Sharma (1995) noted that "brand equity stems from the greater confidence that consumers place in a brand than they do in its competitors. This confidence translates into consumers' loyalty and their willingness to pay a premium price for the brand" (p. 11). The ability to create customer loyalty is a major goal of brand management.

Keller (2003) operated Brand Loyalty as a main source of customer-based Brand Equity. Brand Loyalty was defined as the attachment of customers having to a brand (Aaker, 1991). Generally, Brand Loyalty is considered either an attitude or behavior (Odin, Odin, & Valetter-Florence, 2001).

The previous information showed an analysis of high performances of IMC was occupied with Destination Brand Loyalty, while it could be the pursuit positive attitude and the recognition of destination value added in the destination promotional package.

### 2.3.2.2 Brand Awareness

Brand Awareness can be define as brand knowledge and the Brand Equity was measured by Brand Knowledge according to the Associative Network Memory Model, which consists of two elements.

- 1) Brand Awareness is the strength of the brand node or nodes of various brands in the consumers' memories that can make them have the ability to distinguish or identify the brand under different circumstances.

Rossiter and Percy (1987) stated that brand awareness was associated with the strength of memories toward the brand, which was reflected through the ability of consumers to identify the brand under different conditions.

Shimp (2000) stated that brand awareness was the basic element of brand equity creation. Customers needed to know the brand before having brand equity in the mind of the consumers. Besides, they must know more enough to make that brand valuable and get stuck in the consumers' memories.

Rossiter and Percy (1987) explained that brand awareness was important to make a consumer's decision to buy the products. When customers demanded one type of product, they needed to know the brand before deciding to buy it. The more consumers knew the brand, the more chances of that product to be chosen.

2) Brand Image is the consumers' recognition towards a brand arising from various relationships to the brand in the consumers' memories. These mentioned relationships will pass meaningful about brands to consumers. Recognition can be both rational and emotional awareness towards that brand.

Some of contemporary marketing specialists gave its definitions as follows:

Randall (2000 as cited in Suree Niamsakul, 2013, p. 18) described Brand Image as what being in consumer mind, including all of information that consumers perceived about the brand from experiences, mouth-to-mouth saying, advertisements, packages, services, etc. Consumers chose to perceive, after being adapted some of beliefs, social common practices, etc. which perhaps not being what organizations expected but rather what consumers had; hence, it was what organization ad to build up further.

Assael (1987 as cited in Anuchit Sirikij, 2007, p. 99) noted that good brand image could help building strength to brands or company for sharing market segmentation in the long range and make consumers acknowledge information about companies or goods through company images. Many companies developed their company images because it could be positive acknowledgement reinforcement for their goods, as well as an impact towards consumer passion. In case of any of company images being in the medium level, there's no impact on any passion over

images of brands; however, company images, either positive or negative, had an impact on brands. Consumers would buy goods or services, having good reputation and high brand equity, as well as good images, to make confidence and give values or benefits. Therefore, good quality goods could create consumers' positive passion towards brands. Finally then, have good impacts on business run.

Dobni and Zinkhan, 1990; Keller, 2003 described that brand image were considered as the reasonable or emotional perceptions that consumers attached to specific brands. Brand Image was also identified as an important source of Brand Equity (Keller, 2003; Lassar et al., 1995).

### 3) Destination Image

Scholars commented on destination branding that it needs to use Brand positioning strategy. Additionally, the successful tourism market consists of three relevant elements.

Ritchie (1991) said that a standpoint of research on tourism image is a subgroup of the research related to the image, which is based on the psychology. However, in a study about the image of the tourism may arise from various ways. Therefore, the image is our knowledge and feelings towards various kinds of stimulus that each of us will accumulate the feelings in the Subjective Knowledge.

Hosany (2005) has classified tourism's images into three aspects: Affective, Physical Atmosphere and Accessibility, which contains sub-elements as follows:

#### (1) Affective

- a) The sense of welcome of the people
- b) The sense of relaxing without any pressure
- c) The sense of the beauty of the attractions
- d) The sense of emotional excitement

#### (2) Physical Atmosphere

- a) Quiet atmosphere
- b) Atmosphere full of good things without vices
- c) Atmosphere encouraging and motivating
- d) Atmosphere full of people

### (3) Accessibility

- a) Liveliness creation
- b) Friendship creation
- c) Convenience creation
- d) Attention creation without boredom

Pranee Boonchai and Pannasaan Toosaranont (2010) stated that the images are holistic beliefs, thoughts and impressions towards a kind of thing of the people arising from enlightening their knowledge and experiences together. And it leads to the awareness appearing in mind and it is still in that person's feelings. Moreover, it is hard to change. It can be said that the image is a matter of perception that people bring their personal feelings to mix with facts. Therefore, the image may be different from the reality as it is.

Echtner and Ritchie (2003) said that the image from the tourists that evaluate the places and their environment. The place image can affect the decision of the tourists to travel to any attractions. Tourists tend to choose to travel to a place with a good image like a famous, beautiful, clean and safe place. In contrast, they avoid traveling to a place with a bad image.

Blain et al. (2005) suggested that destination image should be included in destination brand's definition. Tourism and hospitality brand image were considered a main dimension of Brand Equity (Konecnik & Gartner, 2007; Kim & Kim, 2005). Hosany et al. (2006) conveyed that Destination Image was also identified as a key component of Destination Loyalty. It was suggested that brand image might have an influence on customer loyalty (Cretu & Brodie, 2007; Zins, 2001).

From the previous mentions, it could be analyzed the effective communication deliver appropriate messages of brand image throughout potential consumers or tourists. When messages can accurately acknowledged through perceived quality and remarkable experienced, it could be lead tourists to revisit by loyalty.

#### 2.3.2.3 Perceived Quality

Perceived quality constructs a brand value by giving a reason to buy, making a difference between brands, attracting consumer interests, and leading to a higher price. Premium price reflect the consumers' perceived quality discernment.



Sweeny, Souter, and Johnson, 1999; Tsai, 2005 assumed that the most popular definition of Destination Brand value was a price-based definition. Lassar et al. (1995) indicated that customer choice of a brand depended on a perceived balance between price of a product and its utility.

Oh (2000) customer value was positively associated with future behaviors, such as purchases and search intentions and willingness to buy. There was a positive relationship between a perceived value of a product brand and future behavioral intentions characterized as repurchase intention (Petrick, Backman, & Bixler, 1999; Teas & Laczniak, 2004; Tsai, 2005; Woodruff, 1997).

Aaker, 1996; Keller, 2003; and Lassar et al., 1995 postulated that Brand Quality was one of a key dimension to Brand Equity. Brand Quality was used interchangeably with perceived quality through customers (Aaker, 1991; Zeithaml, 1988).

In a customer-based Brand Equity model, Keller (2003) identified seven dimensions of product quality: performance; features; conformation quality; reliability; durability; serviceability; and style & design.

Low and Lamb (2000) noted that perceived quality was central to the theory of strong brands added value to consumers' purchases. Murphy, Pritchard, and Smith (2000) also showed that perceived trip quality had positive affected to perceived trip value. Deslandes (2003) found that perceived quality of a tourist destination was positively related to perceived value of that destination.

Konecnik and Gartner (2007) identified Brand Quality as a main dimension of customer-based Brand Equity when applied to a destination.

Comments of previous information showed that high performances of communications practice could be relied on organism as one of the destination brand quality. Therefore, effectiveness communications as one of a key element of destination brand quality and a main dimension of customer-based brand equity could facilitate covering all tourists' needs.

#### 2.3.2.4 Brand Associations (In Addition to Perceived Quality)

Brand Associations are the relationships between the brand and the various elements of the brand in the consumers' memories according to David Aaker's idea. The long memories of consumers about the brand that consists of Brand

Nodes and other related information's Brand Nodes related to each other. Moreover, those links also show the Strength of Associations among the information. In other words, if a link is strong enough, the consumers will not only remember that brand easily but also their behaviors are affected. However, each consumer will have links in that brand differently. But it is partly linked that most consumers have mutual recognition, which is the brand's image. The differences among the consumers may be derived from the involvement towards the different brands.

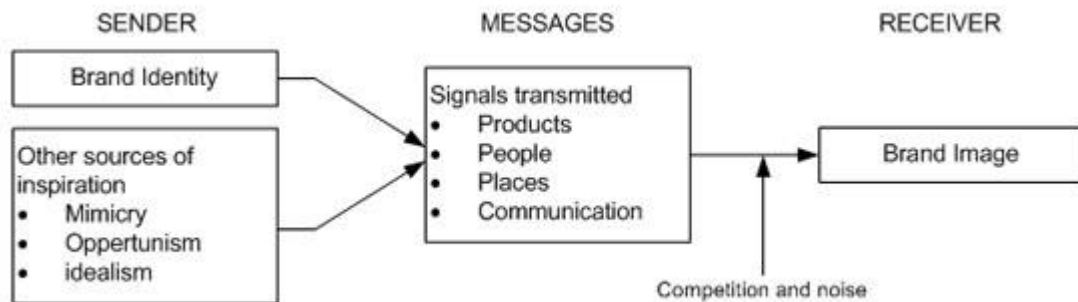
Brand Associations consists of product attributes, customer benefits, uses, user, lifestyles, product classes, competitors, and countries. Associations encourage customers' decision making while they are in search of the information to prop up their purchasing decision by creating positive attitude products (Aaker, 1992).

Brand Associations are powerfully constructed by brand personality or brand identity which informed and directed by brand strategy elements and, brand identity disciplines' provide highly distinctive outward expressions of destination's values, personality and promise. Its identity systems consisting of elements such as names and logos are used repeatedly to provide instant recognition in crowded marketplaces. Beyond names and logos, brand identity will expresses its purpose and personality through well-defined color palettes, characteristic design systems and additional verbal branding such as taglines and category-defined phrases for products and services.

In addition, identity systems may also be developed for specific communities or related stakeholders, adventure products, competent services and adventure programs. These systems may be designed either connected within destination identity or working on its own, depending on designed plans in brand strategy.

Kapferer (2007, p. 99) recognized that Brand identity stand for the sender's mind or the organization's belief which it desires to illustrate what is the idealist image it want others to be recognized and perceived in the same aspects. The competitive advantage can be created when the brand is perceived by its customers. To drive positive brand association that customers know and trust requires recognizable brand associations in the mind of customers, without a discrepancy in

the brand elements. The brand perception, or in other words the brand image, is therefore always on the receiver's side (Kapferer, 2007, p. 99). See figure 2.3



**Figure 2.2** Identity and Image

**Source:** Kapferer, 2007, p. 98.

#### 2.3.2.5 Other Propriety Brand Assets

Other propriety brand assets such as patents and intellectual property rights, or related to the trade partners, help to add value in term of competitive advantage. (Aaker, 1992)

In summarize, the brand equity is the key success factors for the brand which comprise of brand loyalty, brand awareness, perceived quality, brand associations, and other propriety brand assets. These components of brand equity can provide the value to both customer and company.

Speakingly, brand being is considered as goods having differentials from others. The differentials that brands made have come, not only from a component specialty of goods, but also from a communication, unavoidable and necessary to, to see clearly brand differentials. The more frequency of communication it has, the more consumers could recognize brand differentials. It is included, in this study, the approaches about brand communication as to measure questionnaire answerers' behaviors on exposure to information of various destinations.

## **2.4 The Adventure Tourism Perception**

To create brand value to meet customers' needs must have marketing communications. So, there are some experts in the world of business has offered a variety of ways to develop relationships with customers and brand to be valuable in the minds of consumers. Besides, it also needs many new forms of communication activities and information technology in advance level to apply to build trust in the brand for customers with brand communications. Neither stopping nor starting but there is continuity to which organizations can assess or monitor the feedback from the transmission of the brand information from a customer's perspective and it can also provide a response and adaptation of the communication plans to be matched. Therefore, the good plan will help guide the creation and deliver the brand information. The media is a medium to send any information to customers and others prospects. Communications using integrated marketing communications are frequently categorized into eight following categories:

1) Advertising including Prints such as newspapers and magazines, broadcasts like radio and television medias, Out-of-Home like billboards, posters, movies and videos, and finally, the Internet like Website an Banner Ads.

2) Directed Marketing is the marketing communication tool that can reach the target group specifically. This communication tool is not only limited to Direct Mail, but it also applies one or more communication tools together with the aim to respond immediately by consumers.

3) Publicity is the communication tool used to achieve mutual understanding between consumer organizations and other Stakeholders of which most organizations will provide news through the News Release and the Press Conference.

4) Sales Promotion is the communication tool used to persuade and urge the consumers' responses such as Premiums, Specialties, Coupons, Price reduction, Rebates, Samples, Sweep-Stakes, Contests and Games.

5) Personal Selling is the communication among people to convince and persuade consumers. The role of the sales person will vary based on the type of business and the nature of the goods or services and marketing strategies.

6) Event and Sponsorship is the communication tool that makes the consumers have involvement with the brand by creating the Brand Experience because the sent messages are efficient enough to affect the consumers' positive feelings and brand recognition.

7) Packaging is the communication tool used for drawing attention to the brand and convinces consumers to purchase products. The packaging can be shown how to use the brand and the products' benefits.

8) Customer Service is the process of the customers' mutual experience management towards the brand aiming to give consumers a good experience and memorize that brand. The customer service also means everything taking care of organizations' customers.

#### **2.4.1 Service Marketing Mix**

Kotler (1997, p. 105) has analyzed that consumer behavior analysis is the search or research of buying and consuming behaviors for identifying consumer behavior and purchasing behavior. The answer will be to help them to strategically market their products to satisfy consumers' satisfaction. Most scholars say that the marketing mix concept for service business has geared for management of various types of business markets. It deals with marketing mixes to create sales proposals to create the cause of the purchase of goods and services between consumers. The marketing mix of the product is based on 4Ps. On the other hand, Kotler (1997, p. 109) proposed that it is hardly to verify that the marketing mix of services, in view of the vendor that is consistent with the context of the service business can be the best technique for destination marketing practitioners. The marketing mix must pay attention on the necessity of the customer or tourists (need and want). The marketing mix on a customer perspective can lead to the achievement marketing objectives on responding or create the satisfied to the customer or tourists as follows:

1) Product is the service production to meet demand. Siriwan Serirat (1998) provides Philip Kotler's marketing mix concept for the service sector that it is what fulfills the needs and needs of mankind. What the seller has to offer the customer and the customer will get the benefits and value of the product. In general the product is divided into two types: tangible products. And intangible products

In the aspect of customer or tourist, the specific measurement used to evaluate the value of the product is Customer Value: the value that customers will receive. In the view of the product or tourist attraction that can be used to solve the problem or meet the expectation. (Customer Solution/Customer Needs)

It can be identified that for the adventure tourists' expected value that are the journey on the variety of tourism national resource (mountains, waterfalls, rivers, etc.) with the authentic ambiance for their adventure activities.

2) Price Siriwan Serirat (1998) provides Philip Kotler's marketing mix concept for the service sector in the aspect of marketer that the price in the marketers' perspective is a profitable pricing which can create product value in the form of money.

Conversely, the customer or tourists' perspective will compare the value of the service with the price of the service as it is the customer cost. If the value is higher than the price, the customer will make a purchase. Therefore, the pricing of services should be appropriate to the level of service clearly. And it's easy to distinguish between different service levels. Customers want to buy products at affordable prices in accordance with customer service standards.

For the adventure tourists, the customer costs are paid more on the reputable and reliable payment for the security standards even if it is the premium price. This kind of tourists may not concern much on comfortable facilities, but they appreciate more for the challenging experiences.

3) Place or Distribution channel Siriwan Serirat (1998) provides Philip Kotler's marketing mix concept for the service sector in the aspect of marketer that distribution channel is an activity related to the business environmental in the aim of delivering services to customers, which affects the perception of customers in the value and benefits of the services offered. This must be considered in terms of location and channels that can provide the convenience choice

In adventure tourism, the unspoilt nature or the rough of the journey route are the need of the adventure tourists for the uncertainty outcome, but on the other hand, they require the convenient and impressive respond while making decision. This functional benefit can be related to the value proposition on the adventure destination image.

4) Promotion Siriwan Serirat (1998) provides Philip Kotler's marketing mix concept for the service sector in the aspect of marketer that Promotional is an important tool to communicate to create the consumer needs and wants. The purpose is to inform or induce attitudes and behavior. Promotion is the key for the marketing of the relationship.

On the contrary, the customer or tourists' perspective, they focus on clear communication of product details, inform all description and accurately the product qualities are the customers' expectation.

The promotional for the adventure tourism is the most component for the tourism marketing communicating tools since it can push the potential tourists to make a decision to travel to the destinations. The attractive information presents the emotional benefit, such as the uniqueness of the destination, excitement activities, and challenge actions under the verbal identity may expand the high potential adventure image of the destination.

5) People or Employee Siriwan Serirat (1998) provides Philip Kotler's marketing mix concept for the service sector in the aspect of marketer that the ability and performance of a person or employee is based on the selection, training, and motivation to be able to satisfy the customer differently than the competitor. It is the relationship between service providers and service users. Staffs must be competent with the appropriate attitude that can respond to the customer. Having initiative ability to dealing with problem create values for the organization.

But in the customer or tourists' perspective, they simply focus on customer care, staff etiquette or Competence Courtesy. Especially for the adventure tourists, the readiness of destination derived from all levels of stakeholder participation in the area, those can provide adventure services as good hosts for adventure destination.

6) Process Siriwan Serirat (1998) provides Philip Kotler's marketing mix concept for the service sector in the aspect of marketer that it is an activity related to the methodology and practice in the field of service. That was presented to the service providers to be able to offer the promptly service. The customers' impression is the important key for the business success.

This method of service marketing mix is assessed on the customer or tourists' perspective on perfection, and continuity in coordination. This method can be called in general as the Complete and Coordination Continuity of comfort services providing to customers or tourists.

The step of adventure service quality may differ from other type of tourism as this kind of tourists is vastly wide on the aim on travel. Therefore the adventure destination has to concrete the international adventure service standard, for example, systematic, convenient, fast, safety and simple procedure to guarantee the self expressive benefit to the tourists' mind.

7) Physical Evidence and Presentation Siriwan Serirat (1998) provides Philip Kotler's marketing mix concept for the service sector in the aspect of marketer that spotlight on creating and presenting physical attributes to customers trying to create overall step of service quality. Not only the physical thread but the creative service procedure is the significant value added to the functional services, such as the negotiations technique must be polite and gentle, the readiness service or other benefits where customers gather into the customer or tourist perception. It will assess the satisfaction of the success of the tourist attraction in meeting the needs. These can be called the Comfortable / Comfort Cleanliness for other specific requirements.

From the adventure tourists trend that described in the global adventure tourism report (UNWTO, 2014) support the advantage of the natural based adventure attributes, which become as the credible identity to clarify the competitiveness situation for each adventure destinations.

From the above ideas, it can be concluded that in creating an adventurous perception of the Benjaburapha Suvarnabhumi provinces is important to focus on the satisfaction of the visitors. However, the composition of the marketing mix is relying on other additional tools to add a positive perception to adventure tourists; it can be the effective empowerment through people or employees in the industry. This could have a strongly verifying by the service standard, the attractive motivate, and then deliver pass to the satisfaction and reliability to tourists mind.

This will affect the difference creation, competitive advantage, and appearance of the physical nature of adventure travel. Total Quality Management (TQM) is designed to meet the unique ecological and unique needs of ecological adventure, and



to design a process that delivers value in service. With tourists will impress with a unique qualities of the adventure tourism in Benjaburapha Suvarnabhumi provinces.

## **2.5 Related Researches**

Wara Sawasdipol, Pornphan Verapreyagura, and Somkiat Chuntana (2007) did a research on guidelines in management and design space of the adventure tourism in the military Army units. The study found that most tourists were aged between 16-35 years old and they traveled from other provinces focusing on group tourism in activities having a good standard in accident prevention, challenging and enhancing their knowledge and skills; for example, adventurous hiking, conservative hiking and moving across the river. Besides, there is a need for military cooperation with the community in creating activities that promote knowledge about the community's lifestyles. The proposal from the research reflected that guidelines for the design and management space of the adventure tourism in the military Army units are ways to determine the areas and the activities under the structure of integrated centralized management. The fact that a balance in those mentioned guidelines can bring in cooperation between the military and the community by applying a mechanism as the coordinator as the local authorities, especially in terms of equipment, sharing customers and mutual information exchange.

Pichai Niramansakul (2010) studied the continent's image recognition through various countries with the objective to compare the continent's image recognition through the countries in 6 continents around the world that are Asia, Africa, North America, South America, Europe and Australia. Two countries in each continent will be chosen to represent the continent by using mini tap program. Thailand and Vietnam are Asia's representatives. Nigeria and South Africa are Africa's representatives. America and Canada represent North America. Peru and Mexico represent Latin America. Britain and France represent Europe. And Fiji and Australia represent Australia. Twenty-five image variables are used to analyze the composition and the varimax rotation with the objective to provide a variable to be in the smaller factors, which can offer the elements about the image of each continent. What's more, representative

samples are also the indicators of the image level of each country represented the continent studied by the five-level Likert Scale from very high (5) to very low (1).

The study found that poverty is in the very high level in Africa but is in very low level in North America and Europe. Pollution is in the very high level in South America, but very low in Australia. Modernization is in the very high level in North America. The use of new media is in the very high level in North America and Europe. Facilities for the disabled and Social Welfare are very low in Asia, Africa and South America. The natural beauty is very high in Asia and Australia. And finally, culture and tradition are very high in Asia.

From the varimax rotation in order to find the elements of the continent's image, it found that there are three key elements that constitute the image perception of each continent: The elements of the image in social standard, the elements of the image in tourism and the elements of the image in negative reflection.

Hankinson (2006) studied the Management of Destination Brands: Five guiding Principles Based on Recent Developments in Corporate Branding Theory having the objective to find the relevant support and the possibility of managing the Destination Brand. The research found that there are several components that make a Destination Brand different from the product brand, leading to the differences in terms of the development creation and maintaining a city as the Destination Brand. And this is similar to organization brand in many aspects. Moreover, the findings also suggested five main factors of City Branding: Strong and visionary leadership, a brand-oriented organizational culture, Departmental co-ordination and process alignment, Consistent communications across a wide range of stakeholders, and Strong and compatible partnerships.

Konecnik and Go (2007) studied the Tourism Destination Brand Identity: "The case of Slovenia" with the objective to explore the concepts of Destination Brand identity. From the tourism entrepreneurs' point of view, the research found that the Destination Brand identity in Slovenia's case is visible, which is the symbolic of a big bouquet reflecting the country's personalities. What's more, Slovenia's main identity also consists of something different in the nation such as the nature, mountains, lakes, beaches, city, health center and adventure with the new big hit like the historical and cultural attractions, nightlife and entertainment venues as well.

Sirin Srisitthipoj (2012) studied the effectiveness of the Corporate Advertising image on Television of Nok Air Airlines Company that affects the people's behaviors in Bangkok in the company's service. The research found that the majority of the samples are single women at ages between 21-30 years old. Most of them are students with bachelor degrees. Their average incomes are less than 10,000 baht per month. Most of them are motivated in flying with Nok Air due to the elements of the Corporate Advertising image in terms of the presenter. They make decisions to fly with Nok Air from the presentation techniques in the company's advertisement presented directly by the presenter. So, they want to fly with this airline company with the main reason that illustrations in the Corporate Advertising image are the stories related to the products and message ads.

The hypothesis testing found that the samples in different status and education level have different motivations in flying with Nok Air. The samples with different levels of education and incomes per month have different decisions to use the services of Nok Air. On the other hand, the samples' behaviors in flying with Nok Air having different sex, age, status, occupation, education level and the average monthly incomes are not different.

Radklao Premprasith (2009) studied sustainability and capability of social support of the adventure tourism in a case study of the Khek River Rafting tour, Phitsanulok. The results showed that: 1) The capability level of social support of the Khek River Rafting tour range 199-1,083 people a day depending on the points of view of the sample 2) If there are equal importance on the samples, the capability level of social support will be 519 people per day, or approximately 63,758 people per season. It means that the Khek River Rafting tour can also bear more tourists. This will give more incomes from the tourism to the community in each season. 3) There must be a marketing plan for the distribution of tourists during the holidays and weekdays along with encouraging stakeholders from the tourism to take part in the environmental responsibility. 4) There should be a village or district fund establishment to be used in the preservation of the environment. The supporting money from the fund could come from stakeholders' donations or various activities of public sector organizations such as souvenir selling, parking fees, public toilet fees and money supported from local governments. 5) In order to be effective in

the operation, the local governments should provide opportunities for communities to participate in the management of public services such as parking lots, toilets and securities. And 6) The government, local governments, entrepreneurs and public sector organizations should be supported to take part in the preparation of the Integrated Tourism Development Plan. This will bring sustainability to the development of the Khek River Rafting tour, Phitsanulok.

## **2.6 Research Hypotheses**

1) The personal factors of tourists affect brand equity and adventure tourism perception.

(1) H (1.1): The personal factors of travelers affect adventure tourism's brand equity.

(2) H (1.2): The personal factors of travelers affect adventure tourism perception.

2) The potential factors of adventure tourism affect brand equity and adventure tourism perception.

(1) H (2.1): The potential factors of adventure tourism affect adventure tourism's brand equity.

(2) H (2.2): The potential factors of adventure tourism affect adventure tourism perception.

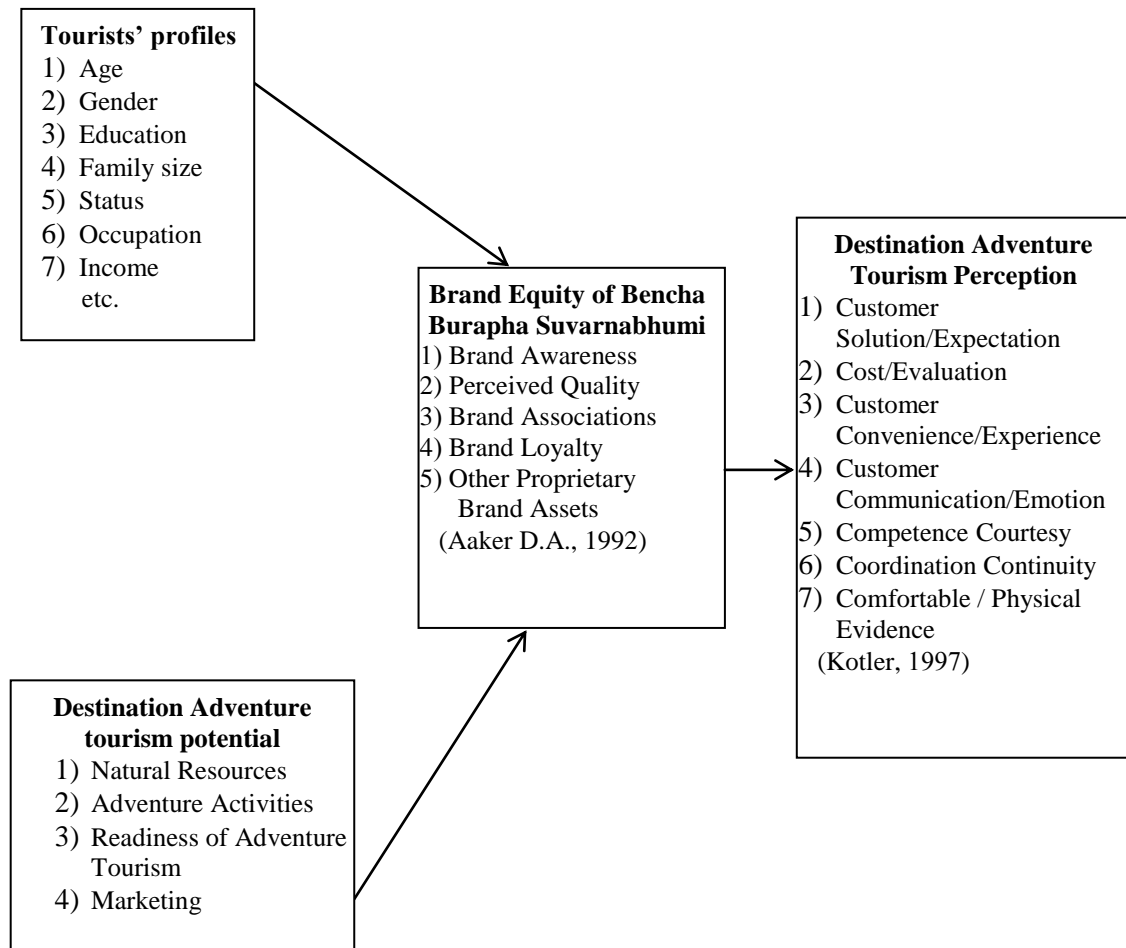
3) Brand equity of adventure tourism affects adventure tourism perception.

(1) H 3: Brand equity of adventure tourism affects adventure tourism perception.

4) Personal factors, Potential factors, and Brand equity of adventure tourism affect adventure tourism perception.

(1) H 4: Personal factors, Potential factors, and Brand equity of adventure tourism affect adventure tourism perception

## 2.7 Research Conceptual Framework



**Figure 2.3** Research Conceptual Framework

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter details the approach to the research in this study. This research was conducted to sample in tourists of the provinces in Bencha Burapha Suvarnabhumi, a group of five provinces in the eastern of Thailand; those are the places for the category of adventure tourism destination. To reserve the aim of developing perceptions and brand equity to enhance potential of adventure tourism in Bencha Burapha Suvarnabhumi provinces, the research method was conducted as follow

#### **3.2 Type of Research**

The study employed a quantitative method aiming at developing a functional of the survey on the perception of the adventure tourism in Bencha Burapha Suvarnabhumi provinces focus on the monitoring and evaluation of destination marketing mix via the sensitivity of the adventure occurrence of the destinations in the view of service receiver. A self-administered questionnaire was developed including both structured and open-ended questions to respond the research question in each research objectives. The target population of this study was Thai and foreign tourists who visited provinces in Bencha Burapha Suvarnabhumi including Samut Prakan, Chachoengsao, Nakhon Nayok, Prachinburi, and Sa Kaeo, who were travelling for seeking the land-based adventure experience in Bencha Burapha Suvarnabhumi provinces. The number of the sample was 385. Since the exact number of tourists could not be identified, the infinite population formula was used to find a

sample size (Kanlaya Vanichbuncha, 2007, pp. 27-28). Lastly, research instruments are informed in this chapter.

Factor analysis is employed for a quantitative data technique. The exercises of research methodology are discussed in aspect of its beneficial purpose. The quantitative research: questionnaire survey is provided. As to the research site is Bencha Burapha Suvarnabhumi provinces, Thailand. Populations are considered systematically.

### 3.2.1 Population and Sample Group

The population in this study was tourists who were visiting Bencha Burapha Suvarnabhumi provinces including Samut Prakan, Chachoengsao, Nakhon Nayok, Prachinburi, and Sa Kaeo.

Since the exact number of tourists could not be identified, the infinite population formula was used to find a sample size (Kanlaya Vanichbuncha, 2007, pp. 27-28) as shown below;

$$n = \frac{z^2 - \frac{\alpha}{2} pq}{e^2}$$

n	=	Sample size
e	=	Margin of error in sampling ( $\alpha = .05$ )
p	=	Sample proportion of successes = 0.05
q	=	(1-p)
Z	=	Standard variation for given confidence level at 95% (Z = 1.96)

$$n = \frac{(1.96)^2 (0.5)^2}{(0.5)^2}$$

$$n = 384.16 = 385 \text{ samples}$$

The sample group of this study is 385 samples

After the sample size was determine, a quota sampling was used. Researcher set the sampling size in proportion to the size of population in each province is shown in Table 3.1

**Table 3.1** Sample Size of Bencha Burapha Suvarnabhumi Provinces

<b>Province</b>	<b>Samples</b>
<b>Samut Prakan,</b>	77
<b>Chachoengsao,</b>	77
<b>Nakhon Nayok,</b>	77
<b>Prachinburi,</b>	77
<b>Sa Kaeo,</b>	77
<b>Samples</b>	<b>385</b>

### **3.3 Research Variables**

From the literature review, the variables were divided into:

#### **3.3.1 Independent Variable**

Independent Variable in this Study is

1) Personal Factors means the general information of tourists who visited provinces in Bencha Burapha Suvarnabhumi including Samut Prakan, Chachoengsao, Nakhon Nayok, Prachinburi, and Sa Kaeo. This variable consists of gender, age, marital status, education, occupation, salary, household income, number of family member, and domicile. Moreover, the personal factors are considered as the purpose of travelling to the provinces, type of travelling, Transportation, length of staying, kind of accommodation do they choose, expenses in adventure travelling/person/day, frequency of adventure travelling, the favorite adventure activities e.g. trekking, rafting, etc., the average of adventure travel/year, and the channel to get the information about adventure tourism



2) Adventure Tourism Potential factor comprise of natural resources, activities, readiness, and marketing

### **3.3.2 Covariate**

Covariate in this study is in terms of Brand Equity, it covers brand awareness, perceived quality, brand associations, brand royalty, and Other Proprietary Brand Assets.

### **3.3.3 Dependent Variable**

Dependent variable in this study is Adventure Tourism Perception comprises of responsiveness for Customer Solution/Expectation, Customer Cost/Evaluation, Customer Convenience/Experience, Customer Communication/Emotion, Competence Courtesy, Coordination Continuity, and Comfortable/Physical Evidence.

## **3.4 Quantitative Research: Questionnaire Survey**

385 Questionnaires were used to collect the data. The questionnaire was constructed under the research concept. The questionnaire contains both close-ended and open-ended question. These questionnaires were for the tourists surveying their opinions on factors influencing their perceptions of the value of adventure tourism destination. The questionnaire was divided into five parts.

Part 1 is demographic information including gender, age, and nationality, level of education, occupation, income, and marital status. The questions in this section are in check-list format. The score was presented in percentage. Including with 13 questions of characteristic of their adventure travelling covering their purpose of travelling to the provinces, type of travelling, transportation, length of staying, kind of accommodation, expenses in adventure travelling/person/day, frequency of adventure travelling, the favorite adventure activities e.g. trekking, rafting, etc., the average of adventure travel/year, and the channel to get the information about adventure tourism. The questions in this section are in check-list format. The score was presented in percentage.

Part 2 is factors influencing the tourists' perception within the 7 aspects to assess the sensitivity of the adventure destination comprising responsiveness for Customer Solution/Expectation, Customer Cost/Evaluation, Customer Convenience/Experience, Customer Communication/Emotion, Competence Courtesy, Coordination Continuity, and Comfortable/Physical Evidence. The questions in this section are in Rating-scale format. The criteria for scoring are as follow.

Absolutely Agree	=	5
Highly Agree	=	4
Moderately Agree	=	3
Quite Disagree	=	2
Absolutely Disagree	=	1

The interpretation of the casual factors in perceiving the value of adventure destination was categorized into 5 levels according to the class intervals of the highest and lowest score as presented below.

$$\begin{aligned}
 \text{Class interval} &= \frac{\text{Highest level} - \text{Lowest level}}{\text{Number of classes}} \\
 &= \frac{5 - 1}{5} \\
 &= 0.80
 \end{aligned}$$

The interpretation of the mean score in the result is categorized into

4.21 – 5.00	Means	Absolutely Agree
3.41 – 4.20	Means	Highly Agree
2.61 – 3.40	Means	Moderately Agree
1.81 – 2.60	Means	Quite Disagree
1.00 – 1.80	Means	Absolutely Disagree

Part 3 is factors influencing the 5 aspects of brand equity of adventure destination covering brand awareness, perceived quality, brand associations, brand royalty, and Other Proprietary Brand Assets. These are the casual variables influential on the potential of the tourism destination. The questions in this section are in rating-scale format. The criteria for scoring are as follow.

Absolutely Agree	=	5
Highly Agree	=	4
Moderately Agree	=	3
Quite Disagree	=	2
Absolutely Disagree	=	1

The interpretation of the casual factors in brand equity of adventure destination was categorized into 5 levels according to the class intervals of the highest and lowest score.

$$\begin{aligned}
 \text{Class Interval} &= \frac{\text{Highest Level} - \text{Lowest Level}}{\text{Number of Classes}} \\
 &= \frac{5 - 1}{5} \\
 &= 0.80
 \end{aligned}$$

The interpretation of the mean score in the result is categorized into

4.21 – 5.00	Means	Absolutely Agree
3.41 – 4.20	Means	Highly Agree
2.61 – 3.40	Means	Moderately Agree
1.81 – 2.60	Means	Quite Disagree
1.00 – 1.80	Means	Absolutely Disagree

Part 4 is questions about the 4 factors of adventure destination potential including natural resources, activities, readiness, and marketing. The scoring criteria are as below.

Absolutely Agree	=	5
Highly Agree	=	4
Moderately Agree	=	3
Quite Disagree	=	2
Absolutely Disagree	=	1

To interpret the meaning of the casual factors for the potential of adventure destination, the score was grouped according to the class interval as presented as follow.

$$\begin{aligned}
 \text{Class Interval} &= \frac{\text{Highest Level} - \text{Lowest Level}}{\text{Number of Classes}} \\
 &= \frac{5 - 1}{5} \\
 &= 0.80
 \end{aligned}$$

The interpretation of the mean score in the result is categorized into

4.21 – 5.00	Means	Absolutely Agree
3.41 – 4.20	Means	Highly Agree
2.61 – 3.40	Means	Moderately Agree
1.81 – 2.60	Means	Quite Disagree
1.00 – 1.80	Means	Absolutely Disagree

Part 5 is an open-ended question for recommendation.

### **3.5 Reliability and Validity of the Research Instrument**

The questionnaire was constructed as the following step.

- 1) Study and use the information from books, articles, related research including concept and procedure of constructing the questionnaire as a guideline for constructing questions.
- 2) Create issues and scopes of the questions that aligned with the research objectives, concept, and theory.
- 3) Draft the questionnaire and send it to the research advisor for recommendation.
- 4) Revise the questionnaire according to the advisor's recommendation.
- 5) Submit the completed questionnaire to five experts to verify the content validity.
- 6) Revise the questionnaire according to the experts' recommendation and submit to the advisor for the last revision before distribute it.
- 7) Try out the questionnaire with 30 tourists that have similar attributes as the sample group.
- 8) Analyze the reliability of the questionnaire by Cronbach's alpha coefficient.

### **3.6 Research Instrument Construction**

The constructed questionnaire was evaluated by experts and the research advisor for the content validity by Item Objective Congruence Index (IOC). Five experts rated the congruence of the question and the research objectives with +1, 0, and -1.

+1 represents the certainty of the conformity of the question and the research objectives.

0 represents the uncertainty of the conformity of the question and the research objectives.

- 1 represents the certainty of the unconformity of the question and the research objectives.

1) The questionnaire was revised after the evaluation and recommendations from the experts. The congruence is 0.7 which is valid for the content to be used as the indicator of the variables (Puangrat Taweerat, 1997, pp. 115-116; Suwimon Tirakanan, 2005, p. 145).

2) The reliability analysis of questionnaire: It was a calculation to find the reliability that was the internal consistency with Cronbach's alpha coefficient. It was an assessment of tools in both items and aspects by examining the overall quality of all tools and their quality of the items. There must be the use of Corrected Item Total Correlation, which should not be less than 0.30 for the quality of the items in each question. However, when considering the reliability of the tools used in the entire research, Cronbach's alpha coefficient should be not less than 0.70. Therefore, the questionnaire used as a research tool could be accepted.

3) The questionnaires were analyzed for classification and then analyzed for reliability by finding the Cronbach's alpha coefficient. In this research, the researcher has tested the reliability of the whole research tools of 0.917 when classified according to each aspect as shown in the following table.

**Table 3.2** The Reliability of the Questionnaire on Factors Influencing the Perception of Adventure Tourism

<b>Variable</b>	<b>Reliability</b>
1. Customer Solution/Expectation	0.8123
2. Customer Cost/Evaluation	0.9126
3. Customer Convenience/Experience	0.8997
4. Customer Communication/Emotion	0.9013
5. Competence Courtesy	0.9065
6. Coordination Continuity	0.9023
7. Comfortable/Physical Evidence	0.8964
<b>Total</b>	<b>0.8901</b>

**Table 3.3** The Reliability of the Questionnaire on Factors Influencing Brand Equity of Adventure Tourism

<b>Variable</b>	<b>Reliability</b>
1. Brand Awareness	0.9554
2. Perceived Quality	0.9614
3. Brand Association	0.9297
4. Brand Royalty	0.9426
5. Other Proprietary Brand Assets	0.9621
<b>Total</b>	<b>0.9502</b>

**Table 3.4** The Reliability of the Questionnaire on Factors of Adventure Tourism Potential

<b>Variable</b>	<b>Reliability</b>
1. Natural Resources	0.9645
2. Activities	0.9312
3. Readiness	0.9319
4. Marketing	0.9297
<b>Total</b>	<b>0.9393</b>

### 3.7 Data Collection

The researcher and five research assistants distributed the questionnaire and interviewed 385 tourists in the study area: Samut Prakan, Chachoengsao, Nakhon Nayok, Prachinburi, and Sa Kaeo to ensure that the information from the tourists was accurate. However, the questionnaire was distributed according to the tourists' willingness and convenience.

The researcher collected data by the following procedure:

- 1) Ask the tourists the permission to conduct the survey
- 2) Allow a tourist to answer all questions in the questionnaire.
- 3) Collecting completed questionnaires from tourists.
- 4) If the sample tourists did not understand any items in the questionnaire, the researcher had to advise them to explain the reasons for understanding in each item of set of the market questionnaires.

### **3.8 Data Analysis**

The process of data arrangement and data analysis is as follow.

- 1) Check the completion of the data in the questionnaire.
- 2) Assign coding to the data and fill in the code in the computer program.
- 3) Analyze the data by statistical package.
- 4) Analyzing demographic information and characteristic on travelling by using descriptive analysis including percentage, mean, and standard deviation. If the variables are nominal and categorical variables, percentage, and frequency, as well as the correlation were used to present them.
- 5) The distribution and dispersion of the variables in descriptive statistics were analyzed and presented in frequency, percentage, mean, and standard deviation
- 6) Pearson's Product-Moment Correlation Coefficient was used to find the Linear Relationship between variables in the various aspects e.g. The direction of the relationship, the strength of the relationship in order to decide if the analyzing data was under which condition. The correlation value was assigned by Confirmatory Factor Analysis (CFA) as below.



$r = 0.81 - 1.00$	Represents Very High Correlation
$r = 0.61 - 0.80$	Represents High Correlation
$r = 0.41 - 0.60$	Represents Moderate Correlation
$r = 0.20 - 0.40$	Represents Rather Low Correlation
$r = 0.01 - 0.20$	Represents Low Correlation
$r = 0$	Represents No Correlation

The positive (+) value of  $r$  means that the variables correlated in the same direction while the negative (-) one means the inverse relationship. However, the value of the correlation before doing Path Analysis should be in between 0.3-0.8. If the value is higher or lower than this, the correlation of the variables is too much or too less to do further analysis, on the other words, it is called multi Collinearity.

7) The hypothesis testing on personal factors affecting brand equity and perceptions of adventure tourism in Bencha Burapha Suvarnabhumi Provinces, the researcher used the Stepwise Multiple Regression Analysis method at the significance of 0.05 level. The independent variable was the qualitative data variable, i.e. gender, age, education level and income per month. In the analysis, the researcher defined the new general data variables by creating a Dummy Variable.

8) For the relationship testing between brand equity and perceptions of adventure tourism in Bencha Burapha Suvarnabhumi Provinces, the researcher used a Stepwise Multiple Regression Analysis method at the significance of 0.05 level.

## CHAPTER 4

### DATA ANALYSIS AND RESEARCH RESULTS

The results of developing perceptions and brand equity to enhance potential of adventure tourism in Bencha Burapha Suvarnabhumi provinces were divided into 4 main parts. There are symbols and abbreviations in this chapter to represent the meaning accordingly:

#### Symbols used in the data analysis

n	=	number of sample group
$\bar{x}$	=	mean of the sample group
S.D.	=	Standard Deviation
t	=	Significant level in t – Distribution
F	=	Significant level in F – Distribution
r	=	Pearson's Correlation Coefficient
SE	=	Standard Error of Mean
$R^2$	=	Coefficient of Determination
df	=	Degree of Freedom
p-value	=	Significance level

#### Symbols for Exogenous Variables

ATP1	=	Natural Resources
ATP2	=	Activities
ATP3	=	Readiness
ATP4	=	Marketing
BND1	=	Brand awareness
BND2	=	Perceived Quality
BND3	=	Brand Associations
BND4	=	Brand Royalty
BND5	=	Other Proprietary Brand Assets

CTM1	=	Responsiveness for Customer
Solution/Expectation		
CTM2	=	Customer Cost/Evaluation
CTM3	=	Customer Convenience/Experience
CTM4	=	Customer Communication/Emotion
CPT5	=	Competence Courtesy
CTM6	=	Coordination Continuity
CTM7	=	Comfortable / Physical Evidence

#### **4.1 General Information, Characteristics of Tourists in Adventure Travel, and Motivation in Travelling**

**Table 4.1** Number and Percentage of General Information of the Tourists

<b>No.</b>	<b>General Information</b>	<b>N</b>	<b>Percentage (%)</b>
1	Gender		
	Male	182	47.27
	Female	203	52.73
2	Age		
	Under 20 years old	92	23.90
	20 – 29 years old	46	11.95
	30 – 39 years old	232	60.26
	40 – 49 years old	15	3.90
3	Marital Status		
	Single	79	20.52
	Married	123	31.95
	Widowed	174	45.19
	Divorced	9	2.34
4	Level of Education		
	Lower than Bachelor's degree	71	18.44

**Table 4.1** (Continued)

No.	General Information	N	Percentage (%)
5	Bachelor's degree	223	57.92
	Master's degree	84	21.82
	Higher than Master's degree	7	1.82
	Occupation		
	Farmer	1	0.26
	Contractor	17	4.42
	Salesperson	34	8.83
	Housewife/Househusband	35	9.09
	Student/College Student	43	11.17
	Business Owner	64	16.62
6	Government Official/State Enterprise Officer	139	36.10
	Employee	52	13.51
	Salary		
	Less than 10,000 Baht	9	2.34
	10,000 – 20,000 Baht	94	24.42
	20,001 – 30,000 Baht	198	51.43
	30,001 – 40,000 Baht	81	21.04
7	More than 40,001 Baht	3	0.78
	Household income/month		
	Less than 10,000 Baht	10	2.60
	10,000 – 20,000 Baht	151	39.22
	20,001 – 30,000 Baht	209	54.29
	30,001 – 40,000 Baht	15	3.90
8	More than 40,001 Baht	10	2.60
	Number of Family Member		
	Less than 3	18	4.68

**Table 4.1** (Continued)

No.	General Information	N	Percentage (%)
9	3 – 5	112	29.09
	6 – 10	222	57.66
	More than 11	33	8.57
	Domicile Region		
	Bangkok	38	9.87
	Central region	101	25.39
	Northern region	34	8.83
	Eastern region	124	32.21
	Southern region	26	6.75
	North-eastern region	46	11.95
	Western region	16	5.87
10	The purpose of travelling to a province in Bencha Burapha Suvarnabhumi provinces		
	Tourism	148	38.44
	Visiting Relatives/Friend	56	14.55
	Educational Purposes	96	24.94
	Health Recovery	45	11.69
	Meeting/Seminar	2	0.52
	Business	14	3.64
	Official Duty	24	6.23
11	Type of travelling		
	Solo	2	0.52
	Family	71	18.44
	Friends	117	30.39
	Group (with Tour Operator)	123	31.95
	Colleagues	72	18.70

**Table 4.1** (Continued)

No.	General Information	N	Percentage (%)
12	Transportation for this trip		
	Private car	146	37.92
	Public Bus	28	7.27
	Rental Car/Van	98	25.45
	Motorcycle	30	7.79
	Arranged Transportation from the Tour Operator	47	12.21
	Train	38	9.35
13	Did you stay overnight?		
	Yes	376	97.66
	No	9	2.34
14	Type of Accommodation You Stayed		
	Hotel	44	11.43
	Resort	153	39.74
	Bungalow	158	41.04
	Tent	13	3.38
	Relative's/Friend's house	1	0.26
	Cooperate/Government's Accommodation	16	4.16
15	Length of Staying		
	1 night	325	84.42
	2 nights	52	13.51
	3 nights	8	2.08
16	Expenses in Adventure Travelling		
	2,001 - 3,000 Baht	12	3.12
	3,001 - 4,000 Baht	83	21.56
	4,001 - 5,000 Baht	228	59.22
	More than 5,001 Baht	62	16.10

**Table 4.1** (Continued)

<b>No.</b>	<b>General Information</b>	<b>N</b>	<b>Percentage (%)</b>
17	Frequency of Your Adventure Travelling		
	1 time/month	357	92.73
	2 times/month	28	7.27
18	Number of adventure travelling on average		
	Less than 1 time/year	266	69.09
	1 – 2 times/year	84	21.82
	3 – 4 times/year	34	8.83
	More than 4 times/year	1	0.26
19	Sources of information		
	Internet	229	59.48
	Journal/Magazine/Guidebook	70	18.18
	Radio/Television	59	15.32
	Friend(s)/Relative(s)	27	7.01
20	Activities		
	Trekking	3	0.78
	Visiting waterfall(s)/cave(s)	172	44.68
	Rafting	140	36.36
	Rock Climbing	12	3.12
	Boating/Kayaking	33	8.57
	Driving ATV/Go-Karting	4	1.04
	Para motoring/Paragliding/Sky diving	21	5.45
<b>Total</b>	<b>385</b>	<b>100.00</b>	

From Table 4.1, it shows that most of the tourists from the sample group are female (n = 203, 52.73%). Male is 182 (47.27%).

Most of the tourists are 30-39 years old (n = 232, 60.26%), followed by tourists aged under 20 years old (n = 92, 23.90%), aged 21-29 years old (n = 46, 11.95%), and aged 40-49 years old (n = 15, 3.90%).

Most of them are widowed (n=174, 45.19%). There are 123 married people (31.95%), 79 singles (20.52%), and 9 divorced (2.34%).

The majority has Bachelor's degree (n = 223, 57.92%). The rest are 84 people holding Master's degrees (21.82%), 71 people have education level lower than Bachelor's degree (18.44%), and 7 people holding degrees higher than Master's (1.82%).

Most of them are government official or state enterprise Officer (n = 139, 36.10%) followed by business owner (n = 64, 16.62%), employee (n = 52, 13.51%), student/college student (n = 43, 11.17%), housewife/househusband (n = 35, 9.09%), Salesperson (n = 34, 8.83%), Contractor (n = 17, 4.42%), and farmer (n = 1, 0.26%).

The salary of the majority is 20,001 – 30,000 Baht (n = 198, 51.43%). The following groups are people who receive 10,000 – 20,000 Baht salary (n = 94, 24.42%), 30,001 – 40,000 Baht (n = 81, 21.04%), less than 10,000 Baht (n = 9, 2.34%), and more than 40,001 Baht (n = 3, 0.78%).

In terms of household income, the majority has 20,001 – 30,000 Baht (n = 209, 54.29%), followed by the household income at 10,000 – 20,000 Baht (n = 151, 39.22%), 30,001 – 40,000 Baht (n =15, 3.90%), and less than 10,000 Baht and more than 40,001 Baht at the same number (n = 10, 2.60%)

Most of the tourists have 6-10 family members (n =222, 57.66%), followed by 3-5 members (n = 112, 29.09%), more than 11 members (n = 33, 8.57), and less than 3 members (n = 3, 4.68%).

The tourists are mostly from Eastern region (n = 124, 32.21%), Central region (n = 101, 25.39%), North-eastern region (n = 46, 11.95%), Bangkok (n = 38, 9.87%), Northern region (n = 34, 8.83%), Southern region (n = 26, 6.75%), and Western region (n =16, 5.87%) respectively.

The purposes of travelling to Bencha Burapha Suvarnabhumi provinces are for Relaxation/Tourism (n = 148, 38.44%), for Educational purposes (n = 96, 24.94%),



Visiting Relatives/Friend (n = 56, 14.55%), for Health Recovery (n = 45, 11.69%), for Official Duty (n = 24, 6.23%), for Business (n = 14, 3.64%), and for Meeting/Seminar (n = 2, 0.52%).

Most of them travel with tour operator (n = 123, 31.95%), followed by travelling with friends (n = 117, 30.39%), travelling with colleagues (n = 72, 18.70%), travelling with family (n = 71, 18.44%), and solo traveller (n = 2, 0.52%).

The transportation that they use the most are personal car (n = 146, 37.92%), rental car/van (n = 98, 25.45%), transportation provided by the tour operator (n = 47, 12.21%), train (n = 38, 9.35%), motorcycle (n = 30, 7.79%), and bus (n = 28, 7.27%) respectively.

Most of the tourists stayed overnight (n = 376, 97.66%). There was only 2.34% (n = 9) that they did not stay overnight when they traveled to Bencha Burapha Suvarnabhumi provinces.

The accommodation that most of them chose to stay is bungalow (n = 158, 41.04%), followed by resort (n = 153, 39.74%), hotel (n = 44, 11.43%), cooperate/government's accommodation (n = 16, 4.16%), tent (n = 13, 3.387%), and relative's/friend's house (n = 1, 0.26%).

The length of stay is 1 night (n = 324, 84.42%), 2 nights (n = 52, 13.51%), and 3 nights (n = 8, 2.08%).

More than half of the tourists (n = 228, 59.22%) spent the money in the trip 4,001 - 5,000 Baht, followed by 3,001 - 4,000 Baht (n = 83, 21.56%), more than 5,001 Baht (n = 62, 16.10%), and 2,001 - 3,000 Baht (n = 12, 3.12%).

The majority of the tourists (n = 375, 92.73%) travel about 1 time per month, and only 7.27% (n = 28) travel twice a month.

Approximately, most of the tourists travel less than once a year (n = 266, 69.09%) followed by 1-2 time per year (n = 84, 21.82%), 3-4 times per year (n = 34, 8.83%), and more than 4 times per year (n = 1, 0.26%).

The main sources of information that they received for adventure travelling are from the Internet (n = 229, 59.48%), journal/magazine/guidebook (n = 70, 18.18%), radio/television (n = 59, 15.32%), and friend(s)/relative(s) (n = 27, 7.01%).

For the activities, most of them chose to visit waterfall(s)/cave(s) (n = 172, 44.68%), rafting (n = 140, 36.36%), boating/kayaking (n = 33, 8.57%), Para

motoring/ Paragliding/ Sky diving (n = 21, 5.45%), Rock Climbing (n = 12, 3.12%), Driving ATV/ Go-Karting (n = 4, 1.04%), and Trekking (n = 3, 0.78%) respectively.

#### **4.2 Tourists' Perception of Adventure tourism, Factors of Tourism Brand Equity, and Potential of Adventure Travel that Attract Tourists to Visit Bencha Burapha Suvarnabhumi Provinces**

**Table 4.2** Mean and Standard Deviation of the Overall Perception of the Adventure tourism

<b>No.</b>	<b>Overall</b>	<b><math>\bar{X}</math></b>	<b>S.D.</b>	<b>Meaning</b>
1	Responsiveness for Customer Solution/ Expectation	4.140	0.695	High
2	Customer Cost/Evaluation	4.305	0.780	Very high
3	Customer Convenience/Experience	4.216	0.763	Very high
4	Customer Communication/Emotion	4.190	0.819	High
5	Competence Courtesy	4.275	0.813	Very high
6	Coordination Continuity	4.224	0.832	Very high
7	Comfortable / Physical Evidence	4.188	0.787	High
<b>Total</b>		<b>4.220</b>	<b>0.784</b>	<b>Very high</b>

From Table 4.2, the result shows that the overall perception of the adventure tourism in Bencha Burapha Suvarnabhumi provinces from the tourists is very high ( $\bar{X} = 4.220$ ). The aspects that tourists responded in the absolutely agree level are the Customer Cost/Evaluation ( $\bar{X} = 4.305$ ), Competence Courtesy ( $\bar{X} = 4.275$ ), and Coordination Continuity ( $\bar{X} = 4.224$ ), respectively. The rest are responded in the highly agree level as follow: Customer Convenience/Experience ( $\bar{X} = 4.216$ ), Customer Communication/Emotion ( $\bar{X} = 4.190$ ), Comfortable/Physical Evidence ( $\bar{X} = 4.188$ ), and responsiveness for Customer Solution/Expectation ( $\bar{X} = 4.140$ ), respectively.

**Table 4.3** Mean and Standard Deviation of the Perception of the Adventure tourism  
Classified by Different Aspect

No.	Perception of the Adventure tourism destination	$\bar{X}$	S.D.	Meaning
<b>1. Customer Solution/Expectation</b>				
1	Tourism destinations in Bencha Burapha Suvarnabhumi provinces are adventure tourism.	4.106	0.805	High
2	Tourism destinations in Bencha Burapha Suvarnabhumi provinces have variety of tourism national resource (mountains, waterfalls, rivers, etc.)	4.153	0.810	High
3	Natural destinations and communities in Bencha Burapha Suvarnabhumi provinces have authentic and suitable for your adventure activities.	4.161	0.829	High
<b>Total</b>		<b>4.140</b>	<b>0.815</b>	<b>High</b>
<b>2. Customer Cost/Evaluation</b>				
4	Adventure tourism in Bencha Burapha Suvarnabhumi provinces is value for visiting.	4.361	0.818	Very High
5	The expenses in adventure tourism in Bencha Burapha Suvarnabhumi provinces are reasonable.	4.301	0.846	Very High
6	Shops and adventure tourism service in Bencha Burapha Suvarnabhumi provinces are reputable and reliable.	4.252	0.870	Very High
<b>Total</b>		<b>4.305</b>	<b>0.845</b>	<b>Very High</b>
<b>3. Customer Convenience/Experience</b>				
7	There are many distribution channels for buying a product or service of adventure travelling in Bencha Burapha Suvarnabhumi provinces and they are easy to access.	4.231	0.885	Very High

**Table 4.3** (Continued)

No.	Perception of the Adventure Tourism Destination	$\bar{X}$	S.D.	Meaning
8	The distribution channels for buying a product or service of adventure travelling in Bencha Burapha Suvarnabhumi provinces are convenient and impressive.	4.216	0.796	Very High
9	The accessibility to adventure tourism in Bencha Burapha Suvarnabhumi provinces is easy and comfortable. They are close to the capital city.	4.200	0.825	Very High
<b>Total</b>		<b>4.216</b>	<b>0.835</b>	<b>Very High</b>
		<b>4. Customer Communication/Emotion</b>		
10	Adventure tourism in Bencha Burapha Suvarnabhumi provinces provides attractive information for visiting.	4.151	0.895	High
11	Marketing communication tools of adventure travelling in Bencha Burapha Suvarnabhumi provinces makes the destination unique, exciting, and challenging under the slogan “Green Adventure”	4.169	0.913	High
12	Marketing communication tools of Bencha Burapha Suvarnabhumi provinces push you to make a decision to travel in these provinces.	4.249	0.881	Very High
<b>Total</b>		<b>4.190</b>	<b>0.896</b>	<b>Very High</b>
<b>5. Competence Courtesy</b>				
13	Government and private sectors as well as community in Bencha Burapha Suvarnabhumi provinces are ready to provide the service for adventure travelling.	4.275	0.876	Very High

**Table 4.3** (Continued)

No.	Perception of the Adventure Tourism	$\bar{X}$	S.D.	Meaning
	Destination			
14	Staffs in the adventure tourism sectors in the Bencha Burapha Suvarnabhumi provinces are capable of serving the adventure tourism.	4.312	0.864	Very High
15	Entrepreneurs and members in the communities present as good hosts for adventure travelling in the Bencha Burapha Suvarnabhumi provinces.	4.239	0.916	Very High
<b>Total</b>		<b>4.275</b>	<b>0.885</b>	<b>Very High</b>
<b>6. Coordination Continuity</b>				
16	Adventure tourism in Bencha Burapha Suvarnabhumi provinces has international standard service.	4.223	0.905	Very High
17	Adventure tourism in Bencha Burapha Suvarnabhumi provinces has systematic, convenient, fast, and simple procedure.	4.242	0.893	Very High
18	The service standard of adventure tourism in Bencha Burapha Suvarnabhumi is impressive.	4.208	0.889	Very High
<b>Total</b>		<b>4.224</b>	<b>0.896</b>	<b>Very High</b>
<b>7. Comfortable / Physical Evidence</b>				
19	The topography of the Bencha Burapha Suvarnabhumi provinces is suitable for being green adventure tourism.	4.223	0.843	Very High
20	Tourism resource in the Bencha Burapha Suvarnabhumi provinces is suitable for being a green adventure tourism	4.184	0.930	High

**Table 4.3** (Continued)

No.	Perception of the Adventure Tourism	$\bar{X}$	S.D.	Meaning
	Destination			
21	Infrastructure and facilities in the Bencha Burapha Suvarnabhumi provinces is suitable for being a green adventure tourism	4.156	0.818	High
<b>Total</b>		<b>4.188</b>	<b>0.863</b>	<b>High</b>

Table 4.3 presents the result of the perception of the adventure tourism classified by aspects.

1) Responsiveness for Customer Solution/Expectation

The result shows that the overall perception of the adventure tourism classified by the responsiveness for Customer Solution/Expectation is high ( $\bar{X} = 4.140$ ). Considering each question from the questionnaire reveals that the authenticity and suitability of the natural destinations and communities in the Bencha Burapha Suvarnabhumi provinces is high ( $\bar{X} = 4.161$ ), followed by the variety of tourism national resource (mountains, waterfalls, rivers, etc.) ( $\bar{X} = 4.153$ ), and the tourism destinations in the Bencha Burapha Suvarnabhumi provinces are adventure tourism ( $\bar{X} = 4.106$ ).

2) Customer Cost/Evaluation

The result shows that the overall perception of the adventure tourism classified by the Customer Cost/Evaluation is very high ( $\bar{X} = 4.305$ ). Adventure tourism in Bencha Burapha Suvarnabhumi provinces is value for visiting was rated the highest ( $\bar{X} = 4.361$ ), followed by reasonable price ( $\bar{X} = 4.301$ ), and reputable and reliable shops and adventure tourism service ( $\bar{X} = 4.252$ ), respectively.

3) Customer Convenience/Experience

The result demonstrates that the overall perception of the adventure tourism classified by Customer Convenience/Experience is very high ( $\bar{X} = 4.216$ ). When classify the result according to the questions, it shows that the ease to access of

many distribution channels for buying a product or service of adventure travelling in the Bencha Burapha Suvarnabhumi provinces is rated the highest ( $\bar{X} = 4.231$ ). The convenience and impression of the distribution channels for buying a product or service of adventure travelling in the Bencha Burapha Suvarnabhumi provinces is also high rated ( $\bar{X} = 4.216$ ), as well as the ease and comfort in accessing to adventure tourism in the Bencha Burapha Suvarnabhumi provinces as they are close to the capital city ( $\bar{X} = 4.200$ ).

#### 4) Customer Communication/Emotion

The overall result reveals that the perception of the adventure tourism classified by the Customer Communication/Emotion is high ( $\bar{X} = 4.190$ ). Considering from each aspect, it shows that the highest aspect is the marketing communication tools of the Bencha Burapha Suvarnabhumi provinces push the tourists to make a decision to travel in these provinces ( $\bar{X} = 4.249$ ), followed by the marketing communication tools of adventure travelling in Bencha Burapha Suvarnabhumi provinces makes the destination unique, exciting, and challenging under the slogan “Green Adventure” ( $\bar{X} = 4.169$ ), and the adventure tourism in Bencha Burapha Suvarnabhumi provinces provides attractive information for visiting ( $\bar{X} = 4.151$ ).

#### 5) Competence Courtesy

The result demonstrates that the overall perception of the adventure tourism classified by Competence Courtesy is very high ( $\bar{X} = 4.275$ ). When classify the result in each aspect, the mean is ranked from that staffs in the adventure tourism sectors in the Bencha Burapha Suvarnabhumi provinces are capable of serving the adventure tourism ( $\bar{X} = 4.312$ ), the government and private sectors as well as community in the Bencha Burapha Suvarnabhumi provinces are ready to provide the service for adventure travelling ( $\bar{X} = 4.275$ ), and the entrepreneurs and members in the communities present as good hosts for adventure travelling in the Bencha Burapha Suvarnabhumi provinces ( $\bar{X} = 4.239$ ) respectively.

#### 6) Coordination Continuity

The result shows that the overall perception of the adventure tourism classified by the Coordination Continuity is very high ( $\bar{X} = 4.224$ ). Considering each question

from the questionnaire reveals that the systematic, convenient, fast, and simple procedure of adventure tourism in the Bencha Burapha Suvarnabhumi provinces was rated the highest ( $\bar{X} = 4.242$ ), followed by the international standard service provided by the adventure tourism in the Bencha Burapha Suvarnabhumi ( $\bar{X} = 4.223$ ), and the impression at service standard of adventure tourism in the Bencha Burapha Suvarnabhumi provinces ( $\bar{X} = 4.208$ ).

#### 7) Comfortable / Physical Evidence

The overall result reveals that the perception of the adventure tourism classified by Comfortable / Physical Evidence is high ( $\bar{X} = 4.188$ ). Considering from each aspect, it shows that the highest aspect in this section is the suitability of the topography of the Bencha Burapha Suvarnabhumi provinces for being a green adventure tourism ( $\bar{X} = 4.223$ ), followed by the suitability of tourism resources ( $\bar{X} = 4.184$ ), and their infrastructure and facilities ( $\bar{X} = 4.156$ ).

**Table 4.4** The Overview of Attractive and Important Factors of Tourism Brand Equity in Adventure Travelling

No.	Factors of Tourism Brand Equity	$\bar{X}$	S.D.	Meaning
1	Brand awareness	4.127	0.786	High
2	Perceived quality	4.168	0.813	High
3	Brand associations	4.080	0.684	High
4	Brand royalty	4.213	0.775	Very High
5	Other Proprietary Brand Assets	4.194	0.709	High
<b>Total</b>		<b>4.156</b>	<b>0.754</b>	<b>High</b>

From Table 4.4, the result shows that the overall perception of the attractive and important factors of tourism brand equity is high ( $\bar{X} = 4.156$ ). The aspect that tourists rated highest is the brand royalty ( $\bar{X} = 4.213$ ). The rest aspects that are rated



as high: Other Proprietary Brand Assets ( $\bar{X} = 4.194$ ), Perceived quality ( $\bar{X} = 4.168$ ), Brand awareness ( $\bar{X} = 4.127$ ), and Brand associations ( $\bar{X} = 4.080$ ), respectively.

**Table 4.5** The Attractive and Important Factors of Tourism Brand Equity in Adventure Travelling Classified by Different Aspects

No.	Different Aspects of Brand Equity	$\bar{X}$	S.D.	Meaning
<b>1. Brand Awareness</b>				
1	Tourism attractions in the Bencha Burapha Suvarnabhumi provinces are adventure attractions.	4.106	0.830	High
2	Tourism resources in the Bencha Burapha Suvarnabhumi provinces are suitable for being adventure attractions.	4.140	0.817	High
3	Tourism attractions in the Bencha Burapha Suvarnabhumi provinces are famous for adventure travelling.	4.135	0.843	High
4	If you think about excitement and challenges in tourism, you think about the adventure attractions in the Bencha Burapha Suvarnabhumi provinces at the first places.	4.125	0.863	High
<b>Total</b>		<b>4.127</b>	<b>0.838</b>	<b>High</b>
<b>2. Perceived Quality</b>				
5	Adventure tourism resources in the Bencha Burapha Suvarnabhumi provinces have good reputation as adventure attractions.	4.130	0.841	High
6	Tourism facilities and safety are accepted by international standard.	4.132	0.857	High
7	You received beyond-expectation experiences from adventure travelling in the Bencha Burapha Suvarnabhumi provinces.	4.171	0.888	High

**Table 4.5** (Continued)

No.	Different Aspects of Brand Equity	$\bar{X}$	S.D.	Meaning
8	You trust the potential of the service staff for the adventure activities in the Bencha Burapha Suvarnabhumi provinces.	4.236	0.850	Very High
<b>Total</b>		<b>4.168</b>	<b>0.859</b>	<b>High</b>
<b>3. Brand Associations</b>				
9	Tourism attractions in the Bencha Burapha Suvarnabhumi provinces are outstanding and unique adventure attractions.	3.901	0.884	High
10	Adventures travelling in the Bencha Burapha Suvarnabhumi provinces are challenging and matched with their environments.	4.086	0.836	High
11	Adventure tourism attractions in the Bencha Burapha Suvarnabhumi provinces are authentic and original.	4.223	0.870	Very High
12	Adventure tourism attractions in the Bencha Burapha Suvarnabhumi provinces are exciting and challenging.	4.060	0.838	High
13	Adventure tourism attractions in the Bencha Burapha Suvarnabhumi provinces are reliable.	4.008	0.831	High
14	Adventure tourism attractions in the Bencha Burapha Suvarnabhumi provinces are attractive and fascinating.	4.094	0.798	High
15	Adventure tourism attractions in the Bencha Burapha Suvarnabhumi provinces provide difficult outdoor activities.	4.112	0.820	High

**Table 4.5** (Continued)

No.	Different Aspects of Brand Equity	$\bar{X}$	S.D.	Meaning
16	You are fond of and proud of travelling in the adventure tourism attractions in the Bencha Burapha Suvarnabhumi provinces.	4.153	0.800	High
<b>Total</b>		<b>4.080</b>	<b>0.835</b>	<b>High</b>
<b>4. Brand Loyalty</b>				
17	You are impressed by the experiences in adventure tourism attractions in the Bencha Burapha Suvarnabhumi provinces and are willing to visit them again.	4.187	0.811	High
18	You are willing to come back to join the activities both the same and the new ones in the future.	4.208	0.845	Very High
19	You believe in the safety standard and service of the adventure tourism in the Bencha Burapha Suvarnabhumi provinces.	4.218	0.825	Very High
20	You will recommend the adventure activities in these tourism attractions to others.	4.239	0.875	Very High
<b>Total</b>		<b>4.213</b>	<b>0.839</b>	<b>Very High</b>
<b>5. Other Proprietary Brand Assets</b>				
21	This adventure tourism attraction provides unexpected activities.	4.262	0.827	Very High
22	This adventure tourism attraction provides adventurous and thrilling activities.	4.177	0.791	High
23	This adventure tourism attraction provides challenging activities.	4.143	0.759	High
24	This adventure tourism attraction provides activities that make you proud of yourself.	4.153	0.794	High

**Table 4.5** (Continued)

No.	Different Aspects of Brand Equity	$\bar{X}$	S.D.	Meaning
25	This adventure tourism attraction provides new adventurous activities.	4.234	0.834	Very High
26	This adventure tourism attraction provides exciting and stimulating activities.	4.177	0.829	High
27	This adventure tourism attraction lets you to escape from your general way of living.	4.177	0.842	High
28	This adventure tourism attraction provides activities for exploring and investigating.	4.223	0.852	Very High
29	This adventure tourism attraction provides activities that suitable for its surrounding.	4.195	0.845	High
30	This adventure tourism attraction provides you conflict of emotion when you have to face the adventurous activity.	4.200	0.838	Very High
<b>Total</b>		<b>4.194</b>	<b>0.821</b>	<b>High</b>

Table 4.5 is the result for the attractive and important factors of tourism brand equity in adventure travelling classified by different aspects.

#### 1) Brand Awareness

The result demonstrates that the overall of brand awareness is high ( $\bar{X} = 4.127$ ). When classify the result in each aspect, the highest mean is ranked from tourism resources in the Bencha Burapha Suvarnabhumi provinces are suitable for being adventure attractions ( $\bar{X} = 4.140$ ), the tourism attractions in the Bencha Burapha Suvarnabhumi provinces are famous for adventure travelling ( $\bar{X} = 4.135$ ), when the tourists think about excitement and challenges in tourism, they think about the adventure attractions in the Bencha Burapha Suvarnabhumi provinces at the first places ( $\bar{X} = 4.125$ ), and the tourism attractions in the Bencha Burapha Suvarnabhumi provinces are adventure attractions. ( $\bar{X} = 4.106$ ) respectively.

## 2) Perceived Quality

The result reveals that the overall perceived quality is high ( $\bar{X} = 4.168$ ). When classify the result according to the questions, it shows that the trust in the potential of the service staff for the adventure activities in the Bencha Burapha Suvarnabhumi provinces becomes the highest aspect ( $\bar{X} = 4.236$ ). Receiving of beyond-expectation experiences from adventure travelling in the Bencha Burapha Suvarnabhumi provinces is also rated high ( $\bar{X} = 4.171$ ), as well as tourism facilities and safety acceptance ( $\bar{X} = 4.132$ ) and reputation of the adventure tourism resources in the Bencha Burapha Suvarnabhumi ( $\bar{X} = 4.130$ ).

## 3) Brand Associations

The overall result reveals that the perception of the adventure tourism classified by the brand associations is high ( $\bar{X} = 4.080$ ). Considering from each aspect, it shows that the very high aspect is the authenticity and originality of the adventure tourism attractions in the Bencha Burapha Suvarnabhumi provinces ( $\bar{X} = 4.223$ ). The rest aspects are rated as high: tourists are fond of and proud of travelling in the adventure tourism attractions ( $\bar{X} = 4.153$ ), difficult outdoor activities of the adventure attractions ( $\bar{X} = 4.112$ ), the attractiveness and fascination of the adventure tourism attractions ( $\bar{X} = 4.094$ ), the challenges in activities and the concurrence of the attractions and the environments ( $\bar{X} = 4.086$ ), the exciting and challenging activities ( $\bar{X} = 4.060$ ), the reliability of the attractions ( $\bar{X} = 4.008$ ), and the uniqueness of the adventure attractions ( $\bar{X} = 3.901$ ), respectively.

## 4) Brand Loyalty

The result shows that the overall of brand royalty is very high ( $\bar{X} = 4.213$ ). Three aspects that tourists rated very high which are “You will recommend the adventure activities in these tourism attractions to others,” ( $\bar{X} = 4.239$ ); “You believe in the safety standard and service of the adventure tourism in the Bencha Burapha Suvarnabhumi provinces,” ( $\bar{X} = 4.218$ ); and “You are willing to come back to join the activities both the same and the new ones in the future,” ( $\bar{X} = 4.208$ ). The aspect that is rated high is “You are impressed by the experiences in adventure

tourism attractions in the Bencha Burapha Suvarnabhumi provinces and are willing to visit them again” ( $\bar{X} = 4.187$ ).

#### 5) Other Proprietary Brand Assets

The overall result reveals that the Other Proprietary Brand Assets is rated high ( $\bar{X} = 4.194$ ). Considering from each aspect, there are four aspects rated very high. They are the adventure tourism attractions that provides unexpected activities ( $\bar{X} = 4.262$ ), new adventurous activities ( $\bar{X} = 4.234$ ), activities for exploring and investigating ( $\bar{X} = 4.223$ ), and conflict of emotion when you have to face the adventurous activity ( $\bar{X} = 4.200$ ). The rest aspects are rated high: suitability of the activities and their surrounding ( $\bar{X} = 4.195$ ), the excitements and stimulations of the activities, the adventure and the thrill of the activities, and the opportunities to let the tourists escape from the normal way of living (these three have the same  $\bar{X} = 4.177$ ), followed by the activities that make tourists be proud of themselves ( $\bar{X} = 4.153$ ), the challenging activities ( $\bar{X} = 4.143$ ), respectively.

**Table 4.6** Mean and Standard Deviation of the Overall Potential of the Adventure Tourism

No.	Potential of the Adventure Tourism	$\bar{X}$	S.D.	Meaning
1	Natural resources	4.312	0.789	Very High
2	Activities	4.210	0.757	Very High
3	Readiness	4.249	0.789	Very High
4	Marketing	4.216	0.788	Very High
<b>Total</b>		<b>4.247</b>	<b>0.780</b>	<b>Very High</b>

Table 4.6 shows that the overall potential of the adventure tourism is very high ( $\bar{X} = 4.247$ ). Natural resources is the highest rated aspect ( $\bar{X} = 4.312$ ), followed by readiness ( $\bar{X} = 4.249$ ), marketing ( $\bar{X} = 4.216$ ), policy ( $\bar{X} = 4.214$ ), and activities at the last aspects ( $\bar{X} = 4.210$ ).

**Table 4.7** Mean and Standard Deviation of the Potential of the Adventure Tourism  
Classified by Different Aspects

No.	Potential of the Adventure tourism	$\bar{X}$	S.D.	Meaning
<b>1. Natural resources</b>				
1	The Bencha Burapha Suvarnabhumi provinces have suitable topography.	4.317	0.859	Very High
2	Tourism attractions in the Bencha Burapha Suvarnabhumi provinces are famous for adventure travelling.	4.319	0.835	Very High
3	Adventure tourism attractions in the Bencha Burapha Suvarnabhumi provinces have attractive scenery.	4.286	0.855	Very High
4	Adventure tourism attractions in the Bencha Burapha Suvarnabhumi provinces have variety of activities.	4.317	0.853	Very High
5	Adventure tourism attractions in the Bencha Burapha Suvarnabhumi provinces have natural richness.	4.319	0.816	Very High
<b>Total</b>		<b>4.312</b>	<b>0.844</b>	<b>Very High</b>
<b>2. Activities</b>				
6	Adventurous activities in the Bencha Burapha Suvarnabhumi provinces are suitable with the tourism attractions.	4.231	0.885	Very High
7	Tourism attractions have useful and worth learning adventurous activities.	4.216	0.796	Very High
8	Adventurous activities have standard maintenance and equipment.	4.200	0.825	Very High
9	Adventure activities are safe and taken care by the qualified staff.	4.151	0.895	High

**Table 4.7** (Continued)

No.	Potential of the Adventure tourism	$\bar{X}$	S.D.	Meaning
10	Adventure activities are fun, exciting, and challenging.	4.210	0.854	Very High
<b>Total</b>		<b>4.231</b>	<b>0.885</b>	<b>Very High</b>
<b>3. Readiness</b>				
11	It is convenient to travel to other tourism destinations.	4.169	0.913	Very High
12	The standard of activities, natural conservation, and the entrepreneurs	4.249	0.881	Very High
13	There are signs around the attractions.	4.275	0.876	Very High
14	The attractions have standard in taking care of the place and safety of tourists.	4.312	0.864	Very High
15	The adventurous attractions provide effective tourist information center.	4.239	0.916	Very High
<b>Total</b>		<b>4.249</b>	<b>0.890</b>	<b>Very High</b>
<b>4. Marketing</b>				
16	There are advertisings and PRs of the adventure tourism via various channels.	4.223	0.905	Very High
17	The PR tools provide information and details of the adventure tourism.	4.242	0.893	Very High
18	There are customer relation activities to maintain the relationship with the customers.	4.208	0.889	Very High
19	There are information center in the attractions.	4.223	0.843	Very High
20	The price of the adventure tourism is worth travelling.	4.184	0.930	High
<b>Total</b>		<b>4.216</b>	<b>0.892</b>	<b>Very High</b>



Table 4.7 is the result for the potential of the adventure tourism classified by different aspects.

#### 1) Natural resources

The result reveals that the overall perceived quality is very high ( $\bar{X} = 4.312$ ). When classify the result according to its details, it shows that the fame for adventure travelling and the natural richness are equally rated as the highest potential for the adventure tourism in the Bencha Burapha Suvarnabhumi provinces ( $\bar{X} = 4.319$ ). The topography and variety of activities are also rated very high ( $\bar{X} = 4.317$ ). Even though attractive scenery is the last one, the mean score is still very high ( $\bar{X} = 4.286$ ).

#### 2) Activities

The overall result is very high ( $\bar{X} = 4.231$ ). Considering from each aspect, it shows that the very high aspects are adventurous activities in the Bencha Burapha Suvarnabhumi provinces are suitable with the tourism attractions ( $\bar{X} = 4.231$ ), Tourism attractions have useful and worth learning adventurous activities ( $\bar{X} = 4.216$ ), Adventure activities are fun, exciting, and challenging ( $\bar{X} = 4.210$ ), and Adventurous activities have standard maintenance and equipment ( $\bar{X} = 4.200$ ). There is only one high aspect: Adventure activities are safe and taken care by the qualified staff ( $\bar{X} = 4.151$ ).

#### 3) Readiness

The result reveals that the overall readiness is high ( $\bar{X} = 4.249$ ). All sub-categories are rated very high: The attractions have standard in taking care of the place and safety of tourists ( $\bar{X} = 4.312$ ), There are signs around the attractions ( $\bar{X} = 4.275$ ), The standard of activities, natural conservation, and the entrepreneurs ( $\bar{X} = 4.249$ ), The adventurous attractions provide effective tourist information center ( $\bar{X} = 4.239$ ), and It is convenient to travel to other tourism destinations ( $\bar{X} = 4.171$ ), respectively.

#### 4) Marketing

Overall, the marketing is rated very high ( $\bar{X} = 4.216$ ). When classify the result according to the sub-category, it shows that the PR tools provide information

and details of the adventure tourism becomes the highest rated aspect ( $\bar{X} = 4.242$ ). There are advertisings and PRs of the adventure tourism via various channels and there are information center in the attractions are the equal rated aspects ( $\bar{X} = 4.223$ ), followed by there are customer relation activities to maintain the relationship with the customers ( $\bar{X} = 4.208$ ). There is only one aspect that is rated high: The price of the adventure tourism is worth travelling ( $\bar{X} = 4.184$ ).

### 4.3 Data Analystist to Check Initial Conditions before Regression Analysis

**Table 4.8** The Correlation between Adventure Tourism Perception and Brand Equity of Adventure Tourism Affecting Tourism Potential

r	CTM1	CTM2	CTM3	CTM4	CTM5	CTM6	CTM7	BND1	BND2	BND3	BND4	BND5
CTM1	1.000											
CTM2	0.877**	1.000										
CTM3	0.787**	0.814**	1.000									
CTM4	0.837**	0.816**	0.834**	1.000								
CTM5	0.777**	0.772**	0.743**	0.863**	1.000							
CTM6	0.723**	0.735**	0.710**	0.814**	0.869**	1.000						
CTM7	0.606**	0.623**	0.619**	0.682**	0.755**	0.862**	1.000					
BND1	0.458**	0.489**	0.429**	0.523**	0.578**	0.611**	0.732**	1.000				
BND2	0.573**	0.561**	0.465**	0.577**	0.679**	0.685**	0.715**	0.812**	1.000			
BND3	0.312**	0.368**	0.296*	0.375**	0.399**	0.406**	0.437**	0.461**	0.548**	1.000		
BND4	0.311**	0.365**	0.287*	0.360**	0.392**	0.398**	0.420**	0.391**	0.510**	0.906**	1.000	
BND5	0.361**	0.391**	0.335**	0.376**	0.401**	0.413**	0.439**	0.423**	0.486**	0.828**	0.864**	1.000
ATP1	0.393**	0.407**	0.356**	0.425**	0.434**	0.408**	0.411**	0.373**	0.414**	0.760**	0.764**	0.866**
ATP2	0.419**	0.460**	0.391**	0.483**	0.428**	0.365**	0.393**	0.319**	0.363**	0.611**	0.623**	0.650**
ATP3	0.402**	0.440**	0.364**	0.428**	0.360**	0.335**	0.313**	0.242*	0.317**	0.541**	0.567**	0.517**
ATP4	0.363**	0.429**	0.368**	0.426**	0.355**	0.350**	0.335**	0.258*	0.343**	0.569**	0.589**	0.554**

**Table 4.8** (Continued)

r	ATP1	ATP2	ATP3	ATP4
ATP1	1.000			
ATP2	0.798**	1.000		
ATP3	0.613**	0.753**	1.000	
ATP4	0.614**	0.731**	0.812**	1.000

**Note:** \* at the 0.05 level of significance

\*\* at the 0.01 level of significance

From Table 4.8, it was found that correlation coefficient of CTM1 to ATP4 correlated with other variables in the same direction and the correlation coefficient was between 0.300 and 0.877. This is the basic relationship in the benchmark before the regression analysis to find variables used in the prediction for adventure tourist attraction perception that effected the tourists' motivation in making their decisions to travel to the adventure tourist attraction in Bencha Burapha Suvarnabhumi Provinces.

#### 4.4 Hypothesis Testing between Variables

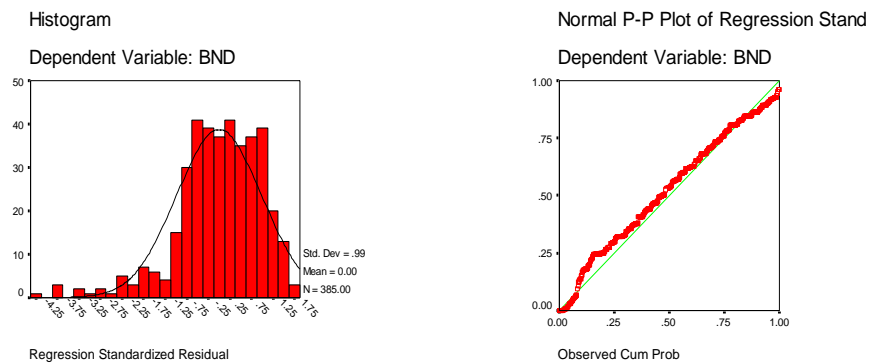
##### 4.4.1 Hypothesis 1: The Personal Factors Affect Brand Equity and Perceptions of Adventure Tourism.

###### 1) Hypothesis 1.1

$H_0$ : Personal factors do not affect of adventure tourism's brand equity.

$H_1$  Personal factors affect adventure tourism's brand equity.

##### Condition Testing before the Regression Analysis



**Figure 4.1** Overview of Brand Equity's Distribution of Variables of Adventure Tourism

From Figure 4.1, it was found that adventure tourism's brand equity were closely adjacent to the normal p-plot. That meant the data was a normal distribution. The bar chart of adventure tourism's brand equity was a bell-shaped curve that was considered closely to be a normal distribution. Moreover, it was combined with Durbin-Watson's statistics = 1.499 that was close to 2. Therefore, the empirical data obtained from the survey was not considered to be in violation of the basic assumption prior to the regression analysis.

**Table 4.9** Overview of Statistics in The Analysis of Variance, Regression Coefficients Testing of The Adventure Tourism's Brand Equity

Variation Sources	Variation (SS)	DF.	Average Variance (MS)	Statistics (F)	Sig	Durbin-Watson
Regression	21.967	8	2.746	6.694	.000**	1.499
Residual	154.233	376	.410			
Total	176.201	384				

**Note:** \*\* at the 0.01 level of significance

\* at the 0.05 level of significance

From Table 4.9, it was found that the statistics of the analysis of variance in the overview of the regression coefficient testing: sig = 0.000 \*\*, lower than the significance level of 0.05. Thus, the null hypothesis ( $H_0$ ) must be rejected. It meant that at least 1 factor of personal factors affecting the overview of adventure tourism's brand equity at the 0.01 level of significance.

**Table 4.10** Overview of the Analysis of Personal Factors Affecting Adventure Tourism's Brand Equity

Personal factors	Coeff. (b)	Beta( $\beta$ )	t-test	Sig.
Constant	4.198		55.194	.000**
6-10 tourists	.239	.175	3.573	.000**
Expenditure in the tour 4,001 - 5,000 baht	.550	.141	2.884	.004**
To study / seek knowledge	-.387	-.138	-2.861	.004**
Students	-1.461	-.110	-2.267	.024*
Single	-.208	-.124	-2.538	.012*
Live in the Central part of Thailand	-.329	-.122	-2.502	.013*
Male	.147	.108	2.214	.027*
At the age of 30-39	-.137	-.099	-2.031	.043*
<hr/>				
Decision coefficient ( $R^2$ )	= 0.525			
Correlation ( $R$ )	= 0.531			
Adjusted Decision coefficient (Adjusted R Square $R^2$ )	= 0.406			

**Note:** \*\* at the 0.01 level of significance

\* at the 0.05 level of significance

From Table 4.10, the t-test statistic was found to be between -2.861 and 3.573. All values greater than 1.96, including Sig, ranged from 000 \*\* to. 043 \*, were less than 0.01 or 0.05. Therefore, the null hypothesis ( $H_0$ ) must be rejected. It meant that the personal factors of tourists influenced the overview of adventure tourism's brand equity at the 0.01 level of significance: Number of people traveling 6-10 people, expenditure in the tour 4,001-5,000 Baht, studying and seeking knowledge, being

students, single status, living in central, male and age 30-39. The prediction equation could be written as follows:

The equation of raw scores

The overview of adventure tourism's brand equity =  $4,198 + .239^* (6-10 \text{ people traveling}) + .550^* (\text{travel expenses } 4,001 - 5,000 \text{ baht}) - .387^* (\text{to study and seek knowledge}) - 1.461^* (\text{students}) - .208^* (\text{single status}) - .329^* (\text{living in the central region}) + .147^* (\text{male}) - .137^* (\text{age } 30-39)$ .

The equation of standard scores

The overview of adventure tourism's brand equity =  $.175^* (6-10 \text{ people traveling}) + .141^* (\text{travel expenses } 4,001 - 5,000 \text{ baht}) - .138^* (\text{to study and seek knowledge}) - .110^* (\text{students}) - .124^* (\text{single status}) - .122^* (\text{living in the central region}) + .108 (\text{male}) - .099 (\text{age } 30-39)$ .

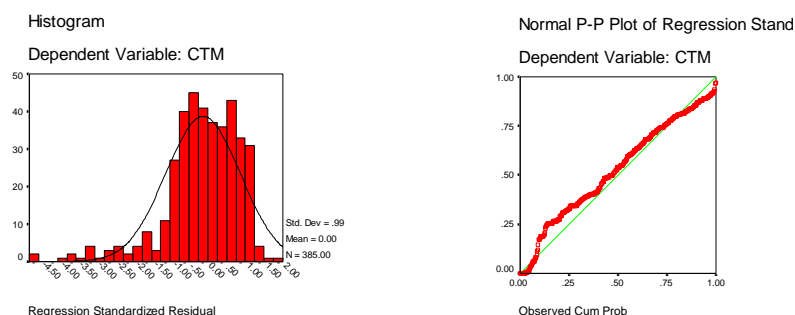
The results of the analysis also found that the personal factors had the prediction power of the overview of the brand equity of adventure tourism at 47.2 percent.

## 2) Hypothesis 1.2

$H_0$ : Personal factors do not affect adventure tourism perception.

$H_1$ : Personal factors affect adventure tourism perception.

### Condition Testing before The Regression Analysis



**Figure 4.2** Overview of Perception's Distribution of Variables of Adventure Tourism



From Figure 4.2, it was found adventure tourism perception were closely adjacent to the normal p-plot. That meant the data was a normal distribution. The bar chart of adventure tourism perception was a bell-shaped curve that was considered closely to be a normal distribution. Moreover, it was combined with Durbin-Watson's statistics = 1.579 that was close to 2. Therefore, the empirical data obtained from the survey was not considered to be in violation of the basic assumption prior to the regression analysis.

**Table 4.11** Overview of statistics in the analysis of variance, regression coefficients testing of adventure tourism perception

Variation Sources	Variation (SS)	DF.	Average Variance (MS)	Statistics (F)	Sig	Durbin-Watson
Regression	23.550	7	3.364	7.859	.000**	1.579
Residual	161.392	377	.428			
Total	184.942	384				

**Note:** \*\* at the 0.01 level of significance

\* at the 0.05 level of significance

From Table 4.11, it was found that the statistics of the analysis of variance in the overview of the regression coefficient testing: sig = 0.000 \*\*, lower than the significance level of 0.05. Thus, the null hypothesis ( $H_0$ ) must be rejected. It meant that at least 1 factor of personal factors affecting the overview of adventure tourism perception at the 0.01 level of significance.

**Table 4.12** Overview of the Analysis of Personal Factors Affecting Adventure Tourism Perception

Personal factors	Coeff. (b)	Beta( $\beta$ )	t-test	Sig.
Constant	4.160		57.064	.000**
6-10 tourists	.249	.177	3.650	.000**
Expenditure in the tour 4,001-5,000 baht	-2.014	-.148	-3.062	.002**
To study/seek knowledge	.558	.140	2.877	.004**
Students	-.349	-.126	-2.602	.010**
Single	-.243	-.141	-2.879	.004**
Live in the Central part of Thailand	.169	.119	2.440	.015*
Male	-.146	-.103	-2.118	.035*
Decision coefficient ( $R^2$ ) = 0.427				
Correlation ( $R$ ) = 0.457				
Adjusted Decision coefficient (Adjusted R Square $R^2$ ) = 0.406				

**Note:** \*\* at the 0.01 level of significance

\* at the 0.05 level of significance

From Table 4.12 the t-test statistic was found to be between -3.062 and 3.650. All values greater than 1.96, including Sig, ranged from .000\*\* to .035\* were less than 0.01 or 0.05. Therefore, the null hypothesis ( $H_0$ ) must be rejected. It meant that the personal factors of tourists influenced the overview of adventure tourism perception at the 0.01 level of significance: Number of people traveling 6 - 10 people, expenditure in the tour 4,001 - 5,000 Baht, studying and seeking knowledge, being students, single status, living in central, and age 30-39. The prediction equation could be written as follows:

The equation of raw scores

The overview of adventure tourism perception =  $4.160 + .249*(6-10 \text{ people traveling}) - 2.014*(\text{travel expenses } 4,001 - 5,000 \text{ baht}) + .558*(\text{to study and seek knowledge}) - .349*(\text{students}) - .243*(\text{single status}) + .169*(\text{living in the central region}) - .146*(\text{age } 30-39)$

The equation of standard scores

The overview of adventure tourism perception =  $.177*(6-10 \text{ people traveling}) - .148*(\text{travel expenses } 4,001 - 5,000 \text{ baht}) + .140*(\text{to study and seek knowledge}) - .126*(\text{students}) - .141*(\text{single status}) + .119*(\text{living in the central region}) - .103 (\text{age } 30-39)$

The results of the analysis also found that the personal factors had the prediction power of the overview of adventure tourism perception at 41.1 percent.

#### **4.4.2 Hypothesis 2: The Potential Factors of Adventure Tourism Affect**

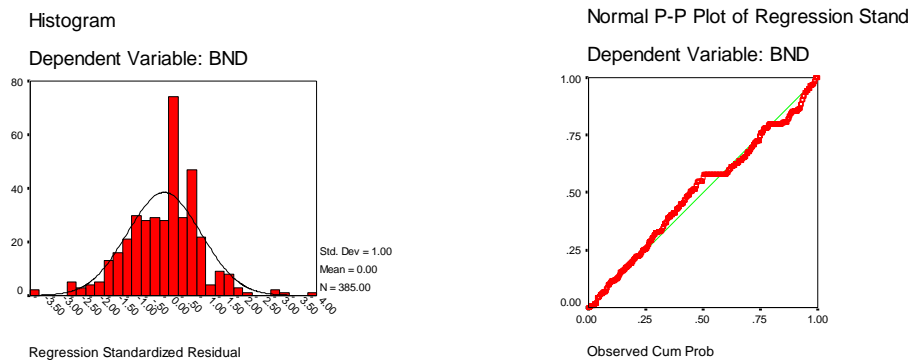
##### **Brand Equity and Perceptions of Adventure Tourism**

###### **1) Hypothesis 2.1**

H<sub>0</sub>: Potential factors of adventure tourism do not affect adventure tourism's brand equity.

H<sub>1</sub>: Potential factors of adventure tourism affect adventure tourism's brand equity.

### Condition Testing before the Regression Analysis



**Figure 4.3** Overview of Brand Equity's Distribution of Variables of Adventure Tourism

From Figure 4.3 it was found that adventure tourism's brand equity were closely adjacent to the normal p-plot. That meant the data was a normal distribution. The bar chart of adventure tourism's brand equity was a bell-shaped curve that was considered closely to be a normal distribution. Moreover, it was combined with Durbin-Watson's statistics 1.881 that was close to 2. Therefore, the empirical data obtained from the survey was not considered to be in violation of the basic assumption prior to the regression analysis.

**Table 4.13** Overview of Statistics in the Analysis Of Variance, Regression  
Coefficients Testing of Adventure Tourism's Brand Equity

Variation Sources	Variation (SS)	DF.	Average Variance (MS)	Statistics (F)	Sig	Durbin- Watson
Regression	112.391	3	37.464	377.742	.000	1.881
Residual					**	
Total	37.787	381	.099			
	150.178	384				

**Note:** \*\* at the 0.01 level of significance

\* at the 0.05 level of significance

From Table 4.13 it was found that the statistics of the analysis of variance in the overview of the regression coefficient testing: sig = 0.000 \*\*, lower than the significance level of 0.05. Thus, the null hypothesis ( $H_0$ ) must be rejected. It meant that at least 1 factor of potential factors affecting the overview of adventure tourism's brand equity at the 0.01 level of significance.

**Table 4.14** Overview of The Analysis of Potential Factors Affecting Adventure Tourism's Brand Equity

Potential factors of Adventure Tourism	Coeff. (b)	Beta( $\beta$ )	t-test	Sig.
constant	.747		7.263	.000**
Natural resources (ATP1)	.431	.544	17.978	.000**
Marketing (ATP4)	.220	.278	5.703	.000**
Activities (ATP2)	.146	.184	3.742	.000**
Decision coefficient ( $R^2$ )	= 0.748			
Correlation ( $R$ )	= 0.865			
Adjusted Decision coefficient (Adjusted R Square $R^2$ )	= 0.746			

**Note:** \*\* at the 0.01 level of significance

\* at the 0.05 level of significance

From Table 4.14 the t-test statistic was found to be between 3.742 and 17.978. All values greater than 1.96, including Sig, ranged from .000\*\* to .001\*\* were less than 0.01 or 0.05. Therefore, the null hypothesis ( $H_0$ ) must be rejected. It meant that the potential factors of adventure tourism affect the overview of adventure tourism's brand equity at the 0.01 level of significance: natural resources, marketing, and activities. These could be the prediction equation as follows.

The equation of raw scores

The overview of adventure tourism's brand equity =  $.747 + .431 \times (\text{natural resources}) + .220 \times (\text{marketing}) + .146 \times (\text{activities})$

The equation of standard scores

The overview of adventure tourism's brand equity =  $.544 \times (\text{natural resources}) + .278 \times (\text{marketing}) + .184 \times (\text{activities})$

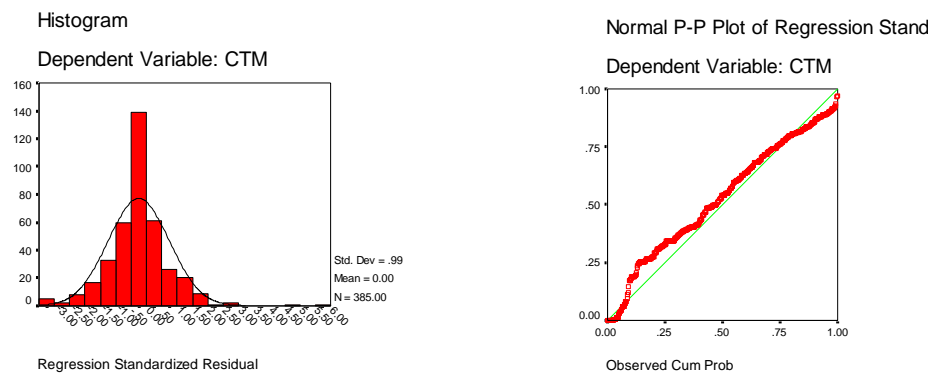
The results of the analysis also found that the potential of adventure tourism had the prediction power of the overview of the brand equity of adventure tourism at 74.6 percent.

## 2) Hypothesis 2.2

$H_0$ : Potential factors of adventure tourism do not affect s of adventure tourism perception.

$H_1$ : Potential factors of adventure tourism affect adventure tourism perception.

### Condition Testing before the Regression Analysis



**Figure 4.4** Overview of Perception's Distribution of Variables of Adventure Tourism

From Figure 4.4 it was found that adventure tourism perception was closely adjacent to the normal p-plot. That meant the data was a normal distribution. The bar chart of adventure tourism perception was a bell-shaped curve that was considered closely to be a normal distribution. Moreover, it was combined with Durbin-Watson's statistics = 2.204 that was close to 2. Therefore, the empirical data obtained from the survey was not considered to be in violation of the basic assumption prior to the regression analysis.

**Table 4.15** Overview of Statistics in the Analysis of Variance, Regression Coefficients Testing of Adventure Tourism Perception

Variation Sources	Variation (SS)	DF.	Average Variance (MS)	Statistics (F)	Sig	Durbin-Watson
Regression	181.881	4	45.470	5644.499	.000**	2.204
Residual	3.061	380	.008			
Total	184.942	384				

**Note:** \*\* at the 0.01 level of significance

\* at the 0.05 level of significance

From Table 4.15 it was found that the statistics of the analysis of variance in the overview of the regression coefficient testing: sig = 0.000 \*\*, lower than the significance level of 0.05. Thus, the null hypothesis ( $H_0$ ) must be rejected. It meant that at least 1 factor of potential factors affecting the overview of adventure tourism perception at the 0.01 level of significance.



**Table 4.16** Overview of the Analysis of Potential Factors Affecting Adventure Tourism Perception

Potential factors of Adventure Tourism	Coeff. (b)	Beta( $\beta$ )	t-test	Sig.
constant	.219		7.341	.000**
Natural resources (ATP1)	.023	.026	3.294	.001**
Activities (ATP2)	.334	.380	24.551	.000**
Readiness (ATP3)	.324	.354	26.064	.000**
Marketing (ATP4)	.265	.302	23.511	.000**
Decision coefficient ( $R^2$ )		= 0.983		
Correlation ( $R$ )		= 0.992		
Adjusted Decision coefficient (Adjusted R Square $R^2$ ) = 0.983				

**Note:** \*\* at the 0.01 level of significance

\* at the 0.05 level of significance

From Table 4.16, the t-test statistic was found to be between 3.294 and 26.064. All values greater than 1.96, including Sig, ranged from .000\*\* to .001\*\* were less than 0.01 or 0.05. Therefore, the null hypothesis ( $H_0$ ) must be rejected. It meant that the potential factors of adventure tourism affect the overview of adventure tourism perception at the 0.01 level of significance: natural resources, readiness, activities, and marketing. These could be the prediction equation as follows.

The equation of raw scores

The overview of adventure tourism perception = .219 +.023\*(natural resources) +.334\*(readiness) +.324\*(activities) +.265\*(marketing)

The equation of standard scores

The overview of adventure tourism perception =.026\*(natural resources) +.380\*(readiness) +.354\*(activities) +.302\*(marketing)

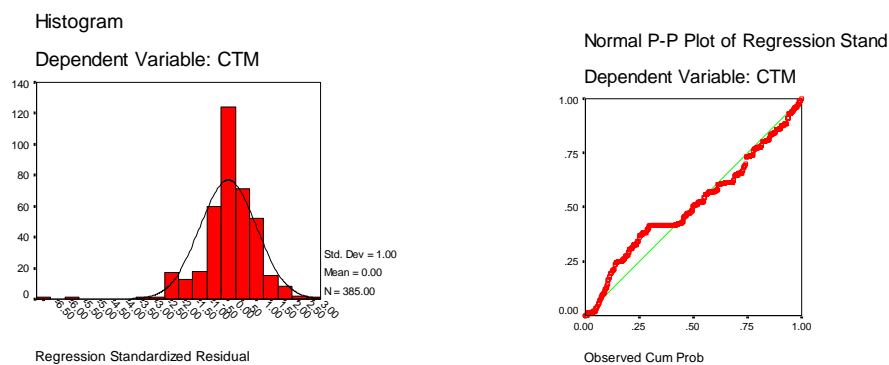
The results of the analysis also found that the potential of adventure tourism had the prediction power of the overview of the adventure tourism perception at 98.3 percent.

#### 4.4.3 Hypothesis 3: The Brand Equity Of Adventure Tourism Affects Perceptions Of Adventure Tourism.

$H_0$ : Brand equity of adventure tourism does not affect adventure tourism perception.

$H_1$ : Brand equity of adventure tourism affects adventure tourism perception.

#### Condition Testing before the Regression Analysis



**Figure 4.5** Overview of Perception's Distribution of Variables of Adventure Tourism

From Figure 4.5 it was found that adventure tourism perception was closely adjacent to the normal p-plot. That meant the data was a normal distribution. The bar chart of adventure tourism perception was a bell-shaped curve that was considered closely to be a normal distribution. Moreover, it was combined with Durbin-Watson's statistics = 1.656 that was close to 2. Therefore, the empirical data obtained from the survey was not considered to be in violation of the basic assumption prior to the regression analysis.

**Table 4.17** Overview of Statistics in the Analysis of Variance, Regression  
Coefficients Testing of Perceptions of Adventure Tourism

Variation Sources	Variation (SS)	DF.	Average Variance (MS)	Statistics (F)	Sig	Durbin- Watson
Regression	124.220	3	41.407	259.806	.000**	1.656
Residual	60.722	381	.159			
Total	184.942	384				

**Note:** \*\* at the 0.01 level of significance

\* at the 0.05 level of significance

From Table 4.17 it was found that the statistics of the analysis of variance in the overview of the regression coefficient testing: sig = 0.000 \*\*, lower than the significance level of 0.05. Thus, the null hypothesis ( $H_0$ ) must be rejected. It meant that at least 1 factor of brand equity affecting the overview of adventure tourism perception at the 0.01 level of significance

**Table 4.18** Overview of the Analysis of Brand Equity of Adventure Tourism Affects Adventure Tourism Perception

Brand equity of Adventure Tourism	Coeff. (b)	Beta( $\beta$ )	t-test	Sig.
constant	.888		6.907	.000**
Perceived quality (BND2)	.450	.527	7.556	.000**
Brand loyalty (BND4)	.186	.208	6.146	.000**
Brand awareness (BND1)	.163	.185	2.601	.010**
Decision coefficient ( $R^2$ ) = 0.672				
Correlation ( $R$ ) = 0.820				
Adjusted Decision coefficient (Adjusted R Square $R^2$ ) = 0.669				

**Note:** \*\* at the 0.01 level of significance

\* at the 0.05 level of significance

From Table 4.18 the t-test statistic was found to be between 2.601 and 7.556. All values greater than 1.96, including Sig, ranged from .000\*\* to .001\*\* were less than 0.01 or 0.05. Therefore, the null hypothesis ( $H_0$ ) must be rejected. It meant that the brand equity of adventure tourism affects the overview of adventure tourism perception at the 0.01 level of significance: perceived quality, brand loyalty, and brand awareness. These could be the prediction equation as follows

The equation of raw scores

The overview of adventure tourism perception = .888 + .450\*(perceived quality) + .186\*(brand loyalty) + .163\*(brand awareness)

The equation of standard scores

The overview of adventure tourism perception = .527\*(perceived quality) + .208\*(brand loyalty) + .185\*(brand awareness)

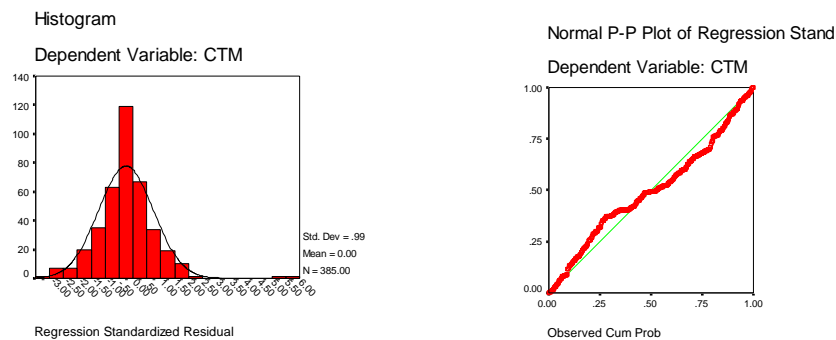
The results of the analysis also found that brand equity of adventure tourism affect the overview of adventure tourism perception at 66.9 percent.

#### 4.4.4 Hypothesis 4: Personal Factors, Potential Factors and Brand Equity of Adventure Tourism Affect Adventure Tourism Perception.

$H_0$ : Personal factors, potential factors and brand equity of adventure tourism do not affect adventure tourism perception

$H_1$  Personal factors, potential factors and brand equity of adventure tourism affect adventure tourism perception

#### Condition testing before the regression analysis



**Figure 4.6** Overview of Perception's Distribution of Variables of Adventure Tourism

From Figure 4.6 it was found that perception's factors of adventure tourism were closely adjacent to the normal p-plot. That meant the data was a normal distribution. The bar chart of potential factors in adventure tourism was a bell-shaped curve that was considered closely to be a normal distribution. Moreover, it was combined with Durbin-Watson's statistics = 2.200 that was close to 2. Therefore, the empirical data obtained from the survey was not considered to be in violation of the basic assumption prior to the regression analysis.

**Table 4.19** Overview of Statistics in the Analysis of Variance, Regression Coefficients Testing of Adventure Tourism Perception

Variation Sources	Variation (SS)	DF.	Average Variance (MS)	Statistics (F)	Sig	Durbin-Watson
Regression	182.321	10	18.232	2601.705	.000**	2.200
Residual	2.621	374	.007			
Total	184.942	384				

**Note:** \*\* at the 0.01 level of significance

\* at the 0.05 level of significance

From Table 4.19 it was found that the statistics of the analysis of variance in the overview of the regression coefficient testing: sig = 0.000 \*\*, lower than the significance level of 0.05. Thus, the null hypothesis ( $H_0$ ) must be rejected. It meant that at least 1 factor of factors affecting the adventure tourism perception at the 0.01 level of significance.

**Table 4.20** Overview of the Analysis of Personal Factors, Potential Factors and Brand Equity of Adventure Tourism Affect Adventure Tourism Perception

<b>Personal factors, Potential Factors and Brand Equity of Adventure Tourism</b>	<b>Coeff. (b)</b>	<b>Beta(<math>\beta</math>)</b>	<b>t-test</b>	<b>Sig.</b>
constant	.168		5.400	.000**
Natural resources	.328	.374	25.532	.000**
Activities	.316	.344	26.377	.000**
Marketing	.253	.287	21.010	.000**
Brand Associations	.040	.039	5.181	.000**
Brand awareness	.022	.025	2.587	.010**
Bachelor's degree	.084	.016	2.347	.019*
travel	.020	.014	2.209	.028*
age 30-39	-.019	-.014	-2.186	.029*
Journal/Magazine/Guidebook	.018	.013	2.078	.038*
Student/College Student	-.173	-.013	-2.019	.044*
Decision coefficient ( $R^2$ )	= 0.986			
Correlation ( $R$ )	= 0.993			
Adjusted Decision coefficient (Adjusted R Square $R^2$ )	= 0.985			

**Note:** \*\* at the 0.01 level of significance

\* at the 0.05 level of significance

From Table 4.20 the t-test statistic was found to be between -2.186 and 26.377. All values greater than 1.96, including Sig, ranged from .000 \*\* to .035\* were less than 0.01 or 0.05. Therefore, the null hypothesis ( $H_0$ ) must be rejected. It meant that the personal factors of tourists, the potential factors, and the brand equity influenced the overview of adventure tourism perception at the 0.01 level of significance: Natural resources, activities, marketing, brand associations, brand awareness, Bachelor's

degree, travel, age 30-39, journal/magazine/guidebook, and student/college student.

The prediction equation could be written as follows:

The equation of raw scores

The overview of adventure tourism perception = .168 +.328\*(natural resources) +.316\*(activities) +.253\*(marketing) +.040\*(brand associations) +.022\*(brand awareness) +.084\*(Bachelor's degree) +.020\*(travel) -.019\*(age 30-39) +.018\*(journal/magazine/guidebook) -.173\*(student/college student)

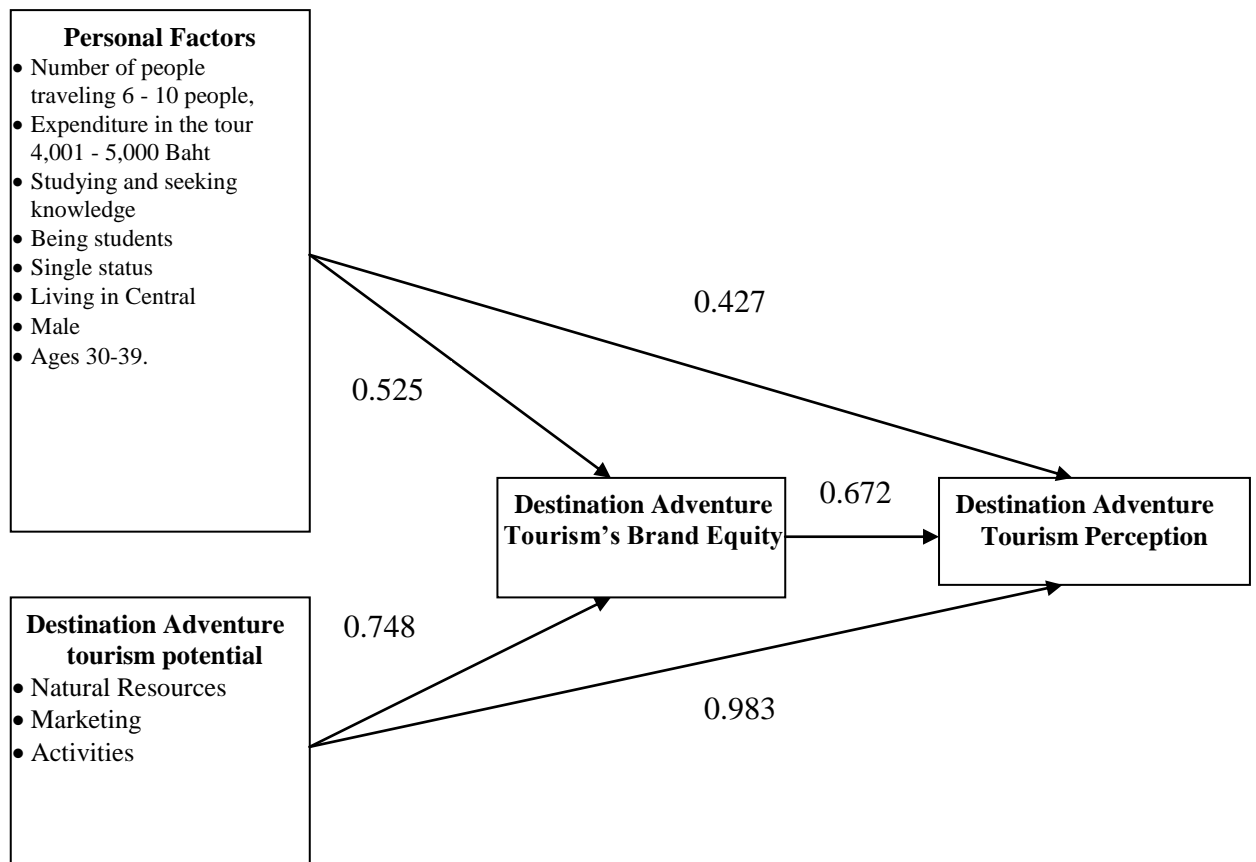
The equation of standard scores

The overview of adventure tourism perception = .374\*(natural resources) +.344\*(activities) +.287\*(marketing) +.039\*(brand associations) +.025\*(brand awareness) +.016\*(Bachelor's degree) +.014\*(travel) -.014\*(age 30-39) +.013\*(journal/magazine/ guidebook) -.013\*(student/college student)

The results of the analysis also found that the personal factors of tourists, the potential factors, and the brand equity influenced the overview of adventure tourism perception 98.5 percents.

Based on hypothesis testing results, the researcher could apply the results of hypothesis testing to create a model to achieve a clear concept in the research results that could be expressed as the model results as follows:





### The Overview of Adventure Tourism Perception

$$\begin{aligned}
 &= .374 * (\text{natural resources}) + .344 * (\text{activities}) + .287 * (\text{marketing}) + .039 * (\text{brand associations}) \\
 &+ .025 * (\text{brand awareness}) + .016 * (\text{Bachelor's degree}) + .014 * (\text{travel}) - .014 * (\text{age 30-39}) \\
 &+ .013 * (\text{journal/magazine/guidebook}) - .013 * (\text{student/ college student}) \\
 &R^2 = 0.986
 \end{aligned}$$

**Figure 4.7** Model of the Developing Perceptions and Brand Equity to Enhance the Potential of Adventure Tourism In Bencha Burapha Suvarnabhumi Provinces

**Table 4.21** The Summarize of Hypothesis Testing Results

Statistical Hypothesis	Sig.	Hypothesis Testing Result	R <sup>2</sup>	R	Adjusted R Square: Adjust R <sup>2</sup>
<b>Research Hypothesis 1:</b>					
The personal factors of tourists affect brand equity and adventure tourism perception.					
1.1 H <sub>0</sub> : Personal factors do not affect of adventure tourism's brand equity.	.000**	H <sub>0</sub> rejected	0.525	0.531	0.406
1.2 H <sub>0</sub> : Personal factors do not affect adventure tourism perception.	.000**	H <sub>0</sub> rejected	0.427	0.457	0.411
<b>Research Hypothesis 2:</b>					
The potential factors of adventure tourism affect brand equity and adventure tourism perception.					
2.1 H <sub>0</sub> : Potential factors of adventure tourism do not affect adventure tourism's brand equity.	.000**	H <sub>0</sub> rejected	0.748	0.865	0.746
2.2 H <sub>0</sub> : Potential factors of adventure tourism do not affects of adventure tourism perception.	.000**	H <sub>0</sub> rejected	0.983	0.992	0.983
<b>Research Hypothesis 3:</b>					
The Brand equity of adventure tourism affects adventure tourism perception.					
3. H <sub>0</sub> : Brand equity of adventure tourism does not affect adventure tourism perception.	.000**	H <sub>0</sub> rejected	0.672	0.820	0.669

**Table 4.21** (Continued)

Statistical Hypothesis	Sig.	Hypothesis Testing Result	R <sup>2</sup>	R	Adjusted R Square: Adjust R <sup>2</sup>
<b>Research Hypothesis 4:</b>					
Personal factors, Potential factors, and Brand equity of adventure tourism affect adventure tourism perception.					
4. H <sub>0</sub> : Personal factors, potential factors and brand equity of adventure tourism do not affect adventure tourism perception	.000**	H <sub>0</sub> rejected	0.986	0.993	0.985

## **CHAPTER 5**

### **CONCLUSION, DISCUSSION AND RECOMMENDATIONS**

#### **5.1 Introduction**

The study on Developing perceptions and brand equity to enhance the potential of adventure tourism in Bencha Burapha Suvarnabhumi provinces has 3 main objectives: 1) To explore the personal factors influencing brand equity and perceptions of adventure tourism in Bencha Burapha Suvarnabhumi provinces. 2) To examine the relationship between personal factors and potential factors influencing the brand equity and perceptions of adventure tourism in Bencha Burapha Suvarnabhumi provinces. 3) To develop perceptions and brand equity to enhance potential of adventure tourism in Bencha Burapha Suvarnabhumi provinces. The sampling populations were 385 Thai and foreigner tourists who visited Bencha Burapha Suvarnabhumi Provinces, accomplished by quota sampling the infinite population formula was used to find a sample size. The questionnaire was constructed under the research concept. Data analysis by the basic statistics of variables used to develop the model to understand the distribution and distribution of observation variables used in the research. With descriptive statistics, for examples, Frequency, Percentage, Mean, Standard Deviation, and Coefficient of Variation Pearson's Product-Moment Correlation Coefficient According to objective item 1: To explore personal factors affecting brand equity and perceptions of adventure tourism in Bencha Burapha Suvarnabhumi Provinces, the researcher used the Stepwise Multiple Regression Analysis method. The independent variable was the qualitative data variable, i.e. gender, age, education level and income per month. In the analysis, the researcher defined the new general data variables by creating a Dummy Variable. Moreover, for the relationship testing between brand equity and perceptions of adventure tourism in Bencha Burapha Suvarnabhumi Provinces, the researcher used a

Stepwise Multiple Regression Analysis method at the significance of 0.05 level. The summary of the study is presented below.

## **5.2 Summary of Research Result**

### **5.2.1 General Information**

The majority of the tourists are female (n = 203, 52.73%), aged 30-39 years old (n = 232, 60.26%), widowed (n=174, 45.19, with Bachelor's degree (n = 223, 57.92%). Most of them are government official or state enterprise Officer (n = 139, 36.10%), with 20,001-30,000 Baht salary (n = 198, 51.43%), and 10,000-20,000 Baht of household income (n = 209, 54.29%). They mostly have 6-10 family members (n=222, 57.66%), come from Eastern region (n = 124, 32.21%), and travel to Bencha Burapha Suvarnabhumi provinces for Relaxation/Tourism (n = 148, 38.44%). Most of them travel with tour operator (n= 123, 31.95%), travel by personal car (n = 146, 37.92%), stayed overnight (n = 376, 97.66%). There was only 2.34% (n = 9) that they did not stay overnight when they traveled to Bencha Burapha Suvarnabhumi provinces. The accommodation that most of them chose to stay was bungalow (n = 158, 41.04%), followed by resort (n = 153, 39.74%), hotel (n = 44, 11.43%), cooperate/government's accommodation (n = 16, 4.16%), tent (n = 13, 3.387%), and relative's/friend's house (n = 1, 0.26%). The length of stay is one night (n = 324, 84.42%).

More than half of the tourists (n = 228, 59.22%) spent the money in the trip 4,001-5,000 Baht, followed by 3,001 - 4,000 Baht (n = 83, 21.56%), more than 5,001 Baht (n = 62, 16.10%), and 2,001 - 3,000 Baht (n = 12, 3.12%). The majority of the tourists (n = 375, 92.73%) travel about 1 time per month, and only 7.27% (n = 28) travel twice a month. Approximately, most of the tourists travel less than once a year (n = 266, 69.09) followed by 1-2 time per year (n = 84, 21.82%), 3-4 times per year (n = 34, 8.83%), and more than 4 times per year (n = 1, 0.26%). The main sources of information that they received for adventure travelling are from the Internet (n = 229, 59.48%, journal/magazine/guidebook (n = 70, 18.18%), radio/television (n = 59, 15.32%), and friend(s)/relative(s) (n =27, 7.01%). For the activities, most of them chose to visit waterfall(s)/cave(s) (n=172, 44.68%).

### **5.2.2 Tourists' Perception of Adventure Tourism, Brand Equity, and Factors of Adventure Tourism Potential of that Attract Tourists to Visit Bencha Burapha Suvarnabhumi Provinces**

The result of adventure tourism perception is very high ( $\bar{X} = 4.220$ ). The aspect that tourists rated highest is customer cost/evaluation ( $\bar{X} = 4.305$ ), followed by competence courtesy ( $\bar{X} = 4.275$ ), coordination continuity ( $\bar{X} = 4.224$ ). The rest are rated as high: customer convenience/experience ( $\bar{X} = 4.216$ ), customer communication/emotion ( $\bar{X} = 4.190$ ), comfortable/ physical evidence ( $\bar{X} = 4.188$ ), and responsiveness for customer solution/expectation ( $\bar{X} = 4.140$ ), respectively.

#### **1) Responsiveness for Customer Solution/Expectation**

The result shows that the overall perception of the adventure tourism classified by the responsiveness for customer solution/expectation is high ( $\bar{X} = 4.140$ ). Considering each question from the questionnaire reveals that the authenticity and suitability of the natural destinations and communities in the Bencha Burapha Suvarnabhumi provinces is high ( $\bar{X} = 4.161$ ), followed by the variety of tourism national resource (mountains, waterfalls, rivers, etc.) ( $\bar{X} = 4.153$ ), and the tourism destinations in the Bencha Burapha Suvarnabhumi provinces are adventure tourism ( $\bar{X} = 4.106$ ).

#### **2) Customer Cost/Evaluation**

The result shows that the overall perception of the adventure tourism classified by the customer cost/evaluation is very high ( $\bar{X} = 4.305$ ). Adventure tourism in Bencha Burapha Suvarnabhumi provinces is value for visiting was rated the highest ( $\bar{X} = 4.361$ ), followed by reasonable price ( $\bar{X} = 4.301$ ), and reputable and reliable shops and adventure tourism service ( $\bar{X} = 4.252$ ), respectively.

#### **3) Customer Convenience/Experience**

The result demonstrates that the overall perception of the adventure tourism classified by customer convenience/experience is very high ( $\bar{X} = 4.216$ ). When classify the result according to the questions, it shows that the ease to access of many distribution channels for buying a product or service of adventure travelling in

the Bencha Burapha Suvarnabhumi provinces is rated the highest ( $\bar{X} = 4.231$ ). The convenience and impression of the distribution channels for buying a product or service of adventure travelling in the Bencha Burapha Suvarnabhumi provinces is also high rated ( $\bar{X} = 4.216$ ), as well as the ease and comfort in accessing to adventure tourism in the Bencha Burapha Suvarnabhumi provinces as they are close to the capital city ( $\bar{X} = 4.200$ ).

#### 4) Customer Communication/Emotion

The overall result reveals that the perception of the adventure tourism classified by the customer communication/emotion is high ( $\bar{X} = 4.190$ ). Considering from each aspect, it shows that the highest aspect is the marketing communication tools of the Bencha Burapha Suvarnabhumi provinces push the tourists to make a decision to travel in these provinces ( $\bar{X} = 4.249$ ), followed by the marketing communication tools of adventure travelling in Bencha Burapha Suvarnabhumi provinces makes the destination unique, exciting, and challenging under the slogan “Green Adventure” ( $\bar{X} = 4.169$ ), and the adventure tourism in Bencha Burapha Suvarnabhumi provinces provides attractive information for visiting ( $\bar{X} = 4.151$ ).

#### 5) Competence Courtesy

The result demonstrates that the overall perception of the adventure tourism classified by Competence Courtesy is very high ( $\bar{X} = 4.275$ ). When classify the result in each aspect, the mean is ranked from that staffs in the adventure tourism sectors in the Bencha Burapha Suvarnabhumi provinces are capable of serving the adventure tourism ( $\bar{X} = 4.312$ ), the government and private sectors as well as community in the Bencha Burapha Suvarnabhumi provinces are ready to provide the service for adventure travelling ( $\bar{X} = 4.275$ ), and the entrepreneurs and members in the communities present as good hosts for adventure travelling in the Bencha Burapha Suvarnabhumi provinces ( $\bar{X} = 4.239$ ) respectively.

#### 6) Coordination Continuity

The result shows that the overall perception of the adventure tourism classified by the coordination continuity is very high ( $\bar{X} = 4.224$ ). Considering each question from the questionnaire reveals that the systematic, convenient, fast, and

simple procedure of adventure tourism in the Bencha Burapha Suvarnabhumi provinces was rated the highest ( $\bar{X} = 4.242$ ), followed by the international standard service provided by the adventure tourism in the Bencha Burapha Suvarnabhumi ( $\bar{X} = 4.223$ ), and the impression at service standard of adventure tourism in the Bencha Burapha Suvarnabhumi provinces ( $\bar{X} = 4.208$ ).

#### 7) Comfortable/Physical Evidence

The overall result reveals that the perception of the adventure tourism classified by comfortable / physical evidence is high ( $\bar{X} = 4.188$ ). Considering from each aspect, it shows that the highest aspect in this section is the suitability of the topography of the Bencha Burapha Suvarnabhumi provinces for being a green adventure tourism ( $\bar{X} = 4.223$ ), followed by the suitability of tourism resources ( $\bar{X} = 4.184$ ), and their infrastructure and facilities ( $\bar{X} = 4.156$ ).

The result for tourism brand equity that attracts tourists to visit Bencha Burapha Suvarnabhumi provinces show that the overall perception of the attractive and important factors of tourism brand equity is high ( $\bar{X} = 4.156$ ). The aspect that tourists rated highest is the brand royalty ( $\bar{X} = 4.213$ ). The rest aspects that are rated as high: Other Proprietary Brand Assets ( $\bar{X} = 4.194$ ), Perceived quality ( $\bar{X} = 4.168$ ), Brand awareness ( $\bar{X} = 4.127$ ), and Brand associations ( $\bar{X} = 4.080$ ), respectively. The result for the attractive and important factors of tourism brand equity in adventure travelling classified by different aspect is presented as follow.

#### 8) Brand Awareness

The result demonstrates that the overall of brand awareness is high ( $\bar{X} = 4.127$ ). When classify the result in each aspect, the highest mean is ranked from tourism resources in the Bencha Burapha Suvarnabhumi provinces are suitable for being adventure attractions ( $\bar{X} = 4.140$ ), the tourism attractions in the Bencha Burapha Suvarnabhumi provinces are famous for adventure travelling ( $\bar{X} = 4.135$ ), when the tourists think about excitement and challenges in tourism, they think about the adventure attractions in the Bencha Burapha Suvarnabhumi provinces at the first



places ( $\bar{X} = 4.125$ ), and the tourism attractions in the Bencha Burapha Suvarnabhumi provinces are adventure attractions. ( $\bar{X} = 4.106$ ) respectively.

#### 9) Perceived Quality

The result reveals that the overall perceived quality is high ( $\bar{X} = 4.168$ ). When classify the result according to the questions, it shows that the trust in the potential of the service staff for the adventure activities in the Bencha Burapha Suvarnabhumi provinces becomes the highest aspect ( $\bar{X} = 4.236$ ). Receiving of beyond-expectation experiences from adventure travelling in the Bencha Burapha Suvarnabhumi provinces is also rated high ( $\bar{X} = 4.171$ ), as well as tourism facilities and safety acceptance ( $\bar{X} = 4.132$ ) and reputation of the adventure tourism resources in the Bencha Burapha Suvarnabhumi ( $\bar{X} = 4.130$ ).

#### 10) Brand Associations

The overall result reveals that the perception of the adventure tourism classified by the brand associations is high ( $\bar{X} = 4.080$ ). Considering from each aspect, it shows that the very high aspect is the authenticity and originality of the adventure tourism attractions in the Bencha Burapha Suvarnabhumi provinces ( $\bar{X} = 4.223$ ). The rest aspects are rated as high: tourists are fond of and proud of travelling in the adventure tourism attractions ( $\bar{X} = 4.153$ ), difficult outdoor activities of the adventure attractions ( $\bar{X} = 4.112$ ), the attractiveness and fascination of the adventure tourism attractions ( $\bar{X} = 4.094$ ), the challenges in activities and the concurrence of the attractions and the environments ( $\bar{X} = 4.086$ ), the exciting and challenging activities ( $\bar{X} = 4.060$ ), the reliability of the attractions ( $\bar{X} = 4.008$ ), and the uniqueness of the adventure attractions ( $\bar{X} = 3.901$ ), respectively.

#### 11) Brand Loyalty

The result shows that the overall of brand royalty is very high ( $\bar{X} = 4.213$ ). Three aspects that tourists rated very high which are “You will recommend the adventure activities in these tourism attractions to others,” ( $\bar{X} = 4.239$ ); “You believe in the safety standard and service of the adventure tourism in the Bencha Burapha Suvarnabhumi provinces,” ( $\bar{X} = 4.218$ ); and “You are willing

to come back to join the activities both the same and the new ones in the future,” ( $\bar{X} = 4.208$ ). The aspect that is rated high is “You are impressed by the experiences in adventure tourism attractions in the Bencha Burapha Suvarnabhumi provinces and are willing to visit them again” ( $\bar{X} = 4.187$ ).

#### 12) Other Proprietary Brand Assets

The overall result reveals that the Other Proprietary Brand Assets is rated high ( $\bar{X} = 4.194$ ). Considering from each aspect, there are four aspects rated very high. They are the adventure tourism attractions that provides unexpected activities ( $\bar{X} = 4.262$ ), new adventurous activities ( $\bar{X} = 4.234$ ), activities for exploring and investigating ( $\bar{X} = 4.223$ ), and conflict of emotion when you have to face the adventurous activity ( $\bar{X} = 4.200$ ). The rest aspects are rated high: suitability of the activities and their surrounding ( $\bar{X} = 4.195$ ), the excitements and stimulations of the activities, the adventure and the thrill of the activities, and the opportunities to let the tourists escape from the normal way of living (these three have the same  $\bar{X} = 4.177$ ), followed by the activities that make tourists be proud of themselves ( $\bar{X} = 4.153$ ), the challenging activities ( $\bar{X} = 4.143$ ), respectively.

In terms of Adventure Tourism Potential, the overall potential is very high ( $\bar{X} = 4.235$ ). All aspect is rated very high. Natural resources is the highest rated aspect ( $\bar{X} = 4.312$ ), followed by readiness ( $\bar{X} = 4.249$ ), marketing ( $\bar{X} = 4.216$ ), policy ( $\bar{X} = 4.214$ ), and activities and competition at the last two aspects ( $\bar{X} = 4.210$ ). The result for the adventure tourism potential classified by different aspects is shown below.

#### 13) Natural resources

The result reveals that the overall perceived quality is very high ( $\bar{X} = 4.312$ ). When classify the result according to its details, it shows that the fame for adventure travelling and the natural richness are equally rated as the highest potential for the adventure tourism in the Bencha Burapha Suvarnabhumi provinces ( $\bar{X} = 4.319$ ). The topography and variety of activities are also rated very high

( $\bar{X} = 4.317$ ). Even though attractive scenery is the last one, the mean score is still very high ( $\bar{X} = 4.286$ ).

#### 14) Activities

The overall result is very high ( $\bar{X} = 4.231$ ). Considering from each aspect, it shows that the very high aspects are adventurous activities in the Benchaburapha Suvarnabhumi provinces are suitable with the tourism attractions ( $\bar{X} = 4.231$ ), Tourism attractions have useful and worth learning adventurous activities ( $\bar{X} = 4.216$ ), Adventure activities are fun, exciting, and challenging ( $\bar{X} = 4.210$ ), and Adventurous activities have standard maintenance and equipment ( $\bar{X} = 4.200$ ). There is only one high aspect: Adventure activities are safe and taken care by the qualified staff ( $\bar{X} = 4.151$ ).

#### 15) Readiness

The result reveals that the overall readiness is high ( $\bar{X} = 4.249$ ). All sub-categories are rated very high: The attractions have standard in taking care of the place and safety of tourists ( $\bar{X} = 4.312$ ), There are signs around the attractions ( $\bar{X} = 4.275$ ), The standard of activities, natural conservation, and the entrepreneurs ( $\bar{X} = 4.249$ ), The adventurous attractions provide effective tourist information center ( $\bar{X} = 4.239$ ), and It is convenient to travel to other tourism destinations ( $\bar{X} = 4.171$ ), respectively.

#### 16) Marketing

Overall, the marketing is rated very high ( $\bar{X} = 4.216$ ). When classify the result according to the sub-category, it shows that the PR tools provide information and details of the adventure tourism becomes the highest rated aspect ( $\bar{X} = 4.242$ ). There are advertisings and PRs of the adventure tourism via various channels and there are information center in the attractions are the equal rated aspects ( $\bar{X} = 4.223$ ), followed by there are customer relation activities to maintain the relationship with the customers ( $\bar{X} = 4.208$ ). There is only one aspect that is rated high: The price of the adventure tourism is worth travelling ( $\bar{X} = 4.184$ ).

### 5.2.3 Hypothesis Testing between Variables in Personal factors and potential factors of Adventure Tourism to Brand identity and the Perception of the Adventure Tourism

The result of research hypothesis 1.1 to response the 1<sup>st</sup> objective showed that the personal factors of tourists influenced the overview of adventure tourism's brand equity at the 0.01 level of significance: Number of people traveling 6-10 people, expenditure in the tour 4,001-5,000 Baht, studying and seeking knowledge, being students, single status, living in central, male and age 30-39. The prediction equation could be written as follows:

The equation of raw scores

The overview of adventure tourism's brand equity =  $4,198 + .239^*(6-10 \text{ people traveling}) + .550^*(\text{travel expenses } 4,001-5,000 \text{ baht}) - .387^*(\text{to study and seek knowledge}) - 1.461^*(\text{students}) - .208^*(\text{single status}) - .329^*(\text{living in the central region}) + .147^*(\text{male}) - .137^*(\text{age } 30-39)$ .

The results of the analysis also found that the personal factors had the prediction power of the overview of the brand equity of adventure tourism at 47.2 percent.

The result of hypothesis 1.2 to response the 1<sup>st</sup> objective showed that the personal factors of tourists influenced the overview of adventure tourism perception at the 0.01 level of significance: Number of people traveling 6-10 people, expenditure in the tour 4,001-5,000 Baht, studying and seeking knowledge, being students, single status, living in central, and age 30-39. The prediction equation could be written as follows:

The equation of raw scores

The overview of adventure tourism perception =  $4.160 + .249^*(6-10 \text{ people traveling}) - 2.014^*(\text{travel expenses } 4,001 - 5,000 \text{ baht}) + .558^*(\text{to study and seek knowledge}) - .349^*(\text{students}) - .243^*(\text{single status}) + .169^*(\text{living in the central region}) - .146^*(\text{age } 30-39)$

The results of the analysis also found that the personal factors had the prediction power of the overview of perception of adventure tourism at 41.1 percent.

The result of hypothesis 2.1 to response the 2<sup>nd</sup> objective showed that the potential factors of adventure tourism as a whole could predict the overview of

adventure tourism's brand equity significantly. And they were in a positive direction on all sides. Based on the analysis, it was found that the potential factors of adventure tourism in natural resources, marketing, and activities could best predict its brand equity as a whole with predictive coefficient weighting of .431, 0.220 and 0.146 respectively. And it could be the prediction equation as follows.

The equation of raw scores

The overview of adventure tourism's brand equity  $= .747 + .431 * (\text{natural resources}) + .220 * (\text{marketing}) + .146 * (\text{activities})$

The results of the analysis also found that the potential of adventure tourism had the prediction power of the overview of the brand equity of adventure tourism at 74.6 percent

The result of hypothesis 2.2 to response the 2<sup>nd</sup> objective showed that the potential factors of adventure tourism affect the overview of adventure tourism perception at the 0.01 level of significance: natural resources, readiness, activities, and marketing. These could be the prediction equation as follows.

The equation of raw scores

The overview of adventure tourism perception  $= .219 + .023 * (\text{natural resources}) + .334 * (\text{readiness}) + .324 * (\text{activities}) + .265 * (\text{marketing})$

The results of the analysis also found that the potential of adventure tourism had the prediction power of the overview of the adventure tourism perception at 98.3 percent.

The result of hypothesis 3 to response the 2<sup>nd</sup> objective showed that the brand equity of adventure tourism affects the overview of adventure tourism perception at the 0.01 level of significance: perceived quality, brand loyalty, and brand awareness. These could be the prediction equation as follows

The equation of raw scores

The overview of adventure tourism perception  $= .888 + .450 * (\text{perceived quality}) + .186 * (\text{brand loyalty}) + .163 * (\text{brand awareness})$

The results of the analysis also found that brand equity of adventure tourism affect the overview of adventure tourism perception at 66.9 percent.

The result of hypothesis 3 to response the 3<sup>rd</sup> objective showed that the personal factors of tourists, the potential factors, and the brand equity influenced

the overview of adventure tourism perception at the 0.01 level of significance: Natural resources, activities, marketing, brand associations, brand awareness, Bachelor's degree, travel, age 30-39, journal/magazine/guidebook, and student/college student. The prediction equation could be written as follows:

The equation of raw scores

The overview of adventure tourism perception =  $.168 + .328^* (\text{natural resources}) + .316^* (\text{activities}) + .253^* (\text{marketing}) + .040^* (\text{brand associations}) + .022^* (\text{brand awareness}) + .084^* (\text{Bachelor's degree}) + .020^* (\text{travel}) - .019^* (\text{age 30-39}) + .018^* (\text{journal/magazine/guidebook}) - .173^* (\text{student/college student})$

The results of the analysis also found that the personal factors of tourists, the potential factors, and the brand equity influenced the overview of adventure tourism perception 98.5 percents.

Based on hypothesis testing results, the researcher could apply the results of hypothesis testing in table 5.1

**Table 5.1** Hypothesis Testing Results

Factors	Result			
	Brand Equity		Adventure Tourism Perception	
	Accepted Ho	Rejected Ho	Accepted Ho	Rejected Ho
Personal Factors	-	/	-	/
Potential Factors	-	/	-	/
Brand Equity factors	-	-	-	/

From the table 5.1 showed that the overview of hypothesis found that personal factors of tourists and adventure tourism potential factors influenced to the brand equity and adventure tourism perception. Moreover, the brand equity influenced to adventure tourism perception in statistically significant.

### **5.3 Discussion of Results**

The research on Developing perception and brand equity to enhance the potential of adventure tourism in Bencha Burapha Suvarnabhumi provinces has 3 main objectives: 1) To explore the personal factors affecting brand equity and perceptions of adventure tourism in Bencha Burapha Suvarnabhumi provinces. 2) To examine the relationship between personal factors and potential factors affecting the brand equity and perceptions of adventure tourism in Bencha Burapha Suvarnabhumi provinces. 3) To develop perceptions and brand equity to enhance potential of adventure tourism in Bencha Burapha Suvarnabhumi provinces. The discussion is divided according to the purposes of the study.

#### **5.3.1 To Explore The Personal Factors Affecting Brand Equity And Perceptions Of Adventure Tourism In Bencha Burapha Suvarnabhumi Provinces.**

The hypothesis testing (1.1 and 1.2) showed that the personal factors of tourists had an effect on the brand equity of adventure tourism as a whole at the 0.01 level of statistical significance. It consisted of 6-10 tourists, expenditure in the tour 4,001-5,000 baht, to study/seek knowledge, students, single status, living in the Central part, male and age of 30-39. This may be due to the fact that each tourist arriving on a large group would enjoy authentic travel. Besides, traveling with a group of friends or a group of close people would contribute to a memorable experience of a place that has been blessed with adventure tourism. It led to build a good friendship with each other among their co-workers or colleagues because it was an extreme shared experience. In addition, the study found that most of the student groups were the main groups affecting the brand equity of adventure tourist attraction. That may be because students would be looking for places where they and their friends would travel and remember those attractions and for the next opportunity, they may come back in other ways to experience something different in each time. What's more, they could also anticipate the experience gained in advance such as the new student orientation in the form of adventure. This was in line with the results of the study in this visit factor for conferences or seminars within

the group, which may be the student orientation of the student groups used for the sample in the study. In addition, the study found that the factor of expenditure in the tour per session of about 4,001 to 50,000 baht was a factor that affected the brand equity of the tourist attraction. This may be because too expenditure, such as products sold in the attractions with too high prices, may cause tourists to remember that bad story. It could make them not impressive and did not want to return to those tourist spots anymore. The result of this study is supported by the concepts of Seri Wongmontha (1999, pp. 99-100). Brand equity is when an organization's product has a positive image with the customers who are the decision maker in buying a product. Marketing analysts have to increase the value of their products to attract the customers to buy what they think suitable for them. The more customers have the brand equity, the more they can differentiate the products. The brand identity starts from the familiarity of the customers to the brand, the stability of the positive feeling toward that brand, and the recognition of the brand. Besides, this study is also agreeable with the work of Payom Thammabut (2006, pp. 1-2) who divided the components of tourism into 5 aspects: 1. Accessibility e.g. the transportation from tourist attraction and airport, city, bus terminal, and train station or the infrastructure such as road, highway, transportation network, 2. Accommodation, one of very important components for the tourists who wanted to stay in the attractions. For example, they could stay at least one night at hotels, resorts, camping, etc., 3. Attraction which is a heart of the tourism as it attracts the tourists to see either natural attraction, cultural festivals, or local way of living, 4. Activities play a big role in providing experiences to the tourists. The activities could be the ones that tourists can participate in local lifestyle, for instance, seeding rice, fishing, rubber tapping, making local handicraft, entertaining activities such as trekking, bird watching, or adventure activities like rafting, elephant riding, rock climbing. These activities could increase the impression on the attractions. 5. Amenities in the attractions e.g. tourist information center, ATM, money exchange, food center, hospital, gas station, etc.

The adventure activities can be categorized into four groups according to the area conducting activities. 1) Water based activities e.g. canoeing, kayaking, rafting, snorkeling, diving, etc. 2) Air based activities including paragliding, parachuting, ballooning, etc. 3) Land based activities such as trekking, caving, rock



climbing, horse riding, and mountain biking, etc. 4) Vehicle based activities such as ATV driving or Safaris.

### **5.3.2 To Examine the Relationship between Personal Factors and Potential Factors Affecting Brand Equity and Perceptions of Adventure Tourism In Bencha Burapha Suvarnabhumi Provinces**

The hypothesis testing (2.1) was found that the potential factors of adventure tourism as a whole could predict the brand equity of adventure tourism with a statistical significance in a positive direction on all sides. Based on the analysis results, it was found that the potential factor of adventure tourism in term of natural resources and marketing could predict the brand equity of adventure tourism in the overall best. This may be due to the fact that tourists visiting some tourist attractions and experiencing abundant beautiful natural resources were impressed by that beautiful scenery. As a result, it came to a memorable impression that they have found themselves experiencing in their hearts. And it also affected the ability to tell other travelers to have a desire to visit those places. So, the image of the impression of natural resources was also part of the brand awareness of tourism. In addition, the result also found that marketing factor was one of the factors affecting the brand equity of attractions. That may be because tourism marketing would create the image of the province to recognize the prominence of the province in terms of their selling points and interesting tourist attractions. When the publicity of the tourist attraction's prominent points were on media outlets, such as the internet, brochures, newspapers, radio and other media, these were the parts that made people seeing the media imagine the attractions they read or consumed through those media outlets. Therefore, they could remember those brands in their minds forever. Here, the researcher would like to give some examples of some tourist attractions where most of the people who knew their prominent points much enough to create a brand. Mentioning of that brand, it was not to say that it was a tourist attraction of any province as it was generally known. For example, mentioning of the best floating market, tourists would think of Damnoen Saduak Floating Market or Amphawa Floating Market as their priorities. For this reason, many tourist attractions or destinations were nicknamed to make the tourists remember them. The result of the study was similar to Tom Duncan

(2002, p. 126) who categorized brand communication into 5 groups. One of that was the message or brand message which was all messages involving with the identity of the brand and organization. These messages were delivered to the customers and stakeholders with the application of integrated marketing communication (IMC) used to convey the product brand. In addition, the results of the research were also consistent with those of Sirin Srithisopha (2012) studying on the effectiveness of Corporate Advertising on television of Nok Airlines Company Limited affecting public service behavior in Bangkok. The results showed that most of the samples were female at the age between 21-30. Most of them were single students with bachelor's degrees with the average monthly income less than 10,000 Baht. Most of the sample was attracted to Nok Airlines from the elements of image advertising in the field of presentation by its presenters directly. Thus, the reasons they have decided to use Nok Airlines were illustrative advertising image that it was an illustration relating to the product and the message. The results of the hypothesis testing showed that the samples with different status and education levels had different incentives to fly with Nok Airlines. The samples with different levels of education and monthly income differed in the decision to use Nok Airlines. The samples with sex, age, occupation, education level and the average monthly income differences had no differences in their behaviors to fly with Nok Airlines. Besides, it was consistent with the research by Konecnik and Go (2007) studying on "Tourism Destination Brand Identity: The Case of Slovenia". These two researches aimed to survey the concepts of destination brand identity from the tourism entrepreneurs' points of view. The research found that the destination brand identity of Slovenia had a visible identity that was the symbol of a large bouquet. This reflected the country's personalities. In addition, Slovenia's main identity also included different things in the country, such as nature, mountains, lakes, beaches, towns, health centers and adventurous attractions. What's more, things like historical and cultural attractions, night life and entertainment were the new highlights. However, the research found that there was a difference from Hankinson's (2006) studying "the Management of Destination Brands: Five guiding Principles Based on Recent Developments in Corporate Branding Theory" aiming to find relevant supporters and possibilities of destination brand management. The research found that there were several

components that made destination brand different from the product brand and led to differentiation in both the developed creation and preservation of the destination brand. It was also similar to the corporate brand in many respects. In addition, the research also suggested five key areas for destination brand management: Strong, visionary leadership, Brand-oriented organizational culture, Departmental co-ordination and process alignment, Consistent communication across all stakeholders and Strong, compatible partnerships.

The hypothesis testing (2.2) showed that the destination adventure tourism potential influenced to the destination adventure tourism perception at the statistically significant these may be due to the fact that when people were aware of the tourism attraction potential whether they were good or bad tourist attractions and worth visiting. As a result, the potential enhancement to see the more outstanding of the attractions affected the more rational perception. Moreover, the potential enhancement factor was considered as an important factor to the destination of the tourism attraction perception obviously, especially in the aspect of nature of the tourist attraction in line with tourism. The research found that it was also in line with Jarinya Napikul's research (2013). From her study on the potential of tourism for the tourism development in Chiang Rai, it was found that there was a potential in aspects of physical, maintaining the quality of the environment, economics, society, culture, nature, and administrative management. From the analysis of the potential of the tourist attractions, the researcher could determine the guidelines of the tourism development of in Chiang Rai. That was the development of roads or transport routes to reach the tourist attractions with ease and travel in every season. Furthermore, the researcher should preserve the integrity of the natural state or preserve the original state to be valuable and useful to study without any destruction of the beauty of nature. There must not only be enough equipment to support the amount of waste with the design blended in with the environment, but also the attractions should have air quality management that was not annoying in the tourist attractions. Therefore, satisfaction with tourism value to maintain cultural beauty, history, traditions and culture could create a unique identity of the attraction. Besides, the tourism attraction should take a very good care of safety of life and property of tourists by the officers thoroughly taking care of the tourists with the preparation of a publication that

discussed the conservation and preservation of tourist attractions. And lastly, there must be a tourist center to provide accurate travel information to tourists.

Based on the third hypothesis testing, the brand equity perception factor affected tourism perception at the 0.05 level of significance. This may be due to image of a tourist attraction as if it was that attraction's face or symbol. When referring to a particular brand or symbol, it must be known in general in that tourist attraction. Therefore, the researcher foresaw that the reputation enhancement for the tourist attraction perception should pay more attention to the brand or symbol of attraction to be known thoroughly among tourists. This would further develop the sustainable tourism system. Besides, the findings also found that there was a consistency with the Aaker's concept (1991) stating that brands could distinguish between names and symbols whether trademarks, logos, or product designs with the intent of defining the product and making the product different from competitors. It led to the fact that consumers were more likely to see the product clearly and protect the manufacturer from competitors trying to produce or provide new products having the similarities. As a result, this would be trusted by consumers to purchase goods or services because the brand was considered a part of sustainable business.

The final hypothesis testing, the personal factors of tourists, the potential factors, and the brand equity influenced the overview of adventure tourism perception at the 0.01 level of significance: Natural resources, activities, marketing, brand associations, brand awareness, Bachelor's degree, travel, age 30-39, journal/magazine/guidebook, and student/college student. It can be the reasonably result by the fact that the tourists' perception may the uniqueness of the place can generate the potential of the destination. To be attracted adventure tourists especially youth tourists who seeking the remarkable excitement experience, the unspoilt nature destination within the residence area can be the first choice for them to make the decision. Related to Vara Sawasdeepol (2007) the research on Design and Management Guideline for Enhancing the Royal Thai Army Military Adventure Tourism, found that tourists 16-35 years are from provinces, travelling in group to the skilled-safety-challengeable-standardize adventure tour such as adventure trekking, and conservative trekking activities. The tourists wish to have the cooperation between the Royal Thai Army Military and the community to create the adventure activities which related to

the way of the local life under the integrated centralization management control, especially on the adventure equipments, market and information sharing

### **5.3.3 To Develop Perceptions And Brand Equity To Enhance Potential Of Adventure Tourism In Bencha Burapha Suvarnabhumi Provinces.**

Based on the hypothesis testing, the researcher could model the relationship between the personal factors of tourists and the destination adventure tourism potential that influenced the brand equity of the destination, which have influenced the destination adventure tourism perception. From all of the results of the research, personal factors most affected due to the cost of travel in each attraction, which must not be too expensive. Moreover, status was one of the factors that influenced adventure tourism because generally, those tourists in that form of tourism were mostly single. Therefore, it was important to focus on the tourists in this group to increase the potential to attract tourists to visit such attractions. Based on the results of the test of the potential factor of attractions affecting its brand equity or not, it was found that the factors of the natural resources and marketing were very effective. Therefore, for the development of tourism model in the form of adventure, the researcher recommended maximizing natural resources for the consistency and harmony of the adventure tourism. Thus, all the hypothesis testing had an effect on the perception of all the attractions. The result of the study is similar to the work of Srikanya Mongkolsiri (2004) saying that brand identity is very important to producer and distributor with five reasons. 1) Branding and selling comes together and related to each other. Good selling comes from good branding while good branding represents the brand that sells good product. 2) Branding makes the products have more value than the unbranded products and that leads to more opportunities in pricing and getting the price premium. 3) Branding is creating the meaning to the products. Good meaning is the outstanding feature that makes one product better than the other. That is also a reason the customers when they buy this or that product. 4) Branding is to put the product in a customer's mind. It helps the customer saving time in buying products especially the infrequent purchaser. The customers pay less attention in finding information before they buy those products. 5) Branding add

financial value to the products by selling the copy right of the brand to use with other products and taking those benefits. Besides, brand(s) are the tool to protect the slash in pricing competition, and also reduce the marketing cost since the customers know the brand and have brand royalty. The company/organization(s) also gain benefits by having more bargaining power because of the brand reputation. Moreover, the result of this study agrees with the concept of Lynn Upshaw from Upshaw Associate stating that the brand is not only related to only a product or service brand but it can be categorized into 6 groups (as cited in Sermyos Thammaragsa, 2006, pp. 35-36):

- 1) Product brand is a tangible product such as television, Pepsi.
- 2) Service brand is an intangible product e.g. the service of an airline or a hotel.
- 3) Personal brand deals with a person like Steve Jobs for Apple
- 4) Organizational brand or corporate brand relates to a particular company, for instance, Microsoft, private company or political party.
- 5) Event brand or entertainment that supports the brand to be well known such a sport competition or concert. For example, a company uses a football team to promote Chang beer or King Power.
- 6) Geographic Brand e.g. tourism attractions which create a selling point for themselves. For instance, if you want to see the fabulous white sand beach or try the excellent street food, you must visit Thailand.

Therefore, if the product branding in tourism of Bencha Burapha Suvarnabhumi Provinces on the basis of a common vision among the provinces in the development of goods and the quality of tourism services related to Geographic Brand, it should be encouraged when thinking of adventure tourism with Land based - extreme activities that was uncertainty outcomes within truly natural resources to be known in the mind of tourists easily.

## **5.4 Recommendations**

### **5.4.1 Recommendation From The Research**

- 1) Based on the findings, it was found that the adventure tourism's brand equity in term of brand associated and brand awareness can enhance the potential of adventure tourism in the lower level than the activities and marketing within the site. Accordingly, Bencha Burapha Suvarnabhumi Provinces should emphasize on the variables of brand equity of attractions in those aspects by targeting

a clear target group as well as the ability of skilled personnel presentation, the creation of new kinds of adventure activities unique to the natural resources in the provinces through a marketing communication process that could remarkably attract and stimulate brand awareness of adventure tourism in Bencha Burapha Suvarnabhumi Provinces. It was because successful creating brand awareness could increase the financial value of a province or group. It led to a competitive edge. That meant the brand could be a protection against price cutting. In addition, it could also reduce marketing costs because customers were aware of and were loyal to the brand. What's more, the company could also negotiate more in marketing.

2) The findings showed that brand equity of adventure tourism affects the overview of adventure tourism perception in terms of perceived quality, brand loyalty, and brand awareness at the level of 67.2 percents, while the destination adventure tourism potential influenced adventure tourism perception at the level of 98.3 percents. These may be due to the fact that the potential and the brand equity variables probably were the two variables that best affected the development of tourism awareness because brand equity was very important to the eyes of tourists in the aspect of building trust and confidence on the brand. However, due to the diversified tourism demand. The result of the study could be explained by the individuality of tourists. When they travel by themselves, they receive travelling experience individual; therefore, each of them understand the way of living and tourism culture in each area from different perspective. They impress in different thing, and see or understand the tourism mechanism in various areas. That makes them like or dislike the perceived quality factor could affect the perception of adventure tourism in terms of Competence Courtesy, Customer Communication/Emotion, Customer Cost/Evaluation and Customer Convenience/Experience, respectively. Therefore, the agencies involved in tourism promotion needed to explore the needs of adventure tourism models in Bencha Burapha Suvarnabhumi Provinces from the true target group to be the clearest as an important factor in planning strategies to communicate brand equity in various ways of tourism to communicate directly with the target group of tourists accurately and promptly.

Hence, the way to develop the adventure tourism awareness in Bencha Burapha Suvarnabhumi Provinces in term of brand associations was consistent with

the perceived quality recommendations above. This was also consistent with Aaker (1997)'s brand personality, which said that Brand Personality is "the set of human characteristics associated with a brand" if the tourist attraction personality reflected the identity of the tourists. Besides, the tourist attractions could select the primary and secondary tourist groups properly. It was further said that the brand equity gauge of tourist attractions in term of brand associations must be the perfect combination of Value Proposition in terms of benefits gained during functional benefits, called in this research "a natural destination". On the other hand, Emotional benefits in this research was a risk experiences that could enhance the benefits in tourist attraction awareness quickly as number one in tourists' memories when thinking about adventure tourism if added self expressive benefits, called in this research "authentic and individual travel experiences in the sense of Bencha Burapha Suvarnbhumi". Additionally, credibility in this research was unique of land based - extreme activities, consistent with Kapferer (2007, p. 99), which stated that "the competitive advantage will be created when the brand is perceived by its customers." It could also be said that the creation of a brand personality was the discovery of brand identity of the destination that was a unique feature of the province to enhance the competitiveness potential of the adventure tourism of Bencha Burapha Suvarnbhumi Provinces compared to other adventurous areas without a brand.

3) Based on the findings, it was found that personal factors of tourists had less on the prediction power of brand equity and perceptions of adventure tourism in term of while the potential factors of adventure tourism in terms of natural resources and activities could predict brand equity of adventure tourism in terms of perceived quality, brand awareness, and brand loyalty. That meant if there was an adventure tourism promotion straight to the right target audiences (the single tourists who are 30-39 years old) through the effective marketing communication tools (travel magazine or guidebook) to recognize the unique brand of Bencha Burapha Suvarnbhumi provinces focusing on activity-oriented and natural resource-oriented branding process, the process of delivering experience through skillful personnel and ensuring safety in adventure travel truly matching the moment of truth could be able to stably support brand loyalty of adventure attractions in Bencha Burapha Suvarnbhumi Provinces. As the advantage of the provinces are physical



characteristics of could drive awareness to travelers who were interested in and adore land-based adventure among the natural features that truly corresponded to activities. The results of the research also supported that the factor of other proprietary brand asset was the only factor affecting the perception of adventure attractions in term of customer solution and expectation.

Tourism perception leads tourists to travel as Anholt (2008, p.1) mentioned that a brand of tourist destination is a luxurious word to promote tourism. The fame of the country is measured, managed, and influenced by the combination of cultural tourism government, business sectors, and societies. To create an easy promotion plan for tourism might attract a large number of tourists; however, it does not have an effect on national brand. Once all stakeholders work together as strategic plan which is set in the national vision, then national brand could be famous. So, Bencha Burapha Suvarnabhumi provinces in Thailand should pay more attention to those factors.

#### **5.4.2 Recommendation for Further Study**

1) The basic factors such a brand identity communication process should be studied in order to build brand awareness of Bencha Burapha Suvarnabhumi provinces or to study the obstacles of the brand awareness in Bencha Burapha Suvarnabhumi provinces.

2) In-depth study, i.e. qualitative study, should be focused in order to find out factors affecting the development of tourism potential from experts and to develop the travelling systems of the attractions in Bencha Burapha Suvarnabhumi provinces.

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## **APPENDICES**

**APPENDIX A**  
**QUESTIONNAIRE**





**Research Questionnaire of the study entitled**  
**“Destination Identity Adventure Tourism: A Case Study of Bencha Burapha**  
**Suvarnabhumi Provinces, Thailand”**

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Instruction: The respondents of this questionnaire are tourists, stakeholders in tourism business, government officials, private employees, and experts in tourism or brand identity who have visited Bencha Burapha Suvarnabhumi provinces including Samut Prakan, Chachoengsao, Nakhon Nayok, Prachinburi, and Sa Kaeo. The information you provide will not have any effect on your work. Please answer all the questions honestly so the research will be accurate. The result of the study will be useful to tourism attractions in Bencha Burapha Suvarnabhumi provinces, Thailand. The questionnaire is divided into 5 parts.

Part 1 General Information and Characteristic of Your Adventure Travelling

Part 2 Factors Influencing the Adventure Tourism Perception

Part 3 Factors Influencing Tourists' Perception in the Value of Adventure

Destination

Part 4 Adventure Tourism Potential

Part 5 Recommendation

The questions in this section are in rating-scale format. The criteria for scoring are as follow.

5 represents absolutely agree.

4 represents highly agree.

3 represents moderately agree.

2 represents quite disagree.

1 represents absolutely disagree.

Thank you for your time and cooperation.

(Ms. Thida Laemlaksakul)

## Part 1 General Information, Characteristic of Your Adventure Travelling, and Motivation to Travel

**Instruction:** Please tick (✓) in the circle (○) that matches your information the most.

1. Gender ☐ 1. Male ☐ 2. Female
2. Age ..... years old
3. Marital Status ☐ 1. Single ☐ 2. Married  
☐ 3. Widowed ☐ 4. Divorced
4. Education ☐ 1. Lower than Bachelor's degree ☐ 2. Bachelor's degree  
☐ 3. Master's degree ☐ 4. Higher than Master's degree
5. Occupation ☐ 1. Farmer  
☐ 2. Contractor  
☐ 3. Salesperson  
☐ 4. Housewife/Househusband  
☐ 5. Student/College Student  
☐ 6. Business Owner  
☐ 7. Government Official /State Enterprise Officer  
☐ 8. Employee  
☐ 9. Others (please specify).....
6. Salary .....Baht
7. Household income ..... Baht
8. Number of Family Member .....
9. Domicile ☐ 1. Bangkok ☐ 2. Central part  
☐ 3. Northern part ☐ 4. Eastern region  
☐ 5. Southern region ☐ 6. North-eastern region  
☐ 7. Western region ☐ 8. Others (please specify)
10. The purpose of travelling to a province in Bencha Burapha Suvarnabhumi provinces  
☐ 1. Travel ☐ 2. Visiting Relatives/Friend  
☐ 3. Educational Purposes ☐ 4. Health Recovery  
☐ 5. Meeting/ Seminar ☐ 6. Business  
☐ 7. Official Duty ☐ 8. Others (please specify)

## 11. Type of travelling

- |                                     |   |
|-------------------------------------|---|
| <input type="radio"/> 1. Solo       | <input type="radio"/> 2. Family                     |
| <input type="radio"/> 3. Friends    | <input type="radio"/> 4. Group (with Tour Operator) |
| <input type="radio"/> 5. Colleagues | <input type="radio"/> 6. Others (please specify)    |

## 12. Transportation for this trip

- |   |                                     |
|---|-------------------------------------|
| <input type="radio"/> 1. Private car                                    | <input type="radio"/> 2. Public Bus |
| <input type="radio"/> 3. Rental Car/ Van                                | <input type="radio"/> 4. Motorcycle |
| <input type="radio"/> 5. Arranged Transportation from the Tour Operator | <input type="radio"/> 6. Train      |
| <input type="radio"/> 7. Others (please specify)                        |                                     |
- .....

## 13. Did you stay overnight?

- |                              |                             |
|------------------------------|-----------------------------|
| <input type="radio"/> 1. Yes | <input type="radio"/> 2. No |
|------------------------------|-----------------------------|

## 14. If you stay overnight, what kind of accommodation did you stay?

- |  |   |
|--|---|
| <input type="radio"/> 1. Hotel                     | <input type="radio"/> 2. Resort                 |
| <input type="radio"/> 3. Bungalow                  | <input type="radio"/> 4. Tent                   |
| <input type="radio"/> 5. Relative's/Friend's house | <input type="radio"/> 6. Cooperate/Government's |

## Accommodation

- |  |  |
|--|--|
| <input type="radio"/> 7. Temple/School | <input type="radio"/> 8. Others (please specify) |
|--|--|

## 15. Length of Staying

- |                                   |   |
|-----------------------------------|---|
| <input type="radio"/> 1. 1 night  | <input type="radio"/> 2. 2 nights           |
| <input type="radio"/> 3. 3 nights | <input type="radio"/> 4. More than 3 nights |

## 16. Expenses in Adventure Travelling/person/day

- |   |   |
|---|---|
| <input type="radio"/> 1. Less than 1,000 Baht | <input type="radio"/> 2. 1,000 - 2,000 Baht   |
| <input type="radio"/> 3. 2,001 - 3,000 Baht   | <input type="radio"/> 4. 3,001 - 4,000 Baht   |
| <input type="radio"/> 5. 4,001 - 5,000 Baht   | <input type="radio"/> 6. More than 5,001 Baht |

## 17. Frequency of Your Adventure Travelling

- |                                       |                                       |                                       |
|---------------------------------------|---------------------------------------|---------------------------------------|
| <input type="radio"/> 1. 1 time/month | <input type="radio"/> 2. 2 time/month | <input type="radio"/> 3. 3 time/month |
| <input type="radio"/> 4. Others.....  |                                       |                                       |

## 18. Number of adventure activities e.g. trekking, rafting, etc. on average/year

- |  |   |
|--|---|
| <input type="radio"/> 1. Less than 1 time/year | <input type="radio"/> 2. 1 – 2 times/year       |
| <input type="radio"/> 3. 3 – 4 times/year      | <input type="radio"/> 4. More than 4 times/year |

## 19. Where did you get the information about adventure tourism? (You can choose more than 1).

- |   |   |
|---|---|
| <input type="radio"/> 1. Newspaper                  | <input type="radio"/> 2. Internet                       |
| <input type="radio"/> 3. Journal/Magazine/Guidebook | <input type="radio"/> 4. Radio/Television               |
| <input type="radio"/> 5. Friend(s)/Relative(s)      | <input type="radio"/> 6. Tourist Information Center/TAT |
| <input type="radio"/> 7. Tourism Associations       | <input type="radio"/> 8. Tour Company                   |
| <input type="radio"/> 9. Brochure                   |   |

20. Which activity is your favorite or you are interested in the most? (Please choose only 1 activity)

- |   |  |
|---|--|
| <input type="radio"/> 1. Trekking                               | <input type="radio"/> 2. Visiting waterfall(s)/cave(s) |
| <input type="radio"/> 3. Rafting                                | <input type="radio"/> 4. Rock Climbing                 |
| <input type="radio"/> 5. Boating/ Kayaking                      | <input type="radio"/> 6. Driving ATV/ Go-Karting       |
| <input type="radio"/> 7. Para motoring/ Paragliding/ Sky diving | <input type="radio"/> 8. Others (please specify)       |

## Part 2 Factors Influencing the Adventure Tourism Perception

**Instruction:** What is the level of influence of these adventure tourism perceptions on tourists' motivation to travel in adventure attraction in Bencha Burapha Suvarnabhumi Provinces? Please tick (✓) the number that matches your opinion.

No.	Subject	Level of Opinion				
		5	4	3	2	1
<b>Customer Solution/Expectation)</b>						
1.	Tourism destinations in Bencha Burapha Suvarnabhumi provinces are adventure tourism.					
2.	Tourism destinations in Bencha Burapha Suvarnabhumi provinces have variety of tourism national resource (mountains, waterfalls, rivers, etc.)					
3.	Natural destinations and communities in Bencha Burapha Suvarnabhumi provinces have authentic and suitable for your adventure activities.					
<b>Customer Cost/Evaluation</b>						
4.	Adventure tourism in Bencha Burapha Suvarnabhumi provinces is value for visiting.					
5.	The expenses in adventure tourism in Bencha Burapha Suvarnabhumi provinces are reasonable.					
6.	Shops and adventure tourism service in Bencha Burapha Suvarnabhumi provinces are reputable and reliable.					
<b>Customer Convenience/Experience</b>						
7.	There are many distribution channels for buying a product or service of adventure travelling in Bencha Burapha Suvarnabhumi provinces and they are easy to access.					
8.	The distribution channels for buying a product or service of adventure travelling in Bencha Burapha Suvarnabhumi provinces are convenient and impressive.					
9.	The accessibility to adventure tourism in Bencha Burapha Suvarnabhumi provinces is easy and comfortable. They are close to the capital city.					
<b>Customer Communication/Emotion</b>						
10.	Adventure tourism in Bencha Burapha Suvarnabhumi provinces provides attractive information for visiting.					
11.	Marketing communication tools of adventure travelling in Bencha Burapha Suvarnabhumi provinces makes the destination unique, exciting, and challenging under the slogan "Green Adventure."					

12.	Marketing communication tools of Bencha Burapha Suvarnabhumi provinces push you to make a decision to travel in these provinces.					
<b>Competence Courtesy</b>						
13.	Government and private sectors as well as community in Bencha Burapha Suvarnabhumi provinces are ready to provide the service for adventure travelling.					
14.	Staffs in the adventure tourism sectors in the Bencha Burapha Suvarnabhumi provinces are capable of serving the adventure tourism.					
15.	Entrepreneurs and members in the communities present as good hosts for adventure travelling in the Bencha Burapha Suvarnabhumi provinces.					

<b>Coordination Continuity</b>						
16.	Adventure tourism in Bencha Burapha Suvarnabhumi provinces has international standard service.					
17.	Adventure tourism in Bencha Burapha Suvarnabhumi provinces has systematic, convenient, fast, and simple procedure.					
18.	The service standard of adventure tourism in Bencha Burapha Suvarnabhumi is impressive.					
<b>Comfortable / Physical Evidence</b>						
19.	The topography of the Bencha Burapha Suvarnabhumi provinces is suitable for being green adventure tourism.					
20.	Tourism resource in the Bencha Burapha Suvarnabhumi provinces is suitable for being a green adventure tourism					
21.	Infrastructure and facilities in the Bencha Burapha Suvarnabhumi provinces is suitable for being a green adventure tourism					

### Part 3 Factors Influencing Tourists' Perception in the Value of Adventure Destination

**Instruction:** How much of quality, prominence, attractiveness, and importance does the brand have on adventure attraction? Please tick (✓) the number that matches your opinion.

No.	Subject	Level of Opinion				
		5	4	3	2	1
<b>Brand Awareness</b>						
1.	Tourism attractions in the Bencha Burapha Suvarnabhumi provinces are adventure attractions.					
2.	Tourism resources in the Bencha Burapha Suvarnabhumi provinces are suitable for being adventure attractions.					
3.	Tourism attractions in the Bencha Burapha Suvarnabhumi provinces are famous for adventure travelling.					
4.	If you think about excitement and challenges in tourism, you think about the adventure attractions in the Bencha Burapha Suvarnabhumi provinces at the first places.					
<b>Perceived Quality</b>						
5.	Adventure tourism resources in the Bencha Burapha Suvarnabhumi provinces have good reputation as adventure attractions.					
6.	Tourism facilities and safety are accepted by international standard.					
7.	You received beyond-expectation experiences from adventure travelling in the Bencha Burapha Suvarnabhumi provinces.					
8.	You trust the potential of the service staff for the adventure activities in the Bencha Burapha Suvarnabhumi provinces.					
<b>Brand Associations</b>						
9.	Tourism attractions in the Bencha Burapha Suvarnabhumi provinces are outstanding and unique adventure attractions.					
10.	Adventures travelling in the Bencha Burapha Suvarnabhumi provinces are challenging and matched with their environments.					
11.	Adventure tourism attractions in the Bencha Burapha Suvarnabhumi provinces are authentic and original.					
12.	Adventure tourism attractions in the Bencha Burapha Suvarnabhumi provinces are exciting and challenging.					

13.	Adventure tourism attractions in the Bencha Burapha Suvarnabhumi provinces are reliable.					
14.	Adventure tourism attractions in the Bencha Burapha Suvarnabhumi provinces are attractive and fascinating.					
15.	Adventure tourism attractions in the Bencha Burapha Suvarnabhumi provinces provide difficult outdoor activities.					
16.	You are fond of and proud of travelling in the adventure tourism attractions in the Bencha Burapha Suvarnabhumi provinces.					
<b>Brand Loyalty</b>						
17.	You are impressed by the experiences in adventure tourism attractions in the Bencha Burapha Suvarnabhumi provinces and are willing to visit them again.					
18.	You are willing to come back to join the activities both the same and the new ones in the future.					
19.	You believe in the safety standard and service of the adventure tourism in the Bencha Burapha Suvarnabhumi provinces.					
20.	You will recommend the adventure activities in these tourism attractions to others.					
<b>Other Proprietary Brand Assets</b>						
21.	This adventure tourism attraction provides unexpected activities.					
22.	This adventure tourism attraction provides adventurous and thrilling activities.					
23.	This adventure tourism attraction provides challenging activities.					
24.	This adventure tourism attraction provides activities that make you proud of yourself.					
25.	This adventure tourism attraction provides new adventurous activities.					
26.	This adventure tourism attraction provides exciting and stimulating activities.					
27.	This adventure tourism attraction lets you to escape from your general way of living.					
28.	This adventure tourism attraction provides activities for exploring and investigating.					
29.	This adventure tourism attraction provides activities that suitable for its surrounding.					
30.	This adventure tourism attraction provides you conflict of emotion when you have to face the adventurous activity.					



#### Part 4 Adventure Tourism Potential

**Instruction:** What is your level of agreement in the following factors for adventure attraction in Bencha Burapha Suvarnabhumi Provinces? Please tick (✓) the number that matches your opinion.

No.	Subject	Level of Opinion				
		5	4	3	2	1
<b>Adventure Tourism Resources</b>						
1.	The Bencha Burapha Suvarnabhumi provinces have suitable topography.					
2.	Tourism attractions in the Bencha Burapha Suvarnabhumi provinces are famous for adventure travelling.					
3.	Adventure tourism attractions in the Bencha Burapha Suvarnabhumi provinces have attractive scenery.					
4.	Adventure tourism attractions in the Bencha Burapha Suvarnabhumi provinces have variety of activities.					
5.	Adventure tourism attractions in the Bencha Burapha Suvarnabhumi provinces have natural richness.					
<b>Adventure Tourism Activities</b>						
6.	Adventurous activities in the Bencha Burapha Suvarnabhumi provinces are suitable with the tourism attractions.					
7.	Tourism attractions have useful and worth learning adventurous activities.					
8.	Adventurous activities have standard maintenance and equipment.					
9.	Adventure activities are safe and taken care by the qualified staff.					
10.	Adventure activities are fun, exciting, and challenging.					
<b>Readiness of Adventure Tourism</b>						
11.	It is convenient to travel to other tourism destinations.					
12.	The standard of activities, natural conservation, and the entrepreneurs					
13.	There are signs around the attractions.					
14.	The attractions have standard in taking care of the place and safety of tourists.					
15.	The adventurous attractions provide effective tourist information center.					
<b>Marketing</b>						
16.	There are advertisings and PRs of the adventure tourism via various channels.					

17.	The PR tools provide information and details of the adventure tourism.					
18.	There are customer relation activities to maintain the relationship with the customers.					
19.	There are information center in the attractions.					
20.	The price of the adventure tourism is worth travelling.					

**Part 5 Recommendation for developing the brand identity of adventure tourism  
in Bencha Burapha Suvarnabhumi Provinces**

**Adventure Attractions in Bencha Burapha Suvarnabhumi Provinces**

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**Brand Identity of Adventure Tourism in Bencha Burapha Suvarnabhumi  
Provinces**

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**Adventure Tourism Potential in Bencha Burapha Suvarnabhumi Provinces**

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## **BIOGRAPHY**

### **NAME**

Thida Laemlaksakul

### **ACADEMIC BACKGROUND**

Master's Degree in International  
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in 2003

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### **PRESENT POSITION**

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