

**DEVELOPMENT OF DESTINATION BRANDING THROUGH  
CULTURAL IDENTITY: THE CASE STUDY OF ANCIENT  
MARKET IN SUPHANBURI RIVER**

**Sathcha Kaisornrat**

**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  
2016**

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## ABSTRACT

<b>Title of Dissertation</b>	Development of Destination Branding Through Cultural Identity: The Case Study of Ancient Market in Suphanburi River
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The objectives of the research on Brand Development of Destinations in Community Culture: Case Studies of Ancient Community Markets in the Suphanburi Basin were 1) to study the local destination brand identity in the ancient market communities of Kao Hong and Sam Chuk in Suphanburi, Thailand; 2) to analyze the branding processes of these two ancient market communities as tourist destinations.; 3) to develop guidelines for other ancient market communities in Thailand to effectively brand themselves as tourist destinations; From The case studies of Sam Chuk and Kao Hong in the Suphanburi Basin describe the change from being centers of trading to being successful tourist destinations The case studies revealed how processes for cultural heritage conservation were developed by the community, accepted by the community and other organizations and admired by everyone. As the roles and functions of the two ancient community markets shifted there were some challenging issues of special interest to academics. From the perspective of the researcher the goal was to understand these issues and consider how they can be resolved. The case studies of Sam Chuk and Kao Hong add valuable knowledge about effective branding processes for ancient community markets in context of Thailand.

It was found that the components in constructing identity were from cultural heritage, architecture wisdom on local food, materials, story including the ancient and local attracting the tourists such as Nostalgia tourism and shopping tourism. From the analysis the brand Identity of Ancient Community Market Sam Chuk and Kao Hong.

The basic characters of the two markets were the common aims on selling the locality, the ancient being old things from the culture capital. For instance, there were architecture and buildings, collected appliances, and products or goods selling in the market. If we looked at the selling goods, we would find that the products on food types were connected with the original local wisdom, the raw material in the local area. Then, they were from the heart with reasonable price as the reality of the area. For other products, most of them were industrial products, the production of old things such as miscellaneous things : toys, souvenirs, and the providing of new goods produced under the idea about the old story. When the tourists visited to feel about the goods used to be popular in the past. Moreover, many shops did not sell old things or the goods under old signs or ancient sign. Branding Process of an ancient market community had to operate step by step. It was the tourism system especially in the local community happening when there were tourist activities and what attracted tourism in accordance with local resource based on the relationship which were activity, place and people. The steps of community development to tourist destination were 4Cs 1) Community Analysis as tourist products the analysis on physical, social, culture and wisdom for seeking the dominance as the uniqueness which was the advantage strength or the outstanding of the product as the base of tourist development. 2) Community Identity : The steps of searching for the outstanding and uniqueness based on local resource 3) Co-creation : It was the pulling resource in the local area to create the values for the tourists, the target customers by relying on the cooperation from several sectors, groups of people, joining the power and cooperate by using the knowledge pushing and moving up to have tourist activities with outstanding quality and wellknown to the tourists and general people until there were impressive pictures. 4) 4 Communicate brand identity of the community

Guidelines for Branding to be wellknown memorized and different by finding the strength in the area through the historical values, architecture, story telling, local food wisdom, the cultural capital with the main similar target of tourism as the tool in economic development and maintained the market area which used to be civilized as the central of buying, selling and exchanging products. It was found in the area data that the physical evidence of the market were not changed much from the origin. Therefore, it was not so difficult to bring the valuable cultural heritage to be

developed to the tourist products by changing the function of the market for the Central Place to Tourist Destination in order to serve the needs of tourists as Nostalgias tourism. The emphasis was on Thai people group in the middle part of Thailand particularly the people from big cities with unorganized and confusing lives and the shopping tourism. They were developed and become the selling point nowadays. It also included the values and culture of the people in the area with the inheriting good tradition and culture. The suggestions in branding should base on 3 basic principles: 1) charm of authenticity ; 2) charm story telling ; 3) charm by local

## **ACKNOWLEDGEMENT**

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May this dissertation be useful in developing the community, society, and Thailand.

Sathcha Kaisornrat

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# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 Background of the Problem**

From the eighth National Social Economic Development Plan to the current twelfth plan, there has been an emphasis on the value creation of product based on knowledge and innovation in order to continuously create value in the production of goods provision of cultural services. During this time there were the study of Thai culture and a push forward to create economic value from cultural assets. The goal was to recognize the importance of these cultural assets and identify the advantages they provide Thailand. These assets are the basis for economic value added under the creative economy. The creative economy is an important economic policy which the Thai government has used to help solve the urgent economic crisis during improvement phase 1 and in phase 2 by creating employment and generating income for the government while increasing capability to provide services and improve international tourist rankings. (Tourism Authority of Thailand, 2011, p. 4)

The idea of creative economy was taken into account during the adjustment in tourism services. For example, Yuwadee Nirattrakool (2011, p. 3) described using the concept of creative economy in creative tourism with the goal of adding value. The 4 factors of “capital”, “creativity”, “cultural assets” and “individual skill” combine to create value for tourism goods and services. A community survey was carried out to guide the development of creative tourism. It also considered natural and cultural assets, identity and wisdom in order to identify outstanding differences, on which to base value creation or to redefine marketing in accordance with the concept of creative tourism development developed by UNESCO. (DASTA, 2011) Creative tourism was defined as tourism with the purpose of sustainable community development through organizing activities consistent with the history, culture and

community way of life. In addition, the community had to use creative tourism as a tool to keep the balance between beneficial changes within the community and the amount of development that is sustainable without harming the community.

The ideas concerning creative economy, cultural tourism and local wisdom are important tools in economic development from the community level to the national level. They are also important tools in conservation which can establish a balance between current development and cultural heritage conservation of the community. For example, the tourism of Ancient Market Communities (Kritinee Nutthawuthsit and others, 2010), Sam Chuk Market and Kao Hong market in Suphanburi province describes 2 markets that exemplify community development ideas in accordance with the theory of the creative economy and creative tourism to maintain cultural identity for the community which could give economic benefit towards, local society while creating the resistance from the cultural change obstacle. The community could develop cultural assets into tourist attractions which conserve the original culture against external changes and negative outside impacts.

Initially, the Ancient Community Markets Sam chuk and Kao Hong were important as places for Thai people to exchange goods and services. They first existed as community markets for a long time and were the central place to buy, sell and exchange services on the edge of the Suphanburi River before they became tourist attractions. As Thailand developed and became more modern the community markets were no longer the central places for exchanging goods and services in the communities. Communities, such as Sam chuk and Kao Hong, located at the edge of rivers became less important as roads were built and transportation routes developed from the time of King Rama IV. As a result of this development, the number of roadside markets increased and trade expanded along the road system compared to markets on the edge of the river. These markets were more modern due to adoption of western standards compared to communities on the edge of the river. Many of the communities on the edge of the rivers gradually disappeared.

For the reasons above, the Ancient Market Communities on the edge of the Suphanburi river lost their vitality and became less important to the community. The Kao Hong community was continuously affected as people near the river market moved to new places which were more modern and easily accessible. There were also

consequences from natural disasters such as floods since the area was next to the Suphanburi river. Kao Hong market no longer plays a central role in the selling, buying, and exchanging of goods while Sam Chuk market continues to be a viable market but has less economical impact. The market, which is owned by the Treasury Department, now faces the problem of losing income from rent houses. There was a plan by the Treasury Department to remove the wooden rental houses and build concrete commercial buildings to generate more economic benefits for the owners. The plan is currently on hold to give market supporters time to develop their ideas for the market.

Changes in the transportation network, shifts in consumer behaviors and preferred shopping locations and the competition from occasional markets, department stores, and modern retail shops are all negative factors impacting the communities of Kao Hong and Sam Chuk. Although the above factors have reduced community vitality and Kao Hong has fallen into disuse, tourism, in particular nostalgia tourism, is having a positive impact on the two markets. The community ancient markets of Kao Hong and Sam Chuk have become alive again. Sam Chuk and Kao Hong have transformed into very important tourism products in Suphanburi province Thailand which also provides an inspiring model for the revitalization of other old markets.

Several important factors have contributed to the successful revitalization of the Sam Chuk and Kao Hong communities. The ability to determine strategy, development and branding as of a tourist destination in accordance with the needs of tourists serves to show the relation between what the tourist destination has to offer compared to what the tourists want (Morgan et. al., 2010). Even though the 2 ancient market communities have been widely researched and had impressive cultural capital in being the central place for selling goods for over 100 years, they are an important source of academic studies about community development. As Sam Chuk and Kao Hong became successful tourist destinations they changed how market segmentation was viewed by academics. Rather than be viewed as a service community they were seen as a new product in tourist market. The communities had to reposition themselves to reach a new target market and create a process for making the ancient communities well known, outstanding and different. The branding process for Sam

Chuk and Kao Hong as tourist destinations included identity design which identified the differences for the two tourist destinations during the community development process. The successful branding of Sam chuk and Kao Hong communities makes a very important contribution towards the body of knowledge about place marketing and tourist destination branding.

The destination branding process had been implicitly explained in contexts of the community development of Kao Hong and Sam Chuk. The researchers attempted to explain how these two communities managed to build their brand identity and branding the communities to achieve success as a tourism destination.

The results of this study could usefully be expanded to other ancient market communities and provide guidelines for organizing the markets based on knowledge generated in the context of tourist destinations in the environment of Thailand. The success of the Ancient Market Communities of Kao Hong and Som Chuk in developing of-highly effective destination branding should be expanded to some of the many other ancient community markets in Thailand.

There are more than 140 ancient market communities in Thailand that have markets which are in conservative's crisis. (Yongtani Pimolsatien, 2011) Knowledge obtained in this study of Kao Hong and Som Chuk can contribute to marketing guidelines for some of those communities which are experiencing a conservation crisis. Guidelines are essential to realize the potential which exists in these ancient market communities. The results of this study of Kao Hong and Sam Chuk will complement existing knowledge about conservation of ancient community markets for tourism development of in Thailand. This study of knowledge about destination branding fills a gap in the empirical data related to Thailand and is consistent with Rainisto (2003, p. 13) that there are still gaps in the empirical research both in Thailand and at a global level. There is currently increased competition to attract tourists both among cities in Thailand and in countries worldwide. With this increased competition there is also a demand for new ideas and knowledge to guide management but there is little empirical research to provide this guidance. (Karin Ljungberg, 2012) This study of the ancient market communities provides empirical research broadens the body of knowledge concerning the development of additional approaches to building destination brands. This study of the community brand

building process as a tourist destination based on community culture was conducted for the above reasons. The case study: Ancient Market Communities in Suphanburi, Thailand successfully expands the knowledge base on the topic of brand identification and suggests how this information can be used proactively by managers of cultural communities (Krittinee Nathawutthisit et al., 2010) This successful case study of the two ancient markets can be used to support sustainable development in the communities of Kao Hong and Sam Chuk.

## **1.2 Research Question**

What was the branding process used by the ancient market communities along the Suphanburi river in Thailand to become tourist destinations?

## **1.3 Research Objectives**

- 1) To study the local destination brand identity in the ancient market communities of Kao Hong and Sam Chuk in Suphanburi, Thailand.
- 2) To analyze the branding process of these two ancient market communities as a tourist destinations.
- 3) To develop guidelines for other Ancient Market Communities to effectively branding as tourist destinations

## **1.4 Research Outcomes**

- 1) Other ancient Community Markets have the potentiality to be tourist destinations and can guide in the management of other Ancient Community Markets.
- 2) Provides a model for organizations involved in planning and developing Ancient Community Markets for tourism.
- 3) Cultural conservation organizations can ensure the uniqueness of the Ancient Community Market under their responsibility is maintained.

4) Schools learn about management, how to construct a quality brand and communicate the identity Ancient Community Market in Thai Society

5) Researcher and community members learned about communities and gained field experience training.

## **1.5 Research Contribution**

1) Information is available to other old market districts. The research has potential as a guide to managing the community tourism market.

2) Information is available to relevant agencies, such as local government organizations. It can be used in the planning and development of old markets for tourism.

3) Research results can be used by conservation agencies to maintain the unique identify of the old market area for which they are responsible.

4) Educational institutions have knowledge about branding, tourism and marketing communication in the context of Thai society.

## **1.6 Definitions**

Destination refers to a community as a tourism destination that wishes to attract visitors.

Brand refers to the characteristics of a destination that make it different and distinctive in the eyes of its potential visitors there by giving it a competitive advantage.

Branding refers to the process of building a competitive identity for a destination.

Competitive advantage refers to the elements that differentiate one destination from another and help it stand out positively above its competitors in the eyes of its main target markets

Brand identity: refers to a unique set of brand associations representing what the brand stands for and implies a promise to customers from the organization. By describing six common elements: 1) brand's benefit 2) brand essence 3) brand

positioning 4) brand value 5) brand personality and 6) relationship that the brand strategists aspire to create or maintain. These elements represent what the brand stands for and implies a promise to the customers from the members of the organizations.

Brand Character: refers to the internal construction of the brand and how it is perceived in relation to its promise to deliver expected experiences in terms of trustworthiness, honesty and integrity

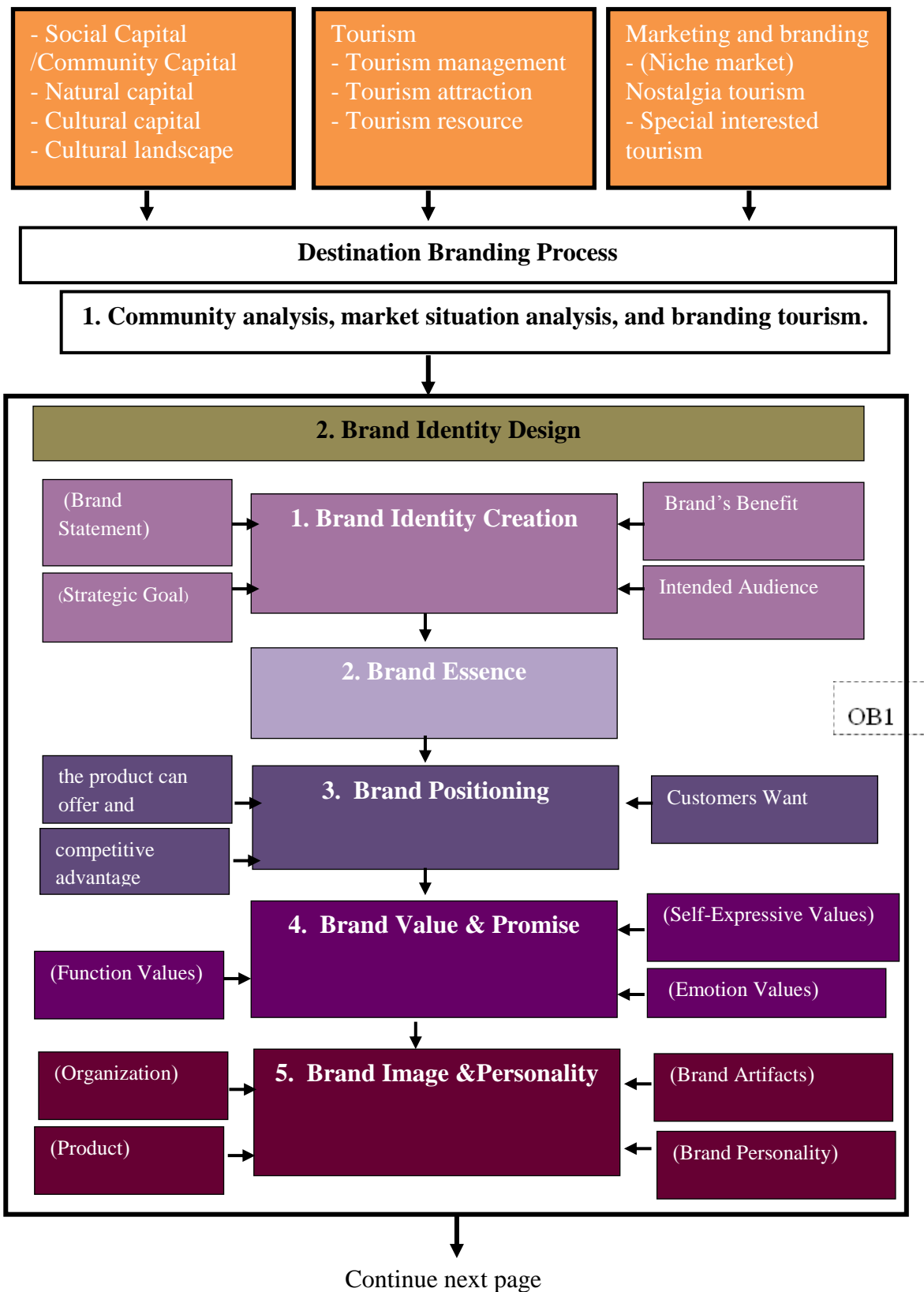
Brand positioning refers to a process that involves the management of the brand and the manipulation of its components to create an image and a position in the minds of the visitors

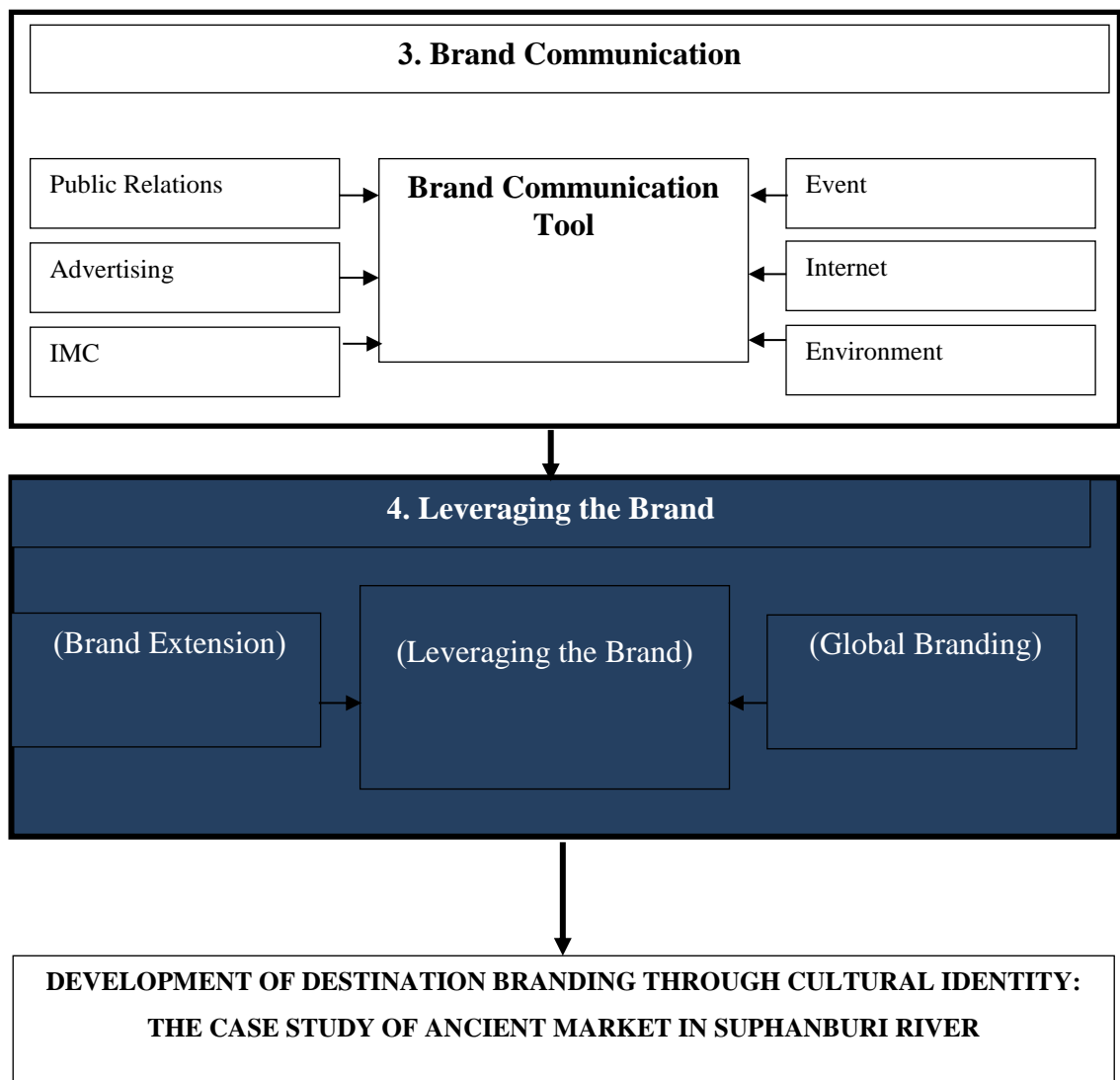
Brand personality: refers to the set of human characteristics that are associated with the brand such as gender, age, socio-economic class as well as the human personality traits such as warmth and sincerity

Promotion is one element of marketing and refers to the process of communicating through marketing material the competitive edge of a destination to potential visitors.

## **1.7 Research Framework**

The definition of destination branding in accordance with this study is the task of compiling all the elements that have an impact on the destination, and making them coexist within one overall destination brand identity, which, hopefully for the marketers, will lead to a positive destination image. Branding a destination is about building better tourist destination by helping them promote their reputation, leading to more visitors which will benefit their economy, which ultimately could produce profits for the world in general the research Framework See in the diagram below.





**Figure 1.1** Research Framework

## **CHAPTER 2**

### **REVIEW AND RELATED LITERATURE**

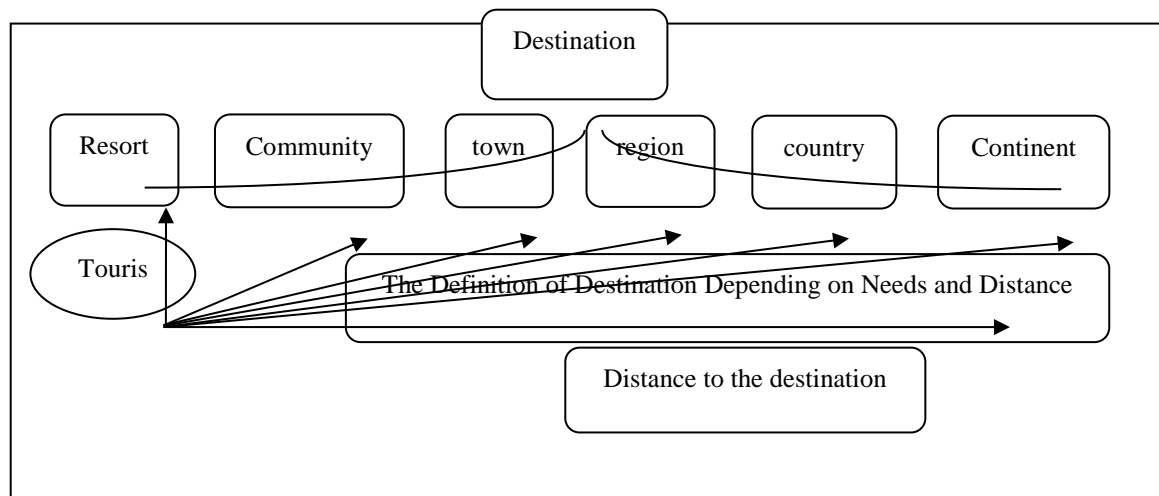
The study on ideas, theories and related literature to develop framework on the process of constructing brand of tourist attractions based on community culture: a case study of Ancient Community Market in Suphanburi basin, the researcher tried to search from documents and texts to open educational viewpoint by focusing to the explanation, understand and apply the ideas towards. The constructing both concrete and abstract brand including community practices in relation to the development of community brand as the tourist destination. The importance was given to the development on the conservation, environment, society and culture with the studied community context because the researcher believed that the goal of determined development in the research question. It was for the highest benefit of participated people and in accordance with the needs of the country to create the balance between the development and conservation to the same direction as the world focusing on sustainable development especially from performance plan 21 (Agenda 21) which was important for forcing the tourism model development connecting among economic, society, and culture together in order to lead to the center between development and conservation. Accordingly, the researcher studied the document ideas and related theories as follows:

#### **2.1 The Meaning of Tourism Destination and Destination Branding**

The main purpose of this study was to understand about the process of constructing brand for the community as tourist attractions. It was the application and the marketing ideas used with the places and communities with the marketing target to the target group of tourist. In screening document and literature, the researcher tried to understand about the meaning and ideas about the constructing brand for the tourist attractions from the meaning, justifications, rationale, ideas, factors and the process of

constructing brand. Then, the researcher used all the information to design the research, analyze and interpret various appearances in the community.

The tourism destination was the place where the tourists interacted with the local tourism resource or the host cooperated in creating the value and tourism experience for the tourists. It was the place for tourism activities and the unit with the competition to attract the tourist and other tourism sections. The destination had different meaning and different sizes. The destination means the continent, country, region, city, community or private resort. The continent was the tourism destination to complete with other continents, country competed with country, region competed with region, city competed with city and community competed with community or private resort competed with the other resort. (Bieger, 1997) Notice that, the viewpoint of the tourists about the tourism destination, it was the place far away from the house or shelter. The farther the destination, the bigger it could be. For instance the Queenstown was the tourism destination, the people in New Zealand might call Queenstown, tourism destination. While the tourists traveled from Europe to their destination might mean New Zealand or Oceania. Even though, they intended to travel to Queenstown. The meaning of tourism destination perceived the distance as shown in Figure 2.1



**Figure 2.1** The Meaning of Destination in the Viewpoint of Tourist from the Perception of Distance as ideas of Biegar

**Source:** Biegar, 1997, p. 24.

Beside defining the tourism destination, it depended on the motivation and particular need on tourism such as tourism for marketing pilgrimage or tourism by faith. The pilgrimager gave the meaning of destination as the place where the pilgrimager would like to visit without thinking about the distance. From the above information, it could be seen that the tourism destination had different sizes, and models. In this study the tourism destination was Ancient Community Market. If we considered the ideas of Caldwell and Freire (2004). Even the community was a small unit, the tourism destination could affect the community level whether having the income, development or other negative impact if the development planning and the determined guidelines for tourism promotion lacked the responsibility.

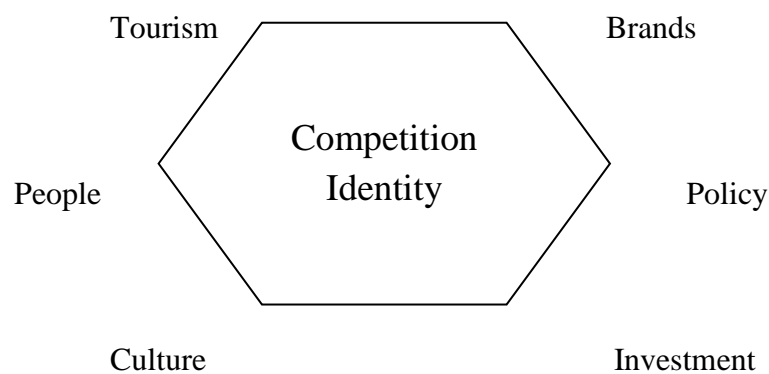
The constructing brand for the place was from taking marketing ideas for different places such as continent, city, community, tourists attraction. The development ideas construct brand into corporate branding (Balmer, 2001; Balmer & Greyser, 2003). According to Marrilees, Miller, and Herington (2009), they mentioned place branding was the guidelines which the community, city, region or country made the marketing for their organizations to construct brand to attract the tourists. The city branding or community branding were the application to make place branding with tourists marketing with the main purpose to attract the tourists towards the tourist destination. Therefore, the constructing place branding meant city branding and destination branding for the community or different cities. The application of using marketing was for different scopes in communication and the management the identity combining between place and the perception on the user of this place.

The World Tourism Authority (UNWTO, 2009, p. xxx) stated that the brand and competitive identity had the same meaning. It meant the overall characteristics of the tourist destination or place that made the place different or dominant in the target group of tourists. Brand and competitive identity were used Synonymously. They referred to summation of a destination or place's characteristics. The opinion was that the competitive identity was specific within the community to make the community or tourist attraction unique different from other competitive tourist attraction and caused the tourism. In the viewpoint of constructing the community brand and city as the tourist attraction were the same thing. The constructing of competitive identity was like putting a foundation stone. It was the beginning of constructing the tourist

destination. Otherwise, the community and the tourist attraction would be commonly imitated and generally seen. (Me-too destination) There were no differences and lacked attracting the tourist. The seeking for community identity, city or tourist attractions were the beginning of creating the differences. The community should be interested in searching for the factors or component causing the competitive identity of the community and the identity was dominant. The branding for the tourist attraction was more complicated than the design of logo for tourist attraction. However, the searching for the summation of characteristics caused the sense of place and could attract tourist. When the community found the right identity, the tourists and people could use to explain the community as the tourist attractions and could tell other people who have never been there before to see and imagine what the community was and how the characteristics were. They would make such tourists attractions dominant and worth visiting. For the community host, when showing the brand to outsider, they should manage to make sure that the tourists would gain experiences at the community attraction and promised since the first minute, during the visit until going back. The propose of competitive identity or constructing the brand of tourism destination should be on the truth not propaganda. The tourism experiences of tourists must agree with the tourist expectation from receiving marketing information. It meant that the community was tourist attraction and needed to keep the meaningfulness of the brand or maintain competitive identity. Accordingly, the expectation of the tourists and what were in the tourist attraction would not be contrasted. The determination the strategy in branding the tourist attraction in the viewpoint of communicative marketing should be continuous by beginning from 1) Unaware : the tourists did not know the tourist attraction ; 2) Aware : Made the community known as tourist attraction ; 3) Interested : Determine the information focusing on likeness or positive feeling towards creating interest ; 4) Convinced : Creating confidence and motivation of purchasing or should select tourist destination ; 5) Purchase : Visited the tourist attraction ; 6) Satisfied : During the visit, the tourist experience should be satisfied ; 7) Advocate : Tourists were satisfied and would like to visit again and were willing to tell the others.

To be consistent with the viewpoint of Anholt (2007, p. 6), the destination branding meant the process in constructing the dominance and the uniqueness of

tourist destination for the advantage of the competition. Brand was the identity and uniqueness to make the community as the tourist destination different from other places. Anholt developed the ideas on constructing competitive identity and Transferred into books called “Competitive Identity-The New Management for Nations, Cities and Regions”. This book was about branding for the country by focusing on the country identity to support or raise up the ability in country competitive identity was not only constructing the brand and constructing the image of the country but it was to search and construct the identity to increase the capability in Country competition. Anholt summarized in the theory of Competitive Identity that the reputation and country image were from 6 main aspects and called The Hexagon of Competitive Identity: 1) Tourism; 2) Export; 3) Policy of country management and the country leader; 4) Investment in the country; 5) Culture; and 6) Population in the country for “tourism” as shown in Figure 2.2



**Figure 2.2** Showed the Hexagon of Competitive Identity

**Source:** Anholt, 2007, p. 6.

The theory of competitive identity believed that the communication alone could not change the image of Thailand but the development of long term relation and sustainable with the international communities through the promotion of dominance on tourism brand, man, policy, culture, commerce, and investment and affected the changing of country identity. (Anholt, 2008) Strategically, Anholt suggested that each country was sincere in presenting the image on true basic by presenting the communicative information to the international communities with the creation and

attraction. Therefore, the constructing of competitive identity was necessary in the presentation because it was believed to choose the neutral communicative tool more than the changing of Thailand identity by using advertisement and only public relation.

Moilanen and Rainisto (2010, pp. 6-67) had experiences in creating brand for Finland and defined that brand meant the summative characteristics both physic and characteristics without body. In the minds of the consumers affected the decision of selecting the tourism destination. Such characteristics occurred in the consumers' mind. There were so many characteristics that they become the brand of the community. There was a saying that the owner of commercial products were not the owner of the brand. That was the same as the opinion of Raubo (2010). She mentioned that the goat of constructing the brand for place or tourism destination was trying to create the perception about the decision to select city or travelling place instead of other tourist attractions or was trying to create positive image of city in the idea or the perception of the consumers.

From the above meanings, the researcher could conclude that the constructing brand for city or the tourism destination was the application of ideas in constructing the brand which was the marketing tool to be used in tourism destination to create the dominance and uniqueness of the tourism destination. It was different from city or other tourism destinations. The strong brand meant that place was different from other places either for investment, tourism, or accommodation. In strengthening the brand, first step was awareness about that place. After the consumers knew about it was to make the consumers see that such a place had good quality different from other competitive place in marketing. Last was to control the use of the area as determinated.

## **2.2 Development of Constructing Brand for Tourism Destination**

When considering the city competition, different places had the competition since back to the 19 century. The condition of competition in the past and in present might be different by the goal of the competition and the factors causing the competition. In the past, city on place might compete in order to bring the investors in

the area by using low cost of production source such as cheap land, low wages, or the source near production factors. Later at present, the competition focused on economic factors, investment, tourism or bring in the qualitative people to live in such a place. From the competition mentioned before, the idea of marketing were applied in the context of place, city or tourism destination in order to mainly place selling to the target customers. (Kavaratzis, 2008) summarized the evolution of the history of city/place marketing into 3 periods.

First period was the period of industry development. The goal of marketing focused on attracting production to establish the factory or production activities by presenting the area of low cost and there were facilities appropriate for business operation. The entrepreneur could get a lot of profit.

Second period was the period of determining target market. In this period, it was place marketing to attract the industrial production and service business. The presentation of motivation not only presented the low cost of production source but also the development of facilities, skilled labors and the cooperation from the community, good life quality, recreation in the local atmosphere. Near the end of the period, it was the growth of tourism industry. The target of the promotion marketing of city or place to focus on the economic development.

Third period was the period to create the brand for the differences and the competitive advantage by presenting the dominance and the uniqueness of the city which could serve the needs of the host and the target consumer including the determining of the competitive position and the constructing good image of city or other tourism places.

In constructing the brand for city, place, or tourism destination, several educators (Anholt, 2005, p. 7; Braun, & AMP; Zenker, 2010, p. 4; Kotler, 2004, p. 12; Pike, 2005, p. 258) gave the observation that constructing brand for place could not so simply operated as the constructing for good or company. The constructing of brand for community or the tourism destination could not be produced from the industrial factory like general products. The community or city constructed identity brand from the cost and the resources in the local area such as sociography, culture, man and history. Such factors created the perception for the visitors and became tourism experience leading to emotional value. Pike (2005, pp. 258-259) gave the reasons that

branding place was complex and depended on various ability to operate more than branding for the product or service. It was there were groups of people involving and some dimensions of interest and several needs, setting the policy and the decision had to be accepted from the involving community. The tourism destination whether it is small, large or medium it was only community, city, region, country or continent. The management of stakeholder and communities had to think and work together. (Pike, 2004) The coordinating of the cooperation in every section of working to operately create the tourism experiences with the values towards the tourists like the customers.

Garcia and others (Garcia et al., 2011, p. 12) said that the planners should give the importance towards participation of persons involving the education. The information to support participation created the co-creation to tourist attraction of the community. Such ideas were supported by Aitken & Campelo (2009, p. 1). They said that the important core for place branding was culture and people who created and developed the brand.

Destination was the place for tourism activities which needed services on facilities for different tourism in order to support tourism on accommodation, service and reception, experience and entertainment, various tourism activities. Service on facilities and tourism activities might be different in each place depending on environment and context of tourism destination. The important goal of the destination operation was the competitive ability and value creation. The destination was like a big theatre with several players. Each player performed the role. When all of the roles were together, the play would be complete as the author had written. Therefore, the coordinating of personal cooperation was the important key to the success as the saying of Comprubi, Gula et al. (2001) on the competitive advantage of destination was the ability of destination in creating the tourist attraction to come with satisfaction, had experience and good memory towards tourism and constructing the benefit to the community, the owner of such tourism attractions. The maintenance of competition was challenging of the destination in coordinating the cooperation of all section to present the identity of tourist attraction as determined direction (Comprubi, Gula et al., 2001). It looking of sustainable of destination, it was necessary to get the cooperation from the community to main the tourism resource whether the

sociography, culture nature, way of life for the strength of tourism towards to the off springs. (Ritchie, & Crouch, 2003)

The presentation on ideas about the development of the origin of constructing brand for tourism destination in the research the process of constructing the brand of the tourist attraction based on community culture: a case study the Ancient Community Market in Suphanburi basin. It showed the development, change of marketing place, city or tourism destination by using branding as tool in doing tourism marketing. Treated the tourists as the consumers. Changed places, community or tourism attraction into product. There were people involving the application in marketing communication to create the differences for city or such places.

#### Brand Characteristics

In the point of view of Fill (2002, pp. 340-343), the brand characteristics were composed of :

##### 1) Main attribute with 2 characteristics

(1) Intrinsic attributes which connected the functions of the product such as shape, potentiality and ability in physical usage of the product. If the intrinsic attributes changed, they would directly affect the function of the product.

(2) Extrinsic attributes connected other components which were not the nature of the product. If the extrinsic attributes changed, such product could still did the function as the natural attribute. The extrinsic attributes were names of goods, marketing communication, packaging, price, or distribution which created the meaning of the brand the purchasers tended to use the extrinsic attributes which made the brand of one product different from the other brand in the same type of product. The purchasers felt that it was difficult to use only the natural attribute as the criteria to make a decision buying one brand or another. Every brand had natural attribute of the product and the extrinsic attribute in constructing the brand. The two attributes were used.

##### 2) The elements of brand were from several elements as follows :

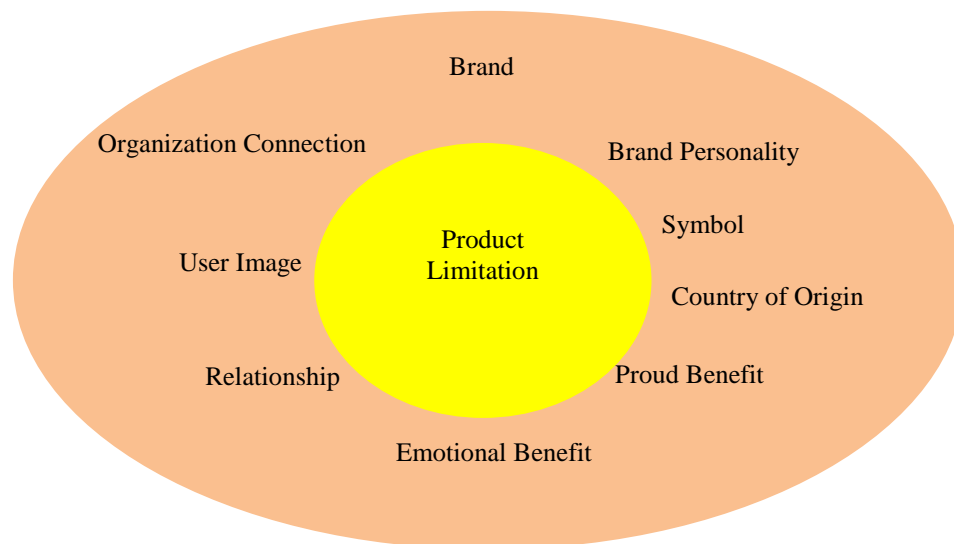
(1) First element was function ability which the brand referred to and could really functioned like the brand skill.

(2) Second element was the personality of brand. It was the foundation of brand connecting with way of life. The value was from the perception

such as the brand with courteousness, advantage, excitement, bore some or anxiousness. The ideas about the personality of brand was the important thing to create the understanding when comparing the brand as a person how the brand would be different from other brands.

3) Brand experience, when the product was developed Towards the brand, it needed to create and develop brand experience. The experience would help the purchasers to have more relation with the brand.

Aaker (1996, pp. 72-77) mentioned that the brand was somewhat more than the product (Branding was more than product.) because product was concrete could be tangible. There were several abstract elements which could not be touched getting together around the products and made that products become the brand. The picture showed the differences of product and brand in figure 2.3



**Figure 2.3** The Differences between Product and Branding

**Source:** Aake, 1996, p. 74.

From figure 2.3 Aake (1996) explained further that the consumers had 2 parts in relation to the brand.

Part 1 Product : This element can be tangible such as scope, attributes, quality and

1) The scope of product was the connection of the brand and types of product for the consumer to think about brand of product in one type or another. The first brand the consumer could think of could be the brand leading the market. The attributes of such a product could be above the competition and easy to remember. Therefore, the strong brand was the brand association dominantly with the type of product.

2) The attributes of the product were what could be tangible. The consumer decided to choose the brand mainly from the attributes of the products. However, the consumers could not make the decision only from the attributes because nowadays, there were the development of equal quality and qualifications of products. That made the qualifications of products not different. Accordingly, the marketing should not depend only on the attributes of the products but the flexibility and the importance with the attributes in other parts such as the attributes responding to emotional benefit.

3) Quality meant the added value to the brand or the consumers' perception on good quality of products and services. When the consumer perceived the good quality of products, there could be the products with values in their minds.

4) Uses of brand could be variously used depending on the types of usage whether it was the chance of uses, the seasonal uses, or the quantity : high, medium or low. The use qualification could increase the added value with the products.

Part 2 was the external element which was intangible and composed to be the brand and supported the consumers to perceive the differences of the product. It consisted of user image, country of origin, organization associations, symbol brand customer relationship, emotional benefits and brand personality as follows :

1) The user image was to determine positions and personality for the product in order to who the users or the purchasers were. They were the reflection of each other image between the users and products.

2) The Country of origin was the origin important for brand to create trust in such a brand. If the origin was from the country with resources and skills in producing such products and made the products look qualitative and believable.

3) Organization Associations was the viewpoint of organization uniqueness more than the product attribute or services. The organization uniqueness could not be copied. It was not like the product uniqueness such as the reputation of the organization on being leader on technology or the organization awareness on environment. The uniqueness of the organization on different aspects were employees, value culture and activities provided the organization to show good relationship among customers. Such uniquenesses of the organization were durable and harder than the products which could be brought to create the values on the brand.

4) Symbols were the representatives of brands and could be the symbols for all brands. If any brands have strong symbols, they help the consumers to remember and simple recall the brand. For instance, the symbol M of McDonald, the yellow colour of Kodak film of comparison symbol like tiger with Esso Gasoline showing the strength and the speed.

5) Emotional benefits were about the emotion and the feeling of the consumers while purchasing or using the products such as like and dislike, feeling happy. If the consumers were impressed with the brand when purchasing products. That was the brand giving emotional benefits towards the consumers and added values, experiences and the owner of products for the consumers.

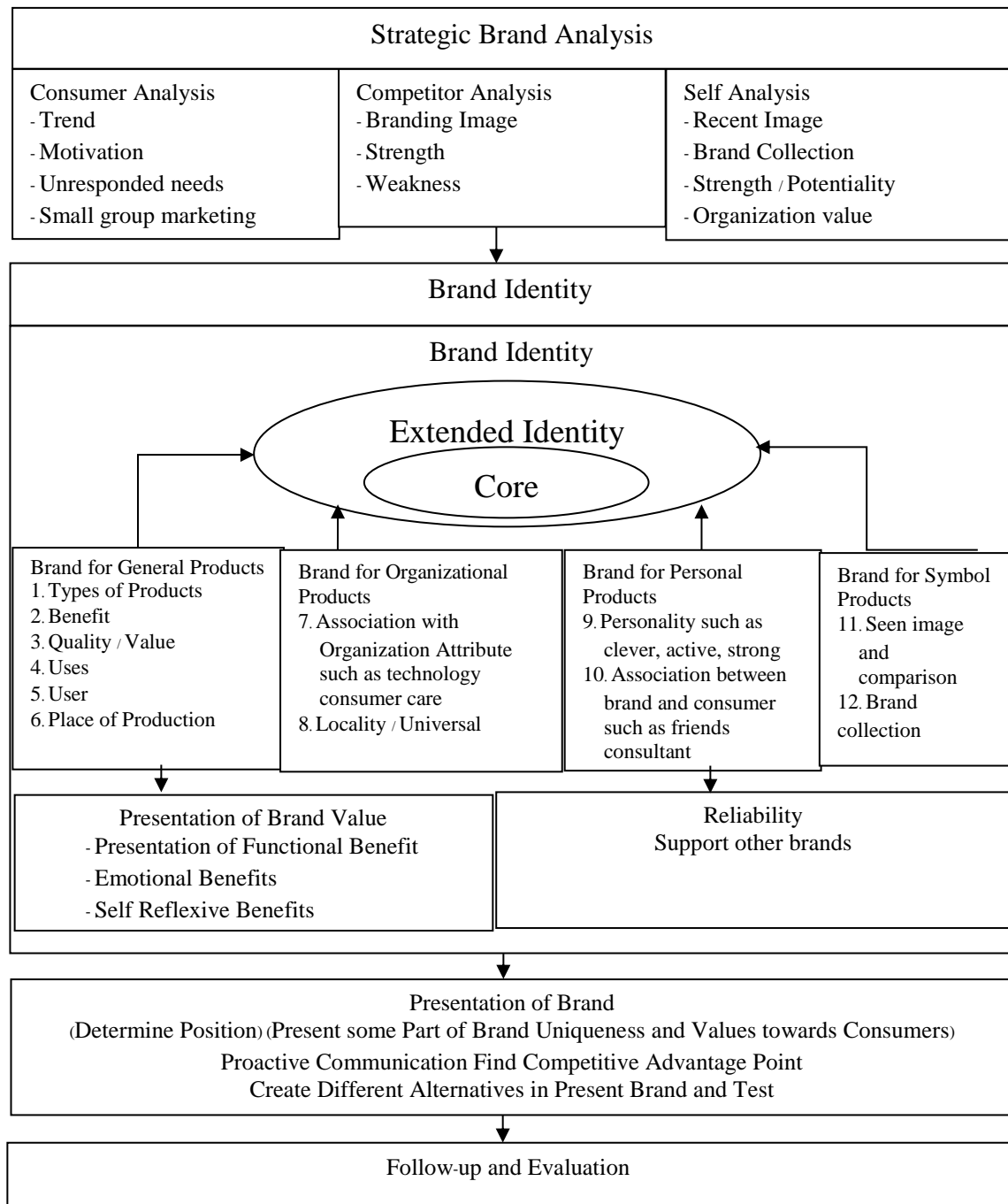
6) Brand Customer Relationships were to create good relationships the consumers by making the consumers have positive feeling toward the brand which affected the uses of brands continuously and finally felt loyalty to the brand.

7) Self Expressive Benefits were the uses of products to indicate being self of the consumers even they were not real self characteristics or not or they were the characteristics in the dream as the consumers wanted to be.

8) Brand Personality was to bring brand in comparison with person with different personality such as respected persons, amusing, active, having sense of humor, clever, gentle and polite. Such personalities were like the association for the consumer to see the benefit or attribute of the brand. It was to communicate the brand attribute and supported the relationship between the brand and the consumers which strengthened the brand.

### Branding Process

Aaker (1996, pp. 78-85) proposed the branding process consisting of 3 step as shown in figure 2.4



**Figure 2.4** Branding Process of David Aaker

**Source:** Aaker, 1996, p. 79.

From figure 2.4 Aaker's Branding Process consisted of 3 main steps:

1) Strategic brand analysis : this step had 3 small steps :

(1) Consumer analysis was to study the trend of consumer groups, the motivation, the need, no response for need branding and small marketing group division of the consumer.

(2) Competitor analysis was to study Brand image and brand identity, strength, Brand strategies and weakness of the competitors.

(3) Self-analysis was to analyze Existing brand image, Brand heritage, Strength, Abilities and Organization values.

2) Brand identity consisted of:

(1) Core branding and Extended branding by Brand as product which could be divided into 4 ways as types of products :

a) Brand as product was to construct reliable branding by combining with the Functional benefit and Emotional benefit affecting the consumers to see Quality and Life style of the consumers. The country of origin was to show that the branding products would have higher quality than the products in the same group. When the brand identity was constructed, it made the consumer simple recall such products.

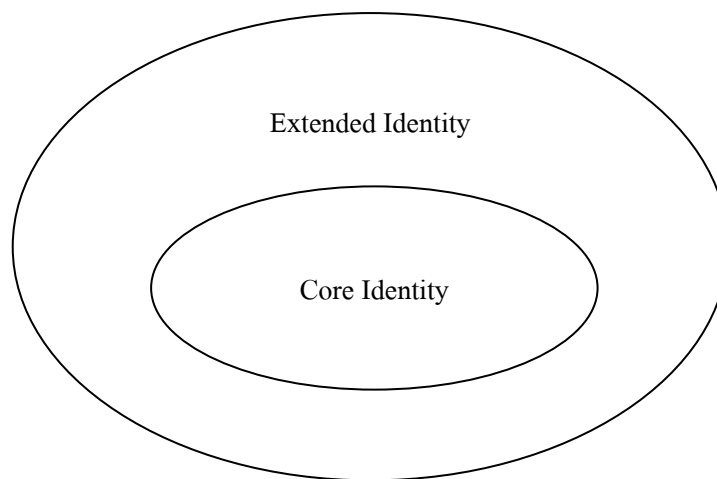
b) Brand as organization was the association of Organization attribute to Functional benefit and emotional benefit to made consumer see that the organization focused on supporting the society, realizing the important social problems. The organization with culture, value, qualitative personality, operated with trustworthiness, was effective with consumer concern, had high innovation or produced for the consumer to admire, respect and like such an organization.

c) Brand as person was the association of Brand as person with Personality attribute and made the consumer outstanding over other people in several aspects such as wealth, ability, interest, sincerity, sense of humor, enthusiasm, and intelligence which impressed the consumer on personality and affected brand customer relationships.

d) Brand as symbol was the association of brand and visual imagery. The consumers frequently saw it for a long time so that the brand could be remembered effectively. The visual imagery affected clear brand and finally, the

consumers could remember even in a short time. Besides the association of brand was a metaphor in designing product, packaging, and marketing communication. From the metaphor, the consumers saw the brand personality, attribute, functional benefit, emotional benefit and self express benefit more clearly.

After that, each part of identity was analyzed and determined as Core identity and Extended identity as shown in figure 2.5



**Figure 2.5** Showed the Structure of Uniqueness

**Source:** Aaker, 1996, p. 86.

The product uniqueness was the center of brand meaning and success. It was the core value which would exist even the brand was sold in the new market or having the product improvement. The good brand uniqueness would not change the core identity when the Extended identity could be changed.

The Core identity was determined from other elements. The core identity would not be the same as the competitor brand and had value on one aspect. It was the promise given to the target consumer with the purpose of brand or the benefit. At the same time, it was the promise given from the organization to respond the consumer needs.

Extended Identity was the element of core identity to add or expend the meaning and made the extended identity more clearly. The Extended identity

consisted of element to add the details to product to have more interest and strength and could handle the competition.

(2) Value proposition was to present that the brand providing the benefit from the functional benefit (Aaker, 1991, pp. 95-102).

(3) Credibility was the association for brand and organization by making the qualitative brand in production. The organization brand was trustworthiness with the innovation and community.

(4) Brand customer relationship was the important strategy for branding which would be presented to the consumer to remember and have good attitude towards the brand. Then, it can be sold. For branding in the mind of the consumer, the brand association was needed and the brand would involved in daily life of consumer by creating brand personality similar to the most life style of the target consumer. The brand personality could help making my brand and more understanding.

3) Uniqueness Brand presentation consisted of 3 steps.

(1) Brand position was the value branding by using the strategy of public communication. Motto or passage could be used to explain the differences associating identity or image for simpler understanding. Part of the identity and value proposition would be constructed to branding position and used as proactive communication. It would show that the benefit was better and demonstrated advantage above competitors when comparing with competitors.

(2) Brand position presentation was part of branding communication determining the position towards the target consumer through advertisement, marketing supporter, activity committee, member club, direct marketing, public relation, promotion and product display.

(3) Tracking was the last step of branding. It was to be the position evaluation and element evaluation to see the brand uniqueness which should be different clearly so that the consumer could perceive the differences immediately and be communicated as the marketing professional intended to understand the Core brand. The consumer would not be confused. The brand differences would be taken as guidelines of brand position. Then, the brand would be in mind of the consumer.

This study was part of branding involving searching for the uniqueness and identity of Ancient Community Market. Such information would be communicated to the target tourists and used for the guidelines in community market development as the destination with image presented to the outside society. The dominant construction and the uniqueness for place, city, or destination had the complexity involving several factors in relation to history and rational, position, location were public activities which many people got involved. Therefore, it was difficult to apply the tools and guidelines to determine the image for community or destination in accordance with place attributes. All ideas about the image of community, city, or destination would be reviewed and presented later.

### **2.3 Community Identity as Destination**

Destination branding was the competitive image process of the community. It meant the summation of core characteristics of the destination including the personality and made the destination competitively different from other destinations. The community identity was the important element for branding which could be communicated about city, country in order to compete the market share, investment and tourist who could bring a lot of money to the country. Things interested the tourists were divided into 2 types (Walailak Noiphayak, 2009) were places and people. The places had historical values. When the tourist visited, they would the atmosphere of such places such as buildings, roads. For instance Valikan City had Systina Church, museum and the roads with rows of stones, the restaurant with local atmosphere service. The attractions could be newly built such as San Franciso, decorated the dock, the fishermen had particular atmosphere for tourists. There were city people, restaurants, seafood shops. Tourists could enjoy buying the souvenirs. It was the same as Sydney, after being the host of Olympic Sport Festival in the year 2000. It gave good reputation about people when the tourists were impressed by the lively welcoming and was told to other tourists. Such evidence indicated that the city with uniqueness and outstanding identity, the community could show self differences and use it to attract the tourists, investors, or target qualified persons in the area. Therefore, the understanding on place identity which was important for marketing

promotion or public relation. Place identity could be the tool in creating the advantage of the competition as Anholt (2007) called competitive identity. The marketing experts should understand how city identity, place, or destination were and the history of city identity before the identity communication. The competitive identity should be on the truth of place not only for the needs. (Metaxa, 2009)

Davis and Murtas (2009, p. 50) believed that place identity was from tangible culture and intangible culture. In Davis Miltas opinion was even though community culture had general characteristics, the place had uniqueness, position and self status. Each place had physical attributes from the combination between nature attribute and man maid things. Such things made each place self attribute. Place was where people lived, did the activities, did the living and the life style affect place meaning. Though place might change due to time but slowly. So it could maintain the feeling and relationship. This was in accordance with Lynch's viewpoint (Lynch, 2000, pp. 2-8) mentioning about place identity or community through physical elements, activities, symbol media and social interpretation system. Then, the identity or characteristics would show out the particular place self.

Laurence Loh referred in UNESCO (2007, p. 16) mentioned about the relationship between identity and sense of place which was in the place and physically appeared. They were the summation of history, tradition, memory, legend, relationship, and consistence of meaning combining with people, inherited through time, history or sense of place to construct place identity and made the place affect the people emotion. Besides, (Relph, 1986, p. 48) mentioned about identity attribute of place or sense of place. All referred to personality which could indicate place self. Even though there were changes, the place identity or sense of place, the core of place still remained. It was further said that the place identity was consistent or the same as image which we could understand the place image, we also could get into the place identity. (1986, p. 56) Relph explained the elements of identity that they consisted of 3 things: physical setting, activity and duty and meaning or symbol. Christian Nortberg-Shulx (1980) studied the sense of place in a book called "Genius loci: toward a phenomenology of architecture." Which could live in and did different activities safely. Being the human standing point, the place characteristics were specific for such places and that were the place identities. Nortberg-Shulx also

showed the basic elements of place where the identity and sense of place consisted of 5 sorts : thing, order, character, light and time.

Garnham (1985) mention about specific identity showing the city uniqueness with the following elements :

1) Physical and topography, Urban landscape feature, Architectural of building, and Building material and textures.

2) Noticeable activity and duty indicated the human interaction toward the area and the interaction among cultural institutes including building and environment of working area such as the image of area perceived by activity, level of activity, transparency, range of use and scale of uses, sound and smell perception.

3) The meaning communication or the symbol for considering the human goal and the experience were Pattern of ownership, Area rule, Levels of encloses, open space or city space and natural style taken into or around the city, not work of spaces in each level such as family level, neighborhood area, economic area, city or society area, region level which connected the movement in the broad view of the city.

From all of the stated ideas about the place identity, community or city, the researcher could summarize the community identity as the specific character which was viewed in the form of city or the holistic community. It was to study the details of elements in city or community and made the community have particular character. The elements making the city have different identities might be in the form of physical getting together such as topography, building, or construction, architecture, activity area, city size and population, atmosphere including economic and city activities. The study about the place identity was conducted in different viewpoints either in social science or psychology. In this study, it was the application of marketing with the destination. Therefore, the meaning of place identity was defined on the idea of Destination branding.

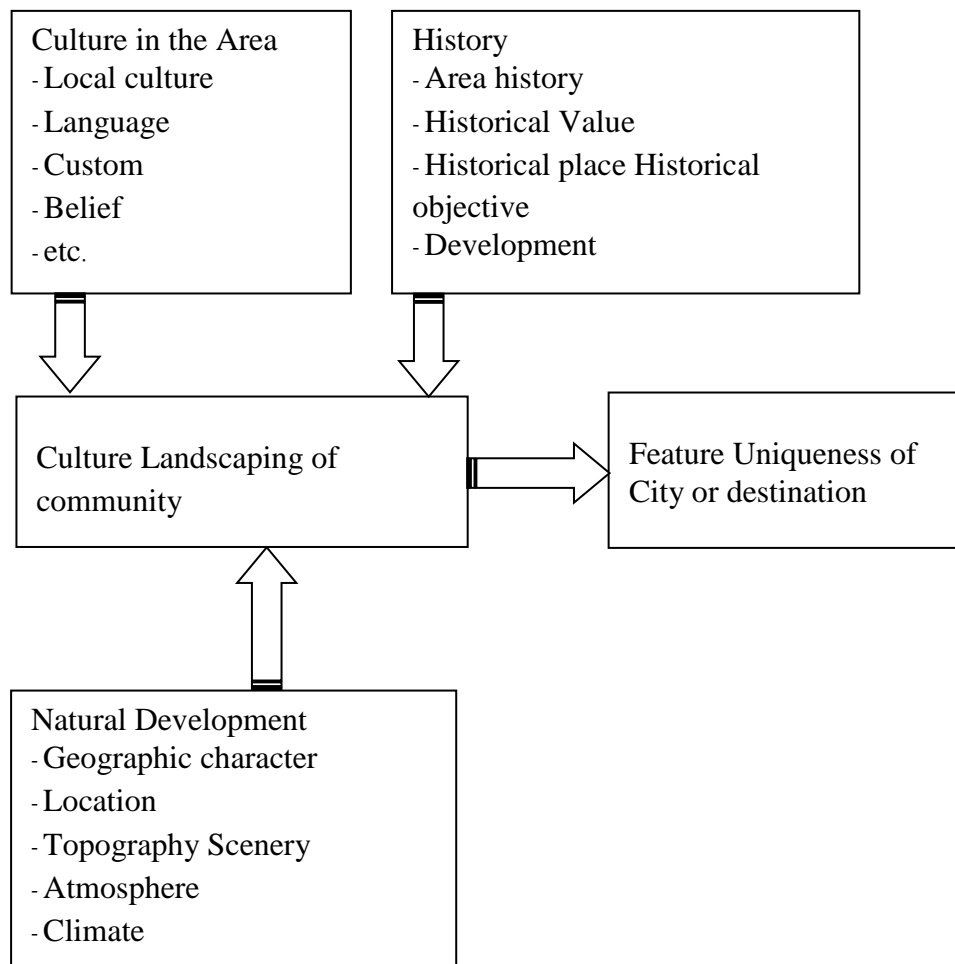
The ideas about the study on city branding or destination, there were educators such as Burman, Hegner, and Riley (2009) and Halin, Lisa, and Holly (2011) divided the viewpoints into 2 viewpoints. The first was the study on branding as the brand maker who determined the dominance of city uniqueness in order to pass through the target groups. The second viewpoint was on image perception which was from the

outsiders by looking at the place image as the dominant reflection and city uniqueness or the destination through the target tourist perception in accordance with the idea of Cherniatyony and Dall (1998) They said that place branding consisted of viewpoints with 2 dimensions: the viewpoint of the consumer and the viewpoint of Brand maker.

#### 1) The viewpoint of the Brand maker

If considering the ideas about dominance and the uniqueness in the viewpoint of Brand maker who communicated the uniqueness, it was found that the dominance and uniqueness were involved with culture, history, natural environment and the area context. The educator named Smith (1991, p. 14) said that the community identity was the particular community character from the molding different elements in relation to the community since the original history, resident character, physical environment, geography, topography, location, climate, community history, wisdom, economics, occupation, custom, member role in the community and the community activities. They were in accordance with Iliachenko (2005, p. 4) stated that city or destination could dominant feature, attributes or characteristics and used the different constructing or dominant feature as the city uniqueness or place and could attract the target groups such as businessmen, merchants of tourists.

The city identity could occur and change under the condition of the time context. Searching for the identity of Ancient community market in Suphanburi basin was the question each aspect of the element and the Self express community. People in the community realize and accept the similarity together. In the viewpoint of the brand marker could be shown as the dominant feature, identity and city uniqueness or destination in figure 2.6



**Figure 2.6** Source of Feature, uniqueness and Identity of City or Community in the Viewpoint of Brand Maker

**Source:** Hassan, Hamid, and Bohairy, 2010, p. 276.

The figure 2.6 showed that feature, uniqueness and identity of destination were related with culture, history, natural environment which were the context of each area. The brand was aimed to construct the place brand. In fact, the feature and those uniqueness could be perceived to be the destination brand. Accordingly, there was a study on feature and uniqueness through the perception of target groups by studying the feature and uniqueness through the perception of the area in the tourist viewpoint.

2) The viewpoint of tourists or the consumer was part of the image from perception, quality and place values. The image occurred in the person mind was from

the perception by listening, seeing or having experience from the past, the impression, capability to remember and develop to be any picture which could be positive or negative depending on the impression of the perception.

They could stay for long or change depending on the content and consistent perception. Seree Wongmontha (1998, p. 16) said that image was the component between Objective Facts and Personal Judgment. Then, they become perceptual. The image was the image occurred in 2 characters by touching up to be determined image in advance as the brand maker needed such as modern image, and image with the social responsibility. The natural image was the uncontrolled image such as the organization feature, place and business.

The foreign educator was Boulding (1975) mentioned the feature occurring of the image towards one thing like the Thai educator. That was the image from the combination among cognitive, perception feeling and action towards the would picture with experienced persons.

The noticeable things were perceived through 5 senses could be observed directly or indirectly through different media such as person, mass, and activity. The perception process would give the meaning to the noticeable thing classified by type and the differences by personal meaning or interpretation relating to the former experience, attitude, value and feeling. Then, they were developed to be the accepted or unaccepted relation, like or dislike. Such feelings may not be expressed but ready to express and they were the action with direction. Then, they became the image as the ideas of Boulding. He pointed out that the image had 4 core components: Perceptual Component and Action Component. Later, the educator studied the source of city image or destination and found that they were from several dimensions such as reading, having conversations. From hearing the reputation the advertisement picture, public relation, poster, tourism company, tourist agency. They could be put into 2 groups : Cognitive was to translate the personal meaning from belief and knowledge about physical feature of destination and affective, the component related to the personal feeling towards the surrounding environment of the destination.

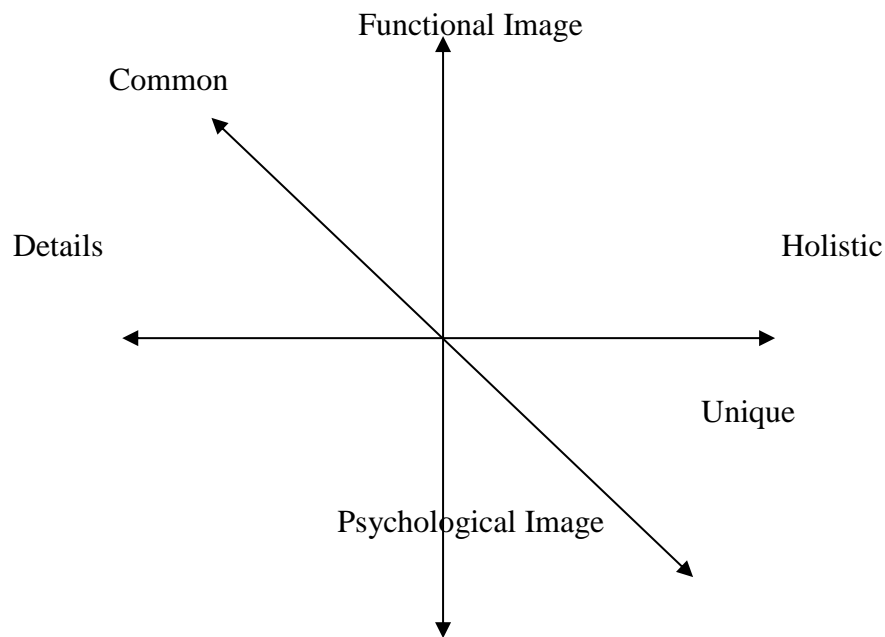
Echtnor and Ritchie (1993) concluded that the components of destination image consisted of the overall physical aspects of the destination doing the duties of

the destination, psychological feature about affection, like, favor and General features that the destination should have. The particular feature of the destination indicated the uniqueness or the constructing of destination differences.

In the opinion of Echtner and Ritchie (2003), the place image was from the evaluation of the tourists towards such places environment. Such image affected the decision of travelling of the tourists to such places. The tourists tended to select tourism route to the place with good image such as famous places, which were beautiful, clean, safe. In contrast, the tourist avoided travelling to places which were ugly, dangerous unstable in political situation, strike, and disorder. The place needed to have image management because it was the important stage for making decision and decided to travel.

The evaluation of the destination image should have inclusive elements for the attribute, holistic area. The element of each aspect should be Tangible and Common to the particular character which were different from different areas. Echtner and Ritchie (1991) suggested the evaluation of place image with 3 directions :

- 1) Functional Characteristics-Psychological Characteristics
- 2) Attributes-Holistic
- 3) Common-Unique Shown in Picture 2.7



**Figure 2.7** Place Image

**Source:** Echtner and Ritchie, 1991, p. 7.

From figure 2.7 The direction evaluating place image consisted of 3 directions

Direction 1 Functional image-Psychological image

The functional image would be evaluated the physical feature such as mountain, sea, park, residence, entertainment place, shopping center, historical area, museum, climate and tourism facilities.

The Psychological image affected the feelings such as resting, safety additional knowledge and friends with local people.

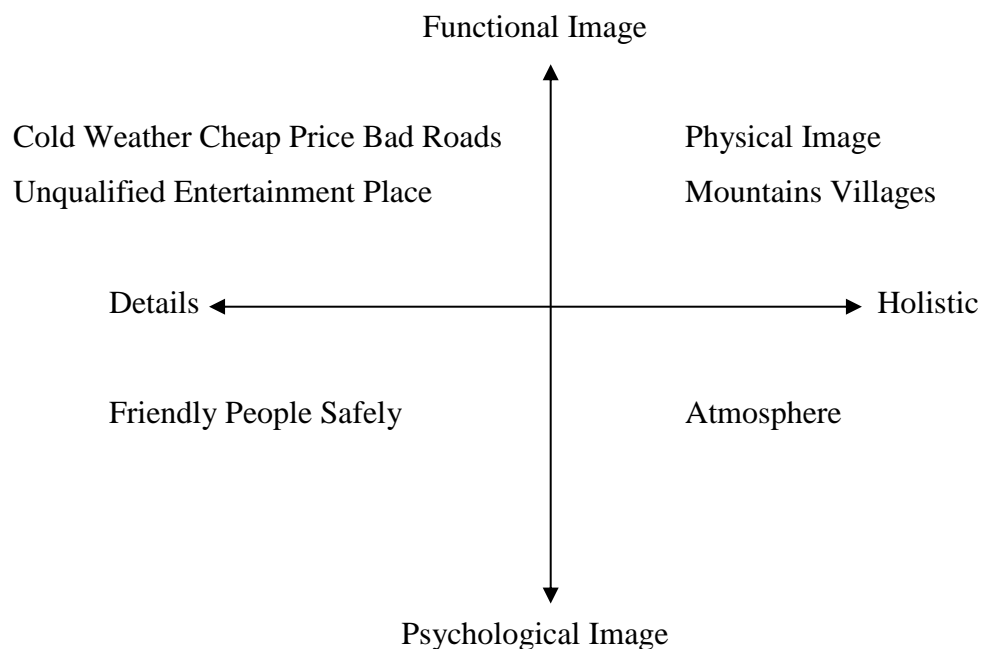
Direction 2 Attributes-Holistic was the direction about evaluation of image by providing details and evaluation the holistic. The evaluation was about the details such as the beauty of sea, modernization of the city, various entertainment places, country safety, quality of the facilities. The holistic was the evaluation of image or the holistic country such as the holistic country, and feeling toward the holistic atmosphere.

Direction 3 Common-Unique

The common image of place or country. Both of functional image and Psychological image such as the beauty of place, facilities, transportation, entertainment place, culture, recreation and country safety could be evaluated. The

ability to evaluate could also be particularly evaluated the uniqueness of the place or each country such as Tajmahal in India or the Everest in Nepal.

After Echtner and Ritchie (1991) studied the image of Nepal by collecting the details on the format of the identity of Nepal and could be classified by directions as shown in Picture 2.8



**Figure 2.8** Image Towards Nepal

**Source:** Echtner and Ritchie, 1991, p. 7.

Echtner and Ritchie (1991) proposed guidelines in asking questions to evaluate the image with two open ended questions :

- 1) If you think of name, city, place or destination, what would you think about city or place as the destination.
- 2) If you visit place or city, how would the atmosphere, emotion and feeling be ?

Beerli and Martin (2004) organized the literature about place image from several researchers and classified into 9 elements: Nature Resource, Natural Infrastructure, Tourism Infrastructure, Tourism Leisure and Recreation, Culture, History and Art, Political and Economic factors as the details shown in table 2.1

**Table 2.1** Elements and Details of Place Image

Elements	Details
Nature Resource	Natural scenery, seas and varieties of park
General Infrastructure	Facilities on Transpati Road, Airports, Harbour Communication, Shops, Health service Building
Tourism Infrastructure	Hotels, Food Shops Bar, Tourism Information Center, Getting to Convenient destination
Tourism Leisure and Recreation	Recreation Activities Small Garden Park
Culture / History / and Art	Historical Architecture Museum, Monument Custom, Culture and Life Style
Political and Economic Factors	Safely, Politic salability, Economic condition
Natural Environment	The Beauty of the Nature Locality, City, Clean Without Air and Sound Pollution Uncrowned No traffic Problems
Social Environment	Friendly Welcoming of Local People Good Life Quality No poverty or No privilege No Language Obstacle
Atmosphere of the Place	Luxurious Place Good Reputation Attraction Strange Place for Family Activity

**Source:** Beerli and Martiin, 2004.

### Image Formation

Tourists might have different place images. The image the tourists perceived was from various sources and each source had different information. Gun (1972) suggested that the origin of images could be divided into 2 sources :

1) The induced image was from the communicative marketing tools of the tourist organization such as advertisement such as television, radio, journal, brochure and the information from Tourism Company.

2) The Organic Image or the indirect image forming by people through document, books, reports, or advice from friend and cousins. From Gun's ideas (1972) it could be said that the place image was organic image received from the experience. Therefore, the marketing experts should promote the place image with various models in order to inform the information, persuade, and reminding the tourist memory.

The study on ideas and theories in this part had the variables involving the research questions the researcher used as the guideline for this study by studying the uniqueness, Ancient Market image on Sociography base and context as the fundamental.

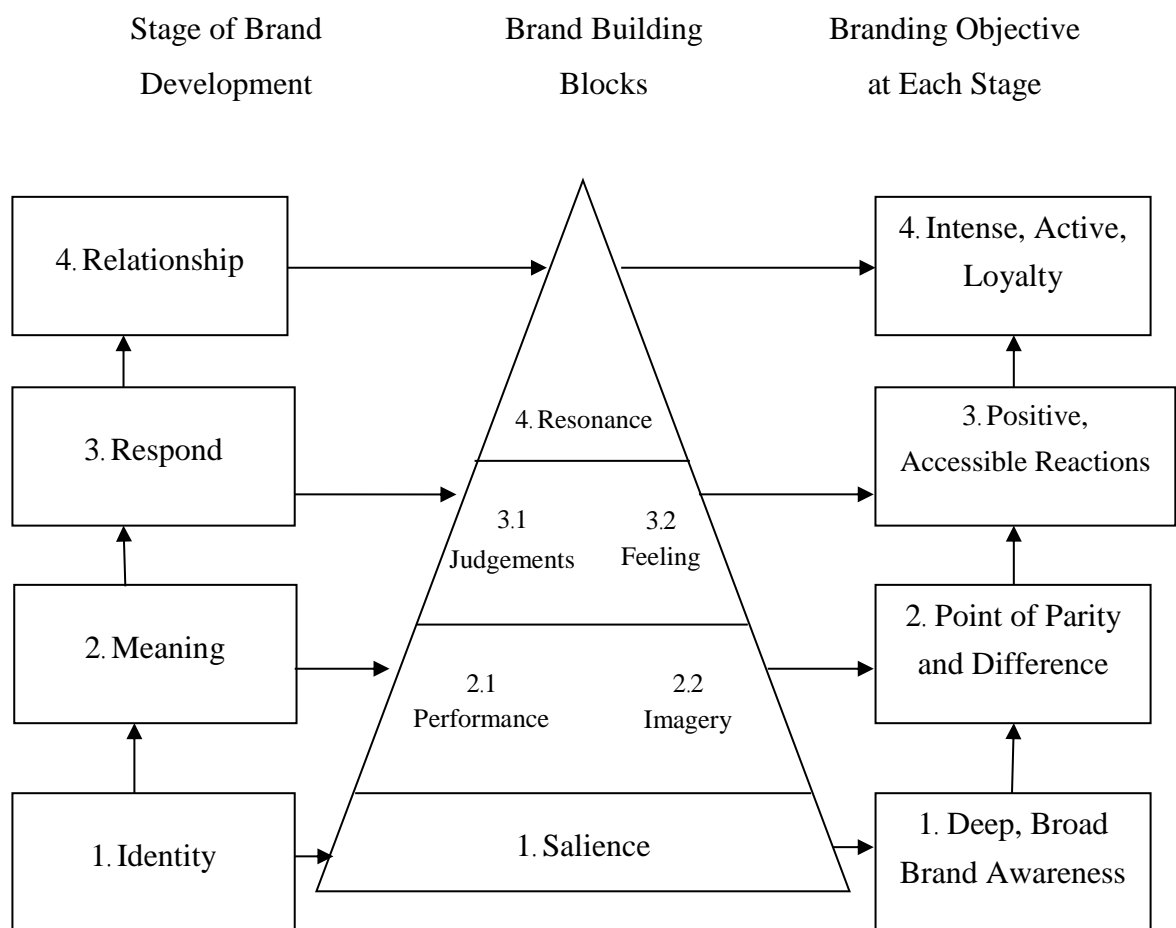
According to the first research objective including the questions about Ancient Community Market image perception on the issue about information source, message and communication channel by focusing on Brand maker in order to remove communicative process the brand identity and the process of branding Ancient Community Market branding image process in Suphanburi basin and used the interviewed information from tourists as supporting data. In order to get two ways information as Anhol (2005, p. 5) said that the effect brand would be trusted by the consumers and reflected the attributes as local uniqueness. (Hall, 2008, p. 63)

## **2.4 Destination Branding Process**

The destination branding meant the competitive identity of city, community or destination. Such identity could make the community as the outstanding destination remember and different from community or city as other destination, brand identity perception or constructing factors linking with the destination. It was to construct things for the destination such as feature, qualification or advantage. Then linked them so that the consumer perceived what type the destination was. The tourist destination was not ordered as the factory needed or not other service business such as food shops, hotels or convenient shop which could be designed since the beginning. Accordingly, the Destination Branding Process was different from general Branding Process. In this study, one of the main objectives was to understand Ancient Community Market as the Destination Branding Process and used for guidelines in

designing the research, data analysis, interpretation of phenomena in the area for the analysis, the branding process for the community market as tourist products. The researcher studied the ideas, theories, about Branding Process as tourist product according to the viewpoint of the educator as follows :

1) Brand Resonance Models was the model to look at brand as the ladder from down to top which consisted of different related factors as shown in figure 2.9



**Figure 2.9** The Process of Brand Resonance Model

**Source:** Kotler and Keller, 2006, p. 263.

From figure 2.9 Brand Resonance Process showed the Branding process with 4 steps respectively 1) Identity; 2) Meaning; 3) Response; and 4) Relationship as follows:

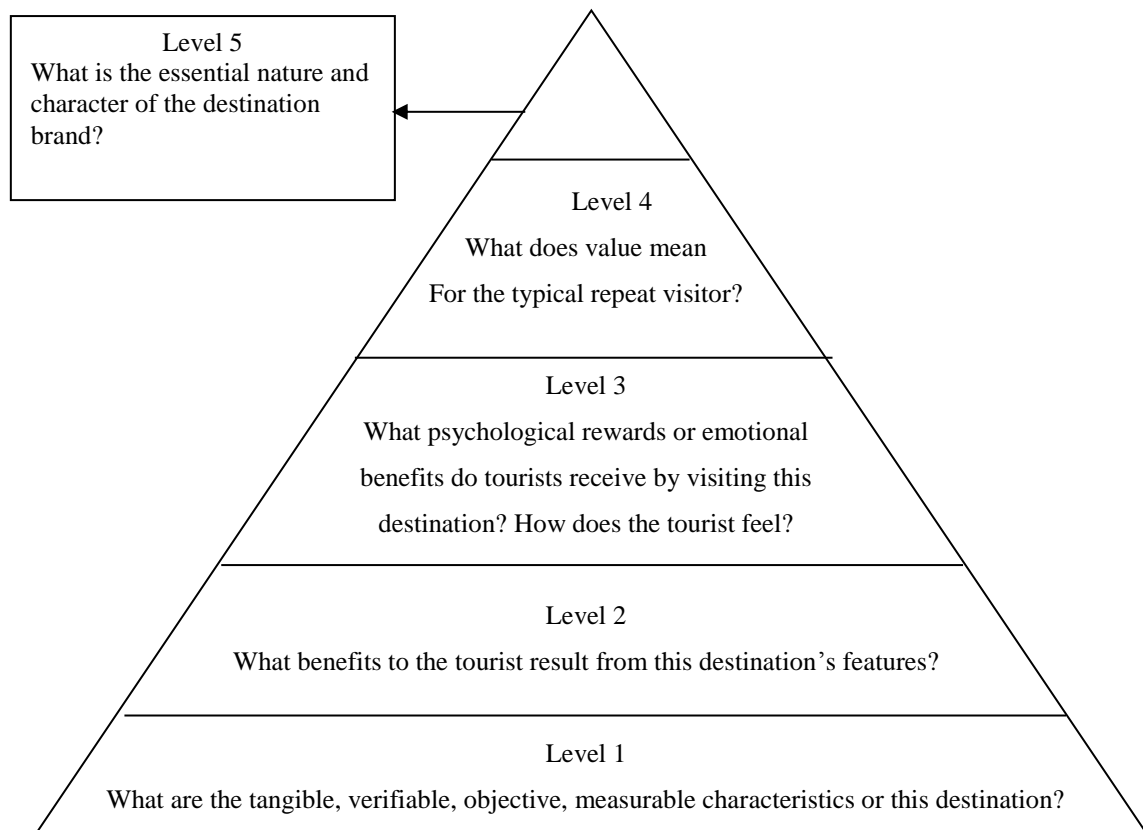
(1) Identity: The brand had to have good uniqueness in the consumer eyes by depending on the Salience so that the consumer knew the Deep Broad Brand awareness.

(2) Mean: the brand had to have good meaning by the following principles: 1) Performance with rational; 2) Image: both issues cost the strong, favorable, unique and brand associations which led to the response in the next step.

(3) Response: The response was with the reasons and feeling of the customer towards the brand as follows: 1) Judgment with reasons; 2) Feeling: if the customer considered with judgment, it was worth to have 2 good feelings and affected the customer positive reactions and led to good relationship with the customer.

(4) Relationship: Good relationship between brand and customer affected the resonance and made the customer

2) The Destination Brand Benefit Pyramid was developed by Morgan and others (Morgan, Pritchard, & Pride, 2004) in order to seek for the brand core called The Brand Pyramid as shown in figure 2.10



**Figure 2.10** The Brand Pyramid

**Source:** Morgan, Plitchard, & Pride, 2004, p. 31.

Branding was divided into 5 steps from down to top as follows :

(1) Level 1 What are the tangible Verifiable, Objective, Measurable characteristics of destination. The outstanding feature was the thing the tourists would like to see or do during their visit the community. The SWOT analysis was used to find such outstanding feature.

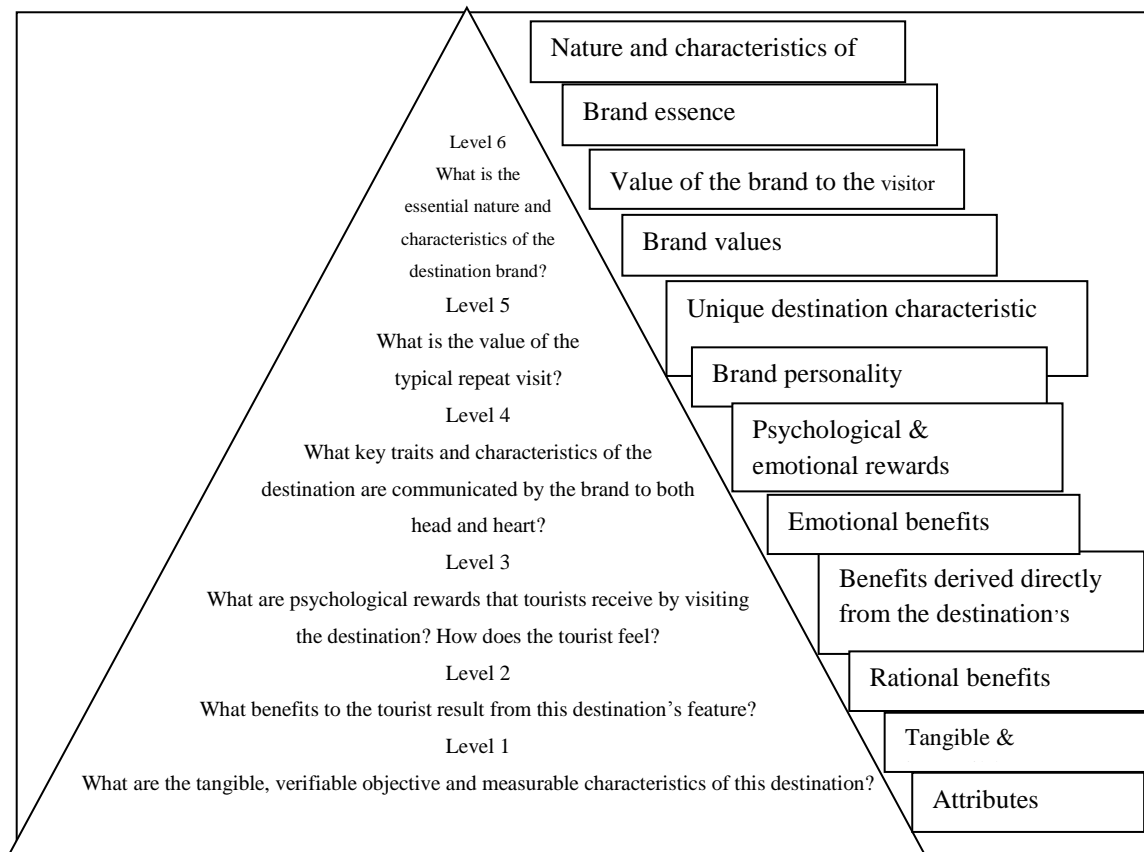
(2) Level 2 What benefits to the tourists result from the destination feature. In this level, the transferring of outstanding to be benefit for the tourists. For example, there was vegetable growing without toxin, the tourists could consume safe food.

(3) Level 3 Finding the psychological benefit or emotional benefits which the tourists could receive from their visit and find out what psychological rewards or emotional benefits do tourists receive when visiting the destination? How do the tourists feel?

(4) Level 4 What does values mean for the typical repeat visitors?

(5) Level 5 What is essential nature and character of the destination brand? The core value reflected the community as the destination and needed to have evaluation based on truth and could create the competitive advantage. The determined value should be durable and associated with tourists and determine the communicative strategy towards target groups through various media.

The destination brand benefit pyramid was experimented and developed by the educators named Cleverdon and Fabricius (2006, p. 9) and Kaphanidou, and Vogt (2003, p. 2) by adding the personality analysis to associate with target tourists by comparing the community or destination as human and how such a person should have the personality as shown in The Brand Pyramid in figure 2.11



**Figure 2.11** The Brand Pyramid Model Improvement

**Source:** Cheverdon & Fabricius, 2006, p. 9; Kaplanidou, & Vogt, 2003, p. 2.

From figure 2.11 The branding could divide into 6 steps from down to top as the following:

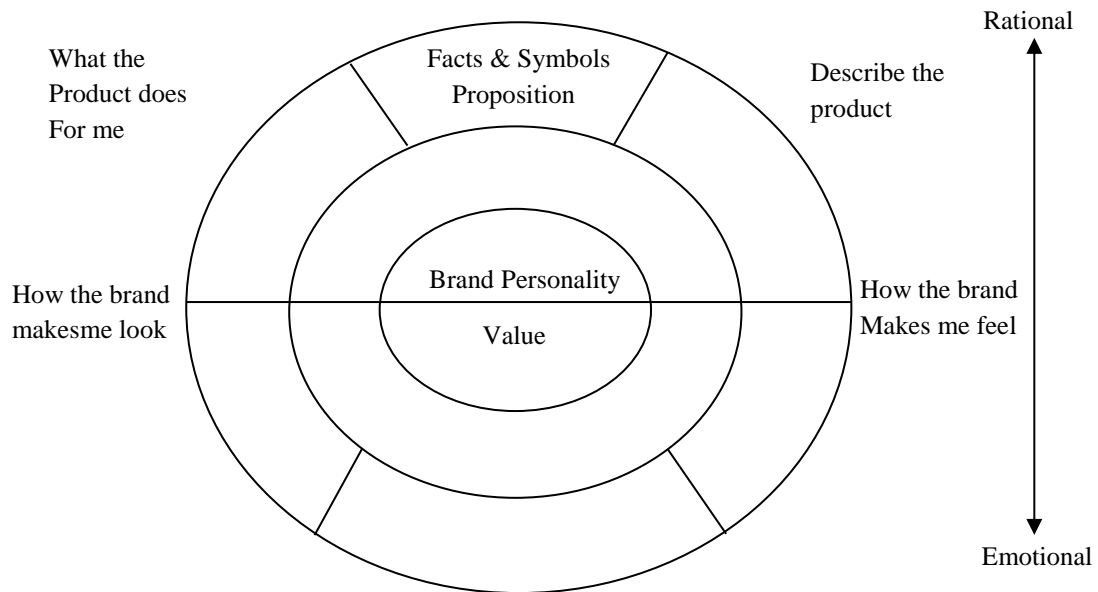
(1) Level 1 Searching for Rational Benefits from attribute analysis of the community for both tangible and untangible features. The technique SWOT was used to analyze the outstanding attributes of Namibia. There were wildlife (National Parks), cultural diversity, rugged scenery and adventure. The visitors were allowed to drive to see the atmosphere of South Africa Sahara. The country was opened for the tourist with explorer mind to be with the nature by themselves and find what are the tangible, verifiable, objective, measurable characteristics of this destination.

(2) Level 2 and Level 3 the emotional benefits focused on the benefits the tourists could receive from tourism. It was the transferring of outstanding attribute of the community to the benefit and experience the tourist could receive. For example, the emotional benefit of Namibia such as freedom feeling, area and releasing, the unity from beautiful nature and the traditional environment, peace, mind rehabilitation in the open area and the landscape without people living.

(3) Level 4, 5 and 6 For the repeat visitor there were 2 ways: 1) Determine Brand personality. This step was to determine the attribute with personality of the destination which the tourists would like to see; 2) positioning which meant the summation strong attribute and competitive ability of the community as the destination or the conclusion of strong tourist attraction which made the community stand out and the passage to support seen tourist activity and determine the message strategy of all tools for marketing communication in the direction in accordance with community position.

Brand Essence or Brand DNA or core Brand value were the Brand spirits which meant the Brand core everyone perceived and felt the brand. It indicated community express self, community differences and community outstanding which were the reason including emotion of people deciding to choose to visit this community.

3) Brand Destination Process by using Branding Wheel Model (The World Tourism Authority (UNWTO, 2009) presented the Diagrammatic showing, important elements in branding and associated such elements with other parts shown in figure 2.12



**Figure 2.12** The Diagrammatic Showing Important Elements in Branding and Associated Such Elements with Other Parts

(1) In the Brand Wheel Model, there were the following Band Wheel Key Elements :

a) Values were what the customers or tourists received from tourism.

b) Personality: The comparison of products as persons with various personalities such as respectable, joyful, active, humoristic, intelligent, gentle and polite. The personality would be the things to link the consumer to see the benefit or brand attribute. It was to communicate brand attribute and promote the relationship between branding and consumer and strengthened the brand.

c) Benefits which the tourists received from tourism could be considered from reason benefit, emotion benefit and self express benefit for any consumers or tourists.

d) Marketing Substantiators were the fact or data in the community to support the marketing Substantiators such as by marketing position as destination to be sport tourist city which was not far from Bangkok with the

supportive facts such as provide various sport activities : running, cycling, football, hiking, the location was 120 kilometers from Bangkok.

d) The Essence of the community or the core value of the community as the destination would maintain all the time even when the products were present in the new market or having new product improvement. The brand with uniqueness would not change the core identity according to environment and time. Even though the Extended Identity might change. The core value from other elements which made the brand self express feature which was not the same as competitor brand and had values for the consumers on either aspects. It was the promise with the target consumers what the brand would do for the consumers or what benefit the consumers would receive. At the same time, It was the promise to respond the consumer needs.

e) Value Proposition as the destination was to propose that the brand could provide the functional benefit both the emotional benefit and the self Express benefit for the consumer or the tourists.

(2) The external circle could be divided into 4 parts : 2 parts from the top, the reason identity and 2 parts, the emotion and feeling as follows :

a) Retinal elements consisted of 1) resource and attraction in the community; 2) retinal benefit from the resource and the following feeling :

(a) Community described as destination product or attraction.

(b) What the product did for me such as adventure and authentic.

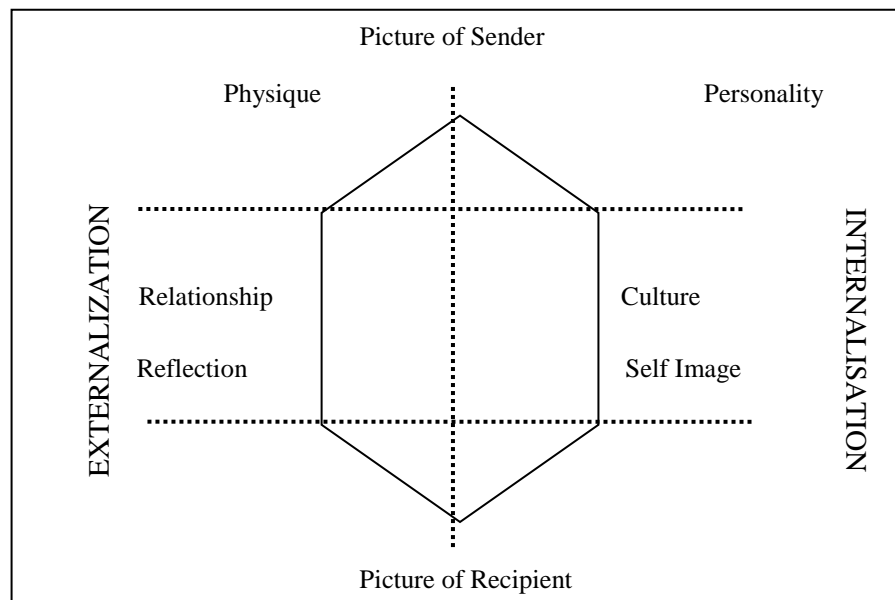
b) Emotional element as the reflect community tourist product.

c) Target tourist reflection was what the tourist saw as community consumer and how the brand made me look such as an intelligent person, cultural person, simple person, conservative person, confidential person, outstanding person and unique.

d) How the community atmosphere made the visitors feel : safe, pleased, welcome and being the inspiration.

4) Brand Identity Prism (Kapferer, 2008) presented the Brand Identity Prism which each aspect was associated and reflected the relation of each other ;

however they were independent and easy to change and develop in the future. The ideas of brand Identity Prism was shown in figure 2.13



**Figure 2.13** The Ideas of Brand Identity Prism

**Source:** Kapfever, 1997, p. 100.

From the figure 2.13 The Brand Identity Prism was the Prism picture with 6 identity such as 1) Physique; 2) Personality; 3) Relationship; 4) Culture; 5) Reflection; and 6) Self-image. The core identity on 6 aspects were the elements that made the brand outstanding unique and different from the competitors. It considering the Brand Identity Prism Model, it could be seen that each viewpoint may be connected. When using the vertical viewpoint, it could be divided into 2 parts:

Externalization consisted of small aspects as follows :

(1) Physique was the tangible physical image. It was empirical and outstanding. It could be used as the representative of city or place. The community identity or city identity such as Paris having Eiffel Tower ; England have Big Ben Clock Tower and Westminster Palace; Canada, Niagara Falls and Maple leaf; Japan, Fuji Volcano and Sukura. The Physique indicated Brand Identity and could be physical feature from the nature such as sea, waterfall and mountain. The physical feature that man made such as building architecture, monument, shopping center

including the summation forming the tourism experience for the tourist. For example Kanjanaburi had the River Kwae, raft, and music, getting together as a Tech Raft which would go along the River Kwae there were songs for dancing including products and outputs in the community. The consideration on selecting physical feature for identity communication of community as destination, it should be from unique character, outstanding, attractive in target tourists, difficult to copy and could be used as the representative to communicate to the community or destination (Physique) was an exterior tangible facet that communicate the Brand physical feature /attributes which were evoked when the brand name was mentioned. For example, the features could be naturally inherited such as long coastal areas, mountainous ranges and greenery or man made features such as shopping malls, Spas, monument or any physical feature that was perceived to provide some types of benefit that could contribute to the overall consumer experience.

(2) Relationship: The way to communicated between production and customer group by transferring the product and service to the consumer in the viewpoint of branding for the destination. It meant that whatever the tourist received since the first meet and between tourism in the community. The way tourists were treated, greeting and met upon visiting the place were the functional communication of Brand makes may be the welcome speech such as activities during tourism during the visit and learned about the community including the presentation which could be the community pride and the tourists could learn in different viewpoints.

(3) Reflection reflected the feeling of consumer perception towards the community as destination. It was the reflection the Brand maker expected after the customer used the product.

Internalization consisted of small aspects as follows :

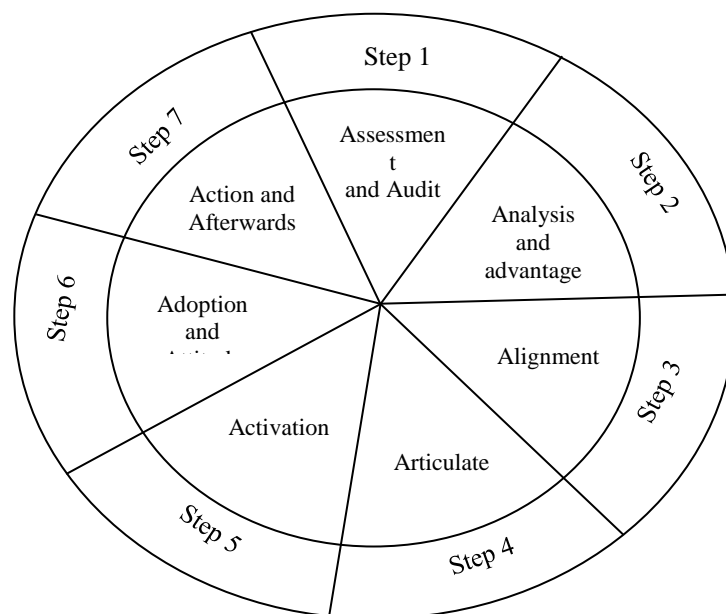
(1) Personality made the human different from people. It was the personal qualification. It was interior intangible facet that through communication, gradually grows it personality to from a character. The way the brand presented its offerings showed what type of person the brand would be if it were human. This could be realized by using specific means of communication such as style of writing design features or personality. The personification was used to create the user image or how the tourists should have such personality.

(2) Culture was the brand core. It was the center of core ideas and inspiration including the history the branding was connected with the production company and used the ideas of brand identity to the destination (Yeoman, Durie, McMahon-Beattie, and Palmer, 2005). Then, culture meant the authenticity in the local origin from community culture by giving the reasons that the tourist travelled in order to touch or have local experience about the authenticity from tourist product which could be found from the local product, wisdom and community traditional culture.

(3) Self-image was the feeling or attribute from product after the tourists visited the community and how they had viewpoint on self-image.

When considering prism horizontally, it could be divided into 2 parts 1) The top Picture of sender or in the viewpoint of the brand marker ; and 2) The down picture was the Picture of Recipient. The two parts were connected by the center of prism with 2 elements : Relationship and Culture.

5) Destination Branding for Small Cities by using Model 7A process. (Baker, 2007) as the guideline for Destination Branding for small Cities consisted of 7 step as shown in figure 2.14



**Figure 2.14** 7A Branding Process

**Source:** Baker, 2007, p. 72.

The branding process with 7 steps were operated as follows:

1) Assessment and Audit was the step of self analysis in order to see the existence image and potentiality for the future step. In doing self analysis, it was necessary to look at all side in order to prevent the wrong step. The guidelines for self analysis should be interested in Internal Stakeholders. For the successful city branding or community branding, it needed to have the cooperation from the internal stakeholder. The community needed to get the cooperation and city or community strength. The heart of branding was to with competitive advantage. For strength analysis, it needed to consider physical Attribute and Intangible Attributes. Sometimes the dominant attributes might not appear. Sometimes the beautiful nature might not make the tourist' interested like spiritual service and good reception. The strength analysis concluded the experience the tourist would receive from the community visit. How could the community performance be? What were the development and the obstacle? The marketing and marketing communication found out what the community in the past had for the communicative image by searching from media, the external stakeholder, competitors, customers, experience and trend.

2) Analysis Advantage : What would the city be known for. In this step, it was the community positioning, to draw out the picture that made the community get the competitive advantage which was the same as the target group interest. Generally, the outstanding points leading to the competitive positioning were in different forms such as architecture and design, community attract, ethic and moral of the people in the community, In the personal value, physical attribute, famous persons, weather, food, culture, ethic and moral of the people in the community, landmark, benefit, value, position, accessing, personal value, physical attribute, social benefit and sports.

3) Alignment: What were the brand relationship was the step to design Brand promise, the community would communicate to the target tourists about tourist experience which the tourists received during their community visit. The Brand promise was developed from bringing the community element together in order to communicate the experience the tourists received such as Ancient Community Market with the architect elements, retroactive product, and local food. All were taken

together to present to the tourists coming into the community and received the retroactive experience.

4) Articulate: How could the brand be expressed visually and verbally, was the step designing the message for communicating the community to be known and remembered such as naming the community, designing, brand and tagline.

5) Activation: How would the brand come to life, was the step of marketing communication through different tools such as online, advertisement board, direct letters, public relation and souvenir design.

6) Adaption and Attitude: How could stakeholder support the brand, if was to create good attitude and took the participation from the related parts.

7) Action and Afterward: How would the brand be kept fresh and relevant. If was the branding management to maintain different models such as brand communication, investigation including the brand management.

The literature review about branding for the destination, the researcher used as the guidelines to study about branding identity and branding process for the Ancient Community market as the destination. In fact, if the community and city were the destination and wanted the tourists to visit such city or community with the reasons why this city or community should be visited. How were there different from the city or community? This operation focused on the selling point, community uniqueness. The community needed to search for the attraction of tourists. Such attractions should be core essence which were different from other places. Then, the communication, narration, attractions were sent through different medias including the behavioral expression of local people, the communication world community. Then, there would be the presentation of ideas about the communication brand identity.

#### Brand Identity Communication

From mention before, if consider in the viewpoint of communication was to search for the dominance, uniqueness, promise and different emotional styles which could be used to determine the guideline for communication the Ancient Community Market towards target tourists by searching for messages needed to be communicated to the receivers (tourists). How the marketing messages would be was related to what should be mentioned in brochures, small books, and website. The first important factor the marketing communicators needed to find was asking themselves what to

communicate to the target tourists and such things would be communicated so that the marketing communication would be effective, have the uniqueness and be differently dominant from other tourist destination. Each year, communities, cities, tourist attractions provided the marketing communication all the time. It was too difficult for general tourists to remember all messages. Generally, the selling points of the community on tourism which were not dominant, not interesting and not different from other sources could not press the passage or the marketing messages to be in the memory of the consumers. Therefore, before sending. The marketing messages to the tourists, it needed to get through thinking process, systematic planning in selecting selling promotion right to the issue, presenting the model and using the appropriate mean. These were called the marketing message strategy. In the next reviewing the concepts and theories, it would be understanding the concept about marketing communication.

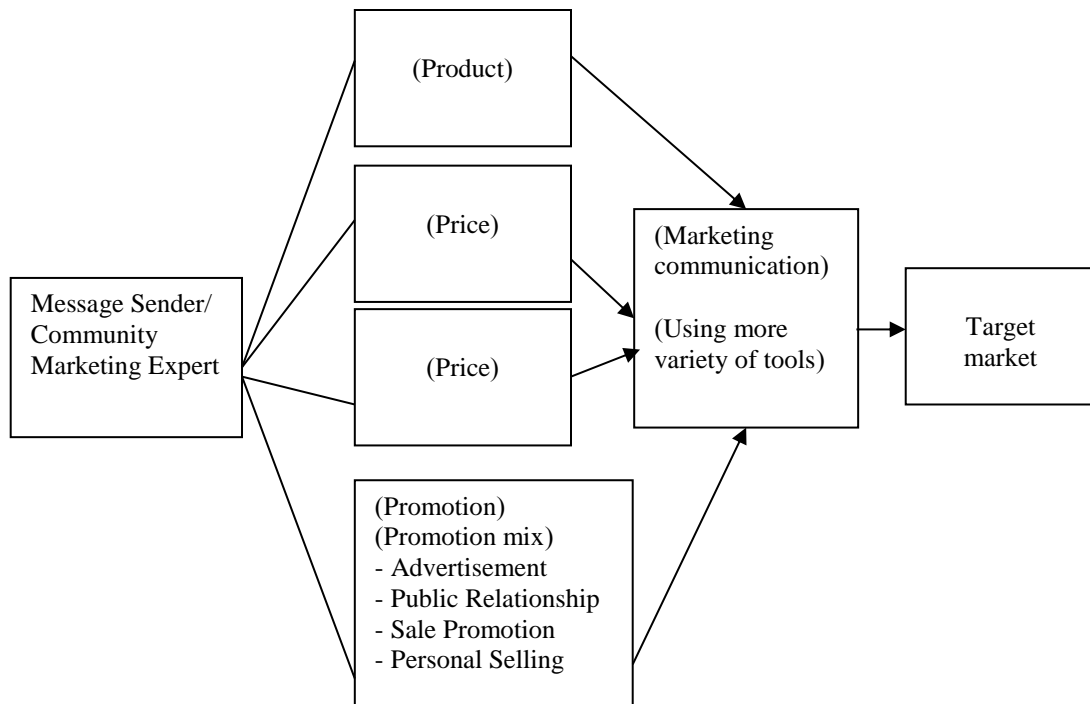
## **2.5 Meaning to Marketing Communication and Marketing Mix**

The competition between different cities as tourist attraction in the present was accepted that there were serious competition conditions with many tourist destination conditions with many tourists to decide. The tourists had more alternatives. Which tourist destination needed to survive and step up to be the leader. There had to be the operation with the steps to please the target tourists. It would be superior to the competitors, it depended on the effective operation of marketing activities and could communicate to the target tourists to perceive about the products or services including the informing on values and dominance superior to the competitors made the customers understand and remember the community and services. Be ready to make the tourists interested and faithful to the products and services continuously for a long time. As a result, the marketing communication was the important factor in promoting the tourist attractions in informing the messages and convincing the creating of image.

### **2.5.1 Meaning of Marketing Communication**

Duncan (2005, p. 7) mentioned about marketing communication: MC that may people might be familiar with the controlled marketing tool the marketing experts called Marketing Mix which consisted of 4 parts or many people were familiar with 4Ps: Product, Price, Place, and Promotion. The promotion did the function in marketing communication by focusing on marketing tools with planned message through main marketing promotion activities called Promotion mix consisted of Advertising, Public Relation Personal Selling and Sale Promotion. After entering the 21st century, the trend of using marketing communication tools was changed to using variety of tools. As a result, sale promotion did not cover other communication tools. The promotion mix was changed into marketing communication in accordance with the definition of marketing communication by Pickton and Broderick (2001, p. 4) mentioned about marketing communication that it was the new saying about between business and customers telling about the company, messages on products and sale promotion activities to the target the behaviors of purchasing decision. The marketing communication had to be designed for the customers to know about the benefit, value of the products or provided business services. The promotion mix consisted of Advertising, Public Relations, Man the sale employees, and sale promotion in the same way Shrimp (2000, p. 3) gave the opinions on marketing promotion and marketing communication that they were the same. It could be interchangeable and the functions were the same. That was the communication with the customers both in the present and in the future even though the marketing promotion was broadly used but the modern marketing experts preferred using the marketing communication.

From the meaning of market communication mentioned above, it could be concluded that marketing communication meant the communication about products and services towards the target customers with the objectives to cause the perception, inform the price, indicate the dominance and convince towards the needs by doing the same function as marketing promotion as one component of marketing mix. The using of marketing communication instead of marketing promotion was connected with the traditional marketing mix as shown in figure 2.15



**Figure 2.15** Adjusted for Marketing Communication

### 2.5.2 Marketing Mix

The marketing mix was one important concept of modern a set of variables which could be controlled by marketing. The company mixed such variables to serve the need of the target market. The marketing mix consist of 4 factors as the hearts of marketing operation as the following: (Siriwan Sereerat, Parin Laksitanon, Suporn Sereerat and Ongart Palawanich, 1998, p. 36)

1) Product meant what was offered to be sold by business to serve the need of the customers and to be satisfied the products proposed for selling which could be a real person or did not have a real person. The products consisted of goods, service, idea, organization or person. The products had the utility, and values in the customers' vision would affect being sold.

2) Price meant the values of products in the form of money. The price was the cost the customers would compare between the values and the prices of the products. If the values were higher than the price, the customers would decide to buy. Therefore, the ones who determined the price needed to think about the values

perceived in the customer vision, the goods cost and related expenses, the competition and other strategies.

3) Place meant the structure of the opportunity consisted of institute and the activities for moving the products and services from the organization to the market. The institute taking the products to the target market was the marketing institute. The activities helping to spread the products.

4) Promotion was the message communication between the seller and the buyer in order to create the attitudes and behaviors of the buyers. The marketing promotion consisted of the components, and important marketing promotion such as advertising, publicity and public relations, personal selling, sale promotion and direct marketing. The marketing mix (4Ps) was appropriate with the product or the goods having the real person. It was the viewpoint which was not appropriate or cover the service. The service having the differences from the product was the service which was not the real person and intangible. The marketing mix (4Ps) such as Product, Price, Place and Promotion were not appropriate to be used in business service. Accordingly the 3Ps: P-People, P-Physical evidence and P-Process were suggested and added to be the marketing mix of service business (7Ps) (Bitner & Gremler, 2006, pp. 26-27)

5) People were the ones inside and outside the business and had the responsibility in the organization of selling, marketing strategies, activities, employee selection and appropriate training in giving them the necessary services. If the organizations needed the competitive advantage, the consumers would use the judgment and perception in providing the services depending on the employees who they had the relation with the employees should have appropriate skills among people, attitudes, knowledge and the given services. The consumer would pay for the best buy books. In several cases, the good books might not be forward until there would be someone was attracted and put in the appropriate position. Many of good persons in the developed business plan might be on the shelf because the people who created them could not find important persons to operate such plans.

6) Physical Evidence was the component of the mixed services which helped the consumer to make decision on using services. The physical evidence was the important component on mix service. The perception of the consumers depended

on the viewpoint about the services affecting the plans of organizational services. Most services could not be presented by physical supports. The customers could not see the services but they could see the physical evidence coming with the services from the service providers. That made the physical evidence have important roles in creating the consumer perception the same as the expectation.

7) Process was the working activity which created the readiness of service and quality. The physical evidence used the designing techniques and determining the functions and giving the services to the customers as promised. Therefore, the management process was the management to face the service effectively. The challenging of management process was the improvement of the real time which meant the system used to assist the organizations in delivering the services. Imagine the picture when you entered Burger King and ordered the food. You could receive the food you ordered within 2 minutes. What was the process making you receive the service effectively. The bank delivered the credit cards automatically when the cards of the old customers expired. It was necessary to have effective process to indicate the expire data and extend data. The effective services replaced the old credit cards would promote the loyalty of the consumers and the confidence of the company.

Marketing strategy was applied in several contexts in place marketing with target on tourism by focusing on marketing activities to attract the tourists coming in the area. The academic officers such as Morrison (Morrison, 1996) proposed the marketing mix for the place as tourist destination consisted of 8Ps. The first 4Ps had the same features as the traditional marketing mix but the additional 4Ps : People, Packages, Programming and Partnership with the target attracting the tourists to visit and see the tourist attractions all together 8Ps as follows:

1) Product and Service in the tourist market were divided into 3 types :  
 1) natural products such as natural tourist resources, like waterfalls, mountains, seas the area of nursery plant preservation and wild animals, landscape and climate ; 2) the attractions made by man such as important buildings, temples, churches, important religious places, arts, architecture, museum, amusement park, ports, traditional fairs, arts and crafts and different entertainment ; 3) products and services facilitating the tourists such as airlines, transportation, lodging, drinks, and souvenirs. The tourist

products, or the products and tourist services were what to respond the needs of the customers who were tourist and could be public or private products.

2) Price was the requirement being announced or negotiated in exchanging, buying or selling products between producers and expected customers. Generally, the prices of the products would be the indicators of quality. Selling the high price would be connected with small group tourist alternatives. However, the sustainable price selling had to be calculated about economic capital, environment and social capital which could be given to the customers and caused the reasonable benefit. The decision on sustainable prices of products which were high prices could be done when the customers understood clearly towards the service values concerning environment. The providing knowledge about attention in business sustainability towards customers would be the important components making the customers clearly understand and willing to buy the services in high prices.

3) Place/Distribution for tourists was the word explaining about the places for selling to the customers who could approach to tourist products by the concern of business towards the damage might slightly occur to the environment and the ecology system such as walking, travelling by boat, using buses, or the trains in the local area. It also made the community economic in the local area sustainable.

4) Promotion was the tool which the community or business communicated to the tourists and the stakeholders about how to solve the sustainable problems of the local communities and support the data causing understanding and creating positive attitudes towards products, particularly visiting again and affecting the buying decision.

5) Partnership meant the business. Cooperation (Partnership/Participation) meant the coordination and business cooperation in tourist business. The cooperation on product selling proposing and tourist services responding to the needs of the tourists and made the highest satisfaction by keeping the quality standard, service and appropriate prices.

6) Packaging meant the arrangement of products and services of tourists connected to the same set, in the same price or inclusive service including traveling which could facilitate the tourists, and mainly cause the competitive differences. It

also could use the skills on managing in order to manage the needs of target tourist customers.

7) Programming was the development of activities for the tourists to during the traveling such as floating boats, tasting food, sunbathing, diving, visiting amusement park, trekking and camping.

8) People or Employees meant the service providers in the area. In the service process, the service receivers would have interaction with the service providers. The good relationship between the provider and the receiver of services was the essential component of the achievement and had influences towards the perception of the tourists. The service providers needed to have ability, and attitudes to respond the service receivers, have creative thinking, and ability in solving the problems and create the values for the organizations. According to such importance the tourist business needed to use the selection, training, and motivation to create different satisfaction for the customers above the relationship between service officer and the service users.

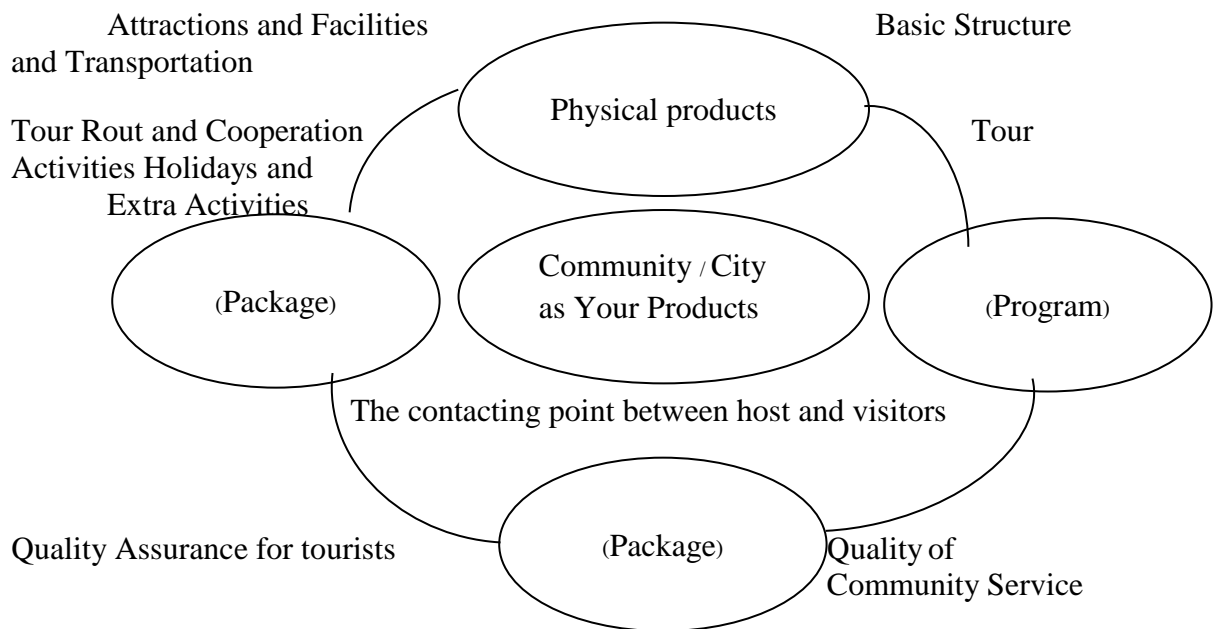
Morison (2012) further explained about places, communities and cities in the viewpoint of tourist productions that the tourist places needed to have 4 basic components which were called Destination Mix as follows :

1) Physical Product included physical attributes which attracted and facilitated tourism, traveling and transportation. They would attract the tourists to come in the area while the traveling and facilities were additional factors.

2) People: The local people would tourist services and be the owners of tourism resource, culture and lifestyles. All of them very important parts to attract the tourist, community and local people and should received the distributed benefit and realized the important of tourism.

3) Packaging in the form of tour program, the itineraries in tourist attractions with the combination of activities. The tour program could facilitate the tourists to buy and operate tourism. The package of four products which the most were packaging by the community, tour agency, by providing tour program, itineraries and tour hand books.

4) The design of activities (Programs) such as different tour activities in the area including era activities like holidays and festivals which the community as tourists coming in to visit. The 4 components were related as follows:



**Figure 2.16** Destination Mix as Tourist Places

**Source:** Morison, 2012.

In the viewpoint of Morison (Marketing, 2012) about places as the tourist destination in accordance with the viewpoints of Standeven and Deknop (1999, p. 170) They found that being important tour cities needed to depend on 2 main components like 1) Place which had attraction, were lively, and had the variety of culture inside the country and in foreign countries; 2) Activities which could attract the various tourists and create different experiences from other places.

The marketing mix was the important basic marketing tool of tourist communication. The design of marketing communication for tour products should know that the product attribute of tourist intangible products because such products were the natural beauty, architecture, culture, traditions, lifestyles and ways of living of the local people including the tourist products which had the production and

services at the same time as the consumption. The tourists could not order the tourist attractions to consume at their own places. The consumers or tourists had to use or approach the tourist attractions directly at the location of such tourist attractions. The consumption of tourist products each time, the consumers and the tourists could bring back only the feelings but could not examine the quality or try out the tourists product before deciding to buy. The buying and selling tourist products were therefore compared to buying and selling the dreams. From tourist products which were the products decide to buy before approaching the real products needed to needed on the communication and effective motivation in order to attract the consumers or the tourists to make a decision on buying products in the future. In this study, the researcher brought the concept of marketing mix not only the marketing mix but also places and, the marketing mix, and service business to use as a framework in analyzing the Ancient Community Marketing as tourist attractions and a party of the explanation about marketing communication process of the Ancient Community Market.

### **2.5.3 The Concept of Integrated Marketing Communication**

#### **Meaning and History of Integrated Marketing Communication**

The integrated marketing communication in same texts was called marketing mix or marketing complete circuit. In short from IMC was for Integrated Marketing Communications Shrimp (2000, p. 124) defined the meaning of Integrated Marketing Communication as the process of development and using different models of communication program to convince the target consumers with the objectives to create direct effect towards the behaviors of the consumers Duncan (2005, p. 373) : defined the integrated marketing communication as the process of creating brand value with the cross function process to support and relate with the customers and stakeholders. Russell and Lane (2002, p. 39) mentioned about the integrated marketing communication as the communication not only had the model of advertisement or public relation but also about what the consumers really wanted to know. Then, the concept and plan for the overall communication of the organization towards the same direction in accordance with the viewpoint of Pickton and Broderick (2000, p. 67)

In study on Brand Identity Communication process of Ancient Community Market in Thailand for the ways of identity communication clearly, one of the important ideas to help better understanding of communication performance was about branding communication. It explained the means of communication which communicated the community market as destination to the target tourist groups and caused the perception, merit, trust and decision of target tourist groups.

Schultz and Barnes (1994, p. 6) mentioned about branding that the consumers could touch a product from several means such as advertisement through different medias, being familiar with brand from neighbour telling or seeing the display when buying things in the shop. The opening up as mentioned above Don E. Schultz called altogether a brand contact which occurred when the consumer, customer or target group experienced in one branding model which could be consistent through the complete circle of the communication. This agreed with Duncan saying (Duncan, 2005, p. 109) that everything could function in brand contact, people might think about communication through journals, television coupon, newsletter, advertisement and public relation. In fact, there were tools which could be used in many models such as construction, architecture, mountain environment in San Francisco could communicate city symbol through the Golden Gate. The Empire State Building was the construction symbol of New York City. Fuji Volcano was the symbol used to contact Japan. Therefore, it could be said that the brand contact could be done in several ways in both Planned Communication and Unplanned Communications as follows :

1) Planned Communications : Duncan and Moriarty (1997) started that the Planned Communications meant the sender did the marketing communications through communicative tools such as advertisement and public relation.

(1) Product Communication: Marketing experts would communicate the product information to the consumers. The products would be both tangible and untangible consisted of packaging, colours, price, quality and brand including service and seller reputation. The products might be in the forms of things, service, place, person or ideas. The consumers chose the products without the consideration only the physical feature, they needed to buy the consumer satisfaction benefit expected from such product. Beside, the products had the role on marketing communication. Mooy

and Robben, (2002, p. 432) found that physical feature of product as the messenger to the target consumer such as different kinds of elements : symbols, shapes, sizes, design, material including features, quality and product performance effectiveness. They would do the marketing communication by communicating the meaning for the consumer to perceive, see, touch or try the product. The product symbols communicated the meaning and gave the different understanding depending on the receiver feature and influence of culture in the society.

(2) Advertisement : Well, Burnett, and Moriarty (2006, p. 5) gave the meaning of advertisement that it was the communication to convince about the expenses through other media not the person, including the mass media to respond to the sender in order to connect between the supporter and patronage who could be identified with “In other words, the advertising was paid persuasive communication that used non personal mass media as well as other form of interactive communication to reach broad audiences to connect identified sponsor with a target audience.”

Areas (2006, p. 7) defined the advertising as the form of non personal communication between persons or personal. Usually, it would be paid persuasive communication to provide information about product. It might be in the forms of products, services, or ideas with identified sponsor names. In other words advertising was the structured and composed non personal communication of information, usually paid for and usually persuasive in nature, about products (good service and idea) by identified.

From the above meanings the researcher defined the advertising that it was the persuasive communication through various media expect person, mass media and new media for the response such as internet which could get into a lot of people at the same time and identified names of supporters and sponsors.

(3) Public Relations : Some people called PR which meant creating good relationship with involving people. Cultip Center and Broom (1994, p. 4) defined Public Relations as the communication and publication of policy information of the organization to the people who were related. At the same time, it was the guidelines of investigation, opinion, knowledge and needs of the people to inform the sector or organization in order to provide benefits for every section. The public relation tools were varied and could not identify the number of them because the

knowledge in this area was not stable. There were new creativity and mean searching all the time. The consideration on public relation tool usage had to be in accordance with the objectives of public relation operation agreeable and appropriate with the target groups, social potentiality, culture other environment and such tools were consistent with the operation potentiality of the organization to operate the public relations as the selected tools towards the success. Many public relation tools had predominant and applied in public relation operation.

Public relation was one Type of communication which was necessary to depend on tools in sending the information to the target audience. The media or tools used in public relations was popular and varied as shown in Picture 2.7. Such medias relation, community relation, public affairs, government relation, special event, Human Resource Development, crisis management, issue management, and other public relation tool. The additional details of each Public Relation Tools were as follows :

a) Publicity was to communicate about organization, product, service or idea consisting of news release, photo release, press conference, interview, article, brochure, company profile, video documentary, press documentary, business news and booklet.

b) Celebrity Endorsement was to give famous persons such as stars, singers, sporters, speakers, politicians or qualified persons to assure the product. Whenever, it was known that such people admired the product, the media needed to have an interview immediately or asked them to write some articles in newspaper or journals. In creating the image, the brand maker said would not be as well as the qualified on famous persons said. Whenever, it was found that any qualified persons admired our organization and product, there should be the intermediate interview and mass media publicized as soon as possible.

c) Interview such as interviewed manager, customer or benefit receiver. The interview of manager was the interview with the manager and new product or special event which could be operated directly with the job or life style. For the customer interview, or the benefit receiver interview, it was the interviewing testimonial. The customers had direct experience and could create the trust from the interview which could be through any kinds of media or more than one type.

d) Academic Journal : The organization produced the academic journals to publicize to students, and educators which gave community benefit. Such journals could create the organization image or industrial leader. The articles published in the journal could be on opinions and academy with numeral footnotes and references. If a small company needed to publish academic journal, it would be difficult because of lacking the reliability except the experts or famous instructors wrote the articles and organized the journals.

e) Brochure to publicize the information, but it needed to have people to deliver them. This was formally called “communiqué”. The companies would put the details in the brochure which could be both positive and negative. They could be used to destroy or create the images.

f) News Distribution was the publicity of the information to public in the world of public relation. This tool was almost given up because the company had more area but less news. If the new was really interesting, it would be put in the journal. The interesting activities were taken to replace and let the mass media found their own news and had the press conference instead.

g) Newsletter was the news publishing by making letters to the customers or the employees of the organization. They could be done for the interior employees and for the external customers.

h) Press Tour was the tour for the press to receive the message by themselves by seeing the real things and then, they could write the articles. The readers tended to believe more since it was written by the reporter not the news giver.

i) Picture Publication: It was taken at the event, person, product with the description under the picture. Sometimes, the famous people took part in the pictures and the pictures were sent for publicity.

j) Address was expressed by the manager of organization personnel in important occasion. This was to create good image for the company. The knowledge could be expressed to show the superior on different aspects. The company should have skillful spokesperson or spokesman to talk about positive side whenever they had opportunity. The spokesman might be the article writer in newspaper, journal, radio program organizer and speakers. Such people had

opportunity to speak and the organization paid monthly for being the spokesmen for the organization.

k) Press Relations or Media Relations. This was to create good relationship with the press and as the basic for the public relation. The public relation would not be successful if the press were not interested in the company activities or tried not to have media coverage with the company. The press Relation activity format might be the like press conference once in a while, the press visit, the sample distribution to press and thank you press.

l) Community Relations was to create good relationship in the community which the business had the activities. The tool for creating community relation such as being the supporters and patronage, community development, good creation and benefit for the community such as meritorious activity, and public affairs which were the activities the organization created the benefit for the community.

m) Government Relations were the cooperation with Government organizations which there were different projects but lacked of budget or knowledge and skills to operate the projects successfully. The people participated in Government activities or the support on other aspects according to the situations such as the support of government sectors by producing the advertising media such as the support of Public Health Ministry in Aids Disease campaign.

n) Special Events were the activities organized by the organization to create the good image for the organization. The special events were the tool of public relation in order to create the important image and popularly used because of using little cost. For example, the special events were rally, essay contest, photograph contest, contest organizing, competition, celebration in different occasions, awarding, seminars in different models.

o) Human Resource Development (HRD) was the planning and consistent effort to improve the ability level of employees, and the organization operation. For example, the good personality development of the employees consisted of good dressing, good manner and polite. Such feature could create the good image for the organization.

p) Issue Management was the systematic issue management with planning in publicize the information in advance in order to from the highest benefit

in the organization. There were the principles on constructing the cooperation in organization activities and getting rid of the conflict from other group which were against the organization activities such as the issue management, spreading the rumors and leaking news.

q) Other Public Relation for the organization such as exhibition trade show or demonstration center to give the chance for people to visit the company.

(4) Person Media was to function in Brand communication such as salesmen and sales representative.

(5) Direct Marketing Communication was the marketing where the sellers needed to sell products to the customers or the ones who tended directly be customers of the business without middle man or the distribution agent by using various techniques such as direct mail, telemarketing including the marketing operation through Internet.

(6) Integrated Marketing Communication was the integrated marketing or mixed marketing which meant the mixed marketing communication tools such as advertising, public relation, marketing promotion and selling by other people to mix and agree with target group, marketing objectives, and company resource to create the highest benefit in the operation.

2) Unplanned Communication was the communication which did not occur from marketing communication tool but could communicate the target group such as the communication through facility, transportation, word of mouth, Columnist news writing or social media facebook instgram line.

In this part, the study on ideas and theories, there were variables involving research questions which the researcher used as the guidelines to study the identity of the communication process of Ancient Community Market including the tools and community marketing model in each community in identity communication to the public and target tourists.

## 2.6 Capital in Society and Social Capital

The evolution of community connected with the relationship of the members within the communities which were different in each period. The things beneficial to maintain communities were inherited such as community culture. Therefore, the relationship community in the form that persons could express such as trusting, caring, unity, supporting in way of living, and operating community activities were the elements collected of social capital. The researcher used the ideas of social capital to understand the roles of social capital toward identity branding for the Ancient Community Market in Thailand.

The capital was very important for developing all countries towards growth and progress. Even though the majority understood that the capital was the factor of production and only the money or tangible capital such as economic capital and natural resource and environment. In fact, the capital also concluded the Intangible Capital such as social capital.

According to the division of capitals as viewpoint of the Office of National Social and Economics Committee (2009), there were 3 types : Social capital, economic capital, natural resource and environment capital with the explanation about the capital as follows :

- 1) Social Capital was the capital from joining together, thinking together and doing together on the basis of trusting, having the relation and having good culture. The main elements of 4 relating aspects were human, institute, culture and body of knowledge which could be the community could rely on oneself towards the beautiful society.

- 2) Economic Capital was physical and tangible such as money, technology, land factoricy, tools, labour, infra structure and intangible asset but referring to the benefit used in constructing economic activities as the basis to create the highest wealth for people and the nation.

- 3) Natural Capital occurred in nature as physical capital such as mountains, river, sea, forest, land, shore and weather were all used finished. Accordingly, there was the need to conserve and revive such capitals in order to

maintain biological diversity so that the country could have advantage in competition and strengthen the community on the prosperous natural resource.

According to the resolution of the Council of Ministers on the Progression of Doing National Social and Economic Developing Plan (2009) regarded that the sustainable of country development needed to connect with the 3 types of capitals which formed the social balance and promoted the strength towards economic capital and natural capital and caused the integrated development. They were also the driving force for strength in every level since the country level, social and family until the smallest unit, the person level. They would bring the society sustainable happiness. The social capital would be main foundation by starting from human quality development to have both knowledge and moral, public conscious mind and knew as much change leading to develop the community with strength and support within the community and between the communities and being the power to develop the country.

The community from joining people in the country and in the city, in the village and between the villages, district, province one career or interests of people in various areas, they were formed to be foundation, cooperation, association or other forms which not registered. They joined together by career groups, clubs and had the principle and rules of staying together. The promotion for the community to strongly joined thinking and learning towards performance. There were various models of learning process and knowledge organization as the geosociety in accordance with ways of living on resource, wisdom and culture community with care and awareness, moral, ethic, love, unity, and sacrifice by focusing on the happiness from the balance, reasonable sufficiency, good resistance and self independence. The Community could manage the benefit from economic capital, social capital and natural capital equally and consistently linking with tradition and community culture increasing the social relation among people inside and outside the community including strong joining together of the people in the community. Besides, it could prevent and solve the difficult and complex problems especially the poverty problem which was the holistic related both economic, social aspect and political aspect which depended on strong community group operation. The social capital about the structure was the element and both formal and informal institute performance level which could respond towards the community development. The social capital in such characters usually

happened in the organization in the horizontal. It was transparent decision process, the leader with responsibility and community people performed to respond toward the common good public benefit.

Coleman (1988) said that the people action was created on determined from social context, norm, trust, social network, and regulated the social were important in functioning in the society. The social capital connected the social regulation or organized the organization and association. Coleman believed that the social capital was originally in the relationship structure between persons and made between each person more simple. For example, the merchant in Kairo market exchanged information which showed mutual dependence or benefit concern. That was the criteria of satisfied social relationship together as the foundation pole in operation cooperation to be released from the poverty. In tourism, it was found that social capital had the important factor in developing community tourism which caused good result in both economic and social development including the tools to conserve cultural inheritance in the area under the changing stream such as Ancient Community Market in the country. (Phukerk Buasorn, 2010) bringing the capital in society to use in tourism.

From what mentioned above, the social capital began to have role in the development and determined as one National item and Economic No.10 Thai educators gave the meaning of social capital with different viewpoints by providing interesting content as follows:

Putnam (1993, p. 167) gave the definition of social capital as the social Life Network, norms and trust which made the activities effective.

The World Bank Group (1998) mentioned that Social Capital meant the institute relationship and norms with quality and quantity features. It might be seen that the social capital was to aversive the society.

For the society with the economic development and sustainable development, the World Bank proposed that some organizations or some institutes did not have the social capital but it could be from the external institutes or organizations connecting and causing the relationship or the cooperation between the organization or institute.

Colman (1988) gave the meaning of social capital that it was the social structure to support persons or the ones involving doing the activities together. It was

also the mean to communicate the information and the trust system basing on strong relationship such as being the family, being the same community and combined belief.

Kawachi (1997) gave the meaning of social capital as the social organization features such as Civic Partnership, norms of reciprocity and trust other people.

Gollivray (2002) gave the meaning of social capital as the network, and norms organization more effectively.

The World Bank (2002) defined the social capital as the group, institute, or organization. The relationship and norms were the determiners on quality and quantity of the social interaction. It was the social unity which was important in economic development and sustainable community development. The social capital was not only grouping of the institutes but was the relation connect between individuate, group, institute or organizations together and became the strength.

Bain and Hicks (1998) mentioned that the social capital covering maccro level and micro level. The social in maccro level covered policy setting, law, requirement, and governing which were related under the formal structure in micro level. The social capital was the potentiality of the organization joining in horizon including the network in development which can be divided into 2 characters such as matter, thinking, understanding and learning on various matter of the people. The cognitive and the structure for social capital were about values, beliefs, attitudes, trust, solidarity and reciprocity. Such values were the joining values between community members and the condition causing the community to work together effectively. The participation would be changed in the better direction. The community members could learn and understand suffiently to use the benefit in the communication and the assurance would occur in social network.

Putnam (1993) the politician sparked the social capital ideas which were debated and published using the social capital to explained about the poverty in South Italy because the people had the social loss consisting of trust, norm and network which were not the structural condition. It Putnam's opinion, inside the group, there was bonding which was like the capture of interior relationship and could bridge to the other groups which were the network features to exchange information and

experiences in order to create social community leading to the democratic development.

It was seen that the social capital used in several dimensions. When considering from various viewpoints of the educators and could conclude that the social capital meant the thinking system or value and belief in good things by the relationship based on the trust, spirit, individual caring, organizational level and community institute. They were on the social norm accepting the order or regulations cooperately agreed and supported in the society. They were taken to construct network which generated self benefit and other people in the community. The benefit of social capital caused the force and community power to develop towards the strength and got through the problem crisis which the communities were facing.

From the definition above, it could be seen that the social capital about the relationship between persons based on the expectation, value, culture, tradition, trust, and repayment. The social capital in the broad meaning might cover individuals, group, community and network particularly the social capital meaning. It was in the direction of community meaning or social capital or public health capital. For example, the natural capital, culture capital which were the forces to power the community such as wisdom or knowledge, and unity. The broad social capital would focus on the resources or other types of capital in the community or caused the community benefits, created the community power or made the community strong. Looking at the social capital in such dimensions. There should be overall benefit and good result for the society. The determination of Capital types such as natural capital, cultural capital, wisdom capital, money, material and external academic supports. The social capital could be confusing because some areas could not care about the benefit. There were cultural capital, wisdom, knowledge but the community could not gain any benefit. Such feature caused the confusion to call what to be social or not to be social capital. Therefore, there was a need to define the terms and assure such appearance by adding the capital in the society which could be clearer. All capital getting into the community and gave the community benefit. All the community members could get into it or could use such capitals as the public capital in the society. If it was not the condition, they would not be the public capital or the capital in the society. The word social capital had specific meaning. The personal relationship

was the basis of trust. There were support, repayment, and unity. There had to be the relationship to agree with moral and goodness of the society to assure. The capital in the society was the process leading to public capital or capital in the society which could be useful for various development. The human relationship could be in the good way. People could have relationship between each other and changed by using other capitals for the community benefit. For example, changed the individual capital to the saving groups which member could loan. The human knowledge and ability of each person and changed to be the community to solve the community problems.

The Office of National Economic and Social Development conducted the development planning on National Economic and Social No.10 (2007-2511) to determine the scope of social capital consisted of 4 factor as follows:

- 1) Human Capital was the care for fellowman with the belief in value system and good moral principal such as virtue, discipline, sincerity, public mind which made benefit towards social quality with knowledge, wisdom and skills, moral, responsibility, working positive attitude especially, the grouping, and network to create benefit for the public.

- 2) Wisdom and Cultural Capital covered the value system. Such as moral, discipline, public mind, Thai culture and historical source and archaeology. In creating wisdom capital, the community identity variety would be transferred from generation to generation and affected the younger generation and could forward the intention and the root of problems in the society and transferred to deep feelings.

- 3) Institute Capital such as family, religion, the king, important institutes : education institute, politic institute, the established organization : private development organization, community organization, people organization, private business, and mass media. All of them had the role to support the joining, thinking together and doing together of the people in the society including the laws and performance regulation in the society and made the people stay together.

- 4) Knowledge Capital had wisdom features with social capital stock as Explicit Knowledge such as Thai Tradition Text, Folk Tale and Tacit knowledge hidden in individual and community performance. The folk tools and utensils which the communities gathered and manage such tacit knowledge to be the learning center

to perpetuate and top up wisdom to be social benefit in appropriate application in the future.

In studying the social capital and the determination of community market identity as the destination. The researcher tried to study the social capital in the dimension of process. The roles of the community meant the relationship system in the main element in Ancient Community Markets with roles and linked to the social capital such as the origin of community, the support of the public and private organizations and ways of life, and culture. Besides the study on the social capital identity in the community about human resource, trust, group, norm, and network including the study on benefit from social capital. In the community, the cooperation angle in activities, decision participation and data sharing, the revision on ideas about social capital as mentioned before, it was found that the main features were the factors to move the social capital towards adding values and community development : man, network, and working. In the study, it was found that network and community participation were the factors towards success of community tourism development operation.

## **2.7 Ideas on Tourism and Cultural Tourism**

The ideas related to tourism which the researcher used as the framework in the study, data analysis and discussion consisted of the following items:

1) Tourist Attractions or destination motivated the tourists to visit such tourist attractions which had to be beautiful. It meant that there were other elements to make the tourists satisfied and happy. The considerations on good tourist attractions should have other things. (Thai Tourism Authority, 1997, pp. 53-63) as follows:

(1) Tourism Infrastructure consisted of main structure such as roads, bridges, airports, bus stations, train stations, harbour, facilities : communication system, transportation and others involving about facilitating tourists in travelling to the tourist attractions as destination safely. The basic structure was the function of the government of different counties as the promoters and supporters in tourism had provided.

(2) Superstructure of Tourism consisted of the facilities for tourists such as resting places, hotels, restaurants, food shops, services, shopping center, and entertainment places. The private organization built or provided services to tourists in the form of business but in some countries, the government would be incharge or support.

2) Types of Tourist Attractions (Goeldne, Rilchie, & McIntosh, 2000, pp. 25-28; Thai Tourist Authority, 1997) divided the tourist attractions into 2 types

(1) Natural Attractions were the places from natural environment consisted of attraction with good climate, sunlight and waves to motivate tourists : beach, seashore, islands, beautiful scenery, mountain, waterfalls, rivers, books, forest and wild animals for the tourists who admired nature such as animal watching and bird watching.

(2) Manufactured Attractions such as visiting life style in different communities, Arts and Culture Exhibition center, strange and beautiful construction were the uniqueness. For example, there were Eifel Tower, Tajmahal, Monument, temple, churches, palaces and museums. The tourism on past prosperous civilization, tradition festivals, ceremony, celebration, party, music, dance, sports including entertaining activities for tourists such as night club, discotech, restaurant, legal casino, park, amusement park and product displaying center.

3) Attractions : The tourist attractions would attract the tourist and impressed by such places. Goeldner, Ritchie, & McIntosh, 2000, pp. 216-241)

(1) Culture Attractions persuaded the tourists to admire old civilization, history of the realm or community, the history of historical monument, historical object, architecture and communication way of life of different races.

(2) Natural Attractions were the beauty of nature on land, see, mountain, seashore, beach, animals and vegetable in different local areas, and parks.

(3) Event there were events in the national level, community level or local level, festival, religious ceremony sports competition, product exhibition, company display, shops and seminars.

(4) Recreation : There were different kinds of recreation from seeing the scenery from different places such as taking a boat to see both sides of the river, admiring the city at night time, playing sports for relaxation : swimming, playing

tennis, riding bicycle, including adventure in various models : camping, fishing, hiking, skiing, taking the boat, canoe, hunting and diving.

(5) Entertainment Attractions. There were different types of entertainment attractions such as movies, famous plays like Broadway stage plays, amusement park, like Disney Land, legal casino such as Casino at Las Vegas, arts show center, sports center and shopping. The attractions for the tourists could be seen in general tourist attractions which were variable or important factors affected towards the decision to choose the destination of the tourists. It could be said that in Step 1, the tourists considered the destination. The next step was to select more particular destination and such a destination had to have some attractions as variables on important factors focusing on the needs of the tourists. In order to stimulate the specific interest of tourists, in this research, the cultural source of Thai with More race in Ratchaburi was selected for this study. It was in the cultural tourist attraction. Beside having the basic elements of tourist attractions, it was the beauty of place, bright weather, service sources, school, entertainment places, recreation place, sport center, product selling place, lodging, food, transportation, appropriate price of goods and service and good hosts willing to friendly welcome and take of tourists. It needed to have elements combining and reflected the life style of the people, career and games of the people in the areas. The variables and factors as cultural attractions consisted of social and cultural features of the tourist attractions such as careers of the people in the tourist attractions, clothing, architecture, handicrafts, history, language, religion, education, tradition, activities during leisure time, arts, music and food. (Goeldner, Ritchie, & McIntosh, 2000, pp. 278-279). The cultural tourist attraction convinced the tourists to realize the cultural values inherited from past to people in the present. However, the presentation of the characters mentioned before were different.

## **2.8 Culture Tourism**

Tourism industry was the sector having quick expansion and growth. The World Tourism Organization (WTO) expected that in the year 2020, the rate of expansion would be 3 times of the present and the cultural tourism would be an important part with the ratio 37% of all tourism. If the history of tourism could be

searched to before Christian Era, it could be seen from the evidence of establishing the museum of the ancient objects for the people to visit. In Egypt, time was religious festival to attraction the faithful people and common people to see famous buildings and construction or art work of the city. Many people could make their visit. The Greek tourists liked to visit different places which were the places of Gods to cure the disease. It could be said that cultural tourism had the long history for centuries.

The culture was connected with server all elements. Each element could be spread to motivate tourists to visit as their interests. (Hall, 1988, pp. 213-214). They could be high culture such as arts of performance and social heritage such as museum and arts gallery. The folk and popular culture were food, handicrafts, sports, architecture or multiculturalism, the cultural variety, ethnicity and high class language which could determine the location and particular charm. It was opposite to the nature of folk culture which was highly spread and the multiculture including the local culture which could be considered as the charms to attract tourists. There were handicrafts, language, tradition, such as festivals or ceremony, food, arts and music including concert, artistic work, sculptural work, background and landscape which could remind to the past. The sculptural work might be dominant in that area. The religion and things shown about educational system, clothing, dressing, and leisure activities. The culture tourism had various viewpoints and complexity from consuming local food, watching city landscape, and cultural attractions such as watching traditional festivals, learning arts and crafts. Some educator said that tourism or activities during holidays were parts of the culture. One important factor that the tourists went to different places was to learn life style of the people in the world. Such tourism features had been seen since the ancient time such as Grand Tour in the 14-16 centuries. It was part of high class children education by visiting different cities with chaperone in order to search for knowledge in such counties in accordance with the opinion of Boonlert Jittangwattana (2005, pp. 284-290). He said that cultural tourism was the traveling of people or groups of people from permanent place to other local areas in order to admire the beautiful uniqueness of other groups of people with the respect of each other culture. This would form friendship, knowledge, understanding, and appreciation in each other culture. At the same time, the culture owner could gain the benefit from tourism in income and job hiring which led to

Social and Economic Development and the Cultural tourism elements could be divided into 6 aspects as follows:

1) Cultural Tourism Element was the tourism in cultural attractions with local uniqueness consisted of 10 attractions :

- (1) History and seen historical tracks
- (2) Archeology and different museums
- (3) Original architecture in the local area, buildings, city plan and ruins
- (4) Arts, crafts, sculpture, statue and carving
- (5) Religions and religious ceremonies
- (6) Music, Play performance, movies, and entertainment
- (7) Language, literature and educational system
- (8) Life style, clothing, cooking, eating tradition
- (9) Customs, Folk culture, tradition and festivals
- (10) Job feature and technology used in the local area

2) Element Educational Process on Environment or tourism which had the educational Process on environment by learning the environment and ecology system in the cultural tourism to foster right awareness in conserving the environment for the ones involving the tourism.

3) Element on Tourism Business was the Tourism with tourism services. The tourism entrepreneurs to facilitate tourists and received profit from the tourism business. The business entrepreneurs had to have knowledge about environment and support the resource conservation of Cultural tourism and environments.

4) Element on Tourism Markets were the Tourism concerning tourism marketing with quality by seeking for tourists with quality to come in for the cultural tourism so that the tourists perceived and got the experience from satisfied cultural tourism and supported the conservation of tourism culture and environment.

5) Element on Community Participation was the Tourism Marketing with community participation awareness. The local communities in cultural tourism participating in full development or tourism development and received the benefit to

spread the income to the local areas and raised the human life quality in the local community.

6) Element of Constructing Awareness of the people involving tourism was the Tourism concerning to foster the awareness on tourism for the people involving all sections by providing knowledge and communication in conserving tourism resources on cultural tourism and environment in order to make every sector to love and treasure cultural tourism resources.

Kanjana Saenglimsuwan and Saranya Saenglimsuwan (2012, p. 140) found that Cultural tourism had particular feature for the tourists to emphasize on searching for knowledge in the area with important historical and cultural features. Such areas were told about social development and historical society as the result of cultural knowledge and social values by reflecting the life condition. The background of people in each period. Even though the economic condition, social condition or traditions besides places, the festival and celebration might conclude the local products such as tenth month tradition of Nakorn Sri Thamaraj, Lark Pra tradition, Turtle free tradition of Pang Nga, Bun Bung Fai Nang Rong, Bun Hua Man Yai of Buriram. They were all parts of tourists were divided into 3 types.

1) Culturally Motivated Tourists meant the tourists with cultural reasons. This group of tourists were interested in learning culture and behaviors of long staying in the tourist attractions.

2) Culturally Inspired Tourists were the tourists attracted by the potentiality of the known tourists attractions or received the public relation through media and pictures. This type of tourists would spend less time staying at the tourist attraction than the first type tourists but had the opportunity to visit again in the future.

3) Culturally Attracted tourists were the ones who were interested in occurred tourism activities. This type of tourists had less time in traveling. It might be the feature of visit more than the lodging. The classification and behaviors of tourists in cultural attraction as shown in table 2.2

**Table 2.2** Classification and Behaviors of Tourist in Cultural Attractions

<b>Types of Cultural Tourists</b>	<b>Places and Interesting Activity</b>
Heritage Tourists	Caste, Palaces, Ancient House Archaeology, monument
Arts Tourists	Theatre, Concert, festival, tradition
Creative Tourists	Photography, Drawing, Earthware, cooking, Handicrafts
Urban Cultural Tourists	Historical source, Industrial source
Rural Cultural Tourists	Agricultural tourism community, farm, museum nature, landscape
Indigenous Cultural Tourists	Hilltribes, desert, forest trek, Cultural center, arts and crafts
Popular Cultural Tourists	Amusement park, Department store, Concert and Sport Competition

**Source:** Kanjana Saenglimsuwan and Saranya Saenglimsuwan, 2012, p. 142.

The classification and tourist character of the Cultural Tourists as mentioned before indicated the characters and needs of tourists in order to users the guideline to determine the strategic respond leading to the income for tourist attractions along with knowledge and understanding promotion and maintenance of community culture. Bunlert Tangjitwattanatham (2005, pp. 15-16) divided cultural tourism into 5 types as follows :

1) Historical Tourism meant traveling to ancient and historical tourist attractions in order to admire and enjoy such places by perceiving knowledge and understand history and archaeology in the local area.

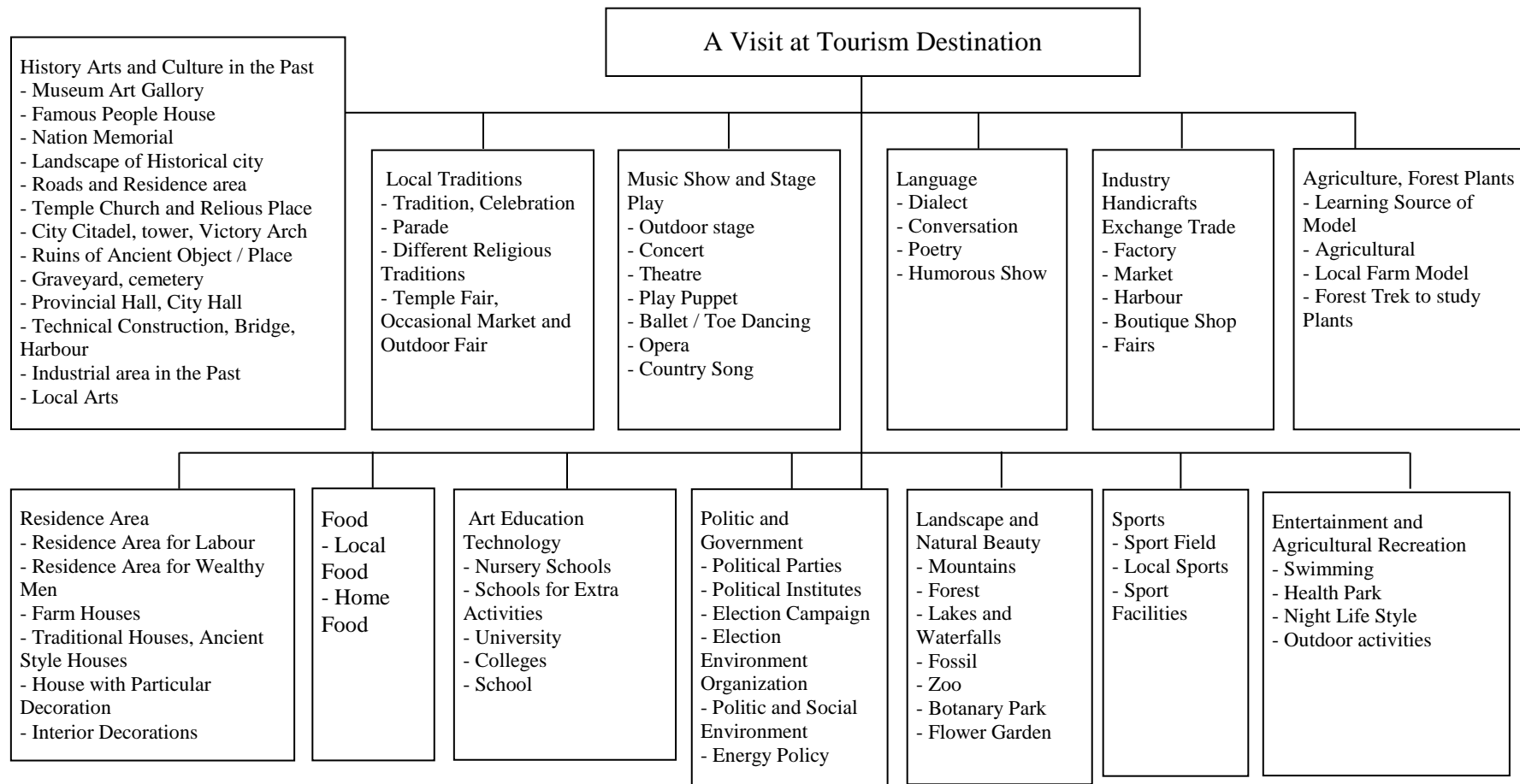
2) Cultural and Traditional tourism meant the traveling to see arts, culture and tradition which the people in the area performed for the enjoyment in art appreciation and to study the belief, acceptance, respect and ceremony to receive knowledge, understand towards social and culture condition and more additional experiences.

3) Rural Tourism/Village Tourism meant the traveling in the rural villages which had life style and creative outcome with dominant uniqueness in order to get the enjoyment, knowledge and creative results and folk wisdom including the understanding of culture and environment values with the community participation in tourism management.

4) Sport Tourism meant the traveling to the place for exercise or play sports or sport competition by having tourism activities in forms of sport program along the route with interesting tourism attractions. The ones who joined the sport activities would have fun and enjoyed themselves at the same time while going to the tourism with the sport program and received the knowledge, understanding and new experiences.

5) Cultural Health Tourism was the traveling to visit cultural tourist attractions by having health promotion activities or cultural health rehabilitation such as body massage, foot massage, aromatherapy, herbal compress, physical exercise and meditation.

The dominant of culture whether, tools, utensils, behaviors, social relationship or tradition could be the tourism attractions. The resources were valuable and could be useful. Therefore, the tourism resources were useful for community tourism activities organization or in the area could consider various tourism resources as shown in figure 2.17



**Figure 2.17** A Visit Tourism Destination

**Source:** Krosbacher, 2010, p. 47.

The ideas about tourism and cultural tourism, the researcher used them in constructing questionnaire and surveyor Tourism Resources. In studying the cultural tourism attractions of Ancient Community Market in order to comprise in selection the cultural attractions affecting the identity development on Ancient Community Market and to see the evolution and role understanding the studied area. The researcher reviewed about the marketing evolution from the past to the present.

## **2.9 Marketing Evolution**

The Dictionary by the Fellow of Royal Institute (1999, p. 433) stated the meaning of marketing as a place for selling goods such as animals, vegetables, fruit or fresh food, cooked food or easily spoiled food. There could be the selling of other kinds of products. The places were provided for the other traders to get together to sell products permanently or occasionally. The word “Talaad” or Market can be varied according to the language such as in Persia or Iran had world famous market called Bazaar which meant the area for selling all kinds of products on both sides of the roads parts of the city and open only daytime. In Malaysia used the word Pazaar. In Thailand during Sukhothai period, there’re was the word meant “Talaad” or market on the stone inscription as “Pasaan”. Many experts pointed out that “Pasaan” was "Market" with room or shops in the connected now. The word was originally from Bazaar. Nowadays, the word “Talaad” in Thai had different accent of the local area. For instance, it was pronounced “Kaad” or in the sooth the pronunciation was “Laad”. Even though there were various accents, it was a central place getting together in order to exchange goods.

Naturally, people would meet at one place which was the position showing good human relationship because it was such a place to get in the easiest. It was the center of product and services for the people around such an area. We called it centrality as the heart of the city to prepare products and services to the people. The number of central places of each area varied to the needs of goods and products. If there was high needs on goods, the central places will be move, the need was low, the center places would also be less. The purchasing behaviors, the people tended to buy thing at the closest place . The central place was the area for operating the economic

activities, by buying and exchanging goods and as a part of the society in exchanging information, knowledge and different ideas. It was the only place for people in all classes to participate in using the market or central place in buying and exchanging goods. It could reflect the economic condition, social and physical features combining in the society in each period.

Santi Sawetwimon (2001, pp. 16-17) mentioned about commerce in the market in Sukhothai period from the analysis the passage on the stone of scription. Sukhothai was the city with free trade as the saying “Krai Krái Ká Chang Ká Krai Jack Krai Ká Má Ká”. In Sukhothai the name for marketing Area as “Páa” such as Páa Prao Páa Maag Paa Ploo Paa Takua. It was from he geographic feature located away from the river and was the plain closed to the mountain, the land market had important role towards ways of life in the community more than floating market. There were different markets spreading general areas and there was the fixed market in the north called Talaad Pasaan as the passage on the stone of scription as follows:

Bueng Teen Ton Maung Sukhothai Nee Mee Talaad Pasaan  
Mee PraAtjana Mee Paa Sat    Mag PraoPaa Mag Lang  
Mee Raina Mee Thin Than    Mee Baan Yai Baan Lek

The word “Talaad Pasan” was assumed that it was the word from India meant Plaza or Outdoor market which had been used since Persia was in power and great realm in India. The word “Paa Mag Prao” meant the market or place where the coconut were sold and the market for selling betel palms. The word “Bueng Teen” meant the north direction.

Predator Srichalasai (1969, p. 22) mentioned about the markets in Ayudhya period that the geographic features of Ayudhya was the island surrounding by rivers and located not very far from the allubian. It was the place to assemble 3 important rivers such as Chao Praya river, Pasakriver, and Lopburi river. The geographic features supported Ayudhya appropriate as the center of the realm in strategic aspect and economic aspect. For the strategic aspect it was because Ayudhya located in the center of the open field surrounding by rivers with the nature used as the walls to prevent the city. For the economic aspect, the environment made Ayudhya good and continuous for planting because there was water for agricultural all year round. Since the location not so far from the allubian and made Ayudhya as the center of trading

between provinces in the south and the east seashore which there were Asian merchant such as Chinese merchants. They took boats down the river selling regularly. In King Rama II reign, there were European merchants such as from Portuguese Hollander to do the trading. Therefore, there were foreign communities around Ayudhya at certain places. The Harbour Department and Department of Warehouse were established to be responsible for such trading. The Harbour Department controlled and took care of communicating with foreigners. The Department of Warehouse was responsible for the Royal Chinese junk to trade in foreign countries and controlled the international trade in Ayudhya. Accordingly, there were middle markets for foreign goods and other provinces. The interior markets spread both inside and outside Ayudhya as the communities and the life styles were related to the rivers and the canals including the places along the rivers using as places for exchanging goods along the rivers. There were many markets and people living crowdedly on the edge of the rivers. The models of the markets were land markets, floating markets, and occasional market Besides, there were marketing districts where they were both permanent and occasional. The trading was from morning until evening and the markets for only mornings or only evenings. Moreover, the marketing districts were located in the places where there were convenient transportation and sold different kinds of goods.

Santi Sawetwimon (2001, pp. 23-23) mentioned about the markets in Ayudhya period that the majority of land markets were on the edge around the city both inside and outside the city walls and in the community area. The markets were near the famous temples in history. For instance, there were Wat Singh market Baan Yipun near Panerncherng temples. Such as land market area in Ayudhya, Paa Khanom Pimthua, and khanomsampannni. Paa Tiab district was the area marking talcum, Talum Khian Thong, and Phanmark. In the Paa Than area, there were fruit selling from morning to evening. Tee Thong market sold golden piece, Paa Chompoo market sold cloth, Fad market sold the utensils in the household, Lao silk and Cambodian silk. Noi market opposite Phanancherng temple sold chickens and ducks but boat market or floating market were in the area where people rowing boats to sell things. TalaadYai in the historical records was called TalaadAke. There were 4 markets :Talaad Bang Kara in front of PetchCatadel, Talaad Pak Klondike Koojam

below Bhutthaisawn Temple, Talaad Koo Mai Rong on the edge of North Klondike Maung and TalaadKlongWatDerm. Now, the shops selling all kinds of thing are called Raan Cham (Grocery Store) which was the word since Ayudthya Period, the shops selling all kinds of dry things.

In Ayudthya period, there there were occasional markets or unpermanent markets or seasonal markets trading in one period or another as known in such communities. The unpermanent markets were land market or boat markets. The unpermanent boat markets were the economic communities and the center for male and female merchants from different places, different cities. They brought the seasonal products from their cities to sell according to the seasons. For instance, in the rushing water season, the merchants would carry their products in the boats along the rivers from the north to the south. The location of such markets was mainly located on the important mouth of the river and having the routes connecting to land markets which could buy the goods for converting into industrial products. For example, the district of Chinese in the South east of Ayudthya would Take the iron from the North such as Tak, Petchaboon in order to produce the utensils. For the unpermanent land markets, there were similar features as the boat markets or occasional water markets. The determination of data and products, the merchants only changed the location from rivers to the land.

#### Markets in Thonburi Period

Thonburi was the capital for only 15 years. The markets were temporary markets. It was the time the Thai people got away from Burmese war and established the new city. Santi Sawetwimon (2001, p. 30) mentioned about the markets in this period that they had the forms and features like the markets in Ayudthya period. There were land markets, boat markets and occasional markets. The large and important land markets in Thonburi period was the market at the edge of Wichaiprasit Catade next to Molee Lokayaram Temple. Because the end of the temple and the end of the market were beside the Thonburi walls. This temple was called “Wat Thai Talaad” and the market on the ridge of the wall beside the Chao Praye River the mouth of the entrance of Klong Bang Luang. The important floating markets, WatIntraram Floating Market and Wat Jantraram Floating Market which were Period at Klong Bang Luang. At Talaad Ploo district, Wat-In Floating Market and the Wat

Jan Floating Market were the markets where the villagers rowing the boats and buying things in a short time in the morning. Then, it would be abandoned. Big markets in Thonburi Period were along Klong Bang Luang to Klong Dan where it was the crowded area. Later, the city was moved to Bangkok across the river to the eastern side and all of the markets became more established.

#### The markets in Rattanakosin Period

Thane Kulpat (1996, pp. 9-15) mentioned about the development of markets in Rattanakosin Period, from Rama I to Rama III that it was the constructing a new city on the east shore of the Chao Praya River opposite Thonburi Capital City imitating the civilization of Ayudhya in ancient objects, and art objects, the establishment of home base in Bangkok in the trading from with permanent marketing features and unpermanent marketing related with the life style of the people in this period which was not different from Ayudhya Period and Thonburi Period. That was the location on the edge of the river and canals the main transportation routes of the city. The goods for selling, the majority of goods were forest goods and agricultural products. In this period, the floating markets were important to ways of life of the people more than land markets. The results were that there were more floating markets at the edge of the canals such as Klong Bang Luang Floating Market, Bangkok Noi Floating Market, Wat Thong Floating Market, Ta-Tian Floating Market, Pak KlongTalaad Floating Market and KlongMahanak Floating Market. Such markets were stable or permanent. Still, there were important role appearing along the river as the place to buy goods between the producer and sells men. The popular places were Pak KlongTalaad Pier, Ta Tian pier, Wat Poe pier, Kuhn Ning pier, Ta Chang Wang Luang pier, Ta Na Rona Mai pier, Pra-Artit pier and Pra-Jan pier. It was because goods loading into Bangkok area was not so convenient as the water transportation. The land markets with such features were small and had less goods. However, the big land markets were the markets selling goods from other cities such as Sam-Peng market, or Sam-Peng area, Talaad Kao, TalaadNoi, TalaadSapanhan the foreigners called Bazer and the most of products were from China.

The unpermanent market or seasonal floating markets or occasional market were the central areas of the merchants from different cities including the foreign merchants bringing the products by taking the boats down the rivers from the north,

the south and seashore in order to bring the products to sell to the people. In the season of rushing water, it was found that there were many both foreign freighters and Thai freighters docked at the ports. The forms of marketing began to change. After Thai signed the name in Bowring Treaty (1855) leading to the change of Economic System in Thailand. The result of Bowring Treaty affect Thailand to cancel the monopolized the trading system by the Royal Treasury of Goods. The foreign merchants including the people had more freedom on trading. From the production for living in the Past, there was more production for trading. In King Rama V period, he supported the trading by giving the areas for foreigners to establish shops for trading and expanded to upcountry including the expansion of transportation routes by digging the canals, making roads causing the center of trading move from the boat or rafts along the rivers and canals to the edge of the roads. Buildings were built on both sides of the roads and became shops and goods warehouses were built to keep goods. The Europeans came in Thailand to operate the business in both retail and wholesale and more selling agents, the imports and exports, the retail and wholesale agents such as liquor, medicine, rice, rice mill and saw mill.

In the period of King Rama V, there was the country development towards as civilized as the western countries. One of the development was making more roads inside and outside the Bangkok area such as Rajdamnoen Road, Sam Sen Road, Yaowaraj Road, and Rajawong Road. There were changes of people ways of living in economic and social aspects. Making roads caused the new community development. Life style styles of people who used to relate with the current, rivers, and canals as the main transportation and changed to the relation with new roads. There were New community areas and new markets in such communities such as Ta-Tian market, Bang Lumpoo market, and Bang Rak market Particularly, along the roads with crowded communities, there were many small shops and later developed to big trading areas affecting the roles of ways of life of the people during that time such as Yaowaraj trading area, Siloam, Bang Lumpoo, Bamrung Maung, Fuentes Nakorn, Pahurat, Charoenkrung and new Chinese trading area. Besides, there were western trading areas as the result of receiving the western culture. SeePraya trading area was located outside Bangkok. In Bangkok areas, the majority of trading areas were on the following roads :Mahachai Road, Tanao Road, Charoenkrung Road, BamrungMaung

Road, and Fuentes Nakorn Road. The products consisted of jewelry, house ornament, glassware, dishes, clothes, machine, electrical appliance. The majority of business owners were English and American. The markets were developed towards the western style. At the end of King Rama VI there were middle class people with modern ideas, this majority groups were educated in foreign countries and saw several aspects changing in Europe. Then, they brought such ideas to develop Thailand by trying to develop such markets in accord with life style of people towards being international. The behaviors on consumption that the people liked western products. When the markets were expanded along new roads, the merchants changed their behaviors to get together in the big shops. Such as Be Grim and Go Department store, Nitingale Department store which were continuously expanded. After the World War II, the needs of essential consumer goods and food stuffs caused the retail trading to get bigger and more advanced. The retail business was developed into bigger size by starting in the small area with display of goods to motivate customers. From the changing of economic and social structures affected the overall marketing, trading, and eating behaviors change. The models of marketing also changed from floating market at the edge of the canal, land market, floating market and trading areas towards the trading in the department stores and relaid shops.

Kittiporn Jaibun (2006, pp. 20-50) divided the marketing models as follows :

1) Floating Market / Land Market were the markets appeared in the middle part of the Thai society. Originally, people liked to have houses on the edge of rivers because water was the important transportation routes. The phenomenon reflected the important of the current in Thai people life style. The majority of people earned their living by being farmers. When the farmers get their products they would exchange or sell their product at the convenient places which were the current. The goods were agricultural products. Besides, they ware fresh products such as meat, fish, vegetables and dry food such as chilli, onions garlic, herbs, fish sauce, sell, sugar, cookies, Tobacco and basketry, Boat were used as transportations to such trading areas which were at the mouth of the canals or the crossing of the canals. However, in between they could stop and sell things. The floating markets could start early in the morning and they could use the benefit from the rising and lowing of the water. Some floating markets would meet on the days of waxing moon or waning

moon as seen at Ta Ka Floating market formerly called Nat Ta Ka. The market would meet on the days of waxing moon or wanting moon of 2, 7 and 12. The floating houses in the area of boat communities, there would be the permanent market by the consignment of the goods of the boats. Those housecrafts would search for the consumer goods such as tools, utensils : knives, machetes narrow-mouthed earthen pot, stove, candle, tinder, tobacco, betel palm, betel, red lime, perfumed face powder, Thai white mud, scented water and dried food such as shrimp paste, fish sauce, salt, curry paste, firewood, rice, pepper, palm sugar in soft cakes, coconut sugar, groceries, basketry, mats and clothes. The sellers would get the product from different small production and all fresh food to sell. Accordingly, the floating houses were the characters of small important merchant.

The floating market reduce the importance so much since making the roads which developed the transportation route in the city. Since King Rama IV, there was the expansion of the communities along the new roads in the forms of land markets more than the form of floating markets. The models of the markets were developed towards the western standards until the present time. The buying and selling trade was not connected only the markets, shops, departments stores, many convenient shops gradually disappeared due to time. The remaining floating markets had to adjust themselves to go with recent circumstance. From the area of exchanging agricultural products among families or eating and utilizing items into commercial trading to please the tourists or the persons who bought goods from outside the communities. Besides, the time in buying goods or the route to the floating markets had also been changed. In the range of 20-30 years, it was to actually support tourism. For instance the Damnoensaduak Floating Market in Ratchaburi, Ta Ka Floating Market in Samuel Songkhram, Talingchan Floating Market in Bangkok, and Wat Lampaya Floating Market in Nakornpathom. The changing of such floating markets was related to the changing of the markets.

2) Fresh-food Markets were the markets on land and spread along the transportation route. The characters of the Fresh-food Markets were developed in both patterns and regulation, cleanses and the facility service. The location of the market had the Community Center Characters. There were many involving people such as sellers, street hawkers, small street stands and large street stands, and row houses

around the markets. The sellers were as the business owners and employees, the buyers for consuming in the family or far selling as the middle man. In case of buyers were as the employees and the business owners. There were some groups of people involving such as the carriers with delivery boys. The majority mainly used carts or tricycles, taxis, trucks, hired vehicles, and motorcycles. There were many kinds of hiring persons in the Fresh-food markets such as arranging vegetables, scraping coconuts, boiling, steaming and arranging round bamboo trays for fish. It also was found that the majority of sellers were female. In the wholesale markets, there were as many male sellers as female sellers. The owners tended to be Chinese. The retail sellers moved from other provinces outside Bangkok. The circulation of financial systems were from the informal financial system. For instance, there were loans from cousins, friends and shares.

The relationship systems among sellers or between the sellers and buyers, the sellers and employees, the factors that the customers would choose the sellers as regular suppliers were sincerity of sellers, knowing each other before, cousins, seller friends and good disposition. The economists believed that having the regular suppliers was the other from of selling and buying and paid low transaction cost. The benefit of having regular suppliers was that the customers were confident that the sellers would be sincere in both prices and quality of the bought goods. The sellers also knew what their customers wanted and tried to satisfy them the most which was to prevent the risk in selling goods.

### 3) Street Hawkers and Street Stands

The word “Street Hawkers” meant the selling activities which could move which was different from the Street Stands which were fixed. For the external markets, the selling activities were on the footpath, they were illegal activities and had to move. Therefore, the selling activities were on the footpath of the external markets and were called at Street Hawkers. The Street Stands were found in the interior markets. The entrepreneur of Street Hawkers and Street Stands or good sellers were divided into 3 group : First groups were the unprocessed and semi processed foodstuff sellers. These groups had the lowest income, the value of the goods and the benefits were the group had the least area. The Street Hawkers were movable and semifixed and trusted from the local people who were close to the fixed customers. Second

groups were the no food sellers with high income, had the largest area. Generally, they were fixed and semifixed Street Hawkers. The goods were facilities produced in the local area and important. The value of goods and income each day were comparatively higher when comparing with the other groups. The areas were more than Street Hawker in the first group. The relationship between the sellers and the buyers was closed. The regularity and frequency of the buying and selling were less. Third groups were the prepared food sellers divided into 2 groups :trolley sellers with small area and low income. The goods had little profit. Another group was the group with fixed shop, the income and products were high and could attract the customers from the whole city.

4) Occasional Markets meant the places were not when exchanging products. When considering the meaning, it was found that there was the developmental tracks of occasional in the Thai society since the ancient time. There were selling and buying products of the people in each community and determined to have the markets at one period or another. There were not any certain rules but perceived in such communities and shown in the unfixed markets. The seasonal markets were both floating markets and land markets. The importance of land markets and floating markets depended on the geographic condition of the communities. There were several sizes of occasional markets such as large occasional markets in the heart of the city such as Jatujak Market or the occasional markets selling consumer goods and foodstuffs which were cheap but had good quality. The goods features were different from the goods in the occasional market in the village level. The occasional markets were clung in the big building both inside and outside. The main target group were the employees of such offices. They were customers in large group with high purchasing power. Several places were fixed occasional market such as the market beside the Ministry of Education, the market in the back of Thai Airline Office, the market at the back of Thai Petroleum Building, the market at SoiLalai Sub, the market beside Maung Thai Life Insurance Building, the market Channel 9 The Organization of Mass Communication of Thailand. The most of these markets were in the business area where the people travelled crowdedly or near the Government sectors where a lot of people were working. The selling days were working days in each week from Monday to Friday. The markets were open in the short periods between eleven o'clock

to 2 p.m. which was the lunch break of working people. There were occasional markets with these features. There were goods sellers such as clothes and utensils. Many people went around to sell at the occasional markets but there were the circulations and certain day where to sell. Another feature of the occasional markets were walking Street Markets where were known as the center of arts, artists. The independent artists used the area for the stage of music performance, literature, artistic work and the tourist attraction which the foreign tourists would like to visit. Closing roads made the area become open space of social and economic activities and be the public space in the heart of the city. They were also the areas creating income for the people in the local areas by bringing the products from home to sell. It was the support villager wisdom. At the beginning, the Walking Street market were to promote the tourism of such areas by setting the time such as TaPae Road in Chiangmai 10 times every Sunday from Sunday February 3 to Sunday April 7 or occurred at different festivals such as Songkran festival as the tourist attractions for tourists visiting the festival. Nowadays, there were several places as Walking Streets which were highly successful. There were many people coming to buy things. As a result, the time for such markets was expanded to be occasional markets every week such as TaRae Road or Sunkampaeng district in Chiangmai. The most of the products were homemade goods or ornament and furniture for the houses with the folk taste.

Nowadays, there were various models of occasional markets to serve the consumer needs which changed due to the social and economic changes. The areas for large product exhibitions such as Impact Maung Thong Thani Bitech Bangna, Sirikit National Conference Center appliances but now there were varieties of product exhibitions circulated all year round. The organizational systems in public relations, transportation system, the exhibitions, the performance with the selling of products and some services were tourism programs, recreations patterns and sports as new faces of the occasional markets in another form.

#### 5) Market for the Particular Products

There were markets for particular products long time ago especially in the Thai society. To make a living on producing different goods, or mechanic work as industrial system in the family, and the ancestors would train their younger generation to have the same kinds of skills in order to carry on in the families. When it was

famous, people might want to be in the same career, do the Thai traditions, be relatives and have houses close to each other. Accordingly, the ones who made the kinds of living, would live together in different communities since the old time called “yan” (area) or “pa” (overgrown area). In the beginning of Rattanakosin City, there were the area of skilled craftsman community to produce and sell the goods on tools and utensils such as Ban Pan Thom making nielloware : water dipping bowl, fouled tray, near Sakate temple, on the ridge of Klong Rob Krung (the canal surrounding the city) ; Ban Bart making the monk alms bowl next to Ban Pan Thomas, Ban Dok Mai making fire crackers also on the ridge of Klong Koo Maung formerly near Pak KlongTalaad ; Ban Dinsaw making (Din Saw Pong) Thai white mud hear Bote Pram Sao Ching Cha ; Ban Bu making water bowls in Bangkok Noi Canals ; Ban Poon make red lime with betel in the area of Bang Yi Khan ; Ban Chang Loh casting the Buddha images, bells, brass articles on Thonburi side behind Rakang temple ; Yan Tee Thong making gold leaves near Sulat temple. At present, the market areas with these features had changed roles to produce one thing like Ban Bu and Ban Dok Mai. Some places stopped producing such as Ban Din Saw, Ban Pan Thom. Some areas adjusted to be other kinds of trading such as Ban Moh was changed to sell stereo, car ornament or Yan Tee Thong near Stuart Temple selling the monk Supplies.

Recently, the markets for particular goods were develop to support the goods with particular features and had the relationship with the location of the city or instance, Bobay Market was the biggest wholesale clothes located in the area of Klong Ong Ang in Bangkok; or Talaad Klong Kaset (Agricultural Central Market) located on the outskirt of the city. The location was very big and convenient to travel such as Rice Central Market, Tumber Central Market and Fruit Central Market.

6) Trading Areas or Commercial Areas meant geographic zone where people lived and the center of shops or the area where people like to buy and sell goods and a lot of services. As a result, the trading areas were located in the Central place of the community or city near the routes of crowded traveling, crowded transportation system, convenient transportation system. The trading areas in Bangkok consisted of 2 parts :

(1) Traditional Trading Sector with fresh food market as the center surrounding with row trading building. When the city was advance, the road and

fresh-food market were developed, the rolls of old trading areas were changed buildings such as electrical supplies shops, hotels, department stores, and banks. At the same time, small shops were less, and the retail trading turned to have dominant roles in such areas. Before this, these areas were the areas of wholesale, retail industry and residence. They were crowded, noisy, very lively during the daytime but quiet at nighttime and served various levels of people.

(2) Modern Trading sector had the additional parts afterwards consisted of shopping center department store, banks, hotels, big book store and company offices. If the traditional small business was still in the modern trading area, the services would be given the people with middle status and well-to-do status. The changes of this trading area was related to way of life of people in the city on needs of goods and services. The period of ways of life changed from living, working, shopping, recreating and traveling. The life style now needed to rush. Most of the time was for working and going to work. The rest of the time was staying at home and relaxed. The activities of shopping and relaxing were put together. The trading area adjusted to serve the change. The Model of markets mentioned before and the technology advancement caused the invasive movement of the market into Cyber Space and the marketing on lines to propose selling the immovable property, goods and service through website.

When time passed, the life style of people in each period gradually changed, the society had consistent development never stopped. Markets used to be parts of life style in the past were replaced by modern shops. Either the shopping centers or big supermarket or convenient store were all over the corners of the city. People consistently markets were taken down. Instead of replacing with new construction, they were deserted and waited for the removing not for the new the development stream and the conservation could be together. According to Feilden and Jokilehto (1998) on the community conservation, they thought the community should absorb the modernization, reduce the conflict, and improve the area little by little. There should be the least intervention and it would be the best for the community. Planning was the government function by law and self administration systems which were different in each country due to the culture and tradition. The city to be conserved should be the residence of the people to operate the activities and it would not be in

the form of museum. The intangible elements of Cultural Heritage were values of the community and avoided the changes from planning and should not freeze the local lives by maintaining the former characters without development but the changes due to the needs of the people.

In coordinating between the conservation and development to operate parallelly. If looking back both ideas and found that they were different. The principle of conservation was the attempt to maintain the traditional community. That was to return to the authenticity or traditional condition created by themselves. With the belief that the more getting to the former condition, the more the conservation increasing. The development meant making progress in both object and mind. The progress of object such as economic development, basic facilities, technology, telecommunication, transportation and environment. The psychological development or social development meant the man development in both body and mind by focusing on life quality and principle of correctness which provided the highest benefit, harmony, and help all lives without harming, destroying nature and environment such as the development due to religious principle and sociology. The tools for cooperating between the conservation and community development could occur parallelly by using tourism as the tool for the conservation and development. The community could use the uniqueness society and culture as the capital and the tool to develop community economic. The culture was the life style of people in the community and also was the social capital which was great and various. It could be converted to the benefit towards society and communication especially as the foundation in tourism development. Culture could attract people to travel. It meant that culture could be converted the business and products. It was not wasteful or used up as long as the community still maintained. The most important thing was to use the community as the foundation of tourism business with the least investment. The culture was already in every community and the ones involving should search for in order to top up to develop for the later benefit.

The tourism development on different cultural basis was developed to attract the interest of tourists and at the same time, tourists attractions were conserved as the authentic uniqueness in order to respond the tourist behaviors and the tourist perception which changed from the past. Nowadays, the tourist behaviors had the

socio psychological viewpoint connecting with cultural differences. Reisinger and Mavondo (2006) presented the ideas about the perception towards tourist attractions. Litvin et al., (2004) pointed out the image of the tourist attractions and Reisinger and Turner (2002) also stated about more social interaction between tourists and the host. Then, the ideas of cultural tourism were taken to be the tools in maintaining the balance between the conservation and development in order to make the development balanced with the resource conservation and tourism which could respond to the needs of the tourists physically and psychologically. (Kotler et al., 2010) as shown in the case study of Talaad Sam Chuk, Suphanburi (Kristine Natthawutthisit and others (2010) explained that Talaad Sam Chuck was the old Market which the community could use the cultural to top up and create to be tourist attractions and conserve the origin to maintain among the changing stream and the external impact by the awareness on old market value and joining together to develop under the conservative and rehabilitative ideas. The image of Sam Chuck culture and the process to search for the community image and presented in the form of concrete affected the market hardly had the expenses to the markets with the buildings, commercial buildings, development store or convenient store. That would lead to new values for the areas as tourist attractions which could respond to the needs of the Past of the people in the society which was the impact of globalization and international development. The success would be as tourist attraction causing the heritage conservation together with the economic development. The success of old market development towards such tourist attractions, there should be topping up and expand to the other Ancient Community Markets which had the potentiality to develop or added values after changing the operation to alternatives for the tourists. From the reasons and ideas mentioned above, they were led to the study and process of brand building of the tourist attractions based on community culture. The case study on the Ancient Community Market in Suphanburi basin. The ideas about brand building for tourist destination, the cultural tourism and brand communication were taken to consist of the considerations the relationship as Shown.

Before starting the brand building process for tourist destination Baker (2007, pp. 57-68) suggested that it should start from determining the leader in brand building and organized the structure of team workers. The brand building was the value

creation to the places as tourist attractions by the stakeholder. They could be the residents, businessmen, or tourists. It was the co-creation process toward the destination in co-thinking, and co-performing to successful objectives as determinate.

In marketing, brand values were the basic factored caused the exchanging. The consumer bought goods and service which was the value buying and service. The more the consumers perceived about the values of goose, the more opportunity in selling increased. (Gronroos, 2007, p. 334) The brand building for tourist attractions and created the values for the destination and attracted the tourists, smart persons, business men visiting such places towards the destination. The tourists varied due to the values of the customers or tourists. The more the tourists saw the values of tourist attractions, such destination could attract more interest.

Brand Identity Building was the operation connecting towards perception building and sustainable destination development. It was the important process to determine the standing point or marketing position different from other tourist attractions. The success of uniqueness building of the destination was to get involving persons together or the stakeholder cooperatively operated the vision building and development. (Morgan, Pritchard, & Piggott, 2003 ; Hankinson, 2004) agreed with the statement of Cal (2002, p. 722) on the identity of destination from the community perception together with the stakeholder (Aitken & Campelo, 2003, p. 3) From such opinions, it pointed out that the importance of community and the stakeholder was to building or determine the identity of the tourist destination.

Berg and Braun (1999) said that city destination making was the process of combining various activities to answer the question or specific problem. The first step was to analyse current situation in self opportunity analysis and marketing analysis or target consumer analysis. (Kavaraxis & Ashworth, 2007) The second was to determine the vision of city or destination needed to be in the future. The vision or the future target should possibly be approved and could operate towards the target by the cooperation from the stakeholder. The next step was to plan the particular project which would achieve the target to the dreamt vision in the future including the allocation of clear roles for the organizations joining the projects. Then, it was the step of plan performance or bringing plans to practice. This step totally meant the performance in relation to the building of identity, uniqueness and city design or

destination and organized the structure of working organization. The last step was the awareness, investigation and evaluation every activity already operated.

The ideas on social capital, brand management and added value creation depended on the power of cooperation from the stakeholder to the basic assumption. The process of branding for the Ancient Community Market in Thailand towards the achievement as the tourist attractions should be on the foundation of network. The researcher got the ideas about network management which would be mentioned in the next order.

The destination was the places caused the tourist activities. It was necessary to have basic management on the facilities on different tourism to support tourism for the lodging, service, reception, experience and entertainment including different activities. These managements developed on the environment and destination roles. The community markets as the destination was one pattern of operating system with the complexity from the connection of the network relationship among elements such as government organization, business, basic structure. For instance, the transportation public utility system, other facilities together and formed tourism experiences for the tourists.

Guia et al. (2001) mentioned about the advantage of competition as the ability of the destination in constructing the attraction to the tourists to have satisfaction, experience and good memory towards tourism and benefit for the community, the owner of tourist attractions to maintain the competitive advantage was the challenging of destination in coordinating the cooperation of all sectors. It was to present the identity of destination as determinated directions. Meanwhile, Ritchie and Crouch (2003, p. 2) in the viewpoint of sustainability commented "destination " that it was necessary to get the cooperation from the community in the area in maintaining the tourism resource whether they were geosociety, culture, nature, and lifestyle which were the strength of tourism to maintain until the young generation.

Halme and Zadeva (2001) mentioned about planning for sustainable tourism development approved and participated from the persons in every sector getting involved. The Tourist planning should be community tourism. The impact and benefit from tourism should be evaluated. The development should create added values or

spread the income to persons, business, community, region or even society in such destination.

#### Related Research

Karelian Korelin and Elisabeth Schneider (2009) studied about city branding- A comprehensive outlook for 4 international cities such as Dubai, Hong Kong, New York and Storkhome in order to find consistence between city brand identity and what the city had to offer. Then, compare the perception of city image and the brand identity by using ideas and important theories such as Political, Economic, Social and technological Analysis (PEST) In the overall environment analysis and ideas on levels of place marketing was used to investigate Simon Anholt brand hexagon and collected data by quality and quantity methods with the interview of open ended questions as follows:

1) Who involved in the city branding and how?

This question needed the answer how the stakeholders involved in branding. It was the searching for the answer and decided on branding. It was the decision of person, group or several sector and how they involved.

2) How and what data were collected before creating the city brand?

This was the question to search for data and the involving persons to know about basic data, history, dominant character of the city and city values in the viewpoint of brand markets.

3) What were the features when coming up for branding ideas such as culture, sculpture, industry, groups of people)?

4) What kinds of audience did you want to capture with your brand?

Which target group the city needed to attract the interest.

5) In your viewpoint how could you describe the city brand identity? It was to find out how the stakeholder would like to present the city vision in city branding.

6) What were the branding communication, the message you presented and the advertisement to create city perception?

The results of the study were some interesting items. For instance, Dubai determined self position as a luxurious city with variety of culture. Dubai viewed itself like a pot of perfumery with the smell created the atmosphere of particular

uniqueness. It was a modern city with strong cultural heritage. The result of organizing market program for city communication. For instance the case study of New York. The determination of target group were tourists from outside and inside the country. There were various creative activities all year. It was the big city that never slept. Besides, there were the design of activities and wellknown of the Broadway plays. In marketing communication New York presented the selling point with variety of culture and entertainment for the tourists to find the pleasure. New York was the city the questionnaire respondents wanted to visit the most among 4 cities. The reasons were that many people knew New York through media or whether mouth to mouth. It made people were willing to have fun experience once. In the study it was indicated that money in New York might be very important, it was not taken to add to the competitive identity in order to decrease the confusion of the target groups. Money was the main factor to attract the interest of the business more than the tourists. It was the same as Hong Kong presented itself as the center of business and Asian economic. The target group of communication aimed at the business group. Therefore, in marketing communication, Hong Kong did not pick up the identity and tourism motivation to present. The marketing communication needed to tell that Hong Kong was the business and economic center to provide opportunity in economic development. (Hong Kong was the business hub and provided economic opportunity. The researcher used them to consist of developing the tool to study the identity of Ancient Community Market in Suphanburi basin.

British Columbia was a state of Canada located in the west end of the country. This state planned sport tourism development of the city under the name "Tourism British Columbia" as an example of the cities aimed at achieving sport tourism destination. It could build the city branding as sport tourism attractions by presenting the dominant and uniqueness, sports in ski group, golf and sport activities in the area. The consequence from city branding a sport tourism destination found that the sport tourism was not only the creative sport activities for economic development but also the important tool in state identity communication as sport tourist attractions. It provided the opportunity for the City to show the potentiality on different aspects to the word vision, support the city image communication, provide opportunity for the other forms of sport tourism development on local resource and spread to several

regions all year round. There were winter activities such as ski, hockey and summer activities like hiking golf and cycling.

The ladder towards being sport tourism destination began from small sport activity development in the local area. It was to accumulate experience and learn the operation of small sport activities before proposing to organize large sport activities. The organization of various sport activities in the local area influenced the need of the more persons with each kind of sport experiences. Accordingly, it was the preparation on human resource and working team. From the report on the achievement of sport tourism destination. It was grown up from the achievement of small activity organization ; then, it was expanded to large activity organization (p. 15) The result of activity organization created the valuable heritage towards sustainable community development in both creating reputation of the city or world sport organizing place, the opportunity for economic development, life quality of the local area towards planning and organizing city community environment to support physical activities for active living. The result from designing the city affected the image of the city with well-being and sports down to the present day. Besides, there were workshops to give knowledge to the community as being good hosts including the roles and duties of the community as British Columbia Sport Festival Host Organization. The steps in developing the community towards sport tourism destination were suggested as follows :

The operation could be by looking at some of the steps necessary to grow sport tourism I the community as well as providing some simple tools and worksheet to help getting started were:

- 1) Analysis of recent condition of sport activities in the area to find the capital available in the area and to understand what already happened in the community. The sport tourism may already exist in the area and the community could top up to sport tourism development.

- 2) Analysis on Strength, Weaknesses, Opportunities and Threats (SWOT) Towards sport tourism destination.

- 3) Setting the Community Vision and Goals such as being Marathorn City and Ski Destination.

4) Survey by looking at facilities and venues in organizing sport activities. Most of them were close or similar to general service business such as residence, facilities, food, transportation and entertainment which could be seen sport extra activities or sport festival. Actually, there would be the reservation of resting places, and looking for food shops and other activities for fun and entertainment in such area.

#### 5) Working Team Preparation

The working team of sport activity organization might volunteers, charity organization and hired form company which mainly functioned on operating activities consistently so that the target groups would perceive the quality of the area in the community and the facilities as the host of sport activities. Then, the sport activities would be successful as the expectation or the set objectives.

6) Linking the sport activities with tourism. The sport activities could be use to promote tourism during low season by organizing the sport activities to attract tourists to come in the area. The community should plan the sport activities for the whole year in order to support local tourism or bring sport activities to be part of tourism program.

7) Creating perception by communicating and inviting to join the activities by using communication network.

8) Getting organized to be Sport Tourism Community so that the community would be Sport Tourism Destination.

## **2.10 The Case Study**

A review of the relevant literature is necessary in order to provide a useful and accurate guide to the development to the branding of a tourist destination. The study process, data gathering, data analysis and selection of study areas must correspond to the research problem that the researcher has chosen to study. In this study the researcher used a case study approach to explain in a technical way the phenomena occurring in the ancient market communities of Sam chuk and Kao Hong in Suphanburi, Thailand. The case study shows how a community can effectively manage the tourism of the community itself in terms of economic development from

tourism. Resource conservation, a good environment and community branding all contribute toward making the community an attractive tourist destination. The researcher used qualitative research methodology to carry out a case study to provide information that can be used to make policy recommendations and to promote the development of local communities as tourist destinations. The details of the research methodology are as follows.

Case studies were one of the first types of research to be used in the field of qualitative methodology and currently account for a large proportion of the qualitative research knowledge of the world has been produced by using case study research, and many of the most treasured classics in each discipline are case studies (Flyvbjerg, 2011). Case studies have been largely used in the social sciences and have been found to be especially valuable in practice-oriented fields such as tourism, education, management, public administration, and social work.

The case study as a type of qualitative research .A case study is a method used by some researchers to conduct qualitative research – a type and, sometimes, a method or scientific approach. Some authors see the case study as primarily a qualitative research type (Baxter and Jack 2008; Flyvbjerg, 2006, 2011; Sagadin, 2004; Simons, 2009; Stake, 2005; Sturman, 1997; Verschuren, 2003), while others perceive them as primarily a qualitative research method (George and Bennett, 2005; Gerring, 2004).

A case study is a method used by some researchers to conduct qualitative research, a type and, sometimes, a method or scientific approach. Features of case study research are as follows;

- 1) The researcher's expertise was used in the study.
- 2) Theory and hypotheses are defined and generated in the process of conducting research.
- 3) The independent variables can not be determined at the beginning of the research because they are based on the actual phenomena being studied.
- 4) The variables can be adjusted by reviewing and improving the theory throughout the research process.
- 5) Selecting a case or sample depends on the nature of the phenomena studied and the implications between body and social scientist

6) A case study does not have a variable distribution in the population, because it does not start with the exact population boundaries.

7) The researcher interacts face to face with the sample or the population, especially when using in-depth interviews and participatory observation

8) Case study can be a field research or individually research.

9) The results are narrow but deep.

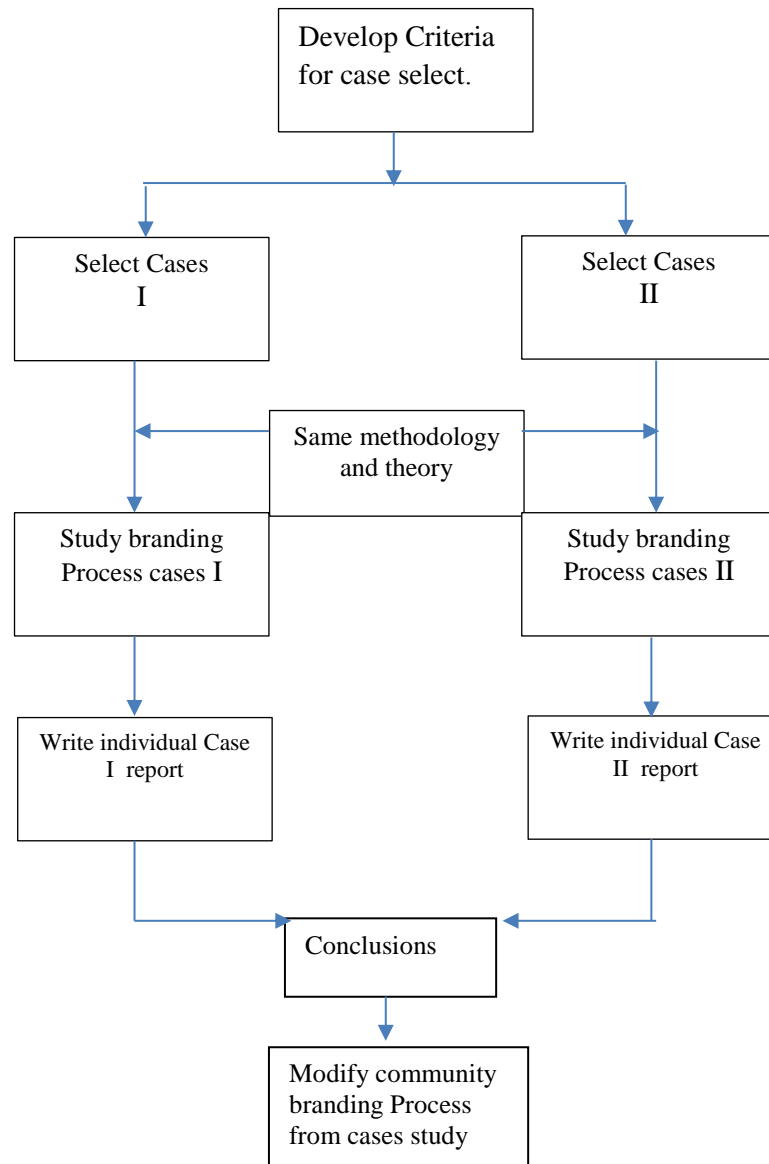
10) A study of phenomena under the conditions occurring at the time the research is being conducted.

11) It is difficult to study by isolating the subject from the situation being studied.

12) Data is acquired from multiple sources.

13) Various research methods exist for obtaining the most useful information to explain the phenomena. Being studied. In addition, case studies provide the opportunity for researchers to modify the methodology in order to gain more information throughout the research process.

In this study, case studies are carried out as a qualitative research type, select Multiple-Case Designs by using the same methodology in every case study as show in the figure 2.18



**Figure 2.18** Multiple-Case Designs by Using the Same Methodology in Every Case Study

The perfection of ideas from the study by using literature review could not accurate, valid and reliable if the study process and data analysis were not consistent with the researcher needed to study was to academically explained about the community appearance which could effectively managed self community tourism management in community economic development, cultural conservation, natural resource, and good environment. The realization on cultural maintenance, tradition

and local values were to add economic values of the communities to be action guideline called Community Action in tourist attractions management. This research highly gave significance to research methodology in explaining and resolving the occurrence formally and reliably. The qualitative research was selected because of the consistent research methodology with the research problems together with document study in order to investigate the accurate data particularly the interpretation of the research and from viewpoints of other researchers. As a result, the research findings could be suggested in moving forward the community economic by new ways of tourism with the details of research methodology in Chapter 3 presented next.

## **CHAPTER 3**

### **METHODOLOGY**

The objectives of the study on “Branding Development of Tourist Destination on Community Cultural Base”: The case study of Ancient Community Market Suphanburi Basin were 1) To study local destination brand identities of ancient market communities.; 2) To analyze the branding process created by of the ancient market communities as a tourist destination.; and 3) To develop guidelines for other Ancient Market Communitiesto effectively brand as tourist destinations. This research aimed to determine the branding process used to create Ancient Community Market as tourist destinations However the process of Ancient Community Market was not evident until it was constructed during the research activities. The researcher needed to construct itthis knowledge from the datacollected while taking into account relevant background such as ideas, concepts, theories and research to understand the phenomena and reveal the knowledge body about the branding process of Ancient Community markets as tourist destinations., In summary, the methodology and research techniques used in this research sought to collect and analyze in depth data in order to explain the phenomena.Accordingly, the researcher selected the qualitative research as the tool to gain knowledge of authentic tourist communities. The researcher decided qualitative research was the best method for this research topic for the following reasons:

1) Qualitative research is especially well suited to survey community members and to investigate and analyze social processes.

2) The literature review indicated the need for knowledge about the proposed topic. Currently most approaches to the topic use a top - down approach which is theory driven. Most knowledge of this topic comes from researchers outside of Thailand in context of cultures foreign to Thailand. An inductive approach was taken to analyze the operations, guidelines, and processes of ancient community markets

branding. This inductive approach whereby analysis moves from the particular to the general began by purposively selecting sample data and analyzing it. Research approach examines data in depth to generate knowledge by gaining a deep understanding of a topic based on primary data sources that have authentic knowledge.

### **3.1 Study Area and Criteria for Selecting Study Area**

The area of the Suphanburi basin is especially suited to this study due to its long history of ancient markets. There were several potentially suitable study areas for exploring the branding process of the Ancient Community Markets in this region which are near large tourism markets. Two of the ancient markets, Kao Hong and Sam Chuk, are only a day trip from Bangkok which is the largest nostalgia travel market in Thailand. These ancient markets could potentially use their social and cultural capital as the basis for tourism products targeting urban dwellers.

#### **3.1.1 Criteria. The Researcher Chose the Criteria for Inclusion in the Study and the Markets in Kao Hung and Sam Chuk Met the Criteria Discussed Below**

- 1) The market had to be under active public management by the community and willing to be a public tourist definition.
- 2) Needed to be strong communities that could manage tourism with the target of developing the community resources, environment, culture and lifestyle of the people in the community. There was a clear management system such as a marketing management committee or community management group responsible for tourism community development.
- 3) Communities had members willing to accept old market approach and be located in Suphanburi basin.
- 4) The communities had ten or more years of experience in organizing tourism in their communities.

5) The community had an attraction or unique resource and the potential to be a tourist destination and attracting target tourists interested in learning about community practices.

6) The community had a market activity plan as well as a local product to sell in order to increase the income of local people.

7) There were people who knew and could clearly communicate the uniqueness of the community and describe the process of how the community became a tourist destination.

### **3.1.2 The Exclusion Criteria Screening from Educational Process**

1) The community was excluded if they did not meet the criteria discussed in section 3.1.1

2) The community was unwilling to participate in the research study.

Initially, the researcher collected data relating to with the development of Ancient Community Markets towards tourist destination by searching from different sources. Five Ancient Community Markets were identified in the Suphanburi Basin: 1) Sam Chuk Market; 2) Kao Hong Market; 3) Sri Prajan Old Market; 4) Ta Chang Market and 5) Ban Sud Market. The researcher visited each market and found the inclusion criteria were met by the Ancient Community Market-Sam Chuk and Kao Hong Market. The functions of both markets had changed from the original development and Kao Hong was on private property while Sam Chuk market was located on state property. Both markets were suitable for case studies which could offer various viewpoints relevant to the study on branding process of Ancient Community Markets as Tourist attractions.

After meeting with community leaders and other stakeholders the researcher found that Kao Hong and Sam Chuk were communities that provide quality tourism management from within the community and had the potential to participate in the study. There were some interesting approaches the researcher used as part of the framework infor collecting data from the stakeholders such as the development of community management towards tourism destinations, the resource management within the community: the social capital, economic capital, cultural capital, physical

characteristics and community culture. All of these took part were involved in determining the uniqueness of destination branding.

After studying the area, the researcher made an action plan for the field study. At this stage the researcher coordinated with the leaders in the 2 communities in order to prepare for taking action in the research area by staying at Baan Pan Pisa Resort. The researcher first spent 10 days in the field administering a survey. In addition to the survey on physical character, lifestyle and people in the study area the researcher participated in tourism activities such as viewing the Tha Chin River (Suphanburi River) from a boat and visiting the nearby tourist attractions. All of these activities were done in coordination with the people in the community. At Sam Chuk Ajaan Rath Khanthong Instructor Level 8 Sam Chuk Rattanakosin Phokaram School, kindly introduced the researcher to Mr. Pongwin Chaiwirat, the Chairman of Marketing Development: Sam Chuk as Conservation. For Kao Hong the coordination was through Siriphan Tonsakda, the Chairman of Kao Hong Development. With the support and cooperation from the community leaders in the area the researcher was able to conveniently collecting the research data.

### **3.2 Key Informants**

This qualitative research study used a narrative approach to collect data from key informants on the topics which were of interest to the researcher. The accumulated data was sorted into 2 groups according to informants as follows :

Group 1 informants mainly provided data about the issues on management of community marketing development towards tourist destinations. The key informants consisted of the committee of marketing management, sponsors from network parties, government organizations, private organizations and stakeholders in tourism management. The Stakeholders are individuals or organizations who gain income or other benefits from tourists visiting the community such as food shop entrepreneurs, entrepreneurs selling souvenirs, entrepreneurs of residence, entrepreneurs of regular route public carriers, academic officers, the organizations such as tour companies who are involved in determining tourism policy in Thailand. These stakeholders were all invited to provide data which was collected through individual and group in - depth

interviews. Groups were screened to ensure participants represented many sectors to make sure there was sufficient variety in the data and that the ideal number of 30-50 data units were included. When actually analyzing data collected from a real sample the number of data units can be as lower if there is data saturation and the ability to link use found data to research questions. Data saturation refers to that point in data collection where no new data emerges even if a different sample is used. At this point no further data need be collected because there aren't any additional facts or deeper understanding to be gained (Morse, 1994)

#### Group 2 Tourist Group

Group 2 consisted of tourists and data collected from this group would be significantly impact the market image as tourist destination for both Sam Chuk and Kao Hong. This impact resulted from the community identity being projected. The images of the two tourist destinations reflected the identities of the two communities. The tourists in Group 2 were the data units used in the perception analysis of marketing data. The data collected from the tourist group would be was used to investigate to cross check the data collected from Group 1 informants. This approach to analysis where data is collected from different sources and compared is called the triangulation technique (Suppakit Wongwiwattananukit, 2007, p. 276) The triangulation method used different techniques such as observing, interviewing and collecting information from documents to collect data from the subjects of both groups which was then analyzed for confirmation.

The names of key informants in both groups used in this research were as follows: Lists of Data Units

- |                       |   |
|-----------------------|---|
| 1. Pongwin Chaiwirat  | Committee Chairman of Sam Chuk<br>Conservative Market Development                     |
| 2. Arunlak Onwimon    | Sam Chuk Conservative Market Committee  |
| 3. Somchai Hongsuphan | Sam Chuk Conservative Market Committee  |
| 4. Krittiya Sermsuk   | Sam Chuk Conservative Market Committee<br>Secretary Section of Communication and data |
| 5. Ran Ner Yonyu      | Entrepreneur of Raan Ner Yonyuk   |

6. Raan Ped Yang Ja Sherd	Raan Ped Yang Ja Sherd
7. Many Lek Siwatonwong	Raan Kafae Ta Rue song Sam Chuk Market
8. Narongchai Phokawanwit	Mayor of Sam Chuk Subdistrict
9. Phannisa Resort	Entrepreneur of Phannisa Resort
10. Rath Khanthong	Instructor Level 8 Sam Chuk Ratanaphokaram School
11. Chief Master Sergeant Phansak Kotchapphan	Sam Chuk District Villager
12. Kamon Duangthongkam	A fisherman in Suphanburi Basin
13. Metha Sujarotsetmetha	Community Sage Kao Hong Klang Community Market
14. Somchai Sujarotsetmetha	Writer of the history of Kao Hong Market 100 years
15. Siriphan Tonsakda	Committee Chairman Kao Hong Market Development
16. Suppachai Naranonkitikun	Representative of Talaad Klang Owner
17. Udom Thupairoh	Representative of Talaad Lang Owner
18. Sommai Wongsomboon	Thang Ngern Shop Representative (Talaad Lang) Selling Souvenir Shirts
19. Siriwan Tonjaroen	Representative of Honey Selling Shop (Talaad Lang)
20. Sommai Wongsomboon	Representative of Ran Jeh Siemens Khanom Thal (Talaad Lang)
21. Wichian Tangkitipong	Representative Yarn for Souvenir Shop (Talaad Lang)
22. Sudjai Theerawadee	Representative of Grocery Store (Talaad Lang)
23. Sakda Theerawadee	Representative of second Hand Thing Shop (Talaad Klang)
24. Charnsin Patipath	Representative of Grocery Store (Talaad Lang)
25. Nichakarn Thaweengarm	Representative of Khanom Babin Boran Shop (Talaad Bon)

26. Sompong Sirisomboonwet	Representative of Gift Shop (Talaad Bon)
27. Samai Tangmahathanapin	Representative of Gift Shop (Talaad Bon)
28. Maliwan Inpapien	Representative of Gift Shop (Talaad Bon)
29. Suchart Wajeethongrattana	Representative of Gift Shop
30. Bunchoo Rakswanon	Representative of Gift Shop (Talaad Bon)
31. Yawadee Nirattikun	Research Section Direction of tourist Market of Thailand
32. Natthira Amponpan	Research Chief of Tourism Authority of Thailand
33. Jirane Poonayom	Director Marketing Section of the Middle Region of Tourism Authority of Thailand
34. Ankarawit Thepasit	Director Tourism Authority of Thailand Petchburi-Ratchaburi Office
35. Wiroj Sitprasertnant	President of Professional Guide Association of Thailand
36. Assistant Professor Chotiwat Punnopatham	Expert of Identity Communication Instructor of Decorative Arts Silpakorn University Art Director Company 21 Studio
37. Linfa Linfakupipat	Academic Officer International Tourism and Trade Association (ITTA)
38. Adit Chairattananon	Vice-President of Association of Thai Tourism Authority and Tour Company
39. Sukanya Prasilwattanaseree	Tourist
40. Surapong Thiabrat	Tourist
41. Pansunee Thiabrat	Tourist
42. Atshareeya Choteklang	Tourist
43. Chalaem Bunlum	Tourist
44. Phanu Suwanprasit	Tourist
45. Suparerk Saikaew	Tourist

### 3.3 Research Instruments

The instruments used to collect data in this study consisted of 3 qualitative research techniques.

#### 3.3.1 Survey

A survey was used to study local destination brand identity of ancient market communities. The researcher constructed a survey to investigate the identity of ancient market communities in the Suphanburi basin drawing on the ideas and theories relevant to identity as presented in Chapter II. These ideas and theories were used to create the guidelines to identify ancient market communities. By considering the connection from between the meaning of “Community Identity” which refers to the unique particular character of the overall community identity. The resulting guidelines are based on three theoretical components that are used as guidelines to investigate community identity have three theoretical components. The guidelines reflect the main elements of all three theoretical components which were based on elements such as community members, nature, or environment and man-made materials. Accordingly, the three guidelines to search for the identity of ancient market community, Suphanburi basin consisted of:

- 1) Community Dominant Characters were the Elements such as imaginative uniqueness and community physical elements that comprised this guideline.

- 2) Identity consists of dominant characters that come out of lifestyle, and cultural and social patterns. For this guideline the features are cultural heritage, cultural landscape and cultural environment.

- 3) This research was connected with community branding as tourist destination The researcher applied the criteria to determine identity and community branding in considering the identity of community branding which indicated self of community. The community could express both rationally and emotionally the unique features of the community and show how it is different. The merit of the community could be expressed in terms of feeling and what was communicated to the tourists, what should be decided to be the dominant characters in order to attract tourists and

what were the main values in creating competition identity. The initial principal for consideration was that dominant characters should play an important role in determining the personality of tourist attractions, helping to construct a good image, are used as a marketing tool to determine marketing position, creating a unique difference from competitors. These properties were the main factors that determine branding for the community as tourist destination. (Prentice, 2004)

### **3.3.2 Observation**

Observation is at the heart of a research study upon entering in the study area. Participant observation is essential when studying the culture, traditions, customs, life, beliefs and lifestyles that appearing in the community. For example, the researcher observed Aroy Dee Festival at Sam Chuk which allowed guests to eat freely while abstaining from alcohol and to observe Songkran Festival Lao Puan Kao Hong.

### **3.3.3 Interview**

Conducting interviews was one of the important techniques used to collect data. A key feature of the interview was that it was an opportunity to exchange ideas and experiences between the researcher and both groups of data units more rather than the researcher simply asking different questions and waiting for the answers. The interview context and topics were collected in the form of qualitative data from the 2 groups of key informants consisting of 1) Identity of community market as tourist destination; 2) Branding process for the community as tourist attractions.; and 3) To suggest develop guidelines for other ancient market community to effectively brand as tourist destinations.

Field data refers to collecting data from primary source in their natural context. The interview form and guidelines for administering the interview were of two types. The first copytype was the interview form and the guidelines for interviewing for the first group of key informants who provided the main data about the identity of community branding and the process of community branding as tourist destination. The second type was used to interview the second group of key informants. It sought to collect data was about the questions about the image and the data perception of tourist destinations.

### 3.4 Quality and Trustworthiness of the Study

A key aspect of all research is the inclusion of a method that makes sure the researcher, participants and readers of the research are involved in a high quality undertaking. Credibility, transferability, dependability and conformability all play a part in determining quality and trustworthiness in a study and are discussed below as they relate to the study of Kao Hong and Sam Chuk. To attain high quality research the researcher or team must have a good in-depth understanding of their research paradigm if they are to be seen as credible by colleagues, participants and consumers of research. One very important point is to ensure there is a good match between the methodology and the research question. For example, to use observation in a sensitive way that respects research participants and the research context. The research findings must be driven by participants and the setting of the research and not be influenced by the biases or interests of the researcher. The following sections describe steps the researcher took to build a foundation for trustworthiness and quality in the study of Kao Hong and Sam Chuk.

**Table 3.1** Trustworthiness and Quality in the Study of Development Destination Branding Through Cultural Identity

Trustworthiness	Steps to Improve Trustworthiness
Dimension	
Credibility	1. The researcher used multiple sources of data and several methods of data collection. By triangulating data sources and collection techniques the researcher gained a holistic perspective on the phenomenon being studied. Triangulation also provided the researcher with corroborating evidence among the different sources of data which ensures the accuracy of facts and interpretations. Upon completion of the study the researcher met with experts and community members in order to check whether they thought the process model was credible.

**Table 3.1** (Continued)

<b>Trustworthiness Dimension</b>	<b>Steps to Improve Trustworthiness</b>
Transferability	<p>The Researcher has provided a thick description of the communities of Kao Hong and Sam Chuk. Thick description allows the data to speak for itself and allows readers to judge for themselves the meaning and quality of the findings. They can then decide whether the outcomes of the study are transferable. The study provides a detailed description of the community context in Chapter 4 in order to help readers who want to apply. It is the reader of the study outcomes who must decide if the study results are generalize able to his or her situation. They are best able to determine whether there is a good match between the study and his or her situation.</p>
Dependability (Reliability)	<ol style="list-style-type: none"> <li>1. The researcher used the member check technique to improve dependability by returning to the participants of the research communities to discuss the data and possible interpretations. This step informed the researcher whether the data units who provide the original data have confidence in the research results.</li> <li>2. The researcher met with a group of participants and experts to and elicit their comments on the research findings and their perceptions about the accuracy and the potential to replicate the study in other communities.</li> <li>3. On the basis of the findings from the data analysis, the researcher revised the the initial conceptual model to more clearly describe the branding process model for the ancient market communities of Kao Hong and Sam Chuk.</li> </ol>

**Table 3.1** (Continued)

<b>Trustworthiness Dimension</b>	<b>Steps to Improve Trustworthiness</b>
Confirmability	<p>1. The researcher used triangulation to improve the confirmability of the study. Multiple sources data techniques were used to confirm emerging findings. For example, photographs provided additional information that could be compared to field notes to verify descriptive details about persons, places, and things observed. Video and audio recordings also allowed the researcher to check on what actions took place and what was said. The function of triangulation was to reduce researcher bias by ensuring specific knowledge claims made by the researcher were linked to data instances from multiple sources.</p> <p>2. Coding data interviews and using pictures from field notes as evidence ensure the analysis and results of the study were objective. The researcher recorded most interviews (with the permission of the interviewee). When interviewees granted permission to have their interviews recorded, they were also asked for permission to quote directly from the interview to support the research findings.</p>

### 3.5 Data Analysis

In qualitative research the data collected is of central importance. This study of Kao Hong and Sam Chuk the researcher collected data by conducting interviews with two groups of key informants, administering a survey in both communities, and carrying out field survey observation in both Kao Hong and Sam Chuk. Each type of data must be analyzed in its own way. For the interviews content analysis was conducted using coding; for the surveys and field observations two separate sets of field notes were kept and then their content was analyzed. The content which was collected from participants in the two ancient markets using the three methods of in

depth interviewing, completing a survey and gathering field notes resulted in a rich body of data. All of this data which was collected during the research process was then synthesized and analyzed to reveal the construction of holistic branding in the two communities of Kao Hong and Sam Chuk.

### **3.6 Steps and Procedures**

The steps and procedures were set established due according to the sequence of research objectives as follows:

1) Step 1 The first step was to conduct a literature review so that the researcher would gain become familiar with basic background knowledge about the topic before undertaking the research. A strong general understanding of branding concepts is especially important background information for this topic. Other branding concepts include brand identity, brand components brand communication and branding process. These concepts are all involved in the construction of community branding as a tourist destination. Other important concepts include cultural tourism, social capital, capital in the community, the area context, and case study methodology review.

2) Step 2: The second step involves taking action that meets three objectives

Objective 1 The first objective was to study the local destination brand identity of the ancient market communities of Kao Hong and Sam Chuk in Suphanburi, Thailand by applying the qualitative research techniques a site visit, a survey form developed by the researcher, and an individual in-depth interview. These techniques are carried out with key informants.

To clarify the identity of the Ancient Community Market in from the viewpoint of the host and tourists during the survey and interview, the researcher recorded, took notes and experienced the atmosphere for a complete report on the research. Method triangulation was then used to check credibility. For example, collecting data from the same group (topic) by observation, interview, and documentary collection. Then, the information was confirmed to be true for the

Context Analysis and Constructivism for the holistic issue. The method triangulation will also serve to confirm the outcome.

The goal of Objective 2 was to analyze the branding process of the ancient markets in Kao Hong and Sam Chuk; and the goal of Objective 3 was to develop guidelines for other Ancient Market Communities to effectively brand as tourist destinations by using qualitative research techniques, surveys, participatory observation, traditions, and community activities. The researcher participated in Aroy Dee Festival at Sam Chuk and completed an individual in-depth interview. On branding process construction, marketing promotion and making suggestion for other community branding as the tourist destination from a list of names and organizations in topic 3.2 This step was most important and could helped to explain the phenomena and facts from the operation in the community in relation to the community branding as tourist destination. The data would be divided according to groups and analyzed. The researcher explained about conditions, context, relationships, and the process of the phenomena basing on ideas, theories and related research document in branding as the analysis principle by linking the data with ideas and theories by interpretation and constructed the proposition, process of branding communication and process of community branding as a tourist destination. The researcher brings back the process to the members to ensure dependability and experts to ensure transferability to other communities. The overall process is as follows:

(1) Process 1: Demonstrate the branding process model prototype of the ancient market community case study of Kao Hong and Sam Chuk communities.

(2) Process 2: Take the prototype branding process Model for process number 1 back into the community to verify the accuracy of the process model.

(3) Process 3: presents the branding process model of the case studies for Kao Hong and Sam Chuk resulting in the answer to research objective 2.

(4) Process 4: brings the both branding communities process model from process 3 to develop fundamental guidelines for other Ancient Market Communities to effectively brand as tourist destinations.

(5) Process 5: Take the prototype guidelines to other Ancient Market Communities so that they can also effectively brand as tourist destinations on the

basis of process 4 to ask participants and experts to respond and comment on the accuracy of the findings.

- |   |  |
|---|--|
| 1. Associate Professor<br>Dr.Yothin Sawangdee | Expert of Socio-economic Development and Mortality<br>and Qualitative research method from Mahidol<br>University, Thailand |
| 2. Adit Chairattananon                        | Vice-President of Association of Thai Tourism<br>Authority and Tour Company  |
| 3. Yawadee Nirattikun                         | Research Section Direction of tourist Market of<br>Thailand  |
| 4. Pongwin Chaiwirat                          | Committee Chairman of Sam Chuk Conservative<br>Market Development  |
| 5. Siriphan Tonsakda                          | Committee Chairman Kao Hong Market Development   |
| 6. Komsan Suwannarat                          | Expert local guide   |

3) Step 3 Summary and Report. The third step involved reporting. It was to present the results in the steps 1 and 2 by synthesizing, analyzing, and summarizing to make suggestions about the process of community branding as the tourist destination. The report on the results were published to public with as an article and presented in academic conferences. The research findings are reported in chapter 4.

## **CHAPTER 4**

### **RESEARCH RESULTS**

The main objective of this research was to present the process of branding of ancient market community in the Suphanburi basin in order to: 1) study the local destination brand identity in the ancient market communities of Kao Hong and Sam Chuk in Suphanburi, Thailand; 2) to analyze the branding process of these two ancient market communities as tourist destinations; and 3) to develop guidelines for other ancient market communities to effectively brand as tourist destinations. The focus of tourist destinations shifted from buying and selling, which were quite weak, to a focus on tourist destinations based on cultural heritage which would improve the local economy while encouraging respect and admiration for the community. The researcher depended on the principle objective in studying the community phenomenon and guidelines in branding to the framework of the analysis, branding process. In addition the researcher used the guidelines from cultural capital and social capital in search for the identity of ancient market community in the Suphanburi basin based on community culture.

The research began with the researcher becoming familiar with the general context of the community as the study area. Then the research objective was determined the branding process and development of guidelines for other ancient market communities to effectively brand as tourist destinations. Since the main goal was to explain the overall branding process, the results from the secondary objectives would be linked and organized to achieve the main objective. Accordingly, the results relevant to each objective would be based on the study data. The researcher used the study results to reason by analogy to determine how the study results applied to other ancient community markets that were not in the study.

Other tourist attractions were impressed by Kao Hong and Sam Chuk as tourist destinations and wanted to develop their communities in similar ways. As more and more local tourists visited the communities of Kao Hong and Sam Chuk to appreciate

the traditional trading culture, the role of the two ancient market communities have become increasingly important as tourist destinations. The role and status of the communities achieves the main goal of the research which was to understand the branding process of the ancient market community as a tourist destination. Therefore, the scope of this study includes the period from the time the communities became tourist destinations until the present time.

#### **4.1 The Result of the Study Due to Objective 1: To Study the Local Destination Brand Identity in the Ancient Market Communities of Kao Hong and Sam Chuk in Suphanburi, Thailand**

An important factor in the communities The success of Kao Hong and Sam Chuk lay in the two communities or tourist attractions successful depended on their the ability to determine strategy for linking the development and branding as tourist attractions in accordance with the needs of tourists. This would provide which would be the bridge to link the two communities with the visiting tourists. the relation between what the tourists had to the target tourists. The branding process for the community as tourist destinations included the identity design targeted towards the public perception ance and of the target tourists. The identity which was communicated was an important factor in creating the differences that made the communities for the tourist attractions and also the factors affecting the image attractive in the mind of tourists.

The images of the place or community and identities of the two communities were like that they were the characters forming the selves of the places or community Kao Hong and Sam Chuk through physical elements, through the activities within or between such places the communities and through aid symbols and the personalities of the communities. social interpretation system. The identity or characters showed particular self of places from the of Kao Hong and Sam chuk is reflected in tangible and intangible cultural elements that act like a lure to (action) like a promise for what the target customers and a promise to meet their needs and expectations. that the branding or community would do for the consumers or what would be benefit for the

consumers. At the same time, it was the promise from the organization to serve the needs of the consumers.

That the two communities could successfully become tourist destination showed that they had the necessary analytical skills and knew themselves very well. In order to determine objectives for the creative development and operational planning creatively towards the objective of leading other and led the communities towards becoming famous destinations. Branding The branding for the community as a the tourist destination had the is complexity and differs greatly from product or company branding. for the products or company. It was because the communities were not occurred and located on the emptiness. The two communities had significant community capital and local resources which enabled their success. as the community capital. The Communities that want to become a brand destination must choose a capital resource as their tourism core value which is a form of competitive identity also known as community branding The above considerations qualifications were are the main factors in branding a community as the tourist destination. The case studies on the identity of ancient community markets based on cultural and natural community capital from the case study on Sam Chuk and Kao Hong follows:

#### **4.1.1 General Context of Ancient Community Market Sam Chuk**

Sam Chuk marketplace was located in Sam Chuk Subdistrict, Sam Chuk District Suphanburi province. The people lived next to the the north side of the market. north was next to the people land and houses. To the east was an area he east had the area next to the Suphanburi River which was part of the original market. To the south was next to Sam Chuk District Office and to the west was next to highway No.3365 Sam Chuk road, Ning Ya Sai. The community of Sam Chuk was formally opened as tourist attraction on December 11, 2004 and was called “One hundred Year Market community Sam Chuk”. Although there is no historical evidence, it is assumed From studying the history, it could be confirmed that there was no evidence to show when Sam Chuk was founded but it was it is assumed from the construction of the city post court for the community and knew that this community was built in about 1827 at the area location of Tha Yang. The first Sam Chuk market was built here on the left side of the Suphanburi River. (Tha Cheen River or in About two

kilometers to the south on the Tha Cheen river 2 kilometers from Sam Chuk Market was located opposite of Sam Chuk Temple. by assuming that the majority groups of people were local Thai people living in this area and cooperatively established the trading community. It is assumed that local Thai people living in this area cooperatively established a trading community. After the trading community was established other ethnic groups such as Lao, Lawa, and Chinese moved in.

In the past the Tha Yang area was the provided temporary moorage for floating houses barking for which transferred goods in the dry season from the Top of Suphanburi basin to the Sam Chuk area to the point where the until the connected line between Tha Cheen River and the Chao Praya River joined. At this time the Chainat and Uthaitanee rivers which were so dry that they ran out of water and people became the beach. People could not travel through. For their safety and treasure to earn money, the majority of the boat people had to bark store their floating houses at Taa Yang until it was time for the water to rush again. rushing water season. When the rivers were joining together more frequently were joining together more often, the Taa Yang area became a community for exchanging goods. In the meantime, When not trading people would spend their free time in a variety of activities including: The container weaving with bamboo in the shape of squash lengthwise cut open into 2 pieces with rim for putting in the cart to carry seeds and rice grain. This kind of container was called “Kra Chuk” or “See Suk” and became the name of the area “Baan Kra Chuk” or “Ban Sam Chuk” Later, Sam Chuk Market was moved to “Ban Sam Peng” because the old area was crowed and the new place was the point could be connected with 3 routes and was called “Sam Praeng” and the pronunciation was deviated due to Chinese sound into “Saam Peng” or “Sam Peng”. The name “Sam Chuk” was assumed that it might be from “Baan Kra Chuk” where many of “Kra Chuk” were produced or from the word “Sam Peng” as possible. (Krittiya Sermsuk, personal communication, March 14, 2015)

After moving to “Sam Peng”, “Sam Chuk” Market was consistently expended until the quiet time which affected from the 4 outside factors as follows : 1) Moving out of the government sectors in the area and was placed as the district of Daan Chang district and Nong Ya Sai district; 2) Changing the traveling from water to land; 3) Occurring competitors in the form of occasional market, department store; and 4) The period of Thailand facing economic crisis, Tom Yam Kung crisis leading to the removing and building the new building. The result from the economic encouragement and maintenance of the market was led to changing roles Ancient Community Market Sam Chuk to the cultural tourism. Nowadays, Sam Chuk market was crowded of shops and 300 stands. About 80% were the business of Sam Chuk people. The rest were the Suphanburi and people from other area businesses. During holidays, every lane in the market, it was lively with the selling and buying atmosphere. It turned to be a case study of a successful community in using the capital and local resource to develop tourist attractions which affected economic development simultaneously with concrete conservation. There were rewards on conservation from the organizations in national level and international level mainly were 1) The reward on the conservation of arts and outstanding architecture for the organization; from Siamese Architect Association under Royal Patronage in the year 2005; 2) Be considered as a historical place on history with the significance of community history and local building pattern which should be conserved as the community learning source from Silpakorn Department 2007; and 3) Be awarded on outstanding conservation of cultural heritage in Asia-Pacific region from UNESCO in the year 2009.



**Figure 4.1** Award of Merit on Conservation of Cultural Heritage in Asia-Pacific Region from UNESCO 2009

**Source:** The Committee of the Development of Talaad Sam Chuk on Conservative Base Sam Chuk Today, 2013, p. 17.

#### 4.1.1.1 Sam Chuk Ancient Marketing Community as a Tourism Destination

Sam Chuk is a community that being a must-see place in Suphanburi province, It fit in culture tourism category that is very historical and provide ancient market trade experienced for those customers who nostalgias. Sam Chuk appears to be very popular as the place to collect and display important things in culture and be beneficial for education and enjoyment by presenting the selling point and attractions in accordance with positioning on community cultural basis, social landscape basis and context foundation with 27 items as follow:

##### 1) Sam Chuk District Office

Sam Chuk District was formerly named “Aphur Nang Buad” (Nang Buad District) established in 1891 in King Rama V reign with Khun Prom Suphanburi (Bunrod), the district officer. At the time, the district officer's house was used as an official office the official places. Later, in the year 1911 the Ministry of

Interior announced the status of the northern district of Suphanburi at Khao Pra Village and named “Amphur Derm Bang” Luang Prajanrad (Mai Bunyabut) was the district officer and transferred to Nang Buad District Office to Ban Sam Pheng Sam Chuk Subdistrict in 1914 and changed the name of the district in accordance with the name of the subdistrict. Nang Buad District was then changed to “Sam Chuk District”.

2) There is an ancient post-office box located on the western side of Sam Chuk Market crossing the front open space. It was established in the reign of King Rama VI in about 1911. It was a post-office box with historical values related to the Thai post office. It is one of 20 ancient Post-Office Boxes left in the country. It is a post-office box from the beginning period of Thailand. The front of the box specified the opening times of 6:00 a.m., 10:00 a.m. and 2:00 p.m. with the letter of A.M. (before noon) and P.M. (after noon) It can be observed that most of the tourists visiting Sam Chuk Market, like to take pictures and bought cards to send to themselves or special persons as souvenirs by buying stamps with a special design as a souvenir of the 100 years of Sam Chuk Market.

3) Coffee Shop at the Port (SiwanapanichJeh Maury Lek Shop said that this coffee shop was very well known for both the taste and the long history for more than 100 years. The people at the Sam Chuk Market knew that it was the ancient coffee shop. The coffee shop at the port was located on the corner of Soi 1 beside the district office. The coffee was roasted by the shop owner. The coffee maker would remember the coffee taste of the regular customers only told the coffee marker who wanted to drink that coffee. Then it would be made as the customer wanted. It was 50 Stands since father and mother until Maury Yai (Older Sister) and Maury Lek (Younger Sister) the taste attracted the people as before. Even though many people moved to other places, whenever they had a change, they would take the coffee with them. (Jeh Maury Lek, Siwananwong, personal communication, March 20, 2016) the shop owner said that there were 10 relatives altogether. During her father's time, Nai Long Sia Saeton did the trading at Sam Chuk market. He had to roast the coffee by himself. Many kinds of coffee were used such as Arabiki and Robasta from Bangkok. It was the ancient recipe to coffee with the former roasting machine. Formerly, the shop at the port was rather slow and was closed. The third brother opened the shop at

the boat landing and roasting the coffee there. With the collective experiences of the shop, the ancient coffee shop still stood firmly with Sam Chuk Market until now. The shop arrangement in old style and ancient coffee making, the researcher observed that the tourists used it as the resting spot to drink coffee and attracted with the atmosphere of old style shop including taking the figure of the coffee maker and the coffee making equipment.

4) Boonchuay Hathakit was the watch shop located at Soi 1. It was the center of different kinds of watches, modern and ancient models.

5) Ratchaporn Shop selling the ancient watches. It was also located at Soi 1. The shop owner was Lung Pairach watches. The majority were ancient watches, the watch cases were Thai and foreign. Inside the shop, the classic 80 year old clock was kept known as London Bell Clock, Lion Brand made in Germany. The outstanding was that when telling the time, it was very loud.

6) Old Wooden Row Houses were the local architecture found within Sam Chuk 100 Year Market. The ground floor was for trading; The second floor for living. There were folding door. Above the door of each shop, there were the traditional Shop Name sign with both Thai and Chinese letters or only Thai letters. The roofs were hip roofed, Manila style or gable style with styles scroll work of bread or gingerbread under the roof area and the air inlet above the door. Different scroll work designs were on the wooden houses in 100 Year Sam Chuk Market. They were former designs since the construction. Such designs affected the authentic values towards the tourists and the group with special interest in architecture and fine artwork.

7) Sirinthip Shop, rattan equipment located opposite Soi 2 near Pa Joo market. There were rattan equipment and bamboo utensils such as baby cradle, fine round wicker, basket, around open work bamboo basket, brooms, agricultural equipment, fining equipment, mango picker basket woven by hand made and sold by themselves.

8) Udomchoak Hotel was the two storey building located at Soi 2. There were two sections with folding doors. First, it was the place for living. Later, it was adjusted to hotel to serve the needs of the traders or employees from other provinces came to work at the area of Sam Chuk market established about 1967. The

building was divided into 12 rooms. Now the owner was Arunlak Onwimon. This hotel was one of the projects on conservation and development of 100 Year Sam Chuk Community Market. Now the first floor of the hotel, in the front corner, there was a display past utensils. The rest of the area was opened for clothing shop, drinks, and souvenirs for the tourists. For the top floor, it was opened for the museum. The tourists could visit with no charges. The area was divided for the display the traditional condition of the hotel and the movie room to display the movie posters and the equipment to show old movies.

9) Baan Kao Kao Seng-Jeh Kee at Lan Phoe Soi 2. The owner was Kun Sa-ard and Kun Janya Buranakarn. One of the foundation committees of Cathey Theatre at Yaowaraj Road. The committee developed the house to be the souvenir shop and the center to cooperate Good Living City Project. The area at Laan Phoe was developed to be learning source of the community, the activities were organized as cultural open space. There were drama and music for children.

10) Museum of Baan Khun Jamnong Jeenarak was located on Soi 2 and was established in 1916. Formerly, it was the residence of Khun Jamnong Jeenarak (Former name was Hui Sae Heng) The special Suphanburi province. Nong Suman Jeenarak, the niece of Khun Jamnong Jeenarak allowed to borrow the house to make the museum of 100 Year Sam Chuk Community Market for 10 years from 1902 to 2012 and the time was extended. The building had 3 floors but for the museum only 2 floors :

(1) First Floor Area was the hall to display about the history and general information and the model of 100 Year Sam Chuk Community Market organized by the students in the department of architecture education.

(2) Second Floor Area was divided into 3 rooms to display about story and the utensils of the family of Khun Jamnong Jeenarak.

11) Old Chinese Climbing Plants about 100 years.

12) Roasting Ancient Coffee Techniques of the coffee Shop at the port the river side area.

13) The Shrine of Sam Chuk city pole. This shrine was located in the front area of the port Soi 2. The people traveling by boat could pay the respect city pole. This shrine was located in the front area of the port Soi 2. The people

traveling by boat could pay the respect and asked for blessing, safe trip and happy. Inside the Shrine, there were things for telling fortune by lots such as sick and round container with fortune sticks. If really sick, the sticks will not get together. If it was good thing, being sick would show opposite pair to turn one up one turn upside down, the other the container with fortune sticks were used to predict horoscope and beliefs of the Chinese people. There were 2 fairs a year at the shrine on January 20 and in June there would be Chinese opera as an annual fair.

14) ChokchaiShop : Ancient Goods was located at Soi 3. It was the old grocery store which was opened for over 80 years. Now, it sold general groceries. The area in front of the shop, there were cabinet to display goods such as Amara Baby Power, Boo Tao Baby Power, Himalaya, Saigon, Clear, Spring Song, Pan-ngarm liquid power, Darling Soap, shown in front of the shop for the younger generation.

15) Pa Na Grocery Shop. There were interesting things : Brass utensils such as tray, dipping bowl, footed tray, kept in the teak cupboard which was about 100 years. There were some important equipment for Thai lifestyle in the past. Such things had psychological values for the owner because they inherited from the ancestors to the younger generations to keep. They reflected love and good relation from mother to daughters.

16) Hok Han Drug Store, the ancient drugs and Chinese drugs, it was located on Soi 3. Inside the shop it was filled with thousands kinds of herbs and old equipment involving ancient Chinese drugs such as ancient cutting herb knife, neighing machine, the draws for medicine and drug mother.

17) Natural Art Shop, the shop to take the figures in the past, ancient camera. It was located on Soi 3. It took ancient figures with several kinds of ancient cameras the people could select and see. The shop arrangement was the old style. If anyone was interested in having the figures taken in the past as the souvenirs, the shop provided clothes for them to change. The figures turned out bake so beautiful that they gave the feeling of getting back to the past. It was such a place to well attract tourists.

18) Lim TekSenghouse : Ancient Brass utensils. It was the house to collect utensils. Some were the collect of the house owner, Brass appliance,

polished brass appliances, tile appliances such as polished brass dipping bowl, tray, footed tray, ladle, candle sticks, betel and glazed tile tray, the handicraft of skillful craftsman.

19) Koo Seng Huad or Nai Pai Shop was located on Soi 3. It was the shop selling articles and Thai products. The shop owner was Kun Lung Suwan Koohapattanakun saying that this shop was opened since the Chinese father sold kitchen appliances, the kitchen equipment and agricultural equipment. Kun Lung also kept a coil spring lamp, charcoal iron, wooden lorry which were all the house appliances.

20) Sawatdee Osot (Ancient Drug Store). Now, it did not produce medicine but it was opened to remind of beautiful story of Talaad Sam Chuk people. Inside the house, there were equipment for making herbal medicine, printer for the medicine envelopes SaengRasame, prescription of ancient medicine of Ta Sawat which had to print by hand, a presser of Thang Thong medicine, the medicine for swapping the throat, medicine compressor, ancient medicine bottle and Thai medicine preventing dizziness.

21) Hok Nguan Tueng Shop: Chinese opened from 7:00 a.m. to 8:00 p.m. It was the old Chinese drug store. Beside the atmosphere of drug store, there were also the prescription of Chinese drugs inherited from father and an alternative for the ones who didn't like foreign medicine.

22) Mee Chai Gold Selling Shop, Soi 4. The shop was formerly located at Kao Hong Market, Bang Pla Ma district. When the market was quiet down, it was moved to Sam Chuk. Inside the shop, beside selling gold there was a display of collected things such as Chinese appliances, blue and white dishes, painted plates, silverware, tea set and ashtrays.

23) Pee Manoon Shop: Folk Museum displayed old folk things of the community.

24) Paisarn Sombat Shop : The House of used appliances on Soi 4. It was the shop with collected things such as basket, oil lamp, Thermos, iron, coffee making equipment, record player, boxes, the money saving cupboard to show to the tourists.

25) Chor Jaroenpanich Smithy on Soi 6 : This place could make sickles for over 50 years, the sickle workmanship was accepted by Sam Chuk people and the nearby people. Now, this craftsman took the steels from the factory in Prae province to forge and sharpen them by himself.

26) Ancient Dental Clinic : Tang Sim Song was located on Soi 6. It was the old dental clinic of Sam Chuk Market. Now, Mae Fah took over and made only false teeth. From the skill and tooth craftsmanship for many years, the customers continuously came for services and the price was not expensive because most of the customers were villagers.

27) Ancient Rice Granary: The granary was built up 1 meter from the ground. The floor was made of wood and the poles were also wood. The walls of the granary was made of bamboo mat partition and coated with mud, cow manure, buffalo manure and husk on the bamboo both inside and outside.

28) Joint Attractions : Beside the report on the brochures, there were some attractions inside the market as the central places as the following:

(1) Consumer Goods and Food Stuffs Shop. The main career transferred from generations to generations was trading. Accordingly, in this market area, there were shops selling many kinds of consumer goods and food stuffs. Now, some shops were open to serve the people within the community and the tourists during work days and holidays. From the field observation and the interview, it was found that several types of goods sold at this market were related to the memory or experiences of the tourist childhood. As a result, the buying selection on the goods seen in the childhood was one reason for visiting this market. The information from the brochures suggesting the tourist attractions within the community of 100 Year Sam Chuk Market organized by the committee of Conservative Sam Chuk Market. There were suggested 14 shops as the tourism resources spreading all over the area of 5 Sois. They could be classified into 2 types : the shops maintaining the former operations and the shops giving up the former operations and doing other kinds of business. However, they still cooperated with the community and provided one corner of the shops displaying the former goods in the past. The tourists could look at without any charges.

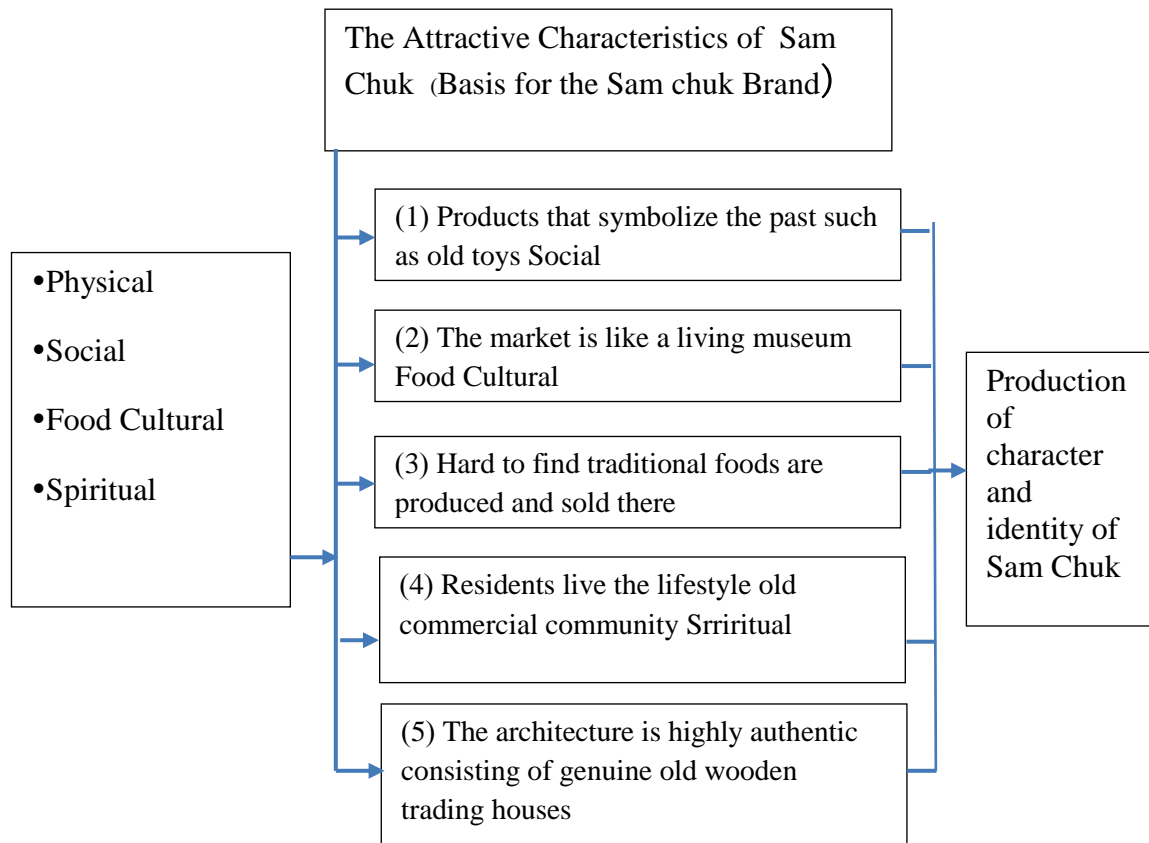
(2) Traditional Thai Food and Dessert wisdom in cooking food of Sam Chuk people was consistent since the migration at this community developed and inherited to the careers. (The Committee of Conservation Sam Chuk Market Development, 2011, p.36). Moreover, the traditional Thai food and dessert were wellknown goods at Sam Chuk Market. They could attract the people to come and buy since the past. The areas for selling food and ancient dessert were mainly in the front entrance of the market Soi 1 and Soi 2 Liab Nati Road.

(3) Ancient Toys were imported from different places and sold at Talaad Sam Chuk since there was the expansion of Talaad Sam Chuk after World War 2 till the year 1977. Now, there were several kinds of toys in younhood memory before the year 1977 sold in the area of 100 Year Sam Chuk Community Market such as Pok Pack boat, rubber band gun, bottle gourd game, crab and fish, lots game, and zinc toys in different shapes.

(4) Floating to See Lifestyle on the Edge of Suphanburi River was operated in the part of Sam Chuk Temple with the fare 50 baht each. It was to take the tourists to see Sam Chuk Temple and there was a guide describing about the lifestyle and culture on both sides of the river in the past. When arriving at Sam Chuk Temple, a young guide would lead the tourists to see the museum in Sam Chuk Temple, the area around the temple and pay respect to the model of Buddha footprint inside the square hall with a tower.

#### 4.1.1.2 The Attractive Characteristics of Sam Chuck

Notable attractive characteristics of Sam Chuk market include: 1) products that symbolize the past such as old toys 2) the market is like a living museum 3) hard to find traditional foods are produced and sold 4) residents live the lifestyle the old commercial community 5) the architecture is highly authentic consisting of genuine old wooden trading houses which form of the community identity that is fundamental to the brand identity, illustrated in the diagram below.



**Figure 4.2** Five Attractive Characteristics of Sam Chuk

From figures 4.2 The attractive characteristics of Sam Chuck from the perspective of Community and visitors were classified into five categories which the detail following

1) The architecture is highly authentic consisting of genuine old wooden trading houses which form the community identity that is fundamental to the brand The Old Wooden Trading House was a two storey wooden house with the area architecture seen in 100 Year Sam Chuk Market community. The first floor was used as a trading space and the top floor was for living. The house had folding doors. On the top of each shop there were still the traditional sign and the name of the shop, mostly was carved with big letters Thai and English. The roof was hip-roofed style, Manila Style, or gable style covered with big tiles carving with ginger bread design. The house was popularly constructed in a row connected about 15-20 rooms. Each room was about 3.50 meters wide. The beauty of the wooden houses harmonious with

the atmosphere on the edge of Suphanburi River. The wooden houses for trading turned to be the location of alive museum reflecting the community developed from the water trading center which was a very prosperous place. It was the center of many people particularly the Chinese came to do the trading. There were the shrine, temple on the market side, theatre, coffee shop, hotel, gold shop, photo shop, ancient drug store, beauty shop and other shops which were modern at that time. Many people were bound with this place as the place for living and working for living to feed the people in the community since the ancestors.

This place had good atmosphere. This row house for trading was difficult to find. It was the old shop and should be maintained. This place was very modern in the past. Surely, there should be long history and had the values. (Tourist 2, personal communication, February 18, 2015)

It was the impression towards the conservation of traditional wooden house for trading. In the globalization period, there were many large super markets like Lotus everywhere in the world to serve the needs of the consumers. The Market of wooden houses were pulled down and replaced by the building plastered and looked all the same. It was strange when the 2 storey row houses of Sam Chuk Market located distinctly in the edge of Tha Jeen River and they were not different from 100 years ago. The people at Sam Chuk including the old and the young still lived in that area and lively inherited lifestyle of ancestors and were proud of the past the people outside the community might not see the values. (Tourist 1, personal communication, February 18, 2015)

People who admired the old architecture and looked at the trading houses at Sam Chuk. There were many tourist. While they were walking, they liked to look up and saw the wooden carving designs on the houses in the market. They were still in the good condition. It was the traditional trading wooden houses. It was not the new wood and was constructed to imitate the former style. The wooden design in the market was formally called “Khanom Pang King”. The students from Laad Krabang explained that the word was from the

English word “Gingerbread” and it was the architect design which was very popular in Queen Victory 2 of England. It had crinkled nature like ginger. It was like one kind of ancient bread of the western people. There were 19 models of Gingerbread designs on the houses in Sam Chuk market. It would be difficult to find the complete and various row wooden rooms in the country. If there can be one nearly was Kao Hong Market. (Pongwin Chaiwirat, personal communication, May 12, 2016)

The physical character of old wooden houses for trading confirmed the uniqueness and the authenticity from the area survey by the researcher and some of the carving designs and the building shown in figure 4.3



**Figure 4.3** Example of the Carving Designs and Some Parts of Old Trading Houses in Sam Chuk Market

2) The market is like a living museum: The whole area of Sam Chuk Community Market was the Living Museum. The housing area and the shop were decorated to the speaking museum. The story in the Past of the traders in this market from ancestors was told and transferred through figures, appliances, career equipment from grandparents were brought up, and placed by the house owners living in Sam Chuk Market. There were a museum Baan Khun Jamnong Jeenarak for the

tourists to get the initial data about shops and important place in the market. The techniques of old production and ancient equipment were used such as Sil Thammachart Photo Shop, Coffee Shop at the port, Chinese Drug Store Hok Nguam Tueng.

There was the area and time management at Sam Chuk Cimmunity Market by retracting to the area and time in the Past of Sam Chuk Market 100 years ago till becoming the important selling point of the market as the tourist attractions. The procedure used in drawing the past to present, beside receiving the interest from the tourists but making Sam Chuk Market receiving the new customer groups which were the group studying, the group managing old city, the group of managing creative city community. The pinning down the memory needed to find the procedure to maintain it. The living museum was one tool because the memory was dynamic but the people could free it through the Memorial Representation by trying to make the meaning of memory to become a reality. By maintaining the memory through this procedure it made the memory and museum became alive and having the interaction. Therefore, the memory was the expression of thinking of the absent condition of different things through objects as the memorial representative. The museum was the tool to give the meaning, value, and institutional memory to the audience.

The idea in making the living museum was from the study the museum Baan Ajaan Anek Nawimoon Bhudthamonton area and got interested in the appliances and Model Shop in his house. Our community also had such appliances. The only house could be interesting. At Sam Chuk, it would be possible to make the whole market a museum. (Pongwin Chaiwirat, personal communication, May 12, 2016)

### 3) Traditional Food Originators and Variety

Sam Chuk was known as the center of delicious food and wellknown in food from local wisdom. There was the calling back of the food production procedure, dessert and drinks with secret recipe of the shop and herited

from the ancestors to the products sold in the community market under the names of food, dessert and coffee with several ancient recipes. The tourist could consume and be full with the cultural products and be contented with the real originator and tradition which were difficult to find from general products in each day. The traditional food of Sam Chuk Community Market such as ancient recipe crispy vermicelli of Kunpa Thep Onwimon very well known in good smell, sweet, crispy and filled with herbal citron, Khanom Kong (original round dessert), the original chilli sauce including ancient and rare desserts such as Khanom Khaipla (spawn like dessert), Khanom Dok Lamjiag (water coin smell dessert), rice wrapped in lotus leaf, and egg noodles in drawers of Jek Aow Shop During collecting the data, the researcher used the space at the coffee shop at the port to interview the core informants together with observing the environment. The researcher watched closely every step of coffee production procedure from roasting the coffee at the area of the port, making a glass of coffee by hand without coffee machine like in the modern coffee shop by using the secret recipe of the shop and feeling the atmosphere with friendliness of the shopkeeper. During the holidays, the young descendants came to help at the shop showing the atmosphere and beautiful figures of the people in the area which was hardly seen in the city society.



**Figure 4.4** The interview and Observe the Atmosphere of the Coffee Shop at the Port

4) from all over Thailand and the world to visit this Sam Chuk market. The market can be enjoyed in many ways such as:

(1) Walk and look at the old wooden houses conserved for future generations. Tourists especially like to take pictures of the house of Khun Jamnong Jeenarak, the first owner of Sam Chuk market. The house is well conserved and is cared for as when the owner was still alive.

(2) There were a lot of delicious food both dessert and traditional food eaten in the past. There were desserts and food in this 100 Year Sam Chuk market which were difficult to find elsewhere. I could not walk and taste all the kinds of food but people in the area recommended to try rice wrapped with lotus leaf, jumbo meatballs, spicy minced fish steamed in the earthen ware pot and Jaa Sherd's Roast Duck. I couldn't refuse so I ate everything and felt so full. I could guarantee that everything was very delicious on the way back from Sam Chuk market, I walked past the fish shop (sepat Siam) and Chinese style sweetened fish sausage. Then, I got some souvenirs to take home. (Tourist 4, personal communication, February 20, 2015)

The outstanding character and the uniqueness of Sam Chuk was the continuance of a complete classic and traditional lifestyle. Even though we visit many times we never got bored. We could be full in our stomachs, satisfied with our eyes and pleased with the atmosphere including the generosity of traders. Every element in this market was still alive without any touching up or temporary set. Everything was the lifestyle handed down from the past and coming together as the Sam Chuk of the present.

5) It was a goods center with the Past sign and the center for selling variety of products. The traders over 10 shops screening their memory during childhood of the people in the society to transfer to the forms of products. For instance, the ancient toys at Maha Sanuk Shop, the shop of zinc toys when the parents were young, ancient ice cream shop and the shop selling the imitation of old appliances such as food carrier, lamp, appliances, herb, medicine, and other empirical evidence with variety of products which were the data from a survey in the area as shown in figure 4.5



**Figure 4.5** The Examples of Products as the Sign of the Past and the Selling Places of Various Goods

These attractive characteristics of Sam Chuk ancient community allow some differences from other destination, community and cities to be identified, and allow the formulation of a Sam Chuk Brand Identity which can adapt flexibly to future conditions.

Sam Chuk describes the market attractions in its promotional materials. Most first time visitors come to Sam Chuk because of its attractions. but competition increases in tourism, the destination marketer's job has become more complex and difficult because it is no longer sufficient to promote the market in that straightforward way. The main reason is because other destinations have become status indicators, and offer the same consumer benefits as other more highly branded destinations. Sam Chuk would benefit most from being a composite tourism destination and brand itself as a tourism product. According to Aaker (2002) product attributes, quality and value are vital brand a product, and these elements are fundamental to the identity of Sam Chuk. The brand as product can be considered as the head of the identity. However, even the most unique attractions can be difficult to differentiate alone, which is why brand as a product will be combined with other

elements such as 1) benefit of brand 2) brand essence 3) brand positioning 4) brand value with which includes functional and emotional values 5) brand personality and 6) brand relationship. However, no brand can sustain itself and maintain its vitality in order to stay in this category. Maintenance can be difficult without a brand identity as a starting point and guidelines for co-creation of the brand by both the market and targeted tourists.

#### 4.1.1.3 Brand identity of Sam Chuk ancient market as a tourist destination

The task of destination branding requires an analysis of all the elements that impact on the destination, and making the elements fit together within one overall destination brand identity, which, will lead to a positive destination image. Having a strong identity is important because that is what makes the brand, and allows the target audience to connect with the brand on a personal level. Identity is what is left when all the physical attributes of a destination or product have been copied by the competitors. The identity can establish a brand-customer relationship which will make the customers loyal consumers. When thinking of the ancient community market, people would keep in mind competitive identity and community brand identity. In analyzing the brand identity of the two ancient market communities the researcher reviewed the theory of brand identity in chapter 2 by describing six common elements: 1) brand value 2) brand positioning 3) brand's benefit 4) brand essence 5) brand personality and 6) relationship that the brand strategists aspire to create or maintain. These elements represent what the brand stands for and implies a promise to the customers from the members of the organizations.

1) Brand core value: Sam Chuk Traditional Market: A nostalgic trading area of the present which reveals the past experiences. The data collected from observations, surveys, and interviews was analyzed to search for the core values that displayed the self of Sam Chuk showing how the community differed and was outstanding from other communities. The community past and present was the essence of Sam Chuk. This was evident in the tourist attractions and was perceived both by hosts and tourists when think about the community market. Sam Chuk is a market with a retro atmosphere whose historical values together with the

objects, things, stories and memories of the historical Sam Chuk is a notable selling point. for the market.

Shopping tourists were the first to recognize the charm of Sam Chuk with its various products. People could do their shopping any time or anyplace but it was the nostalgia of the market which made Sam Chuk different from other places. While visiting and shopping, the visitors could feel the old ancient atmosphere which is difficult to find in the real life in the present period. (Pongwin Wicharat, 2016)

2) Brand positioning: From the core values and the dominance of the market, they affected Sam Chuk in the context of tourism named itself as “Chum Chon Sam Chuk Talaad Roy Pee” (100 Year Sam Chuk Community Market) and positioning as “Talaad Mee Cheewit, Pipithapan Mee Cheewa” (Market with lives and living Museum). Besides, Sam Chuk also announced that it would be the central place for buying, selling and exchanging goods for residents of the area. At the same time, it was the cultural tourist attractions and learning sources on traditional lifestyle of trading. It was in the form of a living museum, the whole area of the community was like a living museum.

3) Brand’s Benefit: Sam Chuk’s brand provides functional benefits for the tourist by giving them the experience of a simple way of life. They can live in the kind of old commercial community that is increasingly rare today. This has an effect on people who value localism rather than globalization and includes people who value are self-expression and are in interested in the former vintage lifestyle of Sam Chuk.

4) Brand Essence: Sam Chuk’s brand essence is based on 5 attractions: 1) life in an old commercial community. 2) living museum or speaking house 3) variety of traditional foods 4) highly authentic architecture 5) products that symbolize the past such as old toys These 5 attractions are the reality of the community and are considered to be the cultural identity of the community and is a brand promise to the target market and thus extremely important to the community. It preserves both community identity and culture.

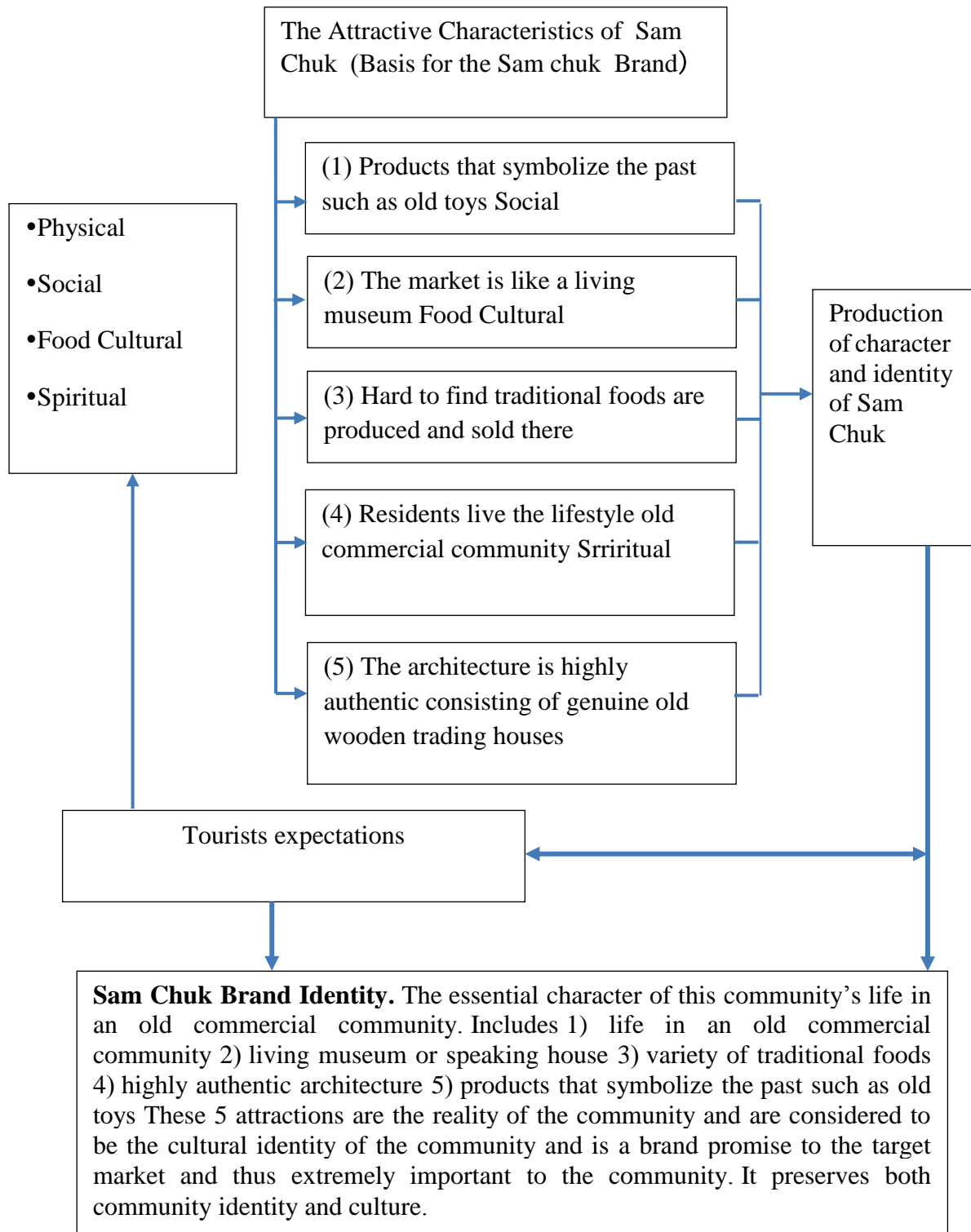
5) Brand Personality: If Sam chuk as were a person, his or her personality traits as perceived today in the Sam Chuk brand: would be hard working,

original, down to earth and conservative this is will which matches very well with the target market personality.

6) Brand Relationship: In the theory of tourism, it meant brand relationship is an important component of brand identity and refers to the way tourists are treated through greetings and joining in conversations and activities

In relation to the development of brand identity in connection with the chosen target audience, the most important to build relation is the benefit that visitor can receive Sam Chuk brand identity is the self-expressive benefit. Possibly the most important benefit because Sam Chuck represents something so valuable for customer who having vintage style, localism, tourist who interest on former lifestyle and authentic.

The diagram below describes the relationships among the components of brand identity based on the community culture of Sam Chuk.



**Figure 4.6** Present the Relationships among the Components of Brand Identity Based on the Community Culture of Sam Chuk

#### **4.1.2 General Context of Ancient Community Market Kao Hong**

The community of “Baan Kao Hong” was an old community which had over 100 Year of history and was the community with dominant ethnic groups on Thai with Lao Puan lineage and Thai with Chinese lineage. From historical evidence and the origin of the ethnic groups could be summarized as follows:

4.1.2.1 The Thai Puan migrated in Thailand in 3 periods: 1) Thonburi period; 2) Ratanakosin period till King Rama III (Bang-on Piyapan, 1998)

1) The migration in Thonburi period (1778). The Puan group who migrated to Suphanburi in the first time was in King Taksin period. After retrieving the independence when losing the the capital in Ayudhya on the second time. The city was deserted and empty, there were no people. Chao Praya Maha Kasatsuek (Thongduang) and his brother Chao Praya Sureesing (Thongdee) went to put down the rebellion as King Thonburi commanded in 1778. After the victory, the prisoners were captured including Lao Wiang, Lao Puan, and Lao Soeng. The King allowed the prisoner families to set up their families in Petchaburi, Ratchaburi, Kanjanaburi, Suphanburi, and Chantaburi. In the area of Suphanburi, Thai Puan, Lao Wiang, Lao from VienTian were in Suphanburi for the first time. The Lao Wiang group would be in UThong area but the Thai Puan would be in BaangPla Ma area.

2) The moving of locality of Lao people in the beginning of Rattanakosin. It was more likely captured more than moving to depend on the king's grace. For instance, in King Pra Buddha YodFa Chula Loke (King Rama I) the Lao people moved to live in the inner city. The governor of the city captured the Lao people from different provinces to Bangkok. There were Lao Puan from Puan City, Lao Song Dam from Thaeng City and Lao Ping Dam from Chiangsaen City, the city in Laan Na. In King Nang Klang (King Rama III) The Lao people who moved in this period were captured from putting down the rebellion of Chao Anuwong. Lao VienTian and Lao from other cities could be classified which city they were from. When setting the communities in the inner cities, sometime, it couldn't be clearly separated which Laos communities they were the Lao were sent to be in the inner cities with the proposes of living together due to the same nationality which would be convenient to take care and to concern about the physiological aspect and the feeling

of Lao people. They had the feeling of love the same group and did not part from each other. Lao Puan was the ethnic group who settled at the area of Bang Palma District.

3) Thai Chinese. The Chinese loved to do the trading. They spread to do their living in the appropriate cities in Suphanburi. Suphanburi was one province one having different Chinese groups living in. The Chinese from overseas came to live in Thailand as a big wave in king Rama II to King Rama V reigns. The majority were Teow Chao Chinese who spread in every community as traders when the trading expanded crowded in there area when they were Chang of goods and gradually developed to be the market. For example, there were Hanka Market, Dermbaang Market, Sam Chuk Market, Kaotlong Market and Bang Plama Market. In the reign of king Chomklao (King Rama IV), the bowling treaty was signed and affected to cancel rice trading monopoly system and made rice important goods. The Chinese did more trading along Ta chin River in order to bring the goods to carried rice to sell in Bangkok in several places and become the junction foe exchanging goods along water route and developed goods o be trading area and market at last. The Chinese spread an settled the place to work for living, gardening, farming, and trading along the edge of Mae Klong River including the area of community Kao Hong.

About the beginning of King Chom Klao (King Rama IV), there was a Chinese man named “Nai Hong” migrated from Bangkok to do the trading at the area Baan Kao Hong until the business was prospering. In the year 1881, he got married to Nang Pae niece, of Khun Kao Haeng of Baan Kao Hong. After the marriage, the trading was on the floating house in front of Baan Kao Hong where there were floating houses along both sides of Suphanburi River. Nai Hong or Jek Rod as the villagers called him, sold all kinds of good such as ordination requisites and farming equipment in clouding the food stuffs until he became rich and known as “Nai Boonrod Liangpanich.” In the year 1924, there was a robbery at Nai Boonrod floating house and Nang Pae was killed. After that Nai Boonrod started the plan and built the market opposite Baan Kao Hong and moved all floating houses to sell on land. That was the market to be the center of trading along water route in that area. At the same time, there were more trading on land and used the name Baan Kao Hong to be the name of the market as “Talaad Kao Hong” (Supaporn Jindamaneechot, 2002)

4.1.2.2 Baan Kao Hong was the name a house now located on the left side or the eastern edge of Ta Cheen River next to Lan Ka Temple in the south. It was the house at No.4 Moo 3 Koke Kram province as shown in figure 4.7



**Figure 4.7** Baan Kao Hong of Kuhn Haeng

For the historical background of Baan Kao Hong from document, books, and interview (Metha Sujutsetmetha, May, 2016) said in the same way about the historical background that the farmer name of Baan of KhunHaeng was “Wandee”, a LaoPuan. When the government allowed Thai Puan to reserve the land for their living and built their houses at the city of Suphanburi, KhunKamhaeng, the leader of Thai Puan found that it was a good place. He forced the followers who were Thai Puan to cut woods and built the residence or “Juan” because it was the house for the leader Level. The house was 9 storeys in Rao City, but after 2 storeys, they moved in. Not so long after that was accursed, the house was on fire without knowing the reasons. Khun Kamhaeng was almost impatient and asked “Hoocha” or “Hora” migrated in the group of Thai Puan to find out and predicted that the house had to have 9 rooms as the house built in the Mother land at Chiang Khwang City and also Sala Poo Ya Maung with this house. Then, everyone would like happily. After listening to the prediction, the house was built with 9 rooms instead of 9 stores and the shrine for Poo Chao Ya

Maung. The house was still good until now. The legend of Baan Kao Hong of Khun Kamhaeng was also the livened of “Baan Kao Hong.”

4.1.2.3 Talaad Kao Hong was located Moo2 Baang Palma Subdistrict in the municipality area of Baang Plama Subdistrict Government Area of Koakkram opposit Talaad Kao Hong. Within the Talaad Kao Hong, there were 3 small markets with the following details :

1) Talaad Bob built by Pra Chayod Suwannakhet, the model was the architecture of row houses connecting on both sides leaving. The middle for a walking path directly down to the river Suphanburi or Ta Cheen River. Some interesting things of Talaad Bon were 1) Chinese architecture of two storeys ancient wooden now rooms; 2) Big Ancient Hoo (Eight Direction Yantra) Formerly, people got sick very often, the Chinese fortune teller checked and said the market was in the same direction of the entrance to the crematorium, Lanka Temple opposite the river side. He suggested building a Big Hoo with the eight direction yantra and the lion holding a sword in the mouth. Then, it was put on the name of the market at the edge of the river area in order to change the gimmick and prevent danger. After that, people lived happily until now. (The interview from Somchai Sujarotsethametha, May, 2016); 3) The pulling up and down sign to shade from the sun with ancient Chinese style was inside Wanich Dee Shop.

2) Talaad Klang was formerly Nai Thongdee rice mill. Later, the rice mill was initially known, there were additional row houses for trading. The construction was in old Chinese architecture. The interesting physical characters of Talaad Klang were 1) an old rice mill; 2) old row rooms; 3) an old wooden printer over 80 years and Tubtim shrine.

3) Talaad Lang was built by Nai Bunrod Liangpanich in the 2 storeys row houses in Chinese architecture style. It was assumed that it was built after Nang Pae his wife already passed away. The interesting things of Talaad Lang were 1) used wood fresh market; 2) Thief watch tower built in 1934; 3) Talaad Kao Hong museum; and 4) Mogule Shrine City Post.

4) Lanka Temple located on the edge of Suphanburi river on the eastern side was No.1 Moo3 Koakkram Subdistrict, Bang Palma District,

Suphanburi province. It was established on May 10, 1821 and was Royally given “Visung Maka Seema” on September 21, 1919.

#### 4.1.2.4 Kao Hong ancient marketing community as a tourism destination

Kao Hong intended to be a Cultural tourism site to collect and display important things in culture and be beneficial for education and enjoyment by presenting selling points and attractions in accordance with positioning on community cultural basis in both tangible characters and intangible characters towards the tourists as follows:

1) Talaad Bon constructed by Pra Chayos Suwannakhet. It was the architecture of long wooden row houses on both sides of the path in the middle down to Suphanburi River (Tha Jeen River) The interesting things at Talaad Bon Market were 1) Ancient Chinese architect of wooden row houses with 2 storeys ; 2) Ancient Big Hoo (Yantra with eight directions). Formerly, the villagers were often sick. The Chinese fortune teller was invited to check and he said that the market was in the same direct of the crematorium, Lanka Temple across the river. He suggested building a Big Hoo with the symbol of Yantra with eight directions and the figure of lion having as ward in his mouth. Then, put it on the name of the market in the area of the River Edge in order to loosen the bad luck and prevent dangers. After that people lived happily until the present. (The Interview Somchai Sujarolsettamatha, May, 2016); 3) Pulling sign to shade the light in ancient Chinese style inside Wanichdee Shop. The figure of interesting things at Talaad Bon shown in figure 4.8 and 4.9



**Figure 4.8** Example of Ancient Chinese Architecture of 2 Storeys and Ancient Hoo with (Eight Direction Yantra) of Talaad Bon



**Figure 4.9** Pulling Sign Shading Ancient Chinese Style in Wanich Dee Shop Talaad Bon

2) Talaad Klang Formerly was Nai Thongdee's Rice Mill. After the Rice Mill was well known, it was added to be the row houses for trading. The construction was Chinese architecture. The interesting of physical characters of Talaad Klang were 1) Old Rice Mill; 2) Old Wooden Row Room; 3) Wooden Printer over 80 years; and 4) Chao Mae Tubtim Shrine.

3) Talaad Lang built by Nai Rod Liangpanich. It was built in 2 storeys of Chinese Architecture row rooms. It was assumed that it was built after Nang Pae passed away. The interesting things at Talaad Lang were 1) Old wooden fresh Market; 2) Thief Watch Tower built in 1934; 3) Kao Hong Market Museum; 4) Chao Por Lak Maung Shrine. The interesting things at Talaad Lang were shown in figure 4.10. The Figure of Thief Watch Tower and City Scenery on the Thief Watch Tower towards Lanka Temple Source: Figure taken by the researcher, March, 2014

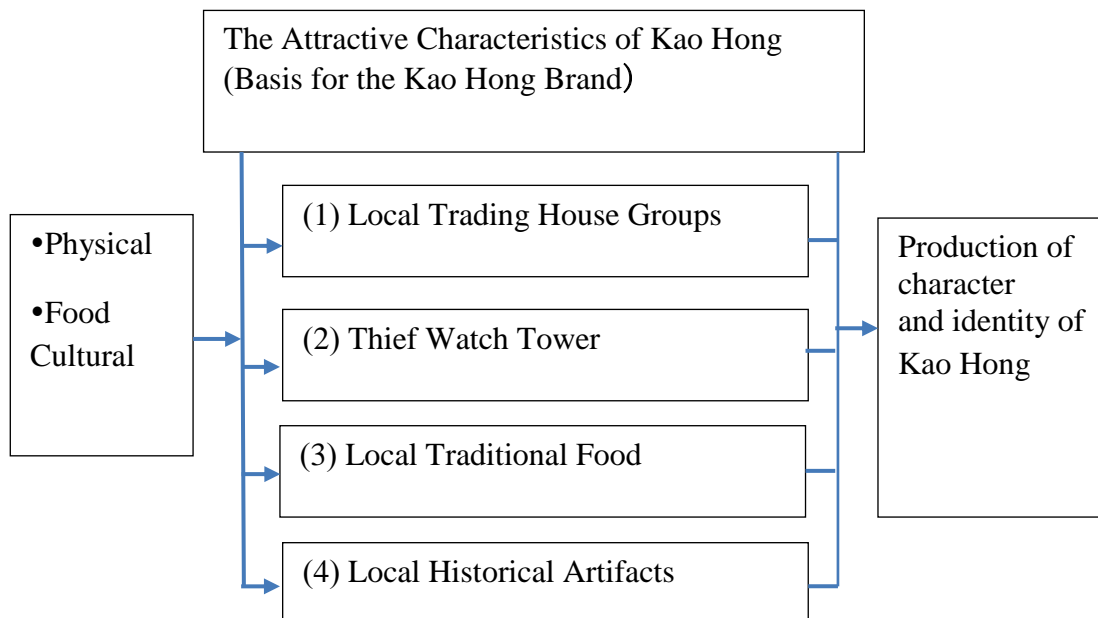


**Figure 4.10** The Interesting Things at Talaad Lang

#### 4.1.2.5 The Attractive Features of Kao Hong Ancient Market Community

Notable attractive features of Kao Hong ancient market include: 1) Local Trading House Groups 2) Thief Watch Tower 3) Local Traditional Food 4) Local

Historical Artifacts which form the community identity that is fund a mental to the brand identity, See figure 2.11 illustrated in the diagram below.



**Figure 4.11** Four Attractive Characteristics of Kao Hong it Production of Essential Character and Identity

Figure 4.11 indicates the attractive characteristics of Kao Hong from the perspective of the community and visitors which were classified into the following four categories.

1) Local Trading House Group was the big Wooden row houses which were the representatives of old commercial area in the past. The physical characters were interesting and beautiful with Chinese architecture, long folding doors. The areas were divided into the first floor for trading and the second floor for living. The building showed local wisdom by making holes for the sunlight to give the light inside the houses. The row houses were 3 markets and the roof covering consistently like to same set and made the row houses having the outstanding uniqueness. The empty area for walking path between the local trading houses were used as the parking place for putting the plant pots, planning the goods, relaxing, talking after work, talking in front of the houses or talking across the street happily. From the area

survey during the opening of the market towards tourist attractions (the holidays, Friday, Saturday, Sunday) and weekdays. It was found that the condition and atmospheric were different. During the weekdays, the majority area of trading houses were used as the residence, operated the trading business but only the small grocery stores.

During the data collecting by interview in the area, the researcher observed the market on the weekdays, it was seen that the atmosphere of Kao Hong Market was like the representative of old commercial area in the past. That was the market reducing the roles because of the changing transportation network system, behaviors of consumers and the occurrence of the new retail business Kao Hong Market still maintained to the present with the trading model by serving the necessary daily appliances to the area near the market. In the market, there were the products the villagers could buy. The products were mainly appliances used in daily life. The food shop as the customer ordered were Jeh Juk Raad Nah (Noodles topped with meat, vegetable and gravy), Chinese cake, sweet star shaped cake attracted the people to buy. Some were sold outside the area in other provinces. Such as Chiangmai, Angthong and Nakornrajsima.



**Figure 4.12** The Interview and Observation of Trading Atmosphere of Kao Hong Market on Weekdays

2) Thief Watch Tower or Thief Portress. The construction model was Chinese model about 4 storey building with for stairs. Each storey had a holes about 3 inches of diameter for climbing to peer out. The top was the deck where people could see both land and water scenery around Kao Hong Market and to observe the thief. In the past, Kao Hong Market was in the proper location for selling down the houses and the goods exchanging point. It was developed and expanded consistently and also faced the thief problems robbing money, buffaloes, and houses and trading market. There were various well known thieves such as Sua Dam, Sua Bai, Sua Faai, Sua Khao and Sua Mahesuan. The governor of that time could not get rid of thieves, the villagers tried to prevent themselves. Kao Hong Market had the problem of being afraid of thieves. Jek Rod thought of building thief porters or Thief Watch Tower for observing and preventing the robbery of those thieves by having the guards taking turns observing at the portress. This porters was built for 1 year and finished in the year 1934. Praya Rajpakdee the governor of Suphanburi declared the place opened. (Udom Thoopairoh, personal communication, March 5, 2015)

3) Thai-Chinese Local Food. Kao Hong Market had the outstanding point on food particularly the food from Thai-Chinese wisdom such as Chinese cake, sweet start-shaped cake. The procedure for community dessert production did not depend on much high technology. For instance, the shop selling Chinese cake used the oven in the community instead of the oven in the industrial system which was used for the mass production. For the Thai dessert, the production procedure cared about the raw materials for making the desserts such coconut scraped by oneself. Such behaviors showed being particular. On the opening days of the market on Friday, Saturday and Sunday, the variety of local desserts were prepared and produced to sell to the tourists in the forms of making and selling. It was to give the buyers or tourists to see the procedure of making such desserts. If any tourists were interested, they could try to make them. The traders would be happy to show them. The original Thai deserts sold at Kao Hong Market were sponge dessert, Khanom Piak Poon, curry puffs, banana dessert. From the area survey, it was found that the local desert, and the dessert hardly found in the common market, were produced for selling to the tourists such as sponge dessert(the figure on the left) and Khanom Kasorn Dock Lamjiak (the figure on the right) as shown in figure 4.13



**Figure 4.13** The Production of Dessert: Making and Selling and Original Thai Dessert

4) Local Historical Artifacts Kao Hong Market is another location for collecting and displaying old artifacts which are difficult to find. For example, there is old printing equipment, cultural materials such as fishing gear and collectibles such as shops specializing in old alcohol bottles. All of these artifacts were displayed in Baan Kao Hong museum. Some of the shop decorations and artifacts were used by the media to connect to the past by reflecting on material objects. All of these were very attractive to tourists. During While collecting the data, it could be observed that the tourists took pictures of the artifact collection the picture were spread through facebook or social media which help spreading the information to more people. The evidence about old collected things and figures of the tourists as shown in figure 4.14



**Figure 4.14** The Display of Artifacts and The Corner of Photographs

These attractive features of Kao Hong ancient community are different from those found at other destinations and display say the unique character and identity of Kao Hong.

#### **4.1.3 Brand Identity of Kao Hong Ancient Market as a Tourist Destination**

The same 6 elements described in the discussion of Sam Chuk's brand identity also apply to Kao Hong's brand identity. Those elements included: 1) brand benefit 2) brand essence 3) brand positioning 4) brand value 5) brand personality and 6) the relationship that the brand strategists aspire to create or maintain. These elements represent what the brand stands for and implies a promise to the customers from the members of the organizations.

Brand core value. The two most attractive features of Kao Hong Market include legends and tales and secondly the charms of the Kao Hong Market on the edge of the Tha Jeh River. What expresses to indicates-the core values of the Kao Hong Market and what makes the community different from and more outstanding compared to other communities is that the core values allow everyone to enjoy the atmosphere of the old lifestyle on the edge of Tha Jeen River and the legends and tales of the past.

1) Legends and Tales relate to the physical identity of Kao Hong Market. One example is the Thief Watch Tower at Kao Hong Market which is the only Thief Watch Tower in Suphanburi province and contributes to the uniqueness of Kao Hong. The high brick and cement tower is about 3x3 meters wide and was constructed in 1934. The top was the roof deck and each floor had small viewing holes for the guard to check whether there were any thieves in the villages or not. This tower was used in the time of Sua Mahesuan, Sua Dam, Sua Wat, Sua Faa and Sua Bai. They were great thieves in the middle region. They robbed the villagers and were reported in the news and their stories were put in several movies. In addition, there were legends about the origin of the word Kao Hong. Kao Hong Market was from the tales in the past when a Chinese was trading on the floating house on the edge of the river and later he married Nang Paew, a niece of Kao Hong House. After the marriage, they did the trading in the area of Suphanburi river in front of Kao Hong House. In the year 1924, the thieves broken the floating house of Nai Bunrod and killed Nang Pae. Then, the Chinese owner Bunrod married Nang Somjeen and expended their business. Finally, they moved their trading to set up on land and developed to be the market. Then, the name Kao Hong was used as the name of the market.

Beside the Thief Watch Tower related to the legend and tales, during the community survey, it was found that there was a tunnel to hide the thieves and there were weapons for the village and the construction of Kao Hong Market as shown in figure 4.15



**Figure 4.15** The Weapons and the Thief Bunker of the People in Kao Hong Community Market

These materials supported the interest in legends and tales particularly about ad, self-defending of the villagers in the past in investing the self safety system and the people in the community and finally became the symbol and dominant identity in attracting the tourists.

When people came, they would ask what the watch thief tower was and why this Market had a watch thief tower. Some said that at first they would like to see how the Kao Hong Market was. Were there 9 rooms connected. Then, the idea was that Thief Watch Tower would be the outstanding attractions to bring people visiting the place. (Suphanburi Naranonkitikul, personal communication, February 20, 2015)

## 2) Charms of Old Market on the Edge of Tha Jeen River (Suphanburi)

The charms of Kao Hong Market was the old market with the evolution related to the Suphanburi River. The charms were shown in both physical characters and abstract characters.

(1) The place had the uniqueness of the beauty especially, the row wooden houses inside the market. The row houses in Kao Hong Market spread all over the 3 markets and there were the signs of used things and utensils inside the market. Several shops were decorated with ancient figures and affected as the charm for Nostalgia tourism. Besides, there were rice mill and rice storage and the center of old important things in the past. The appliance, materials, equipment of the people in the past such as furniture, glasses, watches, money and other ornaments which were hard to find and gradually disappeared due to the changes in the society nowadays. The characters of old things were valuable not only be kept in the museum of Kao Hong House but also seen in the shops. The row houses with the people living in were like the things they regularly used such as pulling curtains, which were the local wisdom with psychological values and object aids liking the past through the object. They also expressed the local wisdom hardly to be seen in the society nowadays. In the viewpoint of the tourism and they were many attractive issues of the tourists. It was the connection between past and present together. Whenever it was time to meet or touch, it was the reminding of the past.

(2) Food and Thai Dessert: In Kao Hong Market the outstanding characters attracting the tourists were food shops and Thai dessert which were well known because they were at this market and the food makers and sellers were very

particular in preparing or selecting the materials. The materials were good qualities such as fresh, new, daily produced or not as much as in the industry. Some famous food at Kao Hong Market were Road Nah (noodles topped with gravy, vegetable and meat) Pad See-Jew (fried noodles with soy sauce, vegetable and meat) and noodles. The desserts which were well known such as Khanom Pia (Chinese cake) curry puffs, Khanom Khaipla (Spawn like cake), and Khanom Kluay (Banana steamed dessert). All of them were popular and known among people in the area. The food was emphasized on limited amount and used the labor in the family. The food making process did not depend on much technology. The focus was on material selection, using the charcoal stove instead of gas stove, and the natural raw materials. All of them meant the production on the simple basis, and modesty. The focus was not much quantity selling. This also provided the opportunity for tourists to see steps and process in doing fresh production to confirm that the products were fresh and new.

4.1.3.1 Brand positioning. Based on the core values and the outstanding nature of the market, Kao Hong Old Market is well positioned as a tourist destination. Its qualities are reflected in the following Thai descriptions “Kao Kao Hong Saneh Baan Kao Rueng Lao Hor doo Joan Im-Thong Im Jai” (Kao Hong Old Market Kao Hong, Charm of Old House, Thief Tower Story, Stomach was Full and Happy Mind) Promotional material was used to communicate that the cultural tourist attractions in Kao Hong had outstanding old trading houses, the Thief Watch Tower in Suphanburi, and authentic food and places to see that would please tourists.

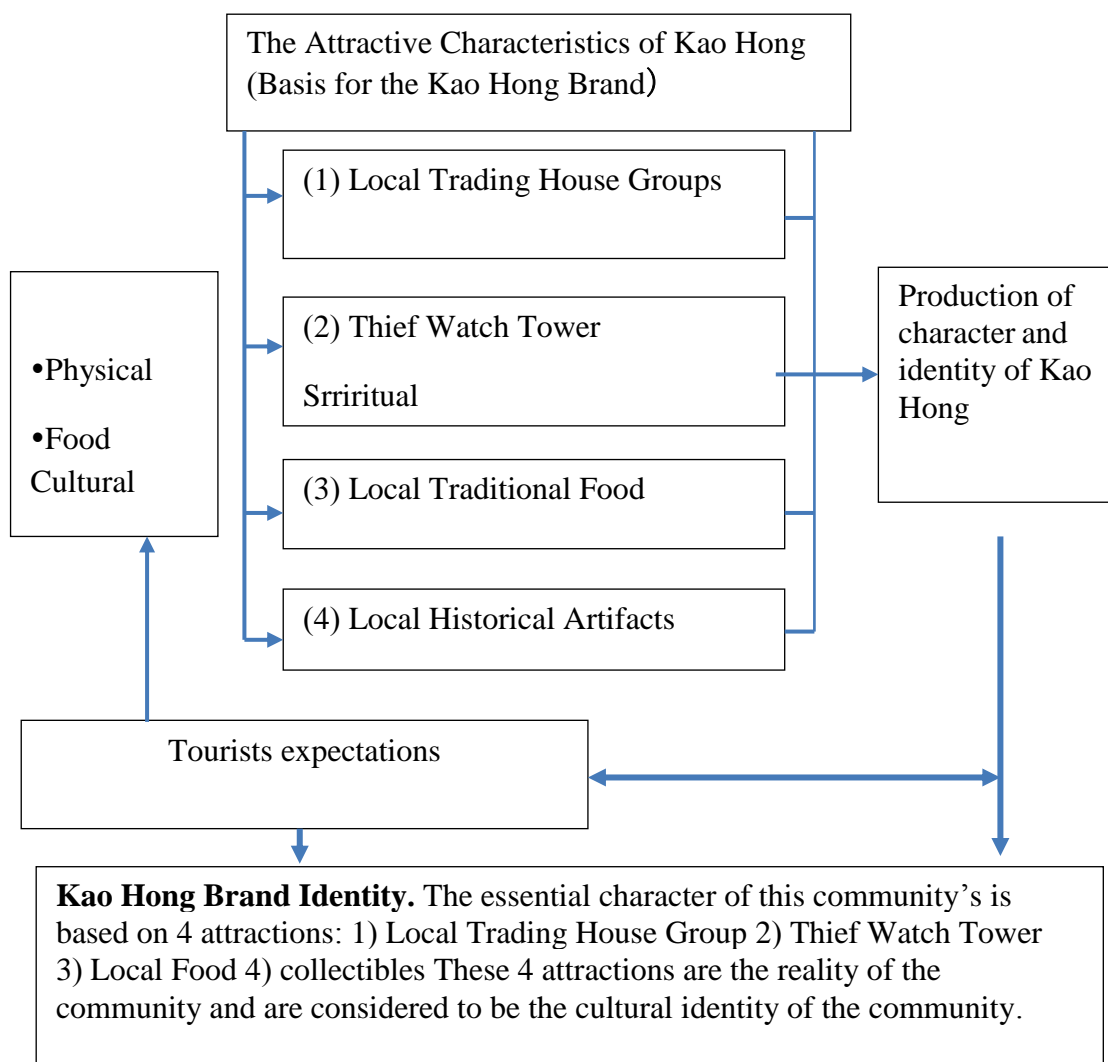
4.1.3.2 Brand benefit. Kao Hong’s brand provides benefits for tourists by giving them the experience of an ancient community market particularly the original food and the locality which are difficult to find nowadays This has a positive effect on people who search for old local experiences.

4.1.3.3 Brand Essence: Kao Hong ’s brand essence is based on 4 attractions: 1) Local Trading House Group 2) Thief Watch Tower 3) Local Food 4) collectibles. These 4 attractions are the reality of the community and are considered to be the cultural identity of the community. It is also a brand promise to the target market and thus extremely important to the community. It preserves both community identity and culture.

4.1.3.4 Brand Personality: If Kao Hong were a person, his or her personality traits as perceived today in the Kao Hong brand would be hard working, original, have small town attitudes and be conservative which matches very well with the target market personality.

4.1.3.5 Brand Relationship: Kao Hong appeals to visitors both through emotions and personality. The target audience is given the opportunity to escape from the big city to experience the food and atmosphere of a 100 year old trading market.

The diagram describes the relationships among the components of brand identity based on the community culture of Kao Hong as show below



**Figure 4.16** Present the Relationships among The Components of Brand Identity Based on the Community Culture of Kao Hong

## **4.2 Conclusion from Case Study: The Issues Related to Study the Local Destination Brand Identity in the Ancient Market Communities of Kao Hong and Sam Chuk in Suphanburi, Thailand**

From the study of uniqueness and identity of Ancient Community Market, Suphanburi basin in the context of both Ancient Community Markets of Tourism. It was found that there were similarity on issues of identity and attractions of tourisms: Both places had identity development on tourism from resource and local culture basis. For the different issues were what to consist of constructing identity on tourism and made the two old markets as tourist attractions different on tourism experiences the tourists received. Sam Chuk focused on Lively Old Market, Museum alive. While Kao Hong presented Thief Watch Tower as the dominance from legend and tales. The findings from the case study were concluded to explain the overall as follows:

### **1) Former Basis of the Community**

The capital for top up the development towards tourism, every community had the culture, locality, lifestyle, tradition, in accordance with environment, social landscape, inherited in the community. They were the cultural heritages making the community have self identity different from other communities which were called Former Basis of the Community. The former basis could be in the forms of wisdom involving four factors: residence, food, clothes, and medicine or natural environment. The former basis turned to be the community capital as the input. In the process of creating community and made value and capital values to be output outcome which were the main capital of the development process. Even though there was not any capital from outside the community, the development could be continued because the capital outside the community was only the increasing capital. As time passing by the community capital might be overlooked and thought that there was no capital in the community. It needed to ask from other places and depended on external capital in the new ideas. What were in the community were the main capital in managing self of the community. It was necessary to reserve and develop such capitals at the same time without destroying each other by community capital management. It was like the center all community operate self business confidently and proudly of self of the community.

## 2) Uniqueness Towards Identity Development

The uniqueness was the particular character which was not like the others. There was one such as Kao Hong Market, Watch Thief Tower, one things of Suphanburi or this community. There were raw material, production techniques and similar desserts in the whole community and made the community have uniqueness in doing desserts and also the identity perceived by people in general. The uniqueness was the particular and dominant character of one thing or another. It could be brought through the communication process and towards the identity. It could be said that identity was the self character with unique of one aspect and perceived through communication process until uniqueness could be seen. In community development, the available things or raw materials in the local area added with creativity to produce goods and service on the community culture by emphasizing self dominance different from the others.

## 3) Self Analysis Self Reliance

The first thing the community knew clearly in the community development process towards tourist destination was the self reliance which meant know the strong point, and the weak point of the community. There should be a study community in all aspects. There was the collection of cultural heritage information on history, lifestyle, was of living, art, tradition and the promotion for the community search for the community identity different from the others. The identity from the advantage of the competition should be identified towards the guidelines in developing marketing communicative equipment. Then, it would be presented for tourist motivation. The constructing community image as the tourist attractions and whenever the community tourism occurred the power of tourism would push the community back to the conservation and heritage rehabilitation naturally and the culture would support the community identity to maintain. Understanding the history and culture of the community is the first step of the Destination branding process. It is necessary to define place identity, to recognize its potential for destination branding as a key contributor to sustainable development before preparing a strategic policy for conservation and revitalization. This may require support from academics for an effective research method. Different places may be suitable for different methods. Basically, multiple methods for gathering information are required.

4) The values of each Ancient Community Market would be expressed by “Community identity” Basically, the identity of a place is comprised of three interrelated components, each irreducible to the others 1) physical features or appearance, 2) observable activities and functions, and 3) meaning

From the analysis the brand Identity of Ancient Community Market Sam Chuk and Kao Hong Market. The basic characters of the two markets were the common aims on selling the locality, the ancient being, being old things from the culture capital. For instance, there were architecture and buildings, collected appliances, and products or goods selling in the market. If we looked at the selling goods, we would find that the products on food types were connected with the original local wisdom, the raw material in the local area. Then, they were from the heart with reasonable price as the reality of the area. For other products, most of them were industrial products, the production of old things such as miscellaneous things: toys, souvenirs, and the providing of new goods produced under the idea about the old story. When the tourists visited to feel about the goods used to be popular in the past. Moreover, many shops did not sell old things or the goods under old signs or ancient sign. The result of the study revealed that the identity communication of Ancient Community Market with the goal to serve the needs of the tourists who longed for the past and the group of tourists as shopping tourism were similar and could create the differences from important factors as follows:

1) Creating the difference by using the physical elements had the following guidelines of the procedure.

(1) Creating the differences from the community capital and the things indicating concrete culture such as building land mark and other environment characters.

(2) Creating the differences with local food wisdom, beside making each market different, it was also one way to bring up, and conserve the community food wisdom.

2) Creating the differences through outstanding culture elements of the community example, in Sam Chuk Market, there was a tradition of raising the complete set for a meal connecting with food wisdom which could be created into local products.

3) Creating differences through the elements of personality of the tourist attractions.

The lessons from the case study, the researcher organized the suggestions as principle for the Ancient Community Market to apply for the brand identity communication in the following important matter.

1) All Identity had production process and could be consumed and regulated in the culture and create the meanings through different systems of Symbolic Systems of Representation related with the variety of positions in identity the community selected or constructed for the community identity. Some of the personnel characters or community which were outstanding, lively, comprehensible, perceptive were taken to show other people such as construction, architecture, area food, language usage, religion, costume and consumption. The maintenance of place authenticity was very important towards the conservation and development of cultural area heritage because it was the atmosphere or the picture of the place for the people inside and outside the community to perceive. For the cultural for Tourism heritage area after the conservation, the Authentic Experience was the experience the tourists would like to receive. The charm from the authentic identity of the place made the heritage area to develop and grow sustainably. Even though the physical character of the marketing area would change, herb smell was still stinking in the Ancient Chinese drugstore, the good smell of coffee from the shop at the port. The picture of the people in the area still lead the life in the traditional model having the products shown the past lifestyle such as basketwork, fish catching equipment, clay fire pot, herbal medicine and curry-paste with fresh coconut milk and the alive old building. What mentioned above made the image of Kao Hong Ancient Market and Sam Chuk appear among the scone of Suphanburi City and caused the emotional values and wonder as the charm and attractive gate to people coming to visit the community.

2) The Changing of Market to agree with tourism affected the products for selling. Formerly, the products brought from the community such as fruit, fresh food also were inverted to the time and needs in order to create charm attracting tourists by selling products, number of souvenirs T-shirt, carving wood, local craftwork, the most of selling food focusing on ready made food and important selling point which the community could create competitive differences between old markets

and Ancient Community Market. The community should search and seek for the identity area and the cultural heritage on food to promote the outstanding, charm and additional values for the tourist attractions.

3) Brand Personality of tourist Attractions or Community Market were to communicate Identity of Tourist Attraction. The personality of Tourist Attraction might be shown and sent through activity, product and people including social character and way of living.

4) From the case study, the old trading areas in the past were important for the community. The maintenance of the atmosphere of trading in the past, the presentation of food, local traditions could link to the authenticity, origins and brought to be the selling point and the charm of the community for tourism.

Every community has an image, either favourable or unfavourable Even when a community does not consciously manage its name as a brand, people will always have subjective, stereotypical images of community that can be activated by simply voicing the name Whether or not this image has been deliberately created or has appeared as a result of a series of happenings, encounters, and creations in that particular community, people will keep this image in mind when they plan a trip, or contemplate to move, or work in this community. The branding process of the ancient market community as a tourist destination was present in next session.

#### **4.3 The Result of the Study Due to Objective 2: To Analyze the Branding Process of the Ancient Market Community as a Tourist Destination**

Analysis of branding process of for the ancient market communities of Kao Hong and Sam Chuk as tourist destinations

Marketing plays an essential role in operating both business and nonprofit organizations. Both apply marketing principles widely throughout their operations. In business organizations marketing is an evaluation instrument use to determine the possibility of success and whether there is sufficient marketing in place. Competition occurs when each in both quality and price and businesses need to communicate effectively with the target group in order to convince customers that their products are superior. This study applied branding concepts to the

The process of branding a community as an ancient community market must indicate why the community is well known and outstanding. The results of this study can usefully be expanded to help other ancient community markets develop in other tourist contexts in the environment of Thailand. It is important to keep in mind that branding a destination is not only about selling it, but about helping communities promote their reputation, leading to more visitors which benefit their local economy, and ultimately could earn profits and improve countries and societies around the world.

#### **4.3.1 Branding Process of Sam Chuck as a Tourist Destination**

Sam Chuk market has evolved over the last 100 years until it is now perceived as an outstanding destination. Over time historical memories became embodied in the market and not only received the interest of tourists but attracted many new customer groups which included study groups the local managers of the old city, and the managers of the creative city community. Having become aware of past memories it was necessary to find ways to preserve them. The living museum was one effective tool because the memories were dynamic. This allowed people to feel and experience the past memories directly in the living museum and speaking houses. For example, each house in the community was revitalized and told its story via pictures, utensils and historic evidence provided by the homeowners. It was as if the memories became a reality. By using these procedures the community memories were preserved and came alive in the museum. The museum was a tool to express meaning, values and institutional memories to the visiting tourists.

In order for destination branding to be effective several key elements are required. These include that the desired image must be realistic, believable, simple, appealing, and distinctive. All of these can help promote a destination. However, once the destination has been promoted, maintaining the status is just as important in brand building. There were five phases in the process of building Sam Chuk's destination brand.

- 1) Community Leadership: In the first phase a community leadership group was formed which provided a good example of a branding leadership team. In this case, the team was responsible for the strategic segment aspect of Sam Chuk's

local economic development effort. With the community leadership group in place the focus shifted to engaging members to increase their interest and enthusiasm for the brand and the marketing strategy project. The group will needed to come to a shared understanding of what the process entailed and its importance to the success of Sam Chuk. The community, with the support of academics, government authorities and private agencies, experienced great success. Some of the processes of the community leadership work are discussed below.

The researcher found that there were 4 components operating during the branding destination development and called these components the Suphanburi Basic 4 Ps: Power leaders, People, Participation and Partnerships.

(1) Power leadership was extremely important leading the community towards tourism destination branding. The community leadership was diverse and consisted of several groups of participants with the common objective of successfully branding Sam Chuk. Leaders had different skills came from different organizational cultures, held strong values, and had different working styles. Working together they created a strong synergy. It was essential in such a diverse group to have a strong leader to manage the differences and ensure the team worked together effectively. In developing the community towards becoming a tourism destination the community found a leader who was both a natural leader and had an outstanding personality. The research data revealed that when the 'natural leader' also had authority a powerful integration existed which successfully facilitated the development. The leader should also be strong and be comfortable with constructive conflict. In this kind of atmosphere trust was created. If there were conflict between networks it could be cooperatively resolved.

(2) People: People took on the roles of employees, committee members, team workers, and staff. Possible alternatives in determining the work structure depended on the situation and nature of the environment such as available personnel, work teams, and volunteers sometimes created an interior environment. They were important in creating activities and serving the needs of customers. The quality of services, performance level, skills training, maintaining performance and volunteers and determining roles and functions were all necessary. Paid working members should be selected from experts in the field in order to be able to perform

the role and functions properly. There were presentations of knowledge, explanation of roles and functions including the supervisor performing so that it would be confident that the human resources could perform according to role, responsibility and potentially development to improve the performance. The working committee was responsible for many kinds of work such as finance, marketing, rules, regulation, etiquette in sharing the area, and public relations. In selecting the working committee in marketing management, the Ancient Community Market used the voluntary method by opening positions for every sector to join in the performance and determined the roles and functions for the working committee to know the scope of work in each section. The structure of work was divided but in reality the working style was a “pitch in and help style” where everyone helped each other and focused on work. At Sam Chuk Market, there was a saying about work: “When thinking about the project, think about the work don't think about the money, don't think who would do the work, think what needed to be done towards the overall achievement. Money and man, find them afterwards.” (Pongwin Chaiwirat, personal communication, May 12, 2016)

(3) Participation: Participation in developing the tourism brand destination of Sam Chuk was an example of management focusing on community participation, increased the activity by the stakeholder from the community groups or the people living in the local area. It was also an example of tourism for community development which occurred from the driving force of the local community. It was the main mechanism in management participation level for the community development towards tourism destination which could be divided into several levels from thinking together, planning together, and working together. The participation of the community and the sectors involved resulted in innovation in the tourism management model with its various programs such as a model in cultural conservation, a model in the development of conservative tourism and a model to create community development.

(4) Partnerships were the working model moving the community market toward tourism destination branding. One important component making the development of community together with partnership from involved sectors such as partnerships among educational organization, partnership of independent

organizations, partnership from government organizations, local administration organizations, and supportive organizations. There was a network relationship management partnership camp, partner model, peer model, supervisor model and younger model. It was the relationship from doing the activities together, the balance of network working, the conservation of cultural heritage the academic environment and working committees, the building of relationships by using main values focused on conservation, local identity and maintaining cultural heritage.

The partnerships in the development of Sam Chuk community branding played important roles in encouraging value awareness and recognizing the importance of the area for people in the community. For instance, Sam Chuk community had Chao Thai Foundation and other educational institutions to help organizing the activities “Pabthaa Kao Laow Adeet and Arharn Aroy Dee Thee Sam Chuk” (Old Photographs Telling about the Past and Delicious and Good Food at Sam Chuk). That made people living in the community see how visitors viewed their community values and the importance of beginning a conservation operation, improving the development of the community so that it would be maintained and develop. The Sam Chuk community was encouraged to be aware of values and the importance of external organizations by recognizing the authority and contribution made by educational institutions, academic officer group and the government to make the community proud and cooperate in maintaining their cultural heritage.

2) Self-Analysis: The first thing the community knew clearly in the community development process towards tourist destination branding was the self reliance which meant to know the strong and weak points of the community. There should be a learning community in all aspects of the process. There was the collection of cultural heritage information on history, lifestyle, ways of living, art, tradition and the promotion for the community search for the alternative community identities. The identity from the advantage of the competition should be identified towards the guidelines in developing marketing communication equipment. Then it would be presented for tourist motivation. The constructing community image as the tourist attractions and whenever the community tourism occurred the power of tourism would push the community back to the conservation and heritage rehabilitation naturally and the culture would support maintaining the community identity.

The leadership group of Sam Chuk community conducted fieldwork and surveys to collect information about the history, economy and demographics of the community. This data was used to develop a framework for the physical and cultural revitalization of Sam Chuk such as the renovation of Baan Khun Jamnong Jeenaruk as a permanent museum where exhibitions are arranged regularly to present historic information, about the traditional lifestyles of the people and community cultures. Under the rehabilitation of wooden shophouses using the “speaking house concept” each house was revitalized to tell its stories via pictures, utensils, historic evidence and house owners.

3) Creating the brand identity the community set up a project to search for knowledge about community identity. This knowledge was used to set the framework for revitalization and to ensure proper conservation techniques were used. Historical records data was collected from documents, ancient literature, historical evidence and by interviewing older adults in the community. The revitalization plan reflected the community identity as identified by research and consistent with data collected from local residents. This identity belongs to everyone in the community. People in the community know their identity and are able to articulate it. Their identity played an important role in determining other activities. The team presented and discussed community identity in public by arranging the “Delicious food festival in Samchuk in 2001 which received more interest than was expected.

From the analysis of Sam Chuk’s identity the basic characteristics of the markets were the common aims on selling the locality, the ancient ways of living, and representing old things from cultural capital. For instance, there were architecture and buildings, collected appliances, and destination selling in the market. If we looked at the community as a tourism product, researcher would find that the products on food types were connected with the original local wisdom, the raw material in the local area. Then, they were from the heart with reasonable price as the reality of the area. For other products, most of them were industrial products, the production of old things such as miscellaneous things: toys, souvenirs, and the providing of new goods produced under the idea about the old story. The tourists visited to experience the products that used to be popular in the past. Moreover, many shops did not sell old things or the goods under old signs or ancient sign.

4) Media outreach. The community leadership effectively used media from the earliest stages of their branding efforts introduce Sam Chuk as a destination brand identity. The launch Sam Chuk Brand as a tourist destination. The introductory of Sam Chuk Market as the tourist destination providing the activity "Aroy Dee Wanputh" (October 29, 2003) (A Delicious Wednesday) It was to arouse the market to become lively once again by having the market every Wednesday. The committee announced and invited the traders and villagers in the market, in the community and in the municipal area. The people were skillful in making food and delicious dessert to sell on Wednesday, and eat the food or buy the food on Wednesday at Sam Chuk Market. At the same time was the cooperation to the organizations around the community such as 7 banks. Each bank had many officers in order to ask for the cooperation so that the bank officers had lunch and did the shopping every Wednesday. The committee used the car for the public relation and visit Sam Chuk Market, taste delicious food and shopping every Wednesday.

5) Raising awareness of Sam Chuk's brand as a tourist destination. Acquainting the Sam Chuk brand to potential visitors took place in the forms of advertisements, news releases, news reporting, promotions, special prices, and special products exchange, In managing to raising awareness of Sam Chuk's brand as a tourist destination mainly occurred through mass media on the internet and public relations.

(1) Mass media. Sam Chuk getting attention from the Media by creation the event name "Aroy Dee Wan Puth." The activity every Wednesday was successful at one level but not so much. Later, the tourism of Thailand knew about the story of Sam Chuk Market from the non-fiction magazine came to visit and survey the community. At that time the Tourism Authority of Thailand had the project of organizing the tourism handbook "Wan Diaw Tiaw Sanuk" and used the name in English Family Fun One Day Trip route within one day from Bangkok. Going to the others the distance nit over 300 kilometers. After the survey it was found that Sam Chuk Market had the potentiality to be the Tourist Attraction of the project. The plan was brought for the meeting and considered the news to introduce the handbook about April in Bangkok and invited Sam Chuk Market to join the introduction news with administrators' viewpoint that the joining with the reporting news would not be as beneficial as taking the Tourism Authority of Thailand to report new on book

introduction at Sam Chuk Market. The result of the activity on that day, there were medias joining the activity and Sam Chuk Market was introduced in the news and made the people know it better.

When the Tourism Authority of Thailand invited to join reporting news in Bangkok, I was thinking what I should bring to join that event in Bangkok. We probably could bring the pictures or little samples of good. If the Tourism Authority of Thailand did the introduction at Sam Chuk Market, the reporters the Tourism Authority of Thailand invited to join the event of project and book introduction would come and see the authentic atmosphere. So the proposal was offered to the Tourism Authority of Thailand to use the area of Sam Chuk Market at Baan Khun Jamnong Jeerarak as the place for reporting news. At that time, Sam Chuk Market was the news. Later, the more mass media came into the area. The television programs used the place for picture taken for the programs and were in the press more. (Pongwin Chaiwichai, personal communication, May 12, 2006)

Sam Chuk was introduced on "Wan Diaw Tiaw Sanuk" (Fun One Day Trip), which is a TV news program introducing projects Sam Chuk gained this publicity other media, especially television media, gradually came to film the market atmosphere, food shops and goods shops. The picture and the story of people including the area of Sam Chuk were put in different spaces as printed media such as fresh news, newspaper, Matichon, Kon Kon Kon Magazine, Non-fiction Magazine, Wimanmek Magazine, and the Magazine of Tourism Promotion Organization. There were tours on several Ancient Markets such as 15 land market, 16 floating markets, old markets telling stories, 5 small attractive cities, visiting shopping market. The television media such as fresh programs at Sanaam Pao, Pooying Tueng Pooying, Ching Roy Ching Raan, Tung Saeng Tawan, The Morning Program in Thailand, Hong Khao Rub Arun, Loke Yaam Chao, Chum Chon Kon Kraeng, Tamrub Thong, Raan Cham Yaam Chao and Kusuma Par Toot Thai Tiaw. Besides, the uniqueness and identity of the market reflected the past which was aspirate for the scenes or for filming the plays especially with the content reflecting to the past such as the movie on Plae Kao and Mon Rak Loog Thung of Thai Television Chanel 3.

The entering of mass media made Sam Chuk Community Market have the space for news in the mass media several times. The important day was the day

when Sam Chuk receiving award on the conservation of cultural heritage in Asia Pacific Region in the year 2009.

The appearance when Sam Chuk Market got the most space in publishing through mass media was during the time of celebration the award on Cultural Conservation in the Asia Pacific Region, Science Education Organization and Culture of UNESCO invited the Prime Minister Apisit Wetchacheewa to join the ceremony of the celebration day. Beside joining the ceremony, the Prime Minister also visited the market to congratulate and support the people at Sam Chuk, he also use the area at Sam Chuk to record the television program "Chuo Man Prated Thai Kab Nayok Apisit" (Have confidence on Thailand with Prime Minister Apisit). It was the program reporting the Prime Minister performance broadcasting on television station of Thailand and (NBT) every Sunday from 9:00 to 10:00. The program was divided into 2 main periods. The first period was the on the performance by the Prime Minister. The second period was a conversation with moderate or a distinguished guest on different interesting issues at that time. On that day the working team invited Niramom Methesuwakun to be the field moderator in the program. At the beginning of the program, the Prime Minister admire Sam Chuk Market as the Community Model or Sample Model on strength, economic, and creative which like other communities all over the countries used as the model in rehabilitate the economic in the community. In the second period of the program the moderator invited the Prime Minister visited the markets in 4 Sois. When the Prime Minister moved to different areas whether watching making ancient coffee at the coffee shop Ta Rua Song, visiting the museum Baan Khun Jamnong Jeerarak. The following day, the picture of Prime Minister in Sam Chuk Market was printed and published on the first page of several newspaper and in the news report through many mass media including printed media, radio, television and internet. (Pongwin Chaiwirat, personal communication, May 12, 2016)

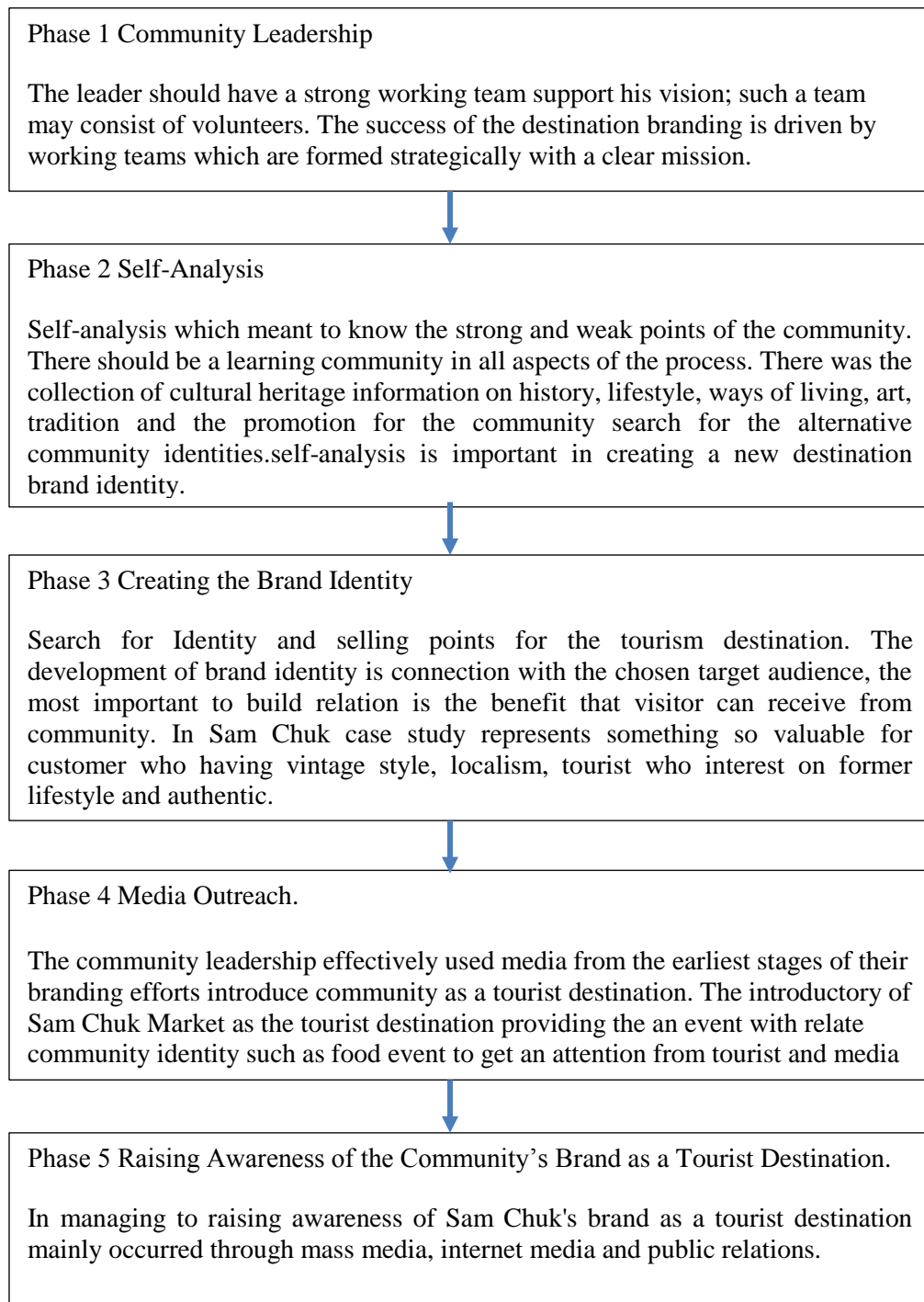
(2) The Social Media. The communication through internet, Inter Social Media affected the information about Sam Chuk Market published in broad area and more rapidly as shown in the conversation as follows :

Sam Chuk turned to be well known by people all over the world. The tourists came and saw the food reflecting to the past, rice wrapped in the lotus leaf,

jumbo meat ball, picture taken in Facebook instagaram or line including the tourist group reviewing trip in the blocks, in social media like Panthip for several times. It was one method of communication model after having a chance to visit, then, coming back and reviewed the trip, atmosphere traveling, residence and food which all affected the messages of Sam Chuk Market were told to the others and published. (Arunrat Onwimon, personal communication, May 12, 2016)

(3) Publish Relation. Sam Chuk community promote and publicize in various from such as leaflet , brochure, book , activity media, personnel media, and open house to welcome visitors, the public relation was through the design , postcard and souvenirs

(4) Event marketing Sam Chuk used the an event for the public relation and communicated the community brand identity. The important activity was "Delicious Food Activity at Sam Chuk, consistent activity to present food wisdom of the people in the area to motivate the tourists to visit and join the activity, and eat local food. That was to emphasize the food identity of the market and the creating of cooperation network from the external organization. It could be seen from the budget promoted by the Office of Health Promotion in organizing the loth food activity and the bringing up cultural heritage about food which was the identity of Sam Chuk people in the past to become recent products and also support the identity of 100 Year Market to be stronger and support the needs of nostalgia tourists who needed to consume the meaning of being authentic and tradition. The branding process of Sam Chuk as mention above are demonstrate as the chat below



**Figure 4.17** The Branding Process of the Sam Chuk as a Tourist Destination

#### **4.3.2 Branding Process of Kao Hong Ancient Market Community to be a Tourist Destination**

The target of this study according to this objective was to describe branding process of the Kao Hong market from the grounded theory of the knowers and understood the viewpoint and performance of the people branding. In this part the presentation would start from finding and summarize the overall core category of the data from the research area.

If Sam chuk ancient market represents a great example of how and ancient market was branding as a tourist destination by local community: Kao Hong ancient market should be a good example of branding lead by government authority with the cooperation and support by academic and conservation organization. Kao Hong Market took the opportunity of the tourism tread on Ancient Market and shopping tourism. The introduction of Community market as tourism destination. The analysis on Kao Hong Market introductory from the document and interview the involving people it was found that the opinion towards Kao Hong Market as the tourism destination was from the combination of 2 main factors: 1) External factors were the opportunity of development from Nostalgia tourism and shopping tourism; and 2) internal factors from the combination of community power to get the opportunity of tourism trend to develop the community.

4.3.2.1 Nostalgia Tourism and Shopping Tourism and the cause of Kao Hong Market as the tourist destination.

The nostalgia became the trend of marketing, product and service because the people whether they were marketing experts or common people were nostalgic and would like to get back to the time in the past without a hurry. They would like to be in the natural and prosperous atmosphere but the too old or so natural that could not be used in the daily life. It could be attached in the needed time without embarrassing to use with the daily life. If in the viewpoint of the target tourists who needed to attach the past atmosphere. Most of the people their lives in the big city as the capital city like Bangkok. People in other provinces or even in big cities still have traditional lifestyle. If compare with the people in Bangkok, they were very crowded and tried to take things from the others from getting on the bus, the sky train and finding the parking place. It was hardly to find the country daily life. The nostalgia

made the tourist attractions be achievement could be seen from popular from more Sam Chuk Market, Ampawa people in Bangkok. The Floating Market and Damnoen saduak Floating Market.

Visiting the ancient market caused the buying toys in childhood, bought food and did some shopping which nearly disappear from daily life. The nostalgia tourism had the roles which were overlapped with the respond of the behaviors. The shopping tourism as the market for shopping tourism and combined the retail shops and stands for selling various kinds of products beside fresh food. It was the open space and the customers could travel and buy goods, use it as the relaxation place when traveling with friends and family during holiday or during the weekdays. The market might open everyday or on Saturday and Sunday. People from everywhere came and did the shopping not only the people nearby.

The Ancient Community Tourism Trend like the floating market began to have more then before by starting from the large city community floating market. The famous floating markets that the tourists liked to visit such as Ampawa floating market, Sam Chuk Market, Damnoensaduak floating market. Then, the people told about the market from mouth to mouth or through internet. It made the trend of Ancient Market increase and during the holidays people in Bangkok liked to go to other provinces which are not very far from Bangkok : going in the morning and getting back in the evening. It could be seen from the new tourist attractions. Many of entrepreneurs imitated the ancient market atmosphere to construct the new one as the combination. This kinds of tourist trend would occur not very far from Bangkok, it caused the ancient community market and several marketing areas began to get better. Again the visit of the tourists to see the old atmosphere still remained in each place. It was the same as Kao Hong Market. Each day there would be the tourists from the cities coming to visit. When such tourists saw the authenticity of Kao Hong Market and told the other by trying to find the spot for taking Figures such as going up the Thief Watch Tower and eating local food which was the trend to make people know Kao Hong Market more. The outstanding of Kao Hong Market had the atmosphere and the dominant architecture and the places were used as the filming plays, several movies such as Ungyee, Yoo Kao Koenig, Mae Bia and 7 Prajan Baan. They made the tourists see the picture of Kao Hong Market through media. More tourists came to

the market. Such experience indicated that Kao Hong Market was known and became the tourist attractions from the external factor called "opportunity" which was the result from the popularity of the tourism and publication of mass media.

4.3.2.2 Internal factors from the combination of community power to get the opportunity of tourism trend to develop the community. The tourist trends affected the changes gradually of Kao Hong Market. More tourists began to come into Kao Hong Market particularly during the weekend, holidays and long holidays. From the quiet community as the residence for a long period. The people in the community started the new career within the community. The part selling grocery was still the same but the additional part was better selling and more selling due to the number of tourists coming into the area. The trend of tourism caused the concrete groups in order to develop and manage Kao Hong Market Tourism under the name "The Committee of Kao Hong Market Development" The group combination was to think together, do together to find the guidelines to make the market get better and become alive once again by sparkling the trend within the community basing on the former capital which was not lost. They were the elements of the market construction, appliances and ancient collection that were left to be the selling point and all together opened the house to formally support the tourists.

4.3.2.3 Brand Development Teams will likely be composed mainly, or uniquely, of local government staff. Together these teams guide and coordinate the overall branding and marketing process, while assuring alignment with the community's overall strategic priorities. The group combination caused the strong working power, group power for both pushing and promoting the museum construction of Kao Hong Market for the collecting source and displaying the past memory which was scattered and hidden in different parts of the community and shown to the outside society. The museum was set within the trading houses display the history and information involving market, power of group working and helped to gather the collection for the museum as in the conservation from the collection qualitative information and the atmosphere of Kao Hong ancient market community.

4.3.2.4 Event Promotion of Brand Identities Kao Hong Market had the activity emphasizing the construction of realization and direct tourism promotion of Kao Hong Market. For instance, there were shops to motivate tourism under the name

“Roy Duangjai Pen Nueng Kidtueng Kao Hong” in November 2005. On the opening day of Kao Hong Museum, the activities regularly organized to introduce the tourist instruction such as “Wan Artid Imaroy Tee Talaad Kao Hong” (On Sunday, Full and Delicious at Kao Hong Museum) to persuade people to visit Kao Hong Market during the holidays. Later, it was expanded to Saturday and Sunday. Moreover, there were activities connecting with tradition and culture of Baang Pla Ma, Kam Fah tradition and Bang Fai of Thai Puan tradition. There were also support from sectors involving activities for tourism promotion for the community as organizing tourism promotion, known as “Tawin Ha Adeed (Nostalgia Tourism) as the saying Sanuk Tiaw Aroy-im Rim Maenam Tha-jeen” (Enjoy Going out, Delicious, Full, on the Edge of Tra-jeen River) in the year 2009. Document was from giving the news of the project which was from the collection of qualitative data. The news report of mass media was as the following.

The Tourism Authority of Thailand thoroughly understood the importance of the conservation of Ancient Market on the edge of Tha-jeen River. As a result the project of “SanukTiawAroy-im Rim Mae Nam Tha-jeen” project (Traveling is fun. Delicious, Full on the Edge of Tha-jeen River Project) in the year 2009. It was to support the crowded tourists from 100 Year Sam Chuk Market to spread to other Ancient Markets on the edge of Tha-jeen River. Along the river, began from Ta Chang Market, 100 Year Sam Chuk Market, Sri Prajan Old Market, Rim Nam Yam Yen Phoe Praya Market, Old Market Muang Suphanburi, 100 year Kao Hong and Baan Sud Market. All of them had uniqueness and had the lifestyle clues of the traders. Suphanburi people who were civilized in the past, their lifestyle along the river which had the values of the mind the wisdom as “Withee Thai Kab Saai Nam” (Lifestyle with the current) as the treasure heritage of knowledge on the living things could attach. From nostalgia tourism of the people in the present period, the Ancient Market on the edge of Tha-jeen River of Suphanburi was ready to present the values in the past for everyone enjoyed shopping, food eating in traditional style which was difficult to find and taste. Tourism Authority of Thailand, Suphanburi Office supported the lifestyle of the traders to get better, the conservation of construction of Ancient Wooden houses, the protection of environment, nature returned the lifestyle of the people fill up and integrated traditional wisdom with the wisdom of the

young generation in present time to cause the tourism resource which would be developed towards the sustainability in the future.

The characters of the activity to promote tourism gave the importance mainly on eating food. It was because food was the main products sold in the Ancient Community Market particularly the original food, the locality and difficult to find in the daily life nowadays. The reason of organizing the activity giving the importance of food in the viewpoint of the performers in the Office of Tourism Authority of Thailand and the impression of the tourists in the next interview.

It was accepted that what to make the Ancient Market popular beside the atmosphere of the place, the convenience in traveling was the source of buying food and made these ancient markets have the tourists as new customers coming to attach the atmosphere. For the ones who had come before, many of them came again to buy the food.

These Ancient Markets could serve the needs of the tourists, type "Kin See" meant travel to find something to eat" "Shop" meant shopping, bought general things including products and souvenirs and "Shae" meant the atmosphere was for having the picture taken. (Yuwadee Nirattrakoon, personal communication, March 20, 2016)

4.3.2.5 Mass Media and Social Media Online Story Makes and Spread Widely Tourism News Kao Hong Market had the dominance which was the particular uniqueness. It was interesting for mass media. The mass media came to write the story about the market, the filming to spread to different channels consistently. For example, there were Pinot Nakorn Program, Part Kao Hong Market, Check-In program, Thin Siam, News report on tourism of Baan Maung Newspaper, "Thong Thiaw Roy Thai Raan Thang" and used as the scene for taking figure in advertisement, play filming, making movies and the suggestions from time to time.

Mass media was stimulated to spread tourism news from extra events of the community continuously. Some special characters for event marketing which created interest and memory in products and service and make the consumers would like to try. The Mass media joining the activity receive direct experience from the

area. There were messages which could be written and told to the others as the Mass media and was told from mass media to mass media. From the news presentation about the activity promoting tourism of Kao Hong Market. For instance mass media joined the activity on the opening day of Kao Hong Museum. The interesting story and the atmosphere of the ancient market were presented. The mass media from other fields perceived about the market and tried to make more news programs. The tourists were very impressed about being the community with stories, thief watch tower, ancient market atmosphere and delicious. They told what they were impressed to the others, and the communication technology made the expansion of the message fast and more effective through social media online. The appearance of communication by mass media and the expansion of messages by telling the others through social media online as shown in the following interview.

The story of Kao Hong Market presented by the tourists through the social media online and social network was not only the core activity of taking figures, but also writing the impression and communicated to the others such as putting the figure of Thief Watch Tower with the message “Being the guard of the market”, Checking in Kao Hong Market, taking the pictures of dessert and using their hand in wrapping the banana leaves, and reviewing the trip in website. Some tourists were cyclists, they came by cycling to see the market, eat food, take pictures to share in line Group, in page about bicycle. The pictures and information were more widely spread.(Sommaai Wongsomboon, personal communication, March 30, 2016)

4.3.2.6 The Kao Hong branding differed from that of Sam Chuck. After the success of Sam Chuk the provincial government introduced a plan to develop Kao Hong on private property in order to reduce the demand on Sam Chuk. Kao Hong needed to learn how to successfully brand their community from others. Sam Chuk acted as a mentor in this regard. The concept of branding is very subjective, and what can make one destination may break another. Therefore, it is important to always make the branding process match each individual destination. Moreover, every destination marketer truly believes that their destination is unique the branding steps of Kao Hong Community as tourist destination were revealed to consist of 3 steps follow:

1) Step 1 Planning consisted of the following important activities:

(1) An important first step is to identify and engage the key internal and community stakeholders who will partner in the leadership team.

(2) Study the community and are Context to find the charm to attract the community.

(3) Analyze the market and the marketing target group at least on the issue about identifying relevant lifestyles, categories, attitudes and values of the existing and potential customer base for the destination.

(4) Indicate the dominance and tourist motivation which should connect and support the competition uniqueness or community branding in order to identify local or attractions and styles that were related to the brand.

(5) Search the guideline to organize the activities to promote the tourism. Because the tourism destination was the place for the tourist to do the tourism activities. In order to perceive and touch the authentic tourist attraction, the marketing communication equipment should be used and called the main activity media.

(6) Communication Design as the experience for tourists during the time to operate the special event in order to promote tourism of the community.

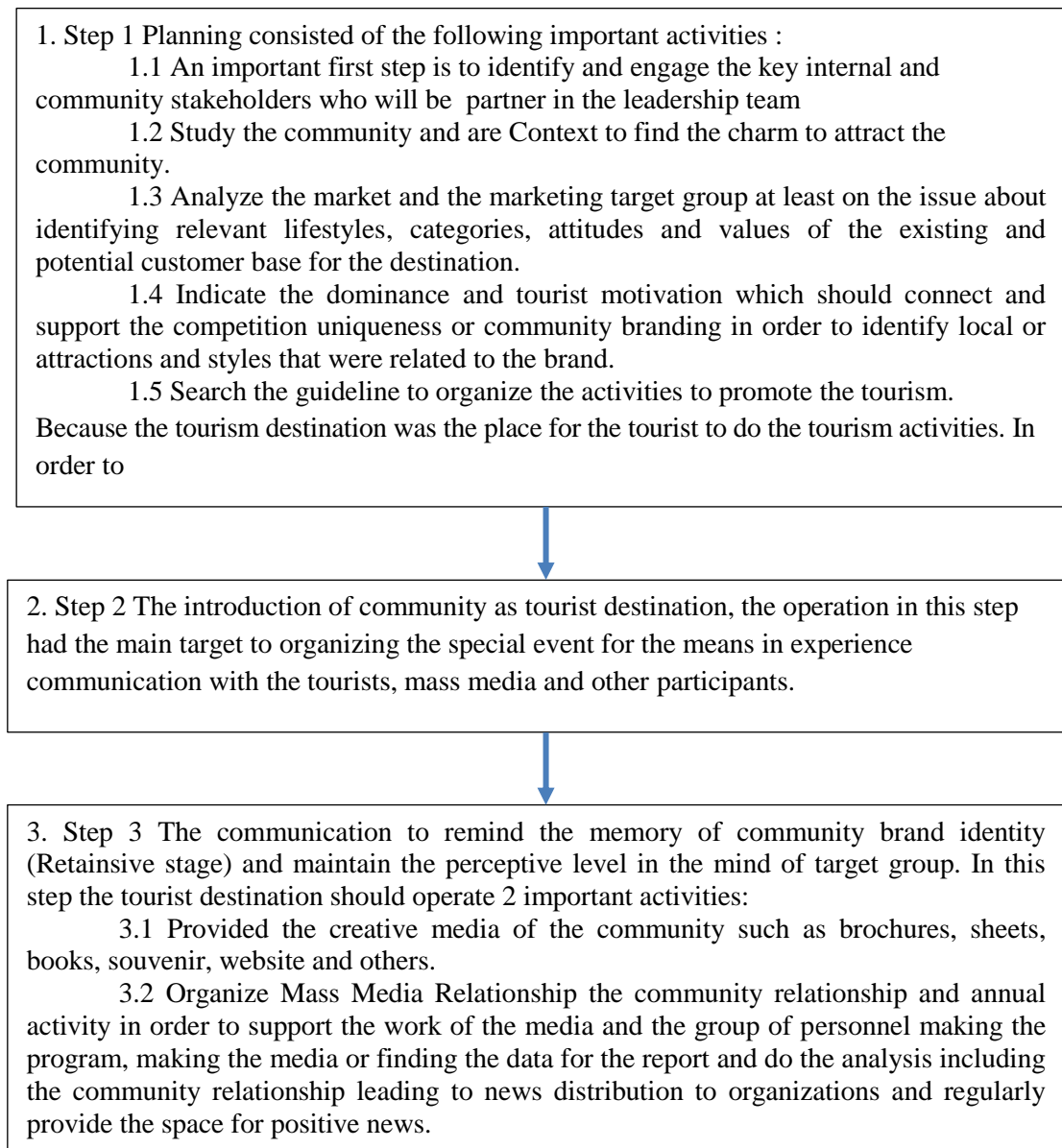
2) Step 2 The introduction of community as tourist destination, the operation in this step had the main target to organizing the special event for the means in experience communication with the tourists, mass media and other participants.

3) Step 3 The communication to remind the memory of community brand identity (Retainsive stage) and maintain the perceptive level in the mind of target group. In this step the tourist destination should operate 2 important activities:

(1) Provided the creative media of the community such as brochures, sheets, books, souvenir, website and others.

(2) Organize Mass Media Relationship the community relationship and annual activity in order to support the work of the media and the

group of personnel making the program, making the media or finding the data for the report and do the analysis including the community relationship leading to news distribution to organizations and regularly provide the space for positive news. The branding process of Kao Hong as mention above are demonstrate as the chat below



**Figure 4.18** The Branding Process of the Kao Hong as a Tourist Destination

#### **4.4 Conclusion from Case Study: The Issues Related to Analyze the Branding Process of the Ancient Market Community as a Tourist Destination**

4.4.1 From analyze the branding process of the ancient market community as a tourist destination It was found that community branding based on actor and activities creating identities and communicating them by defines community brand core value as the outcome. The 2 model of case study explain how a community brand is developed through the identity building process and what kind of brand attributes are involved. The success depends on the efficient management of the branding process, particularly at the beginning of the process it is importance to develop the visions of the brand which is guided by the type of attractions the communities offers and wish to develop.

4.4.2 All Identity had production process and could be consumed and regulated in the culture and create the meanings through different systems of Symbolic Systems of Representation related with the variety of positions in identity the community selected or constructed for the community identity. Some of the personnel characters or community which were outstanding, lively, comprehensible, perceptive were taken to show other people such as construction, architecture, area food, language usage, religion, costume and consumption. The maintenance of place authenticity was very important towards the conservation and development of cultural area heritage because it was the atmosphere or the picture of the place for the people inside and outside the community to perceive. For the cultural for Tourism heritage area after the conservation, the Authentic Experience was the experience the tourists would like to receive. The charm from the authentic identity of the place made the heritage area to develop and grow sustainably. Even though the physical character of the marketing area would change, herb smell was still stinking in the Ancient Chinese drugstore, the good smell of coffee from the shop at the port. The picture of the people in the area still lead the life in the traditional model having the products shown the past lifestyle such as basketwork, fish catching equipment, clay fire pot, herbal medicine and curry-paste with fresh coconut milk and the alive old building. What mentioned above made the image of Kao Hong Ancient Market and Sam Chuk appear

among the scene of Suphanburi City and caused the emotional values and wonder as the charm and attractive gate to people coming to visit the community.

4.4.3 Culture was the core of branding. It was the center of ideas, inspiration, and the history of branding. Actually, they would be connected with the organizers, villagers, and communities. The branding identity ideas were brought to used in tourist products. The culture would make the community different from others. Most of them was connected with real reality, authenticity in the local area and from the culture with the reason that the tourists came and touch and had the experience about reality and the authenticity of tourist products. Such products could be found in the local area from the local wisdom and traditional culture of the community.

4.4.4 The case study had some issues to search for and cause the academic benefit. That was the Ancient Community Markets were both the case study. Even though they had cultural capital as the center or market of selling goods over 100 years, when becoming the new model the cultural tourism as old markets, the community had to operate how the marketing communication as tourist attractions should be. The process of marketing communication of how ancient community markets would be well known, outstanding and different should be. The results of the study would be very useful and expanded to other ancient community markets and also became the knowledge for organizing the markets as the context of tourist attractions and the environment of Thailand. the presentation of community identity simply to the eyes of the people such as physical characters, the understanding of the place Identity which was an important things for marketing promotion public relation and place. In identity of place could be used as tool in constructing the competitive Identity. The marketing experts should do the understanding on how city, place, or tourist destination were. How the forming of city identity was before communicating such as identity. The identity for creating the competitive advantage, it should be on the reality of that place, should not be on what was created for only the need communication process of Ancient Community Market Suphanburi basin as tourist attraction was related to branding communication and the idea on marketing mix consisting of positioning market, creating brand personality and the operating of marketing mix which were the factors motivating the tourism need.

#### **4.5 The Result of the Study Due to Objective 2: To Develop Guide Lines for other Ancient Market Communities to Effectively Brand as Tourist Destinations**

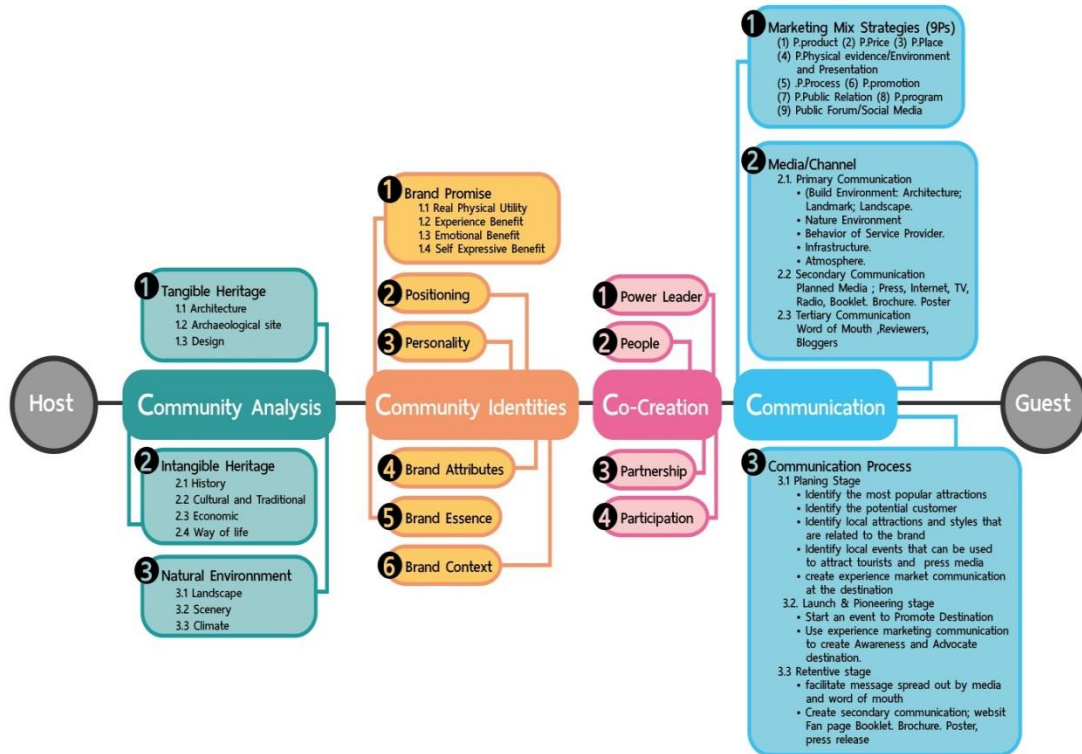
From the study, different process of working occurred in the old community Suphanburi basin. It was found that the community in the case study, tourism was used as the tool to create the strength self to create the values of being self and gave the importance towards the things that made the community the uniqueness of self. Be brave to be different. Don't do common things or similar to other community. Against having one culture and together to one. Every community had the right of oneself.

The suggestions from branding process of the Ancient Community Market as tourism attraction were from the interview the knowers having the experiences about the development of community market toward being the destination as the performers, determined the policy, academic officers and from the analysis and the synthesis of the researcher as shown

##### **4.5.1 The Suggestions for Branding Process of the Ancient Community Market as Tourism Attraction**

The branding process of the Ancient Community Market Suphanburi. Market was developed from synthesis, and analysis. The research results in the passing steps from the first objective until the core category of the case study all together for the conclusion of the branding process of the Ancient Community Market, the development of small parts of the summary towards the big conclusion by generalization were used as the process of organizing ideas from concrete to abstract for the concept in ground theory by induction to make the conclusion reliable. Then, the researcher reinvestigated and received the consensus from groups of experts and 5 qualified person audited the accuracy of the process in organization, content, advice, improvement for the appropriateness in application in the real situation. There were academic officers involving the tourism such as 2 academic officers from Tourism Authority of Thailand from the middle part and from the local, 1 academic officer from Thai Guide association, 1 academic officer from Tourism Industry Association and 1 academic officer on identity design and branding. After the correction and the

improvement, it became the development process on branding process of the Ancient Community Market Suphanburi Basin (Process Model) as shown in figure 4.19



**Figure 4.19** Branding Process of Ancient Community Market Suphanburi Basin

The building goods brand or the building brand for the community in the meaning of Simon Anholt (2009, p. 6) meant the process of building the dominance and the uniqueness of the tourist destination for the competitive advantage brand was the identity and uniqueness when comparing with the competitors. Brand was the thing that made the community as tourist destination different from other communities with the connection of important characters of tourist destination and showed the relation between communities and the perception of the target consumers or target tourists and could be used as the guidelines for communication and prediction behaviors expressed within the tourist destination. The process of branding consisted of 4 main steps (4Cs) in order to 1) Community Analysis; 2) Community

Identity; 3) Co-creation; 4) Communication. In each process of the procedure, there were 14 components (14Ps). The details of each step were as follows:

1) Community Analysis : The first thing needed to be known clearly in branding process was

(1) Community Self Reliance meant knowing advantage, disadvantage, strength and weakness of the community. There should be the study on every aspect of the community, the collection of cultural heritage data of the community on history, lifestyle, ways of living, arts, traditions and support the community to search for identity of the community different from others and specified the identity causing the competitive advantage which would be the guidelines in the development of marketing communication tools. The presentation of motivation for tourism, the creation of image for the community as the tourist when there was tourism in the community and power of tourism would force the community to go back to the conservation and rehabilitation of national and cultural heritage would support the identity of community to of tourism would force the community to go back to the conservation and rehabilitation maintain. The community analysis made the people understand the original foundation of the community, the capital to top up the development towards tourism. Every community had local culture, lifestyle and tradition to agree with the context of environment, social landscape inherited in the community. The culture heritage would the make the community have self identity different from others. Therefore, each community had what was called the original foundation of the community which might be in the forms of wisdom connected with 4 factors : Residence, Food, Clothing and Medicine or Natural Environment. The Original foundation of the community would become the community capital as the input in the process of creative community and made the values and prices of the capital the Output Outcome. It was the principle capital of development process. Even though there was not any capital from outside the community, the development could still be continued because the capital from outside the community was only the additional capital. As the time passing by the community capital was overlooked and thought that there was no community capital and need to ask from other people that made the community depend on the capital from outside. For the new concept, everything in the community was the main capital which was important for self

management of the community. It was very necessary to reserve and develop such capital together without destroying each other. The organizing of the community capital was like the center of the whole community so that the community could proceed self development with confidence and pride in the community. The guidelines for self analysis were as follows:

- a) Physical Analysis of Community such as architecture, building, ancient places and different designs.
- b) Non Physical Analysis of the Community such as history evidence, culture.
- c) Environmental Analysis of the Community such as climate, landscape.

(2) Charm and Attraction in Tourism available in the community. The charm of the community might be in the forms of natural resource, history, the background of the community, Teacher's House, wisdom, local vegetables, organic farm, local museum, food and drink. If there were tours in the community, what the tourists wanted to see, what to taste, where to stop and what to buy. They were what the community should know and could specify.

(3) Benefit : The customers were the ones who received the benefit and the marketing target group of the community

2) The procedure in the Step 1 would affect the procedure in Step 2 which would be mentioned next 0. Community Identity consisted of import matter as follows:

(1) Brand Promise: The community promised the consumer or the target tourists that the community would present the values and benefit to them when they came in the community. Such promise was from the identity or outstanding characters in the community. It was the identity with the competitive advantage and also the important factor to attract the tourists to travel in the community. The brand value would be handed to the tourist as promised so that the target tourist would come back again and told the others about it. The good brand had good promise in marketing communication about the brand. The brand maker had the choose the promise to make the tourist understand. The good promise could be from various

matter. The tourists made decision because they expected to get benefit or values from each tourist attraction in the following different type:

- a) Real Physical Utility such as local shopping zone, eating rare ancient dessert, and admiring old market back to past.
- b) Experiential Benefit impressed in tourism under the brand of Ancient Community Market.
- c) Emotional Benefit : full filled and proud from the visiting the Ancient Community Market such as feeling being an important person, proud of history and the background of old cultural way.
- d) Self Expressive Benefits : In traveling, which way how the tourists self expressed, which group of people they referred to, which social level they belonged to such as the feeling a vintage girl, a conservative person, and a Thai-like person.

(2) Positioning was to determine how the tourists viewed the Ancient Community Market when comparing to the market or other tourist attractions. The positioning could be from brand promise and compared with the product of the competitors. The con would compare where such brand could be in his cognitive map and where the market or tourist attractive would be. The positioning might be the standing point from different issues which were different from physical, quality, convenience in traveling and safety. The selection of positioning from any dimension, the brand maker had to be confident that the positioning had differences from the competitors and did not repeat the positioning of other strong brand. If the consumers understand that the brand of Ancient Community Market were in the same positioning as other brands and covered the cognitive map, such brand would be the copy product, would never be the authenticity. The referring of the authenticity was the one philosophical principle in making such tourist attraction having the outstanding and the uniqueness when positioning.

(3) Personality of the brand. In the viewpoint of branding, the personality meant selecting the adjectives to explain the character of the brand by looking at the brand or the community market as the Ancient Community Market were a person and how the habit of that person would be and how that person would express towards the others. After determining the personality of the brand, the ones

who communicated the story of the brand would determine the style, emotion, matter, type of music picture characters in telling the story about the brand in accordance with the personality of the brand constantly. Try to think if the brand were a person, how he would talk, how the speaking style would be, what kind of music he would listen to, which situation he would like to be, what he would be interested in. Then, such answers would be brought to be the style and emotion of the communication on brand. The personality of the brand was the main factor because the personality was the factor making the brand be certain and constant. The brand users could predict or expert what kind of experience would be received from the tour. The building of brand personality helped the management of expectation of the target tourists. At the same time, the brand personality helped the brand communication with clear emotion, reflect being the brand and certain image. For instance, the brand personalities were true, frank innocent, cheerful, excited, brave, lively, modern, capable, successful, complex, charming and high class.

(4) Brand Attributes: The attributes of brand would determine personality and the origin of brand promise, positioning, quality that the brand maker used in selling promotion of the Ancient Community Market as the tourist attraction. If the community did not have good attributes, the selling presentation would be difficult because maker could not give the good promise to the tourists. The community attributes could from several factors such as physical characteristics, working process emphasizing on convenience comfort, quality, efficiencies in providing service or the combination of the components which would all make the Ancient Community Market a good brand.

(5) Core of Brand Essence : The core of community brand essence could be called DNA as the heredity code of the brand, the spirit of the brand and core values which the tourists received every time they visited this community market. The authenticity of the brand made the consumers buy the brand. When the brand maker determine the core of brand, they needed to try to make the core of the brand appear whenever the brand was shown. That was to say the position was in work process of the provider of service in the tourist attraction, in the communication and in every media talking about the community, in every marketing activity and in the personality and the expression.

(6) Brand Context: The Context of community market as the tourist attractions meant the story which was the component of brand which the brand maker had to communicate to the tourists to understand how the tourists had the origin with values and what meaning to be presented to the tourists such as behind the origin, history, series and legends of the community market which could be told the tourists to perceive, to add values to the brand. When the tourists perceived the story as the context of the community, the tourists would admire the intangible values. The tourists not only impressed the physical characteristics of the community but also the intangible community. The tourists needed to collect all stories and context of the brand consistently. That would make them confident about the brand and see the core which was related to the brand.

3) Co-creation: The concept of creating Co-creation was the concept in developing products and services in the new model which provide the opportunity to the customers or the ones involving to take part in developing products and services. This concept had the background from the belief that the design on products and services towards the achievement and creating the satisfaction for the customers could not be done in the conference room but the people from outside needed to participate in thinking. The people from outside could be customers, product user, general people involving the business or academic officers, the thinkers called them "Stakeholder". As a result, the organization might have to design the work process for different sectors could have more participation. The new process might not have efficiency or speed as the former process. However, the new process provided opportunity to different groups of people to have more Co-creation and also creating good experiences for every sector involving the benefit towards the organization.

The Co-creation from network partnership in managing the community as the tourist destination was necessary to have services on facilities for tour to support tourism such as residence, service, welcome, tour experience, entertainment, and tourism activities. The service on facilities and tour activities might be different in each place depending on environment, and context of the community as the tourist destination. The models of the open were complex from the connection were complex from the connection between different components such as government organizations, business, infra structure like transportation system, public utility system or other

facilities. It was bringing the local resource to added values for the customers or target tourists with the cooperation from many sectors and many groups of people by joining the power, cooperation, using the knowledge to push and move up for the tourism activities to have quality, dominance and known by the tourists and general people causing the impressive picture. When thinking about the style of tourism, there would be the names of the communities which had the activities together. The network partnership in tourism management should be the ones who realized the importance of the community, ready to assist, promote and support so that the tourism development could be occurred and maintained. The members of network partnership in management could be the community leader, villagers, local administrative organization, business organization which provided the support, schools, people from outside, communities voluntarily joining the work. The management of network partnership, the operation was the important factor in moving up the community to the tourism destination with the following factors 4Ps.

(1) Power Leader: The leader with the potentiality would lead the community towards the tourism destination. The community needed to seek for the leader for tourism development. The leader could be Natural Leader with outstanding personality. He could lead the thought of people in the community or the leader formally appointed would be the advantage if the leadership of the Natural Leader was integrated in the person formally papas the formal leader. For instance, there were the administrator of government sector, the administrator of schools, the chief of government sector, such leaders would have power and authority to facilitate the tourism development towards the achievement as the target.

(2) People: Personnel or employees were the teamwork and staffing in developing community tourism towards the core principle of the operation.

(3) Partnership: In building the brand for the Ancient Community Market as Tourism attraction, several groups involved in role of leading team, working team and supporting team such as network of external sector, network of schools, local administrative organization including the supporting organization having network relationship, partnership, peer style, relative style. It was the relationship from doing the activities together, full fit the roles for each other from the

ones who had experiences on community aspect and the working committee being appointed.

(4) Participation: The participation of branding for the Ancient Community Market as tourism destination connected with stakeholder. Several sectors needed to give the important of the participation from every part. Whether they were communities, local administrative organization, Schools, Hospitals, Police, Government sectors, shop entrepreneur, Hotels, external supporters, volunteers or tourists took part in Co-creation and receive the benefit together. Therefore, the organizations which were mainly responsible needed to design working process so that different sectors could have more participation the new process might not be as effective or fast as the former process but it was the process providing opportunity to groups of people to think together, create together, do together, receive the benefit together and lead to the production and services to really serve the needs of Evian also create good experiences for every sector involving real submitting the benefit to the organizations.

4) Communication: Marketing Communication Brand Identity Communication, the tools to create the acquaintance might be in the forms of advertisement, publicizing the information, report the news, the activity of lowering the price, exchanging product, distributing and giving extra called selling promotion. The marketing communication created good image. The marketing experts had to understand what kind of motivation the customer needed and created the tourism experiences for the tourists or which tool could be the communication tools to approach and receive the respond from target groups. In managing the marketing communication of the Ancient Community Market, the marketing experts should understand the process and overall old market tourism from what were the products of the community, who was the group of customers and how were the service attributes the steps of markets communication had the important components as follows:

(1) Communication Forms : The marketing communication towards the tourist group at the Ancient Community Market could be applied into 3 groups:

a) Marketing Communication through cultural environment of the community which was the Primary Communication like the communication through product communication. The communication through environment such as

physical characteristic, architecture, building, different style design, like ancient post office box, two storey wooden row houses, museum back to the past Khun Jamnong Jeenarak, Udomchoak Hotel, Thief Watch Tower, and Large Hoo. The characteristics which were not physical such as shop selling consumer goods and food stuff, traditional recipe food and dessert, ancient toys in the characteristic symbol Media including experience communication through creation, atmosphere, shape, taste, smell, sound and touch system which communicate the similar meaning and together make the Main Concept to create the perception, communicate the meaning. That was the marketing position which was presented.

b) The communication through marketing communication tool (Planned communication) or it was called Secondary communication. It was the communication through controlled media for the tourists to know the information by the community together with the academic experts and external researcher. They studied the body of knowledge about local history, dominant, uniqueness, different attraction. After that the data was presented through media such as printed media, book, poster, brochure, video, website advertising media, radio media for Tourism Authority of Thailand and public relation media.

c) Unplanned Communication or it was called Tertiary Communication which was the communication without the communication tool but could communicate to the target group such as the communicate through facility, transportation, word of mouth, review new of the columnist or communication through social media, facebook, instagram and line.

#### **4.5.2 Basic Principle of the Community Marketing Development towards Tourism Destination**

The Ancient Community Market was one model of Cultural Tourism which gave the body of knowledge, community wisdom which was carried on under the condition of the area and the context of cultural society together and gave the importance with history combination of arts, culture and the development of the Ancient Community Market as the tourism destination. It was to bring cultural heritage, social capital to create the values for product and service. The tourists were interested in the old market on uniqueness, history cultural values and did not invest

much like department stores. In developing the old market to tourism destination should operate as the following guidelines.

1) Charm of Authenticity presented the old and authentic market. The charm of authenticity might come from the old condition of building houses, architecture, materials in the past, in the museum or decoration including the presentation of Authentic production emphasizing the product made by hand.

2) Charm of Story Telling : There were interesting history or story related with the marketing image and

3) Charm by Local : The product and service had the old-age paired with local for a long time. They had dominance in specific source because the other communities did not have.

#### **4.5.3 Search for Identity and Selling Points for the Tourism Attraction**

Nowadays, the tourism attractions increase there was high competition from both tourism attractions inside the country and in foreign countries. If the local could not determine the selling points dominantly and different from other tourist attractions. They might not be able to create the interest to attract the tourists. To create the interest, there should be creating, planning, operating all aspects in determining selling points or attracting point by searching for the local identity which other locals to imitate. The tourism attractions received the interest from the tourists, they would visit such tourism attraction themselves. The suggestion towards guidelines to search for identity of the community as the tourism attractions by self analysis, self realization clearly for both good points, weak point, strength should study the community in all aspects on history, lifestyle, way of living, arts and tradition. All of there were cultural heritage which affect the community identity different from other communities as the base at the beginning and the capital top up develop the tourism attraction.

#### **4.5.4 Draw the Participation from Every Section was the Important Thing to Make the Tourism Successful**

It was the cooperation of the sectors involving the stakeholder in the form of retentive stage. Therefore, the community should design the working system for the sectors involving took part in the operation in the form of network to search for the cooperation and support from people, group and organization in and out community until there were creating the cooperation and develop the strength of network consistently. The cooperation of the community cooperation to the network. The experts affected the reception of academic knowledge and there were organizations joining the development and answer the questions of the community to increase the power, exchange learning and cause the benefit widely. It made the community be about to solve the problems with the intelligence of the community. The community became strong which could not be done by people outside the community or by teaching or training. The strong community would have the management process, analysis, solve the problems including the addition of social and economic capital. As a result every community needed to cooperate, created the community power in community development by having the guidelines in operation as follows :

- 1) Appointed the main coordinator to develop cooperation network creating the additional values of community development toward tourism destination, be the representative of the community to communicate, develop the cooperation system. The coordinator had to be trusted in the mind of network. From being trusted the community was willing to join the work. The development of trust had to be natural, and sincere, no personal benefit, contact each other continuously, before, between and after operation activities. In case there were conflicts, the coordinator had to be the intermediary to contact with the opponents to decrease opposing. The participation could be operated in several levels from think together, planning together and doing together.

- 2) Divide the appropriate responsibility and determinate roles and function clearly.

- 3) Follow-up the overall operation when having problems, solve the problems together.

4) Use conferences to create the perception together. The perception together was the heart of network and the network could do the work continuously. The community needed to invite the people involving to attend the conference, exchange experience, opinions and guideline to improve the working process and solve the problems together. The community should create the system of making the opinions to the performance, follow up and evaluation.

5) Be friend in every sector : Maintain the coordination in the form working together in network both formally and informally in order to lead to the community development. The levels of the target were raised. The development led to the stability and peace of people in the country. From network of the external organization especially the work that the community could not operate or did not have potentiality enough. The public relation through public media, exchange opinion for top up the knowledge and use the knowledge to be applied for the community development later.

#### **4.5.5 Seek for Change Leader**

The leader who could lead the community to the achievement and sustainability. The leader should be important in working to achievement as expected. The leader needed to have both knowledge and arts. The community leader needed to have knowledge of the area and the body of knowledge in development. The leader could screen the knowledge to the performance in accordance with the context of the community. At the same time, the leader needed to have long vision and foresee the evidence in the long term and had clear steps and classify the expected result. The selected guide line when losing less benefit.

## **CHAPTER 5**

### **CONCLUSION AND SUGGESTION**

The ultimate objective in this study was the presentation of branding process the Ancient Community Market Suphanburi Basin by starting from 1) To study the local destination brand identity in the ancient market communities of Kao Hong and Sam Chuk in Suphanburi, Thailand.; 2) To analyze the branding process of these two ancient market communities as a tourist destinations. 3) To develop guidelines for other Ancient Market Communities to effectively brand as tourist destinations; The result of the study was reported in Chapter IV. The researcher concluded the result of the study, discussed and organized the suggestion as follows :

#### **5.1 The Result of this Study Due to Objective 1 : To Study the Uniqueness and Brand Identity of Ancient Market Community Based on Cultural Landscape**

From the study it was found that 1. Community Analysis as the tourism products in order to search for the outstanding as the uniqueness which was the competitive advantage or the outstanding of the products. From the product analysis the Ancient Community Market Suphanburi Basin as tourist attraction it was found that there were important outstandings as follow

5.1.1 The Attractive Characteristics of Sam Chuck. Notable attractive characteristics of Sam Chuk market include: 1) products that symbolize the past such as old toys 2) the market is like a living museum 3) hard to find traditional foods are produced and sold 4) residents live the lifestyle the old commercial community 5) the architecture is highly authentic consisting of genuine old wooden trading houses which form the community identity that is fundamental to the brand identity

5.1.2 The Attractive-Features of Kao Hong ancient market community  
 Notable attractive features–of Kao Hong ancient market include: 1) Local Trading House Groups 2) Thief Watch Tower 3) Local Traditional Food 4) Local Historical Artifacts which form the community identity that is fundamental to the brand identity

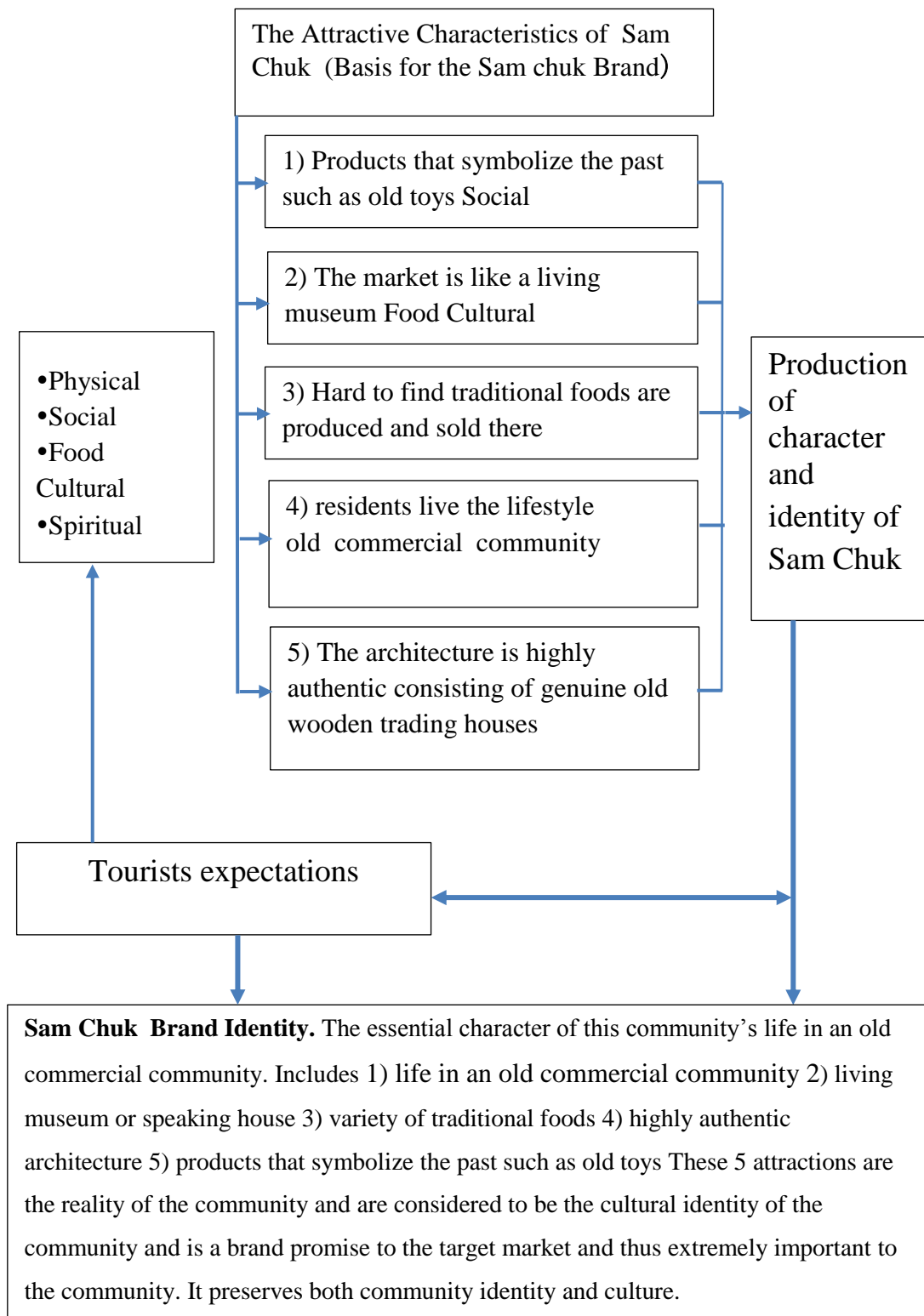
5.1.3 The brand identity of the ancient market community as tourist destination. A brand identity: refers to a unique set of brand associations representing what the brand stands for and implies a promise to customers from the organization. By describing six common elements: 1) brand's benefit 2) brand essence 3) brand positioning 4) brand value 5) brand personality and 6) relationship that the brand strategists aspire to create or maintain. These elements represent what the brand stands for and implies a promise to the customers from the members of the organizations.

**Table 5.1** The Outstanding and Being the Uniqueness of the Ancient Community Market Suphanburi Basin as Tourist Attractions

The Element of Brand Identity	Sam Chuk	Kao Hong
1. Brand Core Value	Sam Chuk Traditional Market: A nostalgic trading area of the present which reveals the past experiences.	The two most attractive features of Kao Hong Market include legends and tales and secondly the charms of the Kao Hong Market on the edge of the Tha Jeh River. What expresses the core values of the Kao Hong Market and what

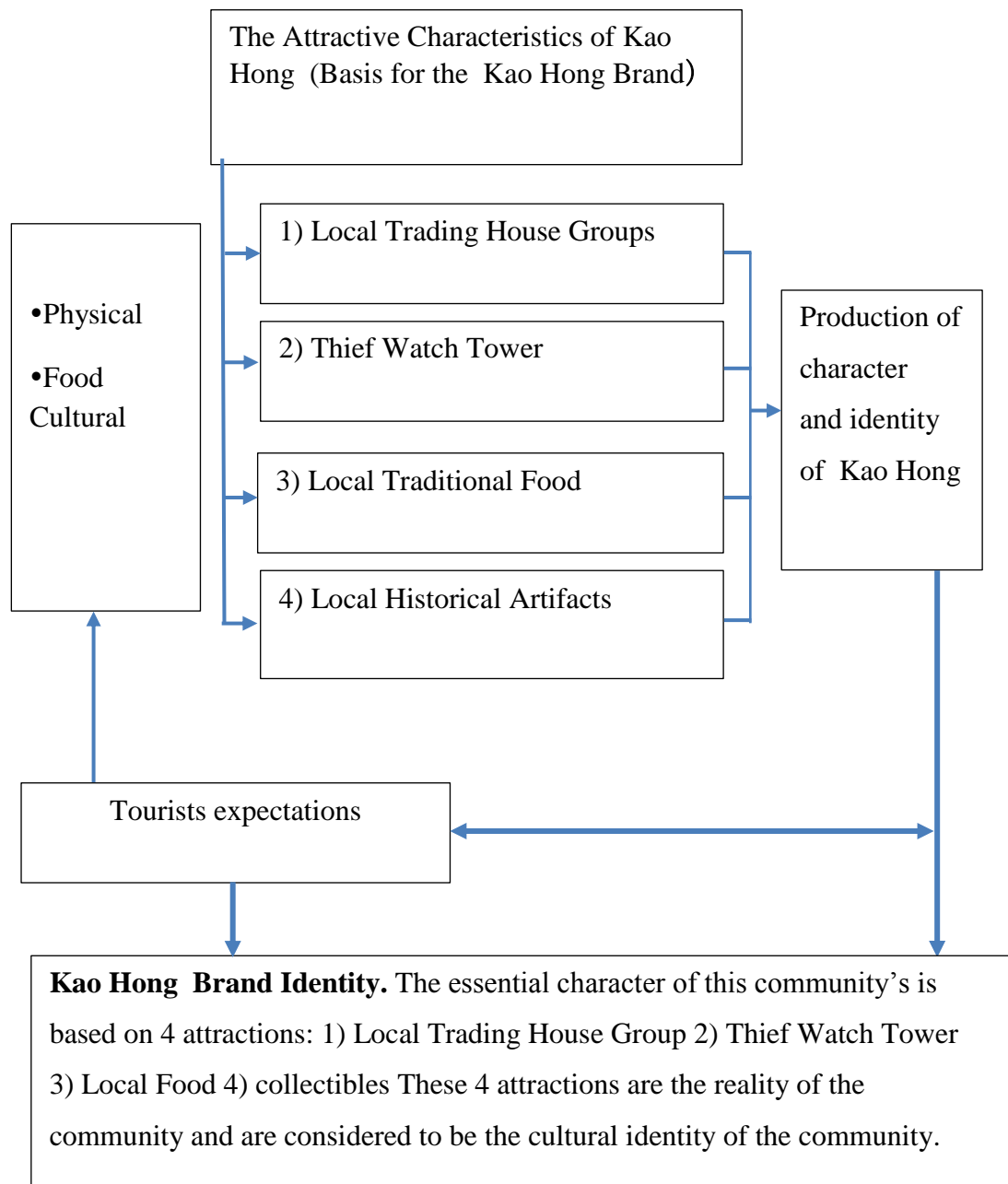
**Table 5.1** (Continued)

<b>The Element of Brand Identity</b>	<b>Sam Chuk</b>	<b>Kao Hong</b>
2. Brand Positioning	Market with lives and living Museum).	(Kao Hong Old Market Kao Hong, Charm of Old House, Thief Tower Story, Stomach was Full and Happy Mind)
3. Brand's Benefit	Sam Chuk's brand provides functional benefits for the tourist by giving them the experience of a simple way of life. They can live in the kind of old commercial community that is increasingly rare today. This has an effect on people who value localism rather than globalization and includes people who value self-expression and are interested in the former vintage lifestyle of Sam Chuk	Kao Hong's brand provides benefits for tourists by giving them the experience of an ancient community market particularly the original food and the locality which are difficult to find nowadays This has a positive effect on people who search for old local experiences.
4. Brand Essence	Sam Chuk's brand essence is based on 5 attractions: 1) life in an old commercial community 2) living museum or speaking house 3) variety of traditional foods 4) highly authentic architecture 5) products that	Kao Hong's brand essence is based on 4 attractions: 1) Local Trading House Group 2) Thief Watch Tower 3) Local Food 4) collectibles These 4 attractions are the reality of.



**Figure 5.1** Present a Relationships among the Components of Brand Identity Based on the Community Culture of Sam Chuk

#### 5.1.4 The relationships among the components of brand identity based on the community culture of Kao Hong



**Figure 5.2** Present a relationships among the components of brand identity based on the community culture of Kao Hong

In developing the community toward tourist destination, there were important basic factors such as attractions for tourism, the model community had attraction in tourism developed from local culture base. For instance, the authentic trading houses, lifestyle of market people, local food agree with nostalgia stage of city people. As a result, if the old markets were developed toward tourist destination the performers would give the importance to the community analysis in order to find the capital which could be used in promoting the identity and expand to the community perception as the tourist attractions.

The branding community as tourist attractions, in the viewpoint of the academic officers on tourism (Adit Charattanaan, 2016) explained in order to see the picture clearly by comparing the process of community development to be the tourism product like the production of goods in the production line which separate raw materials into parts and spaced out. Then, the parts would be put and created a production as the planned model. It was the same as the development of Ancient Community Market to become the tourist attractions. The performers needed to glare the available social and cultural capital to see what raw material we had. What available in the community would be like the raw materials we had. What available in the community would be like the raw materials in the production be which could be picked up created the tourism products with uniqueness and dominance as the available community resource. The performers and academic officers' opinions reflected the standpoint and the target to interest the community context involving the constructing the community towards tourist destination. The starting point of working was the analysis of community context which was the original cause of the tourist attractions and for the target of searching the community identity which was the important component of branding, community identity with the various origins of crucibles needed to be considered all aspects.

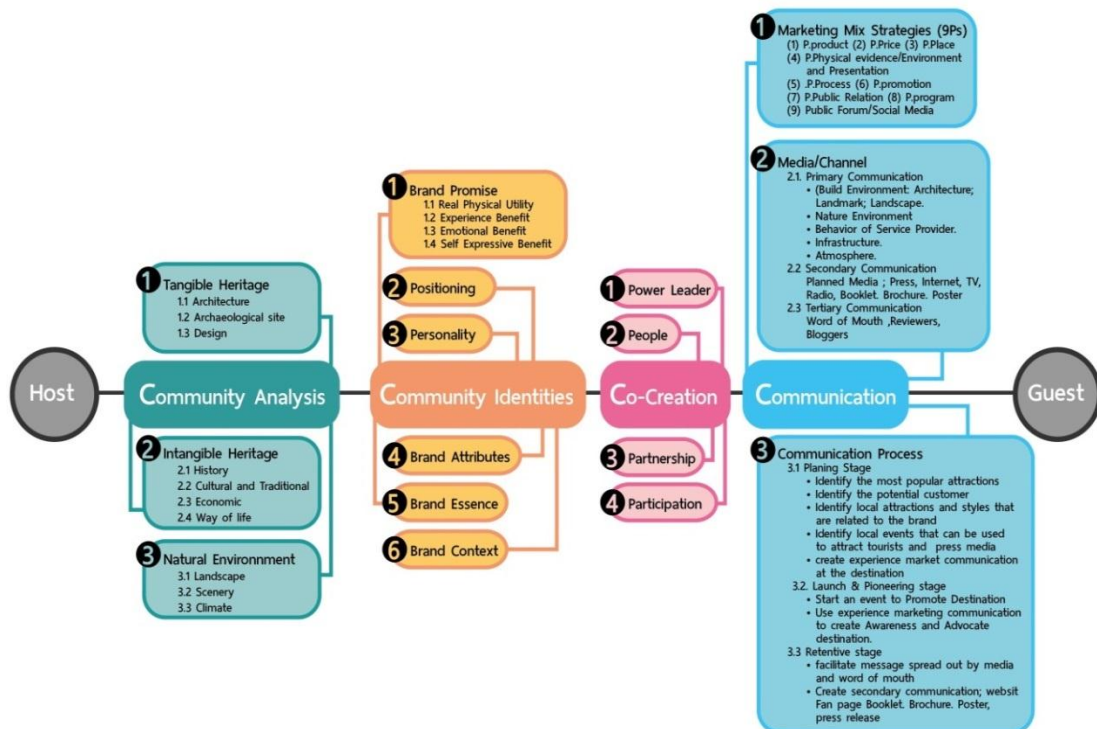
## **5.2 The Result of this Study Due to Objective 2: Conclusion of Branding Process Ancient Market Community as Tourist Attractions**

There are 5 Phase of Sam Chuck brand process include 1) Community Leadership 2) Self-Analysis Phase 3) Creating the brand identity 4) Media outreach.

5) Raising awareness of the community's brand as a tourist destination and 3 Step of Kao Hong branding process include 1) Planning consisted of the following important activities 2) The introduction of community as tourist destination 3) The communication to remind the memory of community brand identity.

### 5.3 The Conclusion of the Study due to Objective 3 to suggest Branding Process of the Ancient Community Market to develop guidelines for other Ancient Market Communities to Effectively Brand as Tourist Destinations

The suggestions from branding process of the Ancient Community Market as tourist attraction from the interview and the expert with the experience connecting the development of community market to both as the performers, determiner the policy, academic officer and the analysis and the synthesis of the researcher as shown



**Figure 5.3** Branding Process of Ancient Community Market Suphanburi Basin

The branding Process of ancient market community had to operate step by step. It was the tourism system especially in the local community happening when there were tourist activities and what attracted tourism in accordance with local resource based on the relationship which were activity, place and people. The steps of community development to tourist destination were 4Cs as follows :

1) Community Analysis as tourist products the analysis on physical, social, culture and wisdom for seeking the dominance as the uniqueness which was the advantage strength or the outstanding of the product as the base of tourist development.

2) Community Identity : The steps of searching for the dominance and uniqueness on the base of local resource of the community in developing towards tourist destination. If considering about the concept of the dominance and uniqueness from the viewpoint of the host communicating the uniqueness and found that the determination of dominance and the uniqueness involving cultural, history, natural environment which were the area context or it could be said that the community as the tourist destination could use the features and attributes or characteristics of the area used in creating the differences or features as the uniqueness for the city or place. They could be used as what to attract target groups, tourists to visit the area. When finding the dominance and being uniqueness of the community. It was necessary to arrange the components of tourisms to be interesting and agreed with the need of the community, the involving people, and the target tourists by concerning about the objects of the visit in the area with the process of creative management of joint values.

3) Co-creation : The co-creation from the network, partnership and the involving people in community management as the tourist destination needed to have service basis on tourist facilities to support tourism whether the residence, service, welcome, tourism experience and entertainment including tourist activities. The services on facilities and differences in each place depending on environment, and the context of the community as the tourist destination. The operation model had the complexity from the connection of the network relation among the components such as government organizations, business organizations, and infra-structure. For instance, the transportation system, the public utility system or other facilities. It was the

pulling resource in the local area to create the values for the tourists, the target customers by relying on the cooperation from several sectors, groups of people, joining the power and cooperate by using the knowledge pushing and moving up to have tourist activities with outstanding quality and wellknown to the tourists and general people until there were impressive pictures. When thinking about the tourism models, there would be the names of the communities as the place for arranging the activities paralleled with. The network partnership in tourism management should be the ones who saw the importance of the communities ready to help, support for the tourism development occurred and maintained. The members of network partnership in management, it might be the community leader, villagers, the local administrative organization and business organization providing the support, school, or people outside, the community volunteering to work together, the management in the form of network, the cooperation of partnership in operating the important components to move up the community to tourist destination with the important factors in operation such as 4Ps. 1) Power Leader 2) People or employees, were the working groups, working teams and stuffs in tourist development of the community. 3) Partnership : Many groups of people from various sections involving in the role of leading team, supporting team. 4 Participation : The participation in developing the community to the tourist destination which were related to the stakeholders, in various sectors needed to give the importance to the participation of every section whether they were communities, local administrative organization, schools, hospitals, police government sectors, entrepreneurs, hotels the external supporters, volunteers and tourists took part in by thinking together. Doing together, receiving the benefit together

4) Communication : The identity and marketing communication. The forms of communication The marketing communication towards the group of tourists at Ancient Community Market could be variously applied and divided into 3 groups : 1) Marketing communication through cultural environment of the community which was cultural the Primary Communication like the Product Communication. The communications through environment were physical characteristic architecture, building and other designs such as; 2) Communication through marketing communication tools which could be controlled (Planned Communication) or the communication 3) Tertiary Communication. It was the marketing communication

which could not be controlled such as Facility, Transportation, Word of Mouth, review news of the columnist, or the communication through Social Media, Facebook, Instagram, Line.

## **5.4 Discussion and Suggestions**

### **5.4.1 Discussion**

The result of the study having the interesting issues that the researcher wanted to explain and further discuss.

1) Construction the brand for the community as the tourist attraction. There were the complexity and the differences from branding the product or the company because these communities did not occur or was located on the space. The community had local resource as the capital of the community and such resource did not sparkle enough to attract the tourists because of lacking several factors such as the management, marketing promotion and analysis by city pairing appropriate target marketing group (Gnoth, 2002) pointed out that the decision on which feature should be selected and used as the attraction for tourism and the main values in creating competitive identity. The principle for consideration was the selected outstanding feature. It had the important part to determine the tourist personality, helped constructing good image and the tool to determine marketing positioning and creating the dominance and differences from the competitors. Such qualification was the main factor in branding for the community as the tourist attractions. (Prentice, 2004)

In searching for the core value of Ancient Community Market as the tourist attraction indicated the capital in the community, the natural capital, cultural capital and social capital. These capitals were the core values presented to the tourist and used in constructing the competitive advantage. The process in searching the core values of the Ancient Community Market as the tourist attraction and prevented the marketing feature of the market to connect with the personality of target tourists and creating the emotional values with the result from tourism experiences, the features and the components in the community (Morgan, Pritchard, & Pride, 2004) The indication of care values reflecting the being community as the tourist attraction on the authentic base, could create the competitive advantage and the importance towards

tourists (Clifton & Simons, 2004, p. 213). The determined values should be durable and connected with the tourists and could also determined the communication strategies towards target groups through media and various channels. (Morgan, Pritchard & Piggott, 2002, p. 344)

2) Competitive Identity : The specific characters of tourist attraction made the tourist attraction with unique different from the others. The competitive identity as the same as branding (UNWTO, 2009, p. 31; Anholt, 2007, p. 6) for the tourist attraction. It was like putting the Foundation stone which was the beginning of branding for the community. Otherwise, all old markets would be the same, easy to copy and generally seen (Me-too destination), no differences, lack of attraction to come to visit and searched for the community identity and it was the beginning of constructing the differences. The community should be interested in finding the factors and components causing the competitive identity and made it seen dominantly. The branding of Ancient Community Market was more than the design of logo of the place but the searching for the overall of factures forming the competitive identity, and attracted the tourists to come in the area. When the community could search for the right identity and the people and tourists could explain being self of the community and could tell the others who never came or touched until they could see or imagine what the community was and how the personality would be. It had enough values to visit. When the community could show the community image to the outside society, there should be the management to assure that the tourist would receive the tourism experiences as the community owner of the tourist attractions promised since the first touch until returning home. As a result, the presentation of competitive identity or branding of Ancient Community Market should base on the authenticity, not creating picture, or make believe advertisement. The tourist experience of tourists needed to be in accordance with the expectation happening to the tourists receiving the market message which meant the community was the tourist attraction and maintain the matter or brand or competitive identity. World Tourism (organization UNWTO, 2009, p. 90) suggested the finding of the competitive identity and caused the competitive identity and attracted the tourists to come in the area by asking questions and finding the answer as follows : 1) When think of the community, city as the tourist attraction, what did the tourists think about ?; 2) what was the thing the

tourists liked the most ?; 3) What type was this place classified ?; 4) When coming to this place, how did the tourists feel ?; 5) If describing this place in one sentence how should it be described ?; 6) What were the things to make this tourists attraction different from other places ? Such questions helped seeking brand essence and values of the community as tourist attraction. It was the competitive identity which could be used in operating the marketing activities and marketing communication of the community.

3) The Evidence about marketing communication of Ancient Community Market Suphanburi Basin as tourist attraction. There was the application of communication for Nostalgia Tourism, Retro Marketing, and co-creation community agreed in the same direction, the 2 storey wooden houses, folded door name sign of the authentic shop. The second floor was for living. The first floor was for trading.

The concept of this community, was to present to public about the atmosphere reflected the theme and Tone To the same way. The evidence agreed with the Product communication. In this study the Ancient Community Market was presented to the tourists and used as presented to the tourists and used as communication tool. In fact, there were many kinds of tools used for marketing communication.

#### **5.4.2 Suggestions from the Result of the Research**

From collecting data and results of the research, the researcher suggested the following :

1) The analysis of identity communication of Ancient Community Market Sam Chuk and Kao Hong Market, the basic characteristics of the two markets were selling the locality, ancient, old time places from the culture capital such as architecture and buildings. There were products sold in the market. The food was related to local wisdom using the raw materials from the community. For other products most of them were made by old production process. It was found that the identity communication even though the objectives for Nostalgia Tourism but there were also groups of tourists as shopping tourism it was similar and could create the differences from these factors :

2) The result of the study revealed that the identity communication of Ancient Community Market with the goal to serve the needs of the tourists who longed for the past and the group of tourists as shopping tourism were similar and could create the differences from important factors as follows :

(1) Creating the difference by using the physical elements had the following guidelines of the procedure.

a) Creating the differences from the community capital and the things indicating concrete culture such as building land mark and other environment characters.

b) Creating the differences with local food wisdom, beside making each market different, it was also one way to bring up, and conserve the community food wisdom.

(2) Creating the differences through outstanding culture elements of the community example, in Sam Chuk Market, there was a tradition of raising the complete set for a meal connecting with food wisdom which could be created into local products.

3) Creating differences through the elements of personality of the tourist attractions.

The lessons from the case study, the researcher organized the suggestions as principle for the Ancient Community Market to apply for the brand identity communication in the following important matter.

4) This study presented the guideline for the other places. The result of the research could be applied in marketing matter of brand or competitive identity. The World Tourism Organization (UNWTO, 2009, p. 90) suggested the finding of the overall feature and caused the competitive identity and attracted the tourists to come in the area by asking questions and finding the answer as follows: 1) When thinking of the community, city as the tourist attraction, what did the tourist think about ?; 2) What was the thing the tourist liked the most ?; 3) What type was this place classified?; 4) When coming to this place, how did the tourists feel ?; 5) If describing this place in one sentence how should it be described ?; 6) What were the things to make this tourist attraction different from the seeking brand essence and values of the community as tourist attraction. It was the competitive identity which could be used in

operating the marketing activities and marketing communicating of the community. The other appropriate radio and time forming. The working team would bring the data in making decision selected to develop the appropriate essence and the behaviors in colure by essence, and the cannel in communication by thinking about the nature of essence the media of the target group, environment to help the decision in the mix the components together.

#### **5.4.3 Suggestion from Research Methodology**

The researcher reviewed the research methodology to conclude as the lessons from working in the area and the effect of the project and organized to be the suggestions from research methodology for the ones who were interested in the research

The result of the operating of the project : When consider as the research questions, the result of the research could answer the research questions because this research project was the reproduce lesson from the case study as Best Practice and supported the sharing data, guidelines management between the local host. The researcher found that this research could beneficial as follows :

- 1) The result of the research could be used as the basic data in searching the uniqueness, the identity of the tourist attractions and used in creating the differences and attracted the tourist interest.
- 2) The result of the research could be used as guidelines in developing tourism of the community from the methodology, guidelines and the operation from the participation of the involving people in the area and made picture well seen in the human characteristic

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