



## Abstract

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The study of guidelines for developing green tourism brand of Krabi province aimed to study the perceptions toward tourism image of Krabi province in tourist perspective, to study the tourists' awareness toward the significance of green tourism, to develop green tourism product positioning and identity of Krabi province, and to develop green brand book of Krabi tourism. This study employed mixed method to collect the data from tourism stakeholders, domestic and international tourists through purposive sampling. Questionnaires were used to collect the data with 959 samples: 521 Thais and 438 international tourists. Furthermore, the projective technique was also used to search for tourist value in order to develop tourism positioning from 43 international tourists.

The findings about the domestic tourists' perceptions toward tourism image of Krabi province showed that happiness is the first priority, followed by livable city, beach, friendly, and natural destination, respectively. This is in line with international tourists whereas beach is the first priority, followed by happiness, peace, friendly, and delicious food, respectively. Tourists mention that they value about tourism in three components; i.e. peace, romantic, and relax. Therefore, the tourism product positioning of Krabi province is "Krabi Experience", because the reason for travelling to Krabi province is the uniqueness and distinction of tourism experience in Krabi, and the positioning statement is "*Creative and eco-friendly tourism experience for quality tourists*". Researchers have employed this tourism product positioning as a guideline to develop brand identity and Krabi branding strategy, and to design brand identity tools for communicating with target tourists.