

## Abstract

**Subjects: Brand Image Development in Chanthaburi Gem Street for supporting the Tourism.**

**Accomplish year: 2020**

The objectives of Brand Image Development in Chanthaburi Gem Street for supporting the Tourism research research are 1) To study overview background and trading process in Chanthaburi Gem Street 2) To study tourism behavior that effect Creative Tourism and 3) To develop the strategy for promote image and branding from Chanthaburi Gem Street for supporting the Tourism. Study area for this research is Krajang alley and Srichand Street. Using Mixed Methods and Participatory Action Research as main process of the study overview background and trading process in Chanthaburi Gem Street. Including quantitative research for study tourism behavior who visit this area and use Study results for develop the strategy for promote image and branding from Chanthaburi Gem Street.

The results found that 1) To study overview background and trading process in Chanthaburi Gem Street have the identity that reflex value in Chanthaburi Gem Street area through way of Dek Dearn Ploy's life, wisdom and knowledge in gems, gems trading process and variety of gems which leading to the way of developing Branding and the system that develop Creative Tourism in Chanthaburi Gem Street and also building image in area that attempt to change their old image from area of producing gems and wholesale to be Creative Tourism area where can present as History-Cultural tourist attraction have been producing and trading gems from past to present. Telling story through way of Dek Dearn Ploy's life, wisdom and knowledge in gems, and gems trading in Chanthaburi Gem Street area.

Tourism behavior in Krajang alley and Srichand Street show that most of tourism are in working age and work in private company, planning their trip by themselves, interest to travel in History-Cultural attraction; restaurants which sale souvenirs; place where show local image; local ways of life and traditional. The attraction in this area is about story of history, cultural and local ways of life in Gem Street. The point of tourist behavior and satisfaction can use for design Creative Tourism, Creative space, Creative spectacles, and Creative cluster.

Main strategy in development for image and branding of Chanthaburi Gem Street will produce Creative Tourism area which include 1) Integration of gems operators for driving the development in Chanthaburi Gem Street area 2) Use Brand-building process as improving equipment 3) Development and recognition Chanthaburi Gem Street image through area design and tourism-activities design 4) Bring Branding as main propose for design area tourism to make image and leading to Creative Tourism.

**Keywords:** Brand Image Development, Chanthaburi Gem Street, Chanthaburi , creative tourism