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Literature Review:

Branding

Now a day, the word brand does not only refer to goods and service but it also applied to every level of society. This can include from government, sport teams, media, individuals, cities, and even countries have their own brand (Morgen, et al., 2004). Brand perception is what it unique self from others (Datzira-Masip & Poluzzi, 2014). Berry (2000) mention that when the brand is strong its enable guests to get a better visualise of the products and service which increase the number of customers to whether purchase the products or service or visit the destination in mind.

Destination Branding

The destination branding can be defined as a way to advertising its uniqueness in its destination in contrast to other competitors (Morrison and Anderson, 2002). Anholt (2009) argue that destination branding is a dynamic relationship between destination, potential customers, and visitor. He also states that it is an essential part of marketing communication channels.

Brand image

Brand image can be defined as the perception of customer on a brand as reflected by the experience the held in customer's memory (Keller, 2012).

Methodology:

Questionnaires through social media about people thought on leisure branding of Thailand. (Both Foreigners and Thai)



Rationale:

It is important to see how international and domestic tourists perceive the leisure branding that market Thailand as a travel destination. As tourism seem to be one of the most important economic contributor to the country. This study will show what are their view and does it affect their decision when selected a leisure holiday destination.

AIM:

The aim of this study is to understand the perception of both international and domestic tourists has on Thailand as a leisure destination and does it have any impact on their decision to visit Thailand base on those image they have.

OBJECTIVE:

1. To review the literature about destination branding, tourists' view on leisure branding of Thailand. And compare the difference between the two.
2. To investigate whether the current leisure branding has the power in decision to visit Thailand or not.
3. To give recommendation on better branding to change any negative perceptions of Thailand.

References:

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