Creating Cultural Tourism Destination Identity through Intangible Cultural Heritage with Brand Archetype for Green Tourism Marketing Perspectives: Case Studies of China, Myanmar, Thailand, and Australia

การสร้างอัตลักษณ์จุดหมายปลายทางเพื่อการท่องเที่ยวเชิงวัฒนธรรมผ่านมรดกทางวัฒนธรรมที่จับต้องได้ด้วยแบรนด์ต้นแบบเพื่อการตลาดการท่องเที่ยวสีเขียว: กรณีศึกษาประเทศจีน ประเทศเมียนมาร์ ประเทศไทย และประเทศออสเตรเลีย

Ousanee Sawagvudcharee*
อุษณีษ์ เสวกวัชรี
Department of General Fundamentals,
King Mongkut's Institute of Technology Ladkrabang
สำนักวิชาศึกษาทั่วไป
สถาบันเทคโนโลยีพระจอมเกล้าเจ้าคุณทหารลาดกระบัง
*ousanee.sawagvudcharee@gmail.com

Abstract

The study's objective was to gain an understanding of intangible cultural heritage (ICH) in order to create cultural tourism destination identities based on brand archetypes for green tourism marketing. It was designed in response to the question, "How can intangible cultural heritage (ICH) be used to establish a sustainable identity for cultural tourism destinations using brand archetypes to promote green tourism?" The tourism business has struggled with the inability to highlight its strengths or create a distinct identity in order to persuade tourists to visit repeatedly, seek information, spend time there, and purchase different goods and services from those sources. Informing and making tourists aware of each destination brand connected to ICH has proven to be a challenge for the tourism industry. This study used qualitative research used methods based–on document –applied interpretative epistemology and interpreted non–numerical data. Data were collected and analyzed using content analysis, critical analysis, and thematic analysis. The study revealed that each country's ICH still requires brand archetype creation and building from the aura of traditional culture as well as in–depth analysis of ICH identity, particularly from a green tourism marketing standpoint.

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Keywords : intangible cultural heritage, cultural tourism, tourism destination identity, brand archetype

บทคัดย่อ

วัตถุประสงค์ของการศึกษานี้ คือการทำความเข้าใจมรดกทางวัฒนธรรมที่จับต้องไม่ได้เพื่อสร้างอัตลักษณ์จุดหมายปลายทางการท่องเที่ยวเชิงวัฒนธรรมด้วยแบรนด์ต้นแบบ (Brand Archetypes) เพื่อการตลาดการท่องเที่ยวสีเขียว มีคำถามการวิจัยว่า “มรดกทางวัฒนธรรมที่จับต้องไม่ได้สามารถใช้เพื่อสร้างอัตลักษณ์จุดหมายปลายทางการท่องเที่ยวเชิงวัฒนธรรมที่ยั่งยืนโดยใช้แบรนด์ต้นแบบเพื่อการท่องเที่ยวสีเขียวได้อย่างไร” เพราะธุรกิจการท่องเที่ยวประสบปัญหาไม่สามารถเน้นจุดแข็งหรือสร้างอัตลักษณ์ที่ชัดเจนเพื่อชักชวนนักท่องเที่ยวให้มาเยี่ยมชมซ้ำ ๆ ศึกษาข้อมูล ใช้เวลาอยู่ ณ สถานที่ท่องเที่ยวนั้น ๆ และซื้อสินค้าบริการต่าง ๆ จากแหล่งเหล่านั้น การสร้างอัตลักษณ์และทำให้นักท่องเที่ยวเกิดความตระหนักถึงแบรนด์จุดหมายปลายทางแต่ละแห่งที่เชื่อมโยงกับมรดกทางวัฒนธรรมที่จับต้องไม่ได้สามารถสร้างความท้าทาย ความแตกต่าง และความน่าสนใจสำหรับอุตสาหกรรมการท่องเที่ยว การศึกษานี้เป็นการวิจัยเชิงคุณภาพโดยใช้วิธีการรวบรวมข้อมูลจากเอกสาร และการสังเกตแบบไม่มีส่วนเกี่ยวข้อง ในการเก็บข้อมูลและวิเคราะห์ข้อมูลด้วยวิธีการวิเคราะห์เนื้อหา การวิเคราะห์เชิงวิจารณ์ และการวิเคราะห์แก่นสาระ ผลการวิจัยพบว่ามรดกทางวัฒนธรรมที่จับต้องไม่ได้ของแต่ละประเทศยังคงต้องการการสร้างและพัฒนาแบรนด์ต้นแบบจากกลิ่นอายของวัฒนธรรมดั้งเดิม รวมถึงการวิเคราะห์อัตลักษณ์มรดกทางวัฒนธรรมที่จับต้องไม่ได้ในเชิงลึกโดยเฉพาะอย่างยิ่งจากมุมมองการตลาดการท่องเที่ยวสีเขียว

คำสำคัญ : มรดกทางวัฒนธรรมที่จับต้องไม่ได้ การท่องเที่ยวเชิงวัฒนธรรม จุดหมายปลายทางการท่องเที่ยว แบรนด์ต้นแบบ

Introduction

Intangible cultural heritage (ICH) is important for the development of tourism destinations’ identities since it helps foster social inclusion and cohesiveness (Sawagvudcharee et al., 2020). However, it also presents a challenge in terms of increasing tourists’ understanding of tourism marketing (Preechawong et al., 2019). Social customs, holidays, and celebrations mold communities, and groups can contribute to the strengthening of their social fabric in a way that is inclusive. Until now, many nations have not yet been able to give their ICH a distinctive identity that would draw tourists and encourage them to purchase various items linked to various ICH, despite efforts being made to designate cultural heritage as a world heritage site considered by the United Nations Educational, Scientific and Cultural Organization (UNESCO) (Labadi, 2013). Because there is currently little study and analysis concentrating on the tourism marketing of each country’s ICH, the unique identity may be stressed (Bendix, 2018). It is also mentioned

that it may elicit emotions (Bendix, 2018). Tourists' comprehension of the differences in the brands of cultural tourism destinations has resulted in a desire to return to intangible cultural riches on a frequent basis, leading to long-term marketing.

Research Question and Objective

The research question was "*In what way can intangible cultural heritage (ICH) be used to establish a sustainable identity for cultural tourism destinations using brand archetypes to promote green tourism?*" Likewise, the objective of this study is to gain an understanding about ICH in order to create cultural tourism destination identities based on brand archetypes for green tourism marketing.

Literature Review

Intangible cultural heritage (ICH) is essential for preserving each community's way of life, customs, and traditional culture (Lenzerini, 2011). It might also be enhanced to interact with the tourist industry, protecting the authenticity of intangible cultural heritages and developing a brand identity based on brand archetype, attracting tourists from all over the world to return and make repeat purchases. As a result, ICH should be the primary emphasis when developing a sustainable identity for cultural tourist locations using brand archetypes for green tourism marketing. This section will consequently focus on relevant research articles, such as ICH, cultural tourism, tourist destination identity, and brand archetype.

Intangible Cultural Heritage (ICH)

The term "intangible cultural heritage" (ICH) means the practices, representations, expressions, knowledge, and skills, as well as the instruments, objects, artifacts, and cultural spaces associated with them, that communities, groups, and, in some cases, individuals recognize as part of their cultural heritage (UNESCO, 2003; Sawagvudcharee et al., 2020). Examples include oral traditions, performing arts, local knowledge, and traditional skills, all of which reflect intangible heritage (Lenzerini, 2011). ICH, which encompasses all immaterial forms of culture, represents humanity's rich living history and is the most essential vehicle for cultural diversity. ICH's key constituent traits include self–identification as an intrinsic component of the creators' cultural identity, ongoing recreation in response to historical and social evolution, connection to the community's cultural identity, authenticity, and inextricability from human rights. The international community has recently acknowledged that ICH requires and warrants international protection, leading to the adoption of the UNESCO Convention on the Safeguarding of

ICH (Bendix, 2018). The Convention emphasizes the key principles of ICH and has a strong philosophical foundation (Bendix, 2018). However, its operational component, based on the 1972 World Assets Convention model, may not sufficiently safeguard intangible assets (Bendix, 2018).

Cultural Tourism

Cultural tourism is a form of tourism activity in which the visitor's primary purpose is to learn about, explore, experience, and consume both physical and intangible cultural attractions and products at a tourist destination (Mousavi et al., 2016; Sawagvudcharee & Chaemchamrat, 2024). These attractions and products refer to a set of distinct material, intellectual, spiritual, and emotional characteristics of a society, including arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries, and living cultures with their lifestyles, value systems, beliefs, and traditions (Sorokin, 1957; Mousavi et al., 2016; Sawagvudcharee & Chaemchamrat, 2024). Cultural tourism advocates argue that it allows the local community to profit financially from their cultural legacy, therefore appreciating and preserving it, while also allowing tourists to extend their personal perspectives (McKercher & Cros, 2002; Towse, 2011; Sawagvudcharee & Chaemchamrat, 2024). Cultural tourism is not without drawbacks. Local residents may have negative consequences such as economic insecurity, higher living costs, increased pollution, or the creation of environmental issues. Rapid population growth might potentially hurt the local economy. The local populace is also exposed to ways of living, which may have an adverse effect on their social structure. Cultural tourism is also defined as the visit of cultural venues away from one's typical area of residence with the goal of gaining new information and experiences to suit cultural demands (Towse, 2011). Cultural tourism demand has lately altered, with a strong preference for cultural activities in particular. Furthermore, cultural and heritage visitor encounters tend to be an important part of a memorable tourism experience.

Tourism Destination Identity

A tourism destination identity is a creation of tourism products that provides travellers with an integrated experience by highlighting the strengths of tourism destinations in a creative way to attract, motivate, and stimulate tourists' feelings, awareness, and needs, resulting in interest to the point where they decide to visit that travel destination (Preechawong & Sawagvudcharee, 2016; Preechawong et al., 2019). Tourism destinations that are created to suit the demands of visitors, as well as their identity, can serve to boost tourists' sentiments and awareness. Preechawong & Sawagvudcharee (2016) identified six components of destination identity: (1) Destination culture, (2) Destination character,

(3) Destination personality, (4) Destination name, (5) Destination logo, and (6) Destination slogan (Preechawong & Sawagvudcharee, 2016). These six components are essential to build destination identity and represent the location's identity. It is also critical to evaluate its coherence, which is determined by the consistency of these elements (Keller, 2003). The six components provide a tried–and–true strategy for developing a distinct and effective tourism destination identity. When making travel selections, good destination identities assist travelers in distinguishing and recalling the differences between competing places. As a result, developing a distinct, appealing, and acceptable intangible cultural heritage for cultural tourism destination identity should be a critical step in attracting potential tourists to visit intangible cultural heritage destinations often and again.

Brand Archetype

Brand archetype is the human and thing personality attributes that best represent a brand (Bechter et al., 2016). There are twelve brand archetypes: (1) Outlaw, (2) Creator, (3) Magician, (4) Hero, (5) Lover, (6) Jester, (7) Everyman, (8) Caregiver, (9) Ruler, (10) Innocent, (11) Sage, and (12) Explorer (Xara–Brasil et al., 2018). Brand archetype has an influence on almost all consumers, even tourist consumers. According to Gerald Zaltman, a Harvard Business School professor, 95% of people's purchase decisions are subconscious (Bechter et al., 2016; Xara–Brasil et al., 2018). The tourism industry may benefit from this trend by creating a destination brand archetype. Brand archetype is one of the most efficient methods to contact your consumers' subconscious brains. Moreover, brand archetype is a means to define our brand, give it personality, and truly connect with our audience, allowing them to feel something for us (Xara–Brasil et al., 2018). Individuals must understand their brand, what it symbolizes, and where it is headed. If they have many connected brands, assess whether their brand archetypes are similar or distinct, and then develop an appropriate brand architectural model to depict those similarities or differences.

Methodology

This study employed a qualitative research method to answer the following question: "*In what way can intangible cultural heritage (ICH) be used to establish a sustainable identity for cultural tourism destinations using brand archetypes to promote green tourism?*" The study was planned to employ subjective ontology, interpretive epistemology, and a qualitative method. By employing content analysis, critical and theme data coding analyses for data analysis from the study's case studies, the researcher should be able to gain a better understanding of the demand for developing cultural tourism destination identities towards ICH based on brand archetype for green tourism marketing. Consequently, it will be divided into the following two sections:

Data

The researcher designed the study with the purpose of gaining knowledge of ICH in order to develop cultural tourism destination identities with brand archetypes for green tourism marketing. They intend to identify an important feature that distinguishes each ICH in order to create a cultural tourism brand archetype that can be linked to brand identity, brand engagement, and brand loyalty, resulting in an identity that can attract tourists' attention and make it easier for them to decide whether to visit various tourist attractions and destinations. In terms of data collection, the researcher employed a documentary technique and non–participant observation as the methods. These can help them to gather data from a variety of sources, such as the related publications, journals, and other related data worldwide. International Journal of Intangible Heritage, Intangible Cultural Heritage: UNESCO, International Journal of Living Heritage, New inscriptions to the UNESCO Intangible Cultural Heritage, Tourism and Intangible Cultural Heritage, World Tourism Organization (UNWTO): Study on Tourism and Intangible Cultural Heritage, Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management, Web Dossier on Intangible Cultural Heritage and Sustainable Tourism, The World Tourism Alliance, www.npr.com, World Traveler, Get Lost Inspiring Travel, Travel, National Geographic Traveler, Adventure Travel, Outlook Travel, Travel Magazine Explore, Holidays Tour Destination, Travel Asia, Time to Travel, the Traveler Newspaper, Travel Management Evolves Magazine, The Travel News, TheSmartLocal.com Thailand, and escapevisa.com, including since 2009. Furthermore, the triangulation approach was utilized to apply validity and reliability to ensure that the research philosophy is consistent with the findings. Multiple individuals, including ICH and travel professionals and specialists, and academics, examined the same data from multiple angles.

Data Analysis

The content analysis, critical, and thematic coding analyses were employed to analyze the data by using qualitative social science software to form the foundation for qualitative data analysis in this study. They contribute to the researcher's ability to generate new ideas and insights. Furthermore, the researcher strictly followed research ethics in the humanities and social sciences during the research process, including study design and execution, respect for persons and society, and the use of resources and research results.

Results and Discussion

Based on the case studies in China, Myanmar, Thailand, and Australia, the study has found that intangible cultural heritage (ICH) has a positive impact on tourism destinations. This is because they can encourage tourists to visit destinations that are part of their ICH and help them become more aware of their purchasing decisions. According to the study, ICH can offer personality, individuality, and originality. In addition to encouraging involvement locally and globally in the preservation of customs, culture, and traditional values, they can be used to aid in the formation of an identity. Developing a unique identity for use in tourism marketing is still possible, especially from the standpoint of green tourism marketing. However, there is a lack of funding, and inadequate infrastructure, entrepreneurship, and knowledge of the environment and tourism are major barriers. A significant number of applicants for training programs suggests a long-term commitment to the initiative. Based on the case studies from China, Myanmar, Thailand, and Australia, the study has found that there are some problems with the way that cultural tourism and ICH interact, such as the decontextualization of heritage, the confusion surrounding tangible and intangible cultural heritage, and the simplification of heritage interpretation.

According to the study's result, green tourism is a type of tourism that focuses on environmental conservation and the promotion of sustainable activities. It entails creating environmentally friendly tourist packages and services that help to conserve natural resources. Creating ICH for cultural tourism destination identity towards brand archetype for green tourism marketing perspectives, each country in the study should consider aiming to protect ICH by preserving the ancient and original culture in each piece for tourists to know, feel, and absorb while they visit. They should also focus on raising awareness and fostering a desire to preserve nature and clean natural resources. The green tourism market is part of a larger concept known as a green economy, which aims to promote economic development while protecting the natural environment. Green tourism marketing not only delivers a delightful experience for travelers, but it also raises environmental awareness and motivates them to take action to safeguard the environment, according to the study.

In terms of brand archetype, the study has found that in each cultural tourism destination, based on case studies from China, Myanmar, Thailand, and Australia, there is still a lack of development of ICH to have an interesting and distinct identity that will be able to attract tourists to decide to visit those various tourist destinations frequently and consistently, because ICH is sometimes similar and difficult to study, develop, and establish a distinct personality. Moreover, there is a shortage of ICH development for destination

identity through the use of brand archetypes for tourist marketing objectives, particularly green tourism marketing, due to a lack of specialists who can assist in the effective creation, according to the study. Furthermore, according to the findings, it is typically about developing intangible cultural heritage as a selling factor for the country. However, there is inconsistency. A detailed examination of tourist branding and tourism marketing that may be applied to local communities where the way of life generates intangible cultural heritage is undertaken. As a result, many cultural heritage pieces that are not certified get little attention. There is a scarcity of substantial brand building as a selling point in tourist marketing, particularly green tourism marketing, which may represent a lifestyle. The ICH voyage is profound, and it may be retained in its original form while conducting tourist business.

Furthermore, the study has found the beneficial and negative effects that tourism can have on environmental, economic, social, cultural, and physical facets of society. If intangible cultural legacy has any effect at all, how significant are the advantages over the disadvantages? As per the research conducted by McKercher & Cros (2002), there are four constituents of cultural tourism: travelers, the utilization of cultural heritage assets, the consumption of goods and experiences, and tourism. To comprehend how these four components connect to cultural tourism and ICH assets, a thorough description of each is required. In addition, the study has found the ICH of the countries in the case studies as the following details:

Table 1 Details of each country's ICH

Country	Intangible Cultural Heritages
China	Batik and Botanic Dyes, Mohe (Bohai Mohe Embroidery), Dong Arts, Miao Embroidery, Patchwork, Porcelain, Qiang Embroidery, Suzhou Embroidery, Traditional tea processing techniques and associated social practices in China, The guqin and its music, Chinese Zhusuan, knowledge and practices of mathematical calculation through the abacus, Art of Chinese seal engraving, sericulture, and silk craftsmanship of China, Acupuncture and moxibustion of traditional Chinese medicine, Uyghur Muqam of Xinjiang, Xi'an wind and percussion ensemble, Farmers' dance of China's Korean ethnic group, Indigenous Traditional Cooking Techniques, Urtiin Duu, Urtiin Duu, a traditional folk long song, etc.
Myanmar	Thanakha, bronze casting craft in Tamapawaddy, Chanmyathase Township, Mandalay; silk weaving craft in Muand Dan Quarter, Amarapura Township, Mandalay; Karen traditional Done Dance; indigenous traditional cooking techniques; Thingyan, the Myanmar water festival; etc.

Table 1 Details of each country's ICH (continued)

Country	Intangible Cultural Heritages
Thailand	Songkran Festival in Thailand, Thai Khon drama, the Nora or Manora dance drama, traditional Thai massage, or Nuad Thai, Loy Krathong Festival, Muay Thai, the Pha Khao Maa fabric pattern, indigenous traditional cooking techniques, Thai traditional fabric patterns, etc.
Australia	Aboriginal performance games, dances, and various art forms; traditional ways of processing food; and indigenous traditional cooking techniques.

New Knowledge

According to the study, Figure 1 displays a model of cultural tourism destination identity towards intangible cultural heritages based on brand archetype for green tourism marketing perspectives. Tourism marketing, especially green tourism marketing, is a complex system of interactions among multiple agents with opposing values and perspectives. Sorokin (1957) noted that ideational and sensate cultural values influence market participants' decisions and behaviors. The green tourism marketing will be culturally stable if agent values complement one another and share some similarities, such as when a producer values quality and sustainability and a customer values satisfaction and accountability. However, if the green tourism market becomes culturally unstable as a result of profit–driven activities by providers, it may fail to distribute resources economically or effectively, resulting in a loss of social welfare. The model (see Figure 1) is based on the assumption that a green tourism market and tourism destination identity, including cultural tourism, are complex adaptive systems composed of multiple interacting actors with varying goals, interests, cultures, and behaviors. It aims to understand how these agents influence and are influenced by market dynamics, as well as how external variables influence green tourism marketing. It incorporates cybernetic agency theory, which studies how complex adaptive systems operate and adapt to their environment. The notion has been used for both the market as a whole and the agents within it in order to investigate how they interact and hence shape the market and the tourism destination identity.

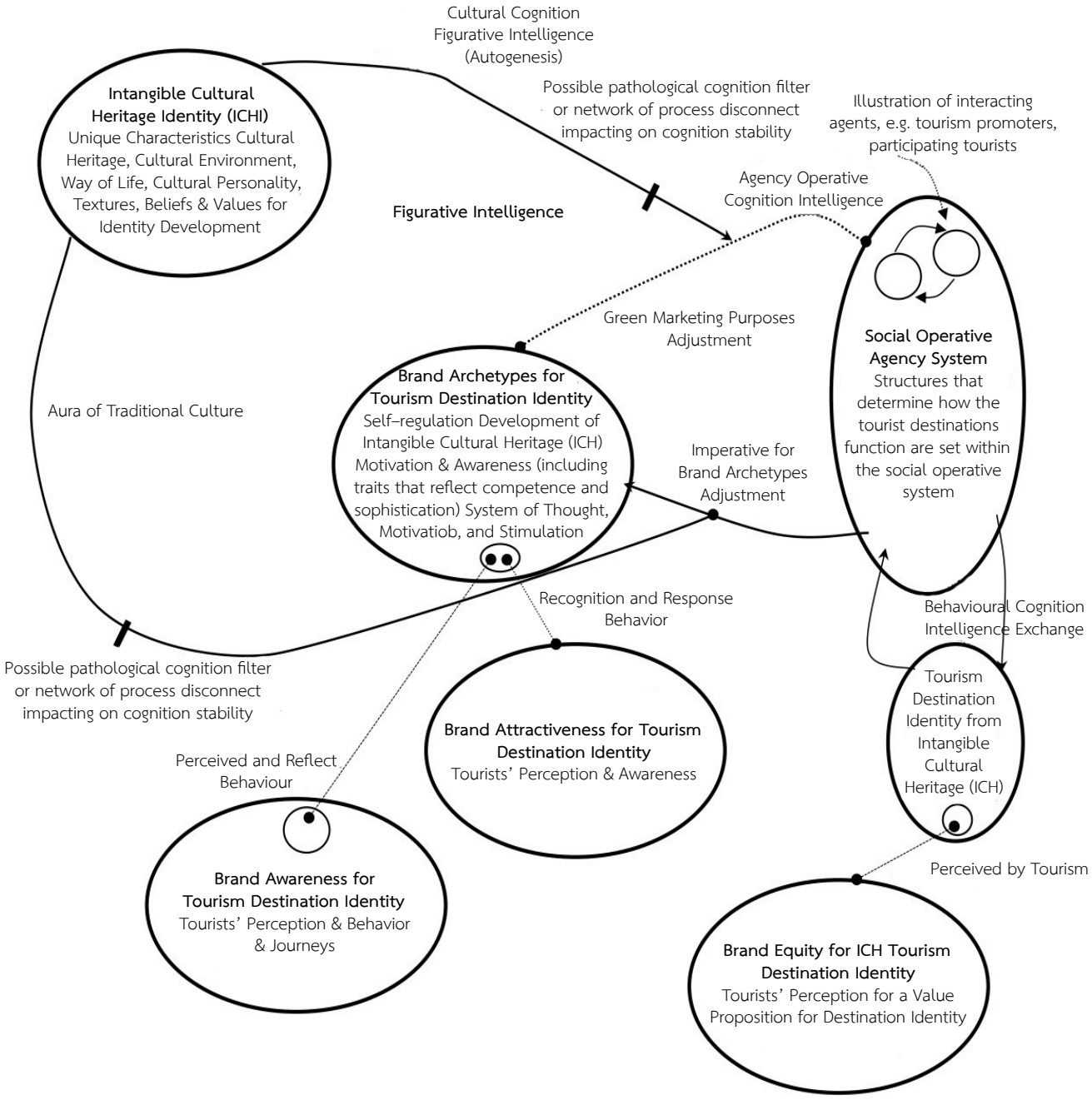


Figure 1: The Model of the Cultural Tourism Destination Identity towards Intangible Cultural Heritage Based on Brand Archetype for Green Tourism Marketing Purposes (Source: Own Data)

According to the agency mindsets framework, human agency is divided into six dimensions: cognitive, figurative, operational, cultural, patterning, and social (Yolles & Fink, 2020). Each dimension possesses distinct characteristics and values that impact how individuals see and act in the environment. The framework also implies that different agency attitudes may be linked to different forms of tourism, such as ecotourism, gastronomic tourism, festival tourism, and religious tourism. One approach to using this framework to create cultural tourism destination identity through ICH is to determine the prevailing agency mindsets of the host community and potential visitors, then match them with the relevant brand archetype and green tourism marketing techniques.

Brand archetype is symbolic representations of a brand's core values and personality that may aid in building emotional connections with its target audience. Green tourism marketing is a type of marketing that focuses on the environmental and social benefits of tourism, and it can assist in attracting tourists that care about sustainability and ethics. Assume the host community has a strong cognitive dispositional system, which implies it values intellectual autonomy, mastery, and hierarchy. They also have a rich ICH that contains religious knowledge, stories, and mythology. The sage, who represents wisdom, truth, and inquiry, may be a suitable Bran character for this setting. A green tourism marketing strategy might involve promoting the destination's educational and cultural attractions, as well as illustrating how the host community maintains and distributes its indigenous knowledge in a respectful and responsible manner. Assume potential tourists have a strong sociocultural system, which means they prioritize fear, social empathy, and cognitive interpretation. They are also interested in ecotourism and religious tourism. The caregiver is an appropriate brand archetype for this industry since it represents compassion, caring, and giving. A green tourism marketing strategy could emphasize the emotional and spiritual benefits of visiting the location, as well as show how tourist activities benefit the host community and the environment. Therefore, using the agency mindsets framework, brand archetype, and green tourism marketing viewpoints, the destination may develop a distinctive and appealing identity that represents its ICH and appeals to its target market. This can also assist in improving mutual understanding and respect between the host community and the tourists and build a sustainable and ethical tourism development.

Destination brand tourism will succeed if the following requirements are satisfied. The destination's identity is obvious and distinct, reflecting its unique assets, culture, and values. The destination expresses its identity consistently and coherently across all channels and touch points, utilizing a powerful brand name, logo, tagline, and visual identity.

The venue delivers on its brand promise by providing travelers with a fulfilling and memorable experience that exceeds their expectations and generates favorable word–of–mouth. The destination interacts with its stakeholders, including the local community, the tourist industry, the media, and the government, to foster trust and loyalty among them. The destination monitors and assesses its brand's performance and reputation, as well as adapts to changing market demands and preferences.

These requirements are based on the agency mindsets paradigm, which asserts that different types of tourists have different reasons, interests, and expectations when choosing a destination. As a result, a successful destination brand must be able to appeal to its target groups' common agency attitudes while separating itself from competitors. The study presents a novel theoretical framework termed "agency mindsets," which has six dimensions: cognitive, figurative, operative, cultural, patterning, and social. Each dimension possesses two attributes, each having two intangible and physical values. Intangible values are the abstract and subjective aspects of human agency, whereas tangible values are concrete and objective. Embodiment and intellectual autonomy, for example, are components of cognition. Embodiedness combines the intangible virtue of collectivism (valuing group membership and identity) with the concrete value of egalitarianism (supporting equality and justice). Individualism, which values self–reliance and autonomy, and hierarchy, which focuses on social positions and statuses, are the ethereal and concrete values of intellectual autonomy, respectively. The study also proposes that different forms of tourism may be linked to distinct agency mindsets and that different brand archetypes and green tourism marketing strategies can be employed to appeal to the target groups' dominant agency mindsets. Brand archetype is symbolic representations of a brand's essential values and personality, whereas green tourism marketing is a sort of marketing that promotes the environmental and social advantages of tourism.

Therefore, cultural tourism can be linked to the cognitive dispositional system, which comprises the characteristics of embodiedness and intellectual autonomy. The explorer, who embodies adventure, discovery, and independence, might serve as a brand archetype for this style of tourism. A green tourism marketing strategy might include highlighting the destination's natural and cultural variety, as well as demonstrating how tourist activities respect and assist the local community and the environment.

Conclusion and Recommendations

The notion of destination brand archetype has been extensively researched, with an emphasis on establishing a distinct image and competitive advantage. The goal of the destination branding archetype is to link tourists with products. One of the major significances is developing a value proposition for the destination identity in order to establish a relationship between the brand and its consumer. Most of the research has concentrated on the demand side, looking at how consumers interpret pictures. However, there has been a new recognition of the need for a supply-side management viewpoint in tourism destination branding.

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