

[DOI: 10.20472/IAC.2016.023.090](https://doi.org/10.20472/IAC.2016.023.090)

KESSINI TRIPOUNGPN
Surratthani Rajabhat University, Thailand

RELATIONSHIP BETWEEN CULTURE AND TOURISM POTENTIAL OF INTERPRETATIVE SIGNS: CASE STUDY URT THAILAND (EDIT)

Abstract:

The major growth in the tourism industry of Thailand's southern provinces can be prioritized as Phuket, Kabri, and Surat Thani, respectively (Department of Tourism, 2013). Surat Thani is deemed as one of Thailand's most desired destinations by tourists, however, the province still lacks the effective tourism management. This paper will investigate the potential of the tourism interpretive signs along the new main road from Surattthani Airport to Donsak Ferry Pier.

The results from the first survey have found that some of the interpretive signs are unclear, lack the standard form, contain format uncertainty and improper size and location, as well as the absence of Surat Thani's identity. Efficient interpretative signs should include the following 6 main points: 1) relevance to the intended audience; 2) having themes; 3) providing novel experiences and avoiding repetition; 4) having clear and organized structures; 5) facilitating visitor involvement and choice; and 6) respecting the audience. In order to analyze all of the tourism signs, the two traveling directions are chosen, namely, from Surattthani Airport to Talad Kaset 2 and from Talad Kaset 2 to Donsak Ferry Pier.

The result of this paper will employ both suitable location signs and interpretative signs found in Surat Thani. Both Thai and foreign travelers and tourists will clearly understand each sign which will lead to their destinations. Finally, the study is aimed that excursionists will become tourists when they come across clearly displayed potential interpretative signs.

Keywords:

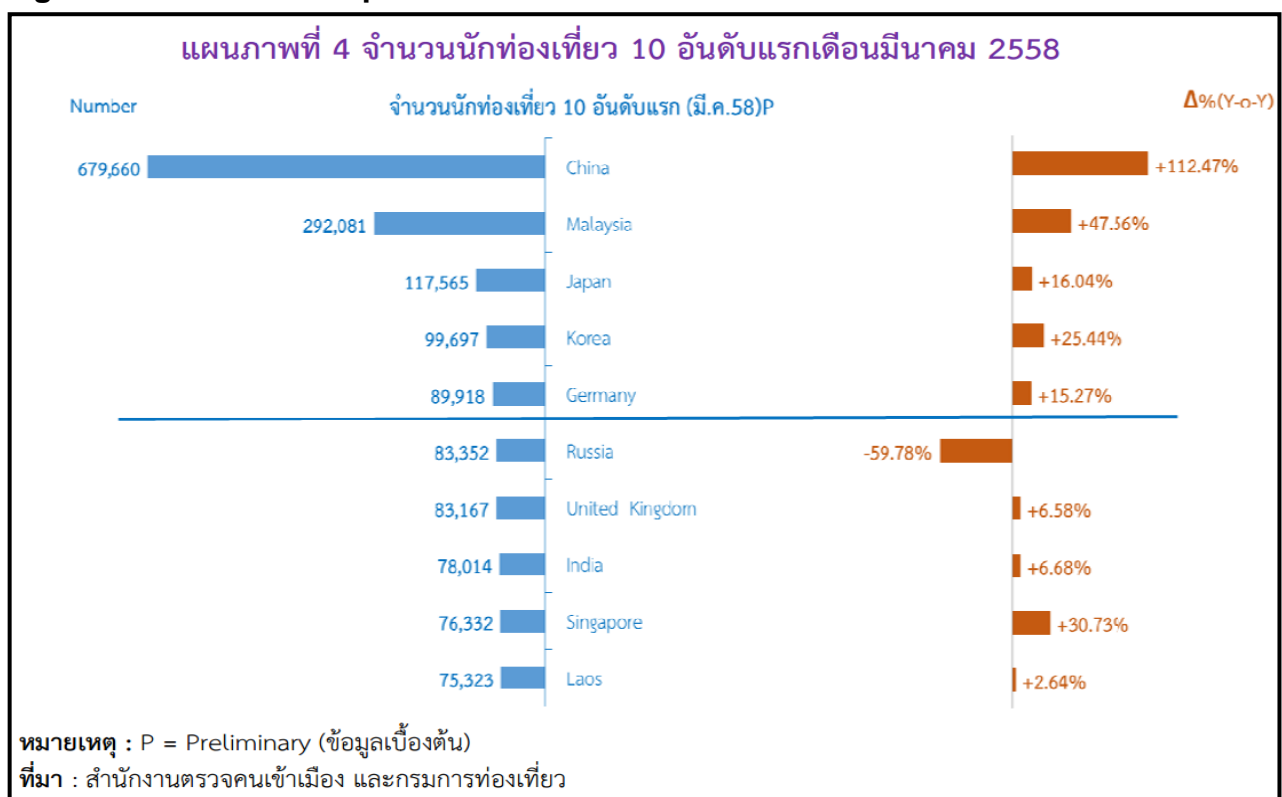
interpretative signs, potential, tourism, Surat thani

Introduction

How to increase the number of tourist who visited in city of Surat thani? This study concerns the interpretation in tourism destination at Surat thani where tourist always pass to island such as Kho Samui, Kho Tao and Kho Phangan. There are many activity that attracted tourist both of Thai and foreigner. Furthermore, the benefit in tourism sector continues increasing to that places.

From March 2015 in Thailand the most number of China, Malaysia and Japan travelling to Thailand. Consequently, tourism potential of interpretative signs of Thailand might be attracted three of them.

Figure 1: Number 10 Top in March 2015



Source: Immigration Bureau and Department of Tourism

Studies concerning relationship between culture and tourism potential of interpretative signs focus on developing understand via each eyes of tourist who use along the new road from Suratthani Airport to Donsak Ferry Pier.

This study is based on the first survey found that some of the interpretive signs were disorder, lack of standard form, uncertainty of format, and unsuitably size and location, as well as identity of Suratthani will not show. The research question in this study was: How to use intermediate interpretative signs that generated along the new road from Suratthani Airport to Donsak Ferry Pier. Where located and improve suitable to show both of Thai and foreigner tourist that pass the way?

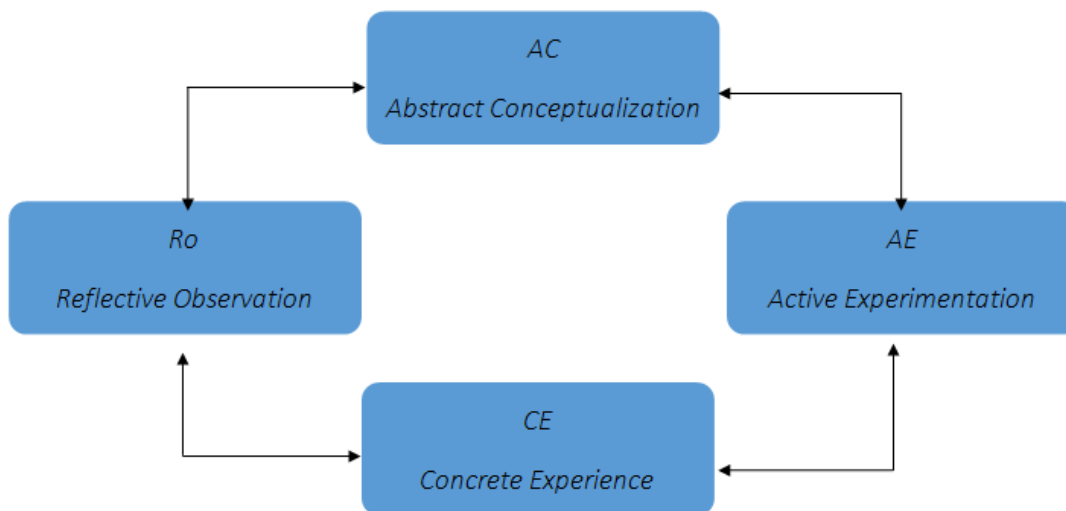
The aim of this study is to demonstrate and understand each tourist's culture to interpret the new interpretive signs and they would be visited in city of Surat thani two nights for explorer the many activities such as bypass heart package tour, hunter package tour , good man city package tour etc. Apart from pleasure and entertainment, tourism can improve experience and interpretative learning from tourism media. It can help to tourism business owner to continually improve any media of tourism interpretation as well.

Theory

The study was in term of interpretative sings to advise principle of interpretation, useful of apply to tourism interpretative and suggestion learning loop. For example, Freeman (1957)'s shown 6 topic about Principle of Interpretation are 1) to do depend on limited to interesting and experience of tourist 2) base on the data to interpretative 3) to use variety of art 4) no teach but to encourage 5) overall presentation not some topic 6) separated between child and adult

However, interpretative signs were process beneficial to tourist entertained be anxious to know each tourist destination cultural historical and to understand how important of the places. Moreover, tourist growth conscious, positive thinking and use for promote and management in tourism sector.

Support to Cronbach (1963) first of topic confirm about important and useful to learning. Bruner (1956) to summarize in learning following by 3 topic 1) receive knowledge 2) transformation knowledge 3) evaluation. This model reach to the most important in learning is should be apply many of topic and suitable to use. Kolb, Rubin and Osland (1991) to show learning loop categories 4 following by diagram and unessential to follow step by step:



Start up CE Concrete Experience such as tourist would be to touch in the best atmosphere at Phu Kradueng National Park require directly to their experiences. Next RO Reflective Observation it mean should be learning by looking and practice from case study and benchmarking. Follow up by AC Abstract Conceptualization study via abstraction such as study in language, symbol, philosophy, as well as theory. Latest AE Active Experimentation learning by creative thinking and select right and wrong thing that apply to use.

The nature and role of visitor attractions. There can be no doubting the crucial rold that visitor attractions have in the development and success of tourism destinations. At their most basic level they work to attract visitors to an area, while many also operate in a much broader sense as agents of change, social enablers and major income generators. Indeed, Boiface and Cooper (2001: 30) state that 'attractions are the raison d'etre for tourism; they generate the visit, give rise to excursion circuits and crate an industry of their own'

Attraction product, in the post-industrial society that Pin and Gilmore (1999) label the 'Experience Economy', it is argued that the production system should be re-engineered to add value through marketing experiences. This implies producing services with attached goods rather than the traditional mass production process in which commodities are uniformly produced and sold on price. In this way, customers are able to receive a package that can be tailored to their need. In fact, Pine and Gilmore draw many of the examples in their work from the leisure industry.

Context

The interpretative signs create by tourist and tourism entrepreneur it called 'Say Hi Surat smart signs'. As well as media entrepreneur should be download template for generate each tourism signs. All of media should be the right pattern, size, background of signs and symbol. By-product demonstrate cultural of categories' tourist to analysis sign and understand the right word and what the sign say.

Method

Target in this study were two streets start from Surat thani airport to Talad Kaset and Talad Kaset to Donsak pier. Analysis divide by questionnaire and interview. The answer that summarize by questionnaire will be know relationship between culture and interpretative signs as well as to know about the distance where suitable to locate each tourism sings. For summarize the interview analysis to be answer how to develop interpretative signs useful by both Thai and foreigner.

Concept for this Research

Independent Variables

Dependent Variables

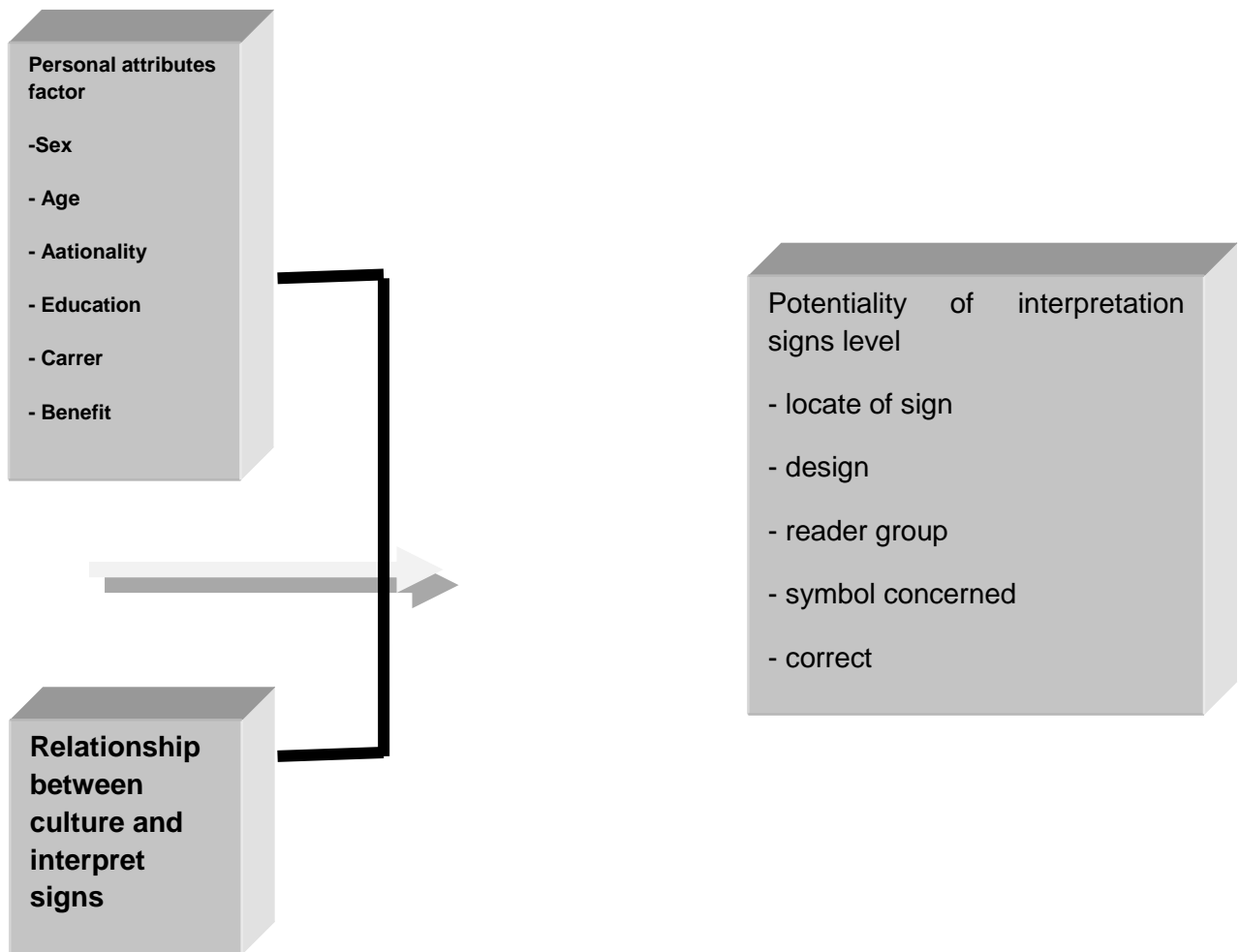


Figure 1 : Concept of Relationship between culture and tourism potential of interpretative signs:
Case study along the new road from Suratthani Airport to Donsak Ferry Pier

References

- Ballantyne, R. & Higjes. K. (2003). **Measure Twice, Cut Once: Development a Research-Based Interpretive Signs Checklist**, Australian Journal of Environmental Education, vol.19, 15-16.
- Bruner, J.S. (1956). **Toward a Theory of Instruction**. Cambridge: Belknap Press of Harvard University.
- Carter, J. (Ed.), (1997). **A sense of place: An interpretive planning handbook**. Inverness: Tourism and Environmental Initiative.
- Cronbach, Lee J. **Educational Psychology**. New York : Harcourt Brace, 1963.
- Department of Tourism. (2013). **Touris of South of Thailand situation**. Research Center Hadyai University.
- Kolb, David A., Irwin M. Rubin and Joyce M. Osland. (1911). **Organizational Behavior : an Experientail Approach**. Englewood Cliffs : Prentice –Hall,
- Krengkari Keadsiri and other. (2015). **The Study of the Image of the City and Townscape for Interpretation Signs for Historical Tourism in Sam Phrang, Bangkok**. International Conference Real Bangkok.
- Leask, A. (2008). **The Nature and Role of Visitor Attractions**. Great Britain,
- Ministry of Cultural. (2013). **Meaning Concept involve culture** [Online]. Access: <http://www.m-culture.go.th/index.php/th/> [28 September 15].
- National Park, Wildlife and Plant .(2013). **Sign in National Park** [Online]. Access: http://www.dnp.go.th/parkreserve/Np/Html/Tour/Interpretation/ Sign_NationPark.html [28 September 15]
- Sirichanya Praprutkit. (2010). **An Evaluation of Attraction Site in Amphur Muang, Changwad Trad to Create the Ecotourism Route**. Master thesis, M.Sc. (Ecotourism Planning and Management). Bangkok: Graduate School, Srinakharinwirot University.