

Abstract

Research Title : The Application of Samut Songkhram Identity for
Tourism Signage
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The purposes of this research are 1) to analyses tourism signage problem 2) to analyses Samut Songkhram identity and 3) apply Samut Songkhram identity to the tourism signage system with corporate identity and format. The research methodologies employed in this study are the structured interviews, Questionnaire and Survey Sheet. Nineteen experts and two hundred tourism signage were the respondents.

Overall, the findings of this research reveal were as following: 1) Samut Songkhram Province tourism signage system problem is: there are no tourism signage hub to control tourism signage system for standard and unity 2) experts opinion for Samut Songkhram Province tourism signage system consist of image of history, image of nature, image of temple, image of artist and celebrity, image of agriculture and fruit, image of Thai folk music and dance 3) the suitable tourism signage systems are Direction Sign, Information Sign and Identifying Sign.

In addition, it is found that the tourism signage system should be international communication format with Thai style and also appear in Samut Songkhram identities, should be bilingual text in Thai and English. The design elements for tourism signage systems consist of text, picture, graphic, sign and vivid color.