

## **The Innovation of English Materials to Communicate the Identity of Bangpoo, Samut Prakan Province, for Ecotourism**

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**Abstract :** The main purpose of this research was to study how to communicate the identity of the Mueang district, SamutSongkram province for ecotourism. The qualitative data was collected through studying related materials, exploring the area, in-depth interviews with three groups of people: three directly responsible officers who were key informants of the district, twenty foreign tourists and five Thai tourist guides. A content analysis was used to analyze the qualitative data. The two main findings of the study were as follows: (1) The identity of Amphur (District) Mueang, SamutSongkram province. This establishment was near the Mouth of Maekong River for normal people and tourists, consisting of rest accommodations. There are restaurants where food and drinks are served, rich mangrove forests, Hoy Lod (Razor Clam) and mangrove trees. Don Hoy Lod, is characterized by muddy beaches, is a coastal wetland for Ramsar Site. It is at 1099th ranging where the greatest number of Hoy Lod (Razor Clam) can be seen from March to May each year. (2) The communication of the identity of AmphurMueang, SamutSongkram province which the researcher could find and design to present in English materials can be summed up in 4 items: 1) The history of AmphurMueang, SamutSongkram province 2) WatPhetSamutWorrawihan 3) The Learning source of Ecotourism: Don Hoy Lod and Mangrove forest 4) How to keep AmphurMueang, SamutSongkram province for ecotourism.

**Keywords :** foreigner tourists, signified, semiotics, ecotourism

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