

## **The Design of English Materials to Communicate the Identity of Mueang District, Samut Songkram 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, Samut Songkram 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, Samut Songkram 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 Amphur Mueang, Samut Songkram province which the researcher could find and design to present in English materials can be summed up in 4 items: 1) The history of Amphur Mueang, Samut Songkram province 2) Wat Phet Samut Worrawihan 3) The Learning source of Ecotourism: Don Hoy Lod and Mangrove forest 4) How to keep Amphur Mueang, Samut Songkram province for ecotourism.

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

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