

Phouvieng Lanmisay 2009: The Design of Nature Interpretive Sign System at the Tad Leuk Waterfall, Phou Khao Khouay National Protected Area, Bolikhhamxay Province, Lao's People Democratic Republic. Master of Science (Parks and Recreation), Major Field: Parks and Recreation, Department of Conservation. Thesis Advisor: Assistant Professor Dachanee Emphandhu, Ph.D. 157 pages.

The study objectives were to analyze visitor opinions from both Laos and foreign visitors on interpretive sign and labels, evaluate the sign and label quality and suggest sign improvement accordingly. Four sign types: directional, warning and regulation, location name, and interpretive signs were evaluated at Tad Leuk waterfall located in Phou Khao Khouay National Protected Area Lao PDR. From visitor perspectives, study results revealed that all sign types were low in quality and quantity. From Laos visitors, the lowest quality was the interpretive sign with mean score = 1.74 while foreign visitors was regulation sign with mean score = 1.91. Sign improvement suggested by visitors was on sign and labels design, text and contents, language, and sign location. The increase of directional signs and decrease of interpretive sign along the nature trail were also suggested. The conceptual design of each sign type was proposed for quality improvement.

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Student's signature

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Thesis Advisor's signature

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