

# Needs Analysis and Development of English-Language Tourist Guide Signs at That Noi Temple in Nakhon Si Thammarat Province

การวิเคราะห์ความต้องการและการพัฒนาป้ายแนะนำ  
นักท่องเที่ยวเป็นภาษาอังกฤษภายในวัดธาตุน้อย  
จังหวัดนครศรีธรรมราช

Received: July 8, 2021

Revised: November 9, 2021

Accepted: November 16, 2021

*Rattaneekorn Nakplad*<sup>1</sup>

รัตนีกรณ นาคปลัด

*Anchalee Mittajan*<sup>2</sup>

อัญชลี มิตตะจันทร

*Tidarat Innarong*<sup>3</sup>

ธิดารัตน์ อินทร์ณรงค์

---

<sup>1</sup>Assistant Professor, Department of English for Communication, Faculty of Science and Technology, Rajamangala University of Technology Srivijaya, Nakhon Si Thammarat (Saiyai Campus), Thailand

ผู้ช่วยศาสตราจารย์ สาขาวิชาภาษาอังกฤษเพื่อการสื่อสาร คณะวิทยาศาสตร์และเทคโนโลยีมหาวิทยาลัยเทคโนโลยีราชมงคลศรีวิชัย วิทยาเขตนครศรีธรรมราช (สไใหญ่) ประเทศไทย

<sup>2</sup>Student, Department of English for Communication, Faculty of Science and Technology, Rajamangala University of Technology Srivijaya, Nakhon Si Thammarat (Saiyai Campus), Thailand

นักศึกษาสาขาวิชาภาษาอังกฤษเพื่อการสื่อสาร คณะวิทยาศาสตร์และเทคโนโลยี มหาวิทยาลัยเทคโนโลยีราชมงคลศรีวิชัย วิทยาเขตนครศรีธรรมราช (สไใหญ่) ประเทศไทย

<sup>3</sup> Student, Department of English for Communication, Faculty of Science and Technology, Rajamangala University of Technology Srivijaya, Nakhon Si Thammarat (Saiyai Campus), Thailand

นักศึกษาสาขาวิชาภาษาอังกฤษเพื่อการสื่อสาร คณะวิทยาศาสตร์และเทคโนโลยี มหาวิทยาลัยเทคโนโลยีราชมงคลศรีวิชัย วิทยาเขตนครศรีธรรมราช (สไใหญ่) ประเทศไทย

Corresponding Author: rattaneekorn.p@rmutsv.ac.th

## Abstract

The objectives of this study are to (1) learn about the needs and opinions of visitors toward That Noi Temple's English-language tourist guide signs, (2) translate tourist guide signs from Thai into English using correct grammar in order to provide tourists with better understanding of how to behave themselves and give them valuable information about That Noi Temple, and (3) determine whether tourists are satisfied with the English-language tourist guide signs at That Noi Temple. The research instruments consisted of a questionnaire and an interview form. The sample size was calculated by Yamane's formula and the convenience sampling method was used to recruit 107 questionnaire informants, including 100 tourists, 4 central office employees, and 3 monks, and 10 of the informants also participated in the interview. Statistics applied in the study were percentages, means, and standard deviations. The study indicated that demand for tourist signs in English was at the highest level in That Noi Temple, Nakhon Si Thammarat Province ( $\bar{X} = 4.52$ , S.D. = 0.62). It was found that the central office employees, monks, and tourists demanded the strongest and most durable tourist signs in English for long-term use ( $\bar{X} = 4.64$ , S.D. = 0.60) and expressed the highest level of satisfaction with the tourist signs in English ( $\bar{X} = 4.80$ , S.D. = 0.41). Considering each item individually, the central office employees, monks, and tourists were most satisfied with the strongest and most enduring English tourism signs in the long term ( $\bar{X} = 4.83$ , S.D. = 0.40).

**Keywords:** English signs, language and tourism, needs analysis, That Noi Temple, tourist guide

## บทคัดย่อ

วัตถุประสงค์ของงานวิจัยมีดังนี้ 1) เพื่อทราบความต้องการและความคิดเห็นของนักท่องเที่ยวที่มีต่อป้ายแนะนำภาษาอังกฤษภายในวัดธาตุน้อย 2) เพื่อพัฒนาป้ายแนะนำนักท่องเที่ยวจากภาษาไทยเป็นภาษาอังกฤษโดยใช้ไวยากรณ์ที่ถูกต้องเพื่อสร้างความเข้าใจให้แก่นักท่องเที่ยวในการปฏิบัติตนรวมทั้งให้ข้อมูลด้านอื่น ๆ ที่เป็นประโยชน์ภายในวัดธาตุน้อย 3) เพื่อทราบความพึงพอใจของนักท่องเที่ยวที่มีต่อป้ายแนะนำภาษาอังกฤษภายในวัดธาตุน้อย เครื่องมือที่ใช้ในการศึกษา ได้แก่ แบบสอบถามและแบบสัมภาษณ์ ขนาดของกลุ่มตัวอย่างคำนวณโดยใช้สูตรยามาเน่ ในส่วนของแบบสอบถามเก็บข้อมูลโดยใช้วิธีการสุ่มตามสะดวกกับกลุ่มตัวอย่างจำนวน 107 คน ได้แก่ นักท่องเที่ยวจำนวน 100 คน เจ้าหน้าที่ในสำนักงานกลาง จำนวน 4 คน และพระสงฆ์จำนวน 3 รูป และผู้ให้สัมภาษณ์จำนวน 10 คน สถิติที่ใช้ คือ ค่าร้อยละ ค่าเฉลี่ย และค่าเบี่ยงเบนมาตรฐาน ผลการศึกษาพบว่า ความต้องการป้ายแนะนำนักท่องเที่ยวเป็นภาษาอังกฤษโดยรวมอยู่ในระดับมากที่สุด ( $\bar{X} = 4.52$ , S.D. = 0.62) ความต้องการป้ายแนะนำนักท่องเที่ยวเป็นภาษาอังกฤษที่แข็งแรงและทนทานต่อการใช้งานในระยะยาวมากที่สุด ( $\bar{X} = 4.64$ , S.D. = 0.60) ความพึงพอใจป้ายแนะนำนักท่องเที่ยวเป็นภาษาอังกฤษโดยภาพรวมอยู่ในระดับมากที่สุด ( $\bar{X} = 4.80$ , S.D. = 0.41) และมีความพึงพอใจป้ายแนะนำนักท่องเที่ยวเป็นภาษาอังกฤษที่แข็งแรงและทนทานต่อการใช้งานในระยะยาวมากที่สุด ( $\bar{X} = 4.83$ , S.D. = 0.40)

**คำสำคัญ:** ป้ายแนะนำภาษาอังกฤษ ภาษาและการท่องเที่ยว  
การวิเคราะห์ความต้องการ วัดธาตุน้อย การแนะนำนักท่องเที่ยว

## Introduction

English language has become increasingly important in Thailand due to the inflow of tourists visiting the country's tourist

attractions. As a result, English communication has a significant impact on the tourism business, whether it is for sea, nature, or temple tourism, which is a popular choice for international visitors (Arong et al., 2018). To encourage tourism in burgeoning cities, Tourism Authority of Thailand launched the “12 Forbidden Cities...Don't Miss” campaign in 2015 to attract international visitors who want to learn about the country's cultures and historical heritages, see architectural masterpieces, and experience the local ways of life (Pinkaeo, 2013).

This campaign has been active for four years, generating 52.4 billion baht in revenue from 13.6 million tourists (Bangkok Business, 2017). One of the chosen provinces participating in the campaign is Nakhon Si Thammarat, which has a long history dating back to the Sriwichai period in 1231, and it was the first city to adopt Buddhism from Sri Lanka. Some foreign tourists are familiar with Nakhon Si Thammarat Province but only few are aware that the province has numerous tourism attractions. Phra Mahathat Woramahawihan Temple may be the only temple that many people are familiar with. In fact, while Nakhon Si Thammarat Province is a tourism destination with many distinct features (TIP INSURE, 2015), That Noi Temple is one of the places that most people traveling to Nakhon Si Thammarat are also interested in visiting. That Noi, also known as Phra That Noi Temple, is a temple in Lak Chang Sub-district, Chang Klang District, Nakhon Si Thammarat Province. It is situated within a short distance from the metropolis of the province. That Noi Temple was founded by Pho Than Klai, a venerable monk well-known for his speech's dignity. Local people hold him in high regard and have faith in him, believing that everything he said did become true (Barrow, 2019). Phra Saririkthat pagoda and the body of Pho Than Klai are currently enshrined in the That Noi Temple's pagoda in a glass casket. It is therefore called Pho Than Klai memorial pagoda. His body is reported to be as hard as stone, which the villagers believe in and revere, and as a result, more

people visit the temple to pay respects to him (Tourism Authority of Thailand, 2003).

According to MGR Online (2017), tourists prefer to visit Buddhist temples in tourist locations. Tourism amenities such as clean restrooms, tourist information, and tourist signs are required because both Thai and foreign tourists are interested in visiting the Buddhist site of That Noi Temple (Secretariat of the House of Representatives Acting as the Secretariat of the National Reform Council, 2015). When travelers reach the destination, they face problems in understanding the signs written in local language (Kavati et al., 2017). According to Limsiriruangrai (2013), English signs can help travelers understand what they are seeing. Waijittragum (2010) proposed the guidelines in designing location and directions signs for tourism. For example, the signs must be placed in a visible location that neither blocks traffic nor obstructs visibility so that they attract tourists' attention as well as provide them with useful information in both languages at the tourist spots.

Since no bilingual signs have been created for travelers in That Noi Temple before, the temple staff agreed to build English signs to provide information for tourists. The agreement was reached after the researchers' preliminary assessment of the region and discussion with the temple employees about the creation of English signs in the temple. As a result, this research aimed at exploring needs and developing signs for That Noi Temple in Nakhon Si Thammarat Province that use English to convey meaning to foreign tourists. It is expected that Thai people can learn English from the signs with correct language and related agencies also gain benefits from the creation of English signs in the temple as visitors can read them to obtain useful information about the tourist attraction.

## **Objectives**

1. To identify the needs and opinions of visitors to That Noi Temple's regarding the English-language tourist guide signs.
2. To translate tourist guide signs from Thai to English using correct grammar in order to provide tourists with a better understanding of how to behave themselves and to provide them valuable information about That Noi Temple.
3. To evaluate whether tourists are satisfied with the English-language tourist guide signs in That Noi Temple.

## **Research Questions**

1. Are English-language signs required by tourists in That Noi Temple?
2. Are the tourists at That Noi Temple satisfied with the researchers' English-language tourist guide signs?

## **Literature Review**

### **1. Sign Design Ideas**

An excellent sign must have qualities that make it easy to see and understand. The sign must allow the viewer to read the complete material and interpret it precisely and clearly, without causing any uncertainty or doubt in the reader's interpretation of the sign. The shape of the sign is one of the most important factors to consider while making it as effective as possible. The material, color, font, and placement of the text on the sign must all be taken into consideration (Sopalang, 2012). The design criteria for good signage system are adaptability and adjustability for the application of the sign with the connection and continuity, which form its uniqueness. The sign must

be relevant to the content, clear, eye-catching, and easy to maintain in order to be effective (Siriravetkul, 2012). To summarize, designing a sign is a process that involves planning in terms of composition, typography, color selection, material of use, and organization in accordance with the benefits, beauty, suitability, and necessities.

## **2. Previous Studies Related to Tourist Guide Signs**

An analysis of previous studies relating to the needs analysis and development of English-language tourist guide signs was discussed in terms of tourists' needs and satisfaction. Regarding the travelers' needs, Sukprasert (2005) contended that the structure of the signs should focus on durable materials in response to tourists' needs in utilizing public signs for tourism in Khao Yai National Park. The signs' structure should be made of long-lasting materials and express the tourist attraction's distinctiveness and distinguishing traits. Similarly, Kanyan (2020) stated that signs should be made of hard materials for long-term use. Color also plays a major role in the design process, cultural history and image of the area since warm colors bring about a sense of excitement while cool colors produce cold feeling visually. Additionally, the right size of signs gives people a comfortable and natural feeling. In addition to durability, color and size, the correct language used on signs should be taken into consideration. Pinchai (2018) asserted that correct writing of English sentences leads to disseminating of exact information to the readers. In terms of tourists' satisfaction, foreign travelers in Samut Songkhram Province prefer signs written in Thai and English as they can understand the historical and natural identities in tourist attractions (Waijittragum, 2010). Similarly, Pattanachiwakul and Nimala (2015) agreed that the location and direction signs should represent a distinctive identity because they create a positive

impression on travelers at Udon Thani Rajabhat University. Likewise, Thongtong (2016) stated that bilingual signs are designed for Thai and non-Thai tourists to inform them of goods and services available. The choice of language use also has economic motivations and consequences, as attractive signs make a good impression on the viewers. In sum, the signs should not only respond to tourists' needs but also make them satisfied with the tourist destinations, thereby attracting more foreigners into the country.

## **Methodology**

Both quantitative and qualitative research methods were used to answer the research questions of the study. To this end, a questionnaire and an interview form were used to obtain information on the tourists' needs and satisfaction of signs in That Noi Temple.

### **1. Population**

The population for this study was made up of roughly 400 tourists visiting That Noi Temple every day to pay respects to Pho Than Klai and to see the cultural heritage. Given the approximate population of 400 tourists per day (Barrow, 2019), a total of 107 people were selected in the main study using the convenience sampling method based on Taro Yamane's formula (Yamane, 1973) with a margin of error of less than 10%.

### **2. Sample Group**

Concerning the questionnaire, the samples in the study consisted of 107 participants, including 4 central office employees, 100 tourists, and 3 monks at That Noi Temple in Nakhon Si Thammarat Province. Due to the spread of COVID-19 during the period of data

collection in October 2020, few foreign tourists visited That Noi Temple so Thai tourists, monks and central office employees were included in the study to compensate for the limited number of foreign tourists. Regarding the interview, the participants were composed of 10 interviewees, including 5 tourists, 3 staff inside the temple, and 2 monks.

### **3. Research Instrument**

The signs created are written in Thai together with English translation. Therefore, Thai travelers can read both Thai and English texts on the signs. Foreign tourists will read bilingual signs although they do not understand Thai in the signage. To avoid sampling errors caused by the researchers, the items used in the questionnaire were verified by Items Objective of Congruence (IOC) committees for content validity. The items were checked for their correctness and appropriateness by three experts before being used on the actual sample in the main study in 2020. The reliability coefficient derived from the three experts was 0.81. The questionnaire had a reliability of .76, which was quite satisfactory. Regarding the interview data, five open-ended questions were utilized to determine tourists' satisfaction of English-language tourist guide signs in That Noi Temple.

### **4. Data Collection**

In the case of bilingual signs, the study applies Wajitragum's (2010) notion of designing tourism signs for the conceptual framework of this paper. The data were collected from 107 respondents and 10 participants in the interview at That Noi Temple in Nakhon Si Thammarat Province. The signs were printed in both languages for each sign (Thai texts were written above English ones). All signs erected in That Noi Temple were photographed on October 9, 2020. 28 signs

created in this research were used to survey tourists' needs and satisfaction with the signage in That Noi Temple.

## 5. Data Analysis

The data obtained from the questionnaire were analyzed and described in percentages, means, and standard deviations. Levels of opinions ranging between 4.51-5.00 were regarded as extremely agree; those between 3.51-4.50 as highly agree; those between 2.51-3.50 as moderately agree; those between 1.51-2.50 as slightly agree; and those between 1.00-1.50 as least agree (Chinatrakul, 1999). The interview data were summarized and reported descriptively.

## Findings

Central office employees, tourists, and monks from That Noi Temple in Nakhon Si Thammarat Province served as the study's sample group. For the questionnaire, there were 107 people in total, representing 100% of the population:

**Table 1**

Number of Samples in Research

Sample group	Total number of sample
Central office employees	4
Tourists	100
Monks	3
Total	107

As shown in Table 1, the samples were made up of 107 respondents including 4 central office employees, 100 tourists, and 3 monks.

**Table 2**

Number and Proportion of Central Office Employees, Tourists, and Monks in That Noi Temple in Nakhon Si Thammarat Province, Classified by Thailand Regions Where the Tourists Originally Come from

<b>Region</b>	<b>Province</b>	<b>Total number</b>	<b>Percentage (n = 107)</b>
<b>Northern</b>	Chiang Mai	2	4.67
	Nan	3	
<b>Central</b>	Bangkok	5	13.09
	Nonthaburi	5	
	Samut Sakhon	2	
	Samut Prakan	2	
<b>Northeastern</b>	Khon Kaen	4	8.41
	Buri Ram	3	
	Chaiyaphum	1	
	Kalasin	1	
<b>Southern</b>	Nakhon Si Thammarat	38	73.83
	Chumphon	7	
	Trang	7	
	Krabi	9	
	Surat Thani	4	
	Phangnga	6	
	Satun	2	
	Phatthalung	2	
	Songkhla	3	
	Phuket	1	
<b>Total</b>		107	100

The findings in Table 2 show the number and percentage of central office employees, tourists and monks in That Noi Temple in Nakhon Si Thammarat Province, which are classified by the region where tourists originally come from. The majority of the respondents came from the southern region, with 79 people, accounting for 73.83

percent, followed by 12 people from the center region, making up 11.22 percent, 11 people from the northeast, representing 10.28 percent, and finally those from the northern region, with 5 people, constituting 4.67 percent. As seen in Table 2, most travelers (73.83%) come from the south of Thailand, indicating that most of the participants live in southern Thailand.

**Table 3**

Results of the Questionnaire on the Need for English-Language Tourist Guide Signs in That Noi Temple

Item	Need for English-language tourist guide signs in That Noi Temple	$\bar{X}$	S.D.	Level
1	How necessary is it for you to have the tourist signs in That Noi Temple translated from Thai into English?	4.58	0.60	Highest
2	To help foreign tourists understand the temple's different important areas, you need English-language tourist guide signs detail in the methods and importance of various forms of merit making, such as lighting an oil lamp and tossing Chinese fortune sticks	4.42	0.66	High
3	You need grammatically correct English-language tourist guide signs for both Thai and foreign tourists.	4.44	0.65	High
4	Do you believe that English-language tourist guide signs in That Noi Temple are helpful for tourism?	4.46	0.59	High

<b>Item</b>	<b>Need for English-language tourist guide signs in That Noi Temple</b>	<b><math>\bar{X}</math></b>	<b>S.D.</b>	<b>Level</b>
5	You need English-language tourist guide signs installed at various locations in the temple to be easily noticeable, such as installing in a spot where tourists are interested and can see the sign clearly.	4.55	0.59	Highest
6	You need English-language tourist guide signs divided into categories, such as a clear and easy-to-understand warning sign.	4.50	0.64	High
7	You need English-language tourist guide signs with the appropriate font selection and attractive letter arrangement. The letters, for example, are designed to match the signs and are easily visible and readable.	4.50	0.59	High
8	You need English-language tourist guide signs with the right font color scheme to represent religious and cultural identity.	4.53	0.62	Highest
9	The damaged signs in That Noi Temple should be developed and improved.	4.49	0.65	High
10	You need durable and long-lasting English-language tourist guide signs for long-term use.	4.64	0.60	Highest
	<b>Total</b>	<b>4.52</b>	<b>0.62</b>	<b>Highest</b>

As presented in Table 3, the findings clearly show that the outcome of each item was at the highest level ( $\bar{X} = 4.52$ , S.D. = 0.62). When considering each item, it was found that tourists visiting That Noi Temple in Nakhon Si Thammarat Province had the highest need for English-language tourist guide signs. The highest level of need was found in English-language tourist guide signs that were durable and long-lasting for long-term use ( $\bar{X} = 4.64$ , SD = 0.60), followed by signs that were translated from Thai into English ( $\bar{X} = 4.58$ , SD = 0.60), English-language signs to be installed at easily noticeable locations in the temple ( $\bar{X} = 4.55$ , SD = 0.59), and the English-language tourist guide signs explaining the procedures and importance of various forms of merit making ( $\bar{X} = 4.42$ , SD = 0.66), respectively.

**Table 4**

Results of the Satisfaction Questionnaire toward English-Language Tourist Guide Signs in That Noi Temple in Nakhon Si Thammarat Province

Item	Satisfaction with English-language tourist guide signs in That Noi Temple in Nakhon Si Thammarat Province	$\bar{X}$	S.D.	Level
1.	The information on giving directions and prohibitions in the English-language tourist guide signs to practice in That Noi Temple is useful.	4.81	0.39	Highest
2.	To help foreign tourists understand the temple's different important areas, the English-language tourist guide signs detail the methods and importance of various forms of merit making, such as lighting an oil lamp and tossing Chinese fortune sticks.	4.79	0.44	Highest

3.	English-language tourist guide signs must be grammatically correct for good impressions by Thai and foreign tourists.	4.79	0.41	Highest
4.	When visiting That Noi Temple, how can the English- language tourist guide signs be helpful for tourism?	4.80	0.40	Highest
5.	English- language tourist guide signs are installed at various easily noticeable locations in the temple.	4.80	0.42	Highest
6.	The English- language tourist guide signs' content is simple and straight forward.	4.81	0.40	Highest
7.	The font selection and formatting of the letters on the English-language tourist guide signs are proper and beautiful.	4.79	0.44	Highest
8.	The font color on the English-language tourist guide signs is chosen to represent the religious and cultural identity.	4.81	0.42	Highest
9.	The English-language tourist guide signs are durable and long-lasting.	4.83	0.40	Highest
10.	In general, how satisfied are you with the newly developed English-language tourist guide signs in That Noi Temple?	4.81	0.39	Highest
Total		4.80	0.41	Highest

Table 4 shows the results of the analysis of satisfaction with English-language tourist guide signs in That Noi Temple in Nakhon Si Thammarat Province. Overall, the outcomes were found at the highest level ( $\bar{X} = 4.80$ , S.D. = 0.41). Regarding each item, the tourists were satisfied with the English-language tourist guide signs at the highest level. The item with the most satisfaction was the durable and long-

lasting English-language tourist guide signs ( $\bar{X} = 4.83$ ,  $SD = 0.40$ ), followed by font color selection to represent religious and cultural identity ( $\bar{X} = 4.81$ ,  $SD = 0.42$ ), simple and straightforward content of the English-language tourist guide signs ( $\bar{X} = 4.81$ ,  $SD = 0.40$ ), and information on giving directions and prohibitions in the English-language tourist guide signs to practice ( $\bar{X} = 4.81$ ,  $SD = 0.3$ ).

Concerning the interview, the results derived from 10 interviewees revealed that (1) they are impressed by the font size of signs (100%); (2) most of them (90%) said that the development of signs in the temple was necessary as those currently used were dilapidated and written only in Thai; (3) most interviewees (80%) felt that the English-language tourist guide signs were appropriate and beautiful; (4) all of them (100%) said that they are completely satisfied with the signboards created in both languages by the researchers; and (5) some of them (70%) wanted the researchers to create signs in Thai and English since they can help foreign visitors understand the religious and cultural identity of That Noi Temple.

## **Discussion**

The findings of the need analysis and development of English-language tourist guide signs in That Noi Temple in Nakhon Si Thammarat Province are discussed in relation to the research objectives as follows:

### **1. To Learn About the Needs and Opinions of Visitors to That Noi Temple's English-Language Tourist Guide Signs**

Overall, the findings of the survey on the needs for English tourist guide signs in That Noi Temple are at the highest level. Tourists preferred to have signs that were translated from Thai into English without translation errors. This result corresponds with Nareerak's (2018) findings that grammatical mistakes and spelling errors should

be carefully checked and corrected before posting signs for the public. Concerning each item, the majority of respondents preferred durable and long-lasting English-language tourist guide signs with the right color and size for long-term use. This findings agree with Kangyan (2020) that the structure of the signs should focus on hard materials rather than print cloth. The color brings about a sense of excitement and good visual feeling while the appropriate size of signboards provides lively atmosphere and positive feelings in people's daily viewing. Taking each item into consideration, the tourists need English-language tourist guide signs that include information about the temple's different sacred objects as well as the significance of various forms of merit making at the lowest level. They need English-language tourist guide signs to be put at various areas in That Noi Temple. According to the interview with the tourists, this temple has attracted a lot of Thai tourists. It was expected that once the country reopened to international tourism in November 2021, foreign travelers would visit That Noi Temple. In addition, Thai travelers prefer to have signs printed in both Thai and English so that foreign tourists can understand Thai cultural and religious identities.

## **2. To Translate Tourist Guide Signs From Thai Into English Using Correct Grammar in Order to Provide Tourists With a Better Understanding of How to Behave Themselves Properly in That Noi Temple**

It was found that the central office employees, monks, and tourists would like to develop English-language tourist guide signs that are easy to comprehend and accurately convey the content. The findings are in line with Siriravetkul's (2012) research on the design of the symbolic system in the library that the sign must be 1) clear, 2) well-expressed, 3) easy to understand, 4) modern, 5) outstanding, and 6) reliable. This result is consistent with Pinchai's (2018) findings that the

ability to write English correctly will result in communicating accurate information to the readers. According to the data from the Office of Tourism and Sports in Nakhon Si Thammarat Province, more tourists are visiting Nakhon Si Thammarat Province. In 2016, 3,565,814 tourists traveled to Nakhon Si Thammarat Province, corresponding to an increase of 3.82 percent from 2015, with 97.71 percent of those being Thai tourists (Ministry of Tourism & Sports, 2019).

### **3. To Determine Whether Tourists are Satisfied With the English-Language Tourist Guide Signs in That Noi Temple**

The findings clearly indicate that the highest levels of satisfaction were found among central office employees, monks, and tourists. According to the overall findings of a survey on satisfaction with English-language tourist guide signs at That Noi Temple, the study found that the English-language tourist guide signs should be designed to represent the religious and cultural identity of the area, agreeing with Pattanachiwakul and Nimala's (2015) result that the location and direction signs should represent a distinctive identity of the university. Flowers are used in the design of location and direction signs to create good impressions for the visitors at Udon Thani Rajabhat University. The findings of the study also revealed that the content of English-language tourist guide signs provides some useful directions and prohibitions and that the message of the signs should be conveyed clearly and be easily understandable. The English-language tourist guide signs should be designed by selecting the appropriate font color to express religion and cultural identity. The installation of English-language tourist guide signs in various locations throughout the temple should be done in a way that makes them easily noticeable. The instructive English-language signs describe the methods and significance of numerous types of merit-based rewards. The signs must be grammatically correct and contain appropriate fonts and formats.

The result is similar to the findings of Sopalang's (2012) research on the development of environmental graphic design to promote southern tourist area 2 in Nakhon Si Thammarat Province, which illustrates that proper fonts and formats will result in good visual effect. This result also corresponds with Waijittragum's (2010) findings that signs having the appropriate size should be put in the right position in tourist destinations and written in Thai and English so that foreign visitors can understand the historical and natural identities of Samut Songkhram Province.

All in all, the findings indicate that in order to communicate as much as possible to the tourists and create a unique brand for the place, the design of the English-language tourist guide signs must focus on the external signage system highlighting attractions, facilities, and services. These findings are in sound agreement with the interview from central office employees, monks, and tourists who wished to make the signs in the Thai, English, and Chinese languages since English is the most desired language, followed by Chinese, Japanese, and Korean (Dechawong & Komaratad, 2014). The idea that Chinese is the third language that people are interested in and focused on is based on the fact that it is a language used by a large number of people in China. As a result, the Chinese language has become increasingly significant in Thailand while superpowers such as the United States, Japan, and Korea all place a high priority on the language (Liyun, 2016). This is also in line with Thongtong's (2016) findings that the percentage of trilingual signs (Thai – English – Chinese) accounts for 98% while other multilingual signs (Thai – English – Korean) constitute only 2% of the signs found on Nimmanhemmin Road in Chiang Mai, Thailand.

## **Conclusion**

The conclusions of the study and development of English-language tourist guide signs in That Noi Temple in Nakhon Si Thammarat province are as follows:

### **1. Summary of Findings on Needs for English-Language Tourist Guide Signs in That Noi Temple, Nakhon Si Thammarat Province**

The demand for English-language tourist guide signs in That Noi Temple, Nakhon Si Thammarat Province was at the highest level. The English-language tourist guide signs that were strong and durable for long-term use were found to be in highest demand among central office staff, monks, and tourists, followed by signs that were translated from Thai into English, and English-language tourist guide signs installed at different locations throughout the temple. The least demanded topic is English-language tourist guide signs that provide information about the temple's various sacred objects, as well as the procedures and significance of various forms of merit making.

### **2. Summary of Findings on the Satisfaction Toward English-Language Tourist Guide Signs in That Noi Temple, Nakhon Si Thammarat Province**

Satisfaction toward English-language tourist guide signs in That Noi Temple, Nakhon Si Thammarat Province was found at the highest level. The central office staff, monks and tourists were most satisfied with the English-language tourist guide signs that were strong and durable for long-term use, followed by the choice of font color that best represented religious and cultural identity appropriately, followed by the content of the English-language tourist guide signs that

conveyed the meaning clearly and understandably. The least satisfactory topic was found in grammatically correct English-language tourist guide signs.

There are three implications for creating bilingual signs for tourism. First, tourists visiting the temple will realize the usefulness of bilingual signs which not only tell the history of the temple but also impart knowledge of Thai cultural and religious identities in Thailand. Secondly, the English-language tourist guide signs developed in the study can also be used as guidelines in producing bilingual signs for other tourist destinations in this country. Finally, a standard system should be established to develop signs for tourism so that each sign bears a unique image of the area that is different from other places in the country.

Some limitations need to be pointed out for future directions. First, the number of foreign tourists is limited in this study owing to the spread of COVID-19 during the period of data collection, so more foreign travelers should be used in future research to develop signs suited to their needs. A further limitation is the number of the participants in the study. Future research should be done with a large number of tourists for more reliable results. Finally, since the study focuses on developing the signs for That Noi Temple, further investigations should create signs for other temples in Thailand in order to obtain information on the language choices and linguistic devices used in signs for tourism.

## Recommendations

Three recommendations are proposed in the study:

1. Research studies on the development of tourist guide signs in Chinese should be done.

2. Research papers on the preparation of public relations brochures in three languages (Thai, English, and Chinese) to convey information about That Noi Temple should be processed.

3. Research articles should be written on the development of tourist guide English-language signs in other Buddhist locations to improve tourist understanding and appreciation of the attraction.

## References

- Arong, V., Abdulrase, S., Samoh, V., & Jedao, V. (2018). *Analysis of techniques and errors of Thai translation into English: Case of signboards of the Department of Highways and Important Signs in Mueang Narathiwat District of Narathiwat Province* [Unpublished master's thesis]. Narathiwat Rajanagarindra University.
- Bangkok Business. (2017). '12 forbidden city' with 7-billion-worth pitchforking. Bangkok Biz News. Retrieved March 2, 2020, from <http://www.bangkokbiznews.com>
- Barrow, R. (2019). *Wat That Noi*. THAILAND FROM ABOVE. Retrieved November 12, 2021, from <http://thailandfromabove.com/nakhon-si-thammarat/wat-that-noi>
- Chinatrakul, R. (1999). *Conducting educational research*. T.P. Print.

- Dechawong, S., & Komaratat, S. (2014). *The need for foreign languages of temples in Bangkok*. (Research report). Dhurakij Pundit University.
- Kangyan, D. (2020). Impact of outdoor store signboards on street vitality: A case study of Ximazhuang Street in Nanchang city. *Journal of Landscape Research*, 12(6), 105-107.
- Kavati, I., Kumar, G.K., Kesagani, S., & Rao, K.S. (2017). Signboard text translator: A guide to tourist. *International Journal of Electrical and Computer Engineering (IJECE)*, 7(5), 2496-2501.
- Limsiriruangrai, B. (2013). *The third sub-project: The study and development of English-language publicity signboards and brochures for tourism at Phanom Rung and Muang Tam Castles of Buriram province* [Unpublished master's thesis]. Buriram Rajabhat University.
- Liyun, S. (2016). *Development of basic Chinese language learning activities package using collaborative learning model for secondary 2 students at Piboonbumpen Demonstration School Burapha University* [Unpublished master's thesis]. Burapha University.
- Ministry of Tourism & Sports. (2019). *Tourism statistics 2019*. Retrieved November 11, 2021, from <http://mots.go.th>
- MGR Online. (2017). *Nakhon Si Thammarat, "Nakhon Song Tham" or the City of Precious Dharma and Nature. Please come to pay homage to Phra That Mueang Nakhon*. Retrieved March 3, 2020, from <http://mgronline.com>
- Nareerak, P. (2018). An analysis of errors in English signboards in Muang Kamphaengphet. *The Golden Teak: Humanity . and Social Journal*, 24(1), 77-91.

- Pattanachiwakul, N., & Nimala, N. (2015). Design of internal direction signboards. Udon Thani Rajabhat University (Sam Phrao). *Suan Sunandha Academic and Research Journal*, 1(1), 30-41.
- Pinchai, P. (2018). Developing a teaching management model by integrating learners' learning styles to develop their ability to write English. *Journal of Educational Research*, 13(1), 174-183.
- Pinkaeo, k. (2013). *Cultural tourist attraction*. Blogger. Retrieved February 26, 2020, from <http://www.tourism-dan1.blogspot.com>
- Secretariat of the House of Representatives Acting as the Secretariat of the National Reform Council. (2015). *The first development agenda: Tourism development*. Office of the Secretariat of the House of Representatives.
- Siriravetkul, W. (2012). *The design of the signage system in the National Library of Thailand*. (Research report). Suan Sunandha Rajabhat University.
- Sopalang, S. (2012). *Study and development of environmental graphic design to promote tourist area 2: Case study of Nakhon Si Thammarat province* [Unpublished master's thesis]. Srinakharinwirot University.
- Sukprasert, W. (2005). *Problems and needs of using symbolic signs and public signs for tourism in Khao Yai National Park* [Unpublished master's thesis]. Kasetsart University.
- Thongtong, T. (2016). A linguistic landscape study of signage on Nimmanhemmin Road, a Lanna Chiang Mai chill-out street. *Manusya: Journal of Humanities*, 22, 72-87.
- TIP INSURE. (2015). *Must-visit tourist attractions with 7 unique beauties in Nakhon Si Thammarat province*. TIP INSURE

- ONLINE INSURANCE. Retrieved March 8, 2020, from <https://www.tipinsure.com>. [inThai]
- Tourism Authority of Thailand. (2003). *Wat That Noi Temple. Amazing Thailand* Retrieved March 18, 2020, from <http://thai.tourismthailand.org>
- Waijitragum, P. (2010). *The application of Samut Songkram identity for tourism signage*. (Research report). Suan Sunandha Rajabhat University.
- Yamane, T. (1973). *Statistics: An introductory analysis* (3<sup>rd</sup> ed.). Harper and Row Publications.