

Abstract

Study and design souvenirs for ecotourism: case study Amphawa floating market.

The purpose is to study and design of the souvenirs for ecotourism. Amphawa floating market is a case study. Studied the behavior of the tourists buy souvenirs of their gender, as well as suggestions for the development of a product recall. This research study survey. Using a random sample-specific. Tourists. And owners. So as to design a gift for eco-tourism.

Method conducts research. From the survey information about the location is the area around Amphawa and the nearby market. Shop products are sold. Market and the amount of visitors to Amphawa. Surveys and interviews. After starting the design process. The sketch design order to assess customer satisfaction. The working drawings. And preparation of the prototype.

The results revealed that Women than men buy gifts. 15-25 years age group at highest purpose of buying for them and leave others. Buy products that use natural materials. Shape of the designs reflect the uniqueness of the location and evaluation of satisfaction of a draft that was presented by the pattern matches the shape of the box associated with the market's Eve. Were very satisfied. The shape of the matches that have been developed as a souvenir of a functional rather than decorative. The shape of the relationship with the oldest of the . Amphawa floating market. The box matches the shape of the guidelines for the design of the souvenir