

The Design of The English Materials to Communicate The Identity of Cultural Art: Thai Desserts Amphawa Floating Market For Tourism.

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Abstract—The main purpose of this research was to study how to communicate the identity of Amphawa Floating Market for tourism. 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 five 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 Amphawa Floating Market is located at Amphawa district in Samut Songkram province. This establishment was near the Mouth of MaeKlong River for normal people and tourists. It consists of accommodations, homestays, vendors on the boats and shop houses. There are shop houses and vendors on the boats where food and drinks are served on the bank of Amphawa canal or at shop houses Amphawa Floating Market is an evening market that is opened on Fridays, Saturdays and Sundays during 12.00 – 21.00 p.m. It is an interesting floating market by the canal near Wat Amphawan Chetiayaram.

2. The communication of the identity of Amphawa Floating Market which the researcher could find and design to present in the English materials can be summed up in 2 items: 1) The Learning source of tourism: Amphawa Floating market for tourism. 2) Thai desserts

Keywords—Foreigner tourists, Signified, Semiotics, Thai desserts

I. INTRODUCTION

TOURISM is an important revenue industry because it creates income for developing countries and developed countries. Thailand really realizes the importance of continuously developing its tourism industry [12]. The country still supports and promotes many activities and projects with advertisements and publications geared toward people who are in this area of Thailand. Thai people are also beginning to realize the importance of preserving their tourism resources and supporting tourism [3]. The Ministry of Tourism and Sports said foreigners have visited Thailand in 2015, with the East Asia (11,723,147 million), Europe (3,278,104 million),

South Middle East (2.7 million), South Asia (0.95 million), followed by Oceania and Middle East (0.50 million) [20]. This increase in tourists has boosted many local careers and income as well as helping develop the transportation, basic construction and public utilities in the local communities where tourism is important [2]. Tourism has been one of the most prominent businesses to exist on the face of the globalization. Travelling, leisure and recreation have been significantly associated with tourism since people visited different places, exploring all sites for adventure and peace at the same time [11]. At the present, the tourism industries have changed because they have become interesting many more about experience packages. They are divided into different segments such as travelling, accommodations, transportations, food and beverages and etc. [12]. The local people are less likely to emigrate to other places with these improvements in their own areas. Tourisms in Thailand were recently affected by the changing world economy, infective diseases, natural disasters, internal and external factors [7]. The Tourism Authority of Thailand has continuously encouraged Thais to understand their Thai identities and the value of their historical sites, culture, traditions in Thai way lives.

The tourism resources have recently been moving toward tourism [14]. The tourism industry in Thailand has achieved this. At the present, there are many aspects to effectively manage including various signs and information to the important places throughout in Thailand. There are some problems to group of tourists which are not clear such as signs to tell ways, signs for educational information of tourism sources and using the English language for communication [13]. The local signs are only in the Thai language which can make it difficult for foreign tourists to understand. It takes place to misunderstand for communication. The information shows that the Thai identity is extremely necessary and important as each tourism resource. The way that the identity of the tourism resources is communicated is very important to help foreigner tourists understand and learn these ideals. These groups are important to Thai tourism resources at Amphawa Floating Market. In this research, Amphawa Floating Market is identified by: the learning sources of the

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tourism: Cultural art: Thai desserts. The topic is useful for both the Thai tourists and foreign tourists. However, the important problems took place at Amphawa Floating Market that the communication to foreigners by using the English language is necessary [14]. This situation may reduce the number of foreign visitors at Amphawa Floating Market. Because Thai people at Amphawa Floating Market could not still communicate with the foreigner tourists by using the English language. This problem made the researcher must do this research for the tourist guide or tourist guide students. For this research, the researcher chose Amphawa Floating Market to be the research area. This area is very interesting in foreign tourists and helps them understand Amphawa Floating Market. ICOMOS (The International Council on Monuments and Sites) tries to communicate new events in the communities and the past civilization at the same time [9]. This function was necessary for the both the Thai people and the foreigner's younger generations to learn. If the researcher had not explored the topic for this research, it was possible the Amphawa Floating Market would not be understood this important tourism resource. Amphawa Floating Market in Thailand is a historic site which identify Thai culture, tradition, ancient customs and Thai life styles. These identify the identity of Amphawa Floating Market. This Amphawa Floating Market is an interesting historic site where the king of Rama II was born. It is impressed for Thai people. Furthermore, Amphawa Floating Market at Amphawa District in Samut Songkhram Province is an interesting evening market and all shops, stalls and boat vendors will be ready opened around at 14.00 p.m. The market mainly consists of the style of the nice clean long ancient Thai wooden houses along both two sides of the Amphawa canal which are the distances about 800 meters long. These interesting ancient Thai wooden shopping houses have typically been transformed to shop houses for selling all edible and inedible things such as Amphawa T-shirts, souvenirs, gifts, decorative items, handmade products, art works, sea food, Thai desserts, fruits and etc. These are interesting products and cheap prices. The previous time, this place originated Thai desserts in the historic era of Thailand [15]. Thai dessert recipes have been still originated this place, too. The researcher is an English teacher who is interested in finding the identities of Cultural arts: Thai desserts Amphawa Floating Market and the Design of the English Materials to Communicate the identities of Cultural arts: Thai desserts Amphawa Floating Market for Tourism.

II. OBJECTIVES OF THE RESEARCH

1. To study the data and analyze the identities of cultural arts: Thai desserts Amphawa Floating Market for tourism.
2. To communication the Identity of cultural arts: Thai

desserts Amphawa Floating Market for tourism develop the sustainable materials as a communication some tourism.

Methodology

The Design of the English Materials to Communicate the Identity of Cultural Arts: Thai Desserts Amphawa Floating Market for Tourism. This research is qualitative research. The objectives of this research are the Design of the English Materials to Communicate the Identity of Cultural Arts : Thai Desserts Amphawa Floating Market for Tourism.

Population and Samples

There are three groups of samples that are outlined in the following items:

1. The key informant group at Amphawa Floating Market is five persons: the chief persons and officers at Amphawa Floating Market.
2. The foreigner group is made up of twenty people per day who visited Thailand. The researcher interviewed the twenty people for the foreigner group by the following criterions:
 - 2.1 The foreigner group who had come at Amphawa Floating Market, Thailand more than once.
 - 2.2 The foreigner group who specially visited at Amphawa Floating Market, Thailand, and did not go to any other places.
 - 2.3 In this case for the foreigner group, if a group included two persons traveling together only one person was chosen for the interview.

There are also the following conditions:

1. The age of the tourists interviewed is more than twenty years old.
2. There are twenty foreigners tourists from China and Malaysia.

TABLE I
GROUP OF KEY INFORMANTS IN SAMUT SONGKRAM PROVINCE

General data of group of key informant	Gender		Age			Level of Education	
	F	M	25 30	31 35	36 40	B	M
Key informant group at Amphawa Floating Market	4	1	3	1	1	4	1
Total	4	1	3	1	1	4	1

The five key informants had worked at Amphawa Floating Market for five years work experience. Their education

graduated both Bachelor and Master Degree.

TABLE II

GROUP OF FOREIGNER TOURISTS WHO CAME TO AMPHAWA FLOAING MARKET

Samples group	Gender		Age				Times		Level of Ed.	
	F	M	25 30	31 35	36 40	41 50	1	2	B	M
China	8	2	5	2	2	1	7	3	9	1
Malaysia	6	4	7	1	1	1	8	2	8	2
Total	14	6	12	3	3	2	15	5	17	3

The Chinese tourists were eight females and two males. They would like to visit at Amphawa Floating Market, Thailand. The Chinese females were more satisfied than the China males. For Malaysia tourists were six females and four males. They would like to visit at Amphawa Floating Market, Thailand both females and males. But the Chinese females were more interested in visiting than Malaysia males.

TABLE III

GENDER * COUNTRY CROSS TABLE

Gender			Country		
			China	Malaysia	Total
Gender	Female	Count	8	6	14
	% Within	Gender	40%	30%	70%
	Male	Count	2	4	6
	% Within	Gender	10%	20%	30%
Total	Count		10	10	20
	% Within	Gender	50%	50%	100%

The females came from China to be eight tourists were 40 % and the six females came from Malaysia were 30 %. Then, the two males came from China were 10 % and the four males came from Malaysia who were 20 %. They would like to visit at Amphawa Floating Market.

TABLE IV
AGE * COUNTRY CROSS TABLE

Country	Age				Total
	25 30	31 35	36 40	41 50	
Country China % Within Country	5 25%	2 10%	2 10%	1 5%	10 50%
Malaysia % Within Country	7 35%	2 10%	1 5%	-	10 50%
Total Count % Within Gender	12 60%	3 15%	3 15%	2 10%	20 100%

There were the five Chinese tourists who were Chinese tourists from 25 to 30 years old age. They were 25 %. There are the two Chinese tourists who were Chinese tourists from 31 to 35 years old age. They were 10 %. And there are the two Chinese tourists who were Chinese tourists from 36 to 40 years old age. They were 10%, too. And there is only one Chinses tourist from 41 to 50 years old age. It is 5%. Meanwhile, there were the seven Malaysia tourists who were Malaysia tourists from 25 to 30 years old age. They were 35 %. There are the two Malaysia tourists who were Malaysia tourists from 31 to 35 years old age. They were 10 %. And there is only one Chinses tourist from 41 to 50 years old age. It is 5%. All of them would like to visit at Amphawa Floating Market.

TABLE V

COUNTRY * LEVEL OF EDUCATION CROSS TABLE

Level of Education	Country		Total
	China	Malaysia	
Bachelor degree Count % Within Bachelor degree	9 45%	8 40%	17 85%
Master degree Count % Within Master degree	1 5%	2 10%	3 15%
Total Count % Within Level of Education	10 50%	10 50%	20 100%

The foreigner tourists graduated both Bachelor and Master Degrees to visit to Amphawa Floating Market. Firstly, the nine Chinese tourists graduated Bachelor Degree to be 45%. Meanwhile, the eight Malaysia tourists graduated Bachelor degree to be 40%. Then, the only one Chinese tourists

graduated Master Degree to be 5% while the two Malaysia tourists graduated Master Degree to be 10%.

TABLE VI
Times * TOURISTS CROSS TABLE

Foreigner Tourists	Times		Total
	Once	Twice	
China Tourists Count % Within Times	9 45%	1 5%	10 50%
Malaysia Tourists Count % Within Times	8 40%	2 10%	10 50%
Total Count % Within Times	17 85%	3 15%	20 100%

The nine Chinese tourists visited only once to be 45% and the only one Chinese tourists visited twice to be 5% at Amphawa Floating Market. The eight Malaysia tourists visited only once to be 40% and the two Malaysia tourists visited twice to be 10%. The almost foreigner tourists would like to visit twice because they were satisfied to Thai ways of life, Thai desserts and Amphawa Floating Market.

TABLE VII
GROUP OF TOURIST GUIDES

Sample group	Gender		Age			Working experience		Total
	M	F	25-30	31-35	36-40	5-10	10-15	
Group of Tourist Guides	1	4	3	1	1	2	3	5
Total	1	4	3	1	1	2	3	5

There were five Thai tourist guides. They had had the working experience at Amphawa Floating Market since they were trainers. They were able to speak the English language clearly to explain about Amphawa Floating Market to the foreign tourists and they also understand about Amphawa Floating Market very well.

II. DELIMITATION OF RESEARCH PROPOSAL

Delimitation of Research Proposal

During this research, the researcher conducted the study at Amphawa Floating Market to study the data to analyze the identity and communication at Amphawa Floating Market for tourism. This study was conducted from October 2014 to September 2015 by triangulation methodology such as observations, asking questions, taking notes on the data and checking documents.

Conceptual framework

Literature Review was conducted on the theory of tourism, the theory of communication, the theory of Semiology and other researches for the conceptual frameworks for the following items:

1. The identities of Amphawa Floating Market in Samut Songkram
2. The Learning source of tourism Amphawa Floating Market for tourism

Research Instruments

The researcher used the qualitative method for this research. The research instruments consisted of in-depth interviews, direct observation and content analysis of written materials with the details below:

The interview was used in the unstructured-interview with both the Thai language and English language. The questions were divided by sample groups into the following items: Interview for key informant group in Samut Songkram province had two parts, each is listed below:

Part I General information of interviewees consisted of name, surname, gender, age, education, status, and position at Samut Songkram province.

Part II The Interview Questions are listed below:

1. The history of Amphawa Floating market
2. The Learning source of tourism: Amphawa Floating market for tourism

Interview for tourist guides had two parts, each is listed below:

Part I General information of interviewees consisted of name, surname, gender, age, education, status, position at Amphawa Floating market in Samut Songkram province.

Part II The Interview Questions are listed below:

1. How do you know Amphawa Floating market?
2. What is the identity of Amphawa Floating market in Samut Songkram province according to your own idea? Please give examples.
3. What do you want to communicate to others about Amphawa Floating market?
4. In what matters do foreign tourists recognize Amphawa Floating market?
5. How can you help preserving Amphawa Floating market for tourism?
6. What are your suggestions to promote tourism at this tourist attraction?
7. What are the problems that affect foreign tourists at Amphawa Floating market?
8. How do you keep Amphawa Floating market for tourism?
9. What are the big images of Amphawa Floating market in Samut Songkram province according to you?

Observations

Observations were collected to provide a content analysis of written materials at Amphawa Floating market in Samut Songkram province. They consisted of the contents analysis to communicate about Amphawa Floating market for tourism nearby environmental areas.

Records the conversation in a group

Workshop

The data was collected from field trips and separated by each categorical variables topic of research.

Taking notes

The researcher took notes at each interview and used equipment such as a recorder, a camera, and etc.

Data Collection

1. Survey study

The researcher collected the data by reviewing of literature and documents related to surveyed areas and collected the data from literature that were related to surveyed areas at Amphawa Floating market in Samut Songkram province.

2. Key informants

The researcher had an appointment with the five key informants for in-depth interview at Amphawa Floating market in Samut Songkram province.

3. Group of Tourists

The researcher interviewed the tourists who visited Amphawa Floating Market in Samut Songkram province by interviewing twenty foreign tourists from China and Malaysia.

4. Tourist guides

The researcher asked the five Thai tourist guides the following questions in their interviews.

IV. ANALYZING THE DATA AND WRITING THE RESEARCH REPORT

The researcher collected the data from the interviews, studied the data and the documents and analyzed the content analysis. The researcher used the data of interviews from key informants, foreigner tourists and tourist guides. The researcher took photographs and recorded the documents. After that, the researcher gathered the conclusion from the answers and discussions in a research report following the conceptual framework and the theories outlined in this paper. The researcher described the report and related the information in the content analysis. The foreign tourists who visited at Amphawa Floating market in Samut Songkram province, Thailand twice came from China and Malaysia. They would like to visit again because they were satisfied with visiting at Amphawa Floating market. Amphawa Floating market is an interesting evening floating market which is a nearby canal and Wat Amphawan Chetiyaram. They had never seen in their countries. Moreover, they enjoy having Thai food

dishes such as seafood, Phat Thai (noodle), spicy hot soup (Tom Yam Kung) and Thai desserts. Thai desserts types were cooked here which were original recipes in Samut Songkram province[18]. Thai people called Khanom Boran. It identified Thai culture arts in the past. Not only Thai food were cheap but also Thai desserts are delicious, too. Furthermore, Thai desserts are favorite food in Thai culture [17]. Thai people find them pleasant to the eyes as well as to the palate because they are colorful and delicious. Several kinds of Thai desserts are mentioned in valuable works of Thai literature. Both Thai men and Thai women like to eat them after meals and as snacks. Thais desserts are related to various aspects of their lives. In the past, some types of Thai desserts (Kha Nom) were prepared only once a year on a special occasion such as Songkran Day which is the traditional Thai New Year on April 13[10]. Some are made for wedding banquets and ceremonies. In the past Thais made a special kind of dessert called Sam (three) Kloe (friends) which are made from flour. Its shapes are molded in three small balls which are attached to one another. Then, they are fried in oil. Thai people believe that the shapes of Sam Kloe can foretell the future of the married life. If the three balls are still attached to one another, it indicates a happy married life. If one ball is separated while the other two balls are still joined to each other, it means that the couple will have no children. If the entire three balls are separated from one another, it is a sign of an unsuccessful marriage for the bride and groom. In addition, if the balls do not expand when they are heated, it also suggests the same negative meaning. The origin came from the royal court of the ancient Ayutthaya period. It remains a favorite dessert among the Thai people today. Most Thai desserts are made from various simple ingredients such as eggs, coconut milk, coconut flesh, rice flour, palm sugar and eggs. Thai desserts or Kha Nom are displayed for sale at Amphawa Floating Market.

Thai desserts or Kha Nom Thai are made from old recipes that have been passed down for many centuries. Some of them are decorated with gold leaf. Therefore they are often reserved for special occasions [6]. Here are some examples of meaningful Thai desserts. The names of Thai desserts have positive meanings on everybody such as good luck and prosperity. Kha Nom Chan means advancement, promotion and higher positions; Kha Nom Ja Mongkhut means high success, triumph and superiority. Kha Nom Tuay Fu and Kha Nom Pui Fai mean prosperity with their names and appearance. Saeng Chan means the moonlight's allure. Kha Nom Tan means sweetness and smoothness. Look Chub means adorability and Med Kha Nun means constant support and help for business. Other popular desserts add the word Thong. Thong means gold, much money and treasure. For example; Foi Thong means golden threads. Thong Chom Phoo Nut means pure gold. Thong Ek means chief of gold. Thong Ut means golden penny. Thong Muan means golden roll. Thong Plu means golden flare. Thong Tat means golden offering. Tong Yib means rich and wealthy or golden pinch. Tong Yod means golden drop. Each kind has an attractive shape and bright colors. Some favorite Thai desserts among Thais are: Thong Yib, Thong Yod, Foi Thong, Med Kha Nun, Mor Kaeng, Sangkhaya, Bua Loi, Tako, Kluay Buad Chee, Fakhong Buat, Kluay Chuam, Look Chub, and Thub Thim Krob. For example, Foi Thong (golden thread) means gold

fiber. It is made from pure egg yolk. The pure egg yolk must not be beaten, it is stirred with a spoon or a stick in the same direction. The pure egg yolk is blended until it is smooth and ready to cook. Then, the strands of egg yolk are put through a fine sieve into a large pan of hot syrup. A fine strand is allowed to flow into a small hole at the tip of a cone about one to two feet above a vessel of hot bubbling sticky syrup. The strands cook immediately and become sweet golden strands. They are flavored with rose water, jasmine water and vanilla. When a thick strand has been poured, the cook will interrupt the flow and begin a new strand. This step is repeated until the vessel is full. Then, the strands are rested on top of another vessel to drain. Each strand is folded several times to make smaller or thicker strands.

V. DISCUSSION AND CONCLUSION

This report analyzed "The Design of the English Materials to Communicate the Identity of Culture Arts: Thai Dessert Amphawa Floating Market for tourism by the following two items:

1. The Identity of Amphawa Floating Market in Samut Songkram province
2. The Learning source of tourism: Amphawa Floating Market for tourism

The tourism has occurred because of the affections of the national resources [21]. It was a center of learning about natural resources, a pleasure to view the mangrove forest scenery, plants and animals including mangroves, cork trees and fireflies. They were found in Cembalos' research, 2012. And Bushel's research in Interpretation in National Parks: Some Critical Questions [1]. Culture which is primarily transmitted to individuals through groups and across generations is beliefs and actions that are learned through interactions with others [19]. And it also was used by some to refer to a wide array of human activities [4]. Besides, the individual communication gives a sense of judgment that is linked positively and negatively by oneself. The communication is well developed through what one sees with the art of perception on it [5]. The communication for the natural resources found that the communication should be geared toward tourism and stress the knowledge and the suggestions in the natural resources crossing the cultural divide: Western visitors and interpretation at Ayutthaya World Heritage Site, Thailand. The researcher found that the communication should show the highlight, preparing the manual for services and giving the information to the information center [8]. Moreover, it should be created both leaflets and a CD of Samut Songkram province. The communication should be shown both meaning and important in the materials [4]. Meanwhile, the communication should be shown the correct information and true facts [19]. Offering every type of communication means giving the information and presenting it to natural resources and history classes. These make the tourists feel better and understand the contents many more. Thai desserts have identified the identity of Thai culture in Thailand since the previous period. They were well known because they were elaborate every step how to cook such as choosing raw materials, ingredients and taste. Besides,

they are small soft colorful Thai dessert but auspicious desserts are made from pure egg yolks. When they are cooked, they become golden soft desserts. They will be used for various occasion such as Thai wedding, auspicious festivals, making merit, Thai Buddhism rituals, etc. which are related to Thai way of lives. Thai desserts are the most popular for various auspicious events. Because Thai people believe that golden color stands for an auspicious meaning to their lives. Their making merit use Thai desserts for the ceremonies. The auspicious Thai desserts are delicious golden desserts which are various meaning such as meaning to be successful, prosperous, and wealthy. Each Thai dessert has its meaning which is a different meaning such as Tong Yip means whatever you touch or pick up, it is turned to wealth and Thong Ake means a good one in life. It is meaningful for bride and groom because it means faithful. This reason, the English language communication becomes very important at Amphawa Floating Market in Samut Songkram province for tourism. Studying the identities of Cultural Art: Thai Desserts in the English language made foreign tourists understand the identity of Cultural Art: Thai Desserts in Thailand better for visiting at Amphawa Floating Market in Samut Songkram province, Thailand.



Fig. 1 Foy Tong (Sweet Shredded Egg Yolk)



Fig. 2 Tong Ake



Fig. 3 Khanom Chun (Layered Dessert)



Fig.6 Ja Mong Gut



Fig. 4 Med Khanun (Thai green peanut paste)



Fig. 7 Thong Yod (Gold Egg Yolks Drops)



Fig. 5 Thong Yip



Fig. 8 Thai desserts: Foy Thong, Thong Yip, Thong Yod and Med Khanun



Fig. 9 Tuay Fu



Fig. 10 Sanay Chan

Suggestion for the Next Research

This research is the Design of the English Material to Communicate the Identity of Cultural Art: Thai Desserts Amphawa Floating Market in Samut Songkram for Tourism. Besides, it can be applied to the next research for other natural resources or historical sites. This research about Thai Desserts is interesting in the foreign tourists. And it can be also changed to be the identity of other resources for cultural tourism, sustainable tourism, etc. in the future that would be a good research to study.

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