

# KHAMWANG, Kanyakon

## Chiang Mai Tourism Information Design

### チェンマイ旅行インフォメーションデザイン

「チェンマイ旅行インフォメーションデザイン」の研究目的は、チェンマイ旅行を題材にしたタイのインフォメーションデザインを開発することです。世界中のデザインスタイルを吸収、多様に発達した日本の出版や広告のデザインから学びながら、タイのインフォメーションデザインを開発したら、興味深いと思いました。現在、タイのインフォメーションデザインには種類が余りありません。この研究はタイの出版デザインを開発して、トンパヨーム市場ガイドブックをテーマとした作品を作ります。

Tourism is the main revenue of Thailand, with over 13million tourists coming to Thailand every year. In 2103, Thailand earned 559,425 million baht from tourism alone. According to the “Thailand 2014 Tourism Business Plan Announcement”, the Thai tourism authority had announced that they have already achieved their goal of promoting Thailand’s global tourism. The next goal they have aimed to achieve is to “elevate Thailand even higher on the world map” and to be a high quality place for tourism globally. In the past few years, Thailand has had many problems such as floods in Bangkok and political rallies. Despite this, Thailand still continues to strive to improve the quality and safety for tourists in Thailand.

Northern Thailand is one of the areas with a greater focus on tourism and contains a total of nine prefectures. These are; Chiang Mai, Chiang Rai, Nan, Payao, Phar, Mea hog Son, Lam pang, Lam Pun and Uttaradit. Chiang Mai is a large city, which is in the center of Northern Thailand. In Chiang Mai, tourists are able to experience much of Thailand’s nature and culture throughout their travels.

Japan is not only known for having a long history of culture, but also boasting a high level of technology. One of the better technologies Japan has is design technology.

Within Japan, a great deal of design technology can be seen, with the most impressive being publishing and illustration design. Japanese designers can create and use illustrations to guide designs, so that they can explain difficult content in a simple way. Japan also has a large amount of interesting publishing designs, such as direct mail designs and book cover designs, which are rare within Thailand.

In the past, Thailand has scored low on reading statistics. Despite 50% more Thai able to read in comparison with the past, this is one of the causes of fewer publishing industries in Thailand, which in turn causes textbooks and other forms of publication to be imported from other countries such as Japan.

From the above, the “Chiang Mai Travel Information Design project” will focus on research about Japan’s publishing design and attempt to improve Thailand’s publishing design, particularly in the Chiang Mai tourism theme, and ultimately create a guidebook as a result.

To approach the objective of improving Thailand’s publishing design, this project’s methodology was focused on Thailand and Chiang Mai tourism, market history and the comparison of Thai and Japanese guidebooks to create a guidebook for tourism in Thailand. The guidebook content must not contain any commercial advertisement and be a comfortable size for tourists to take with them on the trip. The objective of the project was to promote Chiang Mai tourism.

Chiang Mai is in the top of Thailand tourism ranking. However, most of the tourists who come to Thailand are interested in Thai beaches, which are located in Southern Thailand. For increasing tourists to all parts of Thailand,

this project concerns and promotes northern Thailand and the content of the guidebook will specifically contain information about Northern Thai culture and lifestyle in Chiang Mai.

The most interesting place for learning the culture of Thai people is the markets, which is a place that has far more meaning than just a shopping place. Markets are one part of the Thai peoples’ daily lifestyle; Thai always go to Market, not only spending their money but also for talking and meeting people there. The phrase “Thailand the land of smiles” can explain Thailand culture as well. A characteristic of Thai people is that they always smile and are friendly. This is why we can make friends in every place, especially in the center of the society in places like the market. This research would like to present the content about culture in Thailand’s market.

From personal experiences, most of the guidebooks in Thailand contain commercial advertisements for a sponsor. This is especially so for free publications. As a commercial, the sponsors and advertisements enable the creation of a high cost publication like a magazine, book or free paper. However, for cultural tourism the content must contain more than just the shop name and how to get there.



トンパヨーム市場ガイドブック表紙  
TonPraYom Market Guidebook



トンパヨーム市場のテーマ  
TonPraYom Market



チェンマイ観光地にテーマ  
Chiang Mai Sightseeing



チェンマイのお土産のテーマ  
Souvenir of Chiang Mai

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