

PRINTED MATERIALS DESIGN TO PROMOTE TOURISM FOR THE MODERN CHINATOWN

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ABSTRACT

This research "Printed materials design to promote tourism for the modern Chinatown" aims to find the identity of Chinatown use to design guidelines to present the information and to publicize the Yaowarat community. Yaowarat or Chinatown is the area in Bangkok that has Chinese residents settled when Bangkok was established, and it is considered as the largest Chinese-Thai population in Thailand. As a result, Yaowarat is a tourist attraction that is known to both Thais and foreigners. This research is conducted by collecting data with questionnaires from the tourists who are the new generation, 100 people aged between 21-35 years old and interview five graphic designers.

The research results from data collection of tourists' opinions showed that: 1) Street Food is the highlight of the Chinatown area. 2) Red is the color that tourists think about Yaowarat. 3) Painting and drawing type of illustration attract tourists most. Research design results: 1) The Color: Warm tone colors and mostly red color. 2) Manuscript Grid is the most appropriate for the design 3.) San-serif Font is the most suitable for the headline 4) Serif Font is the most ideal for the text.

Keywords: *Printed Material Design, Promote Tourism, Modern Chinatown, Yaowarat*

1.0 INTRODUCTION

Yaowarat Road is built in the reign of King Chulalongkorn; according to the Sampeng District's Road Project, to create a road in the area that help to promote trading in Sampeng. Since then it has become a very prosperous commercial district. Yaowarat Road Was officially named on February 28, 1891. It consists of several important points such as Odean Circle, Charoen Krung Road, located in Samphanthawong District; it is in the north-western of Yaowarat Road intersection with Song Sawat Road. (Chalerm Buri Intersection), Ratchawong Road (Dynasty intersection) and Empire Road (Temple Building intersection) across the canal around the city (Panuphan Bridge). This connecting Wang Burapha Phirom District, Phra Nakhon District, ending at the junction of Phiraphong Road and Mahachai Road and Chak Phet Road.

Yaowarat or Chinatown in Bangkok is considered one of the largest Chinese communities in the world and has a long history. Besides, it is Chinese and Thai-Chinese habitat, Yaowarat is also a tourist attraction that has a unique identity and has received attention from both Thai and foreign tourists. At present, there are many medias to present Yaowarat's travel information, both online and print media. Not only a useful information, a beautiful design is also an important part that encourages the media to be interesting. The key in the design is to use the identity of the area.



Figure 1: Yaowarat Road Chinatown.
Source : www.triptravelgang.com

Chaiyasirinroj et al. (2018) studied about the motivation of Thai tourists to travel to Yaowarat. Most tourists come to Yaowarat to appreciate the Thai-Chinese architecture, which is a unique identity in Yaowarat. As for Phuptathanroj (2015) found that the identity of Yaowarat was related to lifestyle such as food, occupation, rituals, beliefs. Both of the studies collected data from different samples and received different answers.

However, the current Chinatown area has been developed and changed according to the era. As the recent research has not received clear answers about the identity of the Yaowarat area, this research focuses on the identity of Yaowarat area, in order to use it in graphic design for print media to promote Yaowarat tourism, which is unique to meet the tourism lifestyle of modern travelers.

2.0 RESEARCH PROBLEM

From the above information, it was found that research related to the identification of Yaowarat's identity is unclear. The data collection also was not from the new generation of tourists. In addition, most researches are not related to graphic design.

3.0 OBJECTIVE

- 1). Find ways to present the identity of Yaowarat area, in order to use it in graphic design for print media to promote Yaowarat tourism
- 2) Find ways to present information that meets the needs of the target group.
- 3) Find suitable design principles and design elements to be used in print media design to promote tourist attractions in the Yaowarat area.

4.0 METHODOLOGY

- 1) Study secondary data from books, texts, media, websites, and multimedia. Including related research
- 2) Create a research tool as a questionnaire to collect data with the target group and the interview form to be used with the design expert.
- 3) Collect primary data using the questionnaire with the target group, that is the new generation of tourists with the age range between the ages of 21-35 years, 100 people.
- 4) Collect primary data from interviews of design expert 5 persons
- 5) Analyse the data obtained from the target group by using basic statistics such as % age (%) and average (MEAN) from collecting data from design experts
- 6) Design the media to promote the promotion of the new era of Chinatown.

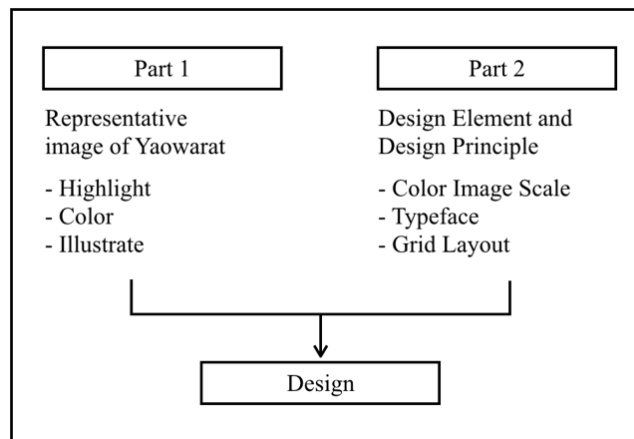


Figure 2: Research Methodology Framework

5.0 RESULT

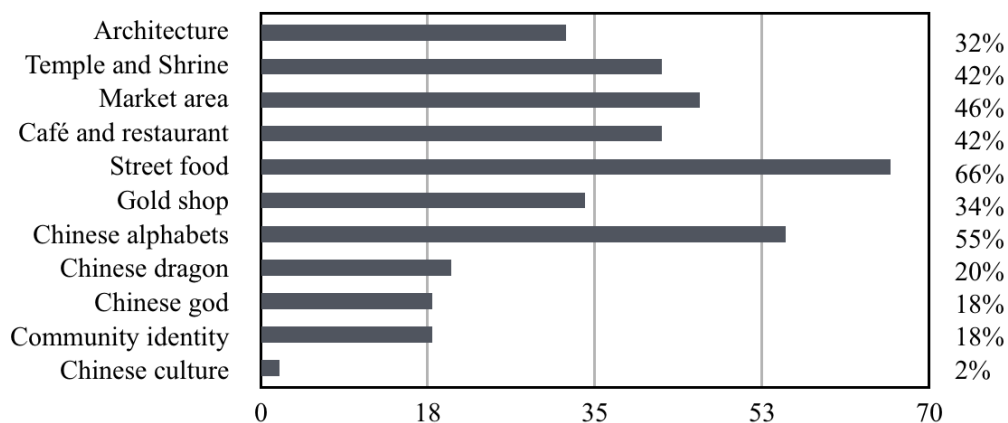
The research results from data analysis are divided into 3 parts.

5.1 Part 1: Respondents indicated that the highlights which the tourist think of Yaowarat

5.2

1) street food 66%, Chinese alphabets 55%, market area 46%, temple and shrine 42%, café and restaurant 42%, gold shop 34%, architecture 32%, Chinese dragon 20%, Chinese god 18%, community identity 18%, and the last rank is Chinese culture 2%.

Graph 2: Highlight of Yaowarat that referred to Yaowarat



2) Places that tourists often think of Yaowarat are as follow; The first is Shophouse of the Chinese (Wanich 1 Rd.) 55%, the Contemporary Thai-Chinese style cafe 21%, Leng Buey Eia Market 12%, Toh Kang Gold Shop 12%, Toh Kang Gold Shop 7%, Toh Kang Gold Shop 24% and Hostel / Accommodation 5

Table 1: Place that represents Yaowarat

Assessment topic	Percentage	Rank
Contemporary Thai-Chinese style cafe	21	2
Shophouse of the Chinese (Wanich 1 Rd.)	55	1
Hostel / Accommodation	5	5
Leng Buey Eia Market	12	3
Toh Kang Gold Shop	7	4

3) The color of the Yaowarat identity that tourists think of Chinatown are as follow; is red 88%, yellow 6%, purple, orange-red and orange-yellow 2%, blue, orange, green, yellowish-green, greenish- blue, purple blue and reddish purple no responders.

Table 2: The identity color of the Yaowarat

Assessment topic	Percentage	Rank
Red	88	1
yellow	6	2
blue		-
Orange		-
green		-
purple	2	3
Orange-red	2	3
Orange-yellow	2	3
Yellowish-green		-
Greenish-blue	-	-
Purple blue	-	-
Reddish purple	-	-

4) The illustration that creates interest and attracts tourists well are; The first is digital illustrate 66%, painting and drawing 20%, Photos 14%.

Table 3: Illustrations that create interest and attract tourists








Assessment topic	Percentage	Rank
photos	14	3
Painting and drawing	20	2
digital illustrate	66	1

5.2 Part 2: Research results from data collection of graphic design experts about the appropriate design elements to be used

Research results from data collection of graphic designer experts about the appropriate design elements to be used in the design of public relations media to promote tourism in the new era of Chinatown that is suitable for the target group; the research results are as follows.

1) The personality of color first is warm colors in red tones (Tasty), which is averaged 4.4 points. The other classic color scheme is an average of 3.8. Third, the natural hue is the average of the top 3, the fourth tone (Shades) Accounted for the average 2 positions, the fifth, cool tone, representing an average of 1.6, ranked sixth, tone color, giving fresh feeling (fresh) and bright tone (Fun), representing an average of 1.2

Table 4: Personality of colors for use in design.

Order	Detail	Mean	Rank
1	Healthy 	3	3
2	Tasty 	4.4	1
3	Powerful 	2	4
4	Cool 	1.6	5
5	Classic 	3.8	2
6	Fresh 	1.2	6
7	Fun 	1.2	6

2) Grid Layout that is suitable for the design. The first is the manuscript grid, which is the average of 4, the second is the modular grid, which is 3.6. The hierarchical grid is an average of 1.6.

Table 5: Grid layout for use in design.

Order	Detail	Mean	Rank
1	Manuscript Grid	4	1
2	Column Grid	3	3
3	Modular Grid	3.6	2
4	Hierarchical Grid	1.6	4

3) The Roman typeface for the headline that is suitable for use in the media design of modern Yaowarat tourism. The first is San Serif average 4. The second is serif mean 3.6. The third is script mean 2, and The last is antique mean 1.8.

Table 6: Roman typeface for the headline

Order	Detail	Mean	Rank
1	Serif Typeface	3.4	2
2	San Serif Typeface	4.2	1
3	Antique Typeface	1.8	4
4	Script Typeface	2	3

4) Thai typeface for the headline that is suitable for use in the media design. The first is the San Serif average of 4.4. The second is serif and antique mean 3. The last is script mean 1.8.

Table 7: Thai typeface for the headline

Order	Detail	Mean	Rank
1	Serif Typeface	3	2
2	San Serif Typeface	4.4	1
3	Antique Typeface	3	2
4	Script Typeface	1.8	4

5) Thai typeface for body copy that is suitable for use in the design. The first is the San Serif average is 5.6. And the rank of san serif is averaged 2.2.

Table 8: Thai typeface for body copy

Order	Detail	Mean	Rank
1	Serif Typeface	5.6	1
2	San Serif Typeface	2.2	2
3	Antique Typeface	0	-
4	Script Typeface	0	-

5.3 Part 3: Applying research results in graphic design

The method of collecting data from target groups and design experts, in order to make it reliable and consistent design, the researcher uses the research results to experiment in the design media and create the design concept “Contemporary Chinatown” to convey the identity or the prominence of Yaowarat. The cultural arts community with content and information that tourists are interested in, such as Street food, commercial districts, temples and shrines, café, restaurant and architectural buildings. The target group is Travelers ages of 21-35 years. The mood and tone of design are Clear / Natural / Chic with an exciting and unique. The design elements to use for the design are consistent with the research results. The design will create chic, new and unique style of publication design.



Figure 3: Overview of design elements and principles

The design is created according to the step;

1) Design of the illustrations is defined according to the concepts and from the research results, such as using Chinese characters as illustrations and laying out together with modern Thai typeface to figure use digital paint techniques.



Figure 4: Illustration sketch used to intergrade with Thai characters

2) Chinese calligraphy style was applied to creating illustrations by digital painting. By leaving brush marks in the images look like using the paint brush.



Figure 5: Illustrate which created by digital Painting technique apply from style of Chinese alphabet painting.

3) Research results will be used as content for presentations such as street food, Contemporary Thai-Chinese style cafe and Chinese-style architecture.



Figure 6: Illustrate for content use to the design

4) Arrange the components using the Manuscript Grid or Column Grid format, which can be applied to various types of publications such as guide books, brochures, postcards.



Figure 7: Using Grid and Typeface to Design Layout for Guide Book

5) Make a mock-up of public relations media.



Figure 8: Guide Book Mock up



Figure 9: Brochure Mock up

6. SUMMARY AND DISCUSSION

This research found that the identities of Yaowarat area which are in the mind of tourists are street food and commercial building which are also consistent with Phuptathanroj (2015) and Chaiyasirinroj et al. (2018). However, the difference between this research and the existing research is the identity of the Chinese alphabet, which the tourists recognized as the symbol of the Yaowarat area.

When testing the research prototype to the target group by satisfactory inquiries, it is found that the media is well communicated the uniqueness of Yaowarat. The design is likely to change according to the target group. Therefore, the result of this research can be applied to the target group, which is similar to this research.

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