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LANGUAGE DIVERSITY ON TOURIST ATTRACTION SIGNS USING GEO-INFORMATION TECHNOLOGY: A CASE STUDY IN WAT LAM PHAYA FLOATING MARKET, NAKHON PATHOM PROVINCE, THAILAND

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ABSTRACT

The linguistic landscape shows the understanding of language that appears in the form of signs. This research is designed to find the spatial distribution of tourist attraction signs in Wat Lam Phaya Floating Market, Nakhon Pathom Province, to identify the characteristics of the signs, whether they are monolingual or bilingual. This is to create a spatial database using geographic information technology. The results of the study found that most tourist signs used monolingual signs (89.24%) and bilingual signs (10.76%). These tourist signs include Place signs, Signposts, Warning signs, Information signs, Shop signs, and Service signs. In particular, the Shop signs category has the largest number of signs, with 374 signs. Next is the service signs with 21 signs. Most of the shop signs are shop names in Wat Lam Phaya Floating Market, because the highlight of this floating market is fresh agricultural products and delicious food, it is necessary to develop and improve tourist attraction signs to have linguistic diversity and be consistent with the LL, to help foreign tourists understand the local culture and way of life, and importantly, to attract foreign tourists to visit this floating market again. From a tourism and cultural perspective, it was found that the tourism formats of Wat Lam Phaya Floating Market have the following highlights, Historical Tourism, Religious and Spiritual Tourism, Culinary and Agritourism, and Cultural Tourism.

KEYWORDS: Language Diversity, Linguistic Landscape, Tourist Attraction Signs, Geo-information Technology, Wat Lam Phaya Floating Market.

1. INTRODUCTION

Linguistic landscape (LL) is an environment that is defined in public places, such as place names, transportation routes, billboards, traffic signs, business signs, or building names (Gorter, 2013; Pienimäki et al., 2024; Nenotek et al., 2025). It is created in the form of marking objects with symbols or defining unique linguistic symbols to communicate certain information (Huebner, 2006; Allen, 2025). Analysis of LL is a method of studying the characteristics of language and symbol systems in order to communicate meaning (Prasert and Zilli, 2019; Motschenbacher, 2020). The analyzed language displays certain linguistic characteristics that are created with a particular purpose in mind (Nash, 2016; Karpava, 2024). Such research approaches have reported on linguistic diversity in the public sphere, such as monolingual, bilingual, and multilingual expressions of meanings in the public materials (Piller, 2001; Bellés-Calvera, 2019; Zhang and Wu, 2025). The main reason why there is such a variety of language principles is to convey messages in the form of warnings, instructions or commands to target audiences with different linguistic and cultural backgrounds where they live or travel to. The linguistic diversity reflects the choice of vocabulary and the choice of language and sign systems that vary depending on the social context, culture, ethnicity, religion, and commercial factors (Huisman et al., 2019; Baranova and Fedorova, 2020; Väistönen et al., 2022). The dimension of linguistic diversity and linguistic difference is a common phenomenon found in media materials, especially public signage.

Currently, Thailand has prepared Tourism Development Plan No. 3 (2022-2027) by the Department of Tourism, Ministry of Tourism and Sports of Thailand. The aim is that Thai tourism will be developed into a world class quality tourist destination and promote the economy, society, and sustainable income distribution to the community level (Laochockchaikul and Bhuket, 2024; Ditta-Apichai et al., 2024). For this reason, tourism in the form of floating markets has been promoted and pushed to become an ecotourism destination, with the restoration of floating markets since 1997. There currently are floating markets in Bangkok and its vicinity, including Bang Phli floating market, Bang Nam Phueng floating market, Taling Chan floating market, Klong Lat Mayom floating market, Don Wai floating market, Sai-Noi floating market, Lam Phaya floating market, Kwan-Riam Floating Market, etc. In the provinces, there are also famous floating markets such as Amphawa floating market, Damnoen

Saduak floating market, Ayothaya floating market, etc. (Wattanacharoensil and Sakdiyakorn, 2016; Fakfare et al., 2021; Nopas, 2025). Floating markets are therefore an important ecotourism destination for both local and national economies, as they generate trade and employment activities, and also reflect the cultural identity and way of life of local people living along the river or canal. Both Thai and foreign tourists love to visit various floating markets because there are many activities for tourists, such as boat trips, alms giving on the water, cultural performances, homestay tourism, etc.

Wat Lam Phaya Floating Market is located on the banks of the Tachin River in Nakhon Pathom Province. It is an ancient community of Mon and Chinese people who work in agriculture. Wat Lam Phaya has been the center of the community's spirit since 1857 (Wattanacharoensil and Sakdiyakorn, 2016; Nguyen and Huynh, 2024). The temple is home to the statue of Luang Pho Mongkhonmalanimit in the Mara-Vijaya posture, made of laterite. The Wat Lam Phaya floating market was established by the Lam Phaya Subdistrict Cultural Council in collaboration with Wat Lampaya. The purpose of the market is to be a place to gather vegetables, fruits, and agricultural products, local handicrafts such as machinery, woven fabrics, dyed fabrics, and inexpensive food for sale to tourists. However, at present, the number of tourists has decreased due to insufficient parking space, environmental problems, and deteriorating landscapes. There are also communication problems between Thais and foreign tourists, especially the choice of vocabulary and symbol systems that appear in the form of advisory and warning signs. In addition, the historical and background information signs, business signs, and service advisory signs are still only in one form, which is monolingual signs. This makes foreign tourists unable to understand the message conveyed about the history and culture of the local community of Lam Phaya. Therefore, it is necessary to study and survey this area to see what types of signs there are and which signs should be adjusted from monolingual to bilingual or multilingual to attract both Thai and foreign tourists to visit the Wat Lam Phaya Floating Market.

Tourist attractions are areas where linguistic communication between locals and international tourists is complex. Therefore, creating a LL is essential for tourist attractions that are popular among international tourists (Rohmah et al., 2024; Nambu and Ono, 2024; Bhujel and Sinha, 2025). The use of language is one form of tourism promotion that influences tourists' decision to travel to a

destination (ສຳຄັນ). Research related to LL and tourism has focused on the language used on signs in tourist attractions. For example, a study of the language landscape in Hongcun Village in China showed that multilingual signs in Chinese and English can provide important information to international tourists and enhance the image of the tourist destination (Lu et al., 2020). In the cultural heritage site of Sotto Portico streets of Haikou, China, a survey of tourists' behavior towards the LL concluded that the two influence each other, and thus, it is necessary to improve the content of signage to engage tourists in such a World Heritage site (Dai et al., 2024). In Jianghan Road, the business center of Wuhan, a survey of 1,308 signs found that English on signs plays an important role in decoration, modernity and internationalism, while Chinese represents local identity, thus communicating to tourists (An and Zhang, 2024). Even in Southeast Asia, where tourists are very popular, language changes are reflected. In Banda Aceh, Indonesia, a survey of the language use in shops found that the language landscape was the most popular, followed by Indonesian and Acehnese. The strategies of shop owners in this area, if they create signs with multilingual signs, will attract more foreign customers (Sari et al., 2024). In East Nusa Tenggara Province, Indonesia, data were collected on signs in beach areas, nature reserves, villages and religious tourist areas, and found that using Indonesian and English helped foreign tourists understand the local cultural context and contributed to the sustainability of tourism (Nenotek et al., 2025).

Current technology that helps in collecting and analyzing data on the LL is probably Geo-information Technology. It is considered a key innovation for LL methodology, which is the use of data to survey the population using geographic information system (GIS). In the USA, signs have been surveyed to study patterns of linguistic diversity, and maps have been made to serve as a socioeconomic database (Lu et al., 2022). In Northern Sweden, Geo-information Technology has been applied, especially GIS applications, which have collected LL data to analyze the distribution of local languages (Cocq et al., 2024). In addition, a comparative study of the LL between Leipzig (Germany) and Poznań (Poland) has been conducted using GIS visualization techniques. The study found that both cities had similar approaches to naming landmarks, with changes in landmark names occurring during political changes (Buchstaller et al., 2024). In Tuscaloosa County, Alabama, a study of LL

was conducted by analyzing public signs that were predominantly Spanish instead of native language signs. The study used photographs that were imported into the ArcGIS Field Maps app to enable geographic location of the images (Cipria and O'Rourke, 2024). In conclusion, this geo-information technology can help to collect and analyze language distribution data quickly and efficiently. This research aims to find the spatial distribution of tourist attraction signs in Wat Lam Phaya Floating Market, Nakhon Pathom Province, to identify the characteristics of the signs as monolingual, bilingual, and multilingual. This is to create a spatial database using geographic information technology to check the location of which signs should be improved from monolingual to bilingual or multilingual. In order to attract more Thai and foreign tourists to visit Wat Lam Phaya Floating Market, this tool will help increase the efficiency of communicating information to tourists, which is the expected outcome of this research. For the mapping process, the location, planning, and spatial development were determined using geographic information systems to enhance local communities to have tools for planning and managing areas. This map will be able to provide potential to the local area and support tourism development that will occur in the future.

2. MATERIALS AND METHODS

2.1. Study Area

Wat Lam Phaya Floating Market is located in Bang Len District, Nakhon Pathom Province, with an area of approximately 63,640 m². The geographical location of Wat Lam Phaya Floating Market is between latitudes 13° 57' 25" N to 13° 57' 40" N and longitudes 100° 12' 5" E to 100° 12' 20" E (Fig. 1). The topography of Wat Lam Phaya Floating Market is a lowland area in the lower central region in the Tha Chin River basin. The general condition of the area is a flat area with an elevation of approximately 2 m above sea level. The general characteristics of the area are a flat area on both sides of the Tha Chin River, which flows from the north to the south and has many canals branching off from the Tha Chin River, including Khlong Naphaphirom, Khlong Mueang, Khlong Thonglang, which are used for agriculture. The area of the Lam Phraya Market community has the Tha Chin River flowing through Wat Lamphaya. Wat Lam Phaya Floating Market was established with the cooperation of the Lam Phaya Subdistrict Cultural Council, Wat Lamphaya, and the people of Lam Phaya Subdistrict. The objective is to promote careers and income for local

villagers and farmers, to be a gathering place for agricultural products, handicrafts and local products, so that tourists can study the villagers' way of life with the beautiful riverside atmosphere and lush green vegetation on both sides of the Tha Chin River. Wat Lam Phaya Floating Market first opened on Sunday, September 5, 1999. Wat Lam Phaya Floating Market is open every Saturday and Sunday, including public holidays, from 7:00 a.m. to 4:00 p.m. There are consumer products such as various sweet and savory foods, both fresh and processed. In addition to the market, the community also has the Wat Lam Phaya Floating Market Folk Museum, which displays rare antiques and local household items from the past for tourists to visit.

2.2. Data Preparation and Methodology

This research approach has collected important data as follows: Collecting signs using mobile cameras to record images and identifying the location of tourism signs with the Global Positioning System (GPS). The process will be imported into geographic information systems and compiling data into a digital database. The sampling of signs was done by random sampling in the area of Wat Lam Phaya Floating Market. The collected data of 395 signs were classified into 6 types: Place signs, Signpost, Warning signs, Information signs, Shop signs, and Service signs. The classification principle of signs was based on the business classification principle (Almuajri and Suen, 2022) by the researchers in this study. The cartographic method or the purpose of design (choice of the coordinate system and map projection), generalization (reduction of the content according to the selected scale), and visualization (depiction of point, linear and area objects) (Waiyususri and Tananonchai, 2022; Seidualin et al., 2024). The spatial and statistical analysis related to mapping will use ArcMap 10.2 software to collect and analyze digital data, including data editing, verification of accuracy, and displaying data in the form of digital maps. Data analysis in terms of the distribution of the locations of various types of signs can be analyzed using the Kernel Density (Equation 1). These principles can be analyzed from GIS, which is part of the mathematical function in ArcMap 10.2 software. The results will indicate the density of tourist signs and use the results to plan cultural tourism.

The Kernel Density (Silverman, 1986; Nistor and Nicula, 2021) is calculated from the following equation:

$$\int_h (x) = \frac{1}{n} \sum_{i=1}^n \binom{n}{k} K_h(x - x_1)$$

Where f is density f K is the kernel a non-negative function; $h > 0$ is a smoothing parameter called the bandwidth; x^1, x^2, x^n is univariate independent and identically distributed sample. After analyzing the density of the sign location with the Kernel Density, it will check which sign is suitable or not for communication. If it is not suitable, it will improve the sign.



Figure 1: Location of Wat Lam Phaya Floating Market, Nakhon Pathom Province, Thailand.

3. RESULT AND DISCUSSION

3.1. Characteristics of Land use and Spatial Density Distribution of Tourist Attraction Signs in Wat Lam Phaya Floating Market, Nakhon Pathom Province

Wat Lam Phaya Floating Market is a tourist attraction located on the banks of the Tha Chin River. It is a floating market in the area of Wat Lam Phaya. There are a total of 356 shops. The characteristics of the area can be divided into 20 types of area use (**Fig. 2a**): Food stall market, Flower and Plant market, Greengrocery market, Local Fruit

and Vegetable market, Amulet market, Graveyard, Multi-purpose yard, Local stores, Visitor Center, Vessavana Shrine, Temple area, Temple hall, Old temple hall, Ubosot (Buddhist Sanctuary), Wat Lam Phaya School, Kindergarten of Lam Phaya Municipal District, Road and Car park, Car park, and Water. The Road and car park area has the largest area of 14,297.26 m². Next is the Temple area with an area of 9,632.28 m². This area is part of Wat Lam Phaya since

the beginning. The area most utilized is the Food Stall Market with an area of 5,102.90 m². Next is the Local Fruit and Vegetable Market with an area of 3,669.23 m². It can be seen that the main usable area of this floating market is the area for selling local products such as vegetables, fruits, food and products from the surrounding communities. The pattern of land use of Wat Lam Phaya floating market is shown in Table 1.

Table 1: Utilization Area of Wat Lam Phaya Floating Market.

No.	Utilization Area	Area (m ²)
1	Amulet Market	418.94
2	Vessavana Shrine	128.41
3	Greengrocery Market	1057.40
4	Temple Hall	868.82
5	Water	153.16
6	Graveyard	894.42
7	Flower and Plant Market	845.51
8	Graveyard	963.25
9	Old Temple Hall	2104.61
10	Ubosot (Buddhist Sanctuary)	1039.62
11	Food Stall Market	5102.90
12	Temple Area	9632.28
13	Kindergarten of Lam Phaya Municipal District	1276.17
14	Visitor Center	727.20
15	Multi-Purpose Yard	682.33
16	Local Fruit and Vegetable Market	3669.23
17	Car Park	7512.55
18	Wat Lam Phaya School	5691.75
19	Road and Car Park	14297.26
20	Local Store	1139.39

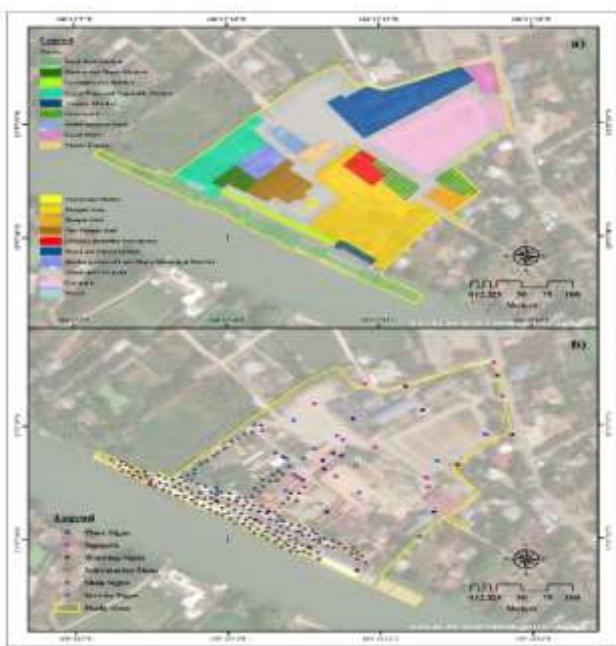


Figure 2: Land Use Map of Wat Lam Phaya Floating Market and Distribution Map of Symbol Locations.

From the field survey at Wat Lam Phaya Floating Market on 8-9 February 2025, which was the

Saturday-Sunday period when the market was open, samples of tourism signs were collected using GPS, resulting in location data for various types of signs (Fig. 2b), including Place signs, Signpost, Warning signs, Information signs, Shop signs, and Service signs. The study found that the Shop signs had the most signs, with 374 signs. The second most was the Service signs, with 21 signs. Most Shop signs are usually signs of shop names in the Wat Lam Phaya Floating Market. Signposts are in the form of directional signs, such as signs to the chapel, signs to the floating market, signs to the parking lot, etc. Warning signs, such as the "No Shoes" sign, are warning signs in the chapel area, because it is a Thai culture to respect sacred places like temples, which are considered clean and pure areas, so shoes are prohibited from entering the chapel. The warning signs to avoid falling into the water, this is because the market is located on the banks of the Tha Chin River, which is a very deep river. The information signs will provide details about significant locations, including the history of the temple, the background of Luang Pho Mongkhonmalanimit the principal Buddha image that serves as a vital spiritual support for Wat Lam Phaya and the history of the floating market, among others. The service signs

will be signs that indicate the location of the service area, such as signs indicating the location of the tourist service center, toilet signs, multipurpose court signs, etc.

From the analysis of tourist attraction signs density level using the Kernel Density in ArcGIS (Fig. 3), the study results found that the highest density level covered the southwest area of the study area with a density level of more than 100 unit/m². The area is the area of food stall and greengrocery market with a lot of shop signs, and there are also service signs and warning signs scattered in the area. The area with a low density of tourist attraction signs is the area to the north and

east of the study area with a density of only 1-5 units/m². Since the area is a car park area that covers a fairly large area, only signposts are used to indicate the route within Wat Lamphaya. The central part of the study area has a medium density level, with place signs and service signs distributed in the area. From examining the distribution of various types of signs in the study area, it was found that most signs are mostly monolingual. Bilingual is very rare and multilingual is almost absent in the study area. Therefore, it is necessary to develop various types of signs to be universal and ready for communication for foreign tourists to visit the Wat Lam Phaya Floating Market.

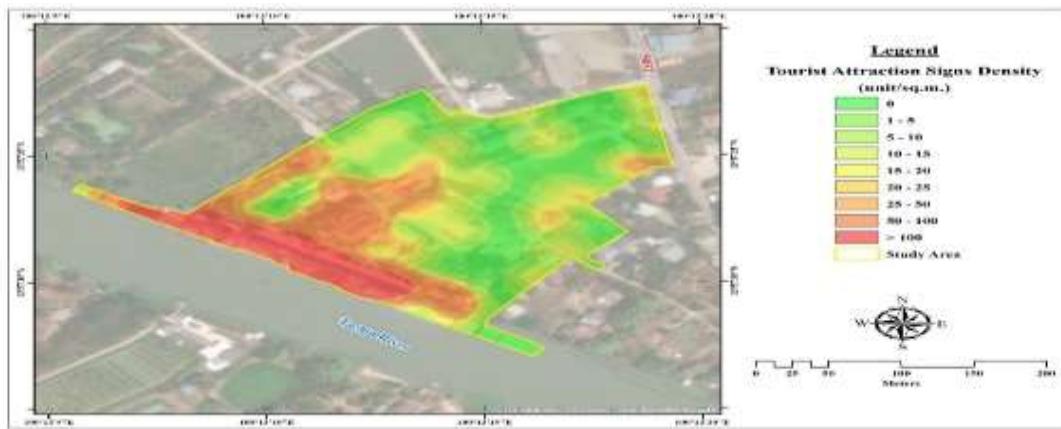


Figure 3: Density Map of the Location of Symbol Signs in the Wat Lam Phaya Floating Market.

3.2. Developing and Improving Tourist Attraction Signs to be Linguistic Diverse and in Line with the Linguistic Landscape

From the survey of the Wat Lam Phaya Floating Market area between 22 to 23 February 2025, it was found that there were a total of 395 signs, which were categorized and analyzed to reveal the language diversities. The research results found that in the Wat Lam Phaya Floating Market, there was only a small amount of language diversities. It was found that the use of monolingual signs was 89.24% and the use of bilingual signs was 10.76%. As for the use of multilingual signs, there was no evidence at all.

Due to the nature of this tourist attraction, which has developed from the local lifestyle and culture, most of the tourist signs are monolingual signs. Therefore, the sign design is mainly in Thai. The

reason for designing the signs in Thai is because most of the tourists are Thai. However, at present, Wat Lam Phaya Floating Market has started to receive more foreign tourists because the highlight of this floating market is fresh agricultural products and delicious food. Therefore, it is necessary to develop and improve tourist attraction signs to have linguistic diversity and be consistent with the LL. This is to help foreign tourists understand the local culture and lifestyle. Importantly, it is also an attraction for foreign tourists to come back and visit this floating market again. For the development and improvement of tourist attraction signs to be linguistic diversity and consistent with the LL, Napasri Suwanajote, a linguistics expert, was asked to review the translation from Thai to English. The details of the tourist attraction signs to be improved are shown in Table 2 to Table 7.

Table 2: Development and Improvement of Tourist Attraction Signs, Place Signs Type, to have Linguistic Diversity.

No.	1	2	3
Original Signs			
Improvement Signs	Wat Lam Phaya Floating Market	Father Mongkhonmalanimit	Wat Lam Phaya Floating Market

Table 3: Development and Improvement of Tourist Attraction Signs, Signpost Type, to have Linguistic Diversity.

No.	1	2	3
Original Signs			
Improvement Signs	Raft Boarding Area Library Museum Abbot's Residence Meditation Center Raft Boarding Area Raft Boarding Area Children Center Information Raft Tree & Tide Riverside Cafe	Chaloem Rat Cultural Center	Boat Dock Information Raft

Table 4: Development and Improvement of Tourist Attraction Signs, Warning Signs Type, to have Linguistic Diversity.

No.	Original Signs	Improvement Signs
1		Slippery Surface & Low Headroom
2		<p>Announcement Wat Lam Phaya Floating Market Vendors who rent stalls at the floating market are strictly prohibited from transferring, subletting, or selling their rented space, as it remains the property of the market. Any violation will result in eviction, and those who accept a transferred or purchased stall will not gain any rights to the space and will lose their money. The market management will not be responsible for any such transactions. If vendors wish to cancel their lease, they must do so through the market office only. Do not trust unauthorized transactions. Wat Lam Phaya Floating Market Office</p>
3		Vendors are prohibited from placing goods around the central pillar. Violators will be fined according to market regulations.

Table 5: Development and Improvement of Tourist Attraction Signs, Information Signs Type, to have Linguistic Diversity.

No.	Original Signs	Improvement Signs
1		Make an offering with Bodhi leaf for blessings at Wat Lam Phaya. "20 baht per leaf"
2		<p>Boat Service Schedule Tha Kulnatee Pier, Wat Sukhawataram Private Boat Rental</p> <p>Small boat (25 seats) - 3,000 baht Large boat (50 seats) - 4,000 baht Passenger Fare Children (7-15 years) - 30 baht Adults - 70 baht Children under 7 years - Free</p>
3		Safe Food Community Shop: Jor Poo Chonburi Free from contaminants: Polar compounds in reused cooking oil As of: August 13, 2024
4		<p>Wat Lam Phaya - Wat Bang Phra First Trip: 11:30 AM Second Trip: 2:00 PM Phaya Tha Chin Boat Fare: Adults 80 baht Children 30 baht</p>

Table 6: Development and Improvement of Tourist Attraction Signs, Shop Signs Type, to have Linguistic Diversity.

No.	Original Signs	Improvement Signs
1		Traditional Thai Massage Wat Lam Phaya Floating Market
2		Ban Khlong Nok Krathung Water Hyacinth Weaving Community Enterprise
3		Por Pla Dried Fish Shop
4		<p>Somwang Herbal Shop Selling fresh, dried, and processed herbal products for health, various oils, and locally grown agricultural products at affordable prices.</p>
5		<p>Fai's Moo Satay 10 sticks: 60 baht, 20 sticks: 120 baht, 30 sticks: 180 baht</p>

Table 7: Development and Improvement of Tourist Attraction Signs, Service Signs Type, to have Linguistic Diversity.

No.	Original Signs	Improvement Signs
1		Ticket booth for rowing boat rides & Fish Feeding Wat Lam Phaya
2		This raft offers food, & drinks. Shiitake rice crackers
3		Information Center Boat & Raft Tours for Nature Sightseeing
4		Toilet
5		Boat service for ash scattering ceremony

The translation of proper names, such as Thai temple names, into English generally follows two primary approaches: transliteration and semantic translation. In most cases, Thai temple names are transliterated rather than directly translated because they carry cultural and religious significance. Retaining the term Wat preserves the identity of the temple's name without altering its original meaning. If Temple were used instead, the distinctiveness of Thai temples might be lost, and the translation might fail to accurately reflect their unique characteristics. From a linguistic perspective, Wat has become a loanword in English, meaning that English speakers can understand its reference without requiring further translation. The term Wat is officially recognized in the Oxford English Dictionary (OED) and is defined as a Buddhist monastery or temple in Thailand, Cambodia, or Laos, indicating its widespread acceptance in global usage. Furthermore, in academic fields such as Buddhist Studies and Thai Studies, Wat is conventionally used when referring to Thai temples

for instance, Wat Phra Kaew, Wat Arun, and Wat Pho instead of using translations like Phra Kaew Temple or Arun Temple. This standardization highlights the global recognition of Wat as a specific term for Thai temples.

Cultural translation is another critical factor supporting the retention of Wat in English. The structure and functions of a Thai Wat differ significantly from those of a Temple in the Western context. In Thailand, a Wat serves not only as a place of worship but also as a center for education, monastic residence, and meditation practice. In contrast, the English term Temple is broadly applied to various religious sites, including Hindu Temples, Buddhist Temples, and Christian Temples, without necessarily capturing the distinct sociocultural roles that Thai temples fulfill. Additionally, some Thai temples have titles that indicate their hierarchical status, such as "Woraviharn" or "Ratchaworamahaviharn." If translated as Temple, these distinctions might be lost. Retaining Wat thus provides a more accurate representation of Thai

temples in English.

Another strong argument for retaining Wat is its endorsement by The Royal Society of Thailand, which has established official transliteration guidelines for Thai place names. These guidelines stipulate that the term Wat must be retained in English translations of Thai temple names. Official documents from Thailand's Ministry of Foreign Affairs and the Ministry of Tourism and Sports adhere to this standard. For example, วัดพระแก้ว is rendered as Wat Phra Kaew, and วัดเบญจมบพิตรดุสิตวนาราม as Wat Benchamabophit Dusitwanaram. The absence of translations such as "Temple of Phra Kaew" or "Benchamabophit Temple" in official sources further affirms that Wat is the appropriate term for maintaining linguistic and cultural accuracy. The widespread usage of Wat in academia, tourism, and global mapping services supports its retention. Academic research on Buddhism, such as articles in the Journal of Southeast Asian Studies and Asian Anthropology, consistently employs Wat when referring to Thai temples. Similarly, major international platforms including UNESCO, Lonely Planet, Google Maps, and National Geographic use Wat instead of Temple. Even in countries with similar Buddhist traditions, such as Laos and Cambodia, the term Wat is commonly used, as seen in Wat Xieng Thong in Laos and Wat Phnom in Cambodia. This consistency underscores the term's international recognition and appropriateness.

In conclusion, retaining the term "Wat" when translating Thai temple names into English is well-supported by linguistic, cultural, and academic considerations. It aligns with transliteration principles, reflects Wat's status as a recognized loanword, acknowledges the unique structure of Thai temples, follows the official transliteration guidelines set by The Royal Society of Thailand, and conforms to established academic and tourism practices. For these reasons, Wat should be preserved in English translations to ensure accuracy and cultural integrity.

3.3 Tourism management model of Wat Lam Phaya Floating Market that affects the development of local lifestyle and culture

The tourism model of Wat Lam Phaya Floating Market has various forms and activities of tourism. **Details are as follows:** Historical Tourism is a form and activity of tourism that is in the nature of visiting historical floating markets, emphasizing visiting important places or places that tell stories of history and the past, with stories about important

events. Historical tourist attractions that are part of the tourism of Wat Lam Phaya Floating Market include Wat Lam Phaya and the Wat Lam Phaya Floating Market Folk Museum, or organizing activities to visit the area near the Lam Phaya Floating Market, reflect the original waterfront settlement pattern of the community, which has an interesting history from the blending of Mon and Chinese cultures from the past to the present. This cultural fusion gives the market its unique identity. Religious and Spiritual Tourism is a form and activity of tourism on important religious days, worship that shows beliefs and faith in religion in a spiritual way. Including faith tourism, Wat Lamphaya Floating Market is a floating market where tourists like to do religious tourism activities along with shopping in the market. Because Wat Lamphaya is the place where Luang Pho Mongkhon Malanimit is enshrined, which is a Buddha statue made of laterite covered with cement and covered with gold leaf, enshrined since 1857, tourists like to pay homage and ask for blessings before going shopping at Wat Lamphaya Floating Market.

Culinary and Agritourism Tourism is a form and activity of tourism that emphasizes on gaining experience from tasting local food and beverages, including visiting or participating in agricultural activities of the community. Lam Phaya Floating Market is an area in a community where agriculture is the main occupation. Therefore, the food sold by the community is processed from agricultural products in the area, which is the important and outstanding potential of Lam Phaya Floating Market area. This has led to another form of culinary and agricultural tourism, for example, visiting salad plantations, visiting gardens, etc. In addition, there is also a boat trip to see lifestyle of the communities on both sides of the river. During the boat trip, there will be a narrator telling stories and explaining the places that the boat passes, allowing tourists to see the riverside life and nature on both sides of the Tha Chin River in agricultural occupations along the way.

Wat Lam Phaya Floating Market also has a form of cultural tourism, which is a form and activity of tourism that emphasizes tourism according to festivals, beliefs, and traditions. When there are activities according to festivals and traditions according to the time of year, there will be tourists who will travel to join the traditional activities throughout every festival, especially festivals related to the culture of the Chinese and Mon people, who are the original groups that started to settle down. Festivals and events that tourists like to

experience at Wat Lam Phaya Floating Market include New Year Festival; Songkran Festival; Wat Lam Phaya Floating Market Festival; etc.

In the discussion section, the research shows the importance of linguistic landscape in the Wat Lam Phaya Floating Market area, Thailand. The use of language displayed on signs in this location reflects the relationship between language and spatial, social, cultural and communication contexts. The design of communication signs in this research is to facilitate communication between people in the community, business operators and tourists to achieve mutual understanding. Unlike in Shangri-La City, China, where most signs are in local languages, only 13.1% of 1064 signs were in English in Heping Commercial Road, and ethnic minority languages are increasingly neglected (Nie et al., 2023). The use of bilingual signs is essential for tourist attractions. This research found that bilingual signs were only 10.76%, which is considered very low for communicating with foreign tourists. Unlike Hong Kong's tourist attractions such as Chungking Mansions, which were found to have 45.37% monolingual signs in English, followed by 41.98% bilingual signs in English and Chinese. There are also Japanese, Korean, and other languages (Wang and Liang, 2024). With its diverse linguistic context, the area is a frequent tourist destination due to the complexity and importance of linguistic diversity. The language displayed on the signs not only serves to provide information, but also serves as a symbol and shows the identity of the culture in that area. It can be seen that this research has shown the Thai identity and culture that are conveyed through various types of signs in Wat Lam Phaya Floating Market in Place signs, Signpost, Warning signs, Information signs, Shop signs, and Service signs. However, the signs need to be improved to be bilingual signs first. In Vellore city in the Tamil Nadu state of India, it was found that signage in English and Tamil on shop names was prominently displayed to attract tourists as it reflected the cultural, linguistic, and economic landscape of the city (Mishra, 2024). Even Malioboro, Indonesia, has similar communication problems with signage to the research. As Malioboro has limited language and vocabulary, 73% of signs still use only Indonesian while only 15% use English, which has a significant impact on tourism in the city (Da Silva et al., 2021). However, some areas still want to preserve the original local language, such as in the Borobudur area, which has a variety of languages. In the area, it was found that the distribution of language signs is 1.2%

multilingual, 14.9% bilingual, and 83.9% monolingual (Atmawati et al., 2024). The reason is that the Indonesian government wants to preserve local culture. In summary, linguistic landscapes tend to occur in multicultural areas with diverse languages. The area of Wat Lam Phaya Floating Market is also a tourist attraction with cultures of Thai, Chinese, Mon, etc. And importantly, this floating market has a tendency to attract more foreign tourists, so it is necessary to develop the language system on the signs to be more universal. The approach to using bilingual signs was therefore chosen to create greater understanding for foreign tourists.

4. CONCLUSION

Wat Lam Phaya Floating Market is a floating market with high potential for tourism because of its variety of activities and fresh and organic agricultural products. However, at present, most of the tourists visiting are Thai tourists, while there are few foreign tourists. One thing that this tourist attraction still does not have the potential to attract foreign tourists is the problem of communication between Thais and foreign tourists. In particular, the choice of vocabulary and symbol system, which appear in a single form, namely monolingual signs, makes it difficult for foreign tourists to understand the message conveyed in terms of the history and culture of the local community of Lam Phaya. The highlight of this research is the integration of linguistics, social sciences, and geography in studying the spatial distribution of tourist attraction signs in Wat Lam Phaya Floating Market, Nakhon Pathom Province, to identify the characteristics of the signs as monolingual, bilingual, and multilingual. Therefore, it is possible to know the social context of communication between the current signs. This research also improves and develops the language of the signs to be bilingual. The limitation of this study found that the approach to improve and develop the language of signs can only improve the language of signs from monolingual to bilingual. The next research should increase the improvement and development of the language of the signs to be multilingual, especially Chinese to increase the number. This is to attract more foreign tourists to visit the Wat Lam Phaya Floating Market.

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