

*The Design and Development of Symbol for  
Tourism Promotion via Suvarnabhumi Airport Rail Link*

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**Abstract**

This research on the design and development of a symbol for tourism promotion via the Suvarnabhumi Airport rail link is a research and development (R&D) methodology and aims to study the identity development of each station area, and to design and develop symbols to promote tourism. The method used was in-depth interviews, with the population for data collection comprising residents living near the station area and tourists using the service. A total of 88 individuals from eight stations were purposively sampled. The research findings revealed that the identity of Phaya Thai Station is defined as “Heritage through time” with prominent places being the Suan Pakkad Palace and King Power Rangnam. Ratchaprarop Station’s identity is defined as “Urban Flavor” with Baiyoke Tower II and Palladium office tower being the key landmarks. Makkasan Station’s identity is defined as “Gateway to the City” with G Tower Grand Rama 9, Jodd Fairs Market, and the Clock Tower at Srinakharinwirot University. Ramkhamhaeng Station’s identity is defined as “Color of Sports” with Rajamangala National Stadium, NASA Street Building, and Ramkhamhaeng Pier as notable places. Hua Mak Station’s identity is defined as “Eastern Dimension” highlighted by Darul Ibadah Mosque and Prasart Museum, with the intersection of the Suvarnabhumi Airport rail link, SRT Eastern Line, and MRT Yellow Line being significant features. Ban Thap Chang Station’s identity is defined as “Finding Mosque” with Niamatul Islam Mosque and Ban Thap Chang Market as key places. Lat Krabang Station’s identity is defined as “Ecological Way” with Siam Serpentarium, Lat Krabang Walking Street, and Hua Takhe Market as prominent spots. Suvarnabhumi Station’s identity is defined as “Metropolitan Airport” with the Air Traffic Control Tower and Happy and Healthy Bike Lane as notable landmarks. This research found that the symbols were deemed appropriate for use, with an approval rating of 81.25%. The symbols were considered consistent with the areas, also at 81.25%, and were seen to effectively promote tourism, with an approval rating of 83.33%.

Keywords: Identity, Suvarnabhumi Airport Rail Link, Design and Development

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## **Introduction**

### **Tourism Reflecting the Country's Image and Major Revenue Source**

Tourism is one of the most crucial sectors, bringing in significant revenue to Thailand, ranking among the top sources of national income. It plays a pivotal role in driving the country's overall development structure, benefiting both the public and private sectors. Tourism is vital for creating various business opportunities and promoting industrial growth. It helps introduce tourists worldwide to the unique identity, traditions, culture, and diverse lifestyles of Thai people, including new tourist attractions in various forms. According to research, the Ministry of Tourism of Thailand describes the importance of tourism as "a hope for sustainability in the future, covering economic, socio-cultural, and environmental dimensions. Tourism brings unforgettable experiences to visitors, encouraging them to return and share their experiences with others, leading to sustainable growth of Thai tourism" (Organization for Special Area Management for Sustainable Tourism, 2018). Due to these factors, many tourists choose Thailand as a destination for relaxation, adventure tourism, and outdoor activities. According to the "Economic Base" website, "The latest Visa Global Travel Intentions Study by Visa reveals that global tourists rank Thailand as the 4th most popular travel destination, following the United States, the United Kingdom, and India. The most popular destinations in Thailand searched online by netizens are Bangkok, Phuket, Chiang Mai, and Hua Hin" (Economic Base, 2022). This shows the image and appeal of Thailand as a tourist destination for foreigners. Therefore, tourism in Thailand is significant and should be supported by various sectors to attract investment and generate revenue.

### **Issues With the Suvarnabhumi Airport Rail Link**

The train system in Thailand is one of the mass transit options that facilitates easy and convenient for people in Bangkok and its vicinity to the city center and various places in Bangkok. Currently, Thailand is expanding the routes according to the country's infrastructure plan, covering densely populated areas. The train is also a popular option for tourists to reach the city center quickly, especially the Suvarnabhumi Airport Rail Link, which connects the airport to various train lines. Currently, more domestic passengers and tourists are choosing to use the train service. According to city train passenger statistics, the Suvarnabhumi Airport Rail Link had 1,775,371 users in May 2023, higher than the same month in May 2022, which had 1,179,857 users (Rail Transport Regulatory Division, 2022). Therefore, it can be predicted that the efficiency of the Suvarnabhumi Airport Rail Link will double in the future. Coupled with the future state policy to develop it into a high-speed rail connecting three airports, mass transit will become more flexible, facilitating interprovincial travel. However, despite advanced technology, the Suvarnabhumi Airport Rail Link still faces issues such as project management problems and operational issues, particularly the lack of public transport network connectivity. Phaworisa Sapmaniwong and Ekphorn Rakkomsup (2019) discussed in their research on the effectiveness of the Airport Rail Link management, "The environment and accessibility of rail mass transit stations affect the number of passengers and revenue. For example, Ban Thap Chang Station has the lowest number of passengers in the system due to its difficult-to-reach location." Furthermore, according to the Bangkok Business News, Bangkok aims to be the world's top tourist city. The Bangkok Metropolitan Administration has held meetings with the Tourism Authority of Thailand to discuss various aspects of improving the city, including waterways, roads, and canal development to connect communities and markets. However, there has been insufficient discussion on the rail system, which could attract more international tourists to the city

(Kanokporn Chokcharaskul, 2023). Although Siam Business has reported that "The Tourism Authority of Thailand (TAT) has collaborated with the MRTA and BEM to promote tourism using the MRT Blue Line by organizing promotional activities for tourist attractions along the Blue Line to create awareness among Thai and international tourists" (Siam Business, 2019), this is only part of the development of the mass transit system infrastructure. Therefore, the researcher is interested in developing solutions to the issues by applying theories and concepts related to symbols to attract tourists to travel along the Suvarnabhumi Airport Rail Link. Using symbols is easy to remember and can convey meanings clearly. This research aims to provide guidelines for promoting tourism in areas along the rail lines, potentially boosting the economy and stimulating tourism at each station, serving as a future tourism guideline.

## **Purpose of the Study**

### **1. To Study the Identity for the Development of Each Station Along the Suvarnabhumi Airport Rail Link**

The unique identities of areas surrounding each station of the Suvarnabhumi Airport Rail Link offer a rich cultural and social tapestry that can be leveraged for development. Understanding these identities is crucial for preserving local heritage while promoting sustainable growth. This research aims to explore these identities to inform development strategies that resonate with both residents and visitors, enhancing the overall appeal and functionality of the areas.

### **2. To Design and Develop Symbols to Promote Tourism Along the Suvarnabhumi Airport Rail Link**

Effective symbols can significantly boost tourism by making destinations more recognizable and memorable. This research seeks to create and implement visually compelling symbols that encapsulate the essence of each station's identity. These symbols will serve as tools to attract tourists, guiding them to explore and appreciate the unique aspects of each location, thus driving economic growth and cultural exchange.

## **Scope of Study Area**

*Population:* The study will focus on influential figures for providing information in the area, including Village headman, District chief, Government officials working in regional administrative units. Additionally, the study will include residents who have lived in communities near the Suvarnabhumi Airport Rail Link stations for more than five years. This demographic encompasses both males and females, aged between 20 and 60 years, with a total of 88 individuals participating.

*Study Area:* The study will cover areas surrounding the Suvarnabhumi Airport Rail Link stations, specifically: Phaya Thai Station (Within a radius of 500 meters), Ratchaprarop Station (Within a radius of 600 meters), Makkasan Station: (Within a radius of 700 meters), Ramkhamhaeng Station, Hua Mak Station, Ban Thap Chang Station, Lat Krabang Station and Suvarnabhumi Station (Specifically Nong Prue District and Bang Phli District in Samut Prakan Province, covering the western side of the airport including the entire building).

## Conclusion

From the study of literature and in-depth interviews, according to **First objective**, To Study the Identity for the Development of Each Station along the Suvarnabhumi Airport Rail Link found that.

### Phaya Thai Station

*Environmental Aspect*, the area is predominantly composed of shopping malls and commercial buildings, such as the King Power Rangnam. The roadside is lined with condominium buildings that feature prominent office spaces. There are also a fair number of natural areas. The area boasts notable museums, such as the Suan Pakkad Palace Museum. Phaya Thai covers a wide area, and part of it serves as a hub for hostels, making it ideal for solo travelers.

*Lifestyle Aspect*, it is observed that both residents and tourists tend to rush to use the train for quick transportation, relying mainly on public transport.

*Community Involvement Aspect*, concerts and international tours are organized, and people often walk around taking photos for fun. Occasionally, markets are set up to generate community income.

*Involvement of Foreigners or Non-Residents*, Phaya Thai is mostly a transit area for tourists who rarely stay here. It is not a major attraction for engaging in activities.

Table 1: Analysis of Phaya Thai Station Identity Through Symbols

Heading	Interpretation
Environment	Buildings are office buildings, hostels
Lifestyle	Hustle
Local Participation	Fun, concerts, markets
Other Participation	Passages

From the study of the area's identity, it can be concluded that Phaya Thai Station is defined by the researcher as "Heritage Through Time." The researcher chose Suan Pakkad Palace Museum and King Power Rangnam as components of the work, as these are areas that tourists can easily visit, are close to the station, and have been long-standing features of the area. Additionally, King Power Rangnam is a venue for numerous activities, making it a suitable element to represent the area's identity in research.

### Ratchaprarop Station

*Environmental Aspect*, the area around Ratchaprarop Station comprises numerous office buildings, residential areas, and especially retail spaces, mainly clothing shops and markets. It is a hub for wholesale clothing, attracting many tourists and serving as a significant point of commerce and business activities. Notable landmarks include Baiyoke Tower I, Baiyoke Tower II, Palladium World Shopping, and Platinum Fashion Mall, all of which are popular destinations for tourists.

*Lifestyle Aspect*, During the morning and evening rush hours, the area is bustling and crowded as people commute to work or engage in various activities. In the evening, many people spend time shopping in the vicinity after work.

*Community Involvement Aspect*, there is little community engagement in the area apart from activities centered around the shopping malls and nearby tourist attractions.

*Involvement of Foreigners or Non-Residents*, Tourists typically visit nearby malls using public transportation to shop and experience the local culture. Some tourists also explore the markets, such as Pratunam Market.

Table 2: Analysis of the Identity of Ratchaprarop Station Through Symbols

Heading	Interpretation
Environment	Buildings, office spaces, clothing shops, markets
Lifestyle	Hustle and bustle
Local Participation	Buying and selling goods, clothing, office workers
Other Participation	Shopping malls, Pratunam Market

From the study of the area's identity, it can be concluded that Ratchaprarop Station is a vibrant area filled with residents, charming street food, and is one of the stations frequently visited by tourists. The researcher defines the identity of this station as "The Flavor of Urban Life." The selection of Baiyoke Tower II and Palladium Office Tower as elements in the research work is due to their status as significant landmarks in the area. Baiyoke Tower II is a major landmark located close to the station and is a popular tourist destination, while Palladium office Tower is a prominent site where tourists frequently shop for clothing and accessories, making them fitting representations of the area's identity in this research.

### **Makkasan Station**

*Environmental Aspect*, the surroundings of Makkasan Station are densely packed with buildings and residential areas, mostly consisting of office spaces and shopping malls. At night, the area comes alive with entertainment venues. The station is conveniently located in a spacious, central urban area, making it a prime location for residential choices. It is a key economic zone and a hub for commercial activities, featuring educational institutions where both tourists and the public can engage with space.

*Lifestyle Aspect*, in the morning, the area is bustling with activity, primarily involving office workers and students. In the evening, there is less local interaction due to the influx of tourists, as flights typically arrive during this time.

*Community Involvement Aspect*, there is minimal community engagement as the area is fast-paced and urban, leaving little room for communal activities. However, occasional musical events, such as performances on trains, do take place.

*Involvement of Foreigners or Non-Residents*, the station is frequently used by tourists as a transit point, with many using public transportation such as the Airport Rail Link, MRT Blue Line, and SRT Eastern Line. Tourists also visit nearby shopping malls.

Table 3: Analysis of the Identity of Makkasan Station Through Symbols

<b>Heading</b>	<b>Interpretation</b>
Environment	Office buildings, residential, entertainment venues
Lifestyle	Hustle and bustle, crowded
Local Participation	Musical events, markets, transportation connections
Other Participation	Shopping, transit hub, markets, passing through

From the study of the area's identity, it can be concluded that Makkasan Station serves as a convenient transit point for passengers and tourists to easily switch routes to reach their desired destinations. It is also a central hub in the city's economic core. The researcher defines the station's identity as "Gateway to the City." The selection of G Tower Grand Rama 9, Jodd Fairs Market, and the Clock Tower at Srinakharinwirot University as key landmarks reflects their roles as multifunctional buildings, exhibition spaces, and connection points to shopping malls. The Clock Tower at Srinakharinwirot University is also a space where tourists and the public can interact with the area, making these landmarks fitting representations of the station's identity in this research.

### **Ramkhamhaeng Station**

*Environmental Aspect*, the area surrounding Ramkhamhaeng Station features an underground market beneath the Airport Rail Link station, providing convenient access. There is also a canal with passenger boats. The landscape is characterized by tall trees and more buildings than open spaces. The area's prominent features include a shopping center connected to the Airport Rail Link, nearby hotels, and convenient access to Rajamangala National Stadium, Ramkhamhaeng University, and the SAT (Sports Authority of Thailand) market.

*Lifestyle Aspect*, in the morning, there is a sense of urgency as people gather at certain points to catch the Airport Rail Link to other stations. Many also use motorcycle taxis for transportation.

*Community Involvement Aspect*, the area frequently hosts events at Rajamangala National Stadium, making it a densely populated area. Concerts and football matches are regularly held here.

*Involvement of Foreigners or Non-Residents*, Tourists often pass through the area, particularly using the Nasa Street shopping center as a transit point. They also engage with local vendors to gather information about the area.

Table 4: Analysis of the Identity of Ramkhamhaeng Station Through Symbols

<b>Heading</b>	<b>Interpretation</b>
Environment	Market, pier and a lot of trees
Lifestyle	Hustle and bustle
Local Participation	Concerts, Rajamangala National Stadium
Other Participation	Shopping center, inquiries with local vendors

From the study of the area's identity, it can be concluded that Ramkhamhaeng Station is a place where passengers and tourists frequently interact, with Rajamangala National Stadium being a major point of discussion due to its convenience and easy access. The researcher defines the station's identity as "The Colorful Sports Hub." Key landmarks such as

Rajamangala National Stadium, Nasa Street, and Ramkhamhaeng Pier are prominent features. Observations and inquiries revealed that Rajamangala National Stadium, aside from hosting sports events, also serves as a space where people can shop and socialize, making it a fitting representation of the area’s identity in this research.

### **Hua Mak Station**

*Environmental Aspect*, Hua Mak Station serves as a major transportation hub, leading to the development of numerous residential projects, including houses, condominiums, and communities. While the area is densely populated with residences, it lacks natural spaces, but the public spaces available are relatively expansive, allowing for continuous activities within the community.

*Lifestyle Aspect*, Due to its role as a transportation hub, the daily life of residents is marked by a sense of urgency as people rush to complete their tasks. The environment is dominated by transportation routes, including railways and motorways, which contribute to the fast-paced lifestyle of the local population as they commute to work.

*Community Involvement Aspect*, Local activities in Hua Mak include events held at designated locations, such as periodic concerts and aerobics sessions at Rajamangala National Stadium, as well as religious activities.

*Involvement of Foreigners or Non-Residents*, there is significant involvement from non-residents, especially during concerts, which attract many foreign visitors. Additionally, the nearby fresh markets offer easy access and participation for both locals and visitors.

Table 5: Analysis of the Identity of Hua Mak Station Through Symbols

<b>Heading</b>	<b>Interpretation</b>
Environment	Transportation hub, residential areas, public spaces
Lifestyle	Fast-paced, hurried
Local Participation	Exercise, Rajamangala National Stadium activities
Other Participation	Concert attendance, fresh markets

From the study of the area’s identity, it can be concluded that Hua Mak Station is distinguished by its various prominent features, including exercise facilities, religious activity sites, multiple transportation connections, and its significance as a hub for the Suvarnabhumi Airport Rail Link, SRT Eastern Line, and MRT Yellow Line. The researcher defines the station’s identity as “Eastern Dimension.” Notable landmarks such as Darul Ibadah Mosque and Prasart Museum have been identified as key elements that align well with the station’s identity, making them suitable for inclusion in this research.

### **Ban Thap Chang Station**

*Environmental Aspect*, the area around station is predominantly composed of villages and Islamic communities, which are not densely populated. The area also features resorts for tourists, with the primary highlights being the villages and proximity to the motorway. The Islamic presence here is more significant compared to urban areas.

*Lifestyle Aspect*, the local population leads a simple and unhurried lifestyle, with most people preferring to take life at a slower pace.

*Community Involvement Aspect*, Community activities are centered around religious events and those organized by the district office. These are spread out across the area.

*Involvement of Foreigners or Non-Residents*, there is some involvement from foreign tourists, particularly those who come to cycle around the concrete bridge area and stay at local resorts.

Table 6: Analysis of the Identity of Ban Thap Chang Station Through Symbols

<b>Heading</b>	<b>Interpretation</b>
Environment	Village, Islamic community, multicultural
Lifestyle	Simple, unhurried
Local Participation	Religious activities
Other Participation	Cycling, exercise

From the study of the area’s identity, it can be concluded that Ban Thap Chang Station is characterized by its strong religious presence, particularly Islam, which has a significant population in the area. The lifestyle is simple and unhurried, with the station being adjacent to villages and close to the motorway. The researcher defines the station’s identity as “Glancing at the Mosque,” with key landmarks being Niamatuti Islam Mosque and Ban Thap Chang Market. Observations and inquiries have confirmed that these locations are fitting representations of the area’s identity and are suitable for inclusion in this research.

### **Lat Krabang Station**

*Environmental Aspect*, the area around station is close to trains and the airport. The environment is characterized by hot weather, few trees, and noise pollution, with a higher-than-average level of disturbance due to its proximity to the railway station and airport. The area feels more like a rural province than a part of the city.

*Lifestyle Aspect*, residents in the area lead a fast-paced life, often hurrying due to frequent traffic jams caused by suburban trains, the airport rail link, and various public transportation options.

*Community Involvement Aspect*, there are short music performances, temple-related activities, and celebrations of various events. The floating market is a popular spot among locals. The area is also home to a significant number of university students, as there are many dormitories scattered throughout.

*Involvement of Foreigners or Non-Residents*, it’s rare for foreigners or non-residents to be involved, as there are few events or activities that attract outside attention. The community is not well-known, and access to the heart of the community via the railway is difficult, often requiring buses or songthaews (shared taxis).

Table 7: Analysis of the Identity of Lat Krabang Station Through Symbols

<b>Heading</b>	<b>Interpretation</b>
Environment	Hot weather, few trees, railway station, rural atmosphere
Lifestyle	Fast-paced
Local Participation	Temple activities, floating market, music
Other Participation	No significant activities



From the study of the area's identity, it can be concluded that Lat Krabang Station is a community-centered station where the lifestyle differs significantly from that of the city center. The area features markets and temples that serve as community hubs and is home to a large university, making it a place where tourists can easily participate in local activities. The researcher defines the station's identity as "Ecological Lifestyle," with key landmarks including Siam Serpentarium, Lat Krabang Walking Street, and Hua Takhe Market. Observations and inquiries have confirmed that these locations are fitting representations of the area's identity and are suitable for inclusion in this research.

### **Suvarnabhumi Station**

*Environmental Aspect*, traffic congestion is a significant issue in the area, mainly due to the construction of expressways and the surrounding residential communities along Chalong Krung Road. The most notable feature is the Thai architecture within Suvarnabhumi Airport itself.

*Lifestyle Aspect*, people in the area lead a hurried life, particularly because of the need to compete for transportation. The surrounding area is chaotic due to its proximity to major highways and motorways that connect various regions of the country.

*Community Involvement Aspect*, community involvement is minimal to nearly nonexistent, as this station primarily serves as a transit point for air travel. There is little interaction with the local community.

*Involvement of Foreigners or Non-Residents*, there are few local activities involving foreigners or non-residents. The local community leads a simple, However, cycling in the nearby areas has become a popular activity among tourists, as the large open spaces and pleasant atmosphere make it an attractive option for relaxation.

Table 8: Analysis of the Identity of Suvarnabhumi Station Through Symbols

<b>Heading</b>	<b>Interpretation</b>
Environment	Airport architecture
Lifestyle	Hectic in the airport, relaxed in the community
Local Participation	No significant local activities
Other Participation	Cycling for relaxation

From the study of the area's identity, it can be concluded that Suvarnabhumi Station, while not rich in local attractions, is an area of interest due to its diverse aspects both within the airport and the surrounding area. The researcher defines the station's identity as "Urban Gateway," with the Air Traffic Control Tower, Suvarnabhumi Airport, and the Happy and Healthy Bike Lane being the key landmarks. Observations and inquiries have confirmed that these locations are fitting representations of the area's identity and are suitable for inclusion in this research.

Based on the document research and in-depth interviews, following the **Second objective**, To Design and Develop Symbols to Promote Tourism along the Suvarnabhumi Airport Rail Link, involves creating an identity concept and integrating this concept with local elements to create symbols that align with the research objectives. The design concept used is "**The Alphabet of Station**" where Thai letters are combined and redesigned to promote tourism by studying notable places around each station. The resulting symbols are distinctive, easy to

remember, and facilitate convenient travel. This concept studies the meanings (Signified) and identity theory to ensure uniqueness and clarity for each station.

### ***Phaya Thai Station (Concept: Heritage Through Time)***

This design incorporates two nearby locations Suan Pakkad Palace and King Power Rangnam, derived from interviews with locals and observations of tourist travel. The design integrates the letter "ญ" (Yor Ying), simplified for usability.



Figure 1: Application of Ideas to the Work of Phaya Thai Station

### ***Ratchaprarop Station (Concept: Taste of Urban Life)***

This design incorporates two nearby locations: Baiyoke Tower II and Palladium office Tower, with green as the main color to highlight Palladium. Derived from interviews with locals and tourist travel observations, the design integrates the letter "ร" (Ror Rua), simplified for usability.



Figure 2: Application of Ideas to the Work of Ratchaprarop Station

### ***Makkasan Station (Concept: Gateway to the City)***

This design incorporates three nearby locations: G Tower Grand Rama 9, Jodd Fairs Market, and the Clock Tower at Srinakharinwirot University. Derived from interviews with locals and tourist travel observations, the design integrates the letter "ก" (Kor Kai), simplified for usability.



Figure 3: Application of Ideas to the Work of Makkasan Station

***Ramkhamhaeng Station (Concept: Sporting Colors)***

This design incorporates two nearby locations: Rajamangala National Stadium and Nasa Street Building, with Ramkhamhaeng Pier as a secondary element. Derived from interviews with locals and tourist travel observations, the design integrates the letter "ง" (Ngor Ngu), simplified for usability.



Figure 4: Application of Ideas to the Work of Ramkhamhaeng Station

***Hua Mak Station (Concept: Eastern Dimensions)***

This design incorporates two nearby locations: Darislam Mosque and Prasat Museum, with the convergence of the Suvarnabhumi Airport Rail Link, SRT Eastern Line, and the MRT Yellow Line as a highlight. Derived from interviews with locals and tourist travel observations, the design integrates the letter "จ" (Wor Waen), arranged for optimal usability.



Figure 5: Application of Ideas to the Work of Hua Mak Station

### ***Ban Thap Chang Station (Concept: Gaze Upon the Mosque)***

This design incorporates two nearby locations: Niamatuti Islam Mosque and Ban Thap Chang Market. Derived from interviews with locals and tourist travel observations, the design integrates the letter "บ" (Bor Bai Mai) with Islamic elements to reflect the multicultural nature of the surrounding area.



Figure 6: Application of Ideas to the Work of Ban Thap Chang Station

### ***Lat Krabang Station (Concept: Ecological Lifestyle)***

This design incorporates three nearby locations: Siam Serpentarium, Lat Krabang Walking Street, and Hua takhe Market. Derived from interviews with locals and tourist travel observations, the design integrates the letter "ด" (Dor Dek) with natural elements to reflect the atmosphere of the station and community.



Figure 7: Application of Ideas to the Work of Lat Krabang Station

### ***Suvarnabhumi Station (Concept: Metropolitan Authority)***

This design incorporates two nearby locations: Suvarnabhumi Airport with the Air traffic control tower and Happy & Healthy Bike Lane as elements. Derived from interviews with locals and tourist travel observations, the design integrates the letter "ส" (Sor Sua), simplified for usability.



Figure 8: Application of Ideas to the Work of Suvarnabhumi Station

After the designs were completed, the researcher conducted further interviews with the study's population to assess the satisfaction of tourists and foreign users of the Suvarnabhumi Airport Rail Link. This research found the symbols appropriate for use, while 19 respondents (39.58%) found them quite appropriate. 39 respondents (81.25%) agreed that the symbols were consistent with the area, and 40 respondents (83.33%) believed the symbols could promote tourism.

The researcher collected additional feedback on the symbol design and found that the sign should be easy to read even from a distance, avoiding confusion. The use of colors and design that align with the location can also add a creative touch and make it more interesting. The symbol design is well-crafted and beautiful, but the details might be too intricate, making it difficult to discern when applied in practice. If additional information about the design's inspiration could be included, it would help to better understand the symbol. The symbol is beautifully designed with appealing colors, but if placed in a small area, the details might be difficult to see or appear slightly unclear. Some elements of the area's identity are still missing recognizable features.

## Discussion

The study on The Design and Development of Symbol for Tourism Promotion via Suvarnabhumi Airport Rail Link found that designing symbols with consideration of the signified meaning (signifier) and identity theory concepts to create differentiation and clarity for each station aligns with the research titled "Systematic Creation of a City's Visual Communication: Logo Design Based on the Phoenix Flower in Tainan City, Taiwan." This research examined how Tainan City, Taiwan, maintains its cultural and historical environment through visual identity creation using the phoenix flower. The analysis of logos used by various organizations in the city highlighted the semiotic significance of the logos. The findings showed that Tainan uses the phoenix flower shape in logo design to standardize its use within the city's environment, aligning with the researcher's results, which showed an 81.25% consistency of symbols with the areas they represent. Furthermore, the literature review on the topic of sign and symbol design and identity-related concepts aligns with the research titled "A Study on the Design Improvement Methods of a Subway Public Sign: Focused on the Seoul Metro." This research explored user opinions on information signs' architectural importance, efficiency, and uniqueness, using feedback from users at Sindorim Station, Gangnam Station, and Banpo Express Bus Terminal. The study concluded that design improvements significantly impact visibility and uniqueness, aiding user convenience with public amenities. These findings align with the researcher's results, showing a 4.89 out of 5.00 average rating by experts for the three stations' symbols.

Although Bangkok's tourism promotion policy does not specifically promote tourism through the Suvarnabhumi Airport Rail Link, the research findings closely align with the goal of providing information services to facilitate tourists on an international level. This alignment positions Bangkok to compete proudly with top tourist cities in ASEAN and Asia. Therefore, the researcher suggests that Bangkok's policy should be elevated and further developed to promote tourism through various channels, thereby enhancing connections with other dimensions.

## **Suggestion**

### **1. Varied Study Areas Across Stations**

The areas around each station differ significantly, particularly in the initial stations, which are more similar in district and sub-district proximity. This variation complicates the study of the area's identity, necessitating a reduction in the study area's scope to facilitate easier analysis.

### **2. Need for Multilingual Support**

There should be an increased incorporation of other foreign languages to enhance the functionality for diverse groups of tourists.

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