

The Linguistic Landscape and Prospects of a Seaside Destination in the East of Thailand

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Abstract—This study maps the linguistic landscape of the main 3-kilometer road to the Bang Saen Beach in East Thailand using images of roadside signs from Google Street View. In total, 7710 images of textual signs were taken over 7 years: 2012, 2016, 2017, 2018, 2019, 2020, and 2021. Most of the signs were monolingual (5119=66.39%), and Thai was dominant in the monolingual signs (3982=77.79%). The Thai-English combination was mostly found in bilingual signs (2476=97.74%). 2941 examples of Thai transliteration from foreign languages were found, and Thai transliteration from English was the highest (2857=97.15%). Findings on the use of different foreign languages indicated the increasing diversity and prospects of the research site. Notably, English was the most used foreign language.

Index Terms—Google street view, linguistic landscape, English-Thai, signs, tourist destination

I. INTRODUCTION

A popular seaside destination in the East of Thailand is the Bang Saen Beach. This beach is a local seaside destination in Chonburi province and is popularly visited by Thai people every weekend. The beach stretches for 4.5 kilometers, with deck chairs (Tourism Authority of Thailand, n.d.) and as an example of the Thai beach scene (Lonely Planet, n.d.) is the cheapest beach to travel to for Thai people, along with a small number of foreigners (Wikitravel, n.d.). According to the Saensuk Municipal Office (n.d.), the image of the Bang Saen Beach is an array of coconut trees along the coast of the beach.

When tourists visit a destination, different languages are employed and learned by local residents. Landry and Bourhis (1997, p.25) first proposed the term 'linguistic landscape (LL)' and explained that LL is the language of the public road signs, advertising billboards, street names, place names, and commercial shop signs, and public signs on government buildings found in a certain site. LL could be a marker of the relative power and status of linguistic communication in the area. Gorter (2006) pointed out that LL referred to the social context of the use of more than one language and multilingualism. Van Mensel et al. (2016, p.442) explained that potential contributions of LL research could serve as a descriptive tool providing a sociolinguistic diagnostic of a particular site and as an analytical tool for a diagnosis of social, cultural, and political structures. Therefore, LL research shows the mobility of both the people and the linguistic artifacts, which helps evaluate the changes over time in the construction of a linguistic space.

For Gorter (2006), a certain city or area should be selected to illustrate the linguistic diversity and not to indicate the linguistic composition and data could be analyzed into official or public or top-down signs and non-official or private or bottom-up signs.

Therefore, Bang Saen was selected to investigate LL by analyzing the languages on roadside signs along the main road to Bang Saen Beach and to answer the following three research questions:

1. What languages appear on the roadside signs along Thanon Long Had Bangsaen?
2. How are language patterns employed to create signs along Thanon Long Had Bangsaen?
3. How many types of signs are in the linguistic landscape of the study area? What are they?

II. LITERATURE REVIEW

Studies on linguistic landscapes are numerous. English is prominent in both native and non-native English-speaking countries.

In Coventry, which accommodates 33% of ethnic minorities, Faulk (2020) found that though English-only signs (63%) were more prominent, and the official signs were in English-only, non-official signs were English-only and in mixed languages. English signs mixed with other languages were found to be 32% bilingual and 5.4% multilingual signs. The use of community languages with English indicated the multilingualism trend in Coventry.

The significance of a linguistic landscape in providing information regarding immigrants and tourists was reinforced by a research study in a small Chinese community in Seoul, Garibong-dong. Hong (2020) investigated 3032 street-level images from Kakao Road View over 11 years (2008-2018). From 3032 images, only 217 advertising images with text and 72 signage were detected. Korean was found as the dominant language in the research site. However, findings

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showed the declining usage of Korean from 84.3% in 2008 to 77.8% in 2018. On the contrary, Chinese signs increased from 4.6% in 2008 to 11.4% in 2017 and decreased to 9.6% in 2018. English was also found in the study area. Its usage was 4.1% in 2008, 6.8% in 2016, and 6.1% in 2018.

According to Backhaus (2006), in Japan, the official language of the country was dominant in Tokyo, 97% of the language used was Japanese, especially in official signs, whereas English appeared more in non-official signs. As for the use of a language for signs in Hongcun, a World Cultural Heritage site in China, standardized Chinese characters appeared most at 90.3%, and was the most used language in both official signs and non-official signs (Lu, S. et al., 2020). Of the 1978 textual signs in Hongcun, monolingual signs were found most at 64.4% (N=1273) while multilingual signs were at 35.6% (N=705). English was the second most used language at 19.5% and also the most used foreign language. Traditional Chinese characters had the third-highest usage at 16.0%. Other foreign languages were also found: Japanese (6.6%), Korean (6.6%), and Thai (0.05%). English was usually used in modernized shops or shops for foreign tourists such as catering stores, hotels, and souvenir shops but not for traditional store signboards. Among the 705 multilingual signs, most signs were Chinese-English (204).

In the case of Thailand, Thai, the official language in Thailand, is dominant in monolingual language signs, especially on official signs (Huebner, 2006; Seangyen, 2015; Vivas-Peraza, 2020; Wiroonpun & Panyamatheekul, 2019). In addition, English is the most used among foreign languages and is used on signs in all regions across the country: north (Rungrung, 2013), south (Vivas-Peraza, 2020), northeast (Seangyen, 2015), east (Prasert & Zilli, 2019), and Bangkok (Huebner, 2006; Pikulthong, 2011; Prapobratanku, 2016; Sutthinaraphan, 2016; and Wiroonpun & Panyamatheekul, 2019).

Thai-English is the most frequently used pair among the bilingual language signs (Pikulthong, 2011; Rungrung, 2013; Sutthinaraphan, 2016; Prapobratanku, 2016; Prasert & Zilli, 2019). For multilingual language signs, the most prevalent language combination is Thai-English-Chinese (Rungrung, 2013; Thongtong, 2016; Wu, H. et al., 2020). Other foreign languages found on multilingual signs depend on the nature and locations of the places. Lao was found on signs in Udon Thani, a province near the border of Laos (Seangyen, 2015). Russian, Arabic, and Chinese were found on signs along both Beach Road and Walking Street of Pattaya City, one of the most popular tourist destinations in Thailand (Prasert & Zilli, 2019). These foreign languages showed the common trends and population composition of the tourists in Pattaya City.

The types of signs differed in various areas. Spa and massage signs were used mostly (23%) on Nimmanhemmin Road, a famous tourist destination at the center of Chiang Mai (Thongtong, 2016). Signs for food and beverage services were mostly found in Udon Thani, a popular province near the border of Laos (Seangyen, 2015), and on Walking Street in Pattaya City (Prasert & Zilli, 2019). However, signs for service-based stores were also found most on the Beach Road in Pattaya City (Prasert & Zilli, 2019). According to Pikulthong (2011), English was mostly used in three types of businesses: food and restaurants, hotel and accommodation, and travel and tourism.

As evidenced from the above data, the official language of a country is predominantly used in the signs, while English appears as the language of international communication, and is used even in non-native English-speaking countries. It is used in combination with other languages on textual signs, especially on non-official signs. Other foreign languages are found in big cities and tourist destinations.

III. METHODOLOGY

A. Data Collection

Thanon Long Had Bangsaen or Long Had Bangsaen Road (Thanon = road) is the local road no.3137 and the main road in the Bang Saen area. It is a 3-kilometer road running from Sukhumvit Road or Highway 3, a major road found in eastern Thailand, leading visitors to Bang Saen Beach as shown in Figure 1. This road was investigated in the research study.

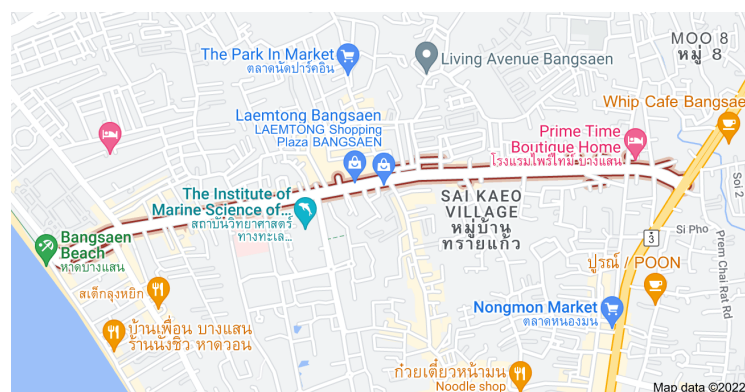


Figure 1 Map of Thanon Long Had Bangsaen (Source: Google Street View)

Initially, data collection was to be done by taking photos along both sides of the Long Had Bangsaen Road. However, images of roadside signs were taken via Google Street View due to the COVID-19 crisis. When the data collection began in June 2021, images of roadside signs along Long Had Bangsaen Road on Google Street View were available for the years 2012, 2016, 2017, 2018, 2019, and 2020. In late November 2021, Google Street View started to present images of 2021. Therefore, the data of roadside signs in the study area covered the following 7 years: 2012, 2016, 2017, 2018, 2019, 2020, and 2021. The data consist of all kinds of signs with text along the road.

Images of roadside signs with text were collected starting from the T-junction of the Sukhumvit Road down the Long Had Bangsaen Road to the Bang Saen Beach and then back along the Long Had Bangsaen Road to the Sukhumvit Road. Only images of clear and readable signs containing text were collected to be analyzed, while images with blurred signs containing text were excluded.

B. Data Processing

The data were manually analyzed into language use and patterns as well as the types of signs. The language use was categorized as monolingual, bilingual, or multilingual. Language patterns included the size of the script and the use of transliteration. Types of signs were categorized according to the businesses they represented.

IV. RESULT AND DISCUSSION

Findings are explained by categorizing the signs into three main parts according to the objectives and research questions.

A. Languages on Signs in the Linguistic Landscape of the Research Site

This part explains the languages found on the roadside signs along the Long Had Bangsaen Road and answers the first research question, ‘What languages appeared on the roadside signs along Thanon Long Had Bangsaen?’.

In total, 7710 images of roadside signs with text were collected from Google Street View over 7 years of study as shown in Table 1.

TABLE 1
DISTRIBUTION OF STREET VIEW IMAGES IN THE STUDY AREA BY YEAR

Year	2012	2016	2017	2018	2019	2020	2021	Total
# images	1066	1095	1102	1085	1147	1158	1057	7710

The collected images of textual signs over the 7 years were categorized according to the types of language use: monolingual, bilingual, and multilingual.

TABLE 2
TYPE OF LANGUAGE USED ON SIGNS ALONG LONG HAD BANGSAEN ROAD OVER 7 YEARS

Type of language used	Distribution of signs	
	no.	%
Monolingual	5119	66.39
Bilingual	2528	32.79
Multilingual-three or more languages	63	0.82
Total	7710	100%

Table 2 shows the type of language used on signs along the Long Had Bangsaen Road. Monolingual signs were mostly used 66.39% of the time, followed by bilingual signs at 32.79%. Details on the type of language use are shown in Table 3.

TABLE 3
TYPE OF LANGUAGE USE AND LANGUAGE DESCRIPTION ON SIGNS

Type of language used	Language description	No.	%
Monolingual (66.39%)	Thai	3982	77.79%
	English	1133	22.13%
	German	2	0.04%
	Japanese	2	0.04%
Bilingual (32.79%)	Thai-English	2476	97.74%
	Thai-Chinese	27	1.07%
	Thai-Japanese	5	0.2%
	Thai-German	1	0.04%
	English-Chinese	1	0.04%
	English-Japanese	15	0.59%
	English-Korean	3	0.12%
Multilingual (0.82%)	Thai-English-Chinese	35	55.56%
	Thai-English-Japanese	23	36.51%
	Thai-English-German	2	3.17%
	Thai-English-Korean	2	3.17%
	Thai-English-Chinese-Japanese	1	1.59%
Total		7710	100%

Four different languages were found on monolingual language signs in the linguistic landscape of the Bangsaen area. Thai, the official language, appeared to be the predominant language (77.79%) in monolingual language signs. This finding was in line with previous research studies in Thailand (Huebner, 2006; Seangyen, 2015; Vivas-Peraza, 2020; Wiroonpun & Panyamatheekul, 2019). For bilingual signs, five different languages were found, along with the use of seven pairs of languages. The combination of Thai-English was used most frequently (97.94%), and this revealed that Thai-English signs represent the dominant bilingual language in use in the Bang Saen area, which is the same as in other places in Thailand (Pikulthong, 2011; Prapobratanku, 2016; Prasert & Zilli, 2019; Rungrung, 2013; Sutthinaraphan, 2016). For multilingual signs, the mix of Thai-English-Chinese was mostly used (55.56%), which was also found in previous studies (Rungrung, 2013; Thongtong, 2016; Wu et al., 2020).

Details of the sizes of monolingual language signs over the 7 years are presented in Table 4. Thai was the most dominant language in the research site. The consistency of the predominance of the Thai language is shown over the 7 years, and English was the non-official language of Thailand that was mostly used in the linguistic landscape of the study area.

TABLE 4
DISTRIBUTION OF MONOLINGUAL LANGUAGE SIGNS OVER THE 7 YEARS

Year	Thai	English	German	Japanese	Total
2012	562 (79.61%)	142 (20.11%)	2 (0.28%)	-	706 (100%)
2016	578 (80.61%)	139 (19.39%)	-	-	717 (100%)
2017	581 (77.47%)	169 (22.53%)	-	-	750 (100%)
2018	564 (77.47%)	164 (22.53%)	-	-	728 (100%)
2019	578 (76.35%)	178 (23.52%)	-	1 (0.13%)	757 (100%)
2020	576 (75.89%)	182 (23.98%)	-	1(0.13%)	759 (100%)
2021	543 (77.35%)	159 (22.65%)	-	-	702 (100%)
Total					5119

Seven pairs of languages were found in bilingual language signs: Thai-English, Thai-Chinese, Thai-Japanese, Thai-German, English-Chinese, English-Japanese, and English-Korean. Only the combination of Thai-English was found in official signs. Details of the bilingual language signs used over 7 years are shown in Table 5.

TABLE 5
DISTRIBUTION OF BILINGUAL LANGUAGE SIGNS OVER THE 7 YEARS

Year	Th-En	Th-Ch	Th-Ja	Th-De	En-Ch	En-Ja	En-Ko	Total
2012	346(98.3%)	4(1.14%)	1(0.28%)	-	-	1(0.28%)	-	352(100%)
2016	362(97.84%)	4(1.08%)	1(0.27%)	-	1(0.27%)	2(0.54%)	-	370(100%)
2017	339(98.55%)	2(0.58%)	1(0.29%)	-	-	1(0.29%)	1(0.29%)	344(100%)
2018	344(98.56%)	2(0.57%)	1(0.29%)	-	-	1(0.29%)	1(0.29%)	349(100%)
2019	372(98.16%)	3(0.79%)	1(0.26%)	-	-	2(0.53%)	1(0.26%)	379(100%)
2020	380(97.19%)	6(1.53%)	-	1(0.26%)	-	4(1.02%)	-	391(100%)
2021	333(97.08%)	6(1.75%)	-	-	-	4(1.17%)	-	343(100%)
Total								2528

Th-Thai, En-English, Ch-Chinese, Ja-Japanese, De-German, Ko-Korean

Four sets of three languages and a set of four languages were found in multilingual language signs. The four sets of three languages were Thai-English-Chinese, Thai-English-Japanese, Thai-English-German, and Thai-English-Korean. The set of signs in Thai-English-Chinese was found most frequently, while the only set of four languages was found to be in Thai-English-Chinese-Japanese. Remarkably, Thai and English were found in all sets of multilingual language signs, and English appeared to be dominant among the foreign languages found in the linguistic landscape of the study area. Details of multilingual language signs over the 7 years are shown in Table 6.

TABLE 6
DISTRIBUTION OF MULTILINGUAL LANGUAGE SIGNS OVER THE 7 YEARS

Year	Th-En-Ch	Th-En-Ja	Th-En-De	Th-En-Ko	Th-En-Ch-Ja	Total
2012	3(37.5%)	2(25%)	2(25%)	1(12.5%)	-	8(100%)
2016	5(62.5%)	2(25%)	-	-	1(12.5%)	8(100%)
2017	6(75%)	2(25%)	-	-	-	8(100%)
2018	5(62.5%)	3(37.5%)	-	-	-	8(100%)
2019	7(63.64%)	3(27.27%)	-	1(9.09%)	-	11(100%)
2020	3(37.5%)	5(62.5%)	-	-	-	8(100%)
2021	6(50%)	6(50%)	-	-	-	12(100%)
Total						63

Th-Thai, En-English, Ch-Chinese, Ja-Japanese, De-German, Ko-Korean

B. Language Patterns on Signs Along Long Had Bangsaen Road

This section explains how languages have been used to create signs on the Long Had Bangsaen Road and answers the question, 'How are languages employed to create signs along the Long Had Bangsaen Road?'

As the combination of Thai-English was found most frequently at 97.74%, among the use of bilingual language signs, patterns of this combination should be explained in further detail. The combination of Thai-English was the only pair found on the official signs in the research site. Both the size and placement of Thai scripts appeared bigger and in an upper position on all official signs, as shown in Figure 2.



Figure 2 Official Signs With Thai-English Combination on Long Had Bangsaen Road

The use of Thai-English on shop names showed that English was used for names and signature lines, and Thai was used for the description or details (Sutthinaraphan, 2016), as shown in Figure 3.



Figure 3 The Use of Thai-English Bilingual Signs for Shop Names and Information

Findings on the language pattern of the Thai-English mix showed the bigger size of Thai scripts to be frequent at 47.86%, while English scripts were at 32.59%. Equally sized Thai-English scripts were found 19.55% of the time. Significantly, the use of a bigger English script, which was only 99 (28.61%) in 2012, increased to its highest figure at 129 (33.95%) in 2020. The percentage of the use of a bigger English script has been increasing over the 7 years. The distribution of size of Thai-English scripts on signs over the 7 years is presented in Table 7.

TABLE 7
SIZE OF THAI-ENGLISH SCRIPTS ON SIGNS

Year	Bigger Thai	Bigger English	Equal size	Total
2012	162(46.82%)	99(28.61%)	85(24.57%)	346(100%)
2016	176(48.62%)	118(32.6%)	68(18.78%)	362(100%)
2017	180(53.1%)	102(30.09%)	57(16.81%)	339(100%)
2018	166(48.26%)	118(34.3%)	60(17.44%)	344(100%)
2019	181(48.66%)	125(33.6%)	66(17.74%)	372(100%)
2020	169(44.47%)	129(33.95%)	82(21.58%)	380(100%)
2021	151(45.35%)	116(34.83%)	66(19.82%)	333(100%)
Total	1185(47.86%)	807(32.59%)	484(19.55%)	2476(100%)

Transliterations of foreign languages into the Thai script were found present in the linguistic landscape of the research site. English, Chinese, Japanese, and Korean were transliterated into the Thai script. Among foreign language transliterations to the Thai script, English into Thai script was mostly found at 97.15%. The findings confirmed the dominance of the English language in Thai context and Thai transliteration of English represented modernity (Huebner, 2006; Sutthinaraphan, 2016; Thongtong, 2016).

TABLE 8
TRANSLITERATION ON ROADSIDE SIGNS BY FREQUENCY

	En-Th	Ch-Th	Ja-Th	Ko-Th	Total
Frequency	2857(97.15%)	71(2.41%)	11(0.37%)	2(0.07%)	2941(100%)

Th-Thai, En-English, Ch-Chinese, Ja-Japanese, Ko-Korean

When distributed by year, the frequency of Thai transliteration of foreign languages on signs is shown in table 8. Thai transliterations from English and Chinese were found over the 7 years of the study. Thai transliteration of Chinese appears in the positive aspect with the increase in 2020 and 2021. Thai transliterations of Japanese and Korean also appear in 2021. The appearances of more different languages indicate the increasing diversity of Bang Saen.

TABLE 9
DISTRIBUTION OF THAI TRANSLITERATION OF FOREIGN LANGUAGES OVER THE 7 YEARS

Year	En-Th	Ch-Th	Ja-Th	Ko-Th	Total
2012	396(97.06%)	12(2.94%)	0	0	408(100%)
2016	434(97.75%)	8(1.8%)	2(0.45%)	0	444(100%)
2017	361(97.57%)	9(2.43%)	0	0	370(100%)
2018	400(98.52%)	6(1.48%)	0	0	406(100%)
2019	423(98.6%)	6(1.4%)	0	0	429(100%)
2020	453(96.59%)	14(2.98%)	2(0.43%)	0	469(100%)
2021	390(93.98%)	16(3.85%)	7(1.69%)	2(0.48%)	415(100%)
Total	2857	71	11	2	2941

For Thai transliteration from English, product names or shop names were transliterated the most over these 7 years with increasing tendency, reaching its highest figure at 44.87% in 2021. Thai transliterations of English words were counted according to their frequency of use and presented with the high-frequency words for each year, in Table 10.

TABLE 10
DISTRIBUTION OF THAI TRANSLITERATION OF ENGLISH WORDS BY FREQUENCY

Year	Frequency of Names	Thai transliteration of English Words with High frequency
2012 (396=100%)	159 (40.15%)	คลินิก 31, แอร์ 9, สเต็ก 7, ไอศกรีม 6, อพาร์ทเมนท์ 6 clinic 31, air 9, steak 7, ice cream 6, apartment 6
2016 (434=100%)	174 (40.09%)	คลินิก 29, แฮร์ 10, ฟาร์มาซี 9, เฟอ์นิจเจอร์ 8, แมนชั่น 8, สเต็ก 7, คอนโด 7 clinic 29, hair 10, pharmacy 9, furniture 8, mansion 8, steak 7, condo 7
2017 (361=100%)	160 (44.32%)	คลินิก 28, เฟอ์นิจเจอร์ 11, แมนชั่น 6, ฟาร์มาซี 6, คอนโด 5, สติกเกอร์ 5 clinic 28, furniture 11, mansion 6, pharmacy 6, condo 5, sticker 5
2018 (400=100%)	158 (39.5%)	คลินิก 26, คอนโด 12, เฟอ์นิจเจอร์ 9, แมนชั่น 7, สติกเกอร์ 7 clinic 26, condo 12, furniture 9, mansion 7, sticker 7
2019 (423=100%)	171 (40.43%)	คลินิก 29, เฟอ์นิจเจอร์ 12, คอนโด 12, สเต็ก 5, สติกเกอร์ 5, รีสอร์ท 5, แมนชั่น 5, บิวตี้ 5 clinic 29, furniture 12, condo 12, steak 5, sticker 5, resort 5, mansion 5, beauty 5
2020 (453=100%)	182 (40.18%)	คลินิก 40, คอนโด 14, เฟอ์นิจเจอร์ 7, คาเฟ่ 7, แมนชั่น 6, เพลส 6 clinic 40, condo 14, furniture 7, café 7, mansion 6, place 6
2021 (390=100%)	175 (44.87%)	คลินิก 43, คอนโด 11, ฟาร์มาซี 6, เฟอ์นิจเจอร์ 6, สปา 5, อพาร์ทเมนท์ 5, แมนชั่น 5 clinic 43, condo 11, pharmacy 6, furniture 6, spa 5, apartment 5, mansion 5

Apart from the Thai transliteration of names (products and shops), the use of the word 'clinic' in the Thai script was presented in all 7 years and with the highest frequency. The high frequency of the word 'clinic' indicated the intensity of clinics found in the Bang Saen neighborhood. Located on Thanon Long Had Bangsaen is not only a university hospital but also several clinics which are found along the road. The finding shows the access to primary care with the intensity of healthcare services found in the neighborhood.

Other English words found with a high frequency and appearing in over 6 years were furniture, condo, and mansion. Interestingly, all three high-frequency words are related to accommodation. As the research site is a seaside destination, accommodation must be available as a basic aspect of tourist attractions.

C. Types of Signs in the Linguistic Landscape of Bang Saen Beach

This section explains the objective of exploring the types of signs found in the linguistic landscape of the Bang Saen Beach and attempts to answer the research question, 'How many types of signs were found in the linguistic landscape of the study area? What are they?'

For the first 5 years, signs were categorized into 13 types. Two more types of signs were added in the years 2020 and 2021; therefore, the total number of the types of signs was 15: food & drinks; accommodation; shops; branded products; spa & massage; nail salons, hair & beauty salons; clinics; banks & ATM; institutes; transportation service; gas station; government campaigns; official signs; information signs, and other signs.

Classification can also be according to the basic aspects of a tourist destination, or the 5A's (Dickman, 1997): attractions, accessibility, accommodation, activities, and amenities. Attraction is Bangsaen Beach itself, accessibility refers to transportation services, accommodation is a place to stay, activities are what tourists can do to enjoy themselves, such as shopping, and amenities are services available for an enjoyable experience, which can be spa & massage stores, nail salons, hair & beauty salons.

Findings of more types of signs in 2020 and 2021 reveal the neighborhood improvement within the Bang Saen area, with the first gas station on the road as well as the government support to help Thai people and stimulate the Thai economy during the COVID-19 crisis with different campaigns. Restaurants and shops which participated in government campaigns had the signs of the campaigns shown clearly as shown in Figure 4. Thai people who had registered for the government campaigns would receive money transfers via Paotang application. The campaigns were:

1. 50:50 co-payment scheme wherein the government will pay half for the food, drink, and general goods purchases up to 150 baht per person per day. The campaign began its first phase on 16 October 2020, until the fourth phase ended on 30 April 2022.
2. Rao Chana (We Win) scheme for people registered in the social security system to receive money transfers.
3. Mor33 Rao Rak Kan scheme for private employees with Section 33 of the Social Security Act (SSA) and their savings must not exceed 500,000 baht.



Figure 4 Signs of Government Campaigns During the Covid 19 Crisis

TABLE 11
TYPES OF SIGNS OVER THE 7 YEARS

Types of Signs	2012	2016	2017	2018	2019	2020	2021
1) Food & drinks	246 (23.08%)	290 (26.48%)	292 (26.5%)	285 (26.27%)	306 (26.68%)	317 (27.37%)	280 (26.49%)
2) Accommodation	43 (4.03%)	67 (6.12%)	65 (5.9%)	63 (5.81%)	65 (5.67%)	61 (5.27%)	49 (4.64%)
3) Shops	296 (27.77%)	265 (24.2%)	283 (25.68%)	274 (25.25%)	290 (25.28%)	284 (24.53%)	259 (24.5%)
4) Branded products	80 (7.51%)	57 (5.21%)	42 (3.81%)	42 (3.87%)	38 (3.31%)	58 (5.01%)	61 (5.77%)
5) Spa & massage	38 (3.56%)	35 (3.2%)	32 (2.9%)	43 (3.96%)	38 (3.31%)	41 (3.54%)	33 (3.12%)
6) Nail salons, hair & beauty salons	53 (4.97%)	47 (4.29%)	44 (4%)	44 (4.06%)	50 (4.36%)	43 (3.71%)	44 (4.16%)
7) Clinics	80 (7.51%)	94 (8.58%)	85 (7.71%)	75 (6.91%)	89 (7.76%)	90 (7.77%)	92 (8.7%)
8) Banks and ATM	22 (2.06%)	19 (1.74%)	22 (2%)	21 (1.93%)	14 (1.22%)	23 (1.99%)	21 (1.99%)
9) Institutes	26 (2.44%)	29 (2.65%)	18 (1.63%)	18 (1.66%)	16 (1.4%)	18 (1.55%)	18 (1.7%)
10) Transportation service	10 (0.93%)	7 (0.64%)	2 (0.18%)	3 (0.28%)	4 (0.35%)	4 (0.35%)	4 (0.38%)
11) Official signs	80 (7.51%)	96 (8.77%)	123 (11.16%)	118 (10.88%)	118 (10.29%)	108 (9.33%)	101 (9.56%)
12) Information signs	35 (3.28%)	40 (3.65%)	36 (3.27%)	46 (4.24%)	46 (4.01%)	43 (3.71%)	39 (3.69%)
13) Other signs	57 (5.35%)	49 (4.47%)	58 (5.26%)	53 (4.88%)	73 (6.36%)	63 (5.44%)	36 (3.41%)
14) Government campaigns	-	-	-	-	-	3 (0.26%)	18 (1.7%)
15) Gas station	-	-	-	-	-	2 (0.17%)	2 (0.19%)
Total = 7710 (100%)	1066 (100%)	1095 (100%)	1102 (100%)	1085 (100%)	1147 (100%)	1158 (100%)	1057 (100%)

Signs of food and drinks were mostly found across the 7 years of study. This finding is in line with the findings of Prasert and Zilli (2019). The type of signs which was least presented was for the transportation service (2012-2019). However, with two more types of signs having started in 2020, signs for a gas station were found the least frequently, as there was generally only one gas station to be found along the road. The frequency of appearance of each type of sign, ranging from the most to the least, over the 7 years is presented in Table 12.

TABLE 12
APPEARANCE FREQUENCY OF EACH TYPE OF SIGNS OVER THE 7 YEARS

	2016	2017	2018	2019	2020	2021	Ranking
Shops 27.77%	F & drinks 26.48%	F & drinks 26.50%	F & drinks 26.27%	F & drinks 26.68%	F & drinks 27.37%	F & drinks 26.49%	F & drinks (6/7)
F & drinks 23.08%	Shops 24.20%	Shops 25.68%	Shops 25.25%	Shops 25.28%	Shops 24.53%	Shops 24.50%	Shops (6/7)
Official 7.51%	Official 8.77%	Official 11.16%	Official 10.88%	Official 10.29%	Official 9.33%	Official 9.56%	Official (7/7)
Clinics 7.51%	Clinics 8.58%	Clinics 7.71%	Clinics 6.91%	Clinics 7.76%	Clinics 7.77%	Clinics 8.70%	Clinics (7/7)
Products 7.51%	Accom. 6.12%	Accom. 5.90%	Accom. 5.81%	Other signs 6.36%	Other signs 5.44%	Products 5.77%	Accom. (3/7)
Other signs 5.35%	Products 5.21%	Other signs 5.26%	Other signs 4.88%	Accom. 5.67%	Accom. 5.27%	Accom. 4.64%	Other signs (3/7)
S & S 4.97%	Other signs 4.47%	S & S 4.00%	Information 4.24%	S & S 4.36%	Products 5.01%	S & S 4.16%	S&S (4/7)
Accom. 4.03%	S & S 4.29%	Products 3.81%	S & S 4.06%	Information 4.01%	S & S 3.71%	Information 3.69%	Products (4+1/7)
S. massage 3.56%	Information 3.65%	Information 3.27%	S. massage 3.96%	Products 3.31%	Information 3.71%	Other signs 3.41%	Information (3+3/7)
Information 3.28%	S. massage 3.20%	S. massage 2.90%	Products 3.87%	S. massage 3.31%	S. massage 3.54%	S. massage 3.12%	S. massage (5/7)
Institutes 2.44%	Institutes 2.65%	Banks 2.00%	Banks 1.93%	Institutes 1.4%	Banks 1.99%	Banks 1.99%	Banks (4/7)
Banks 2.06%	Banks 1.74%	Institutes 1.63%	Institutes 1.66%	Banks 1.22%	Institutes 1.55%	Institutes 1.70%	Institutes (4/7)
T. service 0.93%	T. service 0.64%	T. service 0.18%	T. service 0.28%	T. service 0.35%	T. service 0.35%	Gov. 1.70%	T. service (6/7)
-	-	-	-	-	Gov. 0.26%	T. service 0.38%	Gov. (1+1/2)
-	-	-	-	-	Gas station 0.17%	Gas station 0.19%	Gas station (2/2)

Types of signs ranked from the most appearance to the least appearance are shown in Table 13.

TABLE 13
RANK OF TYPE OF SIGNS ON LONG HAD BANGSAEN ROAD

Rank#	Type of signs	Rank#	Type of signs
1	Food & drinks	9	Information signs
2	Shops	10	Spa & massage
3	Official signs	11	Banks & ATM
4	Clinics	12	Institutes
5	Accommodation	13	Transportation service
6	Other signs	14	Government campaigns
7	Nail salons, hair & beauty salons	15	Gas station
8	Branded products		

Examples of other signs found in the area were signs for sale, job vacancy, and parking. Institute-based signs showed Burapha University, Bang Saen Aquarium, Burapha Hospital, and Language Institute. Information signs or private signs showed directions to private places, private roads, and fairs.

Transportation service was found least frequently in the first 5 years, among the 13 types of signs. This is because tourists and local people usually go to a bus station at Nongmon Market, which is not far from Bang Saen.

V. CONCLUSION

This paper explores the linguistic landscape of the roadside signs found on Bang Saen. Most of the signs are monolingual (66.39%) while 32.79% are bilingual. Thai is in a dominant position and appears in 77.79% of the monolingual signs. Seven pairs of languages were found in the bilingual language signs: Thai-English, Thai-Chinese, Thai-Japanese, Thai-German, English-Chinese, English-Japanese, and English-Korean. Only the combination of Thai-English appears on the official bilingual signs, and both the size and placement of Thai scripts appear bigger and are placed on top. The pair of Thai-English was used most frequently (97.94%) and was the dominant bilingual language in use in the Bang Saen area, which was the same as in other places in Thailand. However, the use of English in Thai-English mix signs increased from 99 (28.61%) in 2012 to the highest recorded figure of 129 (33.95%) in 2020.

English to Thai transliteration was found to be at a frequency of 97.15%. Most of the Thai transliteration of English is used for product names and shop names. Interestingly, apart from the names of the products and shops, the word 'clinic' was frequently found in the research site across the 7 years of study. This finding indicates the availability of health care services in the neighborhood. Although the road to the beach is only 3 kilometers long, a university hospital is located, along with several clinics. Other frequent words used in English to Thai transliteration are 'furniture',

'condo', and 'mansion' which are all related to accommodation, as the research study is based in a tourist destination. Moreover, the appearances of Thai transliteration of various other languages indicate the increasing diversity and prospects of Bang Saen.

Signs of foods and drinks were found most frequently, which was the same as seen on Walking Street in Pattaya City (Prasert & Zilli, 2019), another seaside destination in the east of Thailand. The later-added types of signs, such as the gas station, reveal the improvements taking place in the neighborhood. Signs of government campaigns represent the government's support to help people and stimulate the economy in Thailand during the COVID-19 crisis.

Notably, images from Google Street View were taken as data, so there are some limitations in the process. First, only visible images of signs were collected, while partly covered images were excluded. Then, only images of the signs with clear and readable text were selected for data analysis. Future studies can further explore the area with the residents who are the creators and readers of the linguistic landscape, to gain more insight into the research site.

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