

A Study on Wat Chaeng Giant's Identity for Souvenir Product Design of Cultural Tourism

Asst.Prof.Arnut Siripithakul, Mr.Sumetee Intramarn

Email : arnut.si@rmutp.ac.th, Sumetee.in@rmutp.ac.th

Industrial Design, Faculty of Architecture and Design, Rajamangala University of Technology Phra Nakhon

Abstract

This study aims to examine the identity of Wat Chaeng Giant for souvenir product design and development. The characteristics of Wat Chaeng Giant representing the uniqueness of Thai identity in Wat Arun Ratchawararam Temple (Temple of Dawn), one of the cultural tourism destinations in Thailand, was examined in comparison with the ones in Wat Phra Chetuphon (Wat Pho) and Temple of the Emerald Buddha (Wat Phra Kaew), respectively to explore a guideline how to develop the captioned souvenir products. Those products to be developed consist of action figure toys, t-shirts, caps and medical masks including their packages. Considering the characteristics in view of identity of those giants in each temple through a field survey, it was found that the giants in Wat Arun Ratchawararam Temple and Temple of the Emerald Buddha were similar in view of their body structure but different in decoration of costumes and skin colors. The giant's body structure in Wat Phra Chetuphon was also different from the ones in the aforementioned temples and the color of costume accessories was mainly in gold color. The identity of the giants in the captioned temples were combined for product design by applying the giant's body structure of Wat Arun Ratchawararam Temple and Temple of the Emerald Buddha whereas skin colors and costume style were applied from the ones in Wat Phra Chetuphon. For product design assessment, the identity development of Wat Arun Ratchawararam Temple's giant into the captioned souvenir products was assessed through the sample group of 100 tourists visiting Bangkok from which the results showed their satisfaction at very good level. The process of souvenir product development was in accordance with the defined objectives.

Keywords: Wat Chaeng Giant, Souvenir Products, Cultural Tourism, Product Design

Introduction

When mentioning about "Giant" in view of both religion and literature terms, it is Thai belief influenced by Brahmanism and Buddhism and it is believed that there are many levels of giants depending on their merit. For high class ones, they will have castles of gold with a beautiful shape and normally no fang apparently shown on their faces except when being angry. Most of the middle-class ones are servants of the higher ones whereas the lower ones having little merit will have ugly shapes, curly hair, black skin, bulging eyes, rough skin like sandpaper and ferocious dispositions. Generally, it can be seen that in various temples, usually the giant is a part of the temple or historic sites such as a giant statue carrying the pagoda in Wat Phra Kaew, the "legend of Giant in Wat Chaeng and Wat Pho", the legend of Tha Tian etc. Many people have heard of the legend of Tha Tian that the desolate space of Ta Tian was an effect of the battle between the "Wat Chaeng Giant" and the "Wat Pho Giant" in which the "Wat Phra Kaew Giant" tried to stop the quarrel. The giants in Thailand are unique sculptures having various legends and storytelling. The story of Ramayana was painted as mural in Wat Phra Kaew representing the giant's identity that has tacitly become the uniqueness of Thai identity. There are differences between Thai and neighbor countries' giants such as Republic of Myanmar and Laos's People Democratic Republic of Lao. The body structure of Myanmar and Lao is similar to a human

being while Thai's has a frightening robust body and the costume decorated on the giant's body shall be varied based on skills of decorators in each country. For Thai's giant costume, it is gorgeously elaborated.

The word "souvenir" means various items purchased during touring for meaningful persons. However, actually the word contains plentifully diversified and profound meanings since it represents memories and symbol of someone or some incident. It also plays a role of reminding about a past story. This therefore is the reason why the souvenir is needed for each occasion; wedding ceremony, sport competition, school activity or even funeral ceremony. The proper souvenir should be not only a reminder of meaningful memory between a giver and receiver but also appropriately applicable as required. In fact, any souvenir given by an important person is always meaningful and valuable; however, it will be better if such a souvenir can be as the representative of the people we love that is applicable for daily life and makes us as if they were by our side all the time. Let's consider which type of souvenir is popular among Thai people with numerous benefits of utilization. The cultural souvenir is an item culturally designed on the purpose of stimulating tourism and tourist destinations through which people can recognize stories and histories, one of the measures for tourism stimulation (Siwabovon, S.2019. URL: <https://online.pubhtml5.com/zsqk/ozve/>. 20 June 2022).

The cultural tourism is the touring in which tourists can learn and explore their interesting aspects through Thai arts on architectures, paintings, sculptures and ancient items used in daily life. This type of tourism draws attention of tourists to visit Thailand excessively whereas the Thai giants especially Wat Chaeng Giant represents as one of Thai identities. Consequently, the researcher is then of the view to develop the cultural tourism souvenir to be as a generatable income product and enhance memorable experience for both domestic and international tourists.

Research Objectives

1. To study the identity of Wat Chaeng Giant in guidelines developing of souvenir design for cultural tourism.
2. To design and develop souvenir products from Wat Chaeng Giant's Identity for cultural tourism.
3. To assess the souvenir product from Wat Chaeng Giant's Identity for cultural tourism.

Research Methodology

The qualitative and quantitative methods were applied in data analysis process to obtain the research findings as per below details.

1. Qualitative Method: It consists of an analysis on Wat Chaeng Giant's identity, for design and development of the cultural tourism souvenir products, with the research instruments and analysis as follows:

1.1 Research Instruments are interview forms, observation and field study by collecting taken pictures for further analysis.

1.2 Data Analysis was carried out based on data gained from an interview forms, pictures, theories and literatures relevant to Wat Chaeng Giant's identity to be as a guideline for product development.

2. Quantitative Method: It is an evaluation process for the souvenir design representing Wat Chaeng Giant's identity with the research instruments and analysis as follows:

2.1 Research Instruments are 5-rating scale satisfaction questionnaires, on the souvenir design representing Wat Chaeng Giant's identity, distributed to the sample group.

2.2 Data Analysis was carried out towards those 5-rating scale questionnaires to analyze each item of aspects individually; beauty, utilization and marketing. The mathematics mean value of “X” was calculated with standard deviation (SD.) and followed by an assessment to the analysis results as per the defined sequences.

3. Sample Group and Population

3.1 Population consists of tourists and persons interested in Bangkok tourist souvenir products.

3.2 Sample Group is tourists and persons who are interested in Pranakorn tourist souvenir products, Bangkok by using purposive sampling around 100 participants.

Findings

1. Examination of Wat Chaeng Giant’s Identity

To examine Wat Chaeng Giant’s identity, the research had a site survey at Wat Arun Ratchawararam Temple, Wat Phra Chetuphon Wimon Mangkhalaram Rajwaramahawihan and Wat Phra Si Rattana Satsadaram to take photos of the temples’ areas, painting murals, sculptures as well as reviewing relevant theories and literatures for analysis on Wat Chaeng Giant’s identity and the results were as follows:

1.1 Analysis Results for Guideline of Product Development

Further to a site survey, it was found that mostly Thai giant’s identity was in a big robust body structure. At each research site, the giant usually stands as a gatekeeper at entrance doors of each temple. At Wat Pra Kaew, there are 12 giant sculptures standing as gatekeepers as per Figure 1 showing the location of the standing giants whereas at Wat Arun Ratchawararam, there are 2 giant sculptures, one with white skin (namely Sahasadecha) and another one with green skin (namely Tossakan). At Wat Pho or Wat Phra Chetuphon Wimon Mangkhalaram, there are 4 giant sculptures whose features are red skin (Saeng Arthit), light purple (Maiyarap), green one (Phayakhorn) and pale red skin (Satthasun). The structure features in this temple is unsimilar to another temples; being smaller and lower height with golden ornaments whereas the giants in another 2 temples were decorated by colorful glazed tiles as per Figure 2 (Saimrath Online: <https://siamrath.co.th/n/119706>). This can be analyzed that the giant body should be formed in a demon body in proportion to a little bit bigger than human being with remarkable colors of skin. The most popular ones are green giant (Tossakan) and red one (Saeng Arthit). In view of costume ornament, it is decorated in a single color for ease of prototype production and also to be well recognized by tourists. The features of giant to be developed as souvenir products are separated into 2 designs; Design 1 – to design in a form of logo to be attached on souvenir products such as caps, water glasses, t-shirts and masks, and Design 2 – to design figure model based on the collected data by adjusting the giant’s face to appear in contemporary style with designing of packages.



Figure 1: Location of Standing Giants in Wat Phra Kaew

Source: Tourism Division, Culture, Sports and Tourism Department

<https://www.facebook.com/photo/?fbid=3650607724989983&set=pcb.3650445921672830>



Figure 2: Giants at Wat Phra Chetuphon Wimon Mangkhalaram Rajwaramahawihan

Source: Siamrath <https://today.line.me/th/v2/article/BY82D6>

2. Process of Souvenir Product Design and Development Representing Wat Chaeng Giant's Identity

2.1 Logo Design for Souvenir Products

After analysis of Wat Chaeng Giant's identity, the giant's fang was applied to be created as a typography logo (both fonts and image) for souvenir products to be easy to remember (Siriphorn Peter, 2006.29). The designed logo was represented in black to be more distinctive since the product itself was colorful as per Figure 3 showing a main logo of the word "Yak (Giant)" followed by "Tossakan" and "Saeng Arthit" beneath the product, respectively.



Figure 3: Logo of Souvenir Products
Source: Arnut Siritpithakul and Sumetee Intramarn

2.2 Souvenir Product Design and Development

2.2.1 Design of Figure Model - The process of design and development of products were as follows (Nirach Sudsang, 2005.48):

2.2.1.1 Idea Sketch – The analysis results on Wat Chaeng Giant's identity was applied for figure model design and development in various idea sketches as shown in Figure 4.



Figure 4: Process of Idea Sketching and Brainstorming
Source: Arnut Siripithakul and Sumetee Intramarn

2.2.1.2 Model selection and details collection process. This design process is a selection of designs from three mascot design experts. The graphic design expert and character design expert and including the souvenir product design expert. Then It's developed into a product type figure model from Wat Chaeng Giant's identity by giving the analytical problems were asked to choose a model based on the results from analytical study data about Wat Chaeng Giant's identity. The patterns are divided into two models that have been chosen, namely the green giant (Ravana) and the red giant (Saeng Arthit), which will be known as the main character in many literatures including the structure of various components. Then to store the details in a three-dimensional program to see the shape more clearly, as Figure 5 shows the selected model and to store details in a three-dimensional program.



Figure 5: the selected prototype patterns adjusted in detail by 3D program
Source: Arnut Siripithakul and Sumetee Intramarn

2.2.1.3 Actual product prototyping process and collect details of the workpiece. This process is the step of the production drawing process as prototyping with 3D programming to check that the workpiece is in compliance designed pattern or not, in which the researcher has made two prototypes, namely the green giant (Ravana) and the red giant (Saeng Arthit) by using a prototype with a 3D printer then It will be polish workpiece and paint to match the designed pattern as shown in Figure 6, which shows the actual product prototyping process. This process allows experts to check size, pattern, and color that matches from expert advice.

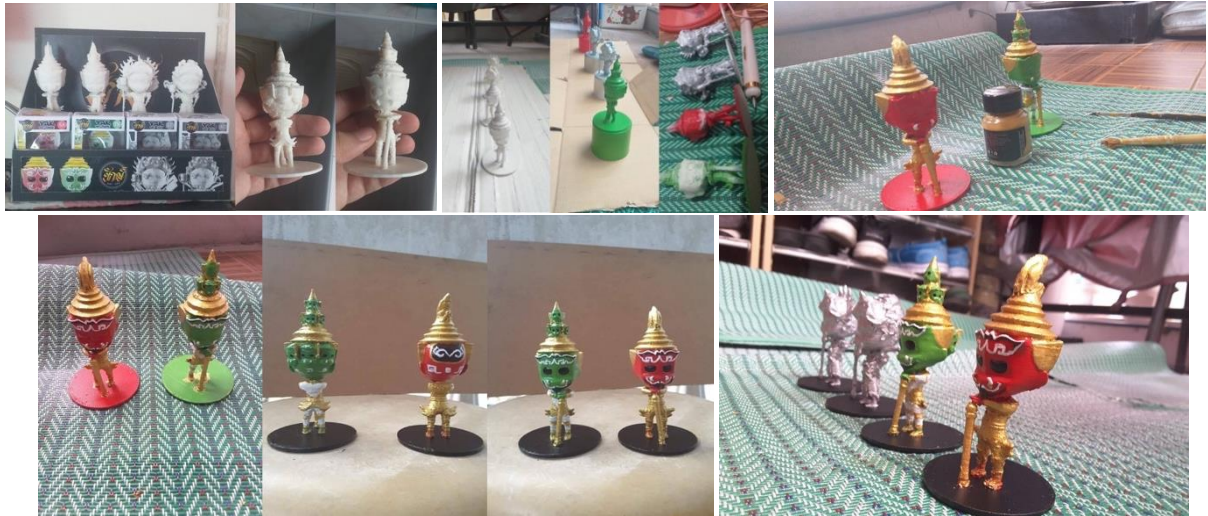


Figure 6: Process of Prototyping
Source: Arnut Siritpithakul and Sumetee Intramarn

2.2.1.4 Packaging Design for Figure Model Souvenirs – The graphic design of model was shown on the packages separating into 2 models; green (Tossakan) and red (Saeng Arthit) giants as shown in Figure 7.



Figure 7: Models of Packaging for Distribution
Source: Arnut Siritpithakul and Sumetee Intramarn

2.2.2 Design and Development of Tourism Souvenir Products - To design the tourism souvenir products, the graphic design as shown in Figure 3 was applied and put on t-shirts, caps, masks and cushions as per Figures 8.

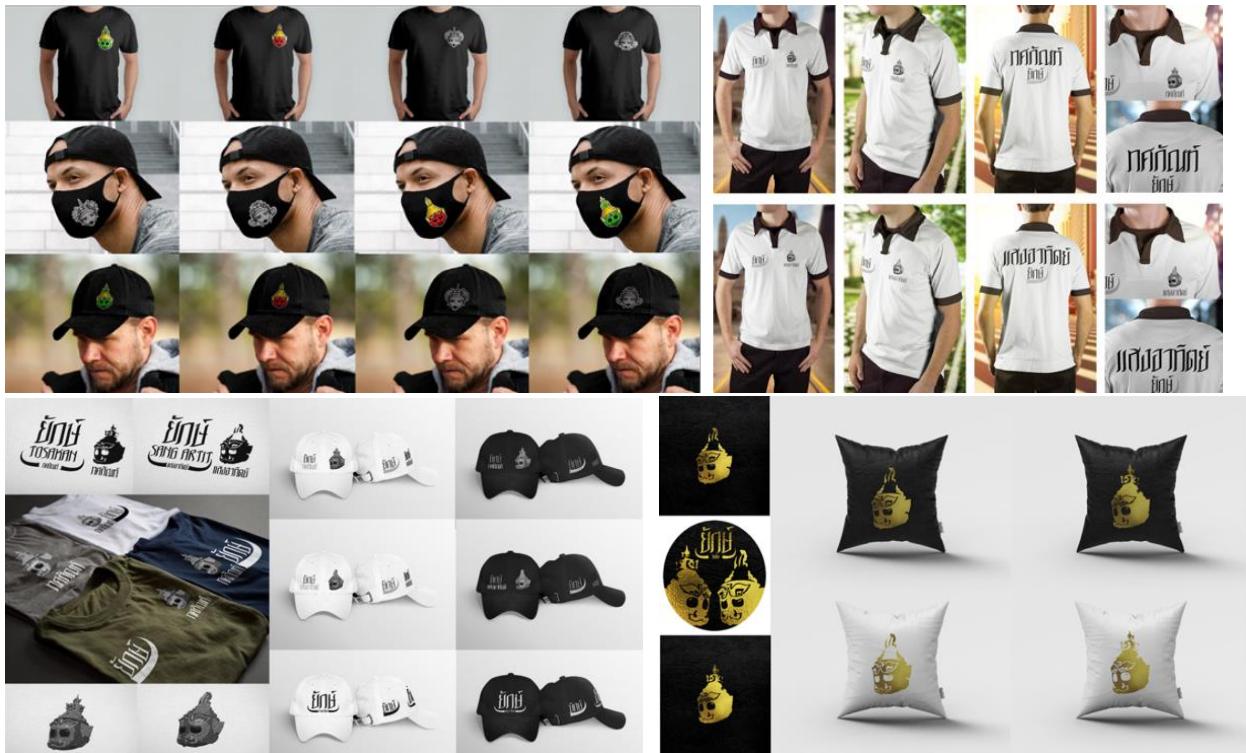


Figure 8: Tourism Souvenir Products Representing Wat Chaeng Giant's Identity
Source: Arnut Siritpithakul and Sumetee Intramarn

2.3 Assessment of Tourism Souvenir Products Representing Wat Chaeng Giant's Identity

2.3.1 The satisfaction survey towards the design of tourism souvenir products representing Wat Chaeng Giant's identity was conducted by focusing on the following aspects; beauty, utilization and marketing. According to the sample group of 100 informants who were tourists and persons interested in souvenir products of Phra Nakhorn District, Bangkok, the satisfaction survey results showed that on aspect basis, the beauty one was at very good level with mean value of $(x) = 4.16$, followed by utilization having $(x) = 4.11$ and marketing having $(x) = 4.08$, respectively whereas on overall basis, all three aspects showed very good level with mean value of $(x) = 4.11$.

Table 1 Results of Satisfaction Survey on Aspect Basis of Tourism Souvenir Products Representing Wat Chaeng Giant's Identity

Assessment Aspect of Satisfaction Level	Mean (x)	SD	Satisfaction Level
1.Beauty	4.16	0.16	Very Good
1.1 Design of souvenir products representing Wat Chaeng Giant's Identity	4.33	0.66	Very Good
1.2 Graphic Design, Image and Font Application	4.17	0.83	ดีมาก
1.3 Color and material application matched with the products.	4.00	0.74	Very Good
2.Utilization	4.11	0.02	Very Good
2.1 Easy to Use	4.10	0.99	Very Good
2.2 Safe for Users	4.13	0.51	Very Good
3. Marketing	4.08	0.06	Very Good
3.1 At which level the products meet requirement of buyers?	4.08	0.57	Very Good
3.2 At which level the identity of products matches with the defined specification?	4.10	0.51	Very Good
3.3 Can the souvenir products be marketed?	4.17	0.83	Very Good

Overall of 3 aspects for souvenir products representing Wat Chaeng Giant' s identity	4.11	0.04	Very Good
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Conclusions and Discussion

A research study on Wat Chaeng Giant' s identity to design souvenir products for cultural tourism aims to examine Wat Chaeng Giant' s identity, design and develop souvenir products and assess product satisfaction. In view of analysis of the mentioned identity, a comparison of giant was made among those in similar and different positioning by focusing on the features of structure, skin color and materials used. The findings revealed that there were 2 skin colors of the giants; green (Tossakan) and red (Saeng Arthit) since both of them were popular and well recognized especially in terms of skin color, structure and role playing in storytelling, tales and novels. Regarding souvenir design and development, a logo and figure model with its package were designed including t-shirts, caps, masks and cushions. The captioned logo was designed by applying the giant's fang with typography to be easy to remember. For figure model design and development, the giant characteristics were modified for ease of understanding so as to enable rapid communication with the target group. The color used was the originate one of the giants normally well-recognized by the target group. The developed graphic logo was put on the products for ease of production and representing the uniqueness of design. In view of satisfaction assessment, it was conducted on aspect basis separating into 3 aspects; beauty, utilization and marketing and the results of satisfaction assessment on aspect basis and overall were both at very good level in accordance with the researcher's objectives.

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