

Floating Market In Thailand : Policy, Factors, Component and Model

^[1] Pachabodee Yaemsunthorn, ^[2]Supichaya Keawphonthong,
^[3] Songphon Choutikavatchagul, ^[4] Panya Klaydesh , ^[5] Winai Pumsukh
^[1]^[2] Chanthaburi Academic Service Unit, Mahachulalongkornrajavidyalaya University,
^[3] Khon Kaen Campus, Mahachulalongkornrajavidyalaya University,
^[4] ^[5] Chaityaphum Buddhist College, Mahachulalongkornrajavidyalaya University
^[1]ypachabodee@gmail.com, ^[2]jramanee@gmail.com, ^[3]songphon.cho@mcu.ac.th
^[4]panya7429@gmail.com, ^[5]winai.mcu@gmail.com

Abstract— *The objective of this research was to study policy, factors, components, and model of floating market tourism management in Thailand. This research was qualitative research carried out by studying the content of floating market tourism in Thailand and conducting In-depth interviews with the community personnel, stakeholders, and other related organizations with floating market tourism management in Thailand. From the research, following policies on tourism were found 1) restoring the relations and cooperation with neighboring countries to boost the Thai Market to be the main gateway of tourism in the region, 2) applying proactive marketing strategies in tourism management by arranging different activities for tourists both domestic and international levels, 3) hastening the development, restoration of heritage, and cultural assets in both urban and city areas, 4) broadening the variety of tourism in various forms, and 5) increasing the convenience measures, creating public safety, and preventing exploitation of tourists. There were 2 factors influencing tourism, namely internal factors such as tourism resources and external factors such as the world economy, political conditions, tourism favor, expanding transportation routes, and exchanging political policies. The components of the potential tourists' attractions were 3As, namely 1) attraction – site and events, 2) amenities, and 3) accessibility – transportation. Tourism management models of the floating market are as follows: 1) activities in the sense of natural floating market, 2) activities in the sense of seasonal tourism, 3) activities in the sense of nature conservation learning center, and 4) activities in the sense of in-depth nature conservation tourism.*

Index Terms— *Floating Market, Policy, Factors, Components, Model*

I. INTRODUCTION

The way of life of Thai people and the "market" are inseparable. Going to the market is not just to buy food, but also shows the inheritance of warm relations and generosity, such as inscriptions in the Sukhothai period. Early Sukhothai period had the Pra San Market, the Phra Achana, pagodas, the Mak Prao Forest, the Mak Klang forest, a farm, a settlement, a large and a small house. Later in the Ayutthaya period, market was called "Pa" such as Pa lead for selling net balls and things made from lead, Pa Silk for selling silk, Pa society for selling Sangkhalok bowls, Pa mattress for selling bedclothes, Pa coconut for selling coconuts etc. A group of economists considered the study of the evolution of Thai trade and divided the trade era in Thai society into 3 eras, namely the Absolute Era, the 1932-1957 era, and the 1958-Present era. International trade was monopolized by warehouse and ended when Thailand changed the rule in 1932. Later, after the change of government (1932-1957), production and trade in Thailand increased respectively. Chinese merchants began to unite tightly and set up a Chinese merchant association including monopolizing trade activities in each branch. Era 1971-Present, capital had a crucial role as well as became an economic indicator. The government implemented investment promotion policies. Foreign capital flew into Thailand intensively resulting in industrial development.[1] The government had developed communities both in the economic and social aspects in western style-paved the road into the community, developed irrigation systems as well as public utilities. These resulted the reduction of agricultural area. The way of life in the

water had decreased, and since the year 1977, the floating markets in Bangkok and its surrounding provinces had almost ended until in the year 1997 the trend of ecotourism including the policies of the government in promoting tourism in Thailand resulted in the revival of the floating market at present.

However, the trade in the form of floating markets was still supported by local authorities in accordance with the government's tourism promotion policy in order to encourage people who had houses and gardens along the river to bring the agricultural produce as well as folk handicrafts for business purpose. This was the another way to increase income for the people. "Floating market" is one of the distinctive characteristics of Thailand for foreign tourists who like various types of tourism because tourists can experience the primitive way of life of the community by trading agricultural products on water of the villagers that are hard to find nowadays. Therefore, the form of tourism in the floating market in Thailand is influenced by factors, components, and tourism policies, including the participation of communities and stakeholders.

II. RESEARCH OBJECTIVES

The objectives of this research article were study policies, factors, components and model of floating market tourism management in Thailand.

III. RESEARCH METHODS

A. Research Design

This research was a qualitative research carried out by documentary research in order to search for information about general conditions, factors, components, and management models, development and conservation, as well as the problems and impacts of tourism on the development of life and culture in Thailand, including related different theories. Interview and focus group discussion with the public, tourist, tour operators for floating markets, and representatives of organizations / agencies related to tourism activities were performed in order to perceive the guidelines about tourism behavior of floating markets of tourists, comments on floating market tourism, community life, and culture including satisfaction towards the floating market-tourist destination in Thailand. In addition, group discussion was carried out to observe the participation about scheme, activities, identity, history and management system towards development of life and culture in Thailand. Furthermore, the following methodology was carried out, namely survey routes and evaluate floating market tourism resources, ability to accommodate tourists. The collected data were analyzed to find a model to manage floating market tourism towards development of life and culture in Thailand.

B. Scope of the study

This research focused on the content of general conditions, factors, components, management models, development and conservation, as well as the problems and impacts of floating market tourism on the development of life and culture in Thailand as well as history and culture of floating markets tourism in the central region. This research was a study of context and environment, activities and personnel of the community and related organizations emphasizing tourism management model and participation of various organizations as well as the evolution of important floating markets in Thailand in order to form a sustainable tourism management for floating markets.

The areas used in this research were 14 floating markets that are important tourist attractions in Thailand, consisting of 1) Wat Sai Floating Market-Bangkok, 2) Kwan Riam floating market-Bam Phen Nuea Temple-Bangkok, 3) Bang Nam Phueng Floating Market-Samut Prakan Province, 4) Amphawa Floating Market-Samut Songkhram Province, 5) Tha Kha floating market-Samut Songkhram province, 6) Takhian floating market-Nonthaburi Province, 7) Bang Khu Wiang Floating Market-Nonthaburi, 8) Don Wai Floating Market-Lam Phaya Temple, Bang Len District, Nakhon Pathom Province, 9) Lam Phaya Floating Market-Nakhon Pathom Province, 10) Damnoen Saduak Floating Market-Ratchaburi Province, 11) Ayothaya Floating Market-Phra Nakhon Si Ayutthaya Province, 12) Bang Khla Floating Market-Chachoengsao Province, 13) Hua Hin Sam Phan Nam Floating Market-Prachuap Khiri Khan Province, and 14) Hua Hin Floating Market Near to Thap Tai Temple, Hua Hin District, Prachuap Khiri Khan Province.

Scope of population / Key informants were executives and those involved in floating markets tourism in Thailand - the president of the local government organization, committee that oversees tourism activities of the floating market, various types of operators, travel agencies, the owner or caretaker of

the tourist attraction areas, and tourism government agencies, and tourists visiting the floating market in Thailand.

Time limit - The duration of the study was 1 year, which was from October 2017 to September 2018.

C. Research Tools

The tools used in this research were as follows: 1) an in-depth interview about tourism policy, factors, components, etc. 2) Focus Group Interview for those involved in floating market tourism, 3) Observation form regarding the general condition of the floating market and survey for basic information about tourism resources within the floating market regarding issues related to facilities in the floating market, such as bathrooms, parking spaces, drinking water facilities or shops, Floating Market service center, the internal environment of the floating market and culture, etc. and 4) Assessment form for tourism potential regarding to the issues related to assessing resources for accessibility – facilities, environmental value, and responses of local people, and management.

D. Data Analysis

The collected data through interviews, focus group interview, focus group meeting, observation, and evaluation of potential were analyzed and synthesised decisive information about general conditions, policies, factors, and elements of floating markets tourism in Thailand that affect lifestyles and cultures. Information from all parties were linked with the concepts and theories for finding floating market tourism management models towards the development of life and culture in Thailand.

IV CONCEPTUAL FRAMEWORK

Theoretical concepts used in the study included Floating tourism concept, Floating Market Tourism Management Model towards the development of life and culture in Thailand, Carrying Capacity etc.

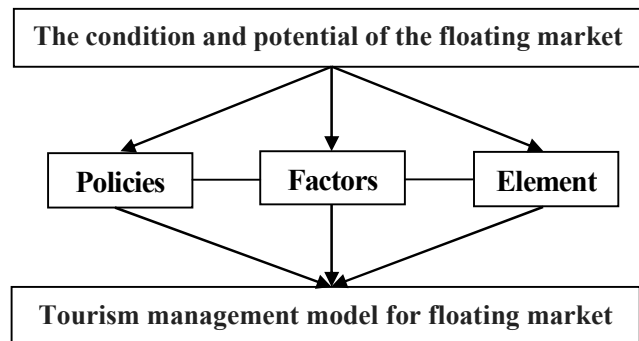


Fig.1. Conceptual framework of floating market tourism management towards ways of life and culture in Thailand

V. RESULTS

This research title "Tourism management model for floating markets towards the development of life and culture in Thailand" summarized the findings of the policy, factors, components and model of floating markets tourism management as follows:

A. Tourism policy

The 2nd National Tourism Development Plan (B.E.2560 - 2564), vision Thai Tourism Act B.E. 2579 (2036) states

that "Thailand is a world-class quality tourist destination that grows on the basis of being Thai to promote economic and social development and wealth distribution to the people and related sectors sustainably".

The main concept of development is based on 5 components as:

1. Developing the quality and diversity of tourism products and services to gain international standards as well as increasing tourism revenue by focusing on increasing spending per trip and extend the length of the stay and strengthen the tourism competitiveness

2. Promoting the balance of tourism growth between tourists segments, i.e., among domestic/international and tourists with particular interests as well as promoting a balance growing between tourism areas by focusing on improving tourism in second-tier locations and local areas. In addition, promote equilibrium growth between the time and season of tourism by focusing on promoting tourism during the months of June - September, including promoting various forms of tourism,

3. Growth based on Thainess by focusing on the development of tourism products and services and tourist attraction which carry Thai uniqueness as well as raise awareness and understanding among tourists and Thai citizens and strengthened pride of Thainess and the value of being a good host,

4. Contribution to the economic and social development and wealth distribution to all people by focusing on developing tourism industry as one of the nation's main income source generator and wealth distributor. In addition, develop tourism as one of the key factor in developing infrastructure and creating opportunity for economic and social development especially in second-tier cities and local community areas, as well as generate benefits to businesses in tourism industry and other related industries,

5. Sustainable development by promoting the sustainability of natural resources and the environment by conservation and revitalize fragile attractions as well as cultivating awareness of environmental friendliness, cultural sustainability, glorifying and preserving Thai identity, Traditional values, and local knowledge.[2]

B. Tourism Factors

Human beings are convinced in traveling by instinct. Every human being has a different motivation for travelling according to the economy, society, and time period. There are 8 important motivating factors that encourage people to travel in a desired location on various occasions, namely 1) Adventure needs-when new tourism activities occur, such as rafting, mountain climbing, elephant riding, etc., 2) The desire in discovering new things- travel to find new things in life, 3) Value in traveling-it is the result of each trip, such as fun or impression while traveling, 4) The need for cultural research-learning new culture such as traditions, festivals, various ceremonies, or different religions creating a deep understanding of the local culture, 5) The desire to observe livelihood, the environment and behavior of local people, 6) Needs for acceptance of people in society-as Abraham H. Maslow's motivation theory that humans want to be regarded and accepted in society, 7) for pride-people travel because they wanted others to see that they travelled in strange places where their relatives have not been to, 8) raise status and prestige-to have the opportunity to travel for any purpose,

such as doing business, attending meetings, sporting events, religious activities, visiting relatives, etc., all of which make travelers honored by the people in society and the reasons that do not motivate to travel are as follows: 1) money concern because traveling is expensive. Many people think that it is better to save money for other things, 2) No time-due to unable to have vacation-leave, 3) Family responsibilities-infants, 4) physical limitations-bad health or aging, 5) not interested in finding fun from tourism, and 6) fear of unsafe travel.[3] Tourists do not travel because of the form or image of the tourist attraction only but tourists choose tourist attractions and tourism activities that match their needs and motivation. Summary of travelling factors (Determinants) are 1. Personal factors, such as health. Health is the first thing that indicates whether traveling is possible or not including physical and mental health. However, both good and bad health are a factor contributing to travel for example leisure travel or going to a place suitable for health rehabilitation, etc. Income is closely related to tourist behavior. Income is an important factor. Attitude and awareness are an influential and distinct factors for each person. Safety of tourist destinations in the age of terrorism is what tourism industry trying to change to the desired way, for example, the airline uses the understanding of fear of flying by holding a training to overcome fear. If people stop being afraid of flying, it means increasing market segments. Experience can change the situation, knowledge, attitude and perception. A discounted buying experience may lead to a discounted purchase behavior in the future. However, each person gives different importance to each factor. The same person pays more attention to these factors as they change with time, age, situation and experience. External factors such as politics related to various laws and regulations such as immigration regulations, requesting permission to enter the country, terrorism, tax policy, especially airport tax have an influence on travelling. Economy such as South Korea is a country that developed economy after the Korean War in the year 1957-1953 quickly from the export policy which increase the income and ranked first in Asia in terms of Tourist generating countries, WTO. Society and Culture - regardless of class or life patterns, in tourism, everything is important. Changing from the primitive attitude that sees tourism as superfluous, WTO (1990) announced that the trend of the importance of tourism is a privilege for every human being to see more, especially in the Western world in addition to the external political, economic and social factors as mentioned.[4]

C. Tourism Element

To accomplish the objectives of tourism, there must be following 3 important elements (3As), namely 1. Attraction, Site, and Event: The place might be created by nature or created by humans, but an impressive event occurred from human beings alone. 2. Amenities: convenience that allows tourists to the destination quickly and safely. Basic construction (Infrastructure) such as transportation systems, communication systems, and social utilities such as electricity and water supply are therefore essential in tourist sites. 3. Accessibility: travelling to the destination requires a transportation system - routes, vehicles, stations and transport operators, etc. with the objective of transporting people and goods to the destination.[5] Tourist attraction areas are an important resource and can be classified into 4

categories as follows: 1) Culture attractions showing different local traditions, 2) Scenic attractions showing the beauty in various forms of terrain, 3) Entertainment attractions, 4) Other tourist attractions with specific attractions.

Tourism Authority of Thailand has classified tourist attractions into 3 types which are Natural attraction, Historical and Archeological attraction, and Cultural attraction. As for Entertainment attraction is part of providing entertainment organized by the tourist facility, 2. Tourism services are services that support convenience and entertainment for tourists, including accommodation, food, retail shops, entertainment spots, activities and other services, 3. Tourism demand-participation in recreational activities and other activities: the tourism market normally focuses on tourists which in the management process includes promotion and development of sales and services for tourists as well.[6]

D. Tourism Scheme in Thailand

From studying and researching important documents, it is found that there are 3 major tourism schemes which are as follows: 1. Natural Based Tourism such as ecotourism is a tourism in a unique natural area related to the ecosystem having a collaborative learning process for those involved under local environmental management and tourism to focus on raising awareness of sustainable ecological preservation. Marine ecotourism is tourism responsible for sea resources that are endemic. Geological tourism (geo-tourism) is travelling to rocky cliffs, sandstone, tunnels, burrows, water caves, stalactites, stalactites etc. 2. Cultural-based tourism such as historical tourism, archaeological tourism. In this types of travelling, we gain knowledge and understanding of history and culture. Besides, we can observe various local endemic traditions and gain knowledge and understanding of social and cultural conditions. In addition, new experience is gain along with nurture appreciation on the basis of responsibility and awareness of the preservation of the environmental and cultural heritage where local people are involved in rural tourism / village tourism management. It is to travel and feel the divers culture and tradition in second-tier cities and local along with their creative works that are unique, outstanding for enjoyment and knowledge, etc. 3. Special interest tourism, such as health tourism-travelling to the natural and cultural tourist destination for relaxation and learning how to nurse yourself physically and mentally. Edu-meditation tourism is a journey for field trips, exchange knowledge from religious philosophy, practice meditation to gain more experience and new knowledge, increase awareness of preserving the environment and local culture. Ethnic tourism is a trip to learn the local way of life, culture of the minority or various ethnic groups. Sports tourism is a sport-based travel for sports interests such as golf, diving, fishing, snooker, windsurf, water skiing etc.[7]

In summary, there are various scheme of tourism in Thailand, depending on the behavior of tourists and changes in social and cultural structures. The effect of tourism creates positive or negative dimensions-depending on the behavior of the tourists.

E. Floating market tourism Management Model

Floating market tourism Management Model are as follows:

1. scheme and activities maintaining the presence and prototype of the floating market along with the activities such as market fair, pay respect to Buddha, passing through the chanting hall, to redeem the buffalo life, rowing and canal scenery, firefly boat cruises. The villagers sell their products like vegetables and fruits and sweets on boats, as well as cycling and elephant riding service and preserve Art and Culture, various customs and traditions, and folk performances.

2. Scheme and activities of floating market that are uniqueness of tourism and in important Buddhist days (Cultural) include following activities, such as offering food to monks in the morning, offering alms on the boat (traditional way), boat racing, songkran festivale, water candle procession, art and culture, visit historical monuments, archaeological sites, antiques, and Thai cultural performances.

3) Scheme and activities of floating market tourism as a learning center (Conservation of nature) have following activities, such as inheriting ancient traditions, rowboat racing, boat rowing, and cultural show, and OTOP community products. Besides, there are environmental conservation project, preservation of lifestyle along the canal, and flora competition. There are motorboat service to visit different ancient places as well as rowing around the market. 4) scheme and nature preserving activities such as subconscious cultivation of resource conservation (Practicing by planting trees), watching ancient art, Thai culture, cultural courtyard, OTOP community products, and breeding of various kinds of flora, nature conservation, music in the park, drawing activities for children, Thai massage, elephant trekking, historic sites, boat riding, swinging on the tip of the beach, train riding, and planting mangrove forest. Villagers are still gardening and breeding various plants for integrated farming. There is a market of agricultural products and villager bring a variety of agricultural products to sell at an affordable price on boat.[8]

VI. CONCLUSION

From the study and research through documents, as well as the important information regarding policies, factors, components and model of floating market tourism management in Thailand by interviewing Focus Group and small group meeting can be concluded as follows:

From the National Tourism Development Plan No. 2 (B.E. 2560 - 2564), the five main policies and concepts in tourism development are as follows: 1. improving quality and increasing diversity of tourism products and services to gain international standards, 2. Promote the balance of tourism growth between tourists segments, 3. Growth based on Thainess by focusing on the development of tourism and tourist products and services consistent around Thai uniqueness, 4. Promotion of economical and social development and wealth distribution inclusively to all people in all regions, 5. Sustainable development should be done by promoting the sustainability and preserve natural resources and the environment by revitalize fragile tourist sites as well as managing the ability to accommodate tourists and cultivating awareness of environmental friendliness, promote cultural sustainability by glorifying and preserving Thai identity, Traditional values and local knowledge which relies

on the participation of all sectors. There are 2 factors that influence tourism: internal factors such as personal factors, health, income, attitude, and external factors such as world economic, political conditions, popularity in tourism, and political policy. However, tourist attractions must develop tourism element to have the potentiality and respond the needs of tourists, including (3As) which are 1) attraction, site and event event, 2) facilities (Amenities) that allow travelers to get to the place quickly, basic construction (Infrastructure), 3) Access to tourist attractions (Accessibility) with transportation systems and tourism schemes are another issue that area owners must pay attention in finding or arranging suitable locations.

Tourism schemes are as follows: 1. Historical Tourism is a scheme and activities of tourism which are a characteristic of floating market tourism showing uniqueness and natural sense of the floating market. Newly created floating markets have following activities such as riding boat, ancient art, Thai culture, 2. Cultural tourism is a form of tourism activities carried out on traditional festivals and important Buddhist days. The activities are offering food to monks on boat and paying respect to monks, rowboat racing, inheriting Songkran festival, playing Saba in Mon Style, 3. Buddhist tourism is the form and activity of floating market tourism in the deep subconscious cultivation, such as resource conservation (Practices by planting trees) and develop as a learning source (Conservation of nature) - giving a living ransom for buffalo cattle, pay respect to monks, flora competition, conservation of nature, and music in the garden etc.

Although the policy, composition, factors, and tourism patterns are strong and strong, if the country's tourism doesn't receive cooperation from every sector, including the government, stakeholders, people including tourists, it will not progress and will only deteriorate.

VII. SUGGESTIONS

Floating market tourism management must rely on the participation of the government, various stakeholders, floating market owner, and the people in the area to operate and respond to national policies, including the creation of tourism and public relations networks, considering of a management system to increase the ability to accommodate tourists in various fields, quality inspection both food and service on a regular basis, raising awareness of being a good host, and promote and support the people in the area to show their identity, and preserve the culture, good traditions, including preserving nature, historic sites, antiques. Floating market leaders should promote and support local products in the community to maximize revenue including analysis and development of capacity development plans in each area as well as the ability to certify tourism to get more quantity and quality.

REFERENCES

- [1] Pipat Keawsai, The Application of Sufficiency Economy Philosophy in Primary Schools, Ladkrabang District Office Attached to Bangkok Metropolis, Thesis, Master of Arts program in Social Sciences for

Development, Rajabhat Rajanagarindra University, 2009 :10

- [2] National Tourism Policy Committee, National Tourism Development Board No.2 (2017-2020).
- [3] Boonlert Cittangwatana. Tourism Industry. Bangkok: Fresh and Design, 2005 : 83
- [4] Suvalak Akharankool. Tourist Behaviour (2nd edition). Khon Kaen: Klungnana Printing Press, 2005.
- [5] Chuchit Chuchat. Tourism Industry (2nd edition). Chiang Mai: Chiang Mai Rajabhat University. 2000.
- [6] Tourism Authority of Thailand. 2002 (online)_retrieved 9 March 2020.
- [7] World Tourism Organization (www.unwto.org) (online)_retrieved 9 March 2020.
- [8] [https://th.wikipedia.org/wiki_\(online\)_search](https://th.wikipedia.org/wiki_(online)_search) 9 March 2020.