

BESSH-16**The Management of Tourism Route to Promote Tourism at Bang Noi Floating Market,
Bangkonti District, Samutsongkham Province**

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Abstract

This research is to study the cultural capital and tourism resources at Bang Noi Floating Market for creating a route to promote tourism at this location. This is qualitative data which was collected by various methods : Observation, In-depth interviews of sample groups (such as local people and related organizations), Questionnaires and Content Analysis. The results found that the tourism of Bang Noi Floating Market is a problem and it also affects tourism which is specific to only the Koh Kaew area made up of 3 communities, so it should create the tourism route for networking all 3 communities together. From the sampling group's interview, it was found that the tourism resources of all 3 communities are potentially important, such as Koh Yai Temple, Koh Kaew Temple and Sai Temple, etc. which confirms the result of resources' perception of tourists. The mentioned data, was analyzed to create a cultural tourism route according to the majority of resources and gets 1 route, consisting of 3 temples 3 communities 9 sacred items. This route can join all areas of Bang Noi Floating Market together to generate incomes to the community, as well as provide the opportunity to promote the tourist attraction's development from a responsible organization which has a plan to develop this place.

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Keywords— Management, Tourism Route, Floating Market

Introduction

Bang Noi Floating Market is located in Kra Dang Ngn Sub-district, Bang Kon Tee District, Samutsongkham Province covering 3 communities: Koh Kaew Community, Ban Koh Yai Community, and Ruamsai Patana 789 Community. The floating market was built in 2551 BE due to the need of the local organizations like Kra Dang Nga Sub-district Office and Bangkonti District Office and of the people in the community who wanted to promote the market to be the tourist attraction. According to the initial study, it was found that Bang Noi Floating Market was not well-promoted in the three communities resulting in the prevalence of tourists only in Koh Kaew Community since it was the initial area of the project. In addition, Koh Kaew Monastery was the beginning of the floating market and had parking space. Therefore, the market did not cover the three communities resulting in uneven distribution of income; it can be said that the opening of the floating market did not meet the objectives that wanted to distribute income for the three communities equally. According to the survey conducted on the three communities, the researcher found outstanding cultural capital in each community and saw the tourism potential and attractions such as Sam Pee Nong (three-sibling) Vihara, Koh Kaew Temple, Somdej Vihara, Sai Temple, and Luang Por To at Koh Yai Temple. According to what has mentioned above, there was only one problem regarding the tourism in these communities since they had interesting resources that needed to be promoted. Therefore, considering the problem, the development plan for these attractions was to build the linkage to connect the three areas. In other words, building a tourism route in accordance with the tourism resources in the communities would promote Bang Noi Floating to be a well-known tourist attraction site.

Objectives

To investigate the cultural capital and tourism resources that have potential for tourism route management
To build the tourism route that covers 3 communities in Bang Noi Floating market area in Kra Dang Nga Sub-district, Bangkonti District, Samut songkham Province

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Literature Review

Boonlerd Jittangwattana (2006) studied the criteria for evaluating the tourism potential in order to prioritize the developments in a province; there were 2 criteria which were a criterion for evaluating the tourism potential based on the priority and a criterion for evaluating the tourism potential based on decadence. The results obtained from the two criteria were analyzed together in order to come up with the criteria for evaluating the tourism potential in order to prioritize the developments in a province.

Sarunya Warakulwit (2004) stated that the tourism development concerned elements within the tourism administration consisting of 6 factors: the main motivating factor of tourism, the supporting factor of tourism, the supporting factor in terms of facilities, the infrastructure and transportation factor, province clustering, and major problems in collecting data.

Somsak Klaisang (2011) mentioned the results of a study on interest of the tourists towards the tourism resources in Bangkonti District, Samutsongkham. It was found that a number of tourists were interested in Prok Po Vihara at Bang Koong Camp, followed by Bang Noi Floating Market. The factor of traveling to the mentioned sites was to pay respect and ask for blessing from the hold objects.

Sopon Boonlum (2008) discussed the results of the study on types of activities and agricultural tourism route of salted eggs manufacturers in La Med Sub-district, Chai Pa District, Suratthani Province. It was found that the supporting reasons for traveling in the area included outstanding geography and landscape, diversity of cultures, significant historical landmarks, convenient transportation, and variety of quality products. However, the selection of tourism activities had to be relevant to the resources available in the area, and the objective was to distribute income equally in the community

Methodology

The study of Tourism Route Management to Support Tourism Development in Bang Noi Floating Market in Kra Dang Nga Sub-district, Bangkonti District, Samut songkham Province employed the following methods.

Investigate the cultural capital and tourism resources available in Kra Dang Nga Sub-district, Bangkonti District, Samutsongkham Province from documents, observations, and interviews with the sample group consisting of 20 villagers, local scholars, etc., and analyze the contents.

Investigate the potential in tourism resources in Kra Dang Nga Sub-district, Bangkonti District, Samutsongkham Province based on the information from Item 1. The interviews were conducted on the sample groups consisting of 20 villagers, 3 community leaders, 5 officers from the involving organizations, and 10 tourists. Content analysis was used to analyze the data.

Investigate the perception of cultural resources of the tourists from 400 tourists using the research questionnaires analyzed with percentage.

Investigate the tourism route management in Kra Dang Nga Sub-district, Bang konti District, Samutsongkham Province using the data from Items 1-3 for analysis. Focus Group discussion from the sample groups consisting of 20 villagers, 3 community leaders, 5 officers from the involving organizations, 10 tourists, and 2 tourism academic scholars in order to design the tourism route for Bang Noi Floating Market area.

Result of Data Analysis

According to the study of cultural capital and tourism resources in Bang Noi Floating Market area in Kra Dang Nga Sub-district, bangkonti District, Samutsongkham Province by observations and interviews with the sample group, it was found that the cultural capital and tourism resources that could attract tourists and used for tourism route management classified by tourism resources in each community are as follows:

Koh Kaew Community consisted of Sam Pee Nong seacred buddha image Vihara : Buddha images of Luangpor Wat Ban Lham, Luangpor Wat Kao Ta Krao Mo and Luangpor Sothorn, and Kinaree (Half-bird half-human sculture) Pillar which originally belonged to Mon people who migrated in during the Ayutthaya period.

Ruamsai Pattana 789 Community consisted of Sai Temple housing many interesting buildings such as Somdej Vihara where replicas of many important and sacred monks were exhibited, Local Sai Monastery Museum.

Koh Tai Community consisted of Koh Yai Monastery within which housed a large principal Buddha image believed to be 200 years old, and holy Buddha images widely respected by the neighboring communities.

The resources mentioned above originated from opinions of the people involving in the tourism in the community. According to the interviews, the informants agreed on the tourism potential which could be considered individually as follows: the tourism resources were valuable and significant and could reflect the community, environment, physical potential of the tourist attractions, and safety. The factors mentioned were considered and agreed that they were ready to support the tourism effectively. However, the accessibility factor was in the medium level, and there were other cultural resources in each community that were not mentioned because they did not have enough potential and lacked readiness of the business owners such as Sor Wijitwattana Printing.

In terms of perception of the tourism resources in Bang Noi Floating Market, Kra Dang Nga Sub-district, Bangkokti District, Samut Songkhram Province of 260 tourists calculated as 100 percent, most of the tourists were female (57.3%) and 42.7 percent of them were male, all of which aged between 20 and 25 years old with a bachelor degree earning less than 10,000 Baht monthly income. Most of them were employees. Seventy one point two percent of them traveled for recreational purposes and 45 percent of them traveled with family. According to the data, it was found that the perception of the natural resources of the tourists was in the high level which was classified by the scores ranging from high to low as: Luang Por Sam Pee Nong Vihara (43.1%), Luang Por To at Koh Yai Temple (42.3%), the bell tower at Koh Yai Temple (37.7%), the Pavillion at Koh Yai Temple (33.5%), Sai Temple Local Museum (32.7%), Kinaree Pillar at Koh Kaew Temple (32.3%), “Tammachotanusorn” Praying Hall at Sai Temple (31.2%).

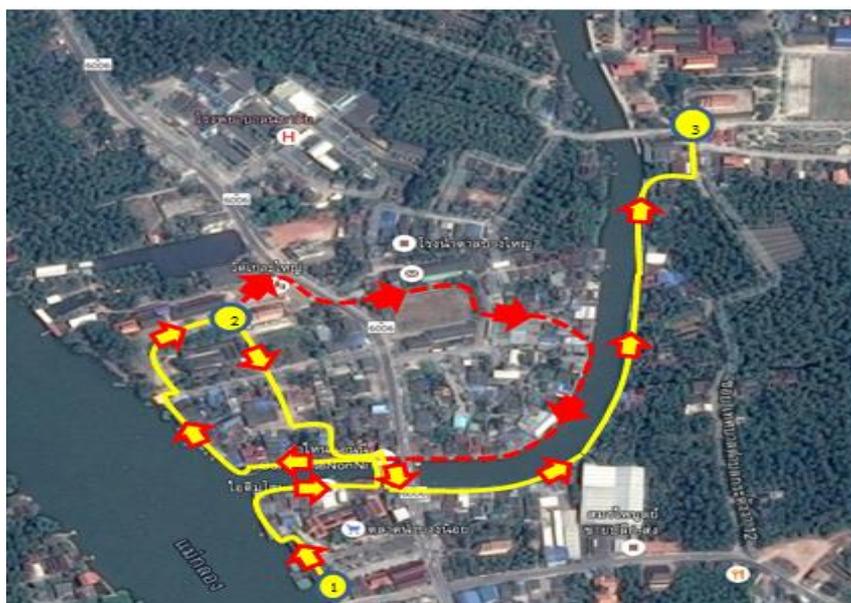
Therefore, the approach for development relevant to the potential of tourism resources available in Kra Dang Nga Sub-district, Bangkoktee District, Samutsongkhram Province was to build a tourism route connecting cultural sites in particular since it would support a number of local resources. The tourism route was determined by the motivating factors that motivated the tourists to use the route which was presented mainly through holy objects of each community. Thus, the “3 monasteries, 3 communities, 9 sacred items” was to be established which consisted of:

Koh Kaew Temple of Koh Kaew Community presented through the replica of Sam Pee Nong Buddha Image, replica of Luang Por Ban Lam, replica of Luang Por Wat Kao Ta Krao Monastery, and replica of Luang Por Sothorn, all of which were historically connected.

Ruamsai Pattana 789 Community presented through Buddha image and replicas of significant local monk : replica Buddha image of Luang Poo Tuad, and replica sculpture of the first abbot of Sai Temple who was highly respected in terms of great spell casting.

Koh Yai Monastery of Kor Yai Community presented through the principal Buddha image in the temple named Luang Por To aged over 200 years and believed to be very holy.

From above mentioned, it can create as follows:



- No.1: Koh Kaew community
- No.2: Koh Yai community
- No.3: Ruamsai Pattana community

Figure 1: The yellow line is potential route which can use immediately. And red line, it should develop some tourism resource for using on tourism.

Conclusion and Discussion

According to the overall results of cultural capital and tourism resources in Bang Noi Floating Market area, most of the resources available were cultural resources that had potential to attract tourists with the potential factors affecting the tourism such as historical value, significance of the resources, and reflection of the community. The environment of the attractions along with the physical characteristics of the tourism area were well arranged and safe which was relevant to some criterias of potential evaluation of tourist attraction, consisting of local reputation, uniqueness, historical value, income generation, and academic and learning value (Boonlert Chittangwattana, 2006). The accessibility of the tourism resources was the only limitation since it was somewhat far away from Bang Noi Floating Market; however, the convenient means of transportation and the facilities and tourism services available along the route, such as food shops, souvenir shops, made it acceptable. In addition, the limitation was compensated by the spectacular landscape and ways of life of the local people which were the supporting factors that supported the tourist attraction, facilities, and the infrastructure factor (Saranya Warakulwit, 2004). It was also relevant to the opinions of the tourists towards the tourism industry components of the community and the tourists at Bang Noi Floating Market in Bangkonti District, Samutsongkhram Province. In terms of cultural aspect, it was in the high level, the first three items of which were hospitality of the local people, charming lifestyles of the local people, and safety (Chitsupang Assawananon et al, 2013). This indicated the environmental factors that had a positive effect on the tourism, attracted tourists, and were relevant to the tourism route. However, some resources could not be applied since they laced management and readiness of the owners. In addition, change in lifestyles of the local people resulting from social trends caused the traditional cultural capitals, such as Num Heng Boatbulding Hall, to disappear leaving only the name to be recalled.

The approach for tourism development in order to make the three communities tourist attractions, which was relevant to the potential of area and of resources and the community and tourists, was the establishment of the tourism route within Bang Noi Floating Market in order to connect the three communities using the significant tourism resources in each community to build the route. According to the analyzed tourism data, it was appropriate to build the tourism route by presenting it through the cultural resources which were the holy objects that held the communities together and were known by general tourists. In addition, the awareness of using the holy objects as the principle of development was relevant to Somsak Klaisang (2011) who stated that the main reason of traveling to Bangkonti District, Samutsongkhram Province was to pay respect and ask for blessings from holy objects. Therefore, the tourism route management included 3 monasteries, 3 communities, and 9 sacred items. The route also solved the problem regarding income distribution and helped generate income for the communities, which was relevant to the results of the study by Sapon Boonlum et al (2008) that discussed the selection of activity for promoting local tourism relevant to the resources available in the area, challenging external environment, and objectives of providing benefits to the local people equally.

Furthermore, the tourism route was presented through meaningful means and in form of tourism manual in order to promote the attractions to wider groups of tourists which would result in more number of tourists. This was relevant to the principle of Chalongsri Pimonsompong (2011) stating that advertisements on media were required in order to promote the marketing. In addition, the tourism route increased the development opportunities resulting from support from local organizations or other organizations involved since the potential in the area was evident.

Suggestions

1. There should be young guides at Bang Noi Floating Market, which is a meaningful tourism approach that can promote the attractions in the area more objectively, raise the awareness of cultural value, and earn income for the children in the area.
2. There should be development for other places that do not have enough potential to be the attractions by evaluating the potential of the resources available, especially the resources that reflect the identity of the community and the resources along the route mentioned. There should be linkage to allow the tourism flow more effectively. However, it requires the local organizations or organizations involves along with participation from the local people in order to create mutual satisfaction.

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