

COMMERCIAL AREA MANAGEMENT GUIDELINES OF THE WAT LUMPHAYA FLOATING MARKET, NAKHON PATHOM PROVINCE.

Sasiwimon Wongwilai & Chattrarat Hotrawaisaya
College of Logistics and Supply Chain,
Suan Sunandha Rajabhat University, Bangkok, Thailand
*E-Mail: *sasiwimom.wo@ssru.ac.th, **chattrarat.ho@ssru.ac.th*

ABSTRACT

The purpose of this research was to study the guidelines for managing commercial areas of the Wat Lumphaya floating market, Nakhon Pathom province. With research methods which are Board interview Local leaders and entrepreneurs of Wat Lamphaya floating market a total of 17 people and analyze the opinion level about the quality of service of 180 Thai tourists. The research found that the commercial management approach of the Wat Lamphaya floating market. That is a cultural tourist attraction and community way of life. Are ready with the community, tourist support including basic facilities and by using marketing ingredients to increase the attraction of tourists to visit the atmosphere. Community way of life that is well preserved as a floating market. Tourists can also shop for seasonal food, vegetables, and fruits that the community has brought directly. And also a path through before returning to Bangkok When traveling from the western region of Thailand. For example Suphan Buri Province, etc. These are the things that attract tourists to Wat Lamphaya floating market. However, there are limitations on the product. And the quality of the product, price including marketing, promotion Public relations and tourism promotion from government agencies by having guidelines for managing the commercial area of the Wat Lumphaya floating market to be a source of delicious food, learning community and is a clean and safe tourist attraction. Other analysis results Factors affecting the efficiency of commercial area management of the Wat Lumphaya floating market, according to the marketing mix (4Ps) in conclusion in terms of products and services, price, and places the efficiency is at a high-level such as for marketing promotion, the efficiency is at a medium level.

Keyword: Commercial area, Wat Lumphaya floating market.

INTRODUCTION

The Wat Lumphaya floating market was first opened on Sunday, September 5, 1999. Currently, there are all stores at 250-300. The shops are regarded as a unique tourist attraction and unique lifestyle, along with the charm of Thai. The life of the past is a great point of interest from tourists. In addition, the floating market is one of the tourist industries that bring culture to the point of sale and attract the attention of foreign tourists. Especially American and European tourists are interested in learning the culture and visit historical heritage as well as architectural works and experience the lifestyle of people in that country. In particular, Asian and African countries. You can also buy souvenirs that are handicrafts and crafts caused by the wisdom of the people in the area. ^[1]

Wat Lumphaya floating market is an area market with many shops. This is regarded as the business source of the community. Therefore, organizing or managing areas is very

important. Commercial space management is required to be classified according to the physical resource characteristics. By managing commercial areas, there must be allocation and allocation According to physical resource characteristics, facility management design or build a commercial use area. The physical considerations consists of structural safety and the use of adequate space assignments, hygienic lighting, temperature control, ventilation and sanitary systems. The Management of feelings or emotions include environment, buildings and place. Moreover, the area should be connected to the technology and information systems that is suitable for the current applications and fast data communication and space layout. It can support the customer satisfaction. Therefore, the commercial area management is important to bring good earning and developed improvement. Currently, the management of the area of the Wat Lumphaya floating market is decentralizing control. Hence, the researchers are interested in studying the guideline of the commercial area management of Wat Lumphaya floating market to contribute to the enhancement. These area management information can be used as a guide to the management of the Wat Lumphaya floating market in tandem with the local development plan. It provides guidance on the management, supervision and use of the area in accordance with the terms and policies of the Sub-district administrative organization. It can create a balance between elements that are beneficial to all parties in the future^[2]

OBJECTIVE

To study guidelines for the commercial area management of Wat Lumphaya floating market

To study the factors affecting the efficiency of the commercial management of the Wat Lumphaya floating market.

LITERATURE REVIEW

Commercial Space Management.

The Commercial area management refers to the allocation by physical resource characteristics, including outdoor area and indoor space for those wishing to carry out commercial rental. The process of hiring a tenant category should be diverse. In order not to compete between tenants of the same type of business as well as the development of areas, it is not fully used as a rental area or commercial rental target area under the guidelines. Agreement between the tenants and the landlords consists of the physical characteristics of the rental area. They are area management and psychology in the development of relationships with customers

Context of Wat Lam Phaya Floating Market.^[3]

Wat Lumphaya floating market is located in Lum Phaya District, Amphoe Bang Len, Nakhon Pathom province. It is located just a short distance from Bangkok, approximately 56 kilometers from the city of sanctuary. "Phra Pathom Chedi", which is the first traces of the publication of Buddhist civilization in Thailand. It is also a rich city with a variety of fruits and foods.

The lifestyle of the community of Wat Lumphaya floating market is the life of the traditional Agricultural Society. The villagers live in the farming profession and the

cultivation and farming of the natural dependence. A simple living relies on nature and the environment. There is a gratitude to help. In a career, activities are grouped together into a group of popular communities. It is the source of the animal farming career, fishing and folk crafts, based on local wisdom. Buddhism is a part of the Hooyai and trust in the sacred things that affect living. It also found that community organizations have developed utilities such as electricity and plumbing, The road makes it a great place to promote tourism potential, as well as the charm of lifestyles. It is a simple, preserved, agricultural culture that makes the community to develop agricultural tourism in another way.

Marketing Mix Factors 4Ps ^[4]

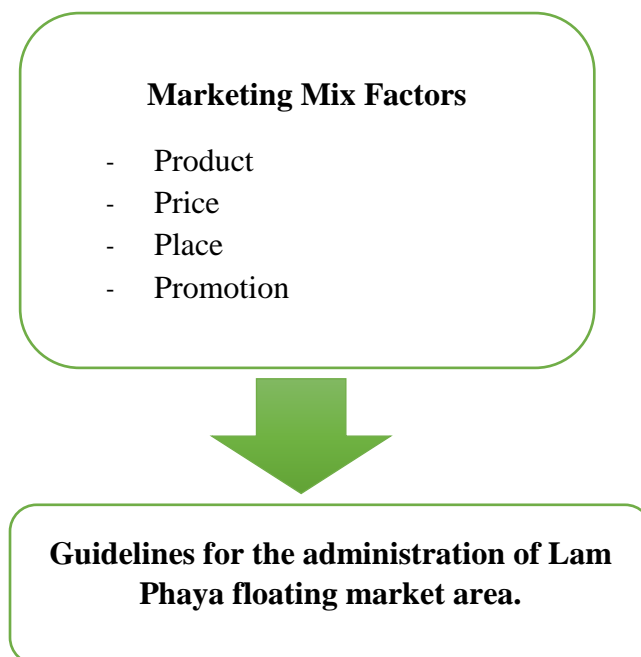
1. Product There are important components in doing business, product or service. It is considered as a product that generates income or return to the organization. The planning principles must take into account various factors such as customer needs, product quality, and modern product forms and competitors.

2. Price: Setting the sales price is an important strategy which, aside from the price. It can attract the attention of customers and it is also a technique that allows you to compete with competitors in the same business. For example, setting a discount for the amount purchased or setting the price according to the size and quantity of the product.

3. Place: It is to bring the product into the hands of the customer by adhering to the principles of efficiency, accuracy, safety, and speed. How to sell or distribute products that can make the most profit. Must distribute products to the most targeted group.

4. Promotion: the key to marketing promotion is "How to be able to sell as many products or services as possible." Promotion, therefore, plays an important role and there are many ways such as, advertising through various forms of media, doing activities to promote sales, service, or direct sales through employee presentations.

Research Framework



METHODOLOGY

Population and sample groups

The population that used for this study, was divided into 2 groups; 1) Groups of in - depth interviews. They are community leaders at Wat Lumphaya floating market, Management Committees, store operator and the people in the community. 2) Thai tourists visiting Wat Lumphaya floating market.

The samples were used for this study that was the convenience sampling. It was divided into 2 groups 1) Groups of in - depth interviews. They are community leaders at Wat Lumphaya floating market, Management Committees, store operator and the people in the community at 17 people. 2) Thai tourists visiting Wat Lumphaya floating market during the period December 2018 - May 2019, by 180 people.

The research tools

Questionnaire that was on the efficiency of commercial management of the Lam Phaya floating market received from tourists from community leaders, store operator and the people in the community.

Data Collection

In this research, the researcher conducted in-depth interviews with community leaders. Lam Phaya Floating Market Management Committee, Store operator and the people in the community. It conducted a questionnaire and distributed to tourists on Wat Lumphaya floating market by themselves with a team of researchers. The data collection was from December 2018 - May 2019.

Data Analysis

The data analysis for this research was divided into 1) Analyze basic data of respondents by using percentage statistics and 2) Analyze the opinions about service quality levels by using the mean and standard deviation.

Set criteria for the interpretation of the average level of opinions about the efficiency of Lam Phaya Wat Floating Market. By adopting from Best and Kahn (1993) ^[5] As follows.

4.50 - 5.00 The efficiency is at the highest level.

3.50 - 4.49 The efficiency is at the high.

2.50 - 3.49 The efficiency is at the moderate.

1.50 - 2.49 The efficiency is at the lowest.

1.00 - 1.49 The efficiency is at the Lowest level.

RESULTS

The research is "Commercial area management approach, Wat Lumphaya floating market" was a Mix Method Research which consisted of qualitative research and quantitative research.

This result showed:

Commercial management guidelines for the Wat Lumphaya floating market research interviewed 17 people from community leaders, Wat Lumphaya Floating Market Management Committee and store operator. In conclusion, it was a tourist attraction, culture and way of life for the community. Furthermore, it was ready for the community and tourist. It has basic facilities. The community can use atmosphere, Community, lifestyle to increase

the attraction of tourists to visit. Tourists can still shop for seasonal vegetable, fruit and food that the community has brought directly to sell. Furthermore, it also a path through before returning to Bangkok when traveling from the western region of Thailand for example Suphan Buri province. These were the attractive place for tourists to visit the floating market.

However, there are limitations on the product, the quality of the product, price, marketing promotion, public relations and tourism promotion from government agencies, Therefore, there was a guideline to manage the commercial area of Wat Lumphaya floating market as a source of delicious food, a learning community, a clean and safe tourist attraction.

The analysis results of factors affecting the efficiency of commercial area management of Wat Lumphaya floating market found that the marketing mix (4Ps), it can be concluded that terms of products and services, price, and places were at a high level. The promotion was at a medium level.

CONCLUSION AND FUTURE WORK

The result of research, it found that the factors affecting the efficiency of the commercial management of Wat Lumphaya floating market were products and services there was a high level of efficiency which was consistent with the research of Nootayasakul. C. (2016) ^[6] that study factors of decision making of Thai tourists towards tourism of Wat Lumphaya floating market, Nakhon Pathom Province. It was found that the decision factors of Thai tourists towards floating market tourism were 8 aspects. The most important was service factors. The tourism Information, facilities, values and lifestyles, places, incentives, security and price respectively.

Moreover, it also consistent with the research of Ruangkalpawongese. A. (2016). ^[7] Research was "Guidelines for improving the service quality of tourist attractions, floating markets Nonthaburi Province." The research found that tourist attraction, tourism Management and satisfaction were at a high level. As for the guidelines for the development of the floating market in Nonthaburi province were relevant government and agencies. They should provide facilities and arrange budget support in various fields as well as encouraging mass communication to create programs to publicize tourist spots, water markets. So, the manager of the floating market must make a difference in the service and identity of the floating market. Also, it is necessary to understand the operators as well as established networks with other related types of entrepreneurs.

REFERENCE

- [1] Choopak, V. & Aunyawong, W. (2019). **The Management of Supply Chain and Tourism Service of Lampaya FloatingMarket, Banglen District, Nakhon Pathom Province**. Research and Development Journal Suan Sunandha Rajabhat University. Vol. 11 No.1 (January-June). p. 126-131.
- [2] General information of Lam Phaya Wat Floating Market. Retrieved July 30, 2018 : from www.paiduaykan.com.
- [3] Lam Phaya Subdistrict Administration Organization. (2018). **Basic Data**. Retrieved July 30, 2018 : from <http://www.lumphaya.go.th/>.
- [4] Hirunthet, W . (2013). **Factors Affecting Thai Tourist Decision on Ecotourism of Nonthaburi Province**. Bangkok: Rajapruck College.

- [5] Best & Kahn James V. (1993). **Research in Education**. 7 th ed. Boston : Allyn and Bacon. p. 246.
- [6] Nootayasakul, C. (2016). **Factors of Decision Making od Thai Tourists' Traveling to Lampraya Market Nakhon Pathom**. Dusit Thani College Journal Vol.10 No.1 January-June. p.132 – 150.
- [7] Ruangkalpawongese, A. (2016). **The Development of Tourism Service Quality for Floating Market in Nonthaburi Province**. FEU Academic Review. Vol.10 No. 3 July-September. p.7-21.