

THE POTENTIAL TOURISM RESOURCES OF KLONG BANG NOI FLOATING MARKET COMMUNITY, SAMUT SONGKHRAM PROVINCE.

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ABSTRACT

Klong Bang Noi Floating Market also known as “Pak Klong Bang Noi” was a floating and a land market that has significant influence to the history of the community. There’s a trade center where boats were the main transport since Klong Bang Noi is the central route that connects to other provinces. Consequently, there are small and big boats come alongside the piers to buy and sell goods, such as coconuts, rice, etc. Most products came from the plantation of the people in the community. The market inside this community mostly composed of Chinese people, they have been doing businesses, such as grocery stores, Chinese pharmacies, restaurants, etc. that shows the way of life of the riverside community in connection to ancient Bang Noi Canal that is now undeniably prosperous.

This research has an objective to survey the tourism resources of Klong Bang Noi Floating Market Community and to study the potential tourism resources of the said community. This research used survey research process to collect physical data that is potential for tourist attractions in Klong Bang Noi Floating Market Community and qualitative research process through in-depth interview from experts in the field of tourism such as local administrative organization staffs, and the people in this community. Thus, the data collected is used to study and develop the potential tourism resources in Klong Bang Noi Floating Market Community. The result of this research found that Klong Bang Noi Floating Market Community has tourist attractions that have potential tourism resources in a multifaceted way, for example, their activities, culture, history, ordinary and traditional way of life. The researcher suggests to develop the community areas through promoting potential tourist attractions is suitable.

Keywords : Klong Bang Noi Floating Market, potential tourism resources, tourism, tourist attractions

INTRODUCTION

The country of Thailand has various potential tourism resources thus there are tourist attractions that are diversified, interesting, attractive, fascinated and unique. For these reasons, Thailand is on the top of popular tourist attractions in the world. The types of tourism resources are the following: 1) Natural Tourism Resources are natural spontaneous resources; both biological and physical such as forest areas, wildlife, waterfalls, caves, beaches, islands, and corals that are exceptionally stunning. 2) Archeological and Historical Resources are tourist attractions that has important evidence of the history, archeology, and religion, including antiques, historic sites, and temples. 3) Art Cultural Tradition and Activity Resources are tourist attractions with artistic values, customs, and traditions that ancestors have created and passed on through inheritance. This type of tourism resource is the

traditional way of life, art, and cultural performance, local products, clothing, languages, tribesmen, zoos, and tourism activities such as boating, cycling and rafting. [3]

Routine Tourism Promotion Action Plan of 2019 from Tourism Authority of Thailand create under framework of 20 years National Strategic (2017-2036), the 12th National economic and social development plan, government policy, and economic development direction: Thailand model 4.0, National Tourism Development Plan No.2 of 2017-2022, and Tourism Authority of Thailand Enterprise Plan of 2017-2022 that combined with the analysis of environmental factors in the current situation and future trends to get a plan that are beneficial to the nation and the most effective aim to be a sustainable popular tourist destination with increasing revenue from tourism continued, balance, and thoroughness. It is through the value proposition of tourism in Thailand which tourists get valuable experience and open a new perspective to life from touching the charm of the unique local Thai experience [1] Therefore, it is necessary to study the potential tourism resources available in that area by using the information to develop into valuable and sustainable tourist attractions.

Klong Bang Noi Community, Samut Songkhram Province is a riverside community that is old since Ayutthaya period (1480). [2] Most of them are professionals in trading and agriculture. Houses are located on both sides of the Mae Klong River and Bang Noi Canal which is the main route that connect to various provinces in which there are small and large boats coming to dock in order to exchange goods. It is the origin of way of life, beliefs, and occupations that reflect in riverside community-style, communication, and traditions related to the river until becoming an identity that reflects many values and traditions. This research study the potential tourism resources of Klong Bang Noi Floating Market Community to promote the potential tourism resources that still maintain the identity of the riverside community appropriately and sustainable ecotourism.

OBJECTIVES

1. To survey the tourism resources of Klong Bang Noi Floating Market Community.
2. To study the potential tourism resources of Klong Bang Noi Floating Market Community.

METHODOLOGY

1. Study theory, research, and other literatures that relate to tourism resources.
2. Review documents from government sectors and related agencies, photographs, and physical with the following sources.
 - 2.1 Kradangnga Sub-district Municipality, Bang Khonthi District, Samut Songkhram Province
 - 2.2 Department of Public Works and Town & Country Planning
3. Survey area, collect field data, observe, and interview relevant person.
4. Analyze places, way of life, and activities in this community to study and collect the tourism resources.
5. Study attitudes, listen to opinions and needs from the people and related agencies, then collect the results and select the potential tourism resources in community.
6. Survey, collect additional data, and include analyzing the potential tourism resources.
7. The results of the analysis were summarized to the potential tourism resources in the community to promote activities in communities related to way of life, traditions and cultures that are suitable for further tourism promotion.

RESULTS

The researcher uses the study process and analysis data from various documents, articles, and reports that are relevant to the potential tourism resources by using the method of surveying in the actual area, recording images, and observing to collect physical data of tourist areas, traditions, way of life, and activities together with using the in-depth interview process. Persons who have knowledge and expertise in potential tourism resources in the Klong Noi floating market community will promote cultural tourism and way of life of the community such as abbot, municipality, and community leaders, etc.

The result from survey, analysis, and study about the tourism resources in Klong Bang Noi Community, Samut Songkhram Province finds that this community has a lot of the potential tourism resources (Fig.1 the potential tourism resources in Klong Bang Noi Community) that can divide the potential tourism resources into 3 types; Natural Tourism Resources, Archeological and Historical Resources and Art, Cultural Tradition and Activity Resources.

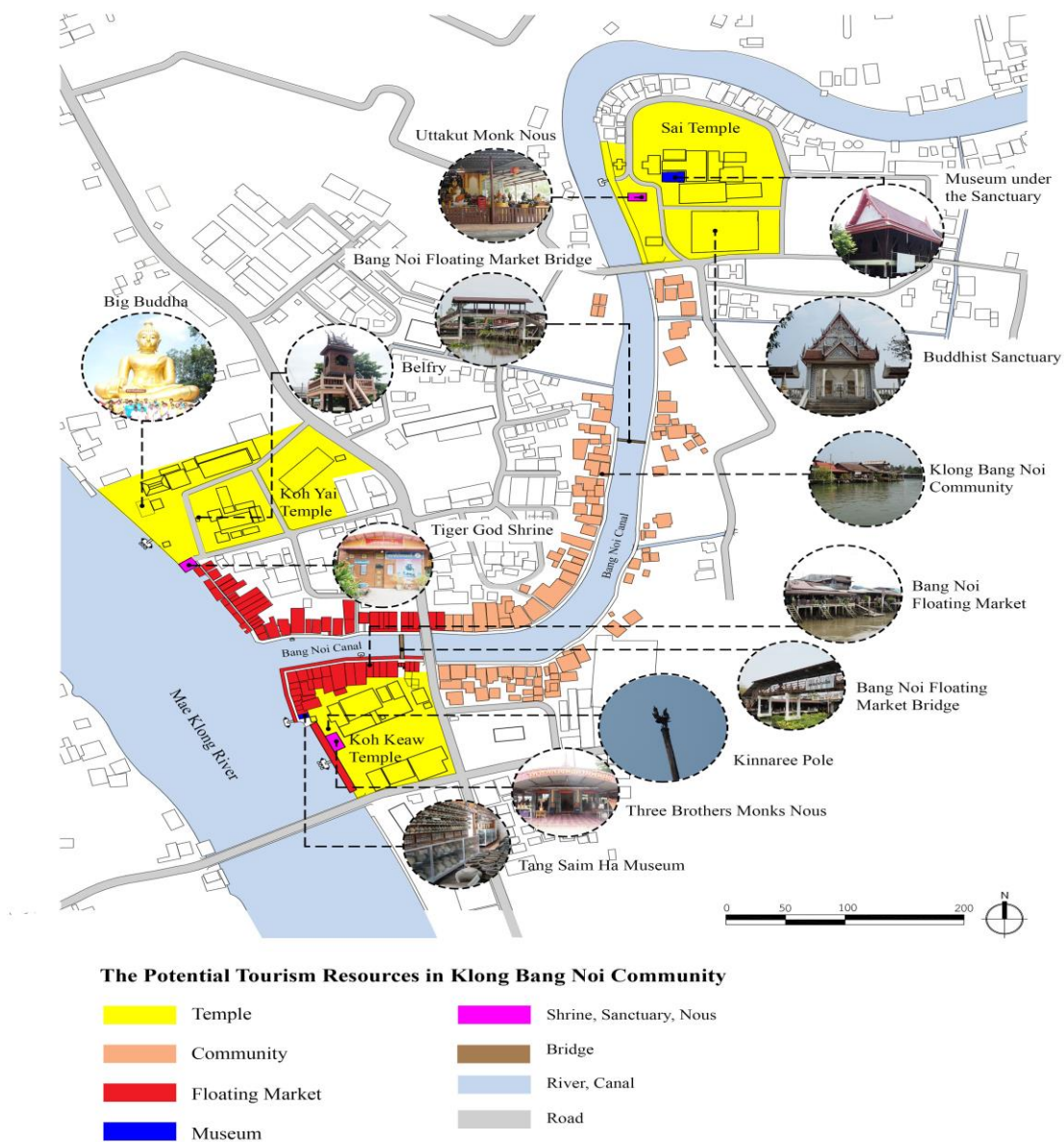


Fig.1 The Potential Tourism Resources in Klong Bang Noi Community

The potential tourism resources in Klong Bang Noi Community, Samut Songkhram Province (Fig.1 the potential tourism resources in Klong Bang Noi Community) divide the potential tourism resources into 3 types, as follows:

1. Natural Tourism Resources

Natural tourism resources are natural spontaneous tourism resources such as rivers, canals, etc. These tourism resources are most attractive to tourists.

1.1 Mae Klong River

Mae Klong River is a large natural waterway. It is important in terms of transportation, especially for the local people. They use this way for transporting, using consumer, and also with outstanding beauty because of its wonderful scenery that provide benefits for recreation.



Fig.2 Mae Klong River

1.2 Bang Noi Canal

Bang Noi Canal is a natural canal that connects to Mae Klong River. This is one of the fantastic natural spots that are attractive to tourists to visit there.



Fig.3 Bang Noi Canal

2. Archeological and Historical Resources

Archeological and Historical Resources are tourist attractions that are relevant evidence of the importance of history, archeology, and religious places.

2.1 Religious places

Religious place is a place that people do worship. In Klong Bang Noi Community, there are 3 temples namely Koh Kaew Temple, Koh Yai Temple, and Sai Temple. They were built during the late Ayutthaya period (2023-2285).



Koh Kaew Temple (1)



Koh Yai Temple (2)



Sai Temple (3)

Fig.4 Religious places in Klong Bang Noi Community

2.2 Ancient Remains

Ancient Remains is an ancient immovable object. In Klong Bang Noi Community found Ancient Remains called “Kinnaree Pole”, which is more than 100 years old, was built in the last Ayutthaya period. “Kinnaree Pole” is an important evidence of the Mon settlement in the Khlong Bang Noi Community. Previously, there are 3 poles that were built in the area of Koh Kaew Temple. The Kinnaree body is made of bronze and the pole is made of wood that is tough and resilient. Currently, there is only one “Kinnaree Pole” because they were dilapidated along with time. [6]

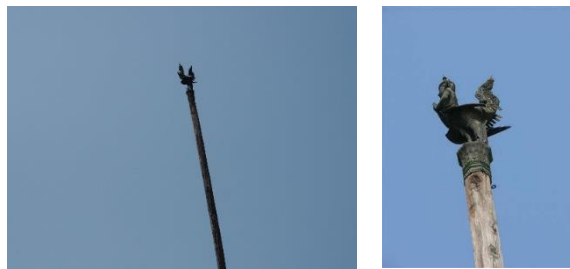


Fig.5 Kinnaree Pole

2.3 History Site

Historical site is a place that has significant impact in the history. In Klong Bang Noi Community has Tang Saim Ha Museum where collect antiques, most of which are household ceramics of more than 4,000 pieces from Dvaravati period, Sukhothai period, Ayutthaya period, and Early Rattanakosin period.



Fig.6 Tang Saim Ha Museum

3. Art, Cultural Tradition, and Activity Resources

Art, cultural tradition, and activity resources are tourist attractions or tourism resources with artistic value and traditions that ancestors have created and inherited. This tourism resource consists of traditions and way of life.

3.1 Tradition

3.1.1 Songkran Tradition

In the past, the Songkran tradition of the people in the community call this tradition as “Kut Songkran”, held in mid-April which in the old days was considered as New Year's Eve. There are many activities during this celebration such as pouring of water on the elders, sand pagoda contest, and the band dance contest, etc.



Fig.7 Songkran Tradition

3.1.2 Boat Racing Tradition

Boat racing is a game during flood season that has been practiced since ancient times which is often played during the merit making period in each tradition. In the boat racing events of the Klong Bang Noi Community, there are races using long boats, dinghy, pan boats, etc.



Long Boats (1)

Dinghy (2)

Pan Boats (3)

Fig.8 Boat Racing Tradition

3.1.3 Loy Kratong Tradition

Loy Krathong Festival is held at the temples. There are Loi Krathong sai activities. “Krathong sai” is made of coconut shell or banana tree that they can find in the community, and then they put incense and candles in it to make lightings in the krathong and float them in a row along the canal that cause light streaks in the river or canal.



Fig.9 Loy Kratong Tradition

3.1.4 The Buddhist Lent Day

In the Buddhist Lent Day Tradition, there is a tradition of casting large candles, parade candles, and money tree to offer them to the monks in the local temples, including Bang Khonthi Temple, Koh Yai Temple, Koh Kaew Temple and Wat Sai. This tradition has been passed through generations to generations for a long period time until now.



Fig.9 The Buddhist Lent Day

3.2 Way of Life in Klong Bang Noi Community

Bang Noi Floating Market are wooden shophouses located on both sides along the Bang Noi Canal. Most of the people in the community have career in the field of commerce, such as shops, food stores, pharmacies, etc. Most of the products sell in the market are influenced by Chinese where their local products are Chinese medicine, shrimp grill, fried rice with mackerel, grapefruit, coconut, palm juice, etc.



Fig.10 Way of Life in Klong Bang Noi Community

CONCLUSION

From the survey and study of the potential tourism resources in Klong Bang Noi Floating Market Community through in-depth interviews. It was found that the Klong Bang Noi Floating Market Community has tourist attractions with various potentials, including activities, culture and history, nature, and festivals. [4] It has tourism resources that are different from other communities because of the existing old Chinese Community therefore they become one of the important trading centers in Mea Klong River Basin and is also a valuable place in history of the nation as well. Causing the Klong Bang Noi Floating Market Community to have potential for outstanding tourism resources in nature, culture, tradition, and way of life that still exist from the past to the present.

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