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# GUIDELINES TO CREATE COMMERCIAL IDENTITY IN KOH KRET COMMUNITY

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## ABSTRACT

The Ministry of Culture has prepared a project to develop Koh Kret's cultural tourism potential. That project has significantly contributed to the growth and prosperity of tourism in Koh Kret, which has had a significant impact on the expansion of commercial areas, owing primarily to the influx of entrepreneurs from outside. As a result, Koh Kret's commercial areas have lost their identity. It aims to study the identity of Koh Kret in order to make it applicable to commercial areas and present the information needed to build a commercial identity in Koh Kret. The methodology gathers information from physical community surveys as well as data from field questionnaires from the population of 158 shops before having them conclude the results to build commercial areas with identities.

The research results are as follows: 1. Population groups and business operations: 1.1 The population in the area has 3 groups, namely 56.0% of Thai ethnicity, 41.0% of Mon ethnicity, and 2.0% of Muslim ethnicity. 1.2 residents: 46.0% of residents are outside of the Koh Kret area, and 54.0% of residents are within the Koh Kret area. It was found that 52.4 % were renters and 47.6 % were owners. 1.3 style: 60.7 % of the storefront panel, retail shops 39.2 % 2. Unique information: 2.1 Uniqueness of architecture, Mon Koh Kret's identity in architecture Mon riverside houses 20.0% Stacked roofs 20.0% Mon pagoda 60.0% 2.2 Uniqueness of pottery 16.0 % of finely applied art-patterned pottery, 42.0 % of pumpkin-shaped pottery 2.3 Unique Mon identity on Koh Kret. Pottery 72.0 % Golden swan 67.0 % Wat Mon 58.0 % Takab flag 52.0%, and Riverside houses 26.0 % 2.4 Colors represent Mon: 53.0% red, 37.0% orange, and 10.0% white. Based on the information provided, it is possible to conclude that the most notable architectural identity is the Mon pagoda, the pumpkin-shaped pottery fine art pattern, and the red color is representative.

**Keywords:** Identity, Commercial, Retail Shop

## INTRODUCTION

According to the government's policy assigned to the Ministry of Culture, Koh Kret Cultural Tourism Potential Development Project is to promote the culture city for tourism by developing important historic sites around Koh Kret along with the landscape and various facilities to accommodate tourists at a full capacity of 5 locations, which uses a budget of 22 million baht.

Due to the stimulation and compression of money to raise the level of tourism since 2013, the number of trades in Koh Kret has increased significantly. There is a trade of foreign merchants and those shops are not organized, lacking of management and local identity that makes local identity begin to fade away. And, the merchants lacks of care in terms of identity and local culture and may result in local identity disappearing

By coming in is to find measures to create, conserve or inherit the identity of Koh Kret community through architecture and stimulate tourism in the area. This is to attract tourists and generate income for people in the community as this community has a beautiful lifestyle including the linking of cultural waterways as well as accommodation, restaurants, cultural products that show the outstanding community in the waterfront lifestyle. If it has been developed, it will make a lot of tourists come in and can improve the quality of life of people for the community to be better.

## OBJECTIVES

1. To study the identity of Koh Kret
2. To create the identity of the commercial area in Koh Kret to be in line with its physical location.

## METHODOLOGY

Guidelines for studying the identity of Koh Kret commercial areas will use the survey research method to study the physical characteristics of all communities. Then, the researcher will collect data from questionnaires to summarize the nature of the densely constructed commercial districts in 328 shops. The research method will be divided into three categories:

1. Temporary shops is easily moved. Most are located in the umbrella area and scattered in the corridor. The products found will be souvenirs.
2. Semi-permanent shops, the medium-sized can be moved but can't be made easily, or durable. Most products are food and beverages.
3. Permanent shops look like large shops. They have a stable structure and can't be moved. The customers can walk into the store, and most products are diverse.



(a)



(b)



(c)

Fig.1 (a) Temporary shops (b) Semi-permanent shops and (c) Permanent shops

### Architecture Identity

Many places on Koh Kret have been influenced by Mon cultures, such as Pamai Yikavas Wat and Phai Lom Wat.



Fig.2 Phra Maha Raman Chedi Within Wat Phamai yikawas

### Arts and Crafts Identity

Mon people are famous for making pottery with patterns by using "coral tree spikes" to carve the beautiful patterns, and these will be used for pressing on the surface of pottery to create a beautiful pattern.



Fig.3 Art pottery

### Culture and Tradition Identity

The waterfront community of Koh Kret has inherited traditions from Mon, such as offering the Takab flag, which Thai people in Pathum Thani practice during Songkran Festival.



Fig.4 Takab flag

For collecting data from questionnaires, the researcher determines the size of the sample using the Taro Yamane formula (Yamane, 1970), which determines the level of confidence at 95% and has a tolerance level of 5%. The researcher estimated the number of sample groups that the commercial department store representatives in the areas of Koh Kret, Moo 6, and 7, which requires one commercial building to be counted as one unit. In this study, 1 unit of commercial buildings was used as a sample group from the number of commercial building units in the Koh Kret community area, Moo 6 and 7, totaling 328 shops.

$$n = \frac{N}{1 + Ne^2}$$

n is the number of samples Sample size

N is the size of the known population.

e is the probability of errors that allow

The population used in the research was 328 shops, accepting 5% of the sampling error. The sample size that is needed is 185 shops. The method of collecting data in the questionnaire with electronic data passes QR code.

## RESULTS

When collecting physical data and the number of shops, the following categories can be used: There are 13 in Moo 6, Ban Wat Sao Thong Thong. 8 shops, which can be categorized as follows: 1) 5 temporary shops; 2) 90 semi-permanent shops 3) 43 permanent shops. And Moo 7, Ban Ong Ang, with 190 shops, can be divided as follows: 1) 18 temporary shops; 2) 52 semi-permanent shops; 3) 120 permanent shops.



Fig.5 the number of samples Sample size

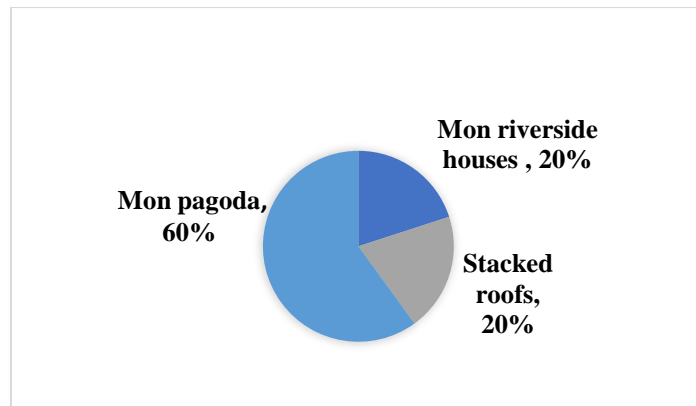


Fig.6 Uniqueness of Architecture

Ethnicity consists of ethnicity, Mon, Thai and Thai Muslims by ethnicity 56.0%, Mon ethnicity, 41.0% and finally Muslim ethnicity is 2.0%

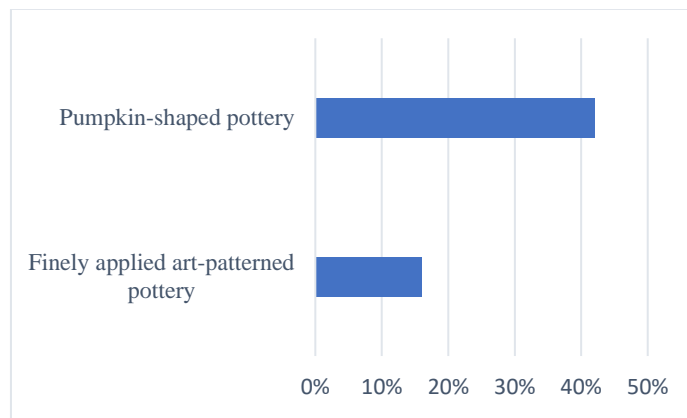


Fig.7 Uniqueness of Pottery

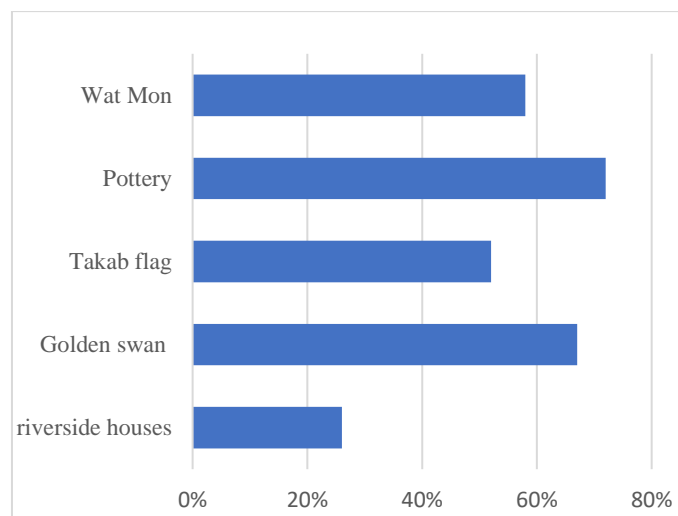


Fig.8 Unique Mon Identity on Koh Kret

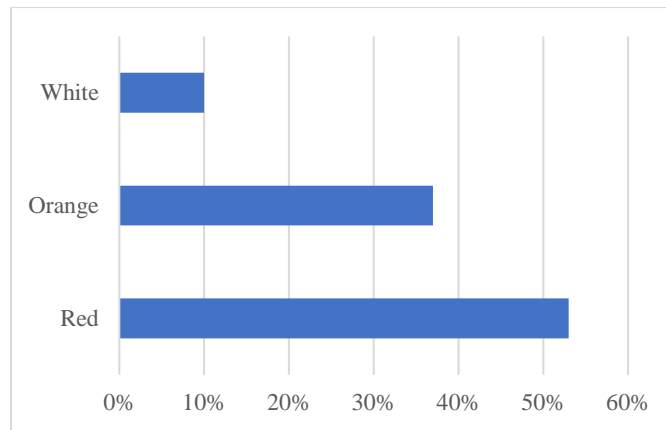


Fig.9 Colors represent Mon

Mon Koh Kret's uniqueness in pottery: Pottery with fine arts and applied Thai designs 16.0% of Pumpkin-shaped pottery 42.0% and Mon Identity: 26.0% of the Mon waterfront, 67.0% of the swan, 52.0% of the centipede flag, 72.0% of pottery, and 58.0% of the Mon temple and colors represent Mon: 53.0% red, 37.0% orange, and 10.0% white. Based on the information provided, it is possible to conclude that the most notable architectural identity is the Mon pagoda, the pumpkin-shaped pottery fine art pattern, and the red color is representative.

## CONCLUSION AND RECOMMENDATIONS

The results of surveys and identity building can be used as a guideline for creating identity. It can be divided the shop type as follows: 1) Permanent shop is a modification to create an identity and increase interest in commercial shops, which look like ancient waterfront houses. 2) Semi-permanent stores are designed for specific applications such as food products. 3) Temporary shops are designed for ease of use to raise the level of cultural tourism in Koh Kret. There are people who come to buy more, which results in the uniqueness of Koh Kret being appreciated by foreigners coming to travel and the understanding of local people to preserve Koh Kret.

## RECOMMENDATION

In an extension of the research, The information obtain can be used in other areas of the commercial sector, not just shops. It may be applied in other parts, such as walkways, shop signs, and other parts, to stimulate a tourist attraction and create a unique Koh Kret area. It is useful to local agencies; for example, Koh Kret Sub-district Administration Organization can apply this approach to all commercial areas in Koh Kret to benefit the tourism of the community itself.

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