

**INVOLVEMENT OF COMMUNITY IN TOURISM MANAGEMENT:
A CASE STUDY OF BAN MAI FLOATING MARKET,
CHACHOENGSAO PROVINCE, THAILAND**

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ABSTRACT

This research aimed at understanding tourism management based community in Banmai Market, Chachoengsao province, studying satisfaction level of the tourists toward the tourism management of Banmai Market and proposing tourism management guideline enhancing 100 Years Banmai Market tourism management. Qualitative and quantitative research methods were used in this study. In data collection, semi-structured interview was employed for the qualitative research with 10 entrepreneurs who participated in Banmai Market and questionnaire survey was used for the quantitative research with 300 customers who visited the market. Random sampling method was employed for sample selection. To analyze the data, the researcher used content analysis for the qualitative research and descriptive statistics for quantitative research. The result demonstrated that the tourism at Banmai Market was systematically managed by two community organizations including Banmai community conservation organization and sale organization commission. In relations to customers' satisfaction level, "products and services" totally was rated in "High" level meanwhile "tourism management" was averagely rated in "Moderately" level. Both policy support from the government and related agencies and practical tourism management from community are recommended to be appropriately developed in order to gain potential tourism provision.

Keywords: Involvement, Community, tourism management, community-based management

Introduction

Tourism industry has an important role in developing the economy of Thailand such as increasing investment and employment so that it can help spread income over various groups of people especially in local area. In addition, it also helps provide and exchange cultures and traditions especially tangible assets including infrastructures, facilities and landscape in tourism area (Kaosa-ard, 1994). However, the expansion of the tourism in several areas has caused problems and destructed history, archaeology, cultures and architecture and negatively affected the natural resources and environment such as wastes and pollutions. It is not sustainably developed due to the lack of unsuitable plans that are not corresponded to the environment, society and economy. Therefore, in response to country development concept of "living together in a peaceful society", the tourism development policy should promote the community participation focusing and considering the communities, as the main objective, whereas people in the community can be encouraged to involve and participate in tourism management activities such as exchanging ideas for improving, planning and developing the competency and core value of tourism business such as nature, culture and wisdom. Also, the policy should be able to cultivate community members' mind to understand that their local natural resources and cultures inherited from their ancestors are very important to them and it can help create valuable products with low cost of production which finally can generate the incomes for their community members. In addition, in doing so can also help prevent themselves from the cross cultures affected by the globalization era which it is swallowing the local cultures and traditions and remain the resources for the next user generation. Nevertheless, utilizing the nature and culture to create advantages for the community especially in the forms of natural and cultural tourism is in wonder. Therefore, the researchers are interested in studying natural and cultural tourism with the questions of how community help manage the tourism and what are recommendation to better the community-based management?

The study selected Chachoengsao province as a study area because it has various interesting cultural and natural knowledge sources including ancient places and antiquities made by nature and human such as Sothorn Wararam Worawihan Temple, Phraya Srisoonthornwoharn Monument (Noy Ajarayangkoon), Mueang Chachoengsao Fort, Old City Hall or the City Hall of Prajeen Precinct, 100 Years Banmai Market (Borrowman, 2010), 100 Years Klongsuan Market and etc. These attraction places are different from each other in terms of ability to manage the tourism and support from the relevant organizations which it finally has negative effects toward the benefits given back to the community. However, The study selected 100 Years Banmai Market from various interesting places because the community involved in tourism management and its tourism is managed with cultural and ecological conservation. So far, it is a proper place to study in order to explore the problems and suggest the solutions for sustainable tourism development.

Objectives of the Research:

1. To understand the tourism management based community in 100 Years Banmai market, Chachoengsao province.
2. To study satisfaction level of the tourists toward the tourism management of 100 Years Banmai market, Chachoengsao province.
3. To propose the tourism management guideline to enhance 100 Years Banmai market, Chachoengsao province.

Scope of the Research

This research selected only two communities including Banmai Market Community and Upper Market Community located in 100 Years Banmai Market, Chachoengsao province as the study area.

Literature Reviews

Concept of Involvement

The involvement of the people in various development activities in terms of politics, economics and society can take place in various forms, formats, and ways in which these will be differed according to the

objectives. Thus, the definition of involvement given by scholars and social developers are different and varied upon the personal understandings and experiences. Involvement means the participation of the stakeholders in the community in deciding, selecting and setting activities and formats to economically, societally and politically develop community activities in order to achieve community's set goals (Leksakundilok, 2006) and less dependence from external supporting organizations. In other words, involvement can refer to the opportunity that the community's members can participate into at least one activity to accomplish the community target.

From the concept of people involvement, it can illustrate that the consideration about people involvement must consist of involvement in identifying the problem, decision making, implementing and practicing and obtaining benefits and advantages and assessing the performance. Nevertheless, involvement of the people in any step is depending on the responsibility given in particular period of time and the society (Tosun, 2000). People who have direct responsibility will have more chances to participate in management activities such as identifying the problems and deciding the solutions than those who do not have direct responsibility.

This research studied the involvement of people in every step starting from planning stage, implementation stage, follow-up stage, assessment stage to benefits distribution stage because all stages of involvement are very crucial and they can be the starting point to improve level of people's involvement.

Concept of Ecotourism Management

Concept of ecotourism management now becomes more important to the recent tourism industry since various areas have been promoted and supported by the governmental organization to design and develop their under authorized areas to welcome tourists or visitors (Okech & Bob, 2009). In doing that, each area and community needs to utilize their natural and cultural resources and make profits from them with cultural and ecological concerns. In terms of definition, ecological tourism or ecotourism has been defined by various scholars.

For example, Tourism Authority of Thailand or TAT (Sangpikul & Batra, 2007; 1997) defined ecotourism as the responsibility to travel in areas that has natural resources, cultural or historical resources. Fennell & Eagles (1990) defined that the ecotourism is the tourism that has been managed with the purpose to utilize the nature and culture as a learning sources and satisfy the visitors. The management itself needs to be aware of environmental concerns and sustainability. Meanwhile, Steele (1995) cited in Hvenegaard & Dearden (1998) defined ecotourism as the tourism on nature relating to learning and describing the environment and is conducted with sustainably ecological management.

The researchers used these two concepts (concept of involvement of people and concept of ecotourism) because these concepts are very crucial and appropriate to use in bettering the sustainable management of the tourism in the local areas together with concerning the nature and culture. As illustrated, people in the community have to assist each other in thinking, deciding and developing their proper tourism and be aware of environment at the same time.

Data Collection and Analysis

This research is qualitative and quantitative research. Physical field survey, observations, conversation and dialog, semi-structured interview and questionnaire survey were used to collect the data for the study (Creswell & Clark, 2007). The samples were selected through random sampling method. 10 entrepreneurs participating in 100 Years Banmai Market were selected to participate in the interview section. 300 tourists were randomly selected to answer the questionnaires. Details are portrayed as follows.

Field Physical Survey: The researchers used this type of survey to understand the characteristics of the study area such as the general structure of the market, accessibility to the market, transportation system, resources, public utilities and facilities, usage of building and nearby tourist attractions and etc.

Observation: The researchers used two types of observation including non-participatory observation and participatory observation. Non-participatory observation is a general observation that the researchers used it to study about the way of living

of community members, culture, activities relating to the local tourism, services given to the tourists, and number of tourists within the area. Observing, recording and photographing were employed to use in this type. The researchers went to the field to collect the data during both weekdays with tourism activities and weekends with tourism activities from November 2012 to March 2013. Another observation is participatory observation. This type of observation was employed to study about the working procedure of the community organization and other relevant agencies such as Banmai Market Preservation Club, Stall and Shop Regulating Committee and Chachoengsao Municipality, etc. In the beginning, the researchers joined their management activities as researchers who came to collect data, but later the researchers participated in various activities of the communities because we all were familiar with the community.

Conversation and Dialog: The researchers used unstructured conversation with the policy leaders such as Chachoengsao Municipality Mayor, Deputy of Chachoengsao Municipality and people of Banmai market and Upper market Community in order to gain facts and understanding about the policy and tourism management of 100 years Banmai Market Community.

Interview: After the field survey and observation to gain understandings about the study area, the researchers then used semi-structured interview to gain in-depth data and information about the tourism management. The questions related to existing problems and obstacles. The interviewees were key-informants or the direct relevant parties of the tourism management.

Questionnaires: In the same time, the researchers used questionnaires to gain general information of correspondents and their opinions about the satisfaction regarding the services of 100 Years Banmai Market and tourism management of 100 Years Banmai Market. The questionnaires were conducted because information obtained by this method can also help evaluate the tourism management of the Market. In the questionnaires, general information of correspondents, satisfaction toward

Findings

This research can demonstrate the findings from qualitative and quantitative research according to the studied objectives. The first objective is to understand the tourism management based community in 100 Years Banmai market, Chachoengsao province. This part included the background of the studied area, geography and economics, and current tourism situation provided to the tourists. Then second objective is to study satisfaction level of the tourists toward the tourism management of the Market. This part included frequency, percentage, mean and standard deviation toward the correspondents' opinions relating to general information, satisfaction of service and satisfaction of tourism management. The last objective is to propose the tourism management guideline to enhance the Market. Details were portrayed as follows.

1) Understanding of the tourism management based community in the studied area

Background of the studied area

Results are from the survey of the situation, circumstances and current tourism problems in the area of 100 Years Banmai market, Chachoengsao by collecting data from field survey, observation, interview, and conversation/dialogue. From the study of Banmai market's history which currently located on the east of Bang Pra Kong river bank along the Suppakij Road within Na Meung District, Mueng, Chachoengsao, the researcher has found that this area is an old economic area of Pad Riew.

It is the market of Chinese ethnic that are more than 100 years old which used to be called "Riverside Market".

In the past, this market was full of merchants and vendors.

Geography and economics,

Banmai Market composed of 2 communities including the Upper Market Community and Banmai Market Community and sited on Suppakij Road, Mueng Chachoengsao with total area of the market around 9,400 square meters or around 5.82 Rais. It has borders connecting with areas as following (traveltobangkok.blogspot.com, 2014):

The north border is near local administrative

organization of Bang Kwan

The south border is near with Wannaying Community 1-2

The east border is near Bang Pra Kong River

The west border is near local administrative organization of Ta Khai

In the present, the structure of Banmai Market composes of wooden buildings paralleling on both banks of Bang Pra Kong River. The small bridge was constructed to across the canal that is between the Upper Market Community and Banmai Market Community. The Market itself is long about 200 meters long and divided into blocks. Each block is about 4 meter wide and 6 meters long. In total, Banmai Market has approximately 205 blocks. Each building is made of wood and its roof is covered by tiles. Some of buildings has only one story or has one and half stories.

The structure of Ban Mai Market is very interesting. The Market is divided into three parts including the upper part, middle part and bottom part. Firstly, the upper part of the market is used for the market exit and entrance. The market at the Upper Market Community consists with partial renovated buildings – each building is still conserving wooded structure. Secondly, the middle part of the market similarly consists with buildings with conserving the wooded structure. The narrowed aisle is covered by corrugated iron roof assimilated with the buildings. Lastly, the lower part of the market is also used for the market exit and entrance.

Current tourism situation

Current situation of Banmai Market

Banmai Market composes of 3 tourism elements including tourist attractions, services and tourism marketing. For tourist attractions, the Banmai Market is used to attract the tourists to visit Banmai Market itself as the main purpose and visit other nearby interesting places. In relations to the services, the Market provides various services encompassing with shops, stalls, information center, parking space, guided boat tour and other public services such as toilets, public phone, automatic teller machine (ATM), and recreational area/bench, security and

satisfaction supporting services. Lastly, in relations to the market tourism, the market composed of tourists and promotional marketing.

The Banmai Market is fully surrounded with valuable culture and traditions and fertile natural resources including;

- 1) Products and foods
- 2) History – the market itself has an important role and legend in the past for the learning
- 3) Arts, culture and tradition – the community's members in the markets have the unique generation-to-generation way of Chinese living on the river bank.
- 4) Valuable buildings – the market has inherited building with its architecture aged more than 100 years old during the reign of King Rama V.
- 5) Nature resources such as Bang Pra Kong River and Banmai canal.

Not only has the Banmai market treasured culture and traditions and rich natural resources in order to attract the tourists, but also the Market create products and services such as shopping, photographing, boat trip to Pra Buddha Sai Yasana, feeding and releasing fishes, shells, turtles, birds and others to respond the needs of the tourists.

Besides, there are nearby tourist attractions such as

- 1) Upai Pati Karam Temple (Sum Po Kong Temple)
- 2) Tep Nimit Temple
- 3) Jeen Pracha Samosorn Temple (Leng Hok Yi Temple) and
- 4) Sothorn Wararam Worawihan Temple

Services of Banmai Market

Ban Mai Market is a trading market that has shops, trolleys and stalls. Currently, there are 202 vendors and shop owners that registered with Chachoengsao Municipality on 2012. In addition, the vendors and shop owners need to re-register with Chachoengsao Municipality every year.

Information Center of Banmai Market

Banmai market has information center in order to service the tourists which it was supported by the Tourism Authority of Thailand, Central Regional Office Zone 8 under the project of Sustainable Development of Banmai Market for Attraction. The center is located on Banmai market side placed in front of Chao Pho Ko Mintra Shrine. In the past,

there was no officer at the center, but now the committee suggested and appointed one community member to sit at the center in order to advice the tourists with the information needed.

Car Parking of Banmai Market

Banmai market does not have its own public car parking space due to limited space which cannot be transformed to a parking slot for the tourists. However, there is a request to use spaces from surrounding areas including the two spaces from State Railway of Thailand, temple, roadsides, and other spaces from private owners that can accommodate all of the cars. The spaces used for car parking slots included 1) Space of State Railway of Thailand, 2) Space of State Railway of Thailand across Koong Nang Shop, 3) Private Space at the entrance of a village next to the state office, 4) Space from temple in front of Pra Phrom Si Na Vegetarian Cafeteria at the entrance of Tep Nimit Temple, 5) Private Space at E-san Lerd Lod Restaurant and 6) at the Entrance of Upper Market. In fact, some of the tourists would park their cars at Upai Pati Karam Temple (Sam Po Kong Temple), and Jeen Pracha Samosorn Temple (Leng Hok Yi Temple) to worship or pay a visit then walk around for shopping at the Banmai Market. Along the roadside

is also another parking option for the tourists.

Guided Tour Boat Services

Currently, the Banmai Market has offered row boat services as another option of tourism activities.

2. Study of tourists' satisfaction level toward the tourism management of the Market in the studied area

2.1 General information of respondents

This part indicate the results retrieved from the study of general information and satisfaction level of the tourists toward goods and services and tourism management of the Banmai Market. The results in the relations to the general information of correspondents showed that most of the tourists were female (55.7%) with the age group between 20 -30 years old (42.3%). About 74.7% of tourists were traveling to Ban Mai Market by private cars and 63.7% of them knew about Banmai Market from news and the word of mouth from who ever visited before. The main purpose of visiting the Market was to see around the old market (38.0%). The correspondents spent around 1-2 hours (58.7%) in walking and shopping around the Market. In addition, most of the correspondents ever visited the Market more than 4 times (mean = 4.47 and S.D. 5.473). Details are shown in Table 1.

Table 1: Frequency and percentage of tourists classified according to gender, age, transportation means, visiting amount, information channel, visit purpose and visiting length

Characteristics	Frequency	Percentage
Gender		
Male	133	44.3
Female	167	55.7
Age		
Under 20 years	79	26.3
20-30 years	127	42.3
31-40 years	47	15.7
Above 40 years	47	15.7
Means of transportation to Banmai market		
Personal Cars	224	74.7
Public Bus	57	19
Train	19	6.3
Channel of information of Banmai market		
Television	50	16.7

Characteristics	Frequency	Percentage
Radio	5	1.7
Printed Media	19	6.3
Online Media	35	11.7
Words of mouth	191	63.7
Main purpose of visiting Banmai Market		
Shopping	82	27.3
Sightseeing of the old market	114	38
Worshiping/visiting Sacred place	50	16.7
Observation touring	19	6.3
others	35	11.7
Length of time spent on touring and shopping in Ban Mai Market		
Less than 1 hour	24	8
1-2 hours	176	58.7
2-3 hours	80	26.7
More than 3 hours	20	6.7
Total	300	100

2.2 Satisfaction level toward goods and services of Banmai market

In the study of satisfaction level toward goods and services of Banmai market, the results showed that the overall satisfaction level is averagely on the High level with mean score of 3.90. Considering on each aspect, it was found that the tourists highly satisfied with the service provider at the High level with mean score of 4.06), followed by variety of

goods and services ranked in the High level with mean score of 3.95. In terms of quality of goods and services, the score was also rated in the High level with the mean score of 3.92. In relations to appropriateness of the goods and services, the score was in the High level with the mean score of 3.85. Lastly, the satisfaction toward the pricing has the lowest mean score of 3.74 ranked in the High level. Details were specified in Table 2.

Table 2: Frequency, percentage, mean and standard deviation (S.D.) of the satisfaction toward the goods and services of Ban Mai Market

Goods and services	Level of Satisfaction					Mean	S.D.	Level of Satisfaction
	Highest	High	Fair	Low	Lowest			
1. Appropriateness	47 (15.7)	169 (56.3)	77 (25.7)	7 (2.3)	-	3.85	0.698	High
2. Price	36 (12.0)	156 (52.0)	101 (33.7)	7 (2.3)	-	3.74	0.694	High
3. Variety	79 (26.3)	131 (43.7)	86 (28.7)	4 (1.3)	-	3.95	0.776	High
4. Quality	36 (12.0)	209 (69.7)	51 (17.0)	4 (1.3)	-	3.92	0.582	High
5. Service Provider	67 (22.3)	183 (61.0)	50 (16.7)	-	-	4.06	0.623	High
Total						3.90	0.675	High

2.3 Satisfaction level toward tourism management of Banmai market

Regarding satisfaction toward tourism management of Banmai market, the result displayed that the satisfaction level is averagely on the Fair level with the mean score of 3.41. When individually considering each aspect, the data showed that the tourists has a high satisfaction on various aspect with the mean score ranging from 4.05 – 3.53. The scenery has the mean score of 4.05. The overall picture of the market has mean score equal to 3.95. The comfortability in touring/walking has the

mean score equal to 3.53. Besides, the tourists have the Fair level of satisfaction with the means score between 3.44 – 2.89 in following aspects including the recreational area/bench (mean score of 3.44), the walk way in the market (mean score of 3.31), information given (mean score of 3.30), traffic (mean score of 3.29), waste and garbage (mean score of 3.28), promotional sign (mean score of 3.27), zoning (mean score of 3.22), parking lot (mean score of 2.91) and toilet facility (mean score of 2.89). Details were given in Table 3.

Table 3: Frequency, percentage, mean and standard deviation (S.D.) of satisfaction toward tourism management of Ban Mai Market

Tourism Management	Level of Satisfaction					Mean	S.D.	Level of Satisfaction
	Highest	High	Fair	Low	Lowest			
1. Parking Lot	18 (6.0)	78 (26.0)	89 (29.7)	90 (30.0)	25 (8.3)	2.91	1.063	Fair
2. Toilet	11 (3.7)	67 (22.3)	124 (41.3)	74 (24.7)	24 (8.0)	2.89	0.963	Fair
3. Walk way within the Market	10 (3.3)	95 (31.7)	181 (60.3)	7 (2.3)	7 (2.3)	3.31	0.686	Fair
4. Cleanliness of the Market	18 (6.0)	174 (58.0)	108 (36.0)	-	-	3.70	0.575	High
5. Scenery	85 (28.3)	144 (48.0)	71 (23.7)	-	-	4.05	0.721	High
6. The overall picture of the market	56 (18.7)	180 (60.0)	51 (17.0)	4 (1.3)	4 (1.3)	3.95	0.734	High
7. Recreational area/bench	37 (12.3)	96 (32.0)	133 (44.3)	30 (10.0)	4 (1.3)	3.44	0.881	Fair
8. Waste and garbage	7 (2.3)	119 (39.7)	135 (45.0)	30 (10.0)	9 (3.0)	3.28	0.795	Fair
9. Security	20 (6.7)	166 (55.3)	85 (28.3)	29 (9.7)	-	3.59	0.755	High
10. Traffic	22 (7.3)	104 (34.7)	132 (44.0)	22 (7.3)	20 (6.7)	3.29	0.949	Fair
11. Comfortability in touring/ walking around the Market	24 (8.0)	135 (45.0)	124 (41.3)	6 (2.0)	11 (3.7)	3.53	0.820	High

Tourism Management	Level of Satisfaction					Mean	S.D.	Level of Satisfaction
	Highest	High	Fair	Low	Lowest			
12. Information Given	26 (8.7)	86 (28.7)	145 (48.3)	38 (12.7)	5 (1.7)	3.30	0.860	Fair
13. Zoning	13 (4.3)	100 (33.3)	128 (42.7)	59 (19.7)	-	3.22	0.810	Fair
14. Promotional Signs	22 (7.3)	82 (27.3)	159 (53.0)	29 (9.7)	8 (2.7)	3.27	0.836	Fair
Total						3.41	0.818	Fair

2.3 Proposal of the tourism management guideline to enhance the Market

For the appropriate guideline to tourism management of Banmai market community responding the needs of community members, the researcher studied the general context of the community in terms of tourism management involvement, tourists' satisfaction and Banmai market business owners/vendors' interest on the involvement. As the results, the findings were shown as follows.

2.3.1 Business owners/vendors in Banmai market

The business owners/vendors in Banmai market are interested in participating into development of the tourism management of Banmai market community in order to gain benefits. From the survey via questionnaires, the results indicated that the business owners participated in the tourism management in the Moderate level. The most of activities the owners participated are about the planning or activities that related to developing the Banmai market tourism. Rarely, they involved in other steps causing the direction of development may not be in the same track. This is the weak point of tourism management of Banmai market.

2.3.2 Tourism Management of Banmai market community

According to the constitution of the Kingdom of Thailand 1997 clause 46 and clause 56 stipulated the right for local community to participate in managing the natural resources and environment of the community, decentralized the authority to the local in order to be self-reliance and to make

a decide related to local activities. According to the clause 78, the use of resources with the purposes for tourism by the community needs to consider about capacity of the nature and utilize the resources with minimum negative effects toward the environment. Also, the development of tourism management should lead to a sustainable development, generate stability in terms of economics, strengthen the community competency and provide advantages in various dimensions such as the production of goods and handicraft goods, the conservation of natural resources and environment as well as the revival of culture, tradition, and wisdoms of the community in the area to the community.

From the study of tourism management, the results indicated that Banmai Market Community has 2 local community organizations including Banmai Market Conservation Club and Ban Mai Market Stall and Shop Regulating Committee. The Banmai Market Conservation Club has management system by dividing their committees into different divisions including location administration, finance/accounting/treasurer, coordination, public relations/ marketing, reception and human resources. The committees of the club are responsible for managing the tourism and coordinating works between and outside the community. In addition, all committees of the club from various divisions are formed by selection, appointment and references from the club members. Currently, there are 202 members in total.

Around 2-3 years after developing Banmai Market for the tourist attraction, there were various problems on different aspects happening in Banmai Market.

Therefore, Ban Mai Market Stall and Shop Regulating Committee were constructed with the purposes to be in charge of organizing and regulating the trade and also direct the direction of tourism development in order that the community members can follow the same direction. The Regulating Committee issued the Vendor Regulations in relations to the trade permission within Banmai market, set up a proper arrangement of stalls, evaluated the types of goods to be sold and regulated the products and service price with clear and appropriate range, evaluated new vendors to substitute the old ones, and resolved existing problems. Thus, the tourism management of Banmai market community composed of 2 collaborative organizations as mentioned earlier in setting up policy and guideline for activities and implementation process including coordinating or collaborating with other agencies that have been involved in the tourism management of Banmai market.

Furthermore, there is another one special committee that has responsibility to be in charge of conducting Thai food festival called "Delicious Cuisine in Reminiscent of Thai-Chinese Culture Festival" which it is held every year. All of committee use the monthly meeting technique to gain and share ideas about how to manage the tourism in Banmai Market.

2.3.3 Roles of divisions supporting the tourism management of Banmai market

There are various divisions participating and playing an important role in tourism management of Ban Mai market community as follows:

1. Major agencies continuously involving into the tourism management of Banmai market community every year can include Chachoengsao Municipality and Tourism Authority of Thailand, Central Regional Office Zone 8, Chachoengsao Municipality has the leading role in the development of the basic public utilities and facilities of the community and also supported the market in terms of career development, managerial skills and career training, consultation and advise and tourism promotion for the community every year continually. Another organization is the Tourism Authority of Thailand, Central Regional Office Zone 8. This organization

is always the sponsor of promoting and marketing the Banmai market community via television, printed media and electronic media and through other projects including;

In 2010, developing Banmai market community for being sustainable tourism;

In 2011, promoting the tourism through the projects of Promotion of Cultural Tourism within 200 kilometers area surrounding Bangkok covering 5 provinces such as Nakorn Nayok province, Prajeen Buri province, Chachoengsao province, Srakaew province and Samut Prakarn province; Publishing the handbooks for 108 temples tourism and marine market, landed market, fresh market and ancient market;

Supporting the community participate the commerce exhibition called Amazing Thailand Grand Sale 2008; Publishing the handbooks for introduction of 15 landed markets and 16 marine markets; and

In 2009, Tourism Authority of Thailand together with Oishi Group Public Company Limited hosting Tiew Tua Thai Pai Yok Gang (translated as Go together around Thailand) traveling 8 old markets around Bangkok and distributing discount coupons to promote sale in the market.

2. Minor agencies that have occasionally participated in the tourism management of Banmai market community depended upon the time, scope of responsibility, and budget of such agency. The first is Chachoengsao provincial organizations. In Chachoengsao province can include the Provincial Administrative Organization, Provincial Tourism and Sports Office, Provincial Cultural Office and etc. These agencies work in collaboration with Chachoengsao Municipality with 14 tourist attractions which one of that encompassed Banmai market. They helped promote the market in traveling magazines, brochures, and the Internet. These agencies also supported activities during the Delicious Cuisine in Reminiscent of Thai-Chinese Culture Festival in every year. In fact, Chachoengsao Provincial organizations have been involved since 2006 up to present.

The second is Fine Art Office No. 5, Prajeenburi province participating into the development for Banmai market community by helping group people

together and gathering information such as history, architecture, wisdom, community way of living since 2008. In addition, this agency built the tourism network for exchanging academic information related to conservation.

The third are educational institutes encompassing with Rajabhat Rajanagarindra University, Chachoengsao Vocational College, Dud Darunee School and Municipality School 1 and 2 and so on, participated in tourism management of Banmai market especially joining in occasion of the Delicious Cuisine in Reminiscent of Thai-Chinese Culture Festival by having their students to do perform the shows, food exhibition and promote the Market.

Nevertheless, there are 3 problems occurring at Banmai market community tourism detailed follows:

1. Administration and management for the club is still unclear.
2. Toilet, recreational area/bench, and parking space are not enough to accommodate the need of the tourists.
3. Lack of support of knowledge development for the community to solve the aforementioned problems, the researcher has then presented the tourism management guideline for Banmai market community which details are discussed in the next section.
4. Appropriate guideline for tourism management of Banmai market community

4.1 Policy guideline

The government agencies or other relevant organizations such as Chachoengsao Municipality, etc. have to focus more on stipulating the tourism policy that can correspond with the needs of community members than generating profits. Besides, there should be tourism regulations and policy and action plan to develop products and services, and human resources in order to increase skills and knowledge and also to encourage the community to love their natural resources and core value of the community such as culture, wisdom and traditions.

4.2 Implementation guideline

1. Guideline for managing the organization – The committee of Banmai Market Conservation Club and the Regulating Committee should work together to

clearly formulate and specify the roles for committee members who have been appointed to each position as well as to set up the goal and work plan, both short-term and long-term plan. The community must involve in the stipulation stage of such goal and work plan and also follow up, inspect and assess the work performance of 2 committees.

2. Guideline for managing tourist facilities – For toilet, the committee should collect inform the relevant community to charge the fees for the service. This can be another source of income for the community. Or, committee can use some private space around the entrance of the Upper market community to build the toilet by discussing with the landlord of these areas. In addition, the land can be rented by the name of Banmai Market Conservation Club. For the recreational area or bench, the committee should find the appropriate area to create recreational areas for the tourists in both public area and private area especially 2 plain spaces encompassing with the front of the Chao Pho Ko Mintra Shrine and the front of Ama Shrine. Nevertheless, there should be a clear arrangement of space usage and formulation of additional regulations to utilize the public nature to benefit the people in terms of culture learning and environment learning rather than to make only profits.

3. Guideline for researching for the community and knowledge development – The community should involve local educational institutes and other institutes that support research works in relevant topics such as environmental, social and cultural conservation, community business and product development and etc. in order to gain sustainable community tourism development.

Conclusions and recommendations

This research aimed at studying the situation and problems of the current tourism including the general context of the community in terms of involvement with tourism management in the area of Banmai market, Chachoengsao province. It also aimed at studying the satisfaction level of the tourists toward the tourism management of Banmai market as well as to present the suggestions for appropriate

tourism management guidelines for Banmai market community which it can be corresponding to the needs of the community members.

From the qualitative and quantitative research, the findings can be concluded that the potential of Banmai market tourism in terms of tourist attraction has variety of tourism resources such as 1) goods resources 2) historical resources 3) arts, culture and tradition resources including the unique way of living of the Chinese community on the riverside and local tradition inherited from generation to generation 4) buildings with architectural value that aged more than 100 years old and 5) the nature. Besides, there are more than 4 nearby tourist attractions.

Ban Mai Market also provides other services such as available goods, shops/stall, information center, parking space, guided boat tour, and other public services; toilet, public phone, ATM, recreational area/bench, and security service. In addition, the tourists are also satisfied with the offered services and great potential in terms of tourism marketing.

However, there are several problems that obstructed the development of Banmai market such as the lack of parking space, uneven level of involvement of the business owner within the area in which some owners highly are involved while others are rarely involved. This can result in disharmony of development direction. Furthermore, there are also problems in tourism management of Banmai market community including 1) unclear administration and management of the club 2) toilet, recreational area/bench, and parking space are not enough to accommodate the need of the tourists and 3) the lack of knowledge development for the community and etc.

The findings lead to the conclusion that participation by Banmai market community and other involved agencies can have positive impacts tourism of the community which finally it can help the community members and nearby area to have more jobs and income. Furthermore, the conservation of community environment for a better living condition can come from collaborative work of various associations

such as the community, local government agencies and other organizations by exchanging of opinions toward the procedures and community activities on the monthly meeting that have collaboratively improved tourism management of Ban Mai Market Community. This created a self-reliance community and sustainable tourism.

Lastly, the researcher would like to propose additional suggestions regarding the tourism management guideline for Banmai market community as follows:

1. Revive and develop about the historical knowledge and community knowledge to be another selling point for the tourists in order to educate them and the community member to realize the importance of the community and encourage them to conserve existing local resources for the next generation.
2. Cultivate community members' consciousness and motivate them to utilize inherited nature and culture for their next generation.
3. Create and improve community information center to offer more information for the publics.
4. Support the optional tourism programs for the tourists, apart from shopping and sightseeing of the old building of Banmai market. The program can include ecotourism such as boat tours for learning natural resources, visiting scared places, and touring along Bang Pra Kong River and Banmai canal as well as learning wisdom, culture and traditions of the community.
5. Standardize food's quality and cleanliness from the Ministry of Public Health, tourism certificate of Banmai market from the Ministry of Tourism and Sports, product development and brands from the Product Design and Development Center. The products and services with these sample standards can choices for the tourists and also help upgrade community tourism quality which can finally generate advantages for the community and its members.

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