

Utilization of Historical City for Sustainable Tourism: A Case Study of Floating Market in Thailand

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Abstract: - This study aimed to examine the utilization of historic city for sustainability tourisms in Thailand, which had introduce very much by water cultural heritage; more than 75 % of water based city. Floating Market as a cultural Heritage had noticed with component of community, which is very important to utilize local economic and urban tourism development in nowadays. In this study, it is argued that (1) at the inception of general market of the cities; there were no major place for commercial, but on the water side. (2) Form and component of floating market are similarity and different for sustainability tourism development in Thailand. (3) The value of floating market were formed in various functions as follows; 1) the center and landmark of community, 2) cultural heritage, 3) cultural architecture, 4) cultural landscape, and 5) cultural social, it brings to sustainable tourism development in city for other countries.

Keywords: - Historical City, Floating Market, Sustainable Tourism

1 Introduction

During the last two centuries, urbanization in Thailand was shaped by the existing topographical feature of natural elements, land use patters from agriculture land to commercial land, moreover, the land-based megalopolis of today has caused the virtual disappearance of the water city, and much of the Thai cultural heritage is disappearing. After the last five decades (Malone, 1996), many cities such as Boston, Barcelona, Baltimore, Bangkok, St. Louis, Toronto, and Buenos Aires have attempted to reclaim their waterway of the 1960s and 1970s and these were followed in rapid succession by the project in Europe. The Docklands in London and Liverpool, the Vieux Port in Marseilles and also on the other side of the world, Darling Harbor in Sydney, and the Victoria Alfred Waterfront in South Africa. The concept of revitalization of waterfront has been a principal feature of urban redevelopment. However, in most circumstance in filling such areas are little recognized, which reflects the culture and value of those community. Moreover, changes have occurred over the past 200 years to the cities' ecology due to the filling of its old canal and other reasons, it impacts on a lifestyle that is closed linked with water and causes.

Nowadays, traditional culture of architecture, landscape, and social are seen as tourism resources. These communities with local economy are rich and

diversified and are going to disappear because of urbanization and modernization of the surrounding agricultural land. The national income shows that tourism is one of Thailand's major incomes.

Therefore, not only the valuable resource of Thai cultural habitation, but also the importance of the water environment must be reconsidered as part of heritage as well. So far the answer has been to encourage and promote of historic city for local economic based development. The cities uniqueness is a waterscape of natural elements. There are still water culture scenes, waterfront housing and temple, which are set among greenery in the same way as century or more ago. Historic city should be conserved as a heritage for succeeding generation, not only Thai but foreign visitors who appreciate the natural environment.

“In order to sustain our global environment and improve the quality of living in our communities, the study focus on sustainable patterns, consumption, economic development, respect for the carrying capacity of ecosystem, and the preservation of opportunities for feature generation”³ The study support the “new approach” to urban management within integrated communities.

A general research questions is posted; how and why did floating market to be reborn in sustainability?

2 The objective of the study

The objective of the study is to analyze the development of floating market in new society, in order to discover what and how they have been develop, and what did relate with forms and structures. The concept of floating market introduced with the coexistence of the preservation cultural environment and local economic.

3 Research methods

The study employed gathering data; it consisted of a survey of floating market areas changing during 1996 and 2010. The purpose of the analysis was to obtain a conceptually relevant idea of the relationship between the changes and the existence of the floating market.

4 Discussion

4.1 Morphology of city

Morphology of city of Thailand was most of cities of 79 old cities location related rivers, canal swamps, along road, near hill, floating market was one of city function, which is very important basis of life, local economic, and historic city for tourism development in popular in nowadays. The figures showing the number of water based cities are not found that the cities forms then are varied according to a different geographical area of which is just a few remain. (see Fig.1 and Fig.2)

4.2 Component of Floating Market in Thailand

Water community areas were near the gardens, the famers need to bring the agricultural product to markets. Thus, these areas were joined between rivers or canals or near the temple. There were floating markets where individual demands were exchanged and satisfied in such location of Intersection River or Canal near by temple as a community centre. (see Fig.3 and Fig.4) In generally, the components of the floating market consisted in the water village system, which each function is based on the coexistence in the context. Most of inhabitants were agriculturists who need water related to workplace, to travelling, and to traditional market as floating market. The study shows in dimension and system of water village related with a canal housing, canal networks, floating marketing, and temple. Nowadays, floating market is operating mainly serve local people and tourist attractions.

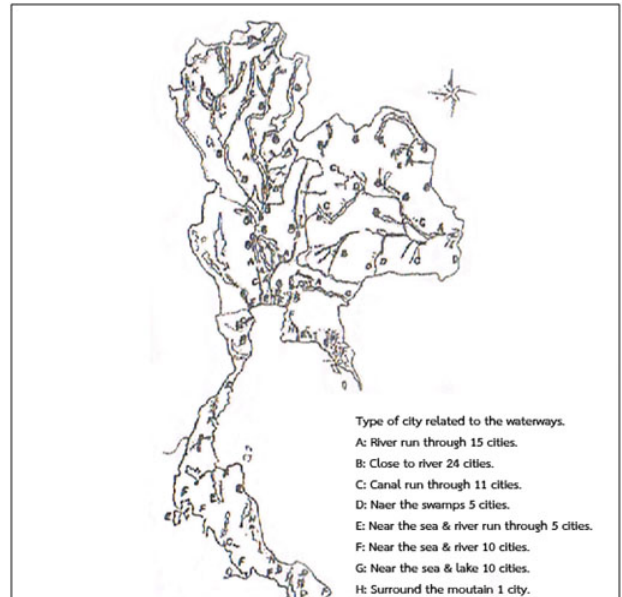


Fig.1 Type of City related the Waterway in Thailand

| Distinguished Characteristic | Settlement Form | Settlement Form Founded in Thailand |
|---|-----------------|--|
| <ul style="list-style-type: none"> has been a historical city for more than 100 years was modernized because of using the river as travelling route | A | 1. The communities are divided into 2 sides by the rivers run through. They are Chaing-mai, Lampang, Pitsanulok, Sukhothai, Ubolratchatane, Warinchamrat, Singburi, Prathumthanee, Praacheenburi, Saraburee, Nakornnayok, Ayuthaya, Ang-thong, Supanburee, and Ratchaburi. |
| <ul style="list-style-type: none"> similar to 1st case, road system caused urban community expanded with no limit | B | 2. The communities are close to the river. They are Yala, Chiangrai, Nan, Prae, Lamphun, Uttaradit, Pichit, Kampangeth, Tak, Kalasin, Nongkai, Nakornpanom, Loei, Mookdaharn, Yasothon, Mahasarakam, Nakornsawan, Lopburi, Uthaihanee, Chainat, Kamchanaburi, Chachoengsao, Nonthaburi, and Nakorn Ratchosima. |
| <ul style="list-style-type: none"> face water shortage problem in dry season, water has to be reserved or dammed up | C | 3. Canals run through the communities that are Hat-Yai, Trang, Petchaburee, Udornthance, Nongbus-Lumphu, Nakorn-Prathom, Amnatchareon, Roi-ed, Chaiyapoom, Srisaket, and Srakaew. |
| <ul style="list-style-type: none"> similar to 3rd case, but have more tendency to lack water and face water pollution | D | 4. The communities are located near the swamps that are Sakonnakorn, Prayao, Khorakaen, Surin, and Bureerum. |

Fig.2 Characteristic of Settlements Form.

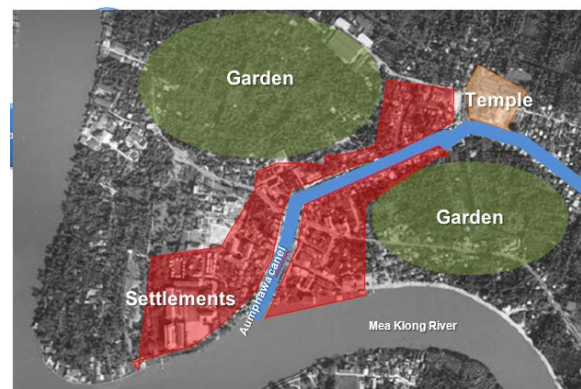


Fig. 3 Existing of Water Village System.

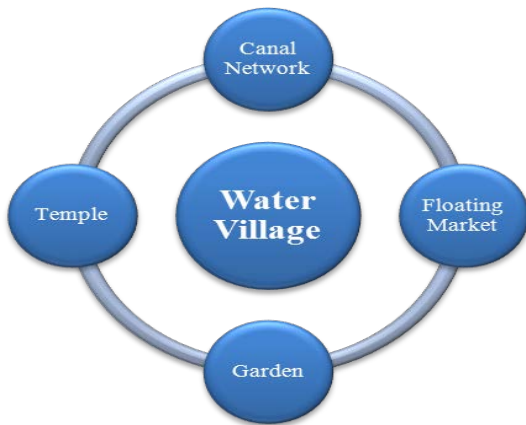


Fig. 4 Water Village System.



Fig. 5 Floating Market in Amphawa District, Samut Songkhram Province, Thailand.

4.3 Disappeared of Floating Market and Reverse in New Era

With the rapid development of the city and economy of Bangkok much of the historic architectural edge of the River or Canal was disappeared cultural heritage of city such as floating market as the waterway was a shopping street in the early time; hence, the study shows the system of water village was based on analysing the old map and chronology of historic city.

The study found that they depended on for help the coexistence, for example human being need survived life for seeking food, water, workplace, and convenience accessibility, but environment need be taken care in order to provide supple food for people. Finally, it was found as follows; (1) built environment, (2) social activities, (3) economic activities, (4) approach to canal building, and (5) historic of city. The modernization has affected traditional culture and buildings; however, it may assist in creating a new lifestyle compatible with the future global environment. Old and new may co-exist and the water environment can exist in harmony with human beings. Therefore, the local authority has reconsider of the role and value of traditional historic city in the context of global

society is now concentrated on tourism concerns.

Design concept of new floating market project is developed for tourism attraction such as Pattaya Province and Ayuttaya Province and so on in new era. (see Fig.6)

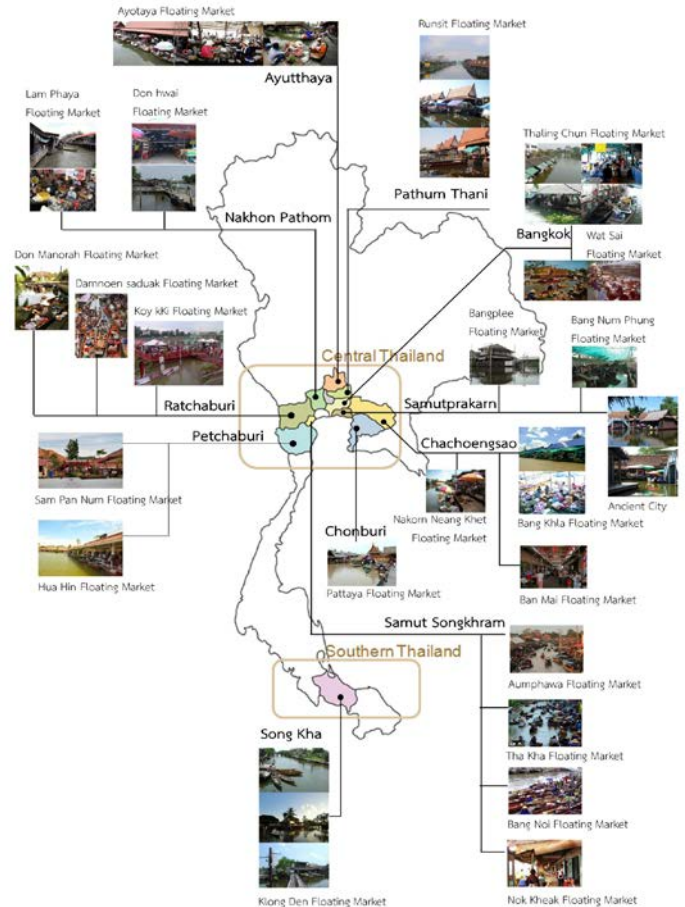


Fig. 6 Location of Floating Market in Thailand.

4.4 Typology of Floating Market

The uniqueness of city in Thailand was evolved from the exploitation of canal and waterscape environment, which are disappearing from a modern city, which has followed with land development. However, the concept of access to water has been reversed for urban design available to all, it is not only when most people enjoy the water as an amenity that they will truly appreciate. It proposes with greater social and cultural significance in specially related to urban morphology and historic city.

Floating Market is now popular for urban and regional areas through county. The results from the survey can classify the type of floating market by location on intersection of rivers or rivers; they are in different type and function. (see Fig.7)

Fig. 7 Typology of Floating Market

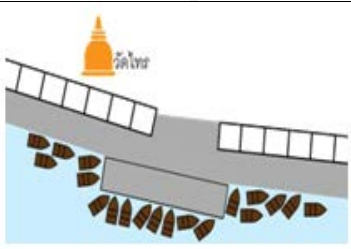
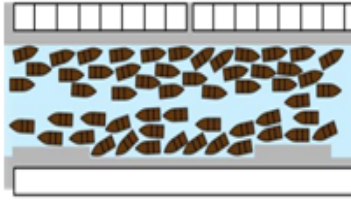

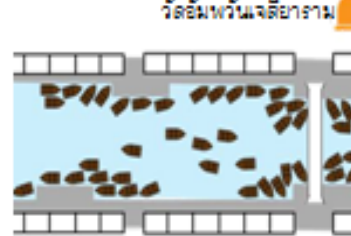
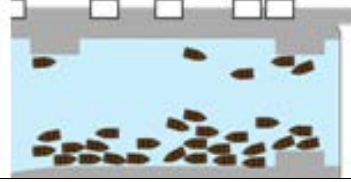
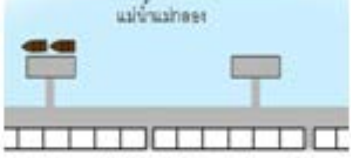

| Floating Market | Form and Component |
|--|---|
| Wat Sai floating market, Ekkachai Road, Bangkhuntien, Jomthong, Bangkok |  |
| Damnoen saduak floating market at in Tonkhem canal , Damnoen Saduak District, Ratchaburi Province, |  |
| Bang Noi Floating Market, Samut Songkhram |  |
| Aumphawa Floating Market, Samut Songkhram |  |
| Tha Kha Floating Market, Samut Songkhram |  |
| Bang Nok Kheak Floating Market, Samut Songkhram |  |
| Koy kKi Floating Market, Ratchaburi |  |

Fig. 7 Typology of Floating Market


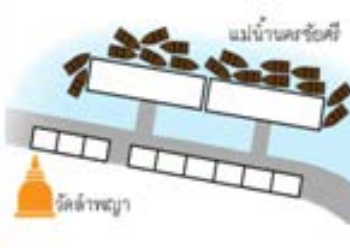
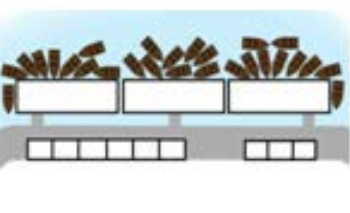

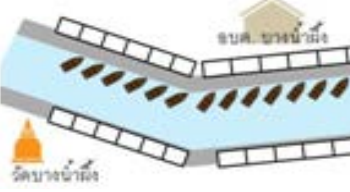



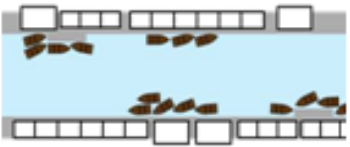



| Floating Market | Form and Component |
|--|---|
| Thaling Chun Floating Market, Bangkok |  |
| Lam Phaya Floating Market, Nakhon Pathom |  |
| Runsit Floating Market, Pathum Thani |  |
| Bang Khla Floating Market, Chachoengsao |  |
| Bang Num Phung Floating Market, Samutprakarn |  |
| Klong Den Floating Market, Song Kha |  |
| Don Hwai Floating Market, Nakhon Pathom |  |
| Ban Mai Floating Market, Chachoengsao |  |

Fig. 7 Typology of Floating Market

| Floating Market | Form and Component |
|---|--|
| Nakorn Neang Khet Floating Market, Chachoengsao |  |
| Hua Hin Floating Market, Petchaburi |  |
| Sam Pan Num Floating Market, Petchaburi |  |
| Pattaya Floating Market, Chonburi |  |

Source: Author

Many recent concept of setting design of floating market is based on water based approach, and related land based approach. The emerge from this finding with concept approach to water is that community design for balancing the water condition and local commercial. It is significant factors for constructing the coexistence of water, which carried out for public space of working place; the emphasis on public open space and facilities is a key factor access to the water recreational amenities, and tourism. Thus, the projects may also have a different meaning in term of the city development. They focus on “cultural capital” or resource for urban marketing.

Providing the floating market or open market are on common space such as food stall, coffee shop, snack bar, cloth, in order to generate more income return to local people and the community. Moreover, existing transition areas to be a community market sell fresh agricultural product the area for tourist and

civic community is a form of urban tourist development.

4.5 Floating Market in ASEAN Countries and Its Tourism Development

The Dubai Creek or Khor Dubai, United Arab Emirates, the location has been the heart of the city for hundreds of years. The ruler of Dubai has set out to restore much of this historic fabric and build new modern buildings representing the architectural style of the past. The project will include a floating market, hotels, restaurants, art galleries and shops for Emirati handicrafts, (see Fig.8 and Fig. 9)



Fig. 8 Existing of Waterfront Development and Floating Market in Dubai Creek; United Arab Emirates.



Fig. 9 Map of Location of Waterfront Development and Floating Market in Dubai Creek; United Arab Emirates.

5. Conclusion

The study has shown that is adding value to the water is rich as a local area and part of the identity of city but it is not well discussed in the planning of waterscape incurred urban design. When it is discussed, the focus is on concept of access to water. This study discovered a mechanism of floating market development from empirical research; the study found that

policy of tourism has been promoted a floating market to disseminate in each city.

Although, other viewpoints of preservation need to change old to new, the significance of historic city has been reverse to utilize in the watercourse can be most efficiently dealt with through a process of local economic for tourism as strategic follows.

1. Retain the continuity of a way of life culture, and water village

2. Pay respect to the identity and values of waterfront, and traditional social balance

3. Enhance tourism resource for changing demands. Access to the water is available to all, enjoy water, attractive and suitable landscape.

4. Provide information on water environment knowledge to public space.

5. The professions and government at all levels must realize planning should be related to urban forms and historic cities for locality economic in Thailand. Very generally, however, the findings support the view those floating market design are most useful. Finally, the planning design is related to the implementation for sustainable city.

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Notes:

This paper reports a part of the findings on "Transformation by Modernization of the traditional settlements in the context of their coexistence with aquatic environment.