

การอยู่ร่วมกันของวิถีการค้า และวิถีชีวิตชาวสวนดั้งเดิมในตลาดน้ำคลองลัดมะยม

สุภาวดี บุญยฉัตร*

มหาวิทยาลัยเทคโนโลยีพระจอมเกล้าธนบุรี

49 ซอยเทียนทะเล 25 แขวงท่าข้าม เขตบางขุนเทียน กรุงเทพฯ 10150

บทคัดย่อ

ตลาดคือส่วนหนึ่งของวัฒนธรรมทางสังคมที่สะท้อนความเป็นอยู่ของสังคม วัฒนธรรม และวิถีชีวิตของชุมชน ตลาดน้ำคลองลัดมะยมตั้งขึ้นโดยหัวหน้าชุมชนที่มีความพยายามให้ชุมชนชาวสวนแห่งนี้เกิดความยั่งยืน สามารถเพิ่มรายได้ให้กับคนในชุมชน และคงวิถีชีวิตอย่างที่เป็นมาแต่ก่อน สภาพลำคลองที่สวยงาม ใสสะอาดกลายเป็นจุดดึงดูดนักท่องเที่ยวให้เข้ามาตลาดได้มากขึ้นเรื่อยๆ ตลาดน้ำคลองลัดมะยมแบ่งเป็น 2 ส่วน คือ ตลาดชุมชน และตลาดนัดเพื่อการท่องเที่ยวที่ตั้งในบริเวณชุมชนตลาดน้ำเดิม การจัดตั้งตลาดรูปแบบนี้มีทั้งข้อดีของการเพิ่มรายได้ในชุมชน และข้อเสียของการเติบโตอย่างไร้ทิศทาง การศึกษาวิจัยครั้งนี้มีวัตถุประสงค์ในการประเมินความสำเร็จและจุดอ่อนของตลาดน้ำคลองลัดมะยม เพื่อหาต้นแบบสำหรับชุมชนอื่นๆ ในการปรับปรุงสภาพแวดล้อมและเพิ่มรายได้ โดยใช้แบบสอบถามในการรวบรวมข้อมูลผู้ค้า ลูกค้า และใช้กระบวนการมีส่วนร่วมเพื่อรับฟังความคิดเห็นของผู้ที่มีส่วนได้ส่วนเสียทุกฝ่ายในการกำหนดทิศทาง และอนาคตของตลาด ผลการวิจัยโดยกระบวนการมีส่วนร่วมสรุปได้ว่าผู้มีส่วนได้เสียต้องการให้ตลาดดำเนินธุรกิจในแนวทางที่คงวิถีชีวิตชาวสวนดั้งเดิมของชุมชน

คำสำคัญ : ตลาดนัดท่องเที่ยว / กระบวนการมีส่วนร่วม / ตลาดน้ำ / วิถีการค้าและวิถีชาวสวนดั้งเดิม

* Corresponding author : supawadee.boo@kmutt.ac.th

ผู้ช่วยศาสตราจารย์ คณะสถาปัตยกรรมศาสตร์และการออกแบบ

Coexistence of Commercial and Orchard Lifestyles in Ladmayom Floating Market

Supawadee Boonyachut*

King Mongkut's University of Technology Thonburi,

49 Soi Thian Thale 25, Bang Khun Thian-Chai Thale Road, Tha Kham, Bang Khun Thian, Bangkok 10150

Abstract

Market is part of socio-cultural memories that reflects the society, cultures and livelihoods of a community. The Ladmayom Market was created by a community leader. Efforts were made to sustain the existing orchard, to generate extra income among the villagers, and to maintain local lifestyles. As a result, the clean and beautiful canal became a tourist attraction. Ladmayom Market is separated into two parts, the community market and the tourist flea market. The flea market was established around original community floating market, and its existence has both advantage, i.e., increasing the income of community; and disadvantage, i.e., sprawl development. This research study aimed to assess the successes and weaknesses of tourist flea market at Ladmayom Canal. It sought to find a prototype for other communities, so that they can adopt a process to improve their environments and increase their incomes. Questionnaires were used to collect merchant and customer data. Participatory process was used to hear the views of all stakeholders on direction and future of the market. The findings gathered from the participating stakeholders concluded that they would like to maintain the co-existence of market business with orchard lifestyles.

Keywords : Tourist Flea Market / Participatory Process / Floating Market / Commercial and Orchard Lifestyles

* Corresponding Author : supawadee.boe@kmutt.ac.th
Assistant Professor, School of Architecture and Design

1. Introduction

Market is a place where goods and foods, including prime commodities, can be bought and sold. In the past, human society was founded upon self-reliant economic practices. Each family could provide livestock, homemade woven fabrics, vegetables, fruits, and rice for their household's consumption. As a result of development of standardized production processes, more supplies were produced than families needed, so people began to exchange their products with others. These practices marked the beginning of barter trade among people within each community and among communities and villages [1]. Barter trade gradually transformed as monetary systems were introduced and merchandise was bought and sold. Goods could be bought and sold in the so-called "markets," [2] where all parties engaged in exchange.

The recent marketplace trends in Bangkok and rural areas can be seen in model of the flea market, which is influenced by socioeconomic and cultural changes. Traffic conditions also affect the growth of flea markets, especially in Bangkok Metropolitan area. By deeply examining the context of community and its economic circumstances, one realizes that rapid escalation of unlimited business expansion in community drives the growth of the flea market, which favorably stimulates economic development of community. The ties between flea market and community economy are evident in the survey on Thai consumption attitudes and behavior, which was conducted by the Textile Institute (THTI) and the Faculty of Social Sciences, Srinakharinwirot University in April 2008. Meanwhile, the Eleventh Thailand Economic and Social Development Plan (2012-2016) contains the same vision as the Tenth Plan, "Immune to every societal change is a happy society founded upon

fairness and equality," [3] which emphasizes people's development. The stated vision can be achieved through fairness in income distribution and the fostering of a "green and happy society" [3]. Therefore, a study of tourist flea market can be essential for guiding, enhancing and promoting community's collaboration and development. In this scenario, concept of "the market" should not be contextually confined to a place where only buying and selling occurs, but it should be regarded as a place where visitors perceive local architecture, social culture, and daily lives of community members. As such, the space can be conceived of as a "living museum."

2. Literature Review

Formal market originated from ancient Greek marketplace, called the "agora" [4], [5]. During Roman times, this space was called a "forum" [6]. The agora and the forum were similar in terms of location and use. They were located in towns to encourage exchange between neighbouring towns. Generally, markets were places for exchanging, selling, and buying merchandise. In ancient times, markets looked like "swap meets". All products were bought and sold at a specific time or place. Goods or products such as fur, leather, cotton, and seeds were seasonal items traded once a year. However, food items such as milk, butter, and eggs were sold weekly.

In Thailand, from Ayutthaya to Early Ratanakosin Period, two main types of markets existed: land markets and floating markets, named to indicate their locations. Thus, the market conditions reflected local culture and ways of living in those early communities. From Sukhothai to Early Ratanakosin Period, markets were traditionally situated in front of houses, and products were

displayed on cradles. During the reign of King Rama V, Thai population began to settle collectively, leading to the demarcation of market “areas” in most districts. Markets became centers of local economies and transportation, and all daily goods and luxury items were sold there.

The largest floating markets were Tha Tian Market and Pak Klong Market. Most of merchandise from the suburbs and China could be found at these two market bases. In addition to Tha Tian floating market, Sum Peng was the biggest land market at that time, located in what was well-known as the Chinese business area. This area contained numerous markets such as Old Market (Talad Kao), New Market (Talad Mai), and the Small Market (Talad Noi) and they remain active through the present day. Another foreign market, Talad Bangrak, on New Road was a European market, selling meats, vegetables, fruits, liquor, cigarettes, frozen foods, and canned foods [7], [8].

Bangkok has developed rapidly, exemplified by the expansion of infrastructure and the construction of roads and canals. As a result, most land markets have been built along these main paths. Fresh markets were moved to open buildings; some of them competed with theaters, small shopping areas, and other businesses along both sides of the road. Now the original markets have evolved into super markets, shopping centers, fresh markets, and flea markets, reflecting the changing economic systems and lifestyles of Thai people [9].

“Flea market” referred to in this study is a land-based or a floating market. It operates in a specific area at a certain time of the week so that the community knows its schedule. These markets are common in both rural and urban areas. Most flea markets are situated on sidewalks of the parks or the temples, or along footpaths for increased

accessibility. The size of each market depends on the size of surrounding community. Each market is unique and context-specific. Some communities have well-organized markets, while others have not successfully structured their markets.

Nevertheless, there are other factors that can identify successfulness of each flea market. Some flea markets survive, while others close down due to the following causes:

1. Transportation type was changed due to city development, and then some locations were not stop by node but became bypass [9].
2. Rental fee is too high in comparison with the selling profit [10].
3. Market layout is not appropriate. Zoning must be arranged so customers can reach daily products after seeing non-daily merchandises. This arrangement can attract more customers [10].

Ladmayom Market is a medium-sized market of about nine acres located on Bang Ramat Road in Taling Chan district on the west side of Bangkok. It is 18 kilometers from Victory Monument, which is considered a city center. The drive in normal traffic conditions from Victory Monument to Ladmayom Market takes approximately 33 minutes. Ladmayom Market was previously a “one-man project” created by a community leader, Mr. Chuan Choojan, in the year 2001 to preserve his home community environment. His efforts caused the canals around the community to become clean and beautiful. For a few years after that, efforts were made to sustain the existing orchard and to generate extra income among local people. Space was rented at a low rate of about 80 to 100 Thai baht a day or 640 to 800 Thai baht a month to people in the community to encourage the development of a community market on weekends and holidays. Merchants had to pay 20 baht a day for parking and 100 baht a month

for utilities. Locals brought products from their orchards to sell in the market. When the market was first established, the products for sale included fruits, flowers, potted plants and some handicrafts made by community people.

Year by year, the market became well known for its green, peaceful location on the west side of the Chao Phraya River which runs through Bangkok. The scenic, clean canal and local lifestyle centred on the market are the main attractions that persuade customers and tourists to visit. Ladmayom Market helps locals to maintain their lifestyles, even though some changes have occurred, such as impacts from the massive flooding in 2011, which influenced the entire country. However, the market recovered within five months due to the strong intent and cooperation of landowners, community members, and merchants.

3. Research Objective

This research study aims to assess the successes and the weaknesses of tourist flea market at Ladmayom Canal. It seeks to find a prototype for other communities so that they can follow a process to improve their environments and increase their incomes to attain higher standards of living. Such a prototype could also function to sustain community lifestyles as stated in the missions of the national government and local administration offices.

4. Research Methods

4.1 Data Collection

Before data collection was undertaken, a literature review was completed. The project utilized participatory action methods to collaborate with community members, and data was collected prior to the initiation of the participatory process in order to become familiar with all groups of stakeholders and the factors that brought them to

Ladmayom Market. This knowledge about the participating groups helped the researcher to design appropriate methods for participatory process [11]. The data collecting procedure involved the following activities: interviews were conducted with community leader and villagers who have become merchants in the market; observation; field surveys in appendix A were conducted with merchants and customers using pre-test questionnaires and the test-retest method to determine stability and reliability; and the surveyors were trained to use certain concepts. Survey groups were composed of 206 merchants and 360 customers. The sample size was determined based on the average daily number of merchants and customers, at a 95% confidence level, and the error level was 5.5% for merchants and 4.9% for customers. Data analysis and evaluations of all data collected from interviews, observation, and field surveys were compiled.

4.2 Participatory Process

Researchers adopted a participatory process from “The Weave-Participatory Process Design Guide for Strategic Sustainable Development” as a guideline to conduct “participatory action research” [12] to ensure the involvement of all stakeholder groups [11]. Various methods were used since one method may not serve all purposes [13]. A public meeting was the primary format of the participatory process in order to develop positive solutions [13]. Several meetings were held to lead the community to reach their final decisions. The field survey questions in appendix B were circulated following decisions arrived at during the communicative action. The field survey groups were made up of 306 merchants and 202 customers. The ratio of samples was determined by rating the importance of the group of stakeholders;

4.3 Evaluation and Analysis of All Data Collected in the Participatory Process; then

4.4 Conclusion and Recommendation

5. Result from Data Collection Process

5.1 Knowing the Participating Groups through Interviews and Observation

Ladmayom Market is located in Bangkok, a city known as the "Venice of the East" due to many canals that divide the city into separate patches of land. The name of the canal became a geographical identifier in relation to this market within the orchard community as shown in Figure 1. The orchards along the canal are abundant with flowers such as orchids, and seasonal fruits and vegetables. Local people seem to help one another and are friendly towards visitors. The houses along the canal are simple and locally built; however,

several homes feature modern architectural styles. Various houses care for chickens, using the eggs for both family consumption and selling at the market. Along this quiet and peaceful canal, Ladmayom community maintains a sense of social identity by practicing their self-reliant way of life in the orchards while adapting to a commercially oriented orchard economy. Walking through Ladmayom Market, one gets the sense of walking in an orchard; this atmosphere distinguishes Ladmayom from other famous floating markets. Taking a row boat trip in the canals and passing by simple and locally built houses in Ladmayom market area, visitors still feel as though they are traveling through an orchard. Children jumping and playing in the canal and locals washing their clothes in the canal are some scenes of the past that continue and can be seen in the present day.

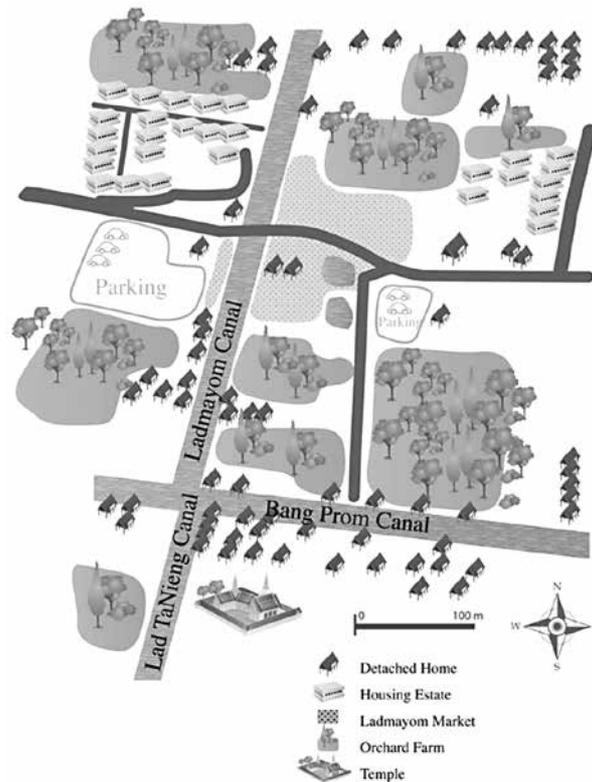


Figure 1 Context around Ladmayom Market

The market has been separated into two parts, the community market and the tourist flea market. The flea market was established around original community floating market, and its existence has both advantages and disadvantages. The original community floating market is located along Ladmayom canal and the flea market has been expanded into the existing orchard with little change to the grounds. This is the strength and advantage of the market, as it is like a living museum for visitors. On the other hand, this is also a disadvantage, because villagers in the orchard community have a close social network which limits them from outside network.

Ladmayom Market began as a one-man project by a community leader who wanted to preserve the environment of his home community. Initially, the community leader started the project by collecting garbage along Ladmayom Canal. Later, he persuaded his neighbours to sell their orchard products, such as fruits, vegetables, and flowers, to gain additional income. On the weekends locals began to initiate creative activities within their community. When the community was ready to expand the project, the leader joined Ladmayom Community Market with the local administration tourism network, Taling Chan Floating Market Network. As the market's popularity grew, seven neighbouring landowners joined the original market area.

Most of the products sold at Ladmayom Market are local and homemade. Examples include fruit sherbets, handicrafts, desserts, fruits and vegetables. Motivated by community leader's vision, "floating market of merit without cigarettes, liquor and beer sold", locals have tried to establish the area as quoted in the community leader's vision posted on the big board seen in the market. The orchard goods and provisions are sold along Ladmayom Canal from boats, whereas the luxury items are sold on land along the canal in an area categorized as a tourist flea market [14]. The community also offers activities related to the unique environment, and visitors to the market find these activities to be engaging. Some activities, such as Thai musical performances, rotate depending on locals' availability. Visitors can enjoy horse riding and 45-minute boat ride on the canal. Finally, some merchants who create handmade items and home decorations offer two to three hours craft training courses for customers.

5.2 Knowing the Participating Groups through Field Surveys

In order to build rapport with all groups of stakeholders and to understand the factors that bring them to Ladmayom Market, a questionnaire was devised for stakeholder groups. The results from customers are shown in Table 1 while the results from merchants are shown in Table 2.

Table 1 Percentage of Customer in each Category

category	Percentage of customer in each category					
profile	regular customers	casual customers	not applicable			
	23.89	75.56	0.56			
Income per month	under 5,000 Baht	5,000-10,000 Bath	10,001-15,000 Baht	15,000-20,000 Baht	20,001-25,000 Baht	over 25,000 Baht
	11.39	13.61	15.56	16.11	8.61	34.72
travel distances	more than 4 km.	within 4 km.				
	80.56	18.88				

Table 2 Percentage of Merchant in each Category

profile	regular merchants	Side line job	hired to sell goods	not applicable		
	22.33	70.39	6.80	0.97		
Income per month	under 5,000 Baht	5,000-10,000 Bath	10,001-15,000 Baht	15,000-20,000 Baht	20,001-25,000 Baht	over 25,000 Baht
	9.71	19.91	16.99	15.05	14.08	24.27
travel distances	more than 4 km.	within 4 km.				
	66.99	31.55				

The majority group of customers travels to Ladmayom Market between 10-20 kilometers. The factors that attract customers to come have different levels of importance as shown in Figure 2. But the majority group of merchants travels to Ladmayom

Market not more than 10 kilometers. This means that they are from nearby communities. The factors that attract the merchants to do business at Ladmayom Market have different levels of importance as shown in Figure 3.

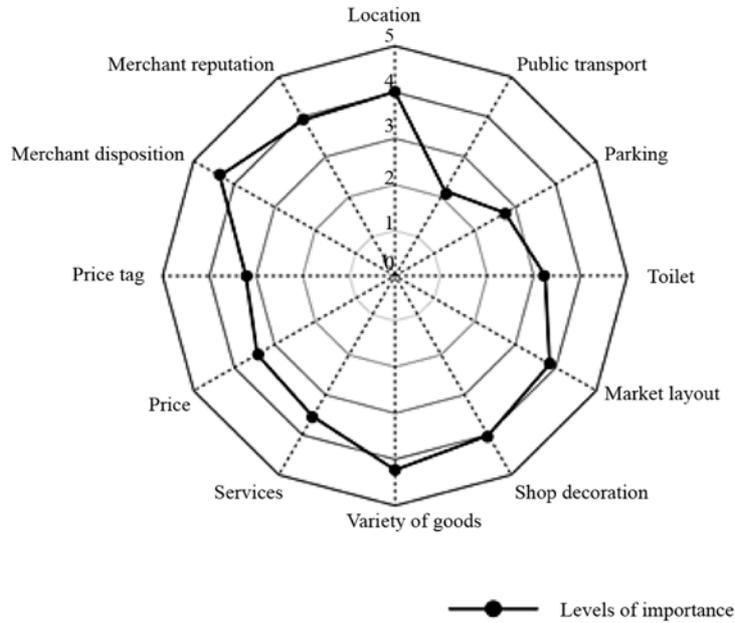


Figure 2 Levels of Importance of Factors that Attract Customers to Come to Ladmayom Market

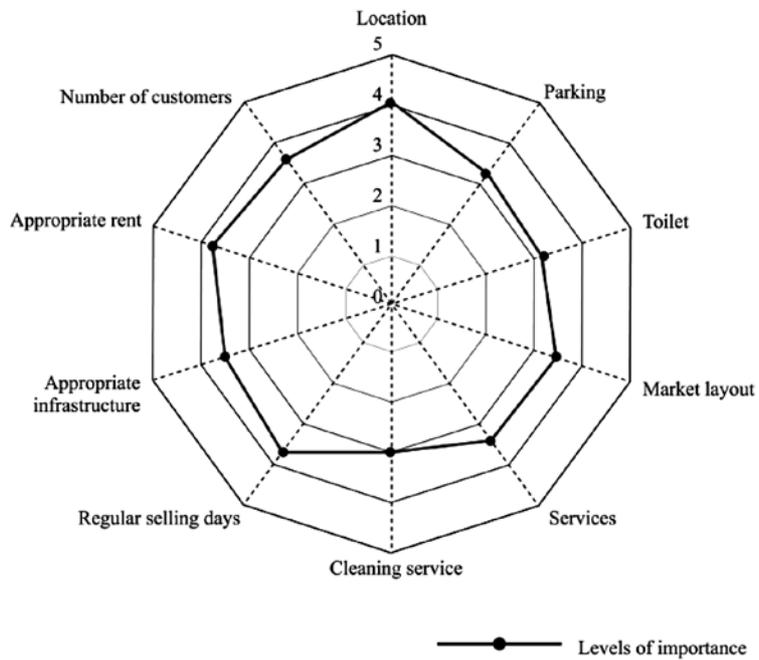


Figure 3 Levels of Importance of Factors that Attract Merchants to Come to Ladmayom Market

Ladmayom Market is open for an average of two days a week, on the weekends and on public holidays. Local people sell goods, and the products net an average of 2,215.92 Baht per day, while the merchants at other regular flea markets, which are

open for an average of more than three days a week, net less income (See Table 3). These distinct profit outcomes indicate that the tourist flea market is more successful than the regular flea market.

Table 3 Comparison of Market Size, Average Selling Days per Week, and Average Merchant Income per Day at Ladmayom Market Compared to Other Two Regular Flea Markets

Market	Size (stalls)	Customer/day (persons)	Average selling days/week	Average merchant income/day (Baht)
Ladmayom	600	4,000	2.00	2,215.91
Klongthom II	450	10,000	4.77	1,151.64
Tungkru Plaza	200	5,000	3.80	1,092.38

Remark : The average merchant's income is calculated from their income rank collecting from questionnaire, not actual income [12]

Most customers at Ladmayom Market come from further away, usually traveling 10 to 20 kilometers in their own cars to reach the market. As classified by income, the customers belong to the middle class. They are concerned about the merchants' dispositions, the variety of goods, shop locations, shop decorations, and the merchants' reputations. Public transportation is of the least concern, because most visitors access the market in their own cars. The majority of merchants at Ladmayom Market live in the community surroundings. They travel not more than ten kilometers and sell goods here as a secondary, supplemental job.

Location, services, and toilet availability are the most important factors that attract both merchants and customers to Ladmayom Market, as shown in Figure 4. The three factors, such as location, services and toilet availability, shown in Figure 4, were not only gleaned from the questionnaire but also from the discussions with customers and merchants. According to the interviews, the market location, community cohesion and positive

intention of local people to prolong and to develop their home area by keeping the cleanliness of the canal and the merit floating market concept, in addition to the natural scenery of the canal itself, were all main aspects that should be considered in the renovation design. Merchant interviews and questionnaires revealed that the good intentions and also the warm relationships among local people are gradually declining due to the market expansion into adjacent private properties of other non-local landowners. Problems and tensions are centered on the increasing rent in the newly expanded market area and the disappearing close relationships among non-local merchants. Thus, the fact that the market has become well-known to locals and foreigners is disregarded because the newly expanded areas of private property are run mostly for business purposes rather than for enhancing the local area and cultural identity. Landowners of the newly expanded area wish to increase their profits by filling the orchard contours completely so that the land is flat in order to build structures with commercial architecture that have large footprints

rather than building small structures in large numbers to reduce initial costs and maintenance fees. Furthermore, the landowners are doubling

the number of stalls, causing traffic jams in their respective zones. The parking lot situated in a vacant area is too hot, as no trees are planted there.

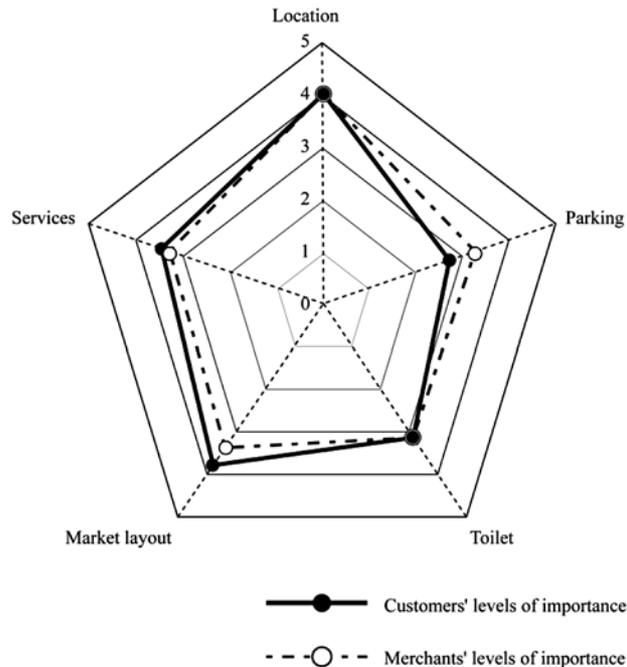


Figure 4 Context around Ladmayom Market

The severe flooding in 2011 brought a massive impact on Ladmayom Market. After the four months inundation, the market stopped its operation for two months. Thus, the business objectives of the newly expanded market landowners largely detract from both local landowners' and local merchants' good intentions in enhancing the local area and cultural identity. Currently, the market development is geared towards gaining quick benefits and profits. Thus, the participation from the community and interested researchers can help to rehabilitate and revitalize the market. By attempting to recover a sense of its original function and spirit, social identity can be maintained, stakeholders' rehabilitation and development goals can be achieved, and process can be a prototype for other communities. Then, the layout plan that details

future renovation possibilities is proposed to sustain Ladmayom Market.

6. Result from Participatory Process

6.1 Paving the Way to Maintaining Coexistence of Commercial and Orchard Lifestyles

Prior to the 2011 floods, Ladmayom Market had the potential to become a creative tourist market. As determined by the field survey, the market's atmosphere and offerings serve a specific target group. In order to protect, maintain, and revive community's social identity, natural resources, and environment in ways that would allow local people to become involved and share their hopes and concerns, a participatory process was selected. The case study was composed of different groups of stakeholders, including community leaders,

land owners, merchants, and customers. Thus, the participatory process was undertaken by the stakeholders through different methods to ensure the involvement of all groups.

Public meetings function as a primary component of participatory process. They are a way to develop positive solutions and to strengthen people's communication skills and bonds at the same time. However, with regard to public meetings held by Ladmayom Market stakeholders, only community leaders, landowners, and some local merchants participated. Non-local merchants and customers were not involved due to time conflicts. Therefore, field surveys were conducted after each public meeting to cross check and verify

decisions and discussions that occurred at the public meetings. These field survey samples included customers, non-local merchants and local merchants. The ratio of samples, merchants and customers, was determined based on the number of stakeholders.

6.2 First Public Meeting

Before the first public meeting was held, research team conducted a situational analysis of strengths, weaknesses, opportunities and threats (SWOT Analysis) from all collected data to use as a reference for discussion during the meeting. The conclusions generated from an analysis of present situation of Ladmayom Market are shown in Table 4.

Table 4 SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
Strong community leader with public mind	Weak public minded approach and cooperation among stakeholders	Location and road network	Limited social networks of stakeholders
Established canal and travel network	Merchants do not have extra activities for enthusiastic customers, such as handicraft demonstrations	Most merchants are local people	Newly established markets in the area
Living culture: - Peaceful orchard living - Canal lifestyle	Packaging does not convey identity of community	Products and services can generate substantial income for the community	Location in a flood zone
Stakeholders have abilities to apply commercial approaches to their orchard life style	Merchants and community leaders do not promote community products	Participation in the district tourism network	Limited tourism networks
	Few products express identity of community		
	Land owned by several landowners		
	Few forms of public transportation		
	Similar products in different zones		

During the interview sessions in data collection process, only a few people suggested ideas and comments or participated in public discussions. They talked among themselves, but they made no comments in public. This behavior is certainly a part of Thai social norms, and it is a detriment to merchants' interactions with customers.

In considering these circumstances, researchers grouped "weak public minded approach and cooperation between stakeholders", and "merchants do not have further activities for enthusiastic customers" as weaknesses, shown in the table of SWOT Analysis.

Agreements pertaining to present and future directions of the market were discussed among 66 participants composed of landowners, community leaders, merchants from neighboring villages, and village merchants. They agreed that the present direction of Ladmayom Market is a local floating market. They also agreed to set the future direction of the market as a local floating market with creative products.

6.3 Field survey

The first public meeting received little attention from landowners, merchants, and community leaders. As a result, the researchers undertook another field survey to confirm that all stakeholder groups could participate in this process. Information collected by questionnaires was based on public discussions. Five hundred and eight sets of questionnaires, 306 from merchants and 202 from customers, were gathered. The 306 merchants included the eight landowners because they also sell products in the market. Almost three quarters of Ladmayom Market stakeholders (landowners, merchants, and customers) agreed that present direction of the market is a local floating market.

They also agreed to set future direction of the market as a local floating market with creative products. The discussion agreement in first public meeting and survey results from the "recheck" questions in the questionnaire, questions 2 and 3 in part 2 of Appendix B, showed that stakeholders want Ladmayom Market to grow as a combination of self-reliant way of life and commercial oriented economy.

6.4 Second Public Meeting

The second public meeting was held to deliberate the purpose of the market as it was already identified during the first public meeting and field survey which stated that the market must grow as a combination of self-reliant way of life and commercial oriented economy. The meeting was a participatory process for stakeholders to verify market's identity concluded on first public meeting and field survey, to have a clear perception and to determine any changes on the identity which was agreed upon.

The participatory process was made by using Olin's guideline to make "the organization's strategy, structure and vision visible" [15] on the basis of the following ideas:

- "Who you are" - The answer is "a local floating market seller".

- "What you do" - The answer is "Selling local orchard products and some creative products"

- "How you do it" - The answer is "Selling products, upholding a clean and beautiful environment, and growing my business slowly"

- "Where you want to go" - The answer is "Maintaining present lifestyle and orchard community, and earning additional income on weekends"

The common answers from 51 participants,

composed of landowners, community leaders, merchants from neighboring villages, and village merchants, who joined this process, indicated the assertive perceptions of stakeholders that the market must grow as a combination of self-reliant way of life and commercial oriented economy. Thus, the floating market manifests the following vectors [16]:

- “Products” : Every product is locally selected, and some are creative products like handmade products.

- “Environment” : Selling place is along the canal and in the orchard having a good environment of green scenery.

- “Communication” : It has a local network with local tourism to offer a boat trip along the canal.

- “Behaviour” : Humble, friendly and hospitable to all customers

7. Evaluation and Analysis of the Results

Researchers used participatory action methodology, which constitutes “a philosophy and approach to gathering and using information. It is also a way to build and strengthen communities” [12]. The research team concluded that the target direction of Ladmayom Market as set by participants does not conflict with customer expectations. Over a quarter of customers at Ladmayom Market stated in the questionnaire, question 7 in appendix B, that food and orchard products are highlights of the market. Customers also appreciated exposure to local lifestyles and natural surroundings. Merchants ranked highlights of Ladmayom Market in four categories with approximately the same percentages: food and orchard products first, followed by natural surroundings, canal, and local lifestyles. Customers suggested that the market should overlook the

waterfront area and that a sitting area should be created there as well. These requests raise the point that community should put more emphasis on development of canal environment and of recreational activities along the canal for tourists and customers.

8. Summary of the Result

One third of the merchants are villagers in Ladmayom area, and the rest are from nearby communities. This condition makes them attached to local orchard life style. Owners of neighboring lands want to join the floating market business but they are not original villager landowners. It is not easy to cooperate with them because they prefer getting high benefit than attaching to orchard life style. However, the findings revealed that stakeholders would like to maintain the co-existence of business with orchard lifestyles. Thus, the market community should bond together and organize to meet their expectation.

9. Conclusion

Ladmayom Market can serve as a good prototype for those communities seeking to develop strong and responsive organizations. The participatory process helps to expand learning among communities, and it also enables development of indigenous knowledge and local wisdom, while retaining potential to facilitate community bonding and organization. Academics or local administration can be included in the participatory process to guide and support community in the ways that community desires. In the case of Ladmayom Market, the research team provided a market layout plan, and suggested traffic control, parking and assembly space strategies as shown in Figure 5. Finally, they provided suggestions related to renovation and other architectural issues as is presented in Figure 6.

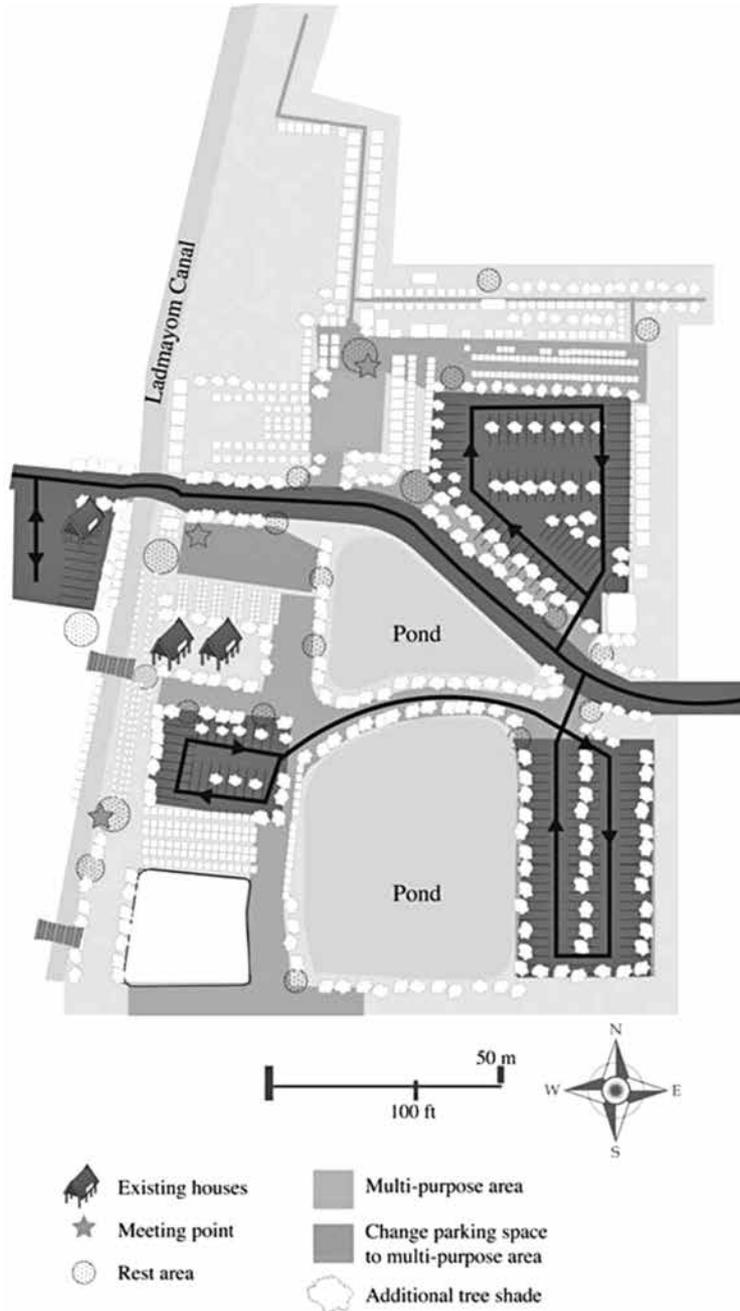


Figure 5 New Design for Traffic Direction, Parking Area and Assembly Spaces

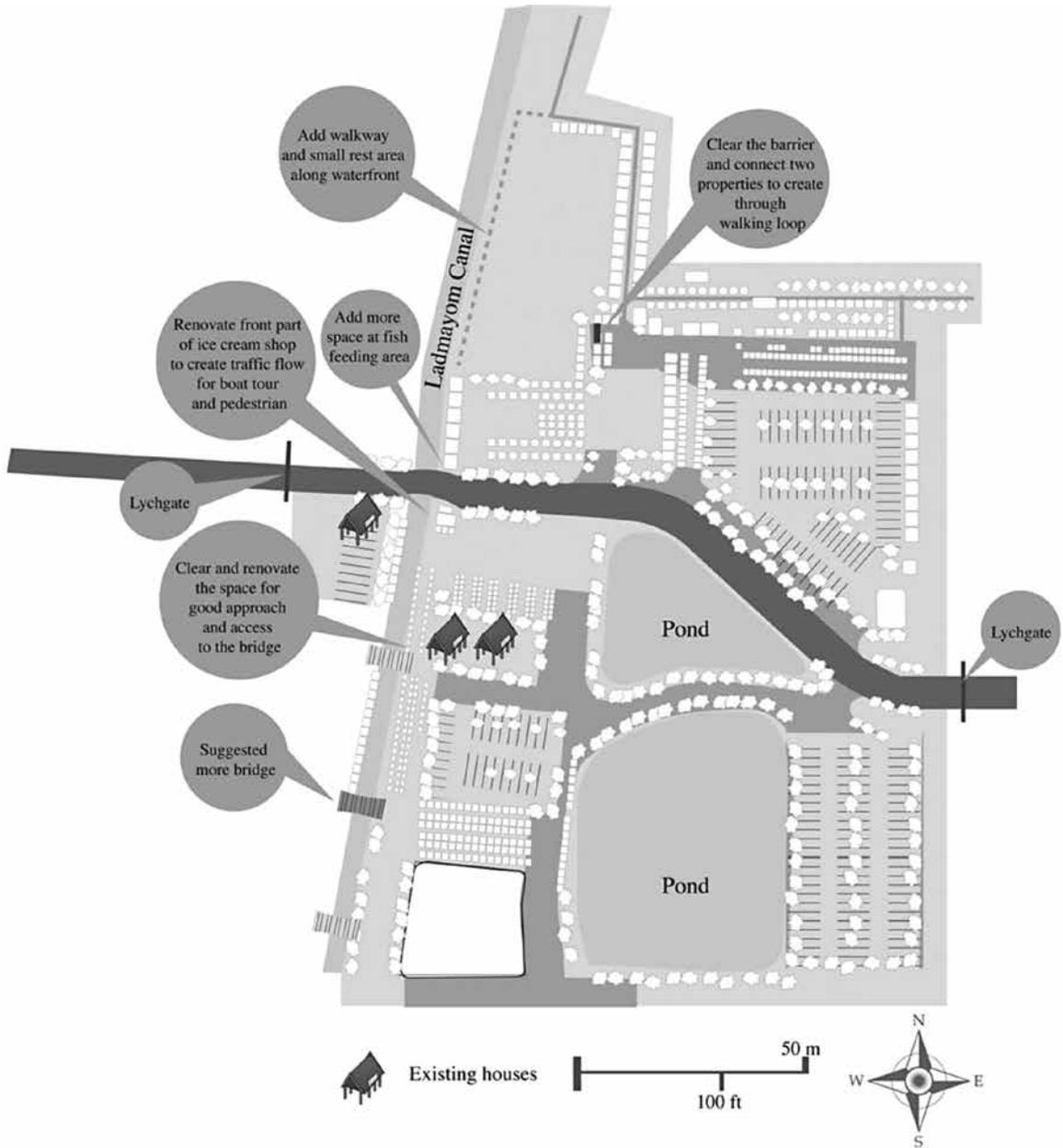


Figure 6 Suggested Design of the Market Layout

10. Recommendations

10.1 For Future Implementation

The renovation of the market and its surrounding areas, as illustrated in Figure 6, is long-term plan for Ladmayom Market. Its achievement requires negotiation and compromise among landowners, the acquisition of necessary funds, and permits from local administration.

10.2 For the Next Research

The intermediate plan should consist of determining and creating “creative products” that are unique to the market and would represent a sense of “local identity”. Accomplishing the intermediate plan requires a participatory process, with which the stakeholders are already familiar because of this action research project. In addition, a short-term plan should be created and proposed for the market community to implement during the processes of long term and intermediate planning.

11. References

1. Encyclopedia Britannica, 2012, “Barter” [Online], Available : <http://www.britannica.com/EBchecked/topic/54263/barter>, [2009, August 24].
2. Jilchaisak, V., 2012, “Market,” Thai Junior Encyclopedia, Vol. 28 [Online], Available : <http://kanchanapisek.or.th/kp6/BOOK28/chapter3/t28-3-11.htm>, [2009, August 24]. (In Thai)
3. Office of the Prime Minister, 2010, The Eleventh Economic and Social Development Plan (2012-2016), National Economic and Social Development Board, Bangkok.
4. Encyclopedia Britannica, 2012, “Agora” [Online], Available : <http://www.britannica.com/EBchecked/topic/9404/agora>, [2009, August 24].
5. Wikipedia, 2012, “Agora” [Online], Available : <http://en.wikipedia.org/wiki/Agora>, [2009, August 24].
6. Encyclopedia Britannica, 2012, “Forum” [Online], Available : <http://www.britannica.com/EBchecked/topic/214381/forum>, [2012, February 13].
7. Taphong, T., 1996, Bangkok in the Past, Sukkhapabjai Group, Bangkok. (In Thai)
8. Savatevimon, S., 2001, History Record of the Thai Market, Praphansarn, Bangkok. (In Thai)
9. Jivakul, K., Wattanasasuk, J., Tadanithi, S., Athipothi, K., Nakirak, C. and Nakwachara, N., 1982, Research Report “Market in Bangkok : Expansion and Development”, Chulalongkorn University, Bangkok. (In Thai)
10. Wattanawanyoo, K., Boonyachut, S., Sunyavivat, C. and Boonyachut, N., 2012, Research Report “Community Market Fair : Efficient Management and Local Creative Economy”, King Mongkut’s University of Technology Thonburi, Bangkok. (In Thai)
11. Kemmis, S. and McTaggart, R., 2005, “Participatory Action Research : Communicative Action and the Public Sphere,” pp. 271-330, in N.K. Denzin and Y.S. Lincoln (Eds.) The SAGE Handbook of Qualitative Research, SAGE Publications, London.
12. PAR, O., Some Basic Principles of “Participatory Action Research, [2012, February 7].
13. Meisterheim, T., Cretney, S. and Cretney, A., 2011, The Weave (v1) - Participatory Process Design Guide for Strategic Sustainable Development, [Online], Available : <http://womensplace.osu.edu/assets/files/TheWeave-July2011.pdf>. [2012, February 16].
14. Boonyachut, S., Wattanawanyoo, K., Sunyavivat, C. and Boonyachut, N., 2011, “Two Forms of Flea Market : Economic and Tourist Flea Market,” *Journal of The National Research Council*

of Thailand, 43 (2), pp. 125-141.

15. Olins, W., 2002, "Wally Olins Viewpoints; Corporate Identity - The Ultimate Resource" [Online], Available : <http://www.wallyolins.com/>

[includes/corporateidentity.pdf](#) [2012, February 7].

16. Olin, W., 2011, *The New Guide to Identity*, MPG Books Group, UK.

APPENDIX A

MERCHANT



Questionnaire for Research Project
 "Community Market Fair: Efficient Management and Local Creative Economy"

To Sample Group

Objective

This survey aims to assess the successes and weaknesses of the two kinds of flea market, which are the economic flea market and the tourist flea market. It seeks to find a prototype for another community so that they can improve their environment and increase their revenues to attain a higher standard of living. The prototype can also sustain the community as stated in the mission of the national government and local administration offices.

Researcher Team from School of Architecture and Design
 King Mongkut's University of Technology Thonburi

Explanation

1. This questionnaire has 5 parts
 - Part 1. General data of sample group
 - Part 2. Detail data of selling merchandise
 - Part 3. Your reasons of coming to sell merchandise at this market
 - Part 4. Data of market management
 - Part 5. Problems and suggestions from sample group
2. Please check ✓ in the or fill in the space provided
3. All data in the questionnaire would be confidentially kept and used for the research only.

For surveyor

Surveyed by _____

at Klongthom II

DD/MM/YY _____ time _____

 Thungkru Plaza Ladmayom

APPENDIX A

MERCHANT

No.

Date.....

Part 1. General data of sample group

1. Gender Male Female
2. Age Under 20 21-30 31-40
 41-50 51-60 Over 60
3. Family status Single Married Others
4. Family members
 1 2-3 4-5 over 6
5. Monthly income Under 5,000 Baht 5,000-10,000 Baht 10,001-15,000 Baht
 15,001-20,000 Baht 20,001-25,000 Baht 25,001-30,000 Baht 30,001-35,000 Baht
 35,001-40,000 Baht 40,001-45,000 Baht 45,001-50,000 Baht over 50,001 Baht
6. Traveling distance from your home to this market
 1 km. at 2 km. at 3 km. at
 4 km. at Over 4 km. at
7. You sell merchandise here as Permanent job Extra job Employee
8. You come here by Own vehicle Taxi Public transportation

Part 2. Detail data of selling merchandise

1. Type of market Permanent flea market Rotated flea market Tourist flea market
2. Merchandise (Answers can be more than 1) Fresh sea food Dry sea food Meat
 Egg Curry Curry ingredient Thai noodle Ready to eat food
 Vegetables Fruit Preserved fruit Dessert Beverage
 Tea / coffee Clothing Shoes Hand bag Kitchen appliance
 Costume/ jewelry Souvenir Wicker Potted plant Others.....
3. Number of stalls rented:stall(s) Price/stall Baht/day or Baht/month
4. Payment Cash Check Bank account deposit
5. Number of years as a merchant here 0-1 2-3 4-5 6-10 Over 10
6. Selling day here
 Monday Tuesday Wednesday Thursday Friday
 Saturday Sunday Everyday
7. Traveling distance from your home to this market: km.
8. Time spent here: hours
9. Number of markets where you sell merchandise in a day: market(s)
Average number of markets in a week: market (s)
10. Merchandise storage:
11. You bring merchandise by Own vehicle Taxi Public transportation Trolley
12. You have a creative idea/skill to create value added merchandise
 Yes (Please answer no. 13) No (skip no. 13)
13. Creative idea/skill
 Embroidery Knitting Carpentry Electrical repair Carving
 Others.....

APPENDIX A

Part 3: Your reasons of coming to sell merchandise at this market

Reasons of coming to sell merchandise here	Maximum ← Level of importance → Minimum				
	5	4	3	2	1
1. Convenient location					
2. Merchandises are carefully zoned.					
3. Convenient parking/good services from staff					
4. Clean toilet					
5. Cleaning service					
6. Good services from market, i.e., safety, stall setting, shelter rental					
7. Good layout and zoning					
8. Fixed day, time for sell					
9. Proper utility (water, electricity)					
10. Fair rental fee					
11. Number of customers and purchasing power					

Part 4. Data of market management

1. Lay out and zoning are settled by Market owner Merchant
2. Process of selecting merchant and merchandise Yes No
3. Welfare system from market owner Emergency loan Primary health care
 Others
4. Regulation Opening – Closing time
 Cleaning day and time
 Others

Part 5. Problems and suggestions from sample group

1. Problems found in this market
.....
.....
2. The improvement that you expect from this market
.....
.....

APPENDIX A

CUSTOMER



Questionnaire for Research Project
 “Community Market Fair: Efficient Management and Local Creative Economy”

To Sample Group

Objective

This survey aims to assess the successes and weaknesses of the two kinds of flea market, which are the economic flea market and the tourist flea market. It seeks to find a prototype for another community so that they can improve their environment and increase their revenues to attain a higher standard of living. The prototype can also sustain the community as stated in the mission of the national government and local administration offices.

Researcher Team from School of Architecture and Design
 King Mongkut’s University of Technology Thonburi

Explanation

1. This questionnaire has 5 parts
 - Part 1. General data of sample group
 - Part 2. Detail data of buying merchandise
 - Part 3. Your reasons of coming to buy merchandise at this market
 - Part 4. Data of market management
 - Part 5. Problems and suggestions from sample group
2. Please check ✓ in the or fill in the space provided
3. All data in the questionnaire would be confidentially kept and used for the research only.

For surveyor

Surveyed by _____

at Klongthom II

DD/MM/YY _____ time _____

Thungkru Plaza

Ladmayom

APPENDIX A

CUSTOMER

No.
Date.....

Part 1. General data of sample group

1. Gender Male Female
2. Age Under 20 21-30 31-40
 41-50 51-60 Over 60
3. Family status Single Married Others
4. Family members
 1 2-3 4-5 Over 6
5. Occupation Government employee Private employee Merchant
 Own business Self-employed House wife
 Student Others
6. Monthly income Under 5,000 Baht 5,000-10,000 Baht 10,001-15,000 Baht
 15,001-20,000 Baht 20,001-25,000 Baht 25,001-30,000 Baht 30,001-35,000 Baht
 35,001-40,000 Baht 40,001-45,000 Baht 45,001-50,000 Baht over 50,001 Baht
7. Traveling distance from your home to this market
 1 km. at (District) 2 km. at (District) 3 km. at (District)
 4 km. at (District) over 4 km. at (District)

Part 2. Detail data of buying merchandise

1. Frequency of buying time at this market in a month
 1-2 3-4 Over 5
2. The day you buy merchandise here
 Monday Tuesday Wednesday Thursday Friday
 Saturday Sunday Everyday
3. Time to buy merchandise
 Morning (7.00-12.00) Afternoon (12.00-17.00) Evening (17.00-21.00)
4. You always buy merchandise here
 Yes No, I also buy from other market(s) at (District)
5. Approximate amount (Baht) of buying each time here
 Under 500 Baht 501-1,000 Baht 1,001-1,500 Baht
 1,501- 2,000 Baht Over 2,000 Baht
6. Purpose of buying
 Own use Family use For selling Others

APPENDIX A

Part 3. Your reasons of coming to buy merchandise at this market

Reasons of coming to buy merchandise here	Maximum ← level of importance → Minimum				
	5	4	3	2	1
1. Convenient location					
2. Many public transportations passing by					
3. Convenient parking/good services from staff					
4. Clean toilet					
5. Good layout and zoning					
6. Good and modern decorations					
7. Variety of merchandises					
8. All kinds of merchandise are available here.					
9. Price is lesser than other markets.					
10. Price tagged on all merchandises					
11. Warm courtesy with polite conversation from merchants.					
12. Reliable merchants, i.e., standard scale					

Part 4. Data of market management

- | | | | |
|--|---|---|---|
| 1. Easy and well grouping of merchandise | <input type="checkbox"/> Good | <input type="checkbox"/> Fair | <input type="checkbox"/> Need improvement |
| 2. Ventilation | <input type="checkbox"/> Good | <input type="checkbox"/> Fair | <input type="checkbox"/> Need improvement |
| 3. Smell | <input type="checkbox"/> Good | <input type="checkbox"/> Fair | <input type="checkbox"/> Need improvement |
| 4. Cleanliness | <input type="checkbox"/> Good | <input type="checkbox"/> Fair | <input type="checkbox"/> Need improvement |
| 5. Extra services | <input type="checkbox"/> Delivery service (wholesale) | <input type="checkbox"/> Exchange and refund policy | |
| | <input type="checkbox"/> Packing service (wholesale) | <input type="checkbox"/> Others..... | |

Part 5. Problems and suggestions from sample group

1. Problems found in this market

.....

.....

2. The improvement that you expect from this market

.....

.....

APPENDIX B



Questionnaire for Research Project
 “Community Market Fair: Efficient Management and Local Creative Economy”

To Sample Group

Objective

This survey aims to identify the present and future direction of the market. It also attempts to summarize the preliminary of logo design for the market.

All data in the questionnaire would be confidentially kept and used for the research only.

Researcher Team from School of Architecture and Design
 King Mongkut’s University of Technology Thonburi

Part 1. General data of sample group

1. Status Local merchant (travel distance 4 km.)
 Non-local merchant (travel distance more than 4 km.)
 Customer coming to the market from 2001-2009
 Customer coming to the market after 2009
 Landowner: zone
2. Gender Male Female
3. Age under 20 21-30 31-40
 41-50 51-60 over 60
4. Education Primary Secondary Vocational
 Bachelor above Bachelor

Part 2. Present and future direction of the market / logo design

1. Present and future direction of the market
 Local lifestyle market General market Local lifestyle and creative market
2. Logo that represents the name of this market



3. When you think about Ladmayom, what do you recall (highlight of the market)?

.....

