

FAILED FLOATING MARKET: ANALYSIS OF CASES OF FAILURE OF TOURISM ATTRACTIONS IN THAILAND

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ABSTRACT

Floating market is the specific interesting place seen in Indochina and it becomes the popular tourist attraction for the local people and the foreigners. There are many old and new set floating markets in Thailand. Some of the floating markets become failed floating markets and have to be closed. Here. The author analyzes the case studies on failed floating market in Thailand. The lesson learnt from the analysis is useful for further sustainable tourism development in the area.

KEYWORDS: Floating Market, Failure, Thailand.

INTRODUCTION

Floating market is the specific interesting place seen in Indochina and it becomes the popular tourist attraction for the local people and the foreigners. There are many old and new set floating markets in Thailand. Some of the floating markets become failed floating markets and have to be closed. Here. The author analyzes the case studies on failed floating market in Thailand. The lesson learnt from the analysis is useful for further sustainable tourism development in the area.

CASE STUDIES

A. A very old floating market in a Buddhist temple in Bangkok with the problem of newly constructed building and road: There are some very old floating market set in many Buddhist temples in Thailand. An interesting place is namely Wat Sai floating market. This is the most famous floating market in Bangkok Thailand in the past.

However, after then invasion of the newly construction in the market and the coming of the new good road, the floating market was not famous and ended up. There are attempts to renovate this floating market at present but it is not successful.

- B. A floating market in remote area in a tourist district of a rural province: There are many newly set floating markets in remote area in a tourist district of a rural province. Many floating markets are far from the city center and tourists have to take car for many kilometers to those places. Also, some places apply very high entrance ticket price and some of those new floating markets are already closed. Many tourists vote that the places are too far and there is nothing interesting but showed case of fun parks without any traditional culture.
- C. A floating market in the flooding places in a rural province: Some newly set floating

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markets are by the local communities but have poorly locations. Some set in the complex of the old Buddhist temples or archeological sites. Some are at the floating area in the floating field. It is no doubt that there can be floods during the rainy season and many floating markets have ever got floods and destroys. Finally, those flood affected floating markets have to be closed.

- D. A floating market in the center of big city: Many new floating markets have been invested and opened in the big city. An important problem is the lack of local culture and no natural scenery in that area. The floating market looks like a department store located next to the canal. Most of floating markets in this style already fail.
- E. A floating market with poor sanitation control: Many new floating markets are set without good sanitation and public health planning. Many markets have plenty of stray gods. Some markets have poor running water system and toilet to serve the tourists. Most of those markets with poor sanitation controls are already failed and closed.

DISCUSSION

There are many failed floating markets in Thailand. The increasing number of newly opening floating market might reflect the business acing. In fact, the key concept for floating market in the tourism science is the reflecting of the local culture and community

participation. From failed cases analysis, it can reflect that there are many possible reasons for failure. The invasion of new things and urbanization area can destroy the old classical floating market. On the other hand, the newly set floating market without the good control of the scenery can result in the failure. Sometimes, the newly set floating market is set by the local Buddhist templ and there is no control of the sanitation and it might be the factor distracting the people from visiting there. In fact, the market sanitation is the serious problem in many rural areas of Indochina [1].

For the private floating market, some applied for high entrance ticket price and this is the rooted cause for further failure. The too much investment and construction of fake show cases might be successful for some newly set floating markets if they select the setting in the blooming tourist areas. However, some newly set tourist floating market in tourist city also failed. The newly construction that invaded into the rural area also means the introducing of pollution. This problem can be seen worldwide in the area with newly opening of new tourist attraction [2]. Without good control, the uncontrolled tourism can becomes the new environmental problem affecting the lifestyle as well as mental health of the local people [3]. Finally, the invasion of natural disaster such as flooding also cause the problem to the structure of the floating market and might lead to failure (Figure 1).



Figure 1.Floods affects a floating area

CONCLUSION

There are many possible identified causes for failure of tourist floating markets. The interesting observation is the closed linkage between the local community and the market is the key point for success in maintenance of the floating market.

The concept of the floating market tourism is the community based and community participation tourism.

CONFLICT OF INTEREST: None

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