

"Market under Tree", New Kind of Tourist Attraction: A New Trend in Thailand

Pathum Sookaromdee¹, Viroj Wiwanitkit²

¹Private Academic, Consultant Center, Bangkok, Thailand.

²Adjunct Professor, Joseph Ayobabalola University, Ikeji-Arakeji, Nigeria.

Abstract

The development and searching for new tourist attraction is necessary for promoting and maintenance tourist business in any country. The new trend of people around the world is cultural plus natural tourism. Here, the authors present and discuss on a scenario from Thailand, a tropical country in Indochina. "Market under tree" is new kind of tourist attraction that is set in the areas with many trees. The local traditional market is set at that area blending the natural with cultural activities.

Keywords: Tourist, Attraction, Marker, Tree.

Introduction

The development and searching for new tourist attraction is necessary for promoting and maintaining tourist business in any country. The new trend of people around the world is cultural plus natural tourism. Here, the authors present and discuss on a scenario from Thailand, a tropical country in Indochina. "Market under tree" is new kind of tourist attraction that is set in the areas with many trees. The local traditional market is set at that area blending the natural with cultural activities. The good examples will be further shown.

Case studies

A. Talat tai pai or Lhardtai pai

This is a specific market set at the group of bamboo trees. The market is located at a famous island resort, KohSamui. Many foods and local souvenirs are sold at this market.

B. Talat tai kiam or Lhard tai kiam

This is a specific market set at the group of specific tropical trees, species *Cotylelobium-melanoxylon* Pierre. The market is located at Chumpon province. Many foods and local souvenirs are sold at this market.

C. Talai tai node or Lhard tai node

This is a specific market set at the group of sugar plam trees. The market is located at Patthalung province. Many foods and local souvenirs are sold at this market.



A.Talat tai pai



B.Talat tai kiam



C.Talai tai node

Figure 1."Market under tree" tourist sites in Thailand

Discussion

Many kinds of markets become famous tourism site. In Thailand, the good example is floating market and 100-year market. The adjustment of those market tourism sites is needed. For example, extraordinary location is done for highlighting the market and attracting to the tourists [1]. If there is no adaptation, there might be a failure status [2]. Here, the authors discuss on a new trend, the "Market under tree". This new tourism product can match the new desire of tourist who seek for cultural and natural activities. Additionally, the shopping activities can also be done at the market.

The "Market under tree", is not only a tourist site but also business site for local people. This is a green tourism as well as sustainable tourist business for the local area. With increasing number of market, it has to plan for further conservation and maintenance of the tourism activity.

Conflict of interest: None

References

1. Sookaromdee P, Wiwanitkit V. *“Extraordinary Locations of Floating Markets: Interesting Examples in Applied Geo-Architecture”*. Int J Construct Architect Innov. 2018; 2: 12-16.
2. Wiwanitkit V. *“Failed Floating Market: Analysis of Cases of Failure of Tourism Attractions in Thailand”*. Int J Transform Operat Market Manage. 2017; 1: 32-34.