

Abstract

The purposes of this research were to study the development of tourism and to study the framework of tourism management in Ta Ling Chan floating market.

The qualitative research methodology was used in this study. The participants were the people who involved in Ta Ling Chan floating market management; Ta Ling Chan district officers, Ta Ling Chan union (executive committees and members), Ta Ling Chan union alliances, Ta Ling Chan community and tourists.

The finding of this study provided the analysis of the development of tourism in Ta Ling Chan floating market. There were three phases of this development that 1) Ta Ling Chan floating market in the past (before 1987) 2) Ta Ling Chan floating market in agricultural goods period (1987-1997) and 3) Ta Ling Chan floating market in canal tour period (1997-2005). This development was affected by physical environment changes and basic constructions; for example flooding, construction a road, the stating of the Water Traffic Act and the National Economic and Social Development Plan, the promoting of tourism policy in national level and Bangkok metropolis level, and the encouragement of cooperation ideas and ecotourism.

The framework of tourism in the agricultural goods market period (1987-1997) emphasized on the promotion of agricultural goods from Ta Ling Chan community. The management of Ta Ling Chan floating market had been run by Ta Ling Chan regional official until the third phase. In the third phase (canal tour period, 1997-2005), there were some more activities about musical shows and canal tours. Tourism in the third phase emphasized on the cooperation of community. The Ta Ling Chan floating union was established. Moreover, there was the cooperation of variety Ta Ling Chan union alliances. For example, school groups, temple groups, and gardener groups. Other development of this floating market was the canal tour which influenced by the interest in ecotourism in 2002.