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The Management of Tourism Route to Promote Tourism at Bang Noi Floating Market, Bangkhonti District, Samutsongkram Province

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Abstract

This research is to study the cultural capital and tourism resources at Bang Noi Floating Market for creating a route to promote tourism at this location. This is qualitative data which was collected by various methods : Observation, In-depth interviews of sample groups (such as local people and related organizations), Questionaires and Content Analysis. The results found that the tourism of Bang Noi Floating Market is a problem and it also affects tourism which is specific to only the Koh Kaew area made up of 3 communities, so it should create the tourism route for networking all 3 communities together. From the sampling group's interview, it was found that the tourism resources of all 3 communities are potentially important, such as Koh Yai Temple, Koh Kaew Temple and Sai Temple, etc. which confirms the result of resources' perception of tourists. The mentioned data,was analyzed to create a cultural tourism route according to the majority of resources and gets 1 route, consisting of 3 temples 3 communities 9 sacred items. This route can join all areas of Bang Noi Floating Market together to generate incomes to the community, as well as provide the opportunity to promote the tourist attraction's development from a responsible organization which has a plan to develop this place.

Keywords: Management, Tourism Route, Floating Market

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