

THE MODEL FOR THE DEVELOPMENT OF BANG LAMUNG MARKET, CHONBURI PROVINCE TO BE ENVIRONMENTALLY FRIENDLY

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Abstract: The purposes of this research were to analyze the model for the development of Bang Lamung market, Chonburi Province to be environmentally friendly, 7 Green which consists of Green Heart, Green Logistics, Green Attraction Green Community, Green Activity, Green Service and Green Plus. The qualitative research and quantitative research were used for analyzing data in this research. This research used a questionnaire distributed to a sample of 400 Bang Lamung, Chonburi Province tourists as well as an interview of a 3 community leaders at Bang Lamung market. Statistics was used for analyzing data were T-test, One-way ANOVA and LSD. The study found through the comparison of demographic characteristics like gender, age and occupation that there is no difference within the given significance level of 0.05. In the comparison of education there is no difference with the given significance level of 0.05. This research will be used as guideline for the development of Bang Lamung market to be environmentally friendly as well as the result of this research can also be used for guiding other markets and other tourist destinations.

Keywords: Tourism, Market, Chonburi Province.

I. INTRODUCTION

Thailand's tourism industry is an industry that is vital to the economic and social development of the country. Thailand has a rich tourism resources, including natural resources, culture, archeology and history. Has the potential to attract tourists, both foreign and Thailand, as many come to visit and take advantage of tourism resources Such as leisure tourists When it comes in contact with the natural resources to engage in recreational activities in various forms such as rock climbing, scuba diving, rafting, waterfall, etc. get experience and learn new things from the cultural traditions of the moon. Life and the well-being of the society at large in the industry matches the community. Continuing to the sectors concerned. And result in substantial revenue for the country. Tourism would lead to prosperity for the local community to help distribute income [1].

Tourism Old Market within community A tour to experience the lifestyle of the community. In the past, the media, the story passed from generation to generation until the present lifestyle of the community. Holding to preserve a way of life And generate income for the community members. By changing the housing market into a tourist attraction then. The management of the community will have a crucial part. Said that tourism is a key component of the community is called. "Community Based Tourism" (Community Based Tourism), which is based on the idea that community. Or locally owned tourism resources, so the community should be involved and play a role in determining the direction. The development, conservation Resource Management Including the benefit from tourism as well. Tourism retro (Retro Tourism) Is popular among tourists who come for the former. Seen from

the old market growth within several communities, the demand for the pursuit of happiness in the past.

The object turned out buildings and symbols of the past. Currently, those who want to escape the city. To live the simplicity of rural society and the government's policy focus is sufficiently [2-3]. Keep people awake and keep Focus on living in the past. From the above Many of the old markets have been restored as a tourist attraction featuring a. The local people still maintain the way of life and culture. The charm of the old market is to experience the joy in the simplicity. Simulating a virtual reality in the lives of Aboriginal people make Thailand. Tourism can create value in the market rise [4]. Community regeneration market and housing came up as a tourist attraction Old Market within the community, including marketing year Chuk Market House Canal. Park Photo Gallery. However, follows from the continuous growth and fast. Has created problems for the environment. Impact and contributes to the decline of tourism resources is huge. Both natural attractions. Many types of man-made and are experiencing problems in adopting the laws, regulations and standards of practice for the defense. And troubleshoot the decadence Protecting natural resources, poaching and destruction of tourism resources is one way. Therefore, the standard of care and resource management. It is important to study. And is something that can be implemented to benefit the conservation of resources and market a tourism resource, one that has been popular with tourists, both in Thailand and abroad. The floating market of Thailand is unique. Represents the culture, history and way of life of people in the past. In the past, the market was a place where the exchange of agricultural products and other goods at a reasonable

price. The villagers cargo boat sales. Currently the market is that shoppers are running almost dissolved. Promote water tourism It is important to help promote the market remains, and remains on the waterfront lifestyle of the people, because "the market" is important, coupled with living in Thailand for a long time. Although the current market is not a priority to products of the people in that community, as in the past, but also a lifestyle, some of which remain extant on the activities of the market, it has gained popularity and attracts tourists generate income for the community A factor in interest, and can be developed and enhanced to cater to both in Thailand and abroad. This includes the impact on resources in tourism as well. Due to the construction of facilities to meet the needs of visitors increased. The decline, which was built on resources and causing environmental problems such as sewage, waste management, improper. Management utilities that do not work. And sometimes there are tourists who show inappropriate behavior in tourism. Impact on culture and way of life in local communities. These are all problems caused by the use of tourism resources by not recognizing the importance of the environment. Or the lack of a management system that is environmentally friendly. The tourism industry is currently faced with the threat posed by the impacts of climate change (Climate change), or global warming will make the season shorter. The variability of the climate. Natural disasters The impact is severe and prolonged. These things damage the tourist industry [5-9]. The project was launched. Environmental Declaration For sustainable tourism The concept establishes a framework for practical reasons or 7 is called 7 Green ideas to protect the environment and reduce greenhouse gas emissions that cause global warming To promote tourism industry operators and tourists Confederated global warming from tourism, the World Tourism Organization (UNWTO) estimates that the global tourism industry contributes to greenhouse gas emissions into the atmosphere totaled 1,307 million tons in 2006, or per cent. fifth of all greenhouse gases This drop in the number of air transport, land transport, 40 percent to 32 percent of other transport combined 3 percent and 21 percent of the camp activities 4 percent. Said to be a paradise for gourmets ever. The Duck meat or fish boiled with salt mackerel fish meat or fish boiled with salt. Noodles, coconut milk, liquid detergent forest steamed fish cakes, fish cakes Thailand's ancient well of local agricultural products in the home straight from the garden. Another activity when visiting the Bang Lamung market. The researchers saw that the Bang Lamung market is at the top of the famous and well-known of tourists, both foreign and Thailand for a long time. By far, the impact on tourism, such as the destruction of nature. Resulting in resource degradation Denaturation and plenty of space. And a negative effect on tourism in the long term. It also

creates a natural balance to maintain. Along with Bang Lamung market is to protect the environment for sustainable tourism concept (7 Green) as a guide to help in the campaign and encourage everyone to work together to preserve nature. It comprises a green heart Green Heart travel patterns Green Tourism, Green Logistics, Green Attraction, Green Community, Green Activity. The Green Service, CSR announced Green Plus to want clarity on the issue of recognizing Bang Lamung market. And awake to global warming the partnership between the public sector. Tourists and communities with environmental consciousness. This project Bang Lamung market will help the tourism industry can compete on the national stage as well as expand into new markets, quality-conscious travelers in maintaining the quality of the environment. The campaign encourages all sectors. Has contributed to the restoration and preservation of the environment. Joint management Raise awareness in the community the tourists who come to participate in the reconstruction area Bang Lamung market. Taking into account the main environmental problems. This is to create a natural balance to remain with Bang Lamung market. Therefore, to protect the environment for sustainable tourism concept (7 Green) will guide you in the campaign and encourage everyone to share, preserve nature.

Objectives of the Research

1. To explore and analyze the perceptions of tourists to the promotion and development of the Bang Lamung market is a tourist-friendly environment (7 Green).
2. To find an effective approach and can be used to promote and develop the Bang Lamung market as a tourist-friendly environment (7 Green).

II. DETAILS EXPERIMENTAL

2.1. MATERIALS AND METHODS

Methodology

This research is research combined quantitative (Quantity Research) and qualitative (Qualitative Research) to study to explore and analyze the perceptions of tourists to the promotion and development of Bang Lamung market as a tourist-friendly environment (7 Green). the search for an effective approach and can be used to promote and develop the Bang Lamung market as a tourist-friendly environment (7 green) researchers have no way to carry out the research.

Population and sample

1. The population-based study

The population in this study the researchers divided the sample population.

1.1 Thailand tourists traveling in Bang Lamung market 384 of the lively people.

1.2 Government officials of three people.

1.3 Operators in the oil market Bang Lamung market people.

2. Samples

2.1 In the study, the average number of visitors to 400 people at a confidence level of 95% and requiring accurate to $\pm 10\%$ of the standard deviation by the square blocks of has a number of 400 samples by means of random sampling, regardless of the probability (non - probability) random sampling method (accidental sampling).

2. Government officials Agencies and private care and have since developed the Bang Lamung market more than eight years, by means of random sampling, regardless of the probability (Non - Probability), which selected the random placement (Purposive Sampling) consists of a total of 17 people.

2.2.1 Personnel Administration parish administrator Bang Lamung market three people.

2.2.2 The operator stores in Bang Lamung market 10 people.

2.2.3 Market Committee Uncle Bang Lamung market number two man.

2.2.4 mainstay networking market seems Bang Lamung market two people.

3. The instrument used in the research.

The tools used to collect data. Divided in proportion to the population, the sample size is as follows.

The instrument used for data collection tourists. To inquire about Bang Lamung market approach to tourism that are environmentally friendly (7 Green) using questionnaires. (Questionnaires) were divided into two parts.

The first factor, the personal data of travelers. Designated as closed questions (Close Ended Question) include gender, age, education. income per month

The second question about this review to explore environmentally friendly (7Green).

4. Testing tool used to gather information.

Take a questionnaire to test the reliability (Reliability Test) conducted by handing out sample with a sample conditions. Tourists in Thailand were 30 to determine the reliability of the analysis process for the Akron Barkley alpha (Cronbach's Alpha Analysis Test the Akron Barkley alpha must be greater than or equal to 0.75) for the probability. reliability (reliability Test) is equal to 0.834 of a query after query to the sample responses of the period prescribed.

5. Data Analysis

Data analysis in this research is the data obtained from the questionnaires were processed statistical software. Using statistical analysis,

The data from the questionnaires were analyzed by a computer program. Ready for Research the researchers used two types of statistical data analysis.

1. Use descriptive statistics (Descriptive Statistic) were frequency (Frequency) Average (Mean) Percentage (Percentage) and standard deviations (Standard Deviation) for lectures privacy.

2. Use inferential statistics (Inferential Statistic) to test the hypothesis, the t test (t - test) to compare the difference between the average of the two populations. And uses statistical analysis, ANOVA (One - way ANOVA) to compare differences over the two groups, and when the difference is tested by comparing the pair (Multiple Comparisons) with psilocybin. good (LSD)

III. RESULTS AND DISCUSSION

Study results development approach to tourism that are environmentally friendly (7 Green) of the Bang Lamung market. There are important issues to be discussed following the trial.

1. The visitors were level on development as a tourist-friendly environment (7 Green) of the Bang Lamung market. Overall, in the very heart of the green (Green Heat) Travel Green (Green Logistics) activity Green (Green Activity) and the Social Responsibility and Environment (Green Plus).

The level is at the highest level. In the area of tourism, green (Green Attraction) Community Green (Green Community) and the Green (Green Service) level review at a high level. This is consistent with the Ministry of Environment and Natural Resources set a master plan to develop the national park consists of six guidelines are as follows.

Guidelines for National Development Based on the principle of Conservation of Natural Resources and Environment Guidelines for Facilities include transportation management, transportation management and vehicle. The store management utilities Guidelines for the management of the waste management system standards. The management of media production and maintenance facilities.

2. Travellers with gender, age, education, occupation and monthly income. There are different opinions on the development of a tourist-friendly environment (7 Green) Bang Lamung market of difference, which can be discussed below.

2.1. Tourists with a different sex. The guidelines will be developed into a tourist-friendly environment (7 Green) of the Bang Lamung market not different this is inconsistent with the findings of the hairpin Brahma have studied. KhaoYai National Park's development as a tourist-friendly environment (7 Green). The research found that a comparison of the demographic differences in sex. Traveler's opinions on the development of KhaoYai National Park as a tourist-friendly environment (7 Green) different.

2.2 Tourists a different way. With a view to promoting and developing the Bang Lamung market as a tourist-friendly environment (7 Green), the green heart (Green Heat) Travel Green (Green Logistics) different pairs with different follows. Visitors under the age of 20 years with tourists aged 21-30 years found that travelers under the age of 20 years will be toward the promotion and development. Bang Lamung market, a tourist-friendly environment (7 Green), the green heart (Green Heat) Travel Green (Green Logistics) than travelers between the ages of 21-30 years, which is consistent with the research of prom hair ornament have studied. KhaoYai National Park's development as a tourist-friendly environment (7 Green) study found. Comparison of different age demographic of traveler opinions on the development of KhaoYai National Park as a tourist-friendly environment (7 Green) different.

2.3 Tourists with different levels of education. With a view to promoting and developing the Bang Lamung market as a tourist-friendly environment (7 Green), the green heart (Green Heat) side to the green (Green Logistics) activity Green (Green Activity) and services. green (green Service) are distinguished by a different following. Travelers who have low levels of education than the tourists with a bachelor's degree by the tourists with low levels of education courses. A view to promoting and developing the Bang Lamung market as a tourist-friendly environment (7 Green), the green heart (Green Heat) side to the green (Green Logistics) activity Green (Green Activity) and the field. green (green Service) than tourists with a bachelor's degree. And tourists with low levels of education courses. A view to promoting and developing the Bang Lamung market as a tourist-friendly environment (7 Green), the green heart (Green Heat) side to the green (Green Logistics) activity Green (Green Activity) and the field. green (green Service) than tourists with a higher education degree. The research found that Comparison of different demographic, education of tourists opinions on the development of KhaoYai National Park as a tourist-friendly environment (7 Green) is no different.

2.4 Star whose career is different. With a view to promoting and developing the Bang Lamung market as a tourist-friendly environment (7 Green), the green heart (Green Heat) Travel Green (Green Logistics) activity Green (Green Activity) different. the pair are different. Travellers who are career civil servants / state enterprise with tourists Employee / staff organizations found that tourists are career civil servants / state enterprise. A view to promoting and developing the Bang Lamung as a tourist-friendly environment (7 Green) the Green Heart, Travel Green (Green Logistics) activity Green (Green Activity) less over the tourists employee / staff organizations. This is consistent with research Jutamas Brahma was

studied. KhaoYai National Park's development as a tourist-friendly environment (7 Green).

The research found that to compare the different demographic of traveler opinions on professional development KhaoYai National Park as a tourist-friendly environment (7 Green) different.

2.5 Tourists with different monthly income. With a view to promoting and developing the Bang Lamung market as a tourist-friendly environment (7 Green) is no different. This is inconsistent with the findings of the hairpin Brahma have studied. KhaoYai National Park's development as a tourist-friendly environment (7 Green) study found. A comparison of the demographic differences in income per month. Traveler's opinions on the development of KhaoYai National Park as a tourist-friendly environment (7 Green) different.

CONCLUSIONS

From the data analysis approach to tourism development that is environmentally friendly (7 Green) Bang Lamung market's conclusion follows.

1. Demographic characteristics such as sex, age, education. And monthly income
The results showed that most tourists are female. There Employee / Independent Staff the average age is between 21-30 years of study at the undergraduate level. The average income per month. 10,001-20,000 baht

2. Opinions of tourists to the promotion and development of the Bang Lamung market is a tourist-friendly environment (7 Green).
The findings from the viewpoint of tourists to the promotion and development of the Bang Lamung market is a tourist-friendly environment (7 Green) that was found.

2.1 The Green Heart (Green Heat) found that most travelers have a view to the promotion and development of the Bang Lamung market is a tourist-friendly environment (7 Green), the green heart is at the highest level. The average value of 4.51 by tourist shops with a view to promoting the use of food containers made from nature. The most average of 4.56.

2.2 Travel Green (Green Logistics) Most visitors a view to the promotion and development of the Bang Lamung market is a tourist-friendly environment (7 Green) Travel Green (Green Logistics) is at the highest level. With an average of 4.41 perceived by most visitors to use public transport to travel. The most average of 4.52.

2.3 The tourism Green (Green Attraction) Most visitors are toward the promotion and development of the Bang Lamung market is a tourist-friendly environment (7 Green), the green tourism (Green

Attraction) at a high level. With an average of 3.84 by tourists mainly undertook the restoration of degraded ecosystems in richer. The most average of 3.87.

2.4 Community Green (Green Community), most tourists have toward the promotion and development of the Bang Lamung market is a tourist-friendly environment (7 Green) Community Green (Green Community) is a high level. With an average of 3.86 by most tourists with a view to strengthen the ideas and skills to community members. The most average of 4.56, but in terms of community involvement in the planning or management of sustainable tourism. Visitors have commented that The community has been involved in the planning and management of it. Is moderate The average is 3.34.

2.5 The activity Green (Green Activity) Most visitors are toward the promotion and development of the Bang Lamung market is a tourist-friendly environment (7 Green) activity Green (Green Activity) is the highest level. With an average of 4.35 by most travelers' opinions on the activities of educational nature to tourists. The most average of 4.56.

2.6 The Green (Green Service) Most visitors a view to the promotion and development of the Bang Lamung market is a tourist-friendly environment (7 Green) service Green (Green Service) at a high level. 1. With an average of 3.92 by most tourists are perceived to have a separate garbage bins by type. The most average of 4.10.

2.7 The Social Responsibility and Environment (Green Plus) Most visitors are toward the promotion and development of Bang Lamung market as a tourist-friendly environment (7 Green) on social responsibility and the environment (Green Plus) is on. the most With an average of 4.26 by most tourists with a view to the establishment of environmental clubs. The most average of 4.52.

SUGGESTIONS

The point of this research is the suggestion in the findings and recommendations in applied research is further detailed below.

1. The Green Heart (Green Heat) should be involved in the campaign for the collection and disposal of

garbage in the containers provided or bring garbage from the area to reduce the waste problem in the market.

2. Travel Green (Green Logistics) has improved the quality of service and cruise / passenger. In order to help reduce pollution in the environment.

3. Travel Green (Green Attraction) should take measures to prevent and treat the environment in the area. The ecosystem is complete.

4. Community Green (Green Community) should be community involvement in the planning or management of tourism more sustainable.

5. Activities Green (Green Activity) tourism activities should not result in the degradation of natural resources. And tourism activities should be accepted by the local people.

6. The Green (Green Service) should be updated to provide public toilets are clean. And suffice to tourists

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