

# The Expansion of Waterway Tourism Route Network in Taling Chan District to Promote Cultural Tourism in Taling Chan District, Bangkok

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**Abstract**— The purpose of this research is to study on the cultural capital in Taling Chan District in order to expanded waterway routes tourism network to promote cultural tourism in Taling Chan District.

To accomplish the goals and objectives, qualitative research will be applied. The research instruments used are observation, basic interviews, in-depth interviews of key local performance.

The study also uses both primary data and secondary data.

From research result, it is revealed that cultural capital in Taling Chan district had enough potential and be appropriated to expanded waterway tourism routes network to promote cultural tourism such as it have many ancient temple which contain cultural significance; historical significance, aesthetic significance and spiritual significance. Moreover, way of life of community along the canal is interested for tourists.

This proved by Rumpapak Luekveerawattana' research result which shown that tourist was interested to this new cultural routes. [1]

Nevertheless, it had some obstacle that all stake holder should considered to improved site's physical such as accessible of tourist attraction such as the ladder pier which is too steep for elderly tourist to step up to visit tourist site.

**Keywords**— Taling Chan District, Cultural heritage, Waterway Route Tourism, Tourism Route Network

## I. INTRODUCTION

**T**ALING CHAN is one of fifty districts in Bangkok Thailand. The topography of Taling Chan district is wetland which many canals flow through along east and west. The prominent point of Taling Chan district is waterway route tourism. It be famous as it is the only one district in Bangkok which have most floating market in their area which are Taling Chan, Klong Lad Mayom, Wat jumpa, Wat Saphan and Wat Taling Chan (New Open in 2013 A.D.) Floating Market.

These 5 floating Market contains cultural significance, folk wisdom and way of life along canals which attracts tourist to come to visit. One of these floating Markets 'Taling Chan' is very famous for tourist. It has conservation tourist activities call as 'Taling Chan Tour' which is canal tour by long-tailed boat. There are 4 program tour which are 3 floating Market, orchid tour, etc [2]

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Fig. 1 Taling Chan Floating Market  
Source: <https://www.google.co.th/search>

In addition, another famous floating market in Taling Chan district, there are Klong Lad Mayom floating Market which got Outstanding Community - Based Tourism prize from Tourism Authority of Thailand (TAT) and consolation prize for water management by community from Hydro and Agro Informatics Institute According to His Majesty's Initiative [3]. This floating market now very popular and drawn a large number of tourist to come to visit. It was established by Mr. Chuan Choojan, the key local performance whose initiative and developing this floating market until it very famous among tourist. It is a source to sell community products such as vegetable, fruit, ancient food and etc. In addition, it has plenty of activities for tourist to do such as orchid tour, etc.



Fig. 2 Mr. Chuan Choojan,  
The founder of Klong Lad Mayom Floating Market  
Source: <http://www.manager.co.th/>

Besides, according to the interviewed of Mr. Taveesak Wangjan on May, 28, 2014 [3], the owner of Sawangchan homestay which famous in international level, he give the valuable information of cultural capital and tourism resource which unknown for tourist and have enough potential to created new waterway tourism route to connect to the exit routes as waterway tourism routes network in order to promote cultural tourism and generate income to local community.



Fig. 3 Sawangchan Homestay  
Source: <https://th.foursquare.com>

This conform to the purpose of Taling Chan district office which intention to promote new waterway tourism route in Taling Chan district and publicized to draw tourist to visit [4].

Thus, this research study therefore purposed to full fill both community and government section in order to expanded and promote new waterway cultural tourism routes which connected to old waterway tourism routes as network.

## II. RESEARCH METHODOLOGY

This research focuses in the area of Taling Chan District area, Bangkok, Thailand only. To accomplish the objectives, qualitative research will be applied. The research instruments used are observation, questionnaire and content analysis, in-depth interviews of key local performance and tourist. The study also uses both primary data and secondary data.

## III. RESULTS

Research results found that It can expand waterway tourism route network due to the cultural capital in Taling Chan had potential enough to attract tourist to come to visit refer to Rumpapak Luekveerawattana research resulted which shown that tourist is interesting to program 'make merit pray respect to Buddha for 9 temple' at 81% [5].

According from waterway tourism routes' survey to find out tourism resources which contain cultural significance along waterway tourism routes which are Ladmayom, Bangramad and Chakpra canels, Researcher found that Taling Chan district had potential to created new waterway routes in

order to expanded waterway tourism network as they had significance tourist resources along those canals.

Moreover, way of life of riverside community is also attracted tourist too.



Fig. 4-5 Waterway Tourism Routes's survey  
Source: Pornnapat Berndt, 24 April, 2016

To created new waterway tourism routes, researcher considered about tourism component in 3 issues which important to attract tourist to come to tourism site which are as following:

1. The site must be attractive and contain of cultural significance
2. Environment and scenery along canal should be beautiful and interested
3. Service and facilities should be ready to bear a large number of tourist

It can conclude that, there are 9 tourism resources which have cultural significance and had enough potential to create as new waterway cultural tourism routes are as following:

1. Makok Temple
2. Champa Temple
3. Krajang Temple
4. Tong Temple (Bangramad Temple)
5. Samorlakothe Temple
6. Mondhop Temple
7. Chank Lek Temple
8. Taling Chan Temple
9. Pho Temple

After advisedly each location of tourism resources which most are temple, therefore researcher and key local performance Mr. Chum Choojan all strongly agrees that it should create tourism program name 'Make merit pray respect to Buddha for 9 temples'. The entire waterway route of Tourism program, tourist had to take long-tailed boat along 4 canals which are Ladmayom, Bansai, Bangramad and Chak Pra canals. The water in these 4 canals had in good condition

and cleaned due to the fact that villager in all riverside communities Volunteer to clean up garbage in the canals as the realize the significance of environment [6].



Fig. 6 Ubosot of Taling Chan Temple

Source: Narin Yuanton, 19 August, 2016



Fig. 9 Ubosot of Makok Temple

Source: Narin Yuanton, 19 August, 2016



Fig. 7 Ubosot of Mondop Temple

Source: Narin Yuanton, 19 August, 2016

According from waterway routes study, it can create new waterway tourist routes in 2 main routes as following:

Tourism Routes 1	Duration
<b>Route 1</b> Start at Ladmayom Floating Market – Makok Temple – Champa temple – Kajang Temple – Thong Temple (Bangramad) – Samorlakot Temple – Mondop Temple – Chang lek Temple – Taling Chan Temple and Taling Chan 2 canal Temple–Pho Temple and the return to Ladmayom Floating Market	<b>229 Min.</b> or <b>3 hours 49 Min.</b>

Table 1: Represent waterway tourism route 1

Source: Narin Yuanton, 2 November, 2016



Fig. 8 Ubosot of Thong Temple (Bangramad)

Source: Narin Yuanton, 19 August, 2016



Fig. 10 Waterway tourism route 1

Source: Narin Yuanton, 19 November, 2016

Tourism Routes 2	Duration
<b>Route 2 Start from Ladmayom canal, to</b> Lammayom Floating Market – Pho Temple – Kajang temple – Thong temple (Bangramad – Samorakoth Temple – Mondop Tempe – Chang Lek – Taling Chan Temple and 2 canals floating market Taling Chan Temple – Champa Temple – Makok Temple – Lad Mayom Floating Market	229 Min. or 3 hours 49 Min.

Table 1: Represent waterway tourism route 1  
Source: Narin Yuanton, 19 Novembe, 2016



Fig. 11 Waterway tourism route 2

Source: Narin Yuanton, 19 Novembe, 2016

Nevertheless, even tourist interested in this program “Make merit pray respect to Buddha for 9 temples’ in highly percentage as mention above [7], it still facing some challenge for example improved site’s physical such as accessible of tourist attraction such as the ladder pier which is too steep for elderly tourist to step up to visit tourist site.



Fig. 10 The steep ladder pier

Source: Pornnapat Berndt, 19 Novembe, 2016

*A. Discussion*

The reasons for the successful and smooth research, Taling Chan had plenty cultural capital. Moreover, the strength of location are beautiful scenery and clean canal. Therefore, it advantage to create new waterway tourism with connect to exits waterway tourism route in order to expand waterway tourism routs network in taling Chan district to promote cultural tourism.

**IV. SUGGESTION**

Government Sector should support this local community as to generate income to local community. Moreover, tourist activities are conserved Thai culture and encourage people to do the good things.

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