

## การฟื้นฟูตลาดเก่าในเมืองไทย \*

### The revitalization of the old markets in Thailand

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#### บทคัดย่อ

ในเมืองไทยนั้นมีตลาดเก่าอยู่หลายแห่ง ึ่งที่เป็นตลาดบก หรือตลาดน้ำ ตลาดเหล่านี้ได้สูญหายไปพร้อมๆกับการพัฒนาของเมืองที่เปลี่ยนมาใช้ถนนเป็นเส้นทางขนส่งหลักร้านค้าเรือนไม้หลายหลังถูกรื้อ และแทนที่ด้วยตึกอาคารพาณิชย์คอนกรีต เพื่อสร้างผลตอบแทนทางธุรกิจที่ดีกว่า

อย่างไรก็ตาม ยังมีตลาดเก่าหลายแห่งที่ยังคงอยู่ แต่ส่วนใหญ่ได้ปรับให้เป็นสถานที่ท่องเที่ยว เพื่อตอบสนองกระแสการท่องเที่ยวเชิงวัฒนธรรม บางตลาดอย่างเช่น ตลาดน้ำอัมพวา และตลาดน้ำดำเนินสะดวกนั้น ประสบความสำเร็จอย่างยิ่งในการสร้างรายได้ให้กับพื้นที่ แม้ว่าอาจมีประเด็นในเรื่องของความแท้ (authenticity) หรือเอกลักษณ์ของพื้นที่ (core identity) โดยเฉพาะในเรื่องของ ‘ความแท้ (authenticity)’ นั้น ถูกคุกคามโดยธุรกิจท่องเที่ยวที่เน้นหนักในด้านการสร้างรายได้เชิงเศรษฐกิจ มีการสร้างสินค้าทางวัฒนธรรมขึ้นมาใหม่ ซึ่งอาจจะไม่ได้เป็นวัฒนธรรมของพื้นที่เพื่อตอบสนองนักท่องเที่ยว

ดังนั้น แม้ว่าการท่องเที่ยวจะมีบทบาทสำคัญในการรักษาพื้นที่มรดกทางวัฒนธรรมเอาไว้ โดยการให้ประโยชน์ในเชิงพาณิชย์ แต่ก็ให้ผลในด้านลบได้เช่นกัน เพราะการท่องเที่ยวก็สามารถลด ‘คุณค่า’ ของสถานที่ได้ หากขาดการจัดการและการควบคุมที่ดี ดังนั้นองค์ความรู้ในด้านการฟื้นฟูมรดกทางวัฒนธรรมจึงเป็นสิ่งจำเป็นอย่างยิ่ง ซึ่งเป็นความรู้ที่สามารถนำไปใช้กับการฟื้นฟูตลาดเก่า หรือชุมชนทางวัฒนธรรมอื่นๆในเมืองไทยได้

ดังนั้นเป้าหมายของงานวิจัยนี้ ก็เพื่อให้แนวทางในการพัฒนาตลาดเก่าในเมืองไทย ให้ได้รับการฟื้นฟูและอนุรักษ์ด้วยวิธีการที่ถูกต้อง โดยตลาดเก่าเหล่านั้นจะต้องสามารถสร้างประโยชน์ในเชิงพาณิชย์ พร้อมๆกับการรักษาไว้ซึ่ง “ความแท้ (authenticity)” ของสถานที่ ซึ่งจะต้องบริหารจัดการโดยคนในชุมชน สำหรับวัตถุประสงค์การวิจัยนี้ เพื่อหาวิธีการและกลยุทธ์ในการฟื้นฟูตลาดเก่าที่มีประสิทธิภาพ เพื่อเป็นต้นแบบในการพัฒนาตลาดเก่าอื่นๆในเมืองไทยต่อไป

จากการวิจัย พบว่าแนวทางในการฟื้นฟูตลาดเก่า นั้น จะต้องมีกรอบดำเนินการ 5 ประการ คือ (1) มุ่งด้านวัฒนธรรม, (2) คิดและทำอย่างมีกลยุทธ์, (3) ให้ความสำคัญกับพื้นที่สาธารณะ, (4) การมีส่วนร่วมของชุมชน และเครือข่าย และ (5) การปรับใช้ใหม่ (New uses)

\* บทความนี้เป็นส่วนหนึ่งของงานวิทยานิพนธ์ ปีการศึกษา 2554 หลักสูตรปริญญาปรัชญาดุษฎีบัณฑิต สาขาวิชาการจัดการมรดกทางสถาปัตยกรรมกับการท่องเที่ยว บัณฑิตวิทยาลัย มหาวิทยาลัยศิลปากร

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สิ่งที่ท้าทายในการฟื้นฟูก็คือการกำหนดกระบวนการฟื้นฟูและวิธีปฏิบัติที่จะส่งผลการพัฒนานั้นเป็นการพัฒนาที่ยั่งยืน (sustainable development) เพื่อที่จะสร้างประโยชน์แก่คนในชุมชน, เศรษฐกิจชุมชน และสภาพแวดล้อมที่ดีในระยะยาว

### Abstract

Many of the charming old markets in Thailand, both terrestrial and water markets, have disappeared in recent years. Their loss was mainly caused by urban development. Road was the main mode of transportation. Old wooden shop houses were replaced by concrete commercial buildings to generate more economic benefits to owners.

Some old markets still exist. Most of them are trying to transform themselves into tourism places in response to the growing trend of cultural tourism. Some of them, such as Amphawa and Damnoen Saduak floating markets, are very successful in generating income for communities. But even in such places there are many issues around the retention of authenticity and core identity of the places that need to be considered. Authenticity is threatened by the tourism process' emphasis on maximizing economic outcomes; cultural objects and cultural expressions are commodified to suit tourists.

Tourism can be a powerful force in maintaining heritage places by generating income from tourism spending. But on the negative side, tourism can reduce the value of places as well if it is not adequately controlled and properly managed

Therefore, know-how for revitalization of the places is truly necessary which can also be applied to other old markets or cultural heritage communities in Thailand. The goal of this study is to provide revitalization and conservation guideline for the old markets in Thailand. They are conserved in a proper way, can generate economic benefits to the community while safeguarding authenticity. Revitalization is led and managed by the local community. The objective is set to find out the proper actions and strategies for old markets revitalization. It would be the prototype for the development of other old markets in Thailand.

From the study, the revitalization of the old markets requires five themes as a framework for developing clear and practical guidance. They are (1) Cultural Approaches, (2) Think and Act Strategically, (3) Public Domain, (4) Community Involvement & Partnership and (5) Diversity – New Uses

The challenge of revitalization is to identify the actions and underlying processes that would be necessary to deliver regeneration at the strategic level under sustainable development to realize social, economic and environmental benefits.

## 1. Introduction

In order to obtain the widest comparative benefit of the revitalization, this study analyses several case studies. They will contribute considerable knowledge and provide know-how for developing 'guidance' for revitalization of the places that can be applied to other old markets or heritage communities in Thailand. The site selection criteria are set out as (1) high level of significance (historical, architectural, social or cultural value), (2) proven success in revitalization and (3) variety of locations (Bangkok and upcountry).

From these criteria, the following sites are recommended as representative for the study of old markets in Thailand:

1. Samchuk – A 100 year old market in Suphanburi
2. Damnoen Saduak floating market in Ratchburi
3. Amphawa floating market in Samut Songkhram
4. Taling Chan floating market in Bangkok

Samchuk old market, Suphanburi province, is a great case for studying the conflict between the local community and the town development. People protect the place by making it meaningful as a cultural heritage place, promoted via tourism.

Damnoen Saduak floating market, Ratchburi province, is the most famous old market among foreign tourists. It is mentioned in various travel guide books and considered a 'must visit' place in Thailand that presents Thai traditional life style. So, it is an excellent case for studying ways of conserving heritage markets in the international tourism context.

Amphawa floating market, Samut Songkhram, is becoming the most popular "hip" place among Thai tourists. It has both floating and terrestrial market areas. The development is not only limited to the market but is also expanding to the whole district as a leisure destination. There are lots of home stay, resorts, restaurants, spa and activities in the province. Amphawa market is a good case for studying the impact of tourism development on authenticity and integrity.

Taling Chan floating market, Bangkok, is a good case study about the success of re-vitalization. Its success has been made possible by the co-operation of the local community and the local authority.

### Outcome anticipated

1. The local communities realize the cultural significance of old markets as community heritage. They want to conserve the places for future generations.
2. Old markets are conserved in a proper way. They can generate economic benefits to the community while safeguarding authenticity. Revitalization is led and managed by the local community.

### The strategic objective

The researcher collected evidence and lessons to be learnt from the four famous old markets as the representatives of old markets in Thailand to find ‘suitable practice guidance’ and the ‘processes to be followed’. The approach of the study is ‘the heritage site should be managed and controlled by local communities’, not by government authorities. In addition, development should be focused on the long-term benefits to the communities. Therefore, the guidance will be developed by:

- Exploring in depth experiences of the stakeholders
- Identifying the processes followed, the key factors that led to success and producing guidance to assist and encourage other sites to undertake heritage revitalization
- Evaluating relevant policies to review their current and future effectiveness
- Identifying examples of good practice.

### Structure of the thesis

The thesis is divided into 5 chapters which reflect the work and rationale of the study. It is set out in the concept diagram below.



Figure 1: Structure of the report

Source: Adapted from EAHTR (2007: page 11)

The process of the study begins with a conceptual framework to identify the knowledge-base of the study; followed by an analysis of the value of heritage as the fundamental premise upon which the study is based. It aims to understand the places and verify their significance. The core of the project is the description and analysis of the four case studies and the consequent identification of learning and success factors which would be developed in the form of guidance as the outcome of this study.

The study is supported by various sources of information, including site visits, interviews, observations and secondary material. The whole study proceeds in the context of current government policy, laws and regulations. The customs and norms of Thais are considered as well.

## **2. Conceptual framework**

The following approach was drawn from research conducted in Europe, and reported in *Inherit: Investing in Heritage - A Guide to Successful Urban Regeneration*. The mobilization of heritage for development purposes is quite advanced in Europe, and I have intentionally drawn upon the approaches which have been used successfully there, and applied them to the case studies in Thailand. Various charters, literature and related documents are considered as the knowledge base of this study:

2.1 *Inherit: Investing In heritage - a Guide to Successful Urban Regeneration*

2.2 Historic Setting Management principles of selected charters

2.2.1 The Burra Charter: the Australia ICOMOS Charter for Places of Cultural Significance 1991 (Australia ICOMOS, 1999)

2.2.2 Principles for the Conservation of Heritage Sites in China (China ICOMOS)

2.2.3 The Nara Document on Authenticity

### **2.1 Inherit: Investing in heritage – a guide to successful urban regeneration**

The ‘Inherit’ project was conducted by the European Association of Historic Towns and Regions in partnership with the (heritage) cities of Europe. It aimed to develop good guidance practice to convince several cities and their stakeholders of the benefits of heritage-led regeneration as well as to portray how it could be delivered and achieved. It is a useful model for research into heritage-led revitalization in Thailand.

The work went far beyond ‘preservation’ concepts, as it did not aim to simply maintain the fabric of a place in its existing state. It supported and developed heritage

projects which promoted sustainable development of the local communities. It tried to balance the authenticity and economic return-on-investment in heritage development.

Therefore, the 'Inherit' project aimed to promote heritage-led regeneration, to recognize the value of heritage and its potential contribution to urban regeneration and sustainability. The case studies used in the Inherit project present the way to safeguard the heritage through finding new uses for historic buildings and ensuring the continuous viability of the heritage stock of cities. The approach advocated in Inherit balances conservation and economic benefits, leading to a win-win situation for everyone.

However, there are some concerns in applying the Inherit concept to cultural heritage places in Thailand. Many Thai heritage places are related to royalty, religion, beliefs and traditions. They are sensitive and may have limited options for adaptive re-use. We must ensure that uses are compatible with the significance of the heritage places.

## 2.2 Historic setting management principles in selected charters

This thesis uses the Burra Charter (The Australia ICOMOS Charter for Places of Cultural Significance 1999) and China Principles (Principles for the Conservation of Heritage Sites in China, 2002) as a knowledge base. It also acknowledges the principles of authenticity from the NARA document (Japan, 1994).

The Burra Charter presents a philosophy and methodology for conservation. It contains guidelines for conservation policy, procedures and a code of ethic. It emphasizes that the aim of conservation is to retain the cultural significance of a place. The appropriate way to conserve a place is caring for the existing fabric, use, associations and meaning. Traditional techniques and materials should be conserved to ensure continuity of significant fabric. If it is necessary to reinforce the structure, new techniques and materials can be acceptable. It is important to understand cultural significance of a place and other issues affecting its future, such as stakeholders' needs, resources, external constraints and its physical condition. Conservation may include these actions:

- Reintroduction of a use
- Retention of association and meanings
- Maintenance
- Preservation
- Restoration
- Reconstruction

- Adaptation
- Interpretation

All the above actions must respect the fabric of a place and minimize impacts on the significance of the place. Conservation management is linked to the assessment of cultural values and preparation of a statement of significance. The Burra Charter recommends a procedure for assessing the cultural value of a place by classifying it into four types of value (i) Aesthetic, (ii) Historic, (iii) Scientific and (iv) Social values.

The 'Principles for the Conservation of Heritage Sites in China' is a useful guide for conservation practice and management of cultural heritage sites. They have also been used in this thesis as the main criteria for evaluating results since they were devised for an Asian culture.

The Nara document on Authenticity (1994) has also influenced this thesis because of its emphasis on authenticity. It emphasizes that conservation should be understood within the specific cultural context. The place identity has a threat from globalization and homogenization. Therefore, essential contribution made by the consideration of authenticity in conservation practice is to clarify and illuminate the collective memory of humanity. The protection cultural and heritage diversity should be actively promoted as an essential aspect of cultural heritage conservation. All culture and societies are rooted in the particular forms and means of tangibles and intangible expression which constitutes their heritage and these should be respected.

### **3. The value of heritage**

Old markets are rich in cultural value. It is the community legacy so it should be the responsibility of everyone in the community to protect their legacy and be willing to convey to future generations. To achieve such goals, we must first understand and realize the values of cultural heritage. These may be aesthetic, social, scientific or historical as suggested by the Burra Charter. People may value something for the story that it tells them about the past, or because it was associated with events or their ancestors. Something may have an intense personal value, or it may hold memories for them as individuals or as communities.

### 3.1 Cultural heritage and value

To establish heritage values of the historic markets, we must define the critical notion of significance by trying to embrace both the tangible and intangible value of places, even though the significance related to the meaning of places can be a slippery notion.

Therefore, it makes sense to assess the value of the old markets by the recognition of the significance of authenticity in cultural heritage. In addition, value of the heritage place should be systematically collected in a format of formal documentation which records and analyzes the physical structure, patterns of use, access, infrastructure and etc.

The values of each historic market would be expressed by ‘Community identity’. Basically, the identity of a place is comprised of three interrelated components, each irreducible to the others (i) physical features or appearance, (ii) observable activities and functions, and (iii) meaning or symbols - presented below:

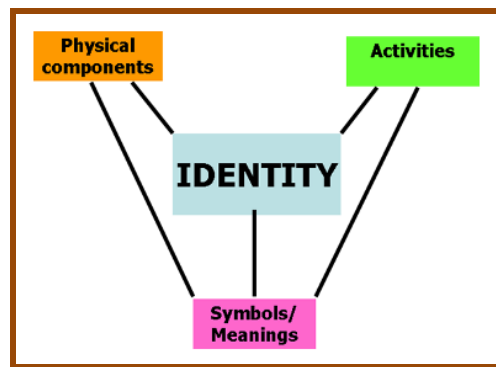


Figure 2: Place Identity and its components. Adapted from Relph, 1976 (Place and Placelessness)

### 3.2 Cultural heritage and sustainable development

Revitalization projects aim to improve local economies and to provide community stability. ‘Sustainable development’ is a term made popular by the Brundtland Commission in 1987. A primary objective of this philosophy is to create long-term ‘quality of life’ for the community by providing lasting and secure livelihoods that minimizes resource depletion, environmental degradation, cultural disruption, and social instability.

Sustainable development is at the heart of sustainable communities, and there is no way we can achieve this unless we recognize and expand on the role our historic environment has to play. We have to find a future for it. Sustainable development is not only maintaining physical assets, but also creating livability and economic vitality to strengthen the community’s socio-cultural assets. It is development that meets the needs

of present generations without compromising the ability of future generations to meet their needs. Sustainable development brings together conservation and wider economic and social agendas. A planned system that works well is one that ensures that communities gain all the benefits they need. It depends on listening to the community around it. Very often, what people grasp as most important to them is the feel of an area, its continuity, the way the past and the present reflect each other.

A sustainable development is only possible through local community participation for the benefit of the whole community. It is necessary to encourage residents to love and value their community to create long-term engagement. And a strategy is needed to manage the balance of conservation, and social and economic benefits. Interpretation activities should be able to show the culture and lifestyles of the local settlement rather than selling souvenirs. Therefore, revitalization of the old markets is not only about conserving architectural heritage but it is about conserving the whole community.

Amphawa defines sustainable tourism as tourism that respects and supports local culture, natural environments, place identity and an ability to generate income for people in the community. Below is a sustainable tourism model of Amphawa that integrates the three tourism concepts, 'cultural tourism', 'ecotourism' and 'agricultural tourism'. It utilizes and manages cultural resources to keep tourism benefits in the local community. All three tourism concepts would be managed as 'community-based tourism'.



Figure 3: Sustainable tourism model of Amphawa

Source: Lt.Patcharodom Aunsuwan, the mayor of Tumbon Amphawa, Sep 2010

#### 4. Towards good practice – lessons & success indicators

The revitalization of old markets can be done within the market area but actually there is more potential to consider regenerating a wider area or even the whole town, as seen at Amphawa. Here the floating market is part of the cultural heritage of the town. The challenge of revitalization is to identify the actions and underlying processes that would be necessary to deliver regeneration at the strategic level under sustainable development and the sufficiency economy philosophy, to realize social, economic and environmental benefits.

This chapter is an analysis of findings and is grouped into five themes to provide a framework for developing clear and practical guidance. The themes identified the necessary practices for revitalization:

- 4.1 Cultural Approaches
- 4.2 Think and Act Strategically
- 4.3 Public Domain
- 4.4 Community Involvement & Partnership
- 4.5 Diversity – New Uses

##### 4.1 Cultural approaches

Understanding the history and culture of the community is the first step of the revitalization process. It is necessary to define place identity, to recognize its potential for revitalization as a key contributor to sustainable development before preparing a strategic policy for conservation and revitalization. This may require support from academics for an effective research method. Different places may be suitable for different methods. Basically, multiple methods for gathering information are required.

Samchuk market conducted a *'heritage audit'* to check the heritage inventory, understand its particular characteristics and to identify the essential qualities that makes them special. The audit was conducted at grass-roots level by a 'history team' to search and gather historic information about the community. They conducted face-to-face interviews by visiting all households to record historic information of each house and public monuments. The historic information helped in creating a sense of conservation among local people. However, this may not be similarly applicable to Taling Chan market because there is no significant historic building in the market area. The market is a brand new establishment. However, there is still a need to search historic information of local

communities and historic evidence in surrounding areas to support the cultural identity of the floating market. Therefore, the cultural heritage of Taling Chan market would cover extended areas in Taling Chan where temples, gardens and settlements of old river-based communities are counted. So, it requires additional activities that are able to strengthen the cultural identity. Canal tours are a great idea for supporting cultural interpretation.

#### **4.2 Think and act strategically**

It is clear from the case studies that successful revitalization correlates with strong leadership. The revitalization project cannot be done by individual work alone because there are multi-dimension tasks such as physical conservation, heritage interpretation, etc. Any revitalization policies presuppose a broad approach and the carrying out of actions at different levels. The task of regeneration is not only to keep existing fabric; its results must also promote the quality of life of people in the community. The leader must be a key person to integrate all know-how and cooperation of various agencies to achieve the revitalization as planned, control the use of cultural resources to develop sustainability and empower the local community.

The leader should have a strong working team support his vision; such a team may consist of volunteers. The success of the revitalization of Samchuk is driven by working teams which are formed strategically with a clear mission. The working teams will disband when the missions are achieved.

It is necessary to set out a clear vision for a heritage site so everyone can see the same picture of the place in the future. At Samchuk and Amphawa, a clear vision resulted in strategic actions which led to successful revitalization. The vision was important to convince the community and gain support from stakeholders.

The vision becomes reality when strategic missions and goals are achieved. Retention of place characteristics and authenticity, creation of a living market and sustainability in the long-term should be goals of revitalization. The goals must feed into development plans which will be assigned to working teams at the execution level. For example, the action plan of the 'history team' of the Samchuk old market committee is to search and gather historic information on the community, historic evidence and assets, culture and traditional living by interviewing residents and documentary research. All action plans and activities need to be closely monitored and evaluated.

Positioning of heritage place is very important part of strategic thinking because it influences to the preparing of strategic missions and action plan of heritage revitalization. Positioning must be developed from 'place identity', very strategic, outstanding and differentiated. Amphawa sets its position by benchmarking and differentiating from Damnoen Saduak floating market. The strategic positioning as the evening floating market has made Amphawa outstanding from any old markets in Thailand. And it results in generating tourism activities such as firefly trip and home-stay business.

This table summarizes the strategic marketing of the old markets that are case studies of this thesis. It is written from personal interviews on site and with community leaders.

	Samchuk	Amphawa	Taling Chan	Damnoen Saduak
Cultural identity	Highly authentic architecture, ways of living of old commercial community.	Unique socio-geographic characteristics of the riparian community; architecture, traditional living, natural resources.	Gardeners and settlement of water-based communities of the old Chao Praya river.	The oldest and most crowded boat vendors market.
Vision	A commercial cultural heritage site that provides enjoyment and pride to visitors and the Samchuk community.	A historic town featuring cultural heritage and ecotourism assets. The identity of a riparian community remains substantially intact.	A floating market managed by Taling Chan community that satisfies all visitors.	n/a
Segmentation	Authentic cultural tourism	Community-based tourism	Agro-tourism	Foreign tourists who appreciate traditional Thai culture.
Target visitors	Thai tourists; young and older adults, family, teens	Thai tourists; teens and working adults	Bangkok tourists; family	Foreign tourists arranged by tour agents
Positioning	Living Market, lively museum (everyday market)	Evening floating market on weekend	Recreation at weekend	International cultural tourism site
Core products	Variety of tasty foods from everywhere, highly authentic and aesthetically appealing wooden architecture, traditional lifestyles of old communities.	Evening market: variety of foods & fruits. Beautiful architecture along both sides of Amphawa canal. Colorful 'hip' shops at night, innovative community products. Eco-tourism; firefly trip.	Land and floating market; Foods, desserts, plants, fruits. Agro-tourism; canal tour.	Sightseeing of boat vendors in the canal; traditional floating market image, boat tour and souvenirs.

Table 1: Strategic marketing of the old markets

Positioning of the old markets should be strengthened via many awareness-raising activities. The PR program should be planned to support community events and create place awareness. PR messages should be generated by site leaders to avoid confusion and to ensure more effective impacts. Free media, online and social media such as blogs, Hi-5, Facebook, youtube, etc can create big impact.

#### 4.3 Public domain

Public spaces are normally in the remit of local authorities but here collaboration is needed. Public space should be improved to serve the numbers of expected tourists. Currently, Amphawa has a problem with serving huge numbers of tourists. The municipality has a scheme to improve pedestrian flow to ease the passage of people to the other side of the canal by building more bridges. Samchuk market is extending the market area to the riverside by extending tourist spots to the riverside. There are plans to build wide a concrete walkway and piers.

High quality design and materials must be part of any restoration process which respects local culture and traditional skills in an area. 'Baan Khun Jamnong Jeeraruk' at Samchuk market is a good example. The old house was restored as a folk museum and landmark of the old market. The restoration respects the old designs and materials. The restoration team took many photographs of every detail of the old house before restoration work.

Good design is an essential requirement of successful site promotion. The improvements should explore how to add value to the historic environment and meet the needs of both local people and visitors. Taling Chan has managed its public space very well because vendors rent shops from the union so it is easier to control. Amphawa (land market) has less control due to private ownership. Some restaurants put tables and chairs for dining on the concrete walkway areas, reducing walking space.

Carrying capacity is also an issue in many old markets. The local community and site have limited ability to provide a quality service. But in truth it is hard to limit the number of tourists. So a better option is to consider linkages with other tourist spots to release traffic pressures. Taling Chan market arranges new canal tour routes in order to ease congestion within the market areas; this also enhances enjoyment of visitors.

#### 4.4 Community involvement

Ongoing community involvement is a key factor in any achievement of old market revitalization and sustainable development. The community should participate in the decision making process, form a working resource and provide support to retain momentum in the long term. Community involvement and engagement may be created by forming regular community forums and encouraging participation by proposing a range of different options and techniques for group projects which appeal to the interests of individual groups. The community should have full information on the consequences or impacts from the development. Meaningful engagement can create a sense of 'ownership'. To maintain long-term engagement the following policy needs to be agreed among residents:

1. Keep the place true to its design ideals. Renovation must be very careful to make sure that such work does not damage the identity, authenticity and integrity of the place. The site will be conserved in a good condition to maintain its value for the next generation. Therefore, a sense of identity is included in visual landscapes and buildings. Ensure that what is valued by people in their memories and experiences is kept. The restoration is fully recorded and displayed publicly in order to foster ownership of the project.
2. Keep the place alive by encouraging community involvement. Adaptive re-use can be applied in ways which conserve the fabric.
3. Reinforce social significance by making the place important to the public.
4. Try to register the site with the Fine Art Department for legal protection.

The revitalization process should enable local people to take pride in their community and thus get involved in the revival. The basic approach towards revitalization has consistently been that any form of architectural restoration or preservation should go hand in hand with participation from local people.

#### 4.5 Diversity – new uses

Amphawa Chipattananuruk project at Amphawa has great success in promoting a 'mix' of uses that add to the area's vitality. The project includes an exhibition room, retro coffee shop, community store area, and demonstration garden. This creates a more vibrant economy combined with a policy of spreading activities to avoid visitor concentrations. This approach has the dual benefit of both helping secure viable and sustainable new uses

for historic buildings and providing a basis for effective visitor management in terms of traffic and pedestrian flows.

Samchuk market is another great example of viable and adaptive reuse. ‘Baan Khun Jamnong’ was restored to adaptive reuse as a folk museum. ‘Udom chok hotel’ is now operated as a retro coffee shop, ‘Baan Thao Kae Seng’ with ‘Larn Pho’ is now used as the old market committee office and community forum.

Diversity of use is a basic characteristic of markets. It should be seen as vital to the maintenance of place identity. For the old markets, the most unique and valuable heritage asset is the living culture. Participation of local people is very important.

## 5. Conclusion

Communities living in these old markets have characteristics that are distinct from other parts of the city. Architectural expressions have unique characteristics deriving from the socio-geographic conditions of the town. These lifestyle and architectural expressions can be a source of attraction for visitors to experience the charm of the old market community. So this community is a source of “cultural value” to the city and there should be policies and plans to maintain the value and uniqueness of the community. The major principles in the revitalization or restoration project are: (i) The restoration and development should not result in the loss of significant historic assets and (ii) infrastructure work should be designed to be compatible with the local architectural scale, form, and materials and the existing social fabric. Therefore, it is necessary to develop activities and guidelines to improve housing and upgrade infrastructure while preserving the quality of historic buildings.

The revitalization project should not only aim to conserve the unique cultural identity of the place, but it must also ensure restoration in a way that is of continuing relevance to the community into the future. Cultural tourism that is based on an integrated, participatory and respectful approach will be able to meet the requirements of a truly sustainable tourism model, to preserve cultures and built heritage, to provide an effective antidote to the mass tourism that is currently endangering some of our most valuable cultural heritage sites. Maintaining the physical assets is not enough. Preservation regardless of the livability and economic vitality will destroy the community socio-culture assets.

The following figure is the recommended process for the old market revitalization. As mentioned before, it should start with a *'heritage audit'* to understand and define place identity. The place identity forms the key component of the revitalization strategy. Then the project management team to implement the project must be established. Close monitoring and evaluation of results in each phase is necessary. The desired outcome in the long term is the development of sustainable communities.

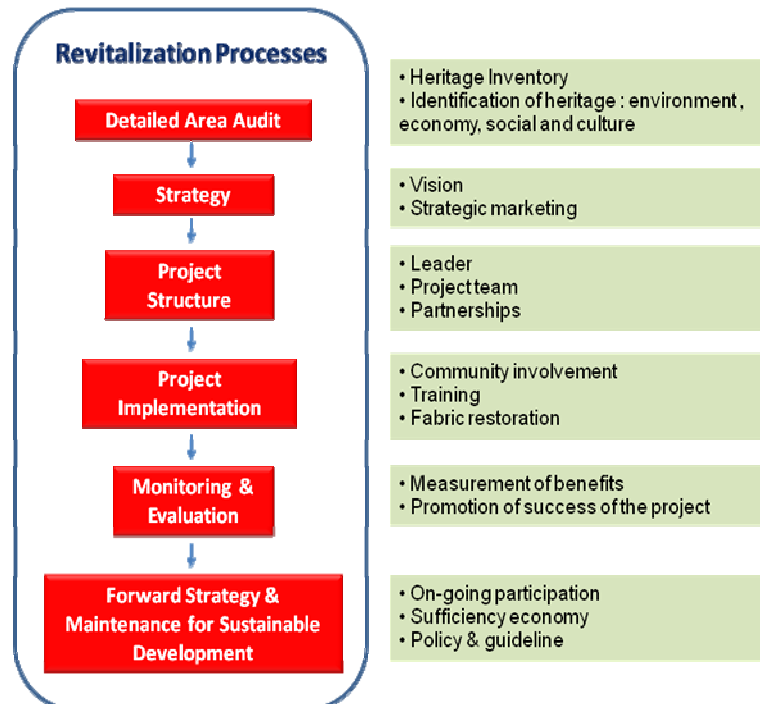


Figure 4: Revitalization Processes of the Old Market in Thailand

Source: Adapted from EAHTR (2007: page 99)

The sustainable development is supporting concepts to protect quality of life. The cultural heritage site must be self-reliant. Place identity would be strengthened over time. Local people stay at the place with pride and have a sense of belonging. Community-based tourism is an interesting alternative model with fewer negative impacts on place identity and authenticity. It has more benefits for local people and the environment in cultural and rural areas. Community based tourism programs are developed based on special socio-geographic elements of the community that residents feel proud of and choose to share with visitors. So visitors have an opportunity to experience and learn about the community and the environment through fun, hands-on activities led by local community guides.

Finally, it is necessary for the old market revitalization team to think beyond the question “how can we benefit from tourism” and to consider an alternative question, “How could we use tourism to support sustainable community development in our community”.

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