

## Retro Market and Nostalgia Tourism in Thailand In the Central of Thailand

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*Abstract* – For the past decade, retro-market and nostalgia tourism has been rapidly expanded in Thailand. This objectives of this research are study model of retro-market and Nostalgia tourism. That affects travel behavior in the retro-market . And the factors that affect the decision to the business on the retro-market. This research is qualitative research. Data set is collected by in-depth interview from entrepreneurs. as 10 interviewers. The results showed that Factors that the legend of the market. The atmosphere of the market Culture Communication support of the government Affect the decision to enter the business of the operator and the incoming tourists. However, economic factors have resulted in tourists choosing to buy less, but will Turned to photo collection memories in more retro-marketing.

*Keywords* – Retro market, Nostalgia tourism, Legend of the market, Culture Communication, Photo collection.

## I. INTRODUCTION

### Background and Significance of the Issue

At present, tourism business is the industry that generated more than 70 percent of total revenue of the service industry in 2013. Thailand is a country with a rapid growth of service industry according to the consumer confidence index of Thai tourism operators in in quarter 4/2014 in which the consumer confidence index was forecasted at 106; as a quarter with the highest consumer confidence index expected in 2014. The highest consumer confidence index was stemmed from the improved political and economic situation of the country. Furthermore, a total of approximately 22.3 million tourists, especially foreign tourists, travelled in Thailand, equivalent to an increase of 16.0 percent compared to the previous year that was estimated at THB 926,500 million of economic value.

The growth of the tourism industry in Thailand has led many provinces to attempt to develop tourist attractions towards prominence and reputation. The development of tourist attractions and the country's economy have been expanding concurrently. This can be seen from the government's promotion of tourism at a national level, the National Tourism Development Plan, 2012 - 2016, to promote tourism in various forms. So far, Thailand is the country with the tourism potential. The advantageous tourism resources in all provinces cooperated with the integration of government agencies and organizations involved in tourism. This included the government (centric, regional, and local level), private agencies, educational institutions, through mechanisms, community plan, local creation and integration of plans in various levels, as well as the development of the funding system to promote tourism in Thailand [1] from governmental support and the capacity of existing resources in Thailand. Many areas, many provinces attempted to develop tourism in different forms, in particular, the uniqueness creation strategies, the cost leadership strategies for price competition, and the management of the promotion, etc.

The growth of the tourism industry resulted in the attempts to create outstanding strengths to attract more tourists. A byproduct of the growth of tourism industry is the attempt to make a difference by bringing a modern architecture to blend with traditional one, which is also called "Retro." The tourist attractions, especially those in the old market area within the community, transmit the traditional lifestyles onto present generation. The mixture helps conserve lifestyle and the methods of income generation of the people in the community. The old market situation of Thailand in terms of tourism has been very popular. The "Retro Tourism" experienced a tremendous growth in many areas. The number of tourists, which included those who were nostalgic has increased [2]. These tourists needed to escape from boredom to cater to the well-being of the past. Many areas in which the past communities prospered have been restored in an effort to develop tourist attractions along with traditional culture that sustains cultural livelihoods. The charm or prominent point of each area has been focused on under the value of commercial sustainability [3]. Thailand's old markets in many communities have developed in the forms of the restoration of old market houses towards tourist attractions. The well-known tourist attractions of this form include Sam Chuk Market,

Ban Mai Market, Klong Suan Market, Ang Sila Market, and Amphawa Floating Market, etc. Currently, the retro markets include those developed from existing markets, or the built up markets. There are both floating and land markets; these two kinds of retro markets are gathered in a book market called "15 Land Markets, 16 Floating Markets" by the Tourism of Thailand.

The "Retro Market" business is an important business, which is a potential to grow. A returning to the events that happened in the past, or "The Wistfulness or Nostalgia," also known as the "Retro," is to bring memories of the past through back in the forms of shops in different kinds of tourist attractions. This could be a newly built market, or the ones that are developed from the remains of the past. These markets include markets, which are located on the land, also known as the land markets. The market size is based on the size community or where the market is situated and the types of products sold in the market. Big land markets of the early Rattanakosin is Sam Peng Market, which is both the community and the central business district. The floating market is a market where traders commercially boat their cargo towards the boat-crowded area, e.g. at the mouth of the canal or in a waterfront community [4]. The management of the community take a significant part as a drive of the market [5]. In doing so, the community needs to come together to share knowledge, which will contribute to the capability development and the creation of new knowledge among members [6]. In the study of the decision-making in seeking of motivation to choose a tourist attraction among tourists who are interested in the retro markets with the potential to create the uniqueness and become featured as Amphawa Floating Market, Damnoen Saduak Floating Market, or Nang Lerng Market and Plern Warn, to create an attraction towards the tourists from Thailand and foreign countries, the development strategy of the retro markets requires both the community cooperation and the development of the tourist attractions in retro markets to establish the ability to generate income and become attractive to consumers as well.

## **II .Theoretical Concepts**

### **Concepts of Markets**

The definition of the market: "Market" means "the location of trading of Thai people, which has changed and developed in formats, types of product in accordance with environment, physical fundamentals, economic, social, political environment, as well as the advancement in technology that change in each passing period"[7].

Market (according to the Public Health Act, B.E. 2553, A.D. 2010) means a place usually organized for traders to use to distribute types of animal, meat, vegetable, fruit, or fresh food, assembled or cooked food, or perishable products, whether there are other types of product merchandised within. Market also includes the area organized for traders to use to sell products on a regular basis and occasional basis or on a given date [8].

In the ancient time, there were three types of markets in Thailand. These three types with three titles included the floating market, or "boat market," of which the ancient people used to call it. The market, of which was called in short "market," was anciently called "land market" or "inland market" The boat market and the land market referred to the types of market that food trading was important. These two types of market were different from other markets, such as "the Pao Market," which means the market for the sale of specific product, e.g. Prao Market, in Ayutthaya period, was the market for coconut trading. Finally, the "Nad Market" is a market for fourth type of Thai markets from the ancient times [7].

#### Forms of Market

"The market" and "the market place" (ตลาด กับ ย่านตลาด), in the overall sense, are likely similar. Nevertheless, the difference between these two words is that the market place is a permanent or temporary area for trading. In the market place, products might be traded up from morning until late, from afternoon until evening; the products are sold at a point of time. The stores are built in simplest forms, including stalls created to be easily fold up. The stalls are only used in selling products, so it is not necessary to construct permanent buildings. This is different from the market because the market in the place for trading and for residential purpose [9].

#### Floating Market and Land Market

Mostly, floating markets are located in the central region of Thailand. The popular settlement is waterfront because, in the past, water transport is considered vital. Therefore, floating market is a reflection of the importance of water and the lifestyle of people in the early period. Living by farming also required water transport in trading. The produce were transported using water transport. The houseboats comprised a floating community that created market as the product deposit the boats. Product types varied from only agricultural produce to the sales of tools, essential appliances, e.g. knives, big knives, pots, jars, stoves, candles, threads, drugs, betel, mortar, perfume, and various dry products, e.g. shrimp paste, fish sauce, clothes, etc. Food were also sold in the area. The area finally became the center with a large number of merchants and sub-traders [10].

Fresh markets are located on land, which follow the expansion and development of routes. The characteristics of fresh market are developed in accordance with the adjustment to the situation of the country development, e.g. the development scheme, collocation, cleanliness control, and establishment of various utilities. Buildings are built for sales of fresh products including types of fresh food. In front of the permanent building, goods are sold together with grocery. As a result, the characteristics of the market became a community center. Individuals involving in trading, e.g. sellers, both hawkers and different sizes of stalls, are around the market. The sellers include both business owners and those who are employed as a

middleman, transporters, delivery boys, and vehicles used in transportation, etc. are all around the market.

## Tourism Motivation

Tourism motivation is regarded as one ingredient of the needs and desires. It affects the attitudes of tourists in the event that there are a variety of formats of tourism [11]. This becomes an important factor that influences the behavior of the tourists. In the same way, the motivation of which tourists choose to travel to certain tourist attraction and act or behave in a certain way [12].

Previous research on motivation can be studied and concluded that the motivation are divided into four types of tourism motivation. There are large group of tourists, specific group of tourists, explorers, and migratory tourists and each type of tourist has different behaviors [13]. Mostly, the tourists are motivated by a sense of "what's going on inside." They try to leave or escape from the monotonous environment [14]. This motivation is a driving factor of tourists to come up with an appealing factor. The tourists have the power or a wish to visit or travel to. They might travel alone or travel to find new experiences. Such tourism is resulted from the desires to get away from the old environment or a regular basis. The tourists, thus, want to find new things as well as take some good rest. The environment is the inner drive of tourists [15].

In a study of the motivations of tourists, the motivations can be divided into three characteristic features of motivation based on the concept of Mannell and Iso-Ahola (1987) [15] including (1) excitement and thrill, (2) socialization, and (3) social grouping. This study also found six factors associated with the motivations, including factors related to the search for the cultural experiences, new experiences, retroride, relaxation (retreat), sociability, and integration (grouping) of family [16]

Motivation means the desire happened from the stimulated state, or the incitement to move or behave towards destination or target set. The motivation is driven onto the behavior displayed, e.g. motivation for the pursuit of food, motivation for the leisure travelling.

Tourism motivation is consisted of the driving forces. Push Factors arise from within the state, where the individual desires to travel. At the same time, the things that attract to travel to certain destination are the Pull Factors. These two factors are considered the main factors that make people go out and travel.

## Tourism Motivation Process that Affects the Behaviors of Tourists

Motivation or the matter that motivates people to travel is an important reflection of tourists' desires for travelling, which include purposes, expectation about the forms of the related products and services. When complying the theory of psychology and sociology with tourism motivation that makes people travel, tourism motivation can be classified into two categories of factors, including the Pull Factors, which refer to factors that are external to the

individual supplementing or enticing people to travel. Pull Factors include the following factors:

1. Economic factors: Countries with favorable economies contribute to high purchasing power of citizens; therefore, those citizens have the opportunity to travel to many different places.

2. Geographical factors: Psychologist Adler Fedler (1964) [17] remarked about human behavior that "people often seek what they do not have, or seek different things to compensate for what they do not have." According to psychological principles, topographical and climatic characteristics that differ from own country attract individuals to travel to other places.

3. Social and cultural factors: Forms of culture and norms of a society indicate the journey of individuals in that society. At the same time, culture, tradition, festivals, and history, can be tempting to trips to certain local attractions.

4. Political factors: Countries with stable political situation attract foreign tourists. Meanwhile, the government can also block or encourage people to travel to other countries.

5. Technological factors: The development of communication technology, transportation technology, basic infrastructures, facilities, and forms of entertainment are the factors that provide people with easy access, faster and safer traveling.

6. Media: The media influences thoughts, values, and decision-making of the people. The media conveys messages to public tourism and creates a positive image of each location.

Push Factors refer to the feelings that occur within individuals. These feelings encourage people to travel. Maslow has said about driving factors that "people will have different behaviors in order to meet their own needs." Therefore, different needs of tourists become important factors, which indicate the behaviors of tourists. The following are the Push Factors of individuals:

1. Tourists mostly want to relax and have fun as well as experiencing enjoyment and entertainment. These desires are physical demands.

2. Tourists require traveling vehicles, accommodation, tourist attractions, restaurants, which are clean and safe. They also require sincere service and accurate information that will make them feel safe and secure.

3. Tourists expect the nicely greeting services; they focus on the appearance of themselves. They expect the service providers to correctly remember their names, last names, and personal information. This represents their recognition within society.

4. Some tourists travel to see, hear, and try something exotic from different travel attractions. They look forward to quality facilities and services to enhance their experience, confidence, and dignity.

5. Some tourists travel to explore local places on their own regardless local facilities. They do not mind whether the place is located close to the city. These tourists learn to recognize or understand culture and lifestyle of local people. They always remember or record what they see, what they experience and achieve. These tourists behave differently and their different behaviors depend on certain individual needs.

## Concept of Retro Markets

The word "Retro Market" is coined from the word "Retrospective," which means a backward-looking of the past. This definition, which first originates from a U.S. marketer, points out that the embarking of a lifestyle that people can follow requires "Product" inserted into the culture of the people that causes an enthusiasm on items.

Epoch marketing can be considered as a marketing tactics that plays with the emotions of consumers. The atmosphere and items used in the past are good memory that intervene in the products or services. Whether the products are the newly-built ones, or the old products that are restored to life onto products and services; they result in the creation of different products and services towards competitors and lead to the creation of a mutual experience with the customers [18].

Building retro market is a strategy to market products in the form of a historical era recreation. New products are transformed towards old usages. Some create replicas or similar items, with hints of goods or services used in certain historical era. Some combine the atmosphere, culture, tradition, lifestyle, living and condition, which evoke emotions of actual use of the products or services available at that time[19].

The types of retro can be divided as follows:

1. Retro Retro: This type of retro introduces the original use of the items from the past. There is no significant modifications done to certain items. Thus, a strategy is required for this type of retro market to become accepted by the society.
2. Retro Nova: This type of retro uses a combination of new technology into the old structure.
3. Retro Deluxe: This type of retro uses the mix of old and new designs.
4. Retro Futurism: Futurism or the reverse of the trend in the past coordinates the development of a response to the needs of the future.

### **Nostalgia Tourism**

Nostalgia tourism is a phenomenal form of tourism. It is intended to meet the nostalgic desires and the need to come back to the past experiences, to once again "Bringing back the Happiness from the Old Days (Wan Chuen Kuen Suk)".

"Bringing back the Happiness from the Old Days (Wan Chuen Kuen Suk)," in this context, does not mean the direct experiences of which each tourist has ever experienced during their

childhood. It includes the experiences of the days in the forms of fantasy shared by the society. A point of time in the past era was a moment of happiness, prosperity, beauty, etc.

### Retro Market: Nostalgia Tourism

In Thailand, Sam Chook 100 Year Market, Suphan Buri, is the origination of the retro market. This market has been discernibly improved and developed as a retro market in the year 2000.

As a result, areas with similar patterns to the Sam Chook Market resurrected their old market in the same way of which Sam Chook Market did. This resurrection became widespread nationally. One prominent and successful resurrection is Chiang Khan. Besides, many areas realize the importance of retro market; thus, the retro forms have been expanded in the market construction. Some construction is isolated from the old market as it does not solely stick to the old market area. Such markets include See Pak (Pattaya) Floating Market (2008), Plern Warn (2009), Hua Hin Sam Phan Nam Floating Market (2011), and Cicada Hua Hin (2011). These do not count in a new trend of novel hotel designs, which focus on the pattern and the atmosphere of the old market as the key concept of the hotel designs, e.g. Phranakorn Nornlen Hotel, etc.

The images of provincial communities, houses, fields, and old markets are create in a beautiful fantasy forms, the happiness of Thailand. They are advertised through various media. They, therefore, become a popular topic once again creating an image of "Bringing back the Happiness from the Old Days (Wan Chuen Kuen Suk)" in Thai society.

In the aspect of tourism, traditional forms and images of tourism are presented likely through capitalism and consumerism. The tourism behaviors of tourists have changed. As a result, the retro market is finally established amid the current tourism situation in Thailand. After the Economic Crisis, it is found that the main tourists are from the middle class and above. The retro market, therefore, is not intended to respond to the needs of people in the market neighborhood anymore. It serves as "Nostalgia" tourist attraction for the middle class in the city. Sam Chook market, Chiang Kan, and Plern Warn are clear examples of this phenomenon.

### Elements of Nostalgia Tourism

The elements of retro markets in Thailand include space design, shop sceneries, and other elements of the area filled with symbols of the past. The symbols of the past might include materials such as records, retro banners, traditional sweets, old fans, old soda bottles, etc. This could also be overloaded placement. The goal of this organization is that the place will be a



great scene for photography. This is because photographing is a longing practice that has a very distinctive characteristic within the middle class in Thailand.

Photographing or photo shooting with an old market backdrop, whether the backdrop is a real or artificial old market, or self-portraits shooting with objects, which date back to the past, are the response to the yearning of the middle class in Thailand. Especially, today's social networks contribute to convenient and quick sharing of these images to friends and siblings within a few seconds. Retro markets, therefore, become the areas that gain popularity fast and steadily.

Retro markets in Thailand are not designed to resemble antique markets from the early Rattanakosin period or above. The most popular period for retro market design is the period of King Rama V since this era contains a kind of prominent and symbolic point in the sense that links to the international modernization. In most cases, the perception of Thai society on the period of King Rama V - King Rama VII is related to the image of an ideal society of which the middle class experienced and contributed to happiness, peace, and beauty. At that time, Thailand was evolved at par with other civilized countries in the world. It is an old era, but not old-fashioned, it is retro but not obsolete.

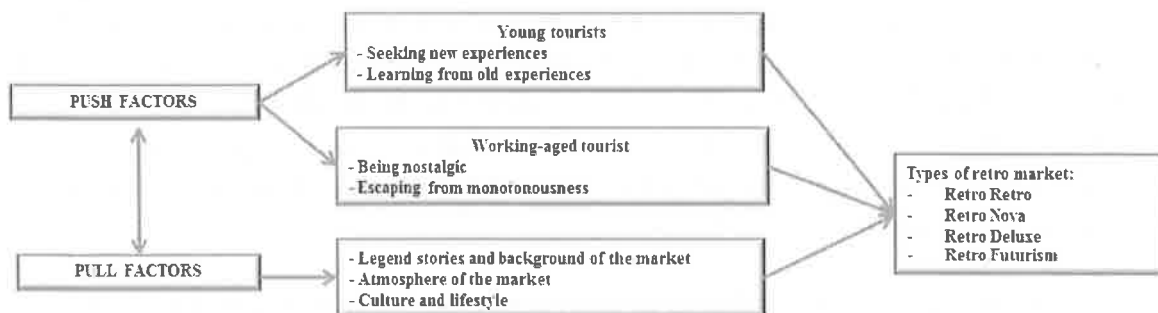
However, the old-fashioned traditions from Ayutthaya period or the beginning of a historic period provides less characteristics of which are needed by the middle class. As a result, it did not response to the theme of retro market that aims at the middle class in the city. Plern Warn or Cicada, which are located in Hua Hin currently become selling points associated with the reign period of King Rama VII more obviously than any other period. This contributes to clearer designing concepts for retro markets. All of the above, the retro markets are the product of socio-culture associated with nostalgia tourism in Thailand after the 1997 Economic Crisis. It takes place in a context of which the society changes under a set of culture.

### Nostalgia Concept

Nostalgia is a concept that has been influenced by the postmodern era or postmodernism. The wistfulness or nostalgia is a way of looking at the world giving meaning to the life of an individual. It emphasizes the importance of imagination and emotions of people with the "Present Time," of the past that has already gone. People are nostalgic because it is impossible to go back to the past in the world of reality, unless they create or resemble the models. Nostalgia is a significant part of human personality structure, which is different in each person. People and society attempt to go back in time, or yearn for the past because the past is charismatic and it energizes the feelings and imagination. Everyone will use imagination combined with the culture to react to a limit place and time in the world of reality. This is because no one can go back to the past in the physical world. Therefore, the wistfulness or nostalgia in different forms is something that everyone can have and often have and it becomes a part of life of people through culture of the society in general (Kelly, 1986). The

meaning of nostalgia could be the imagination of the world that people have already lost, the world in which individuals and members of society and culture had been together in the past, the world that used to be true in the past but now left in only memories, as well as experiences in people's memory [20].

## Research Conceptual Framework



According to concepts, theories, and previous research reviewed, the research conceptual framework is created. This present research will study the factors associated with tourism motivation, which consists of two factors including factors associated with pushing force (Push Factors) and factors associated with pulling force (Pull Factors). The first type of factors is related to the pushing force of the retro market. This momentum is directly caused by the tourists. From the study of factors that affect the decision-making in choosing to travel to a retro market, the tourists can be divided into two groups. The first group consists of young tourists that have not met or experienced the past (in the form of retro market). The research will examine factors that push the tourists towards the pursuit of new experience and learning from tourism in the retro market. The second group of tourists consists of working-aged tourists. This group of tourists have been exposed to or experienced the retro market already at their early age. This study will analyze the factors push these tourists towards the pursuit of past experience or a longing for the past, including the need to touch the past or experience the past to get away from work monotony. Also, retro tourism can create a pride of going back to experience the places that these people have experienced in the past.

The second type of factors is the factors associated with pulling force caused by the travel attractions. The research will be conducted with business owners who operate their business in the retro market. The business owners will reveal their pull factors that affect the choice to engage in the retro market. This research will study the history of travel attractions within the market, the atmosphere of the market, the culture and lifestyle of the community in which the market is located. The reasons leading to the decision-making to operate business in the retro market will be studied.

According to the study of both push and pull factors in the retro market in which the study is divided into three groups mentioned above, the researcher can categorize the group

of retro market or the type of retro market forms into four forms including Retro Retro, Retro Nova, Retro Delux, and Retro Futurism.

## **II. METHODOLOGY**

### **Interview**

The research method regarding interview used in this research is aimed to investigate the decision-making of tourists in retro markets. The decision-making is related to the motivation affecting final decision of destination, which is the retro market. The motivation includes both Push and Pull factors. This research used a survey research design. The data is collected both qualitatively and quantitatively. The qualitative data is collected from documents and the interviews with retailers within tourist attractions in the retro markets, scholars and other involving authorities as well as various theories in order to study and explore to verify the accuracy and coverage metrics of the retail dimensions. The in-depth interviews are conducted to obtain information of the interview design. The issues relating to the interview are in the following:

The interview form: The interview is the in-depth interview, which clearly defined issues through friendly and casual process. The order of questions is not in a strict order and there is no forward-looking to any answers. The respondents have the freedom to provide answers based on their opinions and they can give further information to related matters.

Research areas and population: The key informants include entrepreneurs in retro markets in the central Thailand.. The retro markets are well-known and popular land and floating retro markets. These retro markets are selected in accordance with their outstanding features characterized by history, location, or architecture.

## **III. The conclusion interviews**

The outcome of the retro-marketing entrepreneurs' interviews in the central region could be concluded in the point related with the concept of the attraction 'Push Factor' as in the following issues;

**Point 1.** The retro market in central region whom Santi Sawethvimol (1994) was, land market or floating market which split off to be 2 types are;

1.1 The retro market with the long legend shall be applied the method used in the past to approach in the present appropriately. Burim Ot-taganont (2001) or is called as 'Retro Retro' such as the 100 years old Sam-Chook market, the 100 years old Klong-Suan (Talard Baan Mai), Talard Don-Way, Talard Nam Damnoen-saduak, Talard nam Ta Ka.

1.2 The new market constructed like as retro market, to make it to look more like old and retro Burim Ot-taganont (2001) or is called as 'Retro Futurism' such as Talard Tung-Buachom, Talard Kwuan-Riam, Talard Nam Ayodhaya.

**Point 2.** Most of the entrepreneurs who are running the retro marketing business are in central region, divided into 2 groups which group 1. is about 70% of entrepreneurs are local people whose business has passed down for generations, mostly their business is unique in any each territory and group 2. is about 30% of the entrepreneurs are the outsiders of locality who are interested in the retro marketing business and found that the another factor is Full Factor that was coinciding with the study of Uysal & Haggan (1993) whom studied about the attractive factor to cause the demands of tourist's travel. Regarding to this factor, it shall result in as similar as the incoming of the retro - marketing entrepreneurs which are

1. The unique of the market, the way of life or cultures, the narration or legend. taken place in any each locality where the market is located.
2. The market should be famous, eminent and acceptable by the tourists.
3. It still remains in the nature of structure and is unique in the locality.
4. The number of tourists who are interested in more retro travelling.

To get the entrepreneurs interested in running the business especially the group of non-local entrepreneurs whom always bring about the similarity of the products, no difference such as the sweet, food, and souvenirs and it mainly causes the competitive prices for their survival.

However, the main problems of incoming non-local entrepreneurs are to lack of understanding of the culture of market, just aim to generate the revenue for the business only. Therefore, there is no morality in running the business, or always take advantage from the tourists, or the conflicts between businesses have ruined the image of the whole market and lack of giving the information to the tourists.

**Point 3.** The situation of economy that gets the people's income down whilst the cost of product is higher that does not affect the tourism, does not reduce the number of tourists, conversely the number of tourist in any different format is increasing, not decreasing

according to the situation of economy. It is because the support of the government in tourism or the publicity of any each locality is augmented, the systematization and support has been done by government sector, local and administrative agency and private sector. The creation of the transportation - infrastructure to accommodate the tourist but the result of enterprises' operator is not increased after the increasing number of tourist. In the present, the conduct of tourist has changed due to the impact of decreasing income and the increasing expenses that pull the tourist into the retro marketing business, capture the memorial pictures, spending time in the retro atmosphere of the market than spending cash.

**Point 4.** The patterns of originally cultural and traditional life style has been replaced by the new incoming modern culture, the comfort of online communication quickly connected to. Obviously there are lots of tourists who visit the retro-market in central region, so the retro market shall have to be developed how to approach to the modern of change for example WIFI access - service development, the special and unique corner for photographing, to let the tourist online check in online and so on. The advantage of the said modification shall expand the public relation or marketing plan to the public dramatically and presently.

#### **IV. The obstacle of research**

1. The cooperation of the entrepreneurs due to the interview, need to take a lot of time for the conversation. Because there are lots of tourists coming and purchasing the goods all the time, so the entrepreneurs do not have enough time to comply the interview conveniently.
2. The condition of weather did not grant for the interview because some of the entrepreneurs did not want to open the shops.
3. The period of interview is not long enough due to most of the markets always open in the fixed time especially on public holidays and official holidays.
4. The study for this research was done by interview. By in-depth interview the entrepreneurs, we would receive the fact of the entrepreneurs' personal ideas about the retro-market in the central region but the lack of the fact around Thailand nationwide in terms of the entrepreneurs and tourists.

#### **V. Guidance**

For the next research, we should be collecting the conversation of the retro-marketing entrepreneurs in North, South, East, North-East of Thailand and the questionnaires from the tourists to get more information about the tourists' manners and motivations who visit the retro-market, to find out the prototype of retro market in every single region of Thailand which shall be the course to develop the touristy retro market sustainably and to be generate the income for any locality in each region.

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