

Research Title	The Development of Tourism Service Quality in the Nonthaburi Floating Market.
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This research aims to 1) study the tourism potential of the floating market in Nonthaburi, 2) study tourism management of the floating market in Nonthaburi, 3) study the satisfaction and quality of service at the floating market, Nonthaburi, and 4) to determine guidelines to improve the service at the floating market. Participant samples in this study consisted of two groups. The first group interviewed consisted of stakeholders involved with floating markets in three locations: Wat Seang Siritham Market, Sainoi Market, and Wat Takiean Market. The nine surveyed in this group consisted of entrepreneurs, local people, and members of the community administration organization. The second group consisted of 400 tourists who visited all three of these floating markets. Tools used to collect data had a Cronbach's Alpha value of 0.959; interviews were also used. Data were analyzed using percentage, mean, and standard deviation. The results demonstrated:

1) Overall the area has a high potential for tourism. Highly rated aspects of the area were ease of access, followed by impression and tourism and services.

2) Overall the management of tourism was highly rated. Highly rated aspects in this category were the natural environment, followed by tourism activity.

3) Overall satisfaction with the quality of service was highly rated. The currently existing services were highest rated, followed by client confidence and responses to clients.

Improving the quality of service of the floating market in Nonthaburi requires:

1) Relevant government agencies providing facilities budget support as well as providing and maintaining the infrastructure to provide easy access to the floating market. Specifically the government should link canals and beautify the existing canals to provide a pleasant experience for visitors.

2) Relevant government agencies providing encouragement to visit the floating market through publicity for tours.

3) Administrative management of the floating markets making a decision to provide unique services in order to establish a distinguished identity.

4) Care management of the floating market continuing to develop networks with other entrepreneurs as well as associating with the operation of the market including participation in activities designed to attract tourists.

5) Care management of the floating market meeting with operators to clarify understanding of business operations and develop cooperation among vendors.