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The identity of old market community and sustainability from the foundation

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Abstract

The research of the old market community identity and its sustainability from foundations aims to study the development and changes from the past to the present including analyzing relevant elements through literature review, surveying the area, in-depth interview, and studying historical documents that reflect the diversity of lifestyles, cultures, activities, and groups of people in the community from the past to the present. These lead to a summary of elements that indicate the identity of the old market community through two case studies: namely, Talad-Noi Community, Bangkok, and Kad Kong Ta Community, Lampang Province. The studies have shown that Talad-Noi community has a distinctive cultural identity in terms of faith, beliefs, and religion, which are related to the way of life of the people in the community; while the Kad Kong Ta community has a distinctive physical identity, observed from the settlement pattern and its unique architecture that remains today. Therefore, it can be concluded that the community identity can indicate the roots or traditional social culture that characterizes an area from history, settlement, architectural style, and traditions that have been inherited and are distinctive or different from other communities. The study of the identity of the community creates value and enhances the potential for the development and preservation of the identity of each old market community sustainably from cultural foundations.

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Introduction

Community identity can indicate traditional social roots or culture showing the characteristics of the area, settlement, architecture, societies, traditions, and cultural forms that are distinctive or different from other communities by creating a community identity as part of sustainable development. These create value and raise awareness of the importance of maintaining the community to continue to exist. The community identity cannot be seen if humans do not live together as a group involving ethnic groups and religions, as well as various important places at the center of the community including religious places, schools, and markets, resulting in the identity of the community through local wisdom and way of life, especially communities with markets as areas for commercial activities. The markets will be an attraction for people of various nationalities to settle in the area. As a result, the areas are culturally diverse and have become a market community.

At present, the existing old market community has valuable cultural assets, a long history, and is a community that has a physical space exhibiting the characteristics of a settlement together with evolutions through time, and is also outstanding in terms of community structures, architectural styles, sociocultural conditions, ways of life, traditions, and activities of the community. Currently, the cities are expanding rapidly. This may result in changes in various aspects such as settlement characteristics, building styles, ways of living, etc. All cause the characteristics of the original community to begin to fade away. People's perception of the community cannot be characterized as the identity of that community. This has possibly led to the interest in studying the identity of the old market community.

From the above, the study signifies the old market community which is a community in the midst of development and change; consequently, the market is being threatened and this has affected its identity that has been inherited since the ancestral period. Therefore, in this research, the elements reflecting the identity of the old market community are described through two case studies, namely, the Talad-Noi community, Bangkok, and the Kad Kong Ta community, Lampang Province, to reflect the diversity of lifestyles, cultures, activities, and gatherings of people in the old market community from the past that has been inherited to the present until it becomes an identity and shows specific characteristics that are different based on the context of that community. Both communities have the same

community structures as in early settlement located along the river and originated from trading activities along an important river. Therefore, they are a source of learning about history, culture, way of life, and architecture that remains. In creating an identity, people in the community will see the true value and have a development path that is consistent with the changes of the city, that will increase the development potential of the community to be strong as well as having the ability to maintain the identity of the community and to not disappear over time. The study is divided into three main parts, which will consider the development and changes from the past to the present leading to the analysis of elements reflecting the identity of the old market community that is different from other areas and finding suggestions for ways to develop and maintain the identity of the old market community sustainably based on cultural foundations.

Literature Review

In a research study on “The Identity of the Old Market Community and Sustainability from the Foundation”, it is necessary to study related concepts and theories to gain understanding and build knowledge, as well as refer and link to the study of the identity of the old market community. The researchers have brought the variables from concepts, theories, and related research to create a conceptual framework that aims to study elements that indicate the identity of the old market, both physical and non-physical aspects. The details are as follows.

Human settlements shape human behavior in adapting and using resources to sustain life in society, and there is a need for formalities in living together to control the behavior of the people in the group to the extent that they can live together peacefully. The tool used to control the behavior of the group is expressed in the form of “culture”. Based on Suphap (2000, pp. 107–108) and Rueangthong (1999, pp. 11–12), important elements of culture created by humans appear in both concrete tangible forms, such as dresses, buildings, architecture, etc., and abstract elements that are reflected in belief systems, traditions, and rituals. The cultural elements will help to understand the overall knowledge and wisdom which is responsible for meeting basic human needs, and setting rules for humans to live their lives in an orderly manner causing changes in human concepts and behavior to respond to what is happening in society in order to adapt to various environmental conditions and also help humans adjust to the environment. Those are the basis for developing technological progress for prosperity and

human survival (Chorley & Hagget, 1967 as cited in Pongprayoon, 1993), which has been considered from urban shape and morphology based on the network of lines along the road network. The study of shapes and backgrounds and the study of building patterns (Lynch, 1977) led to the composition of communities to study the physical characteristics that contribute to the uniqueness of communities, such as settlement patterns, community morphology network, layout of the building, community landscape and characteristics of the community plan, while the architectural style must be considered as well because it is related to lifestyle, behavior, economy, culture, and environment. These displayed in the appearance of the building are the identity of the community (Panin et al., 2004). Therefore, physical characteristics are considered an element that shows value and will result in local perception of the area and community engagement in the analysis of community characteristics. Besides, there is also an exploration of the concept of space utilization explained from the concept of Rapoport (1977), such as the activity system concept, the relationship of way of life with activity system, location system, and space utilization. The cultural issues affect beliefs, geography, and economic and social conditions that cause the use of land. As a result, the activity system and the use of space are different, becoming the dominant role of each area leading to the consideration of two main aspects as follows:

1. Consideration of the value and importance of concrete or physical elements is that physical elements that can be seen and touched, such as buildings (form, density, and height), architecture, traffic routes, boundaries, neighborhoods, centers, and destinations (Lynch, 1977). Other important elements include life span, which gives rise to different physical elements from different eras but creates overall value for the old community area, characteristics of the landscape existence of commercial and cultural activities, and land use and land possession, etc.
2. When considering the value and importance of abstract or non-physical elements, it is an element of

culture and way of life that cannot be seen or touched. This will promote the physical characteristics of the old community's existence. The non-physical elements reflect the continuity of activities, people, lifestyles, thoughts, beliefs, and behavioral patterns, and the existence of a culture that has unique characteristics that influence the way people live their lives (Goffman, 1963, pp. 118–121).

In addition, the researcher also studied the concept of sustainable community development in order to connect and support the recommendations of this research article. The development should have been taken into account for the community as each area is different according to its potential, cultural readiness, value of the society, and constantly changing community, which can change and improve continuously through the process of learning from continuous practice (Inthachim et al., 2008, pp. 7–8) with groups of people who are the main focal point of development. Feilden (1998, pp. 7–8) also mentions the importance of old community areas people are familiar with that have a variety of activities, are comfortable for living, and provide public services in reasonable sizes including shopping and recreation. Communities often have important centers such as temples, churches, cathedrals, mosques, or town halls, and market squares, walkways, alleys, canals, and bridges. These urban areas attract people who are aware of the history of the area and will sense the value of participating in the history and identity of the community. Therefore, the old city area having a long history should be handled appropriately, especially, building conservation and social activities that stimulate the cultivation of creativity and attract diverse people to participate in urban conservation and development. Therefore, it is necessary to create meaning for the old community (do not reduce the value of the community), apply to the contemporary context, and create pride in the community for long-term success (Eiamanant, 1991; United Nations Educational, Scientific and Cultural Organization [UNESCO], 2013, p. 5).

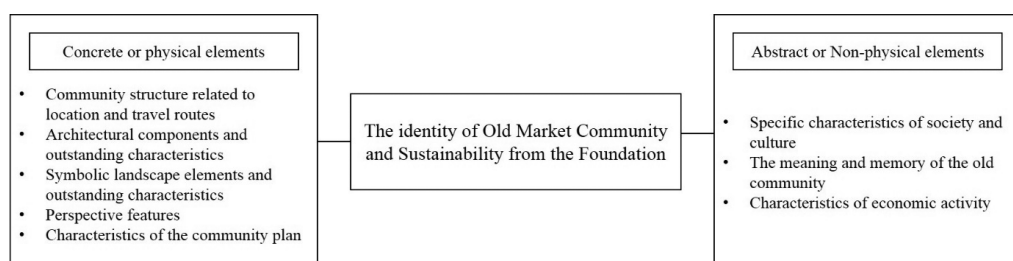


Figure 1 Research conceptual framework

Methodology

This research is descriptive research which has a research question including elements that reflect what the identity of the Talat Noi and Kad Kong Ta communities is. It starts with studying the relevant information of the case study areas of two communities, namely, the Talat Noi Community, Bangkok, and the Kad Kong Ta Community, Lampang Province, because the original structure of the communities is the same—the settlement taking place along an important historical river. The Talat Noi community began as a settlement along the Chao Phraya River and the Kad Kong Ta community has its starting point around the Wang River. Surveys and interviews are the main research tools used for collecting data. The researcher made a map in the survey to obtain physical characteristic information, community boundaries, transportation routes, etc. As for the interview, the format was divided into 2 groups: (1) 40 general people, who are both residents and people who come to do activities in the Talat Noi community; and (2) a group of important people by using the purposive sampling method for selecting 10 people. They are people who know and understand the community very well in their history, traditional way of life, culture, and traditions, including information on architectural styles that are deeply valued by the Talat Noi and Kad Kong Ta communities, such as community leaders, old people in the area, etc., with a total sample size of 50 people (25 people each from the Talat Noi community and the Kad Kong Ta community) according to recommendations that have been considered by The Human Research Ethics Committee of Thammasat University. Information obtained from interviews were used to analyze the development and changes of the community from the past to the present, analysis of elements that reflect the identity of the old market community consisting of studying community structures that still exist, road structures, outstanding architectural elements and features, landscape elements and characteristics, and perspective analysis leading to the conclusion of the study and recommending development guidelines that maintain the identity of the community.

Results

This research describes the elements that reflect the identity of the old market community through case studies of the Talad-Noi community, Bangkok, and Kad Kong Ta

Community, Lampang Province, which can be divided into three main aspects; considering the development and physical changes, economic activity and social structures from the past to the present; analyzing elements reflecting the identity of the old market community that is different from other areas; and finding suggestions for ways to develop and maintain the identity of the old market community sustainably through the community foundation. The details are as follows.

A Study of the Development and Changes from the Past to the Present of the Old Market Community

Elements exhibiting the identity of the old market community can be considered from historical data, development and change in both physical and economic activities including the social structure of each period. This study used data obtained from a physical survey including a sample group interview. Then the information obtained was used to analyze the development and changes of the old market communities that can reflect the remaining identity. It is divided into: (1) a study of the development of the old market community through physical elements; and (2) a study of the development of the old market community through social and cultural elements. The details are as follows.

A study of the development of the old market community through physical components

What most clearly illustrates the physical component of the old market community is the nature of settlement. The settlement is an important factor in determining community patterns and ways of life in each area, especially the area around the river that has been associated with Thai people's lives for a long time in terms of rituals, beliefs, architectural styles, ways of life and the economy of the community. The study found that the Talad-Noi community originated around the Chao Phraya River and the Kad Kong Ta community formed around the Wang River. These are rivers with historical significance. Each river is an important factor in determining community patterns in each area because of the nature of the river as the core of the two communities, which is bound to the river and infiltrated into their livelihoods in terms of the characteristics of the house, trading activities, ceremonies, beliefs, traditions, architectural styles, as well as the story of the way of life.

The beginning of the Talad-Noi community, Bangkok started from the late Ayutthaya period when Chinese, Vietnamese, and Portuguese groups immigrated to live on the banks of the Chao Phraya River for convenience

in trade and other occupations, and began to settle down as a trading community. Later, the Phadung Krung Kasem Canal was excavated, resulting in the Talad-Noi community becoming a transfer point for junk boats parked along the banks of the Chao Phraya River and small merchant ships sailing along the canal. However, the expansion of the city caused the development of land transportation routes. In particular, the construction of Charoen Krung Road led to a change in land use from being located on the banks of the canal to the main roads and alleys. Therefore, the most obvious change in the Talad-Noi community was a physical change both in forms of the settlement, use of space, and different communication network (Figure 2). However, the Talat Noi community still has its strengths in preserving its physical appearance today which is related to land ownership within the community, especially in the area of historical buildings (most of the original buildings are under the care of the Crown Property Bureau and the Department of Buddhism). Accordingly, there is a control of the building style adaptation or change in the area owned by the two organizations. This control is possibly less in areas owned by private individuals that are easier to change. Together with the strength of the community and the support from various organizations, the Talad-Noi community still has many buildings with original architectural styles.

Likewise, the Kad Kong Ta community in Lampang province began to settle along the Wang River because it is geographically suitable and conducive to trading. This is what attracted foreign merchants, including the Chinese, Burmese, and Shan, who immigrated to the area

to settle and seek benefits in terms of trading for profit until the development of land transportation that changed the settlement from the river area to more roads. Land ownership is an important factor that drives community development. When comparing the proportion of land ownership within the community, it was found that most of the land ownership belongs to large private sectors and small private sectors with similar proportions. Therefore, in any action, whether the development of the area or the conservation of the Kad Kong Ta community, the consent and support of the people who hold these rights must be obtained. According to the present condition, the Kad Kong Ta community has preserved the vernacular buildings that have been built since the beginning of the community, settlement along the river, road, and preservation of the traditional market community of Lampang Province. It reflects the strength of the community that tries to maintain and conserve the Kad Kong Ta community to continue to exist.

A study of the development of old market community through social and cultural components

Most of the old market communities started from the trading of the Chinese in the past who came by boat, which is related to the settlement in the past that took the river as its settlement location. Therefore, the nature of the trade in the early period was trade by water or by boat because it was a time when there was no development of road transport. In addition, what comes with the Chinese is culture, beliefs, and religion, and with this prosperity and a place of psychological dependence, the community as a result attracted more immigrants to live.

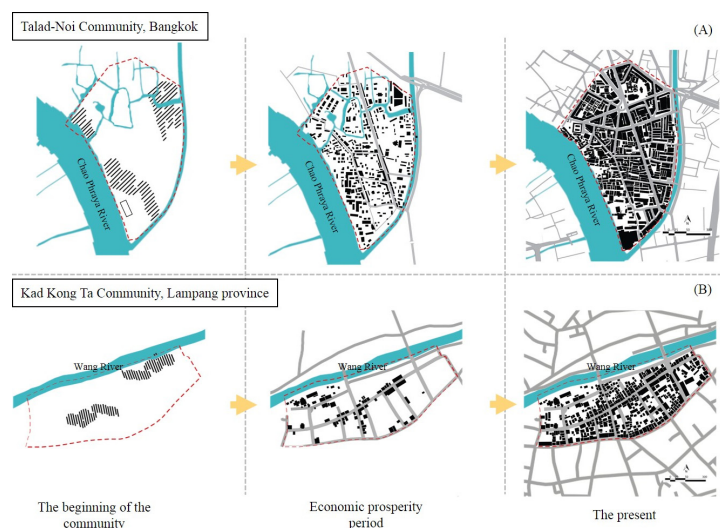


Figure 2 Physical changes in 2 case study communities in each period: (A) Talad-Noi Community, Bangkok; and (B) Kad Kong Ta community, Lampang Province

Some areas have other ethnic groups living together creating a diverse mix of cultures. This is a unique feature of the old market community that still exists today. From the study, it was found that two case studies have the same characteristics: they are communities that started on the banks of the river, and they are old trading communities where groups of Chinese immigrants came to settle. Consequently, the two communities have a cultural mix of Thai, Chinese, and other ethnic groups living together. Social and cultural conditions; hence, have historical values and are unique in terms of traditions, beliefs, ways of life, etc.

The Talad-Noi Community, Bangkok is a coexistence of people of different races and religions. The coexistence of people of many races causes religious differences. Each religion has a different center. The coexistence of groups of people of different races and religions including groups of Chinese, Thai, Vietnamese, and Portuguese is one of the highlights of the Talad-Noi community. It reflects the history through religious sites that spread to different parts of the community area. Despite the diversity of races and religions, the Talad-Noi community is a cultural melting pot. There is also a link between religions because Chinese, Thai, and Vietnamese living in the Talad-Noi community have different sects, but the doctrines are similar; thus, allowing each race to adapt to each other. Another factor contributing to cultural assimilation is the fact that some have interracial marriage making it impossible to clearly divide the ethnicity of the people in the Talad-Noi community forming cultural adaptation, lifestyle, and activities in the community enabling adaptation and unity in the community. These make this diverse culture coexist in the Talad-Noi community perfectly and unified.

While the Kad Kong Ta community, even today, has no presence of people of various nationalities living together in the area as in the past with natives, Chinese, British, Burmese, Mon, and Indians, this ethnic diversity is reflected in the architecture; building designs that combine different cultures together. In addition, within the community, there are social characteristics in management that are rare in today's society. It can be seen from the walking street project that the community has participated with the administration. There is a committee in charge of Kad Kong Ta Walking Street. Self-made rules have been set up within the walking street. It is self-managed and taken care of within the community producing the integration of social activities. So, the community has a connection with the ways of life and important places in the present, good relationship characteristics of people in the community who help each other, and inheritance of traditions and cultures.

The Kad Kong Ta community has become a center for disseminating and preserving the community's culture, and having an art and cultural attraction that shows the activities of the community, making local people proud and cherishing the existing culture.

From the development and changes of the old market community, in both case studies, it was found that the settlements had begun along the main rivers before land transportation and urban expansion that led to migration to land creating a transportation route having buildings placed along and conforming to the curvature of the road. Consequently, the characteristics of the landscape and scenery are unique to the community. These things are still visible today in many old market communities, especially the architectural features that the public can experience and perceive firsthand because of the unique and outstanding characteristics, relationships, ways of life, behaviors, traditions, and cultures being able to reflect the history of the old market community very well.

Analysis of Elements that Reflect the Identity of the Old Market Community

The old market community is regarded as a tourist attraction and as a source of cultural capital such as products, food, local culture, and old architecture. It can clearly reflect the ways of life of the community, traditions, and cultures. This is a place that has its own identity and is unique. In this study, the value and importance of communities that can reflect the characteristics or identity of that community were considered. The study of community identity could be divided into two characteristics: (1) the study of concrete cultural components—an analysis of the value of community structures that remain, which is clearly seen by its physical, concrete, and tangible elements, covering both movable and immovable cultural heritage, such as settlement elements; for examples, buildings and architecture, routes of travel, distinctive features of the landscape and their relationship with perspective; and (2) An analysis of the value and importance of elements in nonphysical communities, which will be elements that enhance the physical characteristics that are the main visual characteristics. Such can possibly reflect the continuity of activities within the old market community, people, and the livelihood of a unique culture. This also includes characteristics of activities in the old market community area, which is clearly seen as the traditional trading activities that have continued to the present. Occupational activities were related to the surrounding environment, traditions that have been handed down from

generation to generation, performing arts, rituals, and all forms of local practice which have been developed and changed by the process of accumulating knowledge and application.

Consideration of the value and importance of concrete or physical elements

1. Consideration of the value and importance of concrete or physical components of the Talad-Noi community, Bangkok

The study analyzed the value of existing community structures related to settlement periods, road structures, architectural elements, and outstanding characteristics, and the symbolic landscape elements and unique features. In addition, there was also a perspective analysis that reflects the existence of the community, way of life and culture that can be obtained from surveys and in-depth interviews by the researcher. The principles for consideration are as follows:

1) Community structure related to location and travel routes

The Talad-Noi community is characterized by its settlements that are consistent with historical evidence. Settlement patterns can be classified into two types: (1) a cluster settlement pattern, which is clustered according to “Riverbank” and religious places of the community; and (2) a straight-line settlement pattern that is very common nowadays due to the development of land transportation routes that reach community areas. As a result, there is a change in the settlement and the orientation of the houses along the road, especially Charoen Krung Road. These things are valuable characteristics of the community. This is because the Talat Noi community still maintains its settlement pattern developed in the beginning. There were activities and ways of life along the riverbank and roadside including paying attention to the river in the past, resulting in important religious sites and old buildings located along the river. In addition, the community has paths, alleys, and gates that represent connections within the community, which are unique and consistent with

the settlement history of the community. It was found that the roads that play the most important role in traffic and trade are “Charoen Krung Road” and “Soi Wanit 2” (Figure 3), which can be seen from access and use of local residences. The roads include the atmosphere that still remains as the old market community, which is reflected through the arrangement of old architecture, characteristics of traditional occupations in the area, and the connecting point (gates) that represents the ancient heritage and is still valuable today.

2) Architectural components and outstanding characteristics

Analysis of architectural features of buildings in the Talat Noi community was intended to analyze the originality of the materials. It was found that the characteristics of buildings within the Talat Noi community can be classified into 2 groups according to the type of materials used for construction: wooden buildings and concrete buildings, most of which still have old shophouse buildings, traditional style buildings which will have a rather strong Chinese flavor. There was also an analysis of the originality of the design. The study found that the existence of buildings in the Talat Noi community is a result of building design to respond to activities and users together with the design of the building that reflects the diverse culture and values of the Talat Noi community from the past. This creates a sense of jealousy and a desire to preserve the buildings, which can be classified into three types: (1) traditional shophouses that have been preserved; (2) places of worship influenced by Chinese culture (the most noticeable architectural design which can tell the history of the Talat Noi community very well through both the location and the orientation of the building is in accordance with the Chinese belief in Feng Shui); and (3) religious places that are influenced by the West, such as the Holy Rosary Church, having a design that is more outstanding than other buildings by using the Gothic architectural style. This tells the history of the Talat Noi community, which is not just a group of Chinese people who came to live there alone.

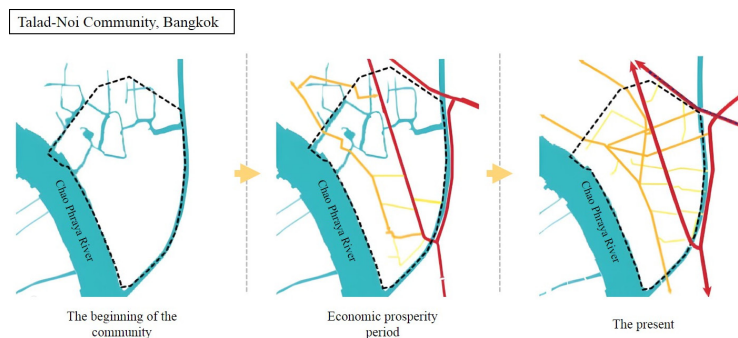


Figure 3 Development of access to the Talat Noi community area over time

3) Symbolic landscape elements and outstanding characteristics

The outstanding symbolic landscape of the Talat Noi community is expressed in the physical aspect of the area. It represents the Talat Noi community from a symbolic point of view. From the study it was found that “the Chao Phraya River” is considered a symbolic landscape of the Talat Noi community that was created by nature because it is a community next to the Chao Phraya River. It gives an overall understanding of the community and its location. In addition, the Chao Phraya River also reflects its important role as a symbolic of the past commercial prosperity of the Talat Noi community. This is because in the past, most trading activities were clustered around the Chao Phraya River. As for the symbolic landscape created by humans, they are related to ancient buildings and traditional shops within the community with old shop signs (some shops have Chinese characters). Such creates uniqueness and also reflects its existence until now. Additionally, old buildings in the Talat Noi community are considered an important symbol that can tell the history of the Talat Noi community very well.

4) Perspective features

This is an important aspect for perspective, the horizon, that shows the overall picture of the community that represents the cultural structure of the boundary (Edge), which considers the perspective aspect that shows continuity. The layout of the Talat Noi community shows that the buildings are arranged in two ways: (1) a group of buildings that are parallel to the river and (2) a group of buildings that are parallel to the road. These result in an overall view that shows the continuity of the community.

2. Considering the value and importance of concrete or physical components of the Kad Kong Ta community, Lampang Province

It is natural and environmental considerations that comprise the geographical environment to understand the elements formed by the unique characteristics that lead to the activities occurring in the area, the landscape,

the distinctive architectural features affecting the overall community, and the atmosphere of the location resulting in unique characteristics of the area.

1) Composition and characteristics of settlements and routes

The nature of the terrain of Kad Kong Ta community is a plain along the Wang River adjacent to water, and land transportation routes, promoting the creation of trading communities and the settlement pattern, which is a group settlement pattern. There is a factor in the migration of the population to live in the area, creating adjacent buildings according to the relationship of kinship groups. In addition, the Old Market Road, the main road of the community, has a curve matching the Wang River creating continuity of local row houses, including alleys and shortcuts, which can reflect the relationship between transportation and social characteristics in response to the surrounding landscape and environment. These promote walking, helping people who come to the area to learn about the details of the landscapes, activities, experiences, the ways of life through user experiences, and to create a memory of the atmosphere of the community.

2) Components and characteristics of the community plan

The layout of the community is a longitudinal arrangement style caused by settlements along the transportation routes and collective settlements created in a system of land ownership within the Kad Kong Ta community, which can be classified into three types: land ownership of the office of Buddhism, and large and small private land ownership. The ownership of land is an important factor that may drive the development of the community and the existence of the community that causes less change for the community from the past altogether. Currently, the community has preserved local buildings that have been built since the beginning of the community in 1877 (Hengsadeeikul, 2009), the community layout which is a settlement along the length of the river and thoroughfare, and the traditional market community of Lampang Province.

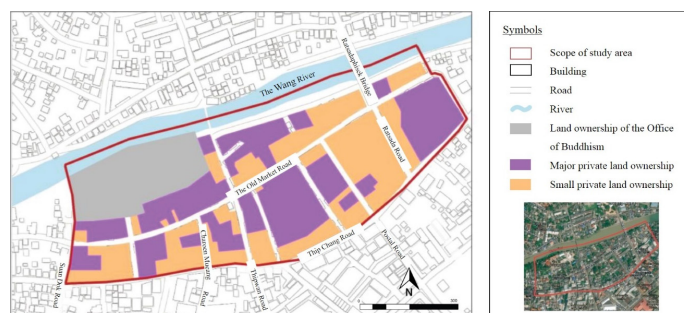


Figure 4 Land ownership of the Kad Kong Ta community, Lampang Province

3) Components and characteristics of the landscape in the community

The Kad Kong Ta community has “the Wang River” as a natural element that plays a role in the settlement of the community, in line with the way of life of the people in the community, who value being close to natural areas suitable for living leading to establishment of “continuity of local rowhouses along Talat Kao Road” and culture linked to activities in the area. However, the Wang River might not only affect the perception of history and the commercial prosperity of the past, but it also creates beautiful scenery for the community. It has created a beautiful natural landscape, making it memorable for people in the community able to feel the aesthetics. It is also a landmark and a point that represents the boundaries of the Kad Kong Ta community area under the perception of general people who come to use the area and people in the community.

4) Components and unique characteristics of community architecture

Buildings or vernacular architecture in Kad Kong Ta community often have an architectural style that combines cultural diversity with a unique identity that defines the community from various important events that have occurred and affect the architectural style of the community. In addition, the architectural elements represent the wisdom of the people in the community. At the same time, it can respond to the use by people as well, observed from the buildings from each era, such as the wooden row houses and the Phong Li building, which was constructed of wood. This was a building built during the beginning of the settlement of the community, where the lumber trade flourished. In contrast, the concrete row houses found in the community are simple in appearance. They were often built after World War II because they needed strength and durability and were able to withstand flood disasters. It shows that the local architecture in the community is a creative work that comes from wisdom that mostly consists of beliefs and adaptation to the environment and is accepted by people inside and outside the community illustrated in meaningful images and contexts of vernacular architecture, that people in the community share to create value. Such can be observed from various agencies involved, including people in the community, who try to conserve and put effort into restoring the buildings to their original condition promoting the charm of the commercial community to come back to life again. These people have the use of buildings that have been passed down from ancestors, such as a residence or for trade, while some places have been modified for the building utilization to be in line

with the current living conditions. It is used as an area for performing arts such as concerts, various music performances, dance performances, drama performances, etc.

Considering the Value and Importance of Abstract or Non-Physical Elements

1. Considering the value and importance of abstract or non-physical elements: a case study of the Talad-Noi Community, Bangkok.

There are two considerations: The cultural activity elements and unique features, and the meaning and memory of the old community. The details are as follows.

1) The cultural activity elements and unique features

The Talad-Noi community is an ancient community that has existed since the late Ayutthaya period. In the early stages, the first group of immigrants who came to settle the community were of Chinese descent. Thus, a culture of “Chinese faith and beliefs” was established within the community and is still respected today, including worshipping shrines and gods. The community is not only full of stories of Chinese people who came to rely on Bodhisompar (the merit and prestige of the King), but also the cultural diversity of the multi-ethnic group and religions living together. It can be seen from the Mahanikaya Temple, which is the spiritual center of the Buddhists, and Traimit Wittayaram temple, which represents the “faith and belief of Thai and Vietnamese people” within the community area, as well as the “Christian faith and belief” that has been with the community since the late Ayutthaya period. Although within the community at all times there will be a combination of people of many races and religious differences, in which each religion has a different center, the doctrines are similar. Therefore, this allows each race to adapt to each other.

2) The meaning and memory of the old community

This section used in-depth interviews as the main tool for collecting data. Questions were asked about the memories that people in the community could clearly recognize from their shared experience of that event. The Talad-Noi community is outstanding in terms of “trading activities, where in the past, the community was considered a center of export-import of goods both inside and outside the country”. The community can clearly be recognized from their experience, related to beliefs, faith, and various rituals that have been practiced from the past to the present. There are also meanings and memories of the place that can be experienced and are recognized as

the unique characteristics of the community area that is different from other areas, and which can be perceived by all five senses. When entering the area, what can be perceived from the eyes is that it is a community with old buildings. There are many preserved buildings, religious places of each race, and buildings with a distinctive architectural style. In addition to perception through sight and touch, the community can also be perceived through sounds and smells such as prayers from Chowsuekong Shrine, the voice of elder people who gathered to sell goods in the alley of Talad-Noi apartment, and the smell of incense from the religious place and of Chinese food that still has the legacy of the original business. These are important cultural foundations that remain for future generations to remember and experience.

2. Considering the value and importance of abstract or non-physical elements: a case study of the Kad Kong Ta Community, Lampang Province

There are two considerations: The specific economic activities and social activities, and the continuation of traditions and cultures. They are as follows:

1) Specific characteristics of economic activities

Although some of the original shops in the community have closed, people still preserve the local architecture for family business. It is a new type of economic activity that is incorporated into the original physical form in order to make use of the old community with the current socio-economic characteristics. After that, the community rehabilitation project “Kad Kong Ta Walking Street” expanded the area of walking street along various alleys that connect to Old Market Road showing the relationship of the commercial building styles, commercial activities, and social characteristics. As a result, the community became unique from the image of the area through the activities of the community, that is, selling goods on both sides of the Old Market Road, and trade that took place within the old buildings. The products were products from the community: local food products, daily use items, and hand-crafted items that are unique to Lanna. In addition, the old buildings are used for business as barber shop, restaurant, grocery store, souvenir shop, traditional massage, and guesthouse. The characteristics of economic activities can reflect the value of “culture and way of life” from trading activities that can preserve the original shop and occupations that are related to the traditional way of life of the people in the community (Haocharoen, 2021).

2) Characteristics of society inheriting traditions and cultures

“Cooperation of people in the community” is a social characteristic of the Kad Kong Ta community.

People in the community have participated in the administration. There is a committee in charge of Kad Kong Ta Walking Street. Also, self-made rules are set up within the walking street. It is self-managed and taken care of within the community resulting in the integration of social activities in order to promote a career for oneself and to extend such to the next generation. There is a memory that people in the community can clearly recognize from having experienced the event which is related to cultural activities that have been handed down from the past, with most people descended from Thai Yuan or Yonok. So, there are cultures and traditions, date counting systems, spoken and written languages, values, beliefs, as well as food culture that is unique to tourists making local people proud and cherishing the existing culture. This brings about unity in the community, helping each other find solutions to problems together. As a result, the community has a connection with the way of life and important places in the present.

From analyzing the value and cultural significance of the Talad-Noi community, it was found that “concrete cultural value and importance” is an element that can create perception through seeing and touching and creating a memorable atmosphere. These make each community unique, especially the “surviving structural features”, both of the group settlement pattern and the linear settlement pattern. However, within the Talad-Noi community, there are still outstanding architectural features displaying historical values and authenticity from the persistence of building materials, the unique design of the community which is diverse and linked to “value and significance in abstract culture”. This culture is outstanding in faith and belief. It is considered the heart of the existence of the Talad-Noi community because it is related to activities, people, and the use of space related to the ways of life. These things can raise awareness and help recognize the value of the community. Moreover, the cultural beliefs that are accepted as an identity have an influence on the existence of the community. Most of them are old beliefs with religious ties and ways of life, that have been inherited for a long time, especially the culture influenced by China, which has the least effect on the culture and traditions of the market community from faiths, inheritance of rituals, traditions, and various festivals. All of these may bring about the use of space and gathering together. This is reflected in the preservation of concrete cultural elements within the community; for example, the existence of old religious sites such as shrines, temples, and Christian churches, the architectural style of traditional buildings in the community, etc.

It can be concluded that the abstract cultural element is a factor that promotes the continued existence of the concrete cultural element because there are relationships and connections about people and use of space which is considered to create sustainability from the foundation of the culture for the community to be able to continue.

In contrast, the case study of the Kad Kong Ta community, Lampang Province is outstanding for the “physical structure component” which is very important, especially the existing structure of the community shown through distinctive settlement patterns along transportation routes (linear settlements) consistent with the origin of communities that began to settle along the Wang River. There is evidence that the Kad Kong Ta community was a port for cargo transportation and a prosperous timber trade center in the past. In addition, within the community there are various vernacular architectures that have been influenced by foreigners who migrated to the community, including Burmese, Tai Yai, British, and Chinese, representing the integration of cultures through design and utilization of buildings for living and trading, which can convey the history in the community linked to the ways of life of people in the past overlapping in many eras and the old commercial district of Lampang Province. Therefore, the “concrete elements” within the community most clearly signify the identity of the community which can be seen and perceived by the general public through settlement, landscape, and specific architectural features. The “abstract elements”—economy, society, and culture contribute to the enhancement of the physical elements to be more prominent and clearer. This can be observed from the distinctiveness of most of the physical features which are visible, that are often associated with people in the community. The general public can recognize and understand the past through settlement patterns, community landscape, and its unique architectural style, which can clearly reflect the physical identity of the Kad Kong Ta community.

Discussion

The study of the identity of the two cases can demonstrate the connection between the “cultural identity of the old market community: A case study of the Talad-Noi Community, Bangkok” and the “physical identity of old market community: A case study of the Kad Kong Ta Community, Lampang Province” in terms of being an old trading community. Most of the early settlements were clustered on the banks of major rivers. These affect

the settlement style and the orientation of the buildings. In addition, such is also a historical site which is culturally diverse. The Talad-Noi community, located in Bangkok, has a factor that caused the change from the development of important infrastructure and the expansion of the city causing a greater change in the physical structure than in the Kad Kong Ta community, Lampang Province. Thus, the physical characteristics of the Kad Kong Ta community are still retained in the original structure, such as the city morphology, architecture, landscape, etc., especially the outstanding architecture of the Kad Kong Ta community, where buildings or local architecture often have architectural styles that combine diverse cultures. Therefore, it has a unique identity, where the physical elements of the architectural style are not only important to “emotional values” that make up memories and spiritual symbols, but also to “cultural values” that relate to the history, age, and memory of a community (Haocharoen, 2021). However, non-physical cultural diversity, from the study, found that the Talad-Noi community still had traditions and beliefs that have been carried on to the present day. It is distinguished by the diversity of different nationalities living together. Thus, it can be said that the identity of the old community can be established from concrete or physical cultural heritage as evidence and non-physical cultural heritage which will infiltrate into the ways of life with connections between people and places that can reflect the historical values and the traditional cultural foundations that still exist.

The study of the composition of the old market communities—the Talad-Noi community and the Kad Kong Ta community—were only part of the old market communities. When observing the old market communities that still exist today, the observers will find that those communities often have their own unique identity, whether it is a non-physical cultural identity, such as culture or way of life, or a concrete identity, such as a settlement, community landscape, and architecture. These still appearing are all caused by “land ownership” of the old market community, which usually has large property-owners, especially around buildings that have historical significance. Therefore, there is not much change in the buildings. This also helps to maintain the community as well as raise awareness and continue the existing culture, which will help create “community strength” in terms of cooperation in preserving and rehabilitating communities from cultural foundations. It is another important factor that has helped the old market community retain its valuable architecture until now and be able to maintain the identity of the community so as not to fade away over time.

Conclusion and Recommendation

The study of the identity of the old market community and its sustainability from the roots shows the importance of maintaining its identity. The results of this study will help raise people's awareness and value of identity and characteristics that differ in the context of a particular community and make recommendations to develop the old market community and increase its potential in the development of the community to be strong, which can maintain the identity of the community so as not to disappear. In this regard, the use of cultural capital to add value and create added value is by communicating the identity of the community, which is one of the processes of creating awareness, and pride in being local and collaborating in maintaining the community. Therefore, to keep the old market in the midst of the city's changing trend while retaining its valuable identity, cooperation from people in the community is required. This is considered the main factor that will affect development with various agencies and organizations, as well as stakeholders, by developing the old market to still maintain the aura of the old community; cleanliness; provision of parking spaces in line with urban lifestyles that use cars as means of transportation; development of traffic routes for easy access and safety; development of various facilities; organization of shop zones in an orderly manner; and at the same time, the traditional activities and ways of life of the community. Restoration and preservation of old architecture will help maintain the identity of the old market community sustainably through the community's foundation.

The study is expected to benefit government agencies and other agencies involved in the preservation and development of old market communities. Communities with outstanding architecture, such as the case studies of the Talad-Noi community, Bangkok and the Kad Kong Ta Community, Lampang Province, may have to coordinate with the Fine Arts Department or Arsom Silp Institute of the Arts, which are involved in taking care of the old buildings, to inspect the buildings in the area and find ways to preserve the architecture. Additionally, the assessment of buildings in the community should be improved to promote the continued existence of valuable buildings. Also, other related agencies can possibly use the results of the research in community conservation and development planning in order to preserve the traditional way of life before it disappears. In addition, the results of the research can be used in planning to present guidelines

for the development of the old market area in the future as well as other areas with similar contexts to promote the existence of the identity of such community appropriately to lead to management in conservation, improvement, and development for sustainable collaboration.

Conflict of Interest

The authors declare that there is no conflict of interest.

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