

ANAWAT SUWANNADEJ : THE INFLUENCE OF HUA-ITT AGRICULTURAL CENTRAL
MARKET ON THE EXPANSION OF NAKHON SI THAMMARAT MUNICIPALITY.
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The research aims at studying the influence of Hua-ITT agricultural central market on the expansion of Nakhon Si Thammarat Municipality and proposing the guidelines for the solution of both short-termed and long-termed problems.

The study reveals that Nakhon Si Thammarat has been a significant area to provide Hua-ITT agricultural central market with a big amount of agricultural products. It is due to the fact that the province is a fertile area and functions as a center for the distribution of goods in the Southern Part. Hua-ITT agricultural central market, thus, becomes the most important agricultural market of both Nakhon Si Thammarat and the whole Southern Part.

According to the study of the expansion trend of Nakhon Si Thammarat Municipality, it is found that in the north, the expansion is limited because the area is the location of the 4th Region Army. In the South, the expansion grows along Raj Damnern Rd. and becomes less concentrated as the distance is far from the urban center. As a result, the important area to accommodate the urban expansion is the Eastern area along Pattanakarn Khukhwang Rd. and Ong Khai Rd. and the Western area along Highway No. 4016.

Although Hua-ITT agricultural central market has brought a great deal of development to the Western area, it is not the main cause of the urban expansion in this direction but only a stimulating factor.

In this research, two types of solution; short and long-termed, have been proposed.

For short-termed solution, the Municipality of Nakhon Si Thammarat should expand its region to cover the Western area and do as follows:
1) Cooperate with the government sector to organize the market. 2) Improve the infrastructure. 3) Make some arrangement of the area. And for long-termed solution, the market should be relocated under the condition that the new market is in the proper location for distributing products to other area conveniently and at the same time not far from Nakhon Si Thammarat Community. The area around Highway No. 4103 in the South has been proposed to be the location of the new market.