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The purpose of this research is to study the opinions of proprietors regarding Talingchan Floating Market ; to identify and analyze the factors affecting their opinions and their suggestions to ensure sustainable development of Talingchan Floating Market.

The data was collected by using a structural questionnaire and a brief interview with 75 proprietors at Talingchan Floating Market. The data was analyzed by using SPSS (Statistical Package for Social Science) computer program. The responses were later analyzed by employing statistical values, namely percentage, mean, standard deviation, analysis of variance and multiple classification analysis. The results of the research survey can be summarized as follow :

The majority of the proprietors had positive opinions, at a low level of factors believed to be conducive to the sustainable development of Talingchan Floating Market. The factors that significantly influence the opinions are age, location of residence and the length of service at the statistical level of 0.05.

According to the study, the researcher makes the following recommendations :

The proprietors in Talingchan Floating Market believed that the development should be ensured by increasing public relations and widening information network through the media. In addition, The authorities involved should tighten control over regulations, market administration and measures to increase efficiency of service. Moreover, Talingchan Floating Market should provide more garbage bins, public lavatories and officers in charge. Parking area should be provided, the number of tables and chairs ought to be increased and maintained.