



## “Lard Lae”, Specific Market Place in Indochina

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### Abstract

Buying and selling is a common interaction in any community. In any culture, market is a common important place for local business. The traditional market is an interesting issue in humanity. Here, the authors discuss on a specific market place seen in Indochina namely “Lard lae”. It is a local culture and way of life of local fishery community.

**Keywords:** market, place, fishery.

### Introduction

Buying and selling is a common interaction in any community. In any culture, market is a common important place for local business. The traditional market is an interesting issue in humanity. In humanity, market place usually has background on local humanistic system. Different kinds of market places exist worldwide and specification for each kind in each specific setting is usually seen. Here, the authors discuss on a specific market place seen in Indochina namely “Lard lae”. It is a local culture and way of life of local fishery community.

### Cases

“Lard lae” is specifically seen in southern region of Thailand where the location is a big peninsular. The area has many seashores and beaches and it is one of the very famous sea resorts. Many “Lard Lae” exist in this area and play role as business center for the local people. It is a place for selling and buying of products. The merchants come from both water and ground routes to the market place which is located at the beach. Area with plenty of “Lard lae” is Chumporn province in Southeastern region of Thailand. Examples of famous “Lard lae” are Lar lae Thung Ma Ha, Lard lae Sa Pli and Lard lae Siab Yuan at Chupon province.



**A. Lar lae Thung Ma Ha**



**B. Lard lae Siab Yuan**

**Figure 1: Famous “Lard lae”**

## **Discussion**

Local people usually require local market place. In many areas of the world, specific kinds of markets exist. For example, the souq is a famous kind of market exists in oasis area in desert of Arabian area. Another example is the floating market in many countries in Southeast Asia that represent local way of life of canal based life style.

Cultural place is an interesting issue in humanity. In some areas, some cultural places already disappear due to invasion of new modernized lifestyle such as disappearance of floating market [1]. However, some kinds of cultural places are still well conserved such as Buddhist religious place in Indochina [2]. The present case of “Lard lae” is interesting. Its maintenance

is based on local lifestyle of fishery community. Market place is not permanent but regularly formed as a temporary business weekly.

This is a local wisdom of seashore community. People from remote area come to “Lard lae” for sea products and local people can get product from remote areas from visitor. How to maintain this basic cultural way of life in the rapid change of business system is a very interesting issue.

**Conflict of interest:** None

## **References**

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