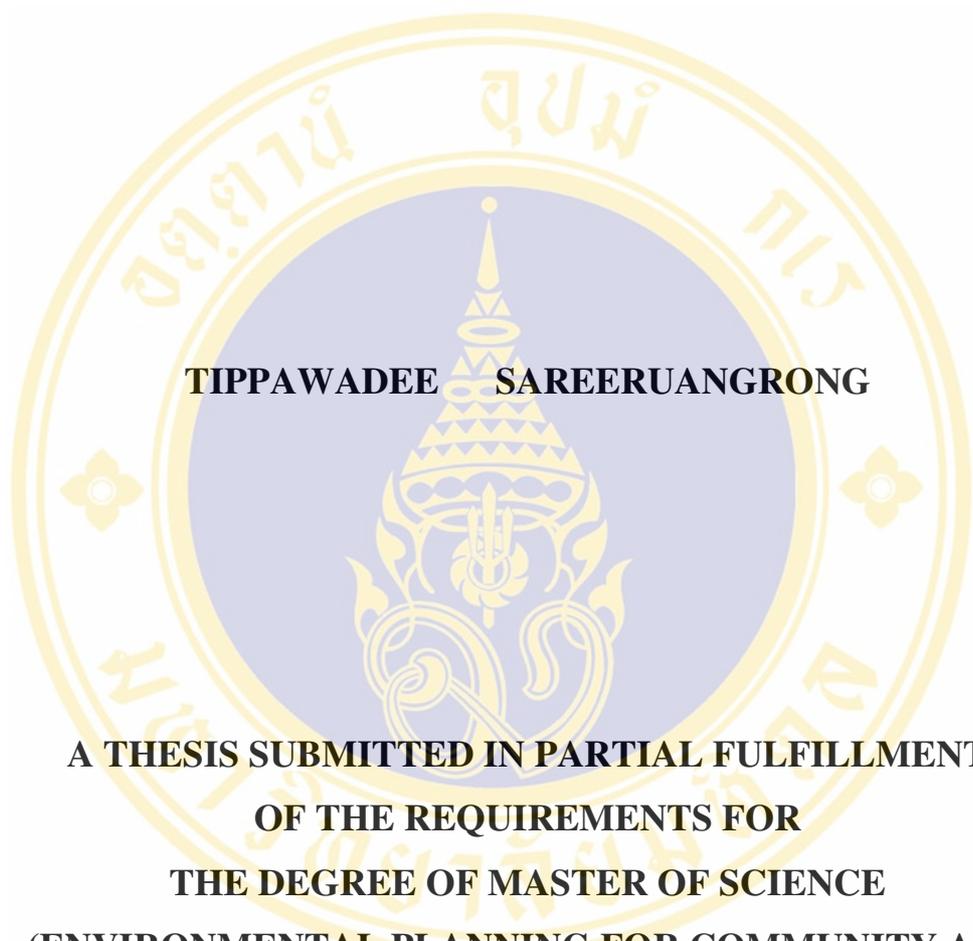


**THE BORDER MARKET ROLE IN TOURISM PROMOTION:
CHONG MEK BORDER MARKET**

The background features a large, faint watermark of the Mahidol University logo. It is a circular emblem with a gold border. Inside the border, there is Thai text at the top and bottom. The center contains a stylized golden stupa or tiered umbrella (parasol) with intricate patterns and a flame-like base.

TIPPAWADEE SAREERUANGRONG

**A THESIS SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR
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Thesis
Entitled

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CHONG MEK BORDER MARKET**

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was submitted to the Faculty of Graduate Studies, Mahidol University
for the degree of Master of Science
(Environmental Planning for Community and Rural Development)

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Tippawadee Sareeruangrong

**THE BORDER MARKET ROLE IN TOURISM PROMOTION:CHONG MEK
BORDER MARKET**

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ABSTRACT

This research was conducted as survey research through questionnaires supporting an interview, with the objective of analyzing personal attributes affecting the role of Chong Mek Border Market in tourism promotion. The analysis was done in order to study the strengths, weakness, opportunities and threats of Chong Mek Border Market. A sample of 194 tourists, over 15 years old, who came to visit Chong Mek Border Market was selected. Data analysis was done with the application of Mean, Percentage, Highest and lowest value, Standard Deviation, ANOVA Analysis. Research results were concluded as follows.

Most tourists had opinions toward goods and services at low levels while their opinions regarding facilities were moderate. Goods' personal attributes which had statistical significance were age, marital status, occupation, average monthly income and traveling expenses from home to the Border Market at 0.05. While statistical significance with services were age, marital status and traveling expenses from home to Border Market, at 0.05. Statistically significant factors linked to facilities were age, marital status, and traveling expenses from home to Border Market, at 0.05.

Tourism development guidelines derived from the strengths, weakness, opportunities and threats should be involved with increasing tourism capacity, raising standards of tourism facilities, opening a door to tourism in Indochina, developing suitable rally courses for rally drivers who want to experience the area, improving souvenirs and local goods to meet the standards required by tourists, and better landscaping around Chong Mek Border Market.

**KEY WORDS:ROLES/GOODS/VARIETY, APPEALING, ATTRACTION,
INFORMATION CENTER, SUFFICIENT SHOP**

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บทบาทตลาดชายแดนที่มีต่อการส่งเสริมการท่องเที่ยวในตลาดชายแดนช่องเม็ก
(THE BORDER MARKET ROLE IN TOURISM PROMOTION:CHONG MEK BORDER MARKET)

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บทคัดย่อ

การวิจัยครั้งนี้เป็นการวิจัยเชิงสำรวจ โดยใช้แบบสอบถามประกอบการสัมภาษณ์ในการเก็บรวบรวมข้อมูลซึ่งมีวัตถุประสงค์เพื่อศึกษาระดับความคิดเห็นของนักท่องเที่ยวที่มีต่อตลาดชายแดนช่องเม็กวิเคราะห์ลักษณะส่วนบุคคลที่มีผลต่อบทบาทของตลาดชายแดนช่องเม็กในการส่งเสริมการท่องเที่ยววิเคราะห์จุดแข็ง จุดอ่อน โอกาสและปัญหา อุปสรรคหรือข้อจำกัดของตลาดชายแดนช่องเม็ก โดยกลุ่มตัวอย่างคือนักท่องเที่ยว 194 ราย ที่เดินทางมาท่องเที่ยวตลาดชายแดนช่องเม็กที่อายุตั้งแต่ 15 ปีขึ้นไป วิเคราะห์ข้อมูลโดยใช้ค่าเฉลี่ย, ร้อยละ, ค่าสูงสุด, ค่าต่ำสุด, ส่วนเบี่ยงเบนมาตรฐาน, การวิเคราะห์ความแปรปรวนและการบรรยาย ผลของการวิจัยสามารถสรุปได้ดังต่อไปนี้

นักท่องเที่ยวส่วนใหญ่มีความคิดเห็นที่ดีต่อสินค้าในระดับต่ำ, การบริการในระดับต่ำและสิ่งอำนวยความสะดวกในระดับปานกลาง ลักษณะส่วนบุคคลที่มีนัยสำคัญทางสถิติของปัจจัยด้านสินค้าคืออายุ, สถานภาพสมรส, อาชีพ, รายได้เฉลี่ยต่อเดือนและค่าใช้จ่ายในการเดินทางจากบ้านถึงตลาดชายแดนที่ระดับ 0.05 ลักษณะส่วนบุคคลที่มีนัยสำคัญทางสถิติของปัจจัยด้านบริการคืออายุ, สถานภาพสมรส, อาชีพ, รายได้เฉลี่ยต่อเดือนและค่าใช้จ่ายในการเดินทางจากบ้านถึงตลาดชายแดนที่ระดับ 0.05 ลักษณะส่วนบุคคลที่มีนัยสำคัญทางสถิติของปัจจัยด้านสิ่งอำนวยความสะดวกคืออายุ, สถานภาพสมรสและค่าใช้จ่ายในการเดินทางจากบ้านถึงตลาดชายแดนที่ระดับ 0.05

แนวทางการพัฒนาการท่องเที่ยวจากการพิจารณาจากจุดแข็ง จุดอ่อน โอกาสและข้อจำกัด คือเพิ่มศักยภาพการท่องเที่ยว, ยกกระดับมาตรฐานสิ่งอำนวยความสะดวกพื้นฐานด้านการท่องเที่ยว, เปิดประตูการท่องเที่ยวอินโดจีน, รณรงค์การเดินทางท่องเที่ยวด้วยรถยนต์, การปรับปรุงสินค้าที่ระลึก สินค้าพื้นเมืองให้ได้มาตรฐานนักท่องเที่ยวมากขึ้นและการปรับปรุงภูมิทัศน์ของตลาดชายแดน

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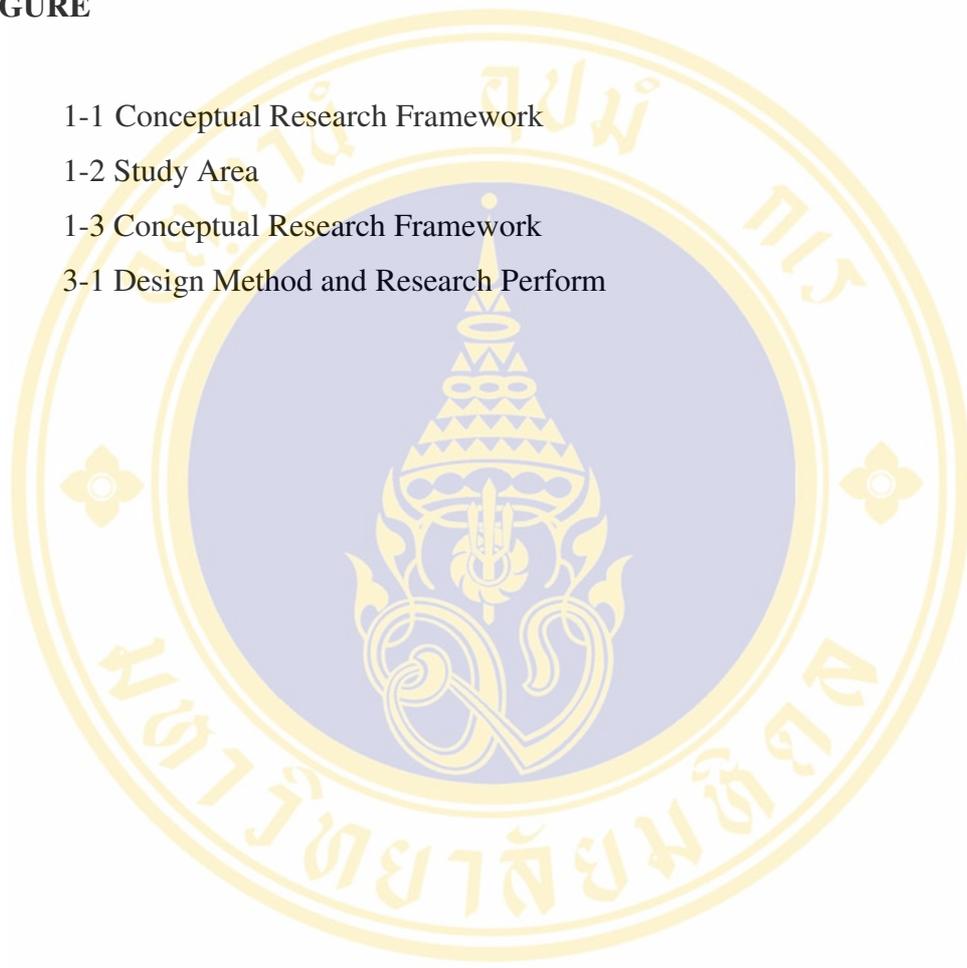
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CHAPTER I

INTRODUCTION

1.1 Background and Statement of Problem

1.1.1 Background

Through out the years, Thai tourism which continues to progress rapidly has generated current revenues nearly hundred billion baht that benefit the country overall economy. On the contrary, rapid growth of tourism industry results in environmental deterioration and inferior tourism image. General tourism management has encountered problems in opposite directions between the development and natural environment and social conservation (Tourism Authority of Thailand, 2001:1).

Thailand has set her goal toward being the center of Asian Tourism in 2006 by making tourism plan and policies to coincide with such goal through extended activities, such as, arranging international conference “Asia Cooperative Dialogue in Tourism Business Forum” at Phuket Province during May 22nd to May 24th, 2003 with 4 key areas in tourism promotion between Asian Countries, securities measures, human resources development and SME development among tourism industry. Operational Planning Strategies Committee in economic cooperation with Cambodia, Laos, Burma and Thailand had arranged the conference on August 27th, 2003 at Siam Rieb, Cambodia, aiming at economic cooperation in 5 branches. As for tourism, there has been the effort to provide across the border tour as well as Tourism Information Technology Training, Hotel management, Training to conserve Wildlife and Flora in the border of all 4 countries. Planning for tourism marketing in 2004 had set the goal based on strategic concept of Thai Tourism by aiming for Thailand to be Tourism Capital of Asia from “Best Quality Tourists” strategies (Office of Research Funding, 2004).

1.1.2 Statement of Problems

Ubon Rat Chathani is the big Province located at northeast which occupied the area of 16,112 square kilometers or 9.16 percents of northeast area. Its location is well-known as “Gateway to Indochina” (Yod Nedsuwan, 2001).

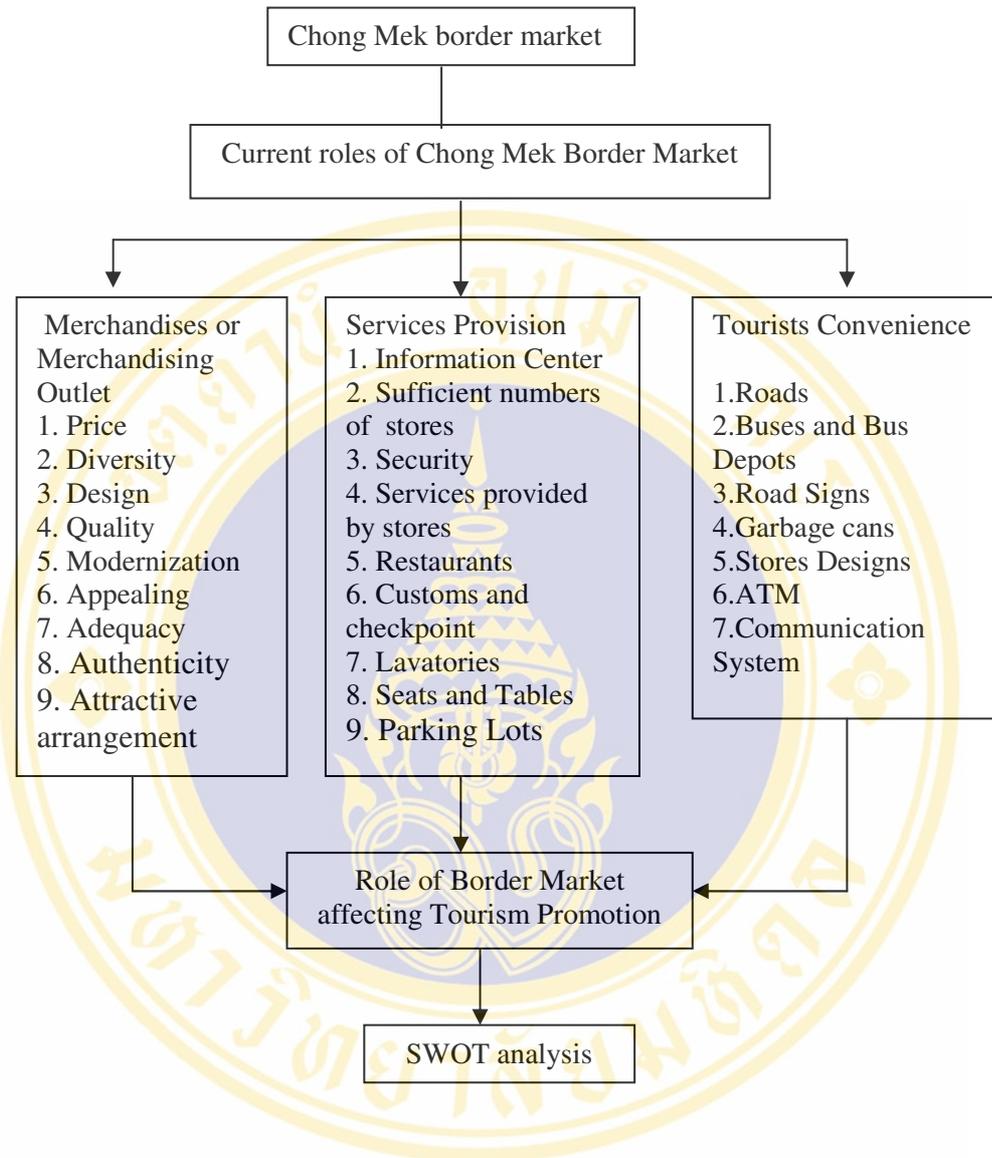
Since Ubon Rat Chathani Province has her boundaries adjacent to 3 countries, Thailand-Laos-Cambodia, with frontier as long as 393 kilometers connected to Laos People’s Democratic Republic, having Mekong River over 185 kilometers to mark the border and extended land over 208 kilometers. The boundary adjacent to Cambodia is over 60 kilometers long. At present, the border adjacent to Laos has opened 2 permanent checkpoints between Chong Mek Checkpoint, Chong Mek Sub District, Sirinthorn Sub District, Ubon Rat Chathani Province and Wang Taw Checkpoint, Muang Pon Thong, Kwaeng Jum Pasak, Laos People’s Democratic Republic, between Pak Sang Checkpoint, District Branch Natal, Khemrat District, Ubon Rat Chathani and Pak Tapan checkpoint, Muang Lakompeng, Kwaeng Salawan, Laos People’s Democratic Republic. There are 3 checkpoints with less restriction located at Ban Kon Song, Moo 1, Song Kon Sub District, Tsai Po District, Ubon Rat Chathani, Ban Dan Kao, Moo 1, Kong Jiem Sub District, Kong Jiem District and Chong Ta U, Ban Nong Sang, Moo 6, Pon Ngam Sub District, Boontarik Sub District, Ubon Rat Chathani Province. For Cambodia, she has opened 1 less restrict checkpoint at Chong Ann Mar, Nam Yaen Sub District. There is the active development for the province to be to tourism center of Indochina or Gateway to Indochina by improving administration in Hotels, store, souvenirs and local goods, including restaurants to meet the standards and set up measures and procedures to promote tangible tourism which should better provincial economic (Ubon Rat Chathani Provincial Commercial Office, 1993).

Tourism strategic development by Chong Mek Sub District Administration, Sirinthorn Sub District to develop Chong Mek Checkpoint as Gateway to Indochina based on strategic development of Ubon Rat Chathani Province “Prototype for complete border city”. It has guidelines for development, promotion and increasing operational capabilities and tourism services and number of tour sites based on increasing numbers of tourists as indicators as well as their satisfaction in tourism services and number of tour sites for better development.

Therefore, it is crucial to find out how Border Market has promoted tourism, whether tourists satisfied with tourism, how to increase tourist attraction through studying process, questioning, analysis of tourists satisfaction toward tourism components which are goods, services and facilities and analysis of strengths, weakness, opportunities and threats which are part of marketing process, mainly marketing analysis which was important activities leading to marketing decisions as guidelines to achieve goal as stated earlier and develop tourism market for world-class. Moreover, there are dynamic movement on bringing revenues to the country and building good relationship among the neighboring countries.

1.2 Conceptual Research Framework

This study was the study of Border Market role in tourism promotion:Chong Mek Border Market, Sirinthorn District, Ubon Rat Chathani Province from tourists' opinions through component analysis of Border Market in providing goods, services and facilities among tourists to perceive Border Market role in tourism promotion.

Figure 1-1 Conceptual Research Framework

1.3 Research Objectives

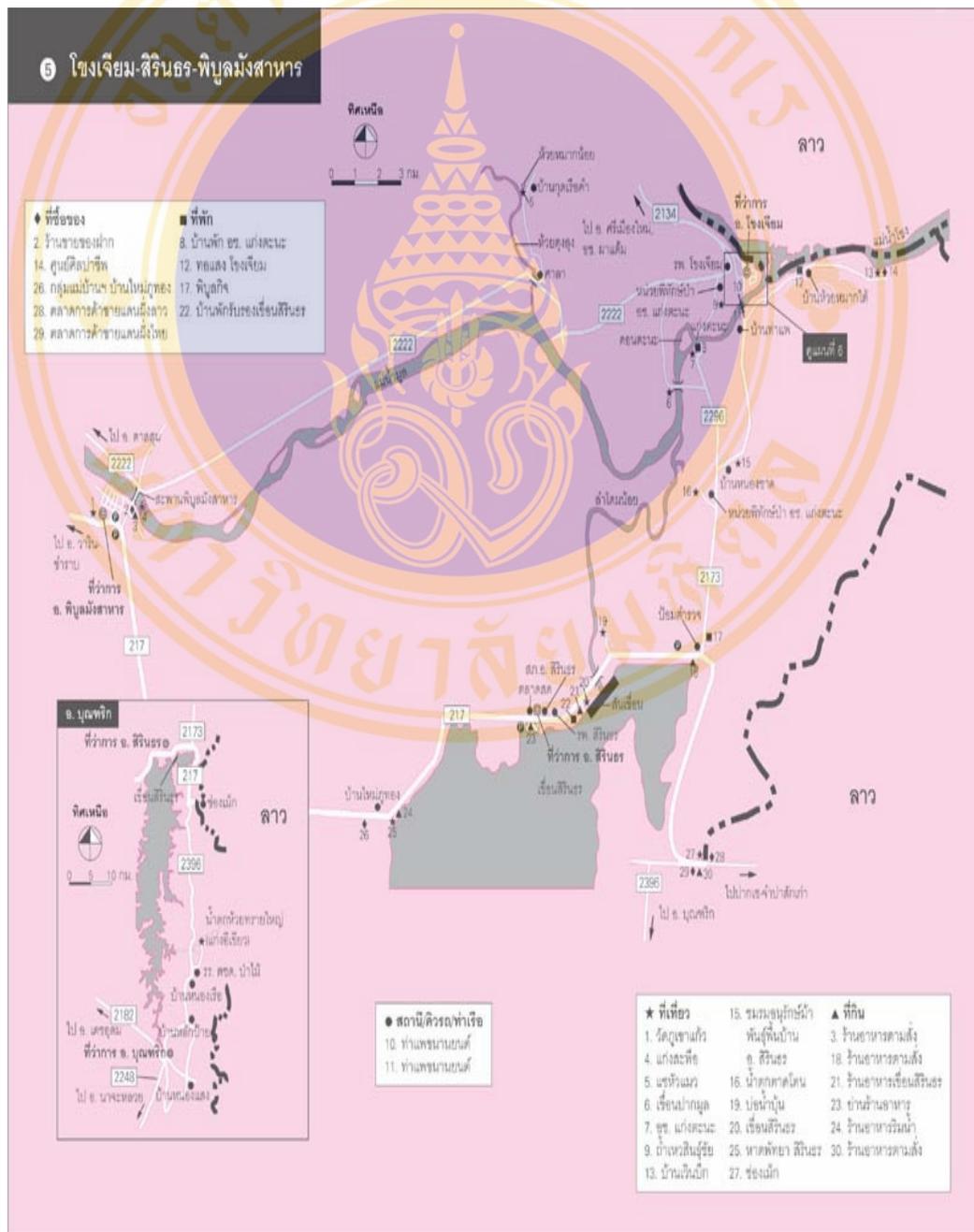
1. To analyze strengths, weakness, opportunities and threats of Chong Mek Border Market.
2. To study tourists' opinions toward Chong Mek Border Market.
3. To analyze personal attributes in tourism promotion at Chong Mek Border Market.

1.4 Scope of study

1.4.1 Area

Chong Mek Border Market in the Kingdom of Thailand, Chong Mek Sub District, Sirinthorn District, Ubon Rat Chathani Province was selected for the study as illustrated in Figure 1-2.

Figure 1-2 Study area



1.4.2 Population

Targeted populations were selected from tourists over 15 years old who visited Chong Mek Border Market since they had reach maturity in certain area which included visiting tourists in the Kingdom of Thailand and returning tourists from Border Market in Laos People's Democratic Republic through Immigration Office and Customhouse at Chong Mek Border Market.

The study was done from 27th to 28th November, 2004 between 8:30 A.M and 16:30 P.M because it was the beginning of tour season in the northeast and close to Loy Krathong as well as being Saturday and Sunday which often visited by many tourists.

1.4.3 Relevant Educational Factors

1.4.3.1 Goods consisted on varieties of goods at Chong Mek Border Market, including goods sold at Laos People's Democratic Republic that tourists brought into the Kingdom of Thailand with 9 minor factors which were prices, diversity, and design, and quality, modern, creative, authentic and attractive arrangement.

1.4.3.2 It covered overall services from public sector, local Sub Administration and private sector. These factors comprised of 8 minor factors, namely, Information Center, Convenience Stores, Security Units, Customers services, Restaurants, Customhouses and Immigration Office, Lavatories and seats and tables.

1.4.3.3 It referred to provision of facilities in Chong Mek Border Market which consisted of 7 factors, namely, roads, buses and Bus Depots, passengers, route signs,bins, shops, ATM and communication system.

1.5 Research Definitions

Roles are defined as: following duties, responsibilities and activities of Border Market associated with tourism promotion in goods, services and facilities.

Goods are defined as goods sold at Border Markets along both sides of borders. They are Chong Mek Border Market, Sirinthorn District, Ubon Rat Chathani Province and Wang Taw Checkpoint, Muang Pone Thong, Kwaeng Jumpasak, Laos People's Democratic Republic.

Variety is defined as: similar goods with many designs to choose from.

Appealing is defined as: display goods much different and eyes appealing than merchandises selling at other places.

Attractive is defined as: goods display to draw tourists' attention to buy merchandises.

Information Center is on center means place to advice about information of Chong Mek border market.

Convenience Shop is defined as: store services to support demand of tourists.

1.6 Research Methods and Steps

As survey research are divided as 5 steps.

1.6.1 Preparation was the study of general data of Chong Mek Border Market, concerned government agencies relevant to the study and central areas and theoretical concept and relevant researches. Later data in different areas were taken for compilation and analysis.

1.6.2 Designs and Research Operation involved with identifying targeted population and Random Sampling from results analysis in the previous step before constructing questionnaires to support interview covering entire research contents.

1.6.3 Field Data Collection was data collection at Chong Mek Border Market through supporting questionnaires.

1.6.4 Results compilation and data analysis by dividing topic into 6 parts or 6 Chapters consisted of Chapter 1: Introduction, Chapter 2: Literature Reviews, Chapter 3: Research Methodology, Chapter 4: Research Results, Chapter 5: Results Discussion, Chapter 6: Research Conclusions and Recommendations.

1.6.5 Report process divided as 6 parts or 6 chapters; chapter I : Introduction, chapter II: Literature review, chapter III: Research methodology, chapter IV: Research results , chapter V: Discussion and chapter VI: Conclusion and recommendation.

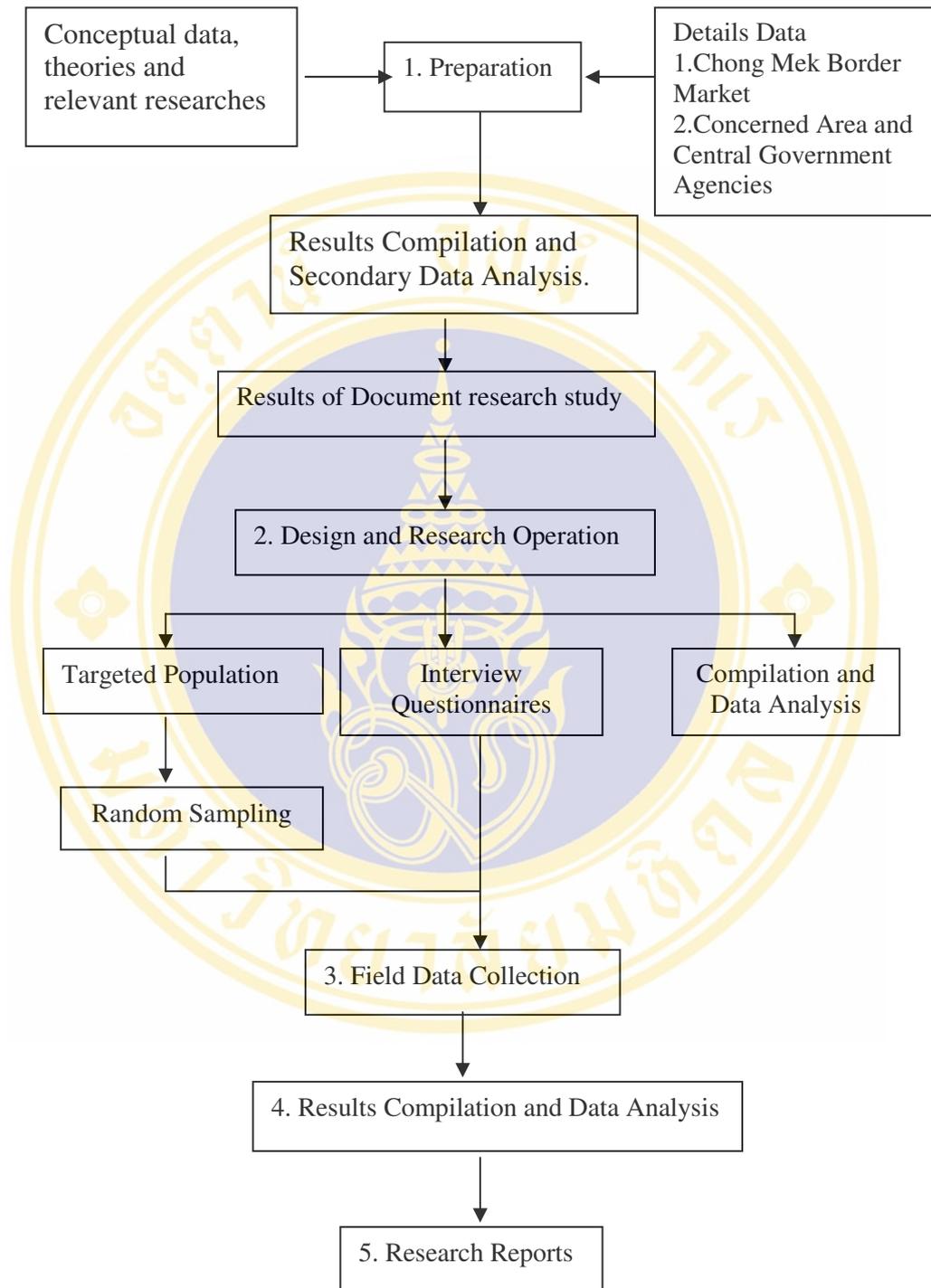
As being illustrated in Figure 1-3 : Operational Research Framework.

1.7 Expecting Results

1.7.1 Result of research make we to know in status of Chong Mek border market as resource of travel are derived from international activities of human as important kind.

1.7.2 Data are obtained from research as principle data for public sector and private to using in planning to Ubon Ratchathani as center of travel under frame of sharing in 3 economic countries (emerald triangle), there are leader of travel industry of three cooperative in continuously.

Figure 1-3 : Operational Research Framework



CHAPTER II

LITERATURE REVIEWS

In preparation to study for the research entitled “The Border Market Role in Tourism Promotion”, the researcher had compiled information from the following documents.

- 2.1 Idea about Market
 - 2.1.1 Meaning and Category of Market
 - 2.1.2 The Market Mechanism
 - 2.1.3 What determine the demand for factor
 - 2.1.4 The purpose of the SWOT analysis
- 2.2 Idea and Role theory
 - 2.2.1 Definition of Role
 - 2.2.2 System of Role
- 2.3 Idea of tourism
 - 2.3.1 Definition and Objectives of tourism
 - 2.3.2 Types of tourism resources
 - 2.3.3 Elements of tourism
 - 2.3.4 The Importance of Tourism
 - 2.3.5 Tourism Development in Thailand
- 2.4 General Data of Chong Mek Border Market and Nearby Tourist Attraction
- 2.5 Relevant Researches
 - 2.5.1 Relevant Researches toward Thai tourism
 - 2.5.2 Related Researches affecting tourism, decision-making and purchasing behavior of tourists
 - 2.5.3 Relevant Researches toward behavior of Thai Tourists regarding Domestic Tour

2.5.4 Relevant Researches toward Thai tourism

2.6 Summarized Documents and Relevant Researches

2.6.1 Summarized Documents

2.6.2 Relevant Researches

2.6.3 Summarized Outcomes

2.1 Idea about Market

2.1.1 Meaning and Category of Market

Burke (1980 : 427) stated the meaning of market that
...Market that a group of individuals who are buyers or potential buyers or potential buyers of a product or service...

Welch (2004 : 412) stated the meaning of market that
...A market, where buyers and sellers come together, is also composed of firms producing similar products...

Supanya Chaichan (1991 : 1) stated the meaning of market that
...A place or situation in which the buyers and sellers of a product interact for the purpose of exchange.

American Marketing Association (1960 : 2) has been defined marketing as
...Marketing as “the performance of business activities that direct the flow of goods from producer to consumer” or all the step taken to speed up the movement of goods and services from production to consumption...

Willis and Primack (1977 : 677) stated the meaning of Market system
...Market system in the set of means by which exchanges between buyer and seller are made...

American Marketing Association (1960 : 427) has been defined Marketing strategy as

...Marketing strategy as the plan followed by a merchant to speed up the movement of the goods or services that he sells...

To see that market are many kind of means, in this case to study market as meaning of place seller and buyer to meeting for exchange goods and many services each other, such as place in border market.

2.1.2 The Market Mechanism

Wonnacott (1986 : 158) stated the Market Mechanism that

1. What : goods and services will be produced? (How do we choose among the various options represented by the production possibilities curve?)
2. How : will these goods and services be produced? For example, will cars be produced by relatively few workers using a great deal of machinery, or by many workers using relatively little capital equipment?
3. For whom will the goods and services be produced? Once goods are produced, who will consume them?

2.1.3 What determine the demand for factor

Willis and Primack (1977 : 520) stated three things determine the demand for any factor that

1. The amount of product demanded.
2. The productivity of resources.
3. The prices of other factors of production.

2.1.4 The purpose of the SWOT analysis

Dudley (1989 : 84) stated the purpose of the SWOT analysis is to

1. Identify those factors which contribute to the past and present success of the business;
2. provide an inventory of the company's skills and resources;

3. pinpoint those strength areas in the business that can be used as a foundation for a future strategy and critical weaknesses in relation to those of its competitors; and

4. identify key strengths in terms of resources and skills which are either superior or weaker than those of its principal rivals.

2.2 Idea and Role theory

2.2.1 Definition of Role

Biddle (1979 : 1) stated Role term such as

...Role term such as role, social position, status, expectation, conformity, consensus, function, and the like appear in the common language...

Biddle (1979 : 1) stated the meaning of Role theory is

...Role theory is of central importance in the disciplines of anthropology, psychology, and sociology...

At the same time, Biddle (1979 : 8) stated role theory is based on several underlying propositions about which three is general, if informal, agreement By way of summary, let us list five of these :

1. Role theorists assert that “some” behaviors are patterned and are characteristic of persons within contexts (i.e., form roles).

2. Role are often associated with sets of persons who share a common identity (i.e., who constitute social positions).

3. Persons are often aware of roles, and to some extent roles are governed by the fact of their awareness (i.e., by expectations)

4. Roles persist, in part, because of their consequences (functions) and because they are often imbedded within larger social systems.

5. Persons must be taught roles (i.e., m2.6.3 Conclusion

From these idea may be conclude meaning of role in this research, its mean type of express or duty according to determined by position and expectation.

2.2.2 System of Role

Arun Raktham (refer to Parinya Prommin, 1999 : 40) said to system of role consist of 3 main factors as.

1. Actual role is real behavior of person which controlled by emotion, attitude, private behavior and problem in perform etc.
2. Role prescription is scope of duty that organization or section are determine.
3. Role expectation is role that person are expected divide as expect to person or to other.

For this study will be tend to study in role expectation of Chong Mek border market from opinion of tourist to promote traveling.

2.3 Idea of tourism

2.3.1 Definition and Objectives of tourism

M.h. Tui Chumsai (1984 : 42) stated the meaning of tourism and travel in ...Tourism and Travel in “the first chapter of tourism” that tourism was a matter of travel, if no tourism happened, no happening in travel also...

According to the Webster’s Third New International Dictionary defined “Tourism” was

...“Tourism” was a broad meaning. It was not meant just a travel for relaxation or pleasure, but also meant the citizen movement from at place to another. It included both domestic and international travel...

Cook et. (2002 : 28) defined “Tourism”

...“The temporary movement of people to destination outside their normal places of work and residence, the activities undertaken during their stay in those destination, and the facilities created to caten to their needs”

Wanna Wongvanich (1996) concluded that tourism dependent on 3 conditions as follows.

1. Travel from domicile to other places temporarily.
2. Travel with one's own accord
3. Travel with some purposes and not for earning a living or making income.

The Geographical Architecture, Faculty of Architecture, Chulalongkorn University (1998 : 27-28) already gave the meaning of tourism as a human's desire, when physical and mental were ready. They had different objective as follows

- 1) For curiosity in different subjects for tourism, and for a new encounters such as different cultures and traditions, politics, associations personnel, special types of nature, natural phenomenon, and acknowledgement of the unknown matters.
- 2) Interested in religion and magic such as going on pilgrimage, pay respect to the important historical religious places, or religion, group meeting including the religious activities.
- 3) For occupation and business such as traveling for expedition, study tour and study as if visual education for increasing knowledge.
- 4) Other objectives such as visiting people who concerned with. It would happen during holiday time, and festival. It also included group meeting or for relaxation.

Wanna Wongvanich (1996) classified the objective of tourism into 6 kinds as follows:

1. Tourism for pleasure and amusement

It was tourism for changing atmosphere together with curiosity viewing scenery, culture tradition, and different local way of life on occasionally travel along the traveling spots for pleasure changing of atmosphere and lodging. This kind of travel depended on various factors such as test, economic status attractive things and each interesting places.

2. Tourism for relaxation

This kind of tourism was concerned with spending leisure time for relaxation, or after recovering from illness that required time as much as possible. The place for resting would be quiet, facility and comfortable, clean air, such as sea, forest, and mountainous areas that was far from noisy.

3. Tourism for cultural study

It was a tourism with a specific studies of local culture together with travel. The studies covered way of life both anthropology and sociology such as ancient places art works, and various exhibitions.

4. Sporting tourism

This kind of tourism had 2 objectives. Firstly, tourism for a sporting spectators such as tennis and football game, etc. The sport, eventhough, the places had to be removed to another places. There always have the spectators. Secondly, it was tourism for exercise or playing game. This kind of tourism a place to go must be attractive for tourism, such as forest trekking, or sight-seeing travel, etc.

5. Tourism for business, meeting and seminar

It was a tourism for business or seminar that travelers would spend his time for travel. Factors that attracted travelers must be interesting spots which provided lodging or hotel and facilitated travelers must be interesting spots which provided lodging or hotel and facilitated communication system.

6. Tourism for study

This kind of tourism referred to someone go abroad for study, doing research or inter-exchanging visitors or technicians, students among universities. Duration of stay may be longer than a month. Domestic study tourism was also included.

Therefore, tourism which oriented for this study concepts referred to requirement to travel to other places under specific objectives of person who has readiness and of his own accord.

2.3.2 Types of tourism resources

The Geographical Architecture, Faculty of Architecture, Chulalongkorn University already classified types of tourism in the City Scenery Development for Tourism Handbook, and was proposed to the Tourism Authority of Thailand (1998 27-28) for 7 types as follows:

- 1) Ancient places such as the Royal Palace, and important historical constructions and building.
- 2) Religious places such as temple, and pagoda, etc.
- 3) Natural places such as sea and sea shore, forest water fall, and hot spring etc.
- 4) Art, culture and education such as museum, art and cultural center.
- 5) Pleasure places such as theater, show and night bazaar, etc.
- 6) Manufacture and handicraft that may be small scale manufactures such as lacquer ware and wickerwork, etc.
- 7) Others such as zoo, public garden and amusement park, etc.

These tourism sources may be constantly and permanently all year round or occasionally.

Wanna Wongvanich (1996) defined the meaning of tourism resource as a traveling place including natural spontaneous happening place. It also included things of man-made for traveling, activities, tradition and culture reflecting to the outstanding and attractive to tourists such as Songkran Festival, Boat Racing Festival, etc.

Wanna Wongvanich (1996) stated that tourism resource could be classified as follows

- 1) Tourism resource caused by natural attractions. This kind of resource could attract tourist most. This was due to a natural spontaneous, may be beautiful or miraculous. There were 4 kinds of natural attractions such as wildlife, scenery, climate and natural phenomenon.

2) Tourism source caused by manufactured attractions. It would be characterized opposite to the natural attraction. In big cities, there were many traveling places such as amusement places, shopping center, amusement park, and hotel. Some cities had constructions concerning with interesting architectures such as the Royal Palace, religious places, museum and art works, various cultures, customs and traditions. These were much attractive to tourist as well.

2.3.3 Elements of tourism

Tourism Authority of Thailand (refer as Social research institute Chiang Mai University, 1996:7-8) given definition of element in traveling as follow.

“Elements of tourism or traveling industrial” means business and service all facilities are involved with tourist such as 8 elements;

- 1.Transport communication (which means transport on land, waterway and air)
- 2.Resting –room
- 3.Food shop and Restaurant
- 4.Travel service
- 5.Traveling attract as Sea, Mountain, River including Culture, Tradition and Ancient remains (namely, things that make tourist are interesting and want to visit, which may be things are exists in natural or made by human)
- 6.Souvenir shop and Local product
- 7.Safety
- 8.Promote and Advertising.

2.3.4 The Importance of Tourism

Nikom Jarumanee (1993) already concluded that the role of tourism in terms of promotion and economic development as follows:

- 1) The tourism industry has caused foreign currencies income since 1982. Income from tourism has become the first, comparing to the other exporting products.

2) The tourism industry's income could be obtained in form of foreign currencies could establish the paying balance stability, for instance, in 1984 the tourism could made income as foreign currencies for 27,317 millions Baht. The expense from Thai's travel just 7,208 millions Baht. The remainder of balance could much correct the other unbalancing sectors.

3) The tourism industry's income was widely spread out to the citizens. It established a lot of jobs, occupations and being supplementary occupations linking to tourism such as the homeowner handicrafts or food production delivered to the cities. It also established traveling agents and traveling guides.

4) The tourism industry had important role at most and widely occupational establishment. This was due to a service industry which needed manpower to service man, especially in direct business such as hotel, restaurant, traveling agent and traveling guide, etc.

5) Tourism had a role in stimulating the production and applying the nation's resources for highest benefits. Wherever the tourists visited, the expenditure should happen in terms of food and drinks, local products and lodging, etc. These expenditures would spread out to the small scale framers in terms of souvenirs from local handicrafts. Even though they were regarded as small income. But they caused the multiplier effect.

6) The tourism industry was unlimited in distribution. It may be called as "Unlimited industry" comparing to other industries.

7) The tourism industry had no limited in its productions. Unlike other agricultural products, it does not depend on weather. The tourism industrial products which offered to tourist are the natural beauty, sea beach, forest, mountain, weather and man-made structures such as the Royal Palace, temple, ancient place, local architectural structures, tradition or custom, way of life and living condition of people, eg. Floating Market, Songkran Festival and Loy Kra Tong Festival, etc. These are sustainable abstract, non-variable or independent in weathering. The tourism industry does not require much capital and technology. Therefore, the tourism industry is certainly promoted and stimulated from the World Tourism Organization. Thus the Organization has called for the developing countries have paid interest and uses this industrial sector in addition to previous agricultural sector or other industrial sectors. Then the tourism industry is regarded as the advantageous industry.

8) The tourism industry supports and conserves culture and tradition that are attractive things to tourist. Thai society is the ancient society and has continued for thousand years. Therefore, the nation possesses culture and tradition, classical dance and plays, etc. that have represented a specific identity of locality. They have been inherited and were suitable to propagate, rehabilitate and conserve as long as possible.

9) The tourism industry would play a role in terms of creative civilization to different regions. When tourism happens from one region to another region, whether Thai or foreigner or not. It could not avoid to create a new thing in such area, for instance, hotel, restaurant and other facilities.

10) The tourism industry is a standard in supporting security to the developing areas for traveling spots. Tourist tends to select the safety places. They must be sure of their safety and stability of their lives and properties.

11) The tourism industry takes part in peace and friendship and good understanding. These are the way of human being under different societies would meet and acquaint and understand each other. The unity among people in the nation could obtain from communication. In the same manner, international tourism would enhance the understanding that lead to the world companion.

Wanna Wongvanich (1996) described about a role of tourism to the society as follows:

- 1) The tourism establishes a good understanding among people. They could exchange ideas and create unity of people in the nation.
- 2) Tourism could develop and raise the civilization level of people higher in certain area.
- 3) It causes security and safety in the society. This is due to tourism in the opening system that obtain both safety and civilization. These would be the attractive factors for tourist and gives benefits to people in the area.
- 4) Tourism is a means to income thoroughly distribution to people. Health system development and public infrastructures could serve tourists. These would create benefits to people.
- 5) Tourism could effects on physical and mental health. Traveling to different places made tourists find something new, getting knowledge and pleasure. It would enhance a better life quality.
- 6) Tourism creates the cultural and traditional exchange. It helps propagating of good culture.
- 7) Tourism encourages conserving a good cultural of the locality and stimulates local culture and tradition to attract tourism in such area.
- 8) Tourism could effect on the pride and nourishment in heritage and national culture and art together with sustainable natural resources and environment.
- 9) tourism effects on development and improvement of topography and city's environment.

2.3.5 Tourism Development in Thailand : Demand and Supply

The nature of the Amazing Thailand campaign reflects the Thai government's perception that promotion and marketing are the most important aspects of tourism management. A similar attitude prevails among many other developing nations who, like Thailand, view tourism as a means to quick and easy foreign exchange earnings. This approach results in the formulation of policies that seek to encourage and promote visitation while largely neglecting carrying capacity issues. As a result, these countries tend to encounter "supply" rather than "demand" problems after their initial periods of tourism promotion. The combination of inadequate planning and a lack of infrastructure with a high tourism demand often manifests itself as environmental degradation and a decline in the standard of living among the local population.

As will be shown in this paper, Thailand is no exception to this tendency. The government's perception of the need to increase demand has often been the main obstacle to a tourism strategy that best serves the long term interests of Thai society. Policies tend to concentrate upon marketing at a time when investments are needed for environmental maintenance and protection. This approach is further reflected in recent budget cuts which have served to alter restoration plans. For instance, the TAT announced in early 1997 that 172 tourist destinations in 49 provinces throughout the country were in need of restoration and protection. Soon thereafter, however, budget cuts were imposed by the government as resources were shifted towards marketing and promotion to support the Amazing Thailand campaign.

As the number of Thai and international tourists continues to climb, increasing pressures will be placed on the resources required to support visitors' demands. Major infrastructure such as roads, electricity, water supply and telecommunications are faced with increasing pressures due to growing tourist demand. If the absolute number of international and domestic tourists continues to increase as predicted (and in response to the government's efforts), the carrying capacities of the existing service sector and infrastructure may soon become inadequate at satisfying the needs of tourists and the local population. In addressing this shortcoming, competition for Thai society's limited economic resources will intensify as infrastructure improvement and the expansion of tourist facilities require the diversion of funds away from alternative uses and sectors. This diversion imposes an implicit "cost" on those segments of society who do not benefit directly from the tourism industry. (Natural Resources and Environment Program Thailand Development Research Institute, 2000 : 3)

2.4 General Data of Chong Mek Border Market and Nearby Tourist Attraction

Chong Mek Sub District which is located under the administration of Sirindhorn District consisted of 10 villages. These villages are Moo 1, Ban Nong Mek, Moo 2, Ban Pong Din Dum, Moo 3, Ban Lau In Plang, Moo 4, Ban Tung Nong Buo, Moo 5, Ban Hin Soong, Moo 6, Ban Ang Pra Doo, Moo 7, Ban Nam Huay Sai, Moo 8, Ban Nong Yai, Moo 9, Ban Kum Lea Cha, Moo 10, Ban Dan Maen, Chong Mek Sub District was formerly under Fang Kum Sub District before establishing itself into current Chong Mek Sub District on 1972.

Sub District General Conditions

It is high plain with mountains and trading areas between Thailand and Laos as well as having tourist attractions and Sirindhorn Royal Dam located on the west.

Sub District Boundaries

The north is adjacent to Nonekor Sub District, Sirindhorn Sub District, Ubon Rat Chathani Province

The south is adjacent to Kumkaen Kaew Sub District, Sirindhorn Sub District, Ubon Rat Chathani Province

The east is adjacent to Loas People's Democratic Republic

The west is adjacent to Sirindhorn Royal Dam, Sirindhorn Sub District, Ubon Rat Chathani Province

Sub District Population

Total Sub District populations are 3,535 persons which consisted of 1,808 males and 1,727 females.

Sub District Occupation

Major occupations are growing rice, fruit trees or farming

Minor occupation is trading across the border of Thailand and Laos

Significant Sub District Historical Sites

1. Chong Mek Municipality
2. Chong Mek Sub District Administration
3. Thailand-Laos Checkpoint
4. Wat Pa Po Yan
5. Chong Mek Sub District Police Station
6. Forest Preservation Or Bor 14

Transportation Routes to Sub District

The area may be reached by bus through Pibol District-Chong Mek or private automobile along Satitnimankarn Road with the distance of 51 kilometers.

Area Conditions and Public Utilities System

1. Electricity for 11 villages
2. Waterworks for 6 villages
3. Public Telephone for 6 villages

Sirindhorn Royal Dam

It is located 70 kilometers further from the city along Highway 217. Then turning right at 71 kilometer to proceed for another 500 meters to reach rock Dam with clay at the core that was built to block Lum Dome Noi as the branch of Mool River with 42 meters in height and 940 meters in length. It generates electricity and helps with irrigation. At the edge of the Lake, there are flowers grown together with figurines and beautiful fountains as well as having guest houses for tourists. Contacting Electricity Generating Authority of Thailand at Bangkroy, Nonthaburi Province, Tel. 436-3271-2 for availability.

Sirindhorn Royal Garden

It is the garden built by Electricity Generating Authority of Thailand to honor and show loyalty to Her Royal Highness Princess Maha Chakri Sirindhorn on the ceremony to mark the 36th Royal Birthday at April 2nd, 1992. It is arranged as beautiful Public Park for public recreation and tourism promotion of northeast.

Electricity Generating Authority of Thailand started the construction of this garden on September 1st, 1990 and completed in July 1991 with estimated total expenses of 4.40 million baths. Her Royal Highness Princess Maha Chakri Sirindhorn inaugurated Sirindhorn Royal Garden on October 6th, 1991.

Sirindhorn Royal Garden is located on the left side of the reservoir with 40 rais by designing as the forest to preserve natural environment from using decorated area to blend with original area.

Inside Sirindhorn Royal Garden, one can find fountains, resting pavilion and flora in purple shade as Her Royal Highness's birthday color in Saturday decorated all over the area shaping like Her Royal Highness Seal. Furthermore, there are sculptures of 3 elephants playing Thai xylophone and Thai violin and Thai Flute which are 3 most preferred musical instruments of Her Royal Highness.

Bor Nam Boon

It is located in Wat Pa Nam Boon 700 meters further from Sirindhorn Royal Dam along Highway 217 as the cold pond similar to hot spring. It was discovered by pilgrimage monk with cold water from underground at all times and seasons.

2.5 Relevant Researches

Relevant Researches covered the following areas.

2.5.1 Relevant Researches toward Thai Tourism

Research Institute for Thailand Development (1970:6-7) had studied Thai tourism capability and found out from comparison between Thailand and Asia Pacific countries by interviewing 389 tourists that 5 countries with highest capabilities were Australia, Japan, Thailand, Singapore and Indonesia, respectively. However, after separation of those countries into 3 groups based on tourism resources attraction, administration and government management as well as management and services of tourism industry, findings indicated that Thai tourism received the highest capability rating among those countries in 5 areas.

1. Historical Tour Site
2. Cultural Activities
3. Thai Hospitality
4. Foods
5. Night Life

2.5.2 Relevant researches affecting tourism, decision-making and purchasing behavior of tourists

Thai-Japanese Occupational Association (1996) had done the research on Japanese tourists with the opportunity in raising quality level of Thai tourism. Findings indicated that factors affecting decision-making among Japanese for visiting Thailand were revenues, currency exchange, social changes and population structure, changing preferences in lifestyles, adapting to modernization, tourism industry innovation and tourism promotion policies.

Nuchnat Vongtawatchai (cited Pradup Rienprayul, 1998:40) had studied factors affecting decision-making and buyer behavior among tourists. Findings indicated that economic factor, demographic, geographic, and social and culture as well as politic, media, time, family situation and consumers health, including technology.

2.5.3 Relevant researches toward behavior of Thai Tourists regarding Domestic Tour

Nawrut Plainoi and Associates (1969) had conducted the research on tourism behavior among domestic Thai tourists. Findings indicated that high income group had shown more tendencies toward traveling than low income group and person who resided in Municipality area traveled more than outside residents. When a person lived better and became automobile owner, his need for recreation had increased the demand in traveling as well as adding tourism varieties, such as, health tourism, sport tourism, water tourism.

Currently, tourism behavior among Thai people change abruptly and differently depending on group of people and economic status. Urban dwellers usually preferred more traveling than other groups. Findings also revealed that decision-making on visiting any place depended on surrounding environment of that site, safety and traveling convenience.

2.5.4 Relevant researches toward Thai Tourism

Aumnuay Tiemkeerakul (1996) had studied marketing conceptual in Thai tourism promotion. Finding revealed that many key components that induced tourism growth were the collaboration between Public and Private sector, quality development for tourism goods and services and government policies in tourism promotion. These components contained 5 important attributes.

1. Thailand possesses natural, historical, archeological sites and man-made activities, including culture, tradition and lifestyle.
2. Convenience traveling to Thailand
3. Traveling convenience readiness
4. Basic structural factor readiness

5. Thai hospitality toward tourists

Factors affecting decision-making regarding selection of tour location among tourists are information from friends and relatives' suggestions 25 percents, self-experiences 20 percents, transitional point 15 percents, tour company information or concerned tourism agencies 12 percents, published article 10 percents and advertising 8 percents.

2.6 Summarized Documents and Relevant Researches

2.6.1 Summarized Documents

From the study of all relevant documents, findings suggested that in order the study Border Market role in tourism promotion, one must also study data in other areas relevant to the study in that area before analyzing those data for planning area research through the study of marketing concepts, concepts and roles relevant to roles, tourism concept, general data of Chong Mek Border Market and relevant researches. The study of those data indicated that the agency most involved in the development of Chong Mek Checkpoint to be major tour site leading to Indochina according to the strategic development planning of Ubon Rat Chathani Province was Chong Mek Sub District Organization, Sirindhorn Sub District, Ubon Rat Chathani Province because it was given direct responsibility to oversee the area. It had emphasized on improvement and increasing capability in tourism operation and services. Therefore, this research should motivate every concerned individual to participate in the most appropriated development of Chong Mek Checkpoint by looking at roles of Chong Mek Border Market from tourists' opinions in goods, services and facilities to better its roles based on principles and data from review literatures.

2.6.2. Relevant Researches

Findings indicated that current tourism behaviors among Thai people were diversified and different in many ways depending on group of people and economic status. Capabilities which divided into 3 groups were tourism resources attraction, government administration and services as well as management and services of tourism industry. Findings also revealed that Thai tourism had received capability rating higher than any other countries. When tourist decided to travel to certain site, he usually based his decision criteria on its surrounding environment and safety and traveling facilities as well.

2.6.3 Summarized Outcomes

This study was the study of roles of Chong Mek Border Market as permanent border checkpoint to exchange and trade goods which should be considered as another type of tourism resources in accordance with strategic development of Ubon Rat Cha Thani Province as tourism center under the economic cooperation of the Emerald Triangle by applying analytical analysis for goods, services and facilities.

CHAPTER III

RESEARCH METHODOLOGY

This research was conducted as Survey Research with the objective to study Tourists' opinions toward Chong Mek Border Market and analyze personal attributes in tourism Promotion at Chong Mek Border Market. Procedures and operational steps were done as illustrated in Figure 3-1.

3.1 Research Designs and Operational Steps

Steps involved with taking results of review relevant literatures to design targeted tourists, random sampling, identify tool for Primary field data collection, including procedures for data compilation and analysis.

3.1.1 Targeted Populations were selected from tourists over 15 years old who visited Chong Meg Border Market since they had reach maturity in certain area.

3.1.2 Random Sampling from survey and inquire customs official about statistics of tourist to traveling and cross border to visit or shopping. To appeared that not collecting data about amount of tourist, but from estimate of official are take care and service tourist as long time, able to estimate that one week has tourist about 4,000-8,000 persons especially in holiday are more tourist.

Therefore, numbers of tourists were used in random sampling to discover certain factors affecting buying behavior or preference or research leading to benefit for goods. Thus research study applied accidental sampling as “asking by chances” with the following measures for selection. The researcher had chosen sample during Saturday and Sunday, all day due to large number of tourists. Sample data were collected at Thailand time during 8:30 A.M to 16:30 P.M on November 27-28, 2004.

3.1.3 Constructing Research Tools

Procedures and steps for constructing interview questionnaires to collect Primary data from sample group in Chong Mek Border Market were as follows:

1. Identified objectives of interview questionnaires
2. Identified major issues to support objectives
3. Identified minor issues to support major issues
4. Identified questionnaires to support each minor issue
5. Identified type of questionnaires
6. Drafting questionnaires to support interview
7. Verified accuracy of questionnaires to support interview
8. Applied questionnaires to support interview at Indo China Market with 30 samples
9. Improved data
10. Prepared questionnaires to support completion of interview
11. Implemented for Primary data collection with sample group

3.1.4 Tools for research

From this principle and method as mentioned in above bring to perform questionnaire to carry put with interview as following.

Part 1 : Important factor of tourist.

Objectives : To know primary data in personal.

Main subject	Sub-subject	Question	Kinds of question	
			Closed-end	Opened-end
1. Gender	1.Male 2.Female	1. Gender	√	
2. Age	-	2.Present age____ year		√
3.Marital Status	1.Single2.Married 3.widow, divorce	3.Marital Status	√	
4.Highest education	1. Primary school 2.Junior high school 3.Senior high school 4. Diploma 5.Bachelor's degree 6.Higher Bachelor's degree 7. Other	4.Highest education	√	√
5. Occupation	1. Student 2.Personal business 3.Government official state enterprise 4. Worker 5. Trader 6. Other	5. Occupation	√	√

Main subject	Sub-subject	Question	Kinds of question	
			Closed-end	Opened-end
6. Average monthly income	-	6. Your average monthly income _____ baht		√
7. Residential	-	7. Present residential _____		√
8. Traveling Expenses	-	8. Traveling Expenses _____ baht		√
9. Number visiting	-	9. How many times you visiting border market?		√
10. Goods	1. Souvenirs 2. Electrical appliances 3. Food 4. Toys 5. Clothes 6. Cosmetics 7. Basketry and wickerware 8. Ornaments 9. forest products 10. Liquor , foreign cigarette 11. Modern medicine, herb 12. Decorate 13. Tapes, CD. 14. Local goods 15. Other	10. Goods bought.	√	√

Part 2 : Factor in opinion to goods are distribute in Chong Mek border market.

Objectives : To know component of goods are distribute in Chong Mek border market and purchase from Democratic People's republic of Laos through checkpoint to Chong Mek border market.

Main subject	Sub-subject	Question	Kinds of question	
			Closed-end	Opened-end
1.Price of goods /unit	-	1. Cheap	√	
2.Variety of goods	1. Kind of goods 2. Variety	1.Many kind of goods 2. Variety goods	√ √	
3. Quality	-	1. Quality Goods 2. Genuine thing	√ √	
4. Modernization	-	1. Modern	√	
5. Appealing	-	1. Appeal	√	
6.Adequacy	-	1. Adequate	√	
7. Attractive arrangement	-	1. Attractive	√	

Part 3 : Factor in opinion to services in Chong Mek border market.

Objectives : To know component of services in Chong Mek border market, and checkpoint of Democratic People’s republic of Laos.

Main subject	Sub-subject	Question	Kind of question	
			Closed-end	Opened-end
1.Information center	-	1. Widespread	√	
2. Shops	1. Sufficient 2. Customer service	1.Sufficient shop 2. Good service	√ √	
3.Security	-	1. Handle	√	
4. Restaurant	1. Sufficient 2. Clean	1. Sufficient and clean	√	
5. Across border, Customs	1. Serving 2. Properly	1. Service for tourist. 2.Price properly.	√ √	
6. Lavatories	1. Clean 2. Less, insufficient	1. Clean lavatories 2. Less lavatories, insufficient	√ √	
7. Seat	-	1. Have seat	√	
8. Parking Lots	1. Sufficient 2. Neatness	1.Sufficient parking and neatness.	√	

Part 4: Factor in opinion to facilities in Chong Mek border market.

Objectives : To know component of facilities to Chong Mek border market.

Main subject	Sub-subject	Question	Kinds of question	
			Closed-end	Open-end
1. Traveling	1. Convenient 2. Road condition 3. Bus 4. Route board	1. Convenient 2. Good condition 3. Sufficient bus and convenient 4. Obvious board	√ √ √ √	
2. Dustbin	1. Sufficient	1. Sufficient	√	
3. Shop	1. Set area	1. Obvious area	√	
4. A.T.M.	-	1. A.T.M. service	√	
5. Communication System	-	1. Communicate system, good signal	√	

For scale in use in this research , researcher use Likert scale which as 5 alternatives, that is most agree, agree, not sure and most not sure which replace in statistics as score following.

Positive statement			Negative statement		
Most agree	5	points	Most agree	1	point
Agree	4	points	Agree	2	points
Not sure	3	points	Not sure	3	points
Not agree	2	points	Not agree	4	points
Most not agree	1	point	Most not agree	5	points

Marketing Strategies through SWOT Analysis

Implementing strategies for Tourism Promotion

Conceptual trend for implementing marketing strategies was the analysis of internal and external surrounding of tourism market at Chong Mek Border Market in the past and future to find strength, weakness, opportunity and threat affecting the development of tourism at Chong Mek Border Market before taking results to identify marketing development strategies or coincide with the development of tourism at Chong Mek Border Market. Analysis was done as follows:

1. Analysis of Internal Surrounding

It was the analysis to find out the readiness of Chong Mek Border Market to response to the current demand of tourists, both strength and weakness by considering tourism as being the regional goods for tourists attraction and basic public utilities in tourism to provide facilities for tourists during then tour, including investigation for readiness among concerned agencies relevant to tourism promotion and manage tourism development at Chong Mek Border Market.

2. Analysis of External Surrounding

It was the investigation of uncontrollable factors under the responsibility of concerned individual regarding tourism development at Chong Mek Border Market that consisted of opportunities and limitation occurring from existing surrounding and changes affecting weakness and strengths related to internal surrounding.

3.1.5 Tools Quality Analysis

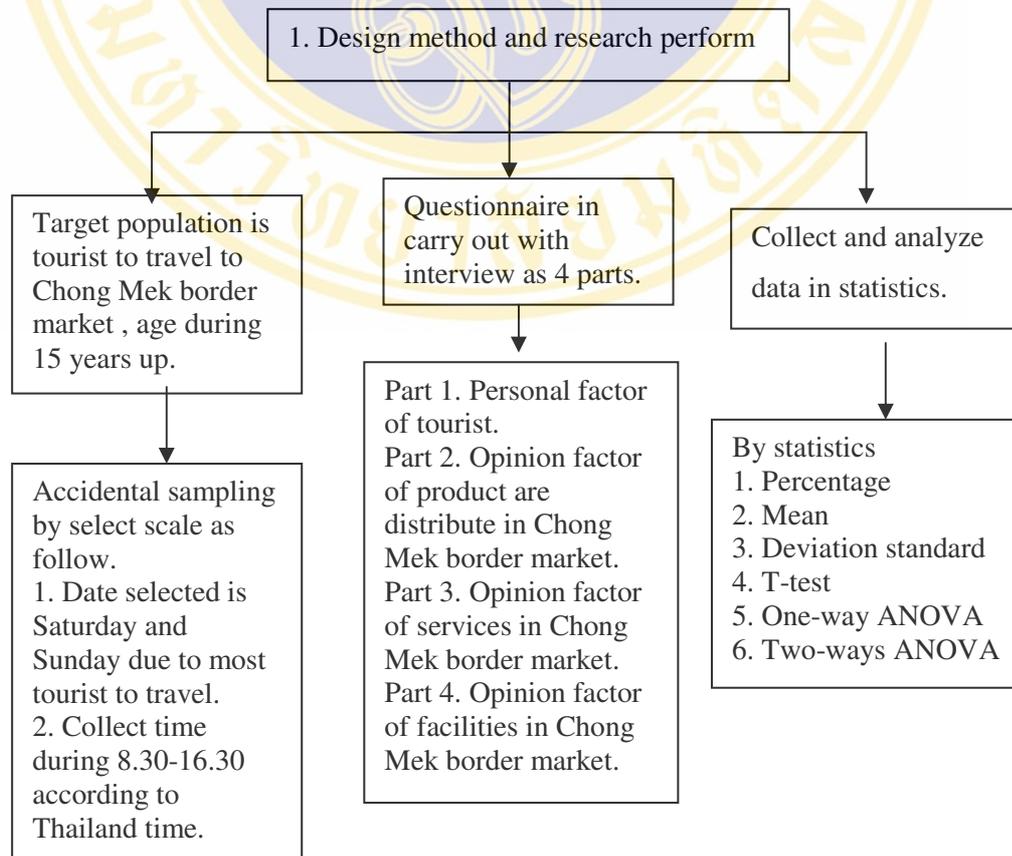
Testing tools quality regarding tourists' opinions toward Border Market, the researcher had taken data to find reliability through Coefficient Alpha of Cronbach as follows:

$$\alpha = \frac{(n) * (1 - \sum s_i^2)}{n - 1 - S_x^2}$$

when α = Reliable of Questionnaire
 n = Total numbers of questionnaires
 S_1^2 = Variance of Single Item
 S_x^2 = Variance of Total Item

Testing results indicated reliability as equal as 0.88 which was acceptable measure.

Chart 3-1 : Procedures and Operational Steps



3.2 Field Data Collection Steps

3.2.1 Preparation consisted of surveying the actual research area from November to December and collecting Secondary Data from Chong Mek Sub District Organization.

3.2.2 Data collection steps consisted of data collection from sample tourists in the actual area during 27-28 November 2005 through questionnaires to support the interview.

3.3 Data Compilation and Data Analysis

3.3.1 Data compilation

It was done through questionnaires to support the interview together with verification of responded questionnaires for accuracy and completion based on 80 percents measures as follows:

1. Verified data completion from respondents for any missing or incomplete data that required correction or improvement.
2. Verified data feasibility since derived data sometimes incurred errors, such as, incorrect answers or ambiguous or intended to misrepresent statements, such as, reporting monthly income of 10,000 baht and debt-free. At the same time, given monthly expenses of 15,000 baht that was contradicted to the former statement. The researcher should follow up or omit that statement because it was non-feasible data.
3. Examined unity of derived data as well as data collection with application of interview technique, presenting questionnaires or observation which sometimes the application of questionnaires or method of data collection could be different depended on observer or interviewer. Normally, data collector would set up guideline, but occasionally it might escape his attention. In this case, it might not be exactly agreed with set objectives. Therefore, verification was needed before proceed further.

3.3.2 Data Analysis

According to research analysis, steps for data analysis were separated into 4 sections as follows:

1. Proposed general data regarding personal attributes of sample tourists as narration through the application of Percentage, Mean and Standard Deviation.
2. Proposed results analysis regarding tourists' opinions toward goods, services and facilities at Chong Mek Border Market through the application of Percentage, Mean and Standard Deviation.
3. Proposed tourists opinion's level toward goods, services and facilities at Chong Mek Border Market through the application of Percentage, Mean and Standard Deviation.
4. Proposed results and association of tourists' opinions toward Chong Mek Border Market and personal attributes through T-test and One-Way ANOVA and Two-way ANOVA.
5. Proposed strengths, weakness, opportunities and threats or so-called SWOT at Chong Mek Border Market.

CHAPTER IV

RESEARCH RESULTS

The study of Border Market role in tourism promotion at Chong Mek Border Market, Sirinthorn District, Ubon Rat Chathani Province from tourists' opinions involved with the study tourism promotion for goods, services and facilities for tourists who visited Thai-Laos border as well as analysis through data collection by applying questionnaires to support tourists' interviews before taking data for analysis based on academic requirements as being presented in the following steps.

1. Proposed general data regarding personal attributes of sample tourists as narration through the application of Percentage, Mean and Standard Deviation.
2. Proposed results analysis regarding tourists' opinions toward goods, services and facilities at Chong Mek Border Market through the application of Percentage, Mean and Standard Deviation.
3. Proposed tourists opinion's level toward goods, services and facilities at Chong Mek Border Market through the application of Percentage, Mean and Standard Deviation.
4. Proposed results and association of tourists' opinion toward Chong Mek Border Market and Personal attributes through T-test and One-Way ANOVA and Two-Way ANOVA.
5. Proposed strengths, weakness, opportunities and threats or so-called SWOT at Chong Mek Border Market

4.1 Sample Group General Attributes

Table 4-1 Sample Group General Attributes

General Data of sample	Percentage	amount
Total amount	100.0	194
Gender		
Male	49.5	96
Female	50.5	98
Age		
21 years and lower	20.1	39
22-49 years	73.7	143
50 years and upper	6.2	12
\bar{X} = 31.56 ; S.D. = 11.29 ; MAX = 66.0 ; MIN = 15.0		
Marital Status		
Single	46.9	91
Married	49.5	96
Widowed, divorced	3.6	7
Education		
Lower Bachelor's degree	58.8	114
Bachelor's degree and upper	41.2	80
Occupation		
Government official, State enterprise	25.8	50
Student	21.1	41
Personal business	16.5	32
Trader	13.9	27
Worker and Other	22.7	44
Average monthly income		
No income	17.5	34
5,000 Baht and lower	30.9	60
5,001 – 10,000 baht	21.6	42
10,001 Baht and upper	30	58
\bar{X} =8,590.67; S.D = 10,717.76; MAX = 70,000.00; MIN = 0.00		

General Data of sample (Continued)	Percentage	amount
Total amount	100.0	194
Traveling Expenses		
100 Baht and lower	29.4	57
101 – 500 Baht	43.8	85
501-1,000 Baht	13.9	27
1,001 Baht and upper	12.9	25
— X = 769.64 ; S.D. = 1,366.31 ; MAX = 9000.00 ; MIN = 5.00		
Number Visiting		
1-5 times	72.2	140
6 times and upper	27.8	54
— X = 10.61 ; S.D. = 42.02 ; MAX = 500 ; MIN = 1		

Indication from table 4-1 suggested that sample groups, 50.5 percents of males and 49.5 percents of females had similar attributes, respectively.

Age: There was the indication that sample group between 22-49 years old were 2/3 of the group or 73.7 percents, following by 15-21 years old and 50 years old and higher at 20.1 percents and 6.2 percents, respectively. The highest and lowest ages were at 66 years old and 15 years old. Average age was 32 years old.

Marital status: There was the indication that most sample group was married and un-married at 96.4 percents and being divorced or widow 3.6 percents.

Education: There was the indication that 58.8 percents of sample group had less than Bachelor Degree while 41.2 percents had Bachelor Degree or Higher.

Occupation: There was the indication that 25.8 percents of sample group were employed more by Government Agencies and State Enterprises than other groups, following by 21.1 percents of School and College Students.

Average monthly income: There was the indication that 30.9 percents and 30 percents had average monthly income of 5,000 baht and lower and sample group with average monthly income of 10,001 baht and higher, following by average monthly income of 5,000-10,000 baht and without income, respectively. Having highest average monthly income of 70,000 baht and also found average monthly income at 9,213 baht per month.

Residential: There was the indication that most sample group or 71.1 percents lived at Ubon Rat Chathani Province.

Traveling Expenses: There was the indication that most sample group or 43.8 percents spent 101-500 baht for traveling. Next was sample group who spent 100 baht or less and 501-1,000 baht as well as 1,001 baht and higher at 29.4, 13.9 and 12.9 percents, respectively. Average traveling expenses were 770 and. The highest and lowest expenses were 9,000 baht to 5 baht.

Number visiting Chong Mek Border Market: There was the indication that 77.2 percents of visitors already visited Chong Mek Border Market 1-5 times. Six times visitors and higher were 27.8 percents.

Table 4-2 Goods bought by Sample group.

Goods	percentage	amount
Total amount	100.0	194
Souvenirs		
Not buy	58.8	114
Buy	41.2	80
Electrical		
Not buy	95.9	186
Buy	4.1	8
Food		
Not buy	86.6	168
Buy	13.4	26
Goods (Continued)	percentage	amount

Total amount	100.0	194
Toys		
Not buy	87.1	169
Buy	12.9	25
Clothes		
Not buy	76.8	149
Buy	23.2	45
Cosmetics		
Not buy	93.8	182
Buy	6.2	12
Basketry and wickerware		
Not buy	80.4	156
Buy	19.6	38
Ornaments		
Not buy	88.1	171
Buy	11.9	23
Forest product		
Not buy	82.5	160
Buy	17.5	34
Liquors, foreign cigarette		
Not buy	74.2	144
Buy	25.8	50
Modern medicine, Herbs		
Not buy	93.8	182
Buy	6.2	12
Home decorate		
Not buy	85.1	165
Buy	14.9	29
Tapes, CD		
Not buy	50.5	98
Buy	49.5	96

Goods (Continued)	percentage	amount
Total amount	100.0	194
Local Goods		
Not buy	75.3	146
Buy	24.7	48
Other		
Buy	2.6	5

Findings from Table 4-2 indicated that most sample group preferred buying souvenirs 41.2 percents, 49.5 percents preferred buying Tapes and CD. 23.2 percents bought clothes, 25.8 percents bought liquors, foreign cigarettes and 24.7 percents bought local goods. Judging at other goods, it was the highest number of items bought by sample group.

Goods least bought by sample group of 95.9 percents were electrical appliances while 94.8 percents and 93.8 were non-buyer for cosmetics and modern medicine and herbs. Other goods most preferred by 5 group samples were snacks, beverages and orchids.

4.2 Opinion of sample group toward goods, services and facilities

From Table 4-3, 4-4 and 4-5, the researcher had constructed 28 statements to measure tourists' opinion toward goods, services and facilities in Chong Mek Border Market which gave the following results.

Table 4-3 Opinion of sample toward goods.

Statements	Most not agree	Not agree	Not sure	Agree	Most agree
1.Cheap Goods					
Percentage	1.0	5.2	35.1	44.3	14.4
Amount	2	10	68	86	28
2. A lot Kind of goods.					
Percentage	1.0	8.8	23.7	50.5	16.0
Amount	2	17	46	98	31
3.A lot Variety of goods.					
Percentage	3.6	7.7	28.4	45.4	14.9
Amount	7	15	55	88	29
4.Good quality of goods					
Percentage	4.1	18.0	59.3	15.5	3.1
Amount	8	35	115	30	6
5.Modern Goods					
Percentage	3.1	23.2	46.9	22.2	4.6
Amount	6	45	91	43	9
6.Appealing Goods					
Percentage	1.5	12.4	29.4	45.4	11.3
Amount	3	24	57	88	22
7.Adequate Goods					
Percentage	3.6	9.8	30.4	43.8	12.4
Amount	7	19	59	85	24
8.Authentic Goods					
Percentage	15.5	23.7	47.4	9.3	4.1
Amount	30	46	92	18	8
9.Attractive Arrangement					
percentage	15	23.7	21.6	34.5	5.2
amount	29	46	42	67	10

From Table 4-3, the researcher had constructed 9 statements to measure tourists' opinion toward goods which gave the following results.

Overall pictures of goods suggested that most sample group agreed with the following areas, less expensive 44.3 percents, goods varieties 50.5 percents, goods designs 45.4 percents, appealing 45.4 percents, goods adequacy 43.8 percents, 34.5 percents on goods displayed, 46.9 percents on updated and 47.4 percents on genuine goods, respectively. However, most sample group was uncertain about quality of goods.

Table 4-4 Opinion of sample toward services.

Statements	Most not agree	Not agree	Not sure	Agree	Most agree
1. Have Information Center.					
Percentage	8.2	21.6	42.3	22.2	5.7
Amount	16	42	82	43	11
2.Sufficient numbers of Shops					
Percentage	9.3	13.4	21.1	45.9	10.3
Amount	18	26	41	89	20
3.Have security.					
Percentage	4.1	10.3	40.7	35.1	9.8
Amount	8	20	79	68	19
4.Good services provided by shops.					
Percentage	2.6	15.5	32.0	41.2	8.8
Amount	5	30	62	80	17
5.Enough and Clean Restaurant					
Percentage	3.6	20.6	45.9	23.7	6.2
Amount	7	40	89	46	12
6.Customs Services					
Percentage					
Amount	3.6	13.4	36.6	37.1	9.3
	7	26	71	72	18

Statements (Continued)	Most not agree	Not agree	Not sure	Agree	Most agree
7.Clean Lavatories					
Percentage	9.3	26.3	45.8	13.4	5.2
Amount	18	51	89	26	10
8.Less and Insufficient Lavatories					
percentage	16.5	28.9	38.1	11.9	4.6
amount	32	56	74	23	9
9.Have seats.					
Percentage	13.4	27.8	32.0	21.6	5.2
Amount	26	54	62	42	10
10.Suitability of the across border value price.					
Percentage	8.2	14.0	23.7	44.3	9.8
Amount	16	27	46	86	19
11.Sufficient Parking Lots					
Percentage	14.9	24.2	32.0	25.3	3.6
Amount	29	47	62	49	7

From Table 4-4, the researcher had constructed 11 statements to measure tourists' opinion toward goods which gave the following results.

Overall pictures of services suggested that most sample group agreed with the following areas, 45.9 percents on adequate number of stores, 41.2 percents on good store services, 44.3 percents on proper price for crossing border, 40.7 percents agreed on safety provision, 45.9 percents on adequacy and cleanliness, 32.0 percents on lavatories and rested areas and adequate parking space, respectively. However, 42.3 percents of most sample group were uncertain with availability of information at Information Center.

Table 4-5 Opinion of sample toward facilities.

Statements	Most not agree	Not agree	Not sure	Agree	Most agree
1.Convenience Travel.					
Percentage		4.6	17.0	59.8	18.6
Amount		9	33	116	36
2. Good Road.					
Percentage	0.5	7.2	18.1	53.1	21.1
Amount	1	14	35	103	41
3.Sufficient and Convenience Bus.					
Percentage	7.2	10.8	46.9	29.9	5.2
Amount	14	21	91	58	10
4.Clear Road Signs.					
Percentage	1.0	5.2	23.7	53.1	17.0
Amount	2	10	46	103	33
5.Sufficient Bins.					
Percentage	8.2	23.7	38.7	24.2	5.2
Amount	16	46	75	47	10
6.Clear Shop Designs.					
Percentage	7.2	18.6	28.4	38.1	7.7
Amount	14	36	55	74	15
7.Have ATM.					
Percentage	22.2	37.1	40.2	0.5	
Amount	43	72	78	1	
8.Good Communication System.					
Percentage	9.8	18.6	28.8	33.0	9.8
Amount	19	36	56	64	19

From Table 4-5, 8 questionnaires were constructed to measure tourists' opinion toward goods as being given the following results.

Overall pictures of facilities suggested that most sample group agreed with the following areas, 59.8 percents on traveling convenience, 53.1 percents on good road conditions, 53.1 percents on clear route signs, 38.1 percents agreed on store areas arrangement, 33.3 percents on good telephone communication, 38.7 percents on adequate number of garbage cans and ATM 40.2 percents, respectively. However, 46.9 percents were uncertain about adequate number of buses.

4.3 Sample group’s level of opinion toward Chong Mek Border Market

Measures for scoring 28 statements on opinion by analyzing in 3 areas with positive and negative statements based on Likert Scale in 5 statistical applications.

Positive statement			Negative statement		
Most agree	5	points	Most agree	1	point
Agree	4	points	Agree	2	points
Not sure	3	points	Not sure	3	points
Not agree	2	points	Not agree	4	points
Most not agree	1	point	Most not agree	5	points

After combining scores for group classification in opinion toward Border market regarding goods, service and facilities by considering \bar{X} and S.D to coincide with accumulated percentages, results were derived as follows.

Table 4-6 Tourists opinion’s level toward goods.

Tourists opinion’s level	Percentage	Amount
Total	100.0	194
Agreed with low level (30 scores and lower)	52.6	102
Agreed with medium level (31-40 scores)	44.8	87
Agreed with high level (41 scores and upper)	2.6	5
X =29.4, S.D.=5.51, MAX=45.00, MIN=12.00		

Analysis results from table 4-6 indicated that 52.6 percents sample group had low opinion toward goods, following by 44.8 percents at medium level and 2.6 percents at high level, respectively.

Table 4-7 Tourists opinion's level toward services.

Tourists opinion's level	Percentage	Amount
Total	100.0	194
Agreed with low level (35 scores and lower)	58.2	113
Agreed with medium level (36-45 scores)	39.2	76
Agreed with high level (46 scores and upper)	2.6	5
X =33.75, S.D.=6.55, MAX=51.00, MIN=16.00		

Analysis results from table 4-7 indicated that 58.2 percents sample group had low opinion toward services, following by 39.2 percents at medium level and 2.6 percents at high level, respectively.

Table 4-8 Tourists opinion's level toward facilities.

Tourists opinion's level	Percentage	Amount
Total	100.0	194
Agree in low level (25 scores and lower)	39.2	76
Agree in medium level (26-30 scores)	49.5	96
Agree in high level (31scores and upper)	11.3	26
X =26.23, S.D.=4.24, MAX=37.00, MIN=9.00		

Analysis results from table 4-8 indicated that 49.5 percent sample group had medium opinion toward facilities, following by 39.2 percents at low level and 11.3 percents at high level, respectively.

4.4 Testing Association between opinion toward Factor and Personal Data

Table 4-9 Association of Tourists' opinions toward Goods and Personal Data.

Variable and Subgroup	X	S.D.	N	Sig. Of F
Total	29.54	5.51	194	
Gender				0.500
Male	28.61	5.64	96	
Female	30.44	5.25	98	
Age				0.000
15-21 years	32.85	4.44	39	
22-49 years	28.62	5.53	143	
50 years and upper	29.75	4.47	12	
Marital status				0.016
Single	30.74	5.06	91	
Married	28.44	5.82	96	
Widowed, Divorced	29.00	3.79	7	
Education				0.863
Lower Bachelor's degree	30.54	5.40	114	
Bachelor's degree and upper	28.11	5.38	80	
Occupation				0.008
Government official, State enterprise	28.84	5.86	50	
Student	32.32	4.46	41	
Personal business	28.41	4.94	32	
Trader	28.63	4.42	27	
Worker and Other	29.11	6.29	44	
Average monthly income				0.002
No income	30.97	6.20	34	
5,000 Baht and lower	30.92	5.41	60	
5,001-10,000 Baht	29.21	4.06	42	
10,001 Baht and upper	27.50	5.55	58	

Variable and Subgroup (Continued)	X	S.D.	N	Sig. Of F
Total	29.54	5.51	194	
Residential				0.383
Ubon Ratchathani	30.23	5.61	138	
Other province	27.82	4.87	56	
Traveling Expenses				0.000
100 Baht and lower	32.12	6.01	57	
101-500 Baht	28.80	5.00	85	
501-1,000 Baht	27.89	4.18	27	
1,001Baht and upper	27.92	5.45	25	
Numbers Visiting				0.623
1-5 times	29.59	5.53	140	
6 times and upper	29.39	5.51	54	

Gender: Studying results indicated that (Table 4-9) among sample group, females had satisfaction toward goods more than males with no statistical significance different.

Age: Studying results indicated that 15-21 years sample group had better satisfaction toward goods than other groups, following by 50 years and upper and 22-49 years sample groups, respectively, with statistical significance different 0.01.

Marital Status: Studying results indicated that unmarried sample group had better satisfaction toward goods than other groups, following by divorced or widow and married sample groups, respectively, with statistical significance different 0.05.

Education: Studying results indicated that sample groups with education lower than Bachelor Degree had better satisfaction toward goods than groups with education Bachelor Degree and upper, without statistical significance different.

Occupation: Studying results indicated that sample group consisted of School and College students had better satisfaction toward goods than other groups, following by employees and other groups, government employees, State Enterprises, merchant and personal business, respectively, with statistical significance different 0.01.

Monthly average income: Studying results indicated that sample group without monthly income had better satisfaction toward goods than other groups, following by sample group with monthly income of 5,000 baht and lower, 5,000-10,000 baht and 10,001 baht and higher, respectively, with statistical significance different 0.01.

Residential: Studying results indicated that sample group resides at Ubon Rat Chathani Province had better satisfaction toward goods than other groups, with no statistical significance different.

Traveling Expenses to Chong Mek: Studying results indicated that sample group spent 100 baht and lower had better satisfaction toward goods than other groups, following by sample group spent 101-500 baht, 1001 baht and higher, 501-1000 baht, respectively, with statistical significance different 0.001.

Numbers of tourists' visiting Chong Mek Border Market: Studying results indicated that sample group already visited Chong Mek 1-5 times had better satisfaction toward goods than 6 times visitors or more, without statistical significance different.

Table 4-10 Association of Tourists' opinions toward services and Personal Data.

Variable and Subgroup	X	S.D.	N	Sig. Of F
Total	33.75	6.55	194	
Gender				0.639
Male	33.41	6.50	96	
Female	34.08	6.62	98	
Age				0.000
15-21 years	37.84	4.60	39	
22-49 years	32.52	6.54	143	
50 years and upper	35.00	6.94	12	
Marital status				0.000
Single	35.68	5.83	91	
Married	32.03	6.47	96	
Widowed, Divorced	32.14	10.06	7	
Education				0.512
Lower Bachelor's degree	35.40	6.19	114	
Bachelor's degree and upper	31.39	6.37	80	
Occupation				0.003
Government official, State enterprise	32.52	6.34	50	
Student	37.17	5.42	41	
Personal business	33.38	5.45	32	
Trader	33.70	5.95	27	
Worker and Other	32.25	7.85	44	
Monthly average income				0.001
No income	36.00	6.76	34	
5,000 Baht and lower	35.27	5.67	60	
5,001-10,000 Baht	33.00	6.45	42	
10,001 Baht and upper	31.39	6.66	58	
Residential				0.740
Ubon Ratchathani	34.59	6.53	138	
Other province	31.66	6.19	56	

Variable and Subgroup (Continued)	X	S.D.	N	Sig. Of F
Total	33.75	6.55	194	
Traveling Expenses				0.000
100 Baht and lower	36.77	5.92	57	
101-500 Baht	32.88	6.69	85	
501-1,000 Baht	32.63	6.27	27	
1,001Baht and upper	31.00	5.45	25	
Number of visiting				0.108
1-5 times	34.22	6.15	140	
6 times and upper	32.52	7.42	54	

Gender: Studying results indicated that (Table 4-10) among sample group, females had satisfaction toward services more than males with no statistical significance different.

Age: Studying results indicated that 15-21 years sample group had better satisfaction toward services than other groups, following by 50 years and upper and 22-49 years sample groups, respectively, with statistical significance different 0.001.

Marital Status: Studying results indicated that unmarried sample group had better satisfaction toward services than other groups, following by divorced or widow and married sample groups, respectively, with statistical significance different 0.001.

Education: Studying results indicated that sample groups with education lower than Bachelor Degree had better satisfaction toward services than groups with education Bachelor Degree and upper, without statistical significance different.

Occupation: Studying results indicated that sample group consisted of School and College students had better satisfaction toward services than other groups, following by employees and other groups, government employees, State Enterprises, merchant and personal business, respectively, with statistical significance different 0.01.

Monthly average income: Studying results indicated that sample group without monthly income had better satisfaction toward services than other groups, following by sample group with monthly income of 5,000 baht and lower, 5,000-10,000 baht and 10,001 baht and higher, respectively, with statistical significance different 0.001.

Residential: Studying results indicated that sample group resides at Ubon Rat Chathani Province had better satisfaction toward services than other groups, with no statistical significance different.

Traveling Expenses to Chong Mek: Studying results indicated that sample group spent 100 baht and lower had better satisfaction toward services than other groups, following by sample group spent 101-500 baht, 501-1000 baht and 1,001 baht higher, respectively, with statistical significance different 0.001.

Numbers of tourists' visiting Chong Mek Border Market: Studying results indicated that sample group already visited Chong Mek 1-5 times had better satisfaction toward services than 6 times visitors or more, without statistical significance different.

Table 4-11 Association of Tourists' opinions toward Chong Mek border market and Personal Data in Facilities.

Variable and Subgroup	X	S.D.	N	Sig. Of F
Total	26.23	4.24	194	
Gender				0.389
Male	26.41	4.37	96	
Female	26.05	4.13	98	
Age				0.027
15-21 years	27.33	2.96	39	
22-49 years	25.76	4.50	143	
50 years and upper	28.25	3.52	12	
Marital status				0.005
Single	26.95	3.52	91	
Married	25.85	4.55	96	
Widowed, Divorced	22.00	5.94	7	
Education				0.548
Lower Bachelor's degree	26.70	4.08	114	
Bachelor's degree and upper	25.55	4.41	80	
Occupation				0.457
Government official, State enterprise	26.20	4.66	50	
Student	27.17	3.48	41	
Personal business	25.69	3.55	32	
Trader	26.52	3.39	27	
Worker and Other	25.59	5.22	44	
Monthly average income				0.563
No income	26.97	3.55	34	
5,000 Baht and lower	26.30	4.76	60	
5,001-10,000 Baht	26.29	3.79	42	
10,001 Baht and upper	25.67	4.39	58	
Residential				0.456
Ubon Ratchathani	26.41	4.36	138	
Other province	25.79	3.95	56	

Variable and Subgroup (Continued)	X	S.D.	N	Sig. Of F
Total	26.23	4.24	194	
Traveling Expenses				0.038
100 Baht and lower	27.56	3.91	57	
101-500 Baht	25.81	4.65	85	
501-1,000 Baht	25.22	3.58	27	
1,001Baht and upper	25.68	3.66	25	
Number of visiting				0.541
1-5 times	26.19	4.23	140	
6 times and upper	26.31	4.29	54	

Gender: Studying results indicated that (Table 4-11) among sample group, males had satisfaction toward facilities more than females with no statistical significance different.

Age: Studying results indicated that 50 years and upper sample group had better satisfaction toward facilities than other groups, following by 15-21 years and 22-49 years sample groups, respectively, with statistical significance different 0.05.

Marital Status: Studying results indicated that unmarried sample group had better satisfaction toward facilities than other groups, following by married and divorced or widow sample groups, respectively, with statistical significance different 0.01.

Education: Studying results indicated that sample groups with education lower than Bachelor Degree had better satisfaction toward facilities than groups with education Bachelor Degree and upper, without statistical significance different.

Occupation: Studying results indicated that sample group consisted of School and College students had better satisfaction toward facilities than other groups, following by merchant, government employees, State Enterprises employees, personal business and employees and other groups, respectively, without statistical significance different.

Monthly average income: Studying results indicated that sample group without monthly income had better satisfaction toward facilities than other groups, following by sample group with monthly income of 5,000 baht and lower, 5,000-10,000 baht and 10,001 baht and higher, respectively, without statistical significance different.

Residential: Studying results indicated that sample group resides at Ubon Rat Chathani Province had better satisfaction toward facilities than other groups, with no statistical significance different.

Traveling Expenses to Chong Mek: Studying results indicated that sample group spent 100 baht and lower had better satisfaction toward facilities than other groups, following by sample group spent 101-500 baht, 1,001 baht higher and 501-1,000 baht respectively, with statistical significance different 0.05.

Numbers of tourists' visiting Chong Mek Border Market: Studying results indicated that sample group already visited Chong Mek 6 times or more had better satisfaction toward facilities than 1-5 times visitors, without statistical significance different.

4.5 Analysis of Variance on personal attributes toward tourist's opinion

Table 4-12 Test between tourist's opinion in goods with two personal data groups.

Variable and Subgroup	Sig. Of F
Marital status and Occupation	0.183
Marital status and Monthly average income	0.007
Marital status and Expenses	0.950

Table 4-12 indicated that marital status and occupation had not influenced toward goods while marital status and monthly average income influenced satisfaction toward goods. However, marital status and expenses had not influenced toward goods.

Table 4-13 Test between tourist's opinion in services with two personal data groups.

Variable and Subgroup	Sig. Of F
Marital status and Occupation	0.008
Marital status and Monthly average income	0.006
Marital status and Expenses	0.334

Table 4-13 indicated that marital status and occupation had influenced toward services while marital status and monthly average income influenced satisfaction toward services. However, marital status and expenses had not influenced toward services.

Table 4-14 Test between tourist's opinion in facilities with two personal data groups.

Variable and Subgroup	Sig. Of F
Marital status and Occupation	0.016
Marital status and Monthly average income	0.080
Marital status and Expenses	0.305

Table 4-14 indicated that marital status and occupation had influenced toward facilities while marital status and monthly average income had not influenced satisfaction toward facilities. However, marital status and expenses had not influenced toward facilities.

4.6 Marketing Strategy through SWOT Analysis

Strengths

1. Local goods with local unique identity, for example souvenirs, liquors, foreign cigarettes, local goods, clothes, CD are preferred goods among tourists more than other products.

2. Moderate opinion of tourists toward facilities.

3. Tour route Chong Mek-Jumpasak is being classified internationally. Sirindhorn District is the economic District adjacent to Laos across from Paksae, Kwaeng Jumpasak of Laos with Immigration and Custom International Checkpoints. All importing and exporting goods must be examined by Customs. Sirindhorn is considered trading and tourism gate to Laos which has beautiful natural and archeological sites, such as, Pak Sae, Wat Pu, Korn Pa Peng Waterfall.

4. Sirindhorn has various tour sites and tourism activities, such as, Sirindhorn Dam, Chong Mek Border and Tadtone Waterfall which attract tourists to spend longer time in the area.

Weakness

1. Most souvenirs are not up to tourists' standard.

2. Undeveloped landscape of Chong Mek Border Market, without unique identity of Chong Mek Border Market or appealing to visitors.

3. Chong Mek Border Market lacks of basic structure and quality and quantity tourism services to support economic and tourism development.

4. Missing proper service system on providing tourism information, traveling convenience, for example, public restroom and international road signs

5. Low opinion of tourists toward goods.

6. Low opinion of tourists toward services.

Opportunities

1. Gateway to Indochina: Opening doors of socialist countries, such as, Laos, Burma, China, Cambodia and Vietnam which should make these countries, include Thailand more appealing and interesting for the tourists. If Thailand could make herself Gateway to those countries, it would highly affect tourism along the border.

2. Developing Chong Mek Border Market for being tour site to Indochina Gateway according to strategic development of Ubon Rat Chathani Province as “Prototype of perfect border city”.

Threats

1. Joining tourism with Indochina has some limitation on traveling by automobile.

2. Laos is not ready to join tourism because issuing visa takes about 1 week for foreign tourists and 3-5 days for Thai tourists.

CHAPTER V

DISCUSSION

In the study of Border Market Role in tourism promotion:Chong Mek Border Market, the objectives were set as follows:

5.1) 1st objective: Chong Mek Border Market Analysis of strengths, weakness, opportunities, threats

The following conclusion for development in tourism at Chong Mek Border Market to provide guidelines was drawn from strengths, weakness, opportunities, and threats together with opinion of tourists who came to visit Chong Mek Border Market.

1. To increase tour site capacity, construct and improve tour sites as well as joining tourism by emphasizing on culture as the selling point.

2. To raise standard of basic tourism facility, construct and improve standard quality of basic tourism facility at Chong Mek Border Market in restaurants, souvenirs, Tourism Information Center and others as good as other Border Markets by emphasizing on active collaboration of concerned private sector.

3. To open tourism gateway to Indochina by aiming for the northeast to be actual gateway which in turn created development among Provinces along the Border as well as investing in Public Utilities to provide convenience for tourists who cross the border and changing the procedures for crossing the border.

4. To rally for automobile travel since many advantages resulted from having good connecting routes. There should be more traveling promotion by private automobile through publicity of tour routes, improving facilities and automobiles rally.

5. To improve quality of souvenirs and local goods to meet more tourists' standard.

6. Improving landscape of Border Markets.

5.2) 2nd objective: Studying tourist's opinion toward goods, services and facilities.

As for goods, finding indicated that most tourists had better opinion toward goods at low level of 52.6 percents which is close to moderate level of 44.8 percents. From the survey, goods most preferred by tourists were tapes, CD, souvenirs, liquors, foreign cigarettes, local goods, clothes. This study was coincided with components stated by Tourism Authority of Thailand in 8 types (cited Institute of Social Research, Chiangmai, 1996:78) , having shop selling souvenirs and local goods to attract tourists' attention which might be one reason for tourists to buy these merchandises than other groups. Border Market is considered one of tourism resource with art and culture, tradition and activities in accordance with Tourism Authority of Thailand which stated that traditional lifestyles of local created local uniqueness. Therefore, specific area of each local should be drawn out more.

Regarding services, findings indicated that there were better opinions at low level or 58.2 percents. Tourists were uncertain about safety, restaurants, lavatories, tables and chairs, parking lots and Information Center with inadequate and unavailable information. This study was coincided with components stated by Tourism Authority of Thailand in safety, advertising which were considered part to attract tourists' attention and create confidence.

As for facilities, findings indicated better opinion toward facilities at moderate level at 49.5 percents by tourists agreed with providing convenience through Public Utilities although there were inadequate numbers of public buses, garbage cans, ATM. This study was coincided with components stated by Tourism Authority of Thailand that emphasized in transportation and restaurants.

Therefore, business and services as well as facilities which related to tourists have increased the significant, not only tour sites which attract tourists as in the past, but also created satisfaction among tourists from having such components. There must be development and improvement in those areas to attract more tourists. During the interview, other border markets were cited as example as better developed market. Procedures, guidelines, measures setting and good planning must take proper concept into consideration, otherwise tourism would wonder aimlessly and fail eventually and in turn affect tourists' guidelines.

3rd objective: Studying personal attributes affecting tourism promotion regarding goods, services and facilities at Chong Mek Border Market

5.3 Testing association between tourists' opinion toward goods and personal attributes

5.3.1 Gender: Normally, females were born with more delicate and sensitive feeling than males. This reason could contribute to surrounding concepts. Findings from the study indicated that female tourists had better opinion toward goods than male, without statistical significance different because most tourists realized the outstanding point of Border Market as the place to sell goods for both sides which caused indifferent in opinion.

This finding was coincided with the study of Thongyod Suanthong (1996:64) who had studied tourists' opinion toward Taling Chan Floating Market. His findings indicated that female tourists had better opinion toward Taling Chan floating Market than male, without statistical significance different.

5.3.2 Age: Older person who passed many life events had more experiences in solving problems better than younger person. However, younger person neglected to pay attention to regulations. However, research findings indicated that tourists with 21 years and lower had better opinion than other groups, with statistical significance different at 0.001.

This finding was coincided with the study of Duangduen Punmanavin (1983 : 108) who had stated that reason for person chosen to act or not act based on social learning to present strong point to event by originating from social or environmental influence and learning theorists had proven human's concept and action adapting to the situation, unlimited age. In another words, younger persons and older persons could receive new ideas, decisions, considerations and different opinions.

5.3.3 Marriage Status: Findings from the study indicated that unmarried tourists had better opinion than other groups, with statistical significance different at 0.05. This was due to unmarried tourists came with friends and most of them had no family responsibilities, never concerned about goods as the married person who needed to buy goods not only for himself but also family members as well which caused less inferior role than unmarried tourist.

This finding was coincided with the study of Pongpiboon Silavet (1985:91) who had studied tourists' opinion toward Public Garden: Case study Bangkok Metropolis Garden Users. His findings indicated that people with different marriage status had different general opinion toward Public Garden with statistical significance value.

5.3.4 Education: Findings from the study indicated that tourists with education lower than bachelor degree had better opinion than other groups with education above bachelor degree and higher, without statistical significance different. This was due to knowledge of Border Market were general knowledge that needed no specific knowledge in classroom learning. Most tourists based on their feeling and conscious with some involvement in past learning and experiences which made no differences in opinion between groups below and above Bachelor Degree.

This finding was coincided with the study of Apinya Padpadee (2000:92) who had studied tourists' opinion toward Taling Chan Floating Market. His findings indicated that different educational level caused different in opinion among entrepreneurs, without statistical significance different.

5.3.5 Occupation: Findings from the study indicated that tourists who were School and College students had better opinion than other groups with education above bachelor degree and higher , with statistical significance different at 0.01. This was due to those students were non-income earners who looked at goods at Border Market better than other tourists while factor for making living were different which in turn caused different attitude and opinion or different action among person. This might also result from influence of environment and self-value. In another words, different occupation caused person to look at things differently. Most people are interested in environment that would benefit own occupation.

This finding was coincided with the study of Thongyod Suanthong (1996: 85) who had studied tourists' opinion toward Taling Chan Floating Market. His findings indicated that different occupation effected opinion toward Taling Chan floating Market, with statistical significance different at 0.01.

5.3.6 Average Monthly Income: Personal attributes should influence opinion since person with high income had better opinion toward the Border Market's development for maximum benefit than person with low income. Research results indicated that tourists without income had better opinion toward goods than other groups, with statistical significance different at 0.01.

This finding was coincided with the study of Pravit Chusri (1999:80) who had studied entrepreneurs' knowledge and opinion toward garbage disposal at Cha Am Beach, Petchaburi Province. Findings indicated that entrepreneurs with different monthly income had different opinion toward garbage disposal, without statistical significance different at 0.01.

5.3.7 Residential: Findings from the study indicated that tourists who lived at Ubon Ratchathani Province had better opinion than other groups, without statistical significance different because it made no different to tourist which Province they lived at, their needs for development of goods were quite similar.

5.3.8 Traveling Expenses from home to Chong Mek Market: Findings from the study indicated that tourists who spent 100 baht and lower had better opinion than other groups, with statistical significance different at 0.001. This was due to influence of distance toward tourists' opinion. Tourists with low traveling expenses had less expectation in that place.

5.3.9 Number visiting Chong Mek Border Market: Findings from the study indicated that tourists who visited Chong Mek Border Market 1-5 times had better opinion than 6 times and upper visitors, without statistical significance different. This was due to frequent visits among tourists who lived near Chong Mek Border which caused indifferent of opinion.

5.4 Testing association between tourists' opinion toward services and personal attributes

5.4.1 Gender: It is one of the variables which should affect tourists' opinion toward services. That society has double standard with the tendency to raise female as gentle and humble gender while males would be trained for stronger gender. By nature, males and females are built with different features both bodily structure and spirit should affect personality, attitude, concept and behavior of both genders. These reasons should lead to opinion toward surrounding environment. Finding from the study indicated that females' tourists usually had better opinion toward services than males, without statistical significance different.

This finding was coincided with the study of Thongyod Suanthong (1996:64) who had studied tourists' opinion toward Taling Chan Floating Market. His findings indicated that female tourists had better opinion toward Taling Chan floating Market than male, without statistical significance different.

5.4.2 Age: It is one of important components toward opinion's tourists at Border Market due to different ages have different needs. Findings indicated that tourists 21 years old and lower had better opinion toward services than other groups with statistical significance different at 0.001.

This finding was coincided with the study of Duangduen Punmanavin (1983 : 108) who had stated that reason for person chosen to act or not act based on social learning to present strong point to event by originating from social or environmental influence and learning theorists had proven human's concept and action adapting to the situation, unlimited age. In another words, younger persons and older persons could receive new ideas, decisions, considerations and different opinions.

5.4.3 Marriage Status: Findings from the study indicated that unmarried tourists had better opinion than other groups, with statistical significance different at 0.001. This was due to unmarried tourists came with friends and most of them had no family responsibilities, never concerned about services as the married person who needed services not only for himself but also family members as well which caused less inferior role than unmarried tourist.

This finding was coincided with the study of Pongpiboon Silavet (1985:91) who had studied tourists' opinion toward Public Garden: Case study Bangkok Metropolis Garden Users. His findings indicated that people with different marriage status had different general opinion toward Public Garden with statistical significance value.

5.4.4 Education: Findings from the study indicated that tourists with education lower than bachelor degree had better services opinion than other groups with education above bachelor degree and higher, without statistical significance different. This was due to knowledge of Border Market were general knowledge that needed no specific knowledge in classroom learning. Most tourists based on their feeling and conscious with some involvement in past learning and experiences which made no differences in opinion between groups below and above Bachelor Degree.

This finding was coincided with the study of Apinya Padpadee (2000:92) who had studied tourists' opinion toward Taling Chan Floating Market. His findings indicated that different educational level caused different in opinion among entrepreneurs, without statistical significance different.

5.4.5 Occupation: Findings from the study indicated that tourists who were School and College students had better opinion than other groups with education above bachelor degree and higher, with statistical significance different at 0.01. This was due to those students were non-income earners who looked at services at Border Market better than other tourists while factor for making living were different which in turn caused different attitude and opinion or different action among person. This might also result from influence of environment and self-value. In another words, different occupation caused person to look at things differently. Most people are interested in environment that would benefit own occupation.

This finding was coincided with the study of Thongyod Suanthong (1996: 85) who had studied tourists' opinion toward Taling Chan Floating Market. His findings indicated that different occupation effected opinion toward Taling Chan floating Market, with statistical significance different at 0.01.

5.4.6 Average Monthly Income: Personal attributes should influence opinion since high income person should have better opinion toward border market development to maximize benefit of Chong Mek Border Market than low income person. Findings indicated that tourists without income had better services opinion than other groups, with statistical significance different at 0.001 because low income person had less expectation than high income person.

This finding was coincided with the study of Pravit Chusri (1999:80) who had studied entrepreneurs' knowledge and opinion toward garbage disposal at Cha Am Beach, Petchaburi Province. Findings indicated that entrepreneurs with different monthly income had different opinion toward garbage disposal, without statistical significance different at 0.01.

5.4.7 Residential: Finding indicated that most tourists who lived at Ubon Rat Chathani Province had better opinion toward services than other groups from other cities, without statistical significance different because tourists from Ubon Rat Chathani Province were bonded and interested in own place. However, both groups wanted similar improvement in tour sites which had created roles different from tourists' opinion.

5.4.8 Traveling Expenses: Finding indicated that tourists who spent 100 baht and lower should have better opinion toward services than other groups, with statistical significance different at 0.001 because of distance which influenced tourists' opinion as well as tourists with lower traveling expenses required less development than person with high expenses because it could decided where to visit. Therefore, tourists with less traveling expenses had better opinion and different traveling expenses caused different opinion in services.

5.4.9 Number visiting Chong Mek Border Market: Finding indicated that tourists who visited Chong Mek Border Market 1-5 times had better services opinion than 6 times and upper visitors, without statistical significance different because number visiting had not affect the need for development of Chong Mek Border Market.

5.5 Testing association between tourists' opinion toward facilities and personal attributes

5.5.1 Gender: It is one of the variables which should affect tourists' opinion toward facilities. That society has double standard with the tendency to raise female as gentle and humble gender while males would be trained for stronger gender. By nature, males and females are built with different features both bodily structure and spirit should affect personality, attitude, concept and behavior of both genders. These reasons should lead to opinion toward surrounding environment. Finding from the study indicated that males' tourists usually had better opinion toward facilities than females, without statistical significance different.

5.5.2 Age: It is one of important components toward opinion's tourists at Border Market due to different ages have different needs. Findings indicated that tourists 50 years old and upper had better opinion toward facilities than other groups with statistical significance different at 0.05.

This finding was coincided with the study of Duangduen Punmanavin (1983 : 108) who had stated that reason for person chosen to act or not act based on social learning to present strong point to event by originating from social or environmental influence and learning theorists had proven human's concept and action adapting to the situation, unlimited age. In another words, younger persons and older persons could receive new ideas, decisions, considerations and different opinions.

5.5.3 Marriage Status: Findings from the study indicated that unmarried tourists had better opinion than other groups, with statistical significance different at 0.01. This was due to unmarried tourists came with friends and most of them had no family responsibilities, never concerned about facilities as the married person who needed facilities not only for himself but also family members as well which caused less inferior role than unmarried tourist.

This finding was coincided with the study of Pongpiboon Silavet (1985:91) who had studied tourists' opinion toward Public Garden: Case study Bangkok Metropolis Garden Users. His findings indicated that people with different marriage status had different general opinion toward Public Garden with statistical significance value.

5.5.4 Education: Findings from the study indicated that tourists with education lower than bachelor degree had better facilities opinion than other groups with education above bachelor degree and higher, without statistical significance different. This was due to knowledge of Border Market were general knowledge that needed no specific knowledge in classroom learning. Most tourists based on their feeling and conscious with some involvement in past learning and experiences which made no differences in opinion between groups below and above Bachelor Degree.

This finding was coincided with the study of Apinya Padpadee (2000:92) who had studied tourists' opinion toward Taling Chan Floating Market. His findings indicated that different educational level caused different in opinion among entrepreneurs, without statistical significance different.

5.5.5 Occupation: Findings from the study indicated that tourists who were school and college students satisfied more with available facilities than other group, without statistical significant different because those facilities had provided facilities during the tour.

5.5.6 Average monthly income: Personal attributes should influence opinion because high income person should have better idea to improve Border Market for maximum benefit for Chong Mek Border Market than low income person. Research results indicated that tourists without earning income were more satisfied with facilities than other groups. However, there was no statistical significance different since most of the times, person with low income usually expected less than high income person. Normally, person's needs for tour convenience are differed in each area.

5.5.7 Residential: Finding indicated that most tourists who lived at Ubon Rat Chathani Province had better opinion toward facilities than other groups from other cities, without statistical significance different because tourists from Ubon Rat Chathani Province were bonded and interested in own place. However, both groups wanted similar improvement in tour sites which had created roles different from tourists' opinion.

5.5.8 Traveling Expenses: Finding indicated that tourists who spent 100 baht and lower should have better opinion toward facilities than other groups, with statistical significance different at 0.001 because of distance which influenced tourists' opinion as well as tourists with lower traveling expenses required less development than person with high expenses because it could decided where to visit. Therefore, tourists with less traveling expenses had better opinion and different traveling expenses caused different opinion in services.

5.5.9 Number visiting Chong Mek Border Market: Finding indicated that tourists who visited Chong Mek Border Market 6 times and upper had better facilities opinion than 1-5 times visitors, without statistical significance different because number visiting had not affect the need for development of Chong Mek Border Market.

CHAPTER VI

CONCLUSION AND RECOMMENDATIONS

The objective of this study is to analyze strength, weakness, opportunity and threat of Chong Mek Border Market as well as study level of tourists' opinions toward Chong Mek Border Market and analyze personal attributes affecting tourism Promotion at Chong Mek Border Market.

Target population for this research consisted of 194 Thai tourists who came to visit Chong Mek Border Market with ages over 15 years old.

Operational research was done through Survey research with questionnaires to support interview. The acquired data were subjected to analysis through ready-made program SPSS, together with statistic application of Percentage, Mean and Standard Deviation as well as t-test, One Way analysis of Variance and Two Ways Analysis of Variance.

6.1 Research Conclusion

6.1.1 Personal Factor

Findings from the study indicated that there were no differences between female and male or equivalence to 50.5 percents and 49.5 percents, respectively. They were 32 years old by average. Most of them or 49.5 percents married while 46.9 percents remained bachelors. They were government officials, State enterprise employees and school and University students at 25.8 percents and 21.1percents, respectively. Majority or 58.8 percents had lower education than Bachelor Degree. Their average monthly incomes were at 8,591 baht. They lived at Ubon Rat Chathani Province. Traveling expenses to Chong Mek Border Market were 770 baht by average and 72.2 percents of tourists frequently visited Chong Mek Border Market from 1-5 times. Goods more preferred among 49.5 percents of tourists than other groups were CD while 41.2 percents preferred souvenirs, 25.8 percents liked foreign liquors and cigarettes, 24.7 percents enjoyed buying local goods and clothes 23.2 percents. Goods least preferred among 95.9 percents of tourists were electrical appliances and 93.8 percents preferred cosmetics and modern medicine, herbal at 93.8 percents. Other goods that sample group preferred to buy more were snacks, beverages and orchids.

6.1.2 Tourists' opinions toward goods

Findings from the study indicated that most tourists 52.6 percents had low opinion, following by 44.8 percents of tourists at medium level and high level among 2.6 percents of tourists toward goods at Chong Mek Border Market, respectively.

6.1.3 Tourists' opinions toward services

Findings from the study indicated that most tourists 58.2 percents had low opinion, following by 39.2 percents of tourists at medium level and high level among 2.6 percents of tourists toward services at Chong Mek Border Market, respectively.

6.1.4 Tourists' opinions toward facilities

Findings from the study indicated that most tourists 49.5 percents had medium opinion, following by 39.2 percents of tourists at medium level and high level among 11.3 percents of tourists toward facilities at Chong Mek Border Market, respectively.

6.1.5 Association between various independent variables and tourists' goods opinion inside Chong Mek Border Market

After considering each variable, findings revealed that age, marital status, occupation, monthly average income and traveling expenses from home to Chong Mek Border Market affected variation of tourists' opinion with statistical significant value at 0.05. As for gender, educational level, residential and number visiting Chong Mek Border Market had not affected tourists' opinion toward goods at Chong Mek Border Market.

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6.1.7 Association between various independent variables and tourists' facilities opinion inside Chong Mek Border Market

After considering each variable, findings revealed that age, marital status and traveling expenses from home to Chong Mek Border Market affected variation of tourists' opinion with statistical significant value at 0.05. As for gender, educational level, occupation, monthly average income residential and number visiting Chong Mek Border Market had not affected tourists' opinion toward facilities at Chong Mek Border Market.

6.2 Recommendations

6.2.1 Research Result Implementation

1. Goods: Findings indicated that 52.6 percents of tourists with high opinion were at low level, following by 44.8 percents at medium level which suggested overall opinion at low level that should be improved to better quality of goods, updated to attract tourists' desire to buy goods. Judging from number of goods sold, most tourists might not travel there with main intention to buy goods. Therefore, goods should be more appealing than usual to increase sale from visiting tourists. Since many border markets opened for business for long time, there had been some improvement done on those places. Then, business entrepreneurs should bring out unique points and cultures that differed from other places because result from survey suggested that tourists preferred local goods with unique trait and cheap goods were already available in most Border Markets.

2. Services: Findings indicated that 58.2 percents of tourists had low opinion regarding services. Therefore, the authorized officer who looked after Chong Mek Border Market should publicized the place through news and various activities of Border Market to create good image and safety precautions since most people had misconception about Border Market for being far away place without safety. Chong Mek Border Market must be given its uniqueness to be well-known among domestic and foreign tourists. It may be started from developing tourism industry along Mekong River joining with Mekong region and improved services above-mentioned since traditional cultures have been the outstanding attractions among tourists who want to visit the area. Leaflets should be done to provide information regarding Chong Mek Border Market in Thai, English or other appropriated languages to extensively advertise border market and publicize information regarding Chong Mek Border Market through radio, television, newspaper, magazines and various journals by asking cooperation from public and private sectors. Beside, there should be construction of more restrooms at Chong Mek Border Market. At present, there are not enough lavatories; tourists must use lavatories at Laos People's Democratic Republic or restaurants which have caused difficulty among tourists, especially during the peak season. Therefore, the authorized person responsible for Chong Mek Border Market should built more resident in convenience places to support increasing numbers of tourists and the cleaning person must clean the lavatories regularly to prevent nasty odor and dirt. Furthermore, the private operator who had built and maintained lavatories should be allowed to charge small fees so that they can build more lavatories at Border Market with adequacy to support tourists and ample parking space with security guards for tourists' safety and resting areas for them.

3. Facilities: Findings indicated that most tourists had moderated opinion about facilities at 49.5 percents.

Therefore, the researcher had made the suggestions to concerned and authorized person to improve quality of Public Buses, bins and ATM at Chong Mek Border Market.

6.2.2 Recommendations from research results

1. The study of Chong Mek Boder Market should be done as if it has been one of tourism resources since it contains unique features quite different from other cities. It contains the mixture of cultures, such as, spoken languages and other customs which has made the place with diversified and interesting cultures. Often, economic and social of border cities usually associate with the neighboring countries when there are changes in some events, such as, insurgent along the border, economic policies and policies in countries relationship that may affect tourism of border market one way or another.

2. There should be the study of improvement in regulations, border rules, duty and crossing the border since the border cities are considered as land or sea corridors between countries as well as being trading cities along the border, having import or export goods subjected to taxes or non-duty. Border cities are also frequent contacted with other cities. Therefore, businesses often occur more in the area than others and most of the times economic of border cities depend on foreign trades which have good chance of breaking the law, such as, avoiding custom duty, illegal entering the country, drugs trafficking and other illegal wrong doings.

3. There should be the study on objectives of most frequent visitors to see if they are different from least frequent visitors.

4. There should be all season studies to find out differences in different times.

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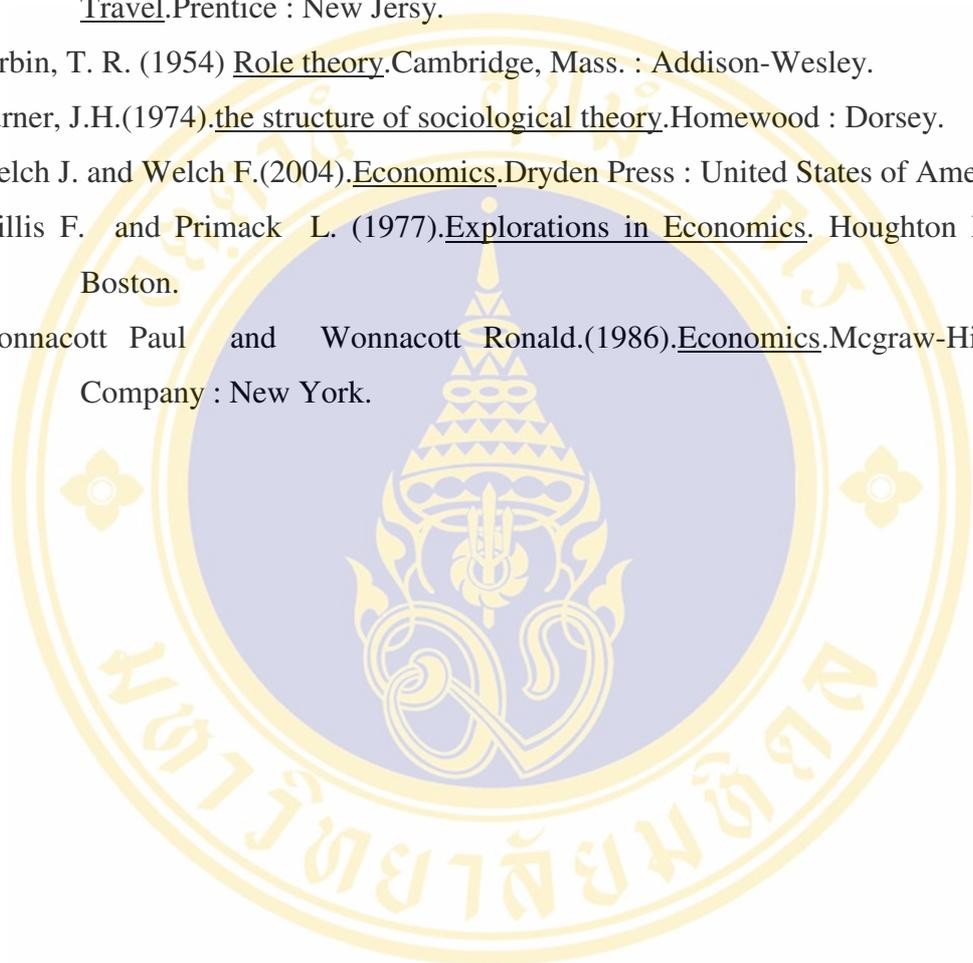
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APPENDIX A



ภาพ A-1 ด้านชายแดนช่องเม็ก



ภาพ A-2 บริเวณฝั่งลาว



ภาพ A-3 ด้านชายแดนช่องเม็ก



ภาพ A-4 บริเวณฝั่งลาว



ภาพ A-5 บริเวณฝั่งลาว



ภาพ A-6 บริเวณด้านชายแดนช่องเม็ก



ภาพ A-7 พ่อค้าแม่ค้าฝั่งไทย



ภาพ A-8 จุดเขตรับผิดชอบของไทย



ภาพ A-9 รถจอดไม่เป็นระเบียบ



ภาพ A-10 รถจอดไม่เป็นระเบียบ



ภาพ A-11 ป้ายประกาศต่างๆของฝั่งไทย



ภาพ A-12 ลานจอดรถตลาดชายแดนช่องเม็ก



ภาพ A-13 เขื่อนลือรินธร



ภาพ A-14 ตลาดอินโดจีน



ภาพ A-15 ริมฝั่งโขงตลาดอินโดจีน



ภาพ A-16 ตลาดอินโดจีน



ภาพ A-17 ตลาดโรงเกลือ



ภาพ A-18 ตลาดโรงเกลือ



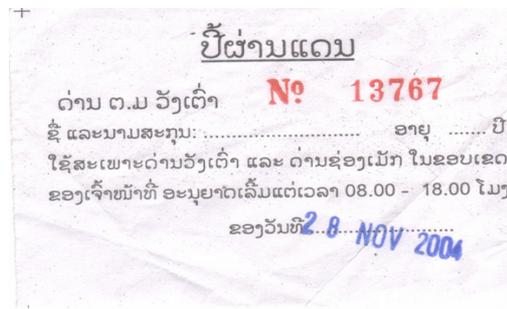
ภาพ A-19 สภาพตลาดฝั่งไทย



ภาพ A-20 บริเวณลานจอดรถ



ภาพ A-21 ตั๋วผ่านแดน



ภาพ A-22 ตั๋วผ่านแดน

APPENDIX B

แบบสอบถามประกอบการสัมภาษณ์

เรื่อง บทบาทตลาดชายแดนที่มีต่อการส่งเสริมการท่องเที่ยว ภูมิศึกษา ตลาดชายแดนช่องเม็ก
คำชี้แจง การตอบแบบสอบถาม ให้ท่านทำเครื่องหมาย ✓ ลงในคำตอบที่ท่านเลือกตอบใน () และ
 เติมคำลงในช่องว่าง _____ ที่ตรงกับความเป็นจริงและตรงกับความคิดเห็นของท่านมากที่สุด

ส่วนที่ 1 : ข้อมูลทั่วไปของนักท่องเที่ยวบริเวณตลาดชายแดน

1.เพศ

() ชาย () หญิง

2.ปัจจุบันมีอายุ _____ ปี

3.สถานภาพการสมรส

() โสด () สมรส () ม่าย/หย่าร้าง

4.อาชีพ

() นักเรียน/นักศึกษา () ธุรกิจส่วนตัว
 () ข้าราชการ/รัฐวิสาหกิจ () รับจ้าง
 () ค้าขาย () อื่นๆ ระบุ _____

5.ระดับการศึกษาสูงสุด

() ประถมศึกษา () ปริญญาตรี
 () มัธยมศึกษาตอนต้น () สูงกว่าปริญญาตรี
 () มัธยมศึกษาตอนปลาย/ปวช. () อื่นๆ ระบุ _____
 () อนุปริญญา/ปวส.

6.รายได้เฉลี่ยของท่าน _____ บาท/เดือน

7.ปัจจุบันอาศัยอยู่ที่จังหวัด _____

8.ค่าใช้จ่ายในการเดินทางจากบ้านถึงตลาดชายแดนเป็น(ไป-กลับ) _____ บาท

9.ท่านมาเที่ยวตลาดชายแดนเป็นครั้งที่เท่าใด _____

10.สินค้าที่ท่านซื้อมีอะไรบ้าง

- () ของที่ระลึก () เครื่องใช้ไฟฟ้า () อาหารสำเร็จรูป () ของเล่นเด็ก
 () เสื้อผ้า () เครื่องสำอาง () เครื่องจักสาน () เครื่องประดับ
 () ของป่า () สุรา บุหรี่ต่างประเทศ () ยาแผนปัจจุบัน สมุนไพร
 () เครื่องตกแต่งบ้าน () เทป ซีดี () สินค้าพื้นเมือง
 () อื่นๆ ระบุ_____

ส่วนที่ 2 : ความคิดเห็นของนักท่องเที่ยวที่มีต่อสินค้า

ข้อความ	ระดับของความคิดเห็น				
	เห็นด้วย อย่างยิ่ง	เห็นด้วย	ไม่แน่ใจ	ไม่เห็นด้วย	ไม่เห็นด้วย อย่างยิ่ง
1.สินค้าน่าราคาถูก					
2.สินค้านี้อะไรหลายชนิด					
3.สินค้านี้มีแบบหลายแบบให้ เลือกหลากหลาย					
4.สินค้านี้มีคุณภาพ					
5.สินค้านี้มีความทันสมัย					
6.สินค้านี้มีความแปลกตา					
7.สินค้านี้มีจำนวนเพียงพอ					
8.สินค้านี้เป็นของแท้					
9.สินค้านี้ในร้านจัดได้ดึงดูดใจ					

ส่วนที่ 3 : ความคิดเห็นเกี่ยวกับการบริการ

ข้อความ	ระดับของความคิดเห็น				
	เห็นด้วย อย่างยิ่ง	เห็นด้วย	ไม่แน่ใจ	ไม่เห็นด้วย	ไม่เห็นด้วย อย่างยิ่ง
1. มีศูนย์บริการข้อมูลข่าวสาร อย่างทั่วถึง					
2. มีร้านค้าเพียงพอ					
3. มีการดูแลรักษาความปลอดภัย					
4. ร้านค้ามีการบริการลูกค้าอย่าง ดี					
5. ร้านอาหารมีอย่างเพียงพอและ สะอาด					
6. มีการบริการข้ามแดน/ศุลกากร แก่นักท่องเที่ยว					
7. ห้องน้ำมีความสะอาด					
8. ห้องน้ำมีน้อย ไม่เพียงพอ					
9. มีบริการที่นั่งพักผ่อน					
10. ความเหมาะสมของราคาค่า ผ่านแดน					
11. ที่จอดรถมีเพียงพอและเป็น ระเบียบ					

ส่วนที่ 4 : ความคิดเห็นเกี่ยวกับสิ่งอำนวยความสะดวก

ข้อความ	ระดับของความคิดเห็น				
	เห็นด้วย อย่างยิ่ง	เห็นด้วย	ไม่แน่ใจ	ไม่เห็นด้วย	ไม่เห็นด้วย อย่างยิ่ง
1.การเดินทางสะดวกสบาย					
2.สภาพของถนนดี					
3.รถโดยสารประจำทางมี เพียงพอและสะดวก					
4.ป้ายบอกเส้นทางชัดเจน					
5.ถังขยะมีเพียงพอ					
6.มีการจัดบริเวณร้านค้าอย่าง ชัดเจน					
7.มีบริการตู้เอทีเอ็ม					
8.ระบบสื่อสารสัญญาณ โทรศัพท์ดี					

APPENDIX C

ข้อมูลการท่องเที่ยว

1. โครงการการท่องเที่ยวเชื่อมโยงไทย ลาว กัมพูชา

การจัดการทรัพยากรแหล่งท่องเที่ยวของประเทศไทย มีการจัดการแหล่งท่องเที่ยวต่างๆ ทั้งที่อยู่ในความดูแลรับผิดชอบของกรมศิลปากร กรมป่าไม้ กรมการปกครอง เช่น อุทยานประวัติศาสตร์เขาพนมรุ้ง อุทยานแห่งชาติแก่งตะนะ อุทยานแห่งชาติเขาพระวิหาร ในส่วนของประเทศ สปป.ลาว มีกระทรวงวัฒนธรรมเป็นผู้รับผิดชอบด้านโบราณสถานวัตถุ และมีการประกาศเขตอนุรักษ์ป่าไม้และสิ่งแวดล้อม ประกาศเป็นป่าอนุรักษ์แห่งชาติ โดยมีจุดประสงค์เพื่ออนุรักษ์ป่าไม้และสงวนรักษาไว้เป็นแหล่งต้นน้ำลำธาร ส่วนของประเทศกัมพูชาได้มีกองทุนต่างๆ เช่น UNESCO ได้เข้าไปจัดการวางแผนในบางพื้นที่ เช่น มรดกโลก นครวัด นครธม และรัฐได้ประกาศเขตอุทยานแห่งชาติ พื้นที่สงวน พื้นที่รักษาพันธุ์สัตว์ป่า เขตสงวนรักษาวัฒนธรรม เป็นจำนวน 23 แห่ง มีเนื้อที่ 3.4 ล้านเฮกแตร์

แหล่งท่องเที่ยวในพื้นที่ต่อเนื่องทั้ง 3 ประเทศ มีความหลากหลาย และมีลักษณะกระจายตัวอยู่ในพื้นที่

(1) พื้นที่ในเขตประเทศไทยเป็นแหล่งวัฒนธรรมและโบราณสถาน สมัยขอมและใกล้เคียงเป็นส่วนใหญ่ พื้นที่ชายแดนแม้ว่ามีสภาพทางธรรมชาติอุดมสมบูรณ์ มีแหล่งท่องเที่ยวธรรมชาติอยู่บ้าง แต่ยังขาดความโดดเด่น ยกเว้นจังหวัดอุบลราชธานี

(2) พื้นที่ในเขตประเทศ สปป. ลาว มีแหล่งท่องเที่ยวธรรมชาติที่ผสมผสานกับแหล่งวัฒนธรรมเป็นส่วนใหญ่ โดยมีแหล่งโบราณสถานเพียงเล็กน้อย ในเขต สปป.ลาว คาดว่าจะมีแหล่งท่องเที่ยวเพิ่มมากขึ้นหากมีการศึกษาสำรวจและพัฒนาเส้นทางคมนาคมเพียงพอ

(3) พื้นที่ในเขตประเทศกัมพูชา ความเด่นอยู่ที่ปราสาทนครวัดและกลุ่มโบราณสถานในเสียมราฐ โดยมีเส้นทางและทิศทางกระจายออกสู่ประเทศไทย และสปป.ลาว ฝั่งตะวันตกแม่น้ำโขง แหล่งท่องเที่ยวประเภทอื่นๆ ไม่ปรากฏชัดเจน โดยเฉพาะอย่างยิ่งบริเวณตอนเหนือติดเขตประเทศไทยและรัตนคีรี-มัน โดคีรี เนื่องจากการคมนาคมไม่สะดวกและยังขาดความปลอดภัย จากการสำรวจพื้นที่ศึกษา สรุปว่า มีลักษณะแหล่งท่องเที่ยวแบบธรรมชาติและผสมผสานในวัฒนธรรมชนเผ่า

2. แนวทางความเชื่อมโยง ไทย-สปป.ลาว-กัมพูชา ด้านทรัพยากรแหล่งท่องเที่ยว

1. ทรัพยากรแหล่งท่องเที่ยว

การแบ่งประเภททรัพยากรแหล่งท่องเที่ยวในพื้นที่ศึกษาขั้นต้น ซึ่งให้เห็นถึงความเด่นของทรัพยากรในพื้นที่ เพื่อการจำแนกความเชื่อมโยงให้ชัดเจนยิ่งขึ้น สามารถแบ่งได้ 5 กลุ่ม

(1) กลุ่มท่องเที่ยวอารยธรรม โบราณคดี ประวัติศาสตร์ เช่น แหล่งท่องเที่ยวปราสาทหิน อารยธรรมขอม พิพิธภัณฑ์โบราณวัตถุ ส่วนมากครอบคลุมพื้นที่จังหวัดภาคอีสานตอนล่างของไทย แขวงจำปาสักของ สปป.ลาว และกระจายตัวทางตอนเหนือและตะวันออกของ โตนเลสาบ (Tonle Sap) ของกัมพูชาเป็นกลุ่มใหญ่

(2) กลุ่มแหล่งท่องเที่ยวแม่น้ำโขง มีขอบเขตตั้งแต่โขงเจียมมาทางใต้ตามลำแม่น้ำโขงถึงจังหวัดกระเจะ (Kra Tie) ของกัมพูชา ประกอบด้วย เกาะแก่งจำนวนมาก กลุ่มนี้อยู่ทางตอนเหนือจรดใต้ของพื้นที่ศึกษา มีความยาวตามลำน้ำโขงซึ่งประกอบด้วยจังหวัดอุบลราชธานีของไทย แขวงจำปาสักของ สปป.ลาว จังหวัดสตึงเตร็ง (Stung Treng) กระเจะ (Kra Tie) ของกัมพูชา

(3) กลุ่มแหล่งท่องเที่ยวในพื้นที่ป่าหรือพื้นที่ป่าเขาหรือพื้นที่ความหลากหลายทางชีวภาพพื้นที่สูงซึ่งมีขอบเขตพื้นที่ติดชายแดนเวียดนาม ประกอบด้วย ที่ราบสูง โบโลเวน แหล่งแร่รัตนภูมิ ป่าเขา น้ำตก และชนเผ่า กลุ่มนี้อยู่ทางด้านทิศตะวันตกของพื้นที่ศึกษา ประกอบด้วยแขวงสาละวัน เซกอง อัดตปือ ปากเซ จำปาสัก ซึ่งอยู่ในกลุ่มพื้นที่ราบสูง โบโลเวนของ สปป.ลาว และบางส่วนของทิศเหนือของจังหวัดสตึงเตร็ง (Stung Treng) ที่จรดแขวงอัดตปือ (Attapeu) ของสปป.ลาว ของกัมพูชาในจังหวัดรัตนคีรี มั่น โคคีรี (Rattanakiri, Mondokiri) และบางส่วนของทิศตะวันออกเฉียงใต้ของจังหวัดกระเจะ (Kra Tie) ตอนเหนือของเสียมราฐ และพระวิหาร (Preach Vihean) ตอนเหนือของจังหวัดกำปงธม (Kampong Thom) ที่เชื่อมต่อเสียมราฐ และพระวิหาร และทางตอนเหนือของจังหวัดพระตะบองติดชายแดนไทย

(4) กลุ่มแหล่งท่องเที่ยวทะเลสาบ โตนเลสาบ (Tonle Sap) กัมพูชาเป็นแหล่งท่องเที่ยวธรรมชาติ เป็นพื้นที่อนุรักษ์ระบบนิเวศ พื้นที่ชุ่มน้ำ ผสมผสานกับแหล่งท่องเที่ยวทางวัฒนธรรม วิถีชีวิต ชุมชนชาวประมง

(5) กลุ่มแหล่งท่องเที่ยวศิลปวัฒนธรรม วิถีชีวิตชุมชน ศาสนามีความต่อเนื่องเชื่อมโยงทั้งทางด้านศิลปวัฒนธรรม วิถีชีวิตกระจายอยู่ทั่วไปในพื้นที่

3. ความเชื่อมโยงของทรัพยากรแหล่งท่องเที่ยวในพื้นที่ศึกษาจำแนกตามประเภทของแหล่งท่องเที่ยวเป็นหลัก ดังนี้

(1) แหล่งท่องเที่ยวธรรมชาติ ได้แก่ แม่น้ำโขงและลำน้ำ ป่าที่สูง น้ำตก-แก่ง ความหลากหลายทางชีวภาพ ทะเลสาบแม่น้ำ และแหล่งแร่

(2) แหล่งท่องเที่ยวเชิงศิลปวัฒนธรรม วิถีชีวิต ได้แก่ เทศกาลและประเพณี สถาปัตยกรรม จังหวัด วิถีชีวิตชุมชน ตลาดการค้าชายแดน วัฒนธรรมการเกษตรกรรม ทรัพยากรแร่ ซึ่งได้ให้ความหมายของการเชื่อมโยงแหล่งท่องเที่ยวเชิงศิลปวัฒนธรรมและวิถีชีวิต กรณีนี้ คือ การเชื่อมโยงวิถีชีวิต ความคล้ายคลึงพฤติกรรมในการดำเนินชีวิต การดำรงชีพของประชาชน ที่บ่งชี้ถึงความเป็นเอกลักษณ์ รวมถึงความเหมือนและความต่าง การแปรเปลี่ยนของแหล่งท่องเที่ยว

(3) แหล่งท่องเที่ยวโบราณคดี ประวัติศาสตร์และศาสนา ได้แก่ โบราณสถานขอม สถานที่ทางศาสนา สถานที่ทางประวัติศาสตร์ อารยธรรม ความหมายของการเชื่อมโยงแหล่งท่องเที่ยว ความต่อเนื่องเชื่อมโยงของประวัติศาสตร์ โบราณคดีเรื่องราวของทางประวัติศาสตร์ ความสัมพันธ์เชิงพื้นที่ ความเชื่อ ความศรัทธาทางศาสตร์

4. ระเบียบวิธีผ่านแดนกับประเทศเพื่อนบ้าน

4.1 การเดินทางเข้า สปป.ลาว ผ่านทางช่องเม็ก ตู้ เมืองเก่า-ปากเซ แขวงจำปาสัก

1. หลักฐานการเดินทาง

ใบอนุญาตผ่านแดนให้ขอได้จากสำนักงานจังหวัดอุบลราชธานี ศาลากลางจังหวัดอุบลราชธานีโดยใช้

- 1.1 สำเนาบัตรประจำตัวประชาชน จำนวน 3 แผ่น และรับรองสำเนาถูกต้อง
- 1.2 สำเนาทะเบียนบ้าน จำนวน 3 แผ่น และรับรองสำเนาถูกต้อง
- 1.3 รูปถ่าย 2 นิ้ว จำนวน 3 รูป

2. การปฏิบัติ

ให้ยื่นคำร้องขออนุญาตผ่านแดน พร้อมหลักฐานดังกล่าวล่วงหน้า 3 วันราชการ ต่อผู้มีอำนาจอนุมัติ ที่สำนักงานจังหวัด ศาลากลางจังหวัดอุบลราชธานี ในกรณีที่ผู้ติดตามเป็นบุตรโดยชอบด้วยกฎหมายเท่านั้น อายุไม่เกิน 15 ปี ให้ติดรูปถ่ายขนาด 2 นิ้ว 3 รูป เพื่อประกอบหลักฐานและข้าราชการที่จะเดินทางผ่านแดนต้องได้รับอนุมัติจากรัฐมนตรีเจ้าสังกัด

3.กำหนดเวลาเดินทาง

3.1 ทักขนาจรหรือทอ้งเทียว 3 วัน

3.2 ติดต่อธุรกิจการค้าหรือเยียมญาติ 7 วัน

3.3 ติดต่อธุรกิจการค้าต้องมีใบทะเบียนการค้ากับสปป.ลาวใน 30 วัน

การนำพาหนะข้ามแดนเข้าไปในลาว ผู้ขับต้องมีสำเนาใบอนุญาตขับขี่และใบเสียภาษีรถยนต์ สำหรับรถยนต์ที่ยังไม่ได้โอนทะเบียนเป็นเจ้าของอย่างสมบูรณ์และถูกต้อง ต้องมีเงินสดเป็นหลักทรัพย์หรือบุคคลที่เชื่อถือได้เป็นผู้ค้ำประกัน

4. ขั้นตอนการยื่นหนังสือเดินทาง

เมื่อได้รับอนุญาตผ่านแดนแล้ว ในวันเดินทางหรือก่อนเดินทาง 1 วัน ให้นำเอกสารไปยังที่ทำการตรวจคนเข้าเมืองจังหวัดอุบลราชธานี อำเภอพิบูลมังสาหาร เพื่อตรวจสอบจำนวนคนเข้าของรถ ใบขับขี่และใบเสียภาษีรถยนต์ แล้วนำเอกสารดังกล่าวไปตรวจสอบที่ด่านศุลกากรพิบูลมังสาหาร แล้วจึงนำไปจุดตรวจที่ด่านช่องเม็กและติดต่อด่านศุลกากรลาวเพื่อตรวจสอบหลักฐานและชำระค่าธรรมเนียม

5. ค่าธรรมเนียมและค่าใช้จ่ายในการเดินทาง

5.1 ไปท่องเที่ยว ไปเยียมญาติ เสียค่าธรรมเนียมผ่านแดน สปป.ลาว คนละ 125 บาท

5.2 ติดต่อธุรกิจการค้า เสียค่าธรรมเนียมผ่านแดน สปป.ลาว คนละ 220 บาท

5.3 วันเสาร์-อาทิตย์และวันหยุดราชการ เสียค่าพาหนะที่พรมแดนไทย คนละประมาณ 500 บาท ซึ่งวันราชการไม่เสียค่าพาหนะและค่าล่วงเวลา

6. การเดินทาง

เมื่อเดินทางจากช่องเม็กถึงเมืองเก่าโพนทอง จะมีเส้นทางให้เลือก 2 เส้นทางคือ

1. เส้นทางเก่า ข้ามแพขนานยนต์ซึ่งข้ามจากท่าข้ามเมืองเก่าโพนทอง ไปยังท่าแพเมืองปากเซ รถ 1 คัน ค่าใช้จ่ายเที่ยวละประมาณ 195 บาท

2. เส้นทางใหม่ ข้ามทางสะพานลาว-ญี่ปุ่น เมืองปากเซ แขวงจำปาสัก สปป.ลาว ซึ่งจะต้องมีค่าใช้จ่ายในการผ่านทาง โดยคิดอัตราค่าธรรมเนียมผ่านสะพาน

เมื่อเดินทางถึงเมืองปากเซแล้วให้นำเอกสารผ่านแดน ไปแจ้งเข้าเมืองที่แผนกจราจรและที่ทำการแขวงจำปาสักและเมื่อจะเดินทางกลับให้นำเอกสารชุดเดิม ไปแจ้งขออนุญาตออกนอกเมืองที่แผนกจราจร

7. ข้อปฏิบัติเมื่อเดินทางกลับมาถึงพรมแดนช่องเม็ก

7.1 นำเอกสารผ่านแดนที่มีใบสลักหลังของแผนกจราจรและที่ทำการอำเภอ ยื่นให้เจ้าหน้าที่ศุลกากรลาวเพื่อขอคืนเอกสารเดินทาง

7.2 นำเอกสารการเดินทางขึ้นที่เจ้าหน้าที่พรมแดนช่องเม็กและด่านศุลกากรไทยเพื่อตรวจสอบหลักฐานและจำนวนคน

7.3 นำเอกสารเดินทางมายื่นต่อเจ้าหน้าที่ตรวจคนเข้าเมืองด่านช่องเม็กเพื่อตรวจสอบอีกครั้ง

5. จุดผ่านแดนบริเวณชายแดนประเทศไทยและ สปป.ลาว ฝั่งประเทศไทยในพื้นที่ศึกษาพื้นที่ใกล้เคียง

1. จุดผ่านแดนสากล 2 แห่ง
2. จุดผ่านแดนด่านท้องถิ่น 1 แห่ง
3. จุดผ่อนปรน 3 แห่ง

ดังรายละเอียดในตารางที่ C-1

ตาราง C-1จุดผ่านแดนบริเวณชายแดนด้านประเทศไทยและ สปป.ลาว ในพื้นที่วิจัยและพื้นที่ใกล้เคียง

พื้นที่ของประเทศไทย	พื้นที่ของ สปป.ลาว	ประเภท	วัน/เวลา เปิด-ปิด
ด่าน อ.เมือง จ.มุกดาหาร	เมืองคันทะบูลี แขวงสะหวันนะเขต	ด่านสากล	ทุกวัน 08.00-18.00 น.
ด่านช่องเม็ก อ.สิรินธร จ.อุบลราชธานี	บ้านวังคำ แขวงจำปาสัก	ด่านสากล	ทุกวัน 08.00-18.00 น.
ด่านบ้านปากแซง กิ่ง อ.นาตาล จ.อุบลราชธานี	บ้านปากตะพาน เมืองละคอนเพ็ง แขวงสาละวัน	ด่านท้องถิ่น	ทุกวัน 08.00-18.00 น.
หน้าที่ว่าการ อำเภอเขมราฐ จ.อุบลราชธานี	บ้านนาปากชัน เมืองสองคอน แขวงสะหวันนะเขต	ด่านผ่อนปรน	08.00-18.00 น.
บ้านสองคอน ต.สองคอน อ.โพธิ์ไทร จ. อุบลราชธานี	บ้านหนองแสง เมืองละคอนเพ็ง แขวงสาละวัน	ด่านผ่อนปรน	08.00-18.00 น.
บ้านด่านเก่า ต.โขงเจียม อ.โขงเจียม จ.อุบลราชธานี	บ้านสีส้มพัน เมืองชนะสมบุญ แขวงจำปาสัก	ด่านผ่อนปรน	08.00-18.00 น.

ที่มา : การศึกษาการจัดการและการพัฒนาการท่องเที่ยวระหว่างประเทศ กรณีศึกษาเส้นทางท่องเที่ยวระหว่างภาคตะวันออกเฉียงเหนือ สปป.ลาว กัมพูชาและเวียดนาม (2546)

6. จังหวัดอุบลราชธานี

วิสัยทัศน์ (vision) “เป็นต้นแบบเมืองชายแดนที่สมบูรณ์”

เป้าประสงค์

1. เพื่อแก้ไขปัญหาความยากจนและยกระดับรายได้ของประชาชนในจังหวัดให้พ้นเกณฑ์ความยากจน
2. เพื่อพัฒนาขีดความสามารถและโอกาสในการแข่งขันด้านสินค้าเกษตรคุณภาพ
3. เพื่อพัฒนาเปิดความสามารถด้านการท่องเที่ยวและบริการเชื่อมโยงกับกลุ่มจังหวัดและต่างประเทศ
4. เพื่อสร้างระบบการบริหารที่ดีและนำไปสู่การใช้ทรัพยากรธรรมชาติอย่างสมดุลและยั่งยืน

ประเด็นยุทธศาสตร์

1. การค้าชายแดน
2. การท่องเที่ยว
3. การผลิตสินค้าเกษตรอินทรีย์
4. การพัฒนาแรงงาน
5. การพัฒนาสังคมและคุณภาพชีวิต

ยุทธศาสตร์การค้าชายแดน

ยุทธศาสตร์ที่ 1 ส่งเสริมการตั้งเขตเศรษฐกิจพิเศษสามเหลี่ยมมรกตเพื่อให้มีการลงทุนทั้งในและต่างประเทศ

ยุทธศาสตร์ที่ 2 ส่งเสริมให้มีระบบการคมนาคม ขนส่งให้เชื่อมโยงทั้งในและต่างประเทศเพื่อนบ้าน

ยุทธศาสตร์การท่องเที่ยว

ยุทธศาสตร์ที่ 1 ส่งเสริมให้มีการพัฒนาการท่องเที่ยวเชื่อมโยงทั้งในประเทศและกับประเทศเพื่อนบ้านในเขตสามเหลี่ยมมรกต

ยุทธศาสตร์ที่ 2 ส่งเสริมให้มีการพัฒนาเพื่อเพิ่มศักยภาพด้านการบริการและเพิ่มแรงดึงดูดของแหล่งท่องเที่ยวภายในจังหวัด

ยุทธศาสตร์การผลิตเกษตรอินทรีย์

ยุทธศาสตร์ ส่งเสริมให้มีระบบการผลิต การพัฒนาคุณภาพและเพิ่มมูลค่าสินค้าเกษตรอินทรีย์แบบครบวงจร

ยุทธศาสตร์การพัฒนาแรงงาน

ยุทธศาสตร์ ส่งเสริมให้มีการพัฒนาแรงงานทั้งในและต่างประเทศ

ยุทธศาสตร์การพัฒนาสังคมและคุณภาพชีวิต

ยุทธศาสตร์ที่ 1 ส่งเสริมการมีส่วนร่วมของภาครัฐ ภาคเอกชนและประชาชนในการพัฒนาสังคมและคุณภาพชีวิต

ยุทธศาสตร์ที่ 2 การบริหารจัดการทรัพยากรธรรมชาติและสิ่งแวดล้อม

7. Tourism Policy of Thailand

The history of tourism promotion dates back to 1924 when the Royal Railway of Siam established a Public Relations Section with the purpose of advertising Thailand and assisting foreign tourists travelling in Thailand. The section was later transferred to the Ministry of Commerce and Communications and assigned the additional function of training local guides. In 1936, the Cabinet approved a tourism project aimed at advertising and facilitating, as well as maintaining, tourism sites and accommodation and by 1949, the government advertised Thailand on an international basis for the first time with an international exhibition at the Museum of the Far East. In the same year, the railways' Public Relations Section was transferred to the Prime Minister's Office and its name was changed to the Office of Tourism. The first independent national tourism office was established in 1959, along with the Board of Economic Development and the Board of Investment, and today this office is known as the Tourism Authority of Thailand (TAT). To date, tourism policy can be described as foreign market oriented, focusing mainly on extracting income from foreign markets. This argument is vividly supported by that fact that approximately two thirds of TAT's annual budget (approximately 2,500 billion baht or 100 million US dollars in 1996) is aimed at marketing operations in the form of maintaining international marketing offices (see Table C-2). The budget resources going to development and planning have actually declined.

From its inception, TAT has been required to service not only foreign but also Thai tourists. In one of his various speeches on tourism, Prime Minister Sarit encouraged Thai citizens and school children to travel to other Thai provinces to increase knowledge, understanding and love for their country (TAT 1997). Although monetary gains from tourism were well discerned, the sector was considered at that time as a means of allowing the world to appreciate the “culture, virtue and the moral principles of the Thai people.” In recent years, increasing attempts have been undertaken to promote domestic demand, but these efforts have mainly focused on reducing the outflow of foreign exchange resulting from Thai citizens travelling abroad.

Table C-2 National Tourism Budget

(Unit : percentage)

Item	Year		
	1994	1995	1996
1.General Administration Department	3.8	3.7	3.9
2.Planning and Development Department	24.1	16.1	13.2
3.Marketing Department	60.6	68.9	71.3
4.Hotel and Tourism Training Institute	0.4	0.5	0.5
5.Tourist Business and Guide Registration Office	0.7	0.8	0.8
6.Tourist Police	10.3	10.0	9.9
Total Budget	100	100	100
	(2,162.65)	(2,305.02)	(2,545.24)

The misconception of tourism development in Thailand as being a demand as opposed to supply issue occurs predominantly at the higher levels of government, rather than the sectoral management level. TAT has recognised the need to rehabilitate and restore tourism sites and published a report in 1997 identifying 172 sites which have been seriously degraded and require restoration efforts. The authority commissioned TDRI to design the monitoring system mentioned in the previous section but lacks the budget to implement it. The following section examines the development of the tourism sector from the context of national planning. Discussion will then focus on Thailand's traditional approach to tourism development : sectoral planning.

8. National Plans

The first and the second National Economic Development Plans (1961-1971) focused primarily on investments in basic infrastructure; emphasis was assigned to hydropower projects, road construction and irrigation works. The third Plan (1972-1976) introduced the need for social development, but it was not until the fourth Plan (1977-1981) that tourism was mentioned explicitly. During this period, tourism was first and foremost considered as a major means of earning foreign exchange income. The fourth Plan targeted an increase in the number of international tourists from 1.4 million (1977) to 2.2 million by 1981. Although increasing the number of domestic tourists was stated in one of the tourism strategies, the need to target domestic tourists was not specified. To achieve their goal, the fourth Plan called for the need to prioritise tourism sites, human resource development for the industries and participation of local communities. In addition to a government budget of 375 million baht, foreign loans (250 million baht) and grants (20 million baht) were to be secured to assist with the preparation of physical planning and implementation of tourism projects.

The fifth Plan (1982-1986) further stressed the need to utilise tourism as a foreign exchange earner. This Plan considered the importance of outbound tourists to the national economy and called for measures to reduce the number of Thais touring abroad. It also recognised tourism's impact on the environment for the first time, and emphasised land use and building control as necessary measures to prevent further negative impacts.

The sixth Plan, spanning 1987 to 1991, was a period of high and sustained growth in Thailand. The 1987 "Visit Thailand Year" international marketing campaign was launched and highly successful. During this period, the Thai government secured a loan from the Overseas Economic Co-operation Fund of Japan (OECF) of approximately 1,375 million baht for the development and promotion of the tourism industry. A total of 69 projects were carried out by eight governmental departments under Phase 1 (1994-1998) with the objective of developing and maintaining tourism sites. The loan marked the first time the Japanese government provided funds for tourism projects in a developing country.

The seventh Plan (1992-1996) was formulated and implemented at the height of Thailand's economic boom. The strategies contained within it reflected the country's economic confidence, as well as public concern for the environment resulting from rising incomes. Two major strategies were proposed: the promotion of Thailand as a regional centre for tourism in Indochina and the restoration and conservation of tourism resources. During this period, the government began to study the implementation of Phase II of the OECF 1.4 billion baht work plan and the TAT began to publicise its concern regarding the degradation of tourism resources.

In the latest eighth Plan, a more integrated and a bottom up approach was adopted for the planning and design process. The Plan stressed three major strategies: increased international competitiveness, human resource development and environmental conservation. Measures for each subsector are no longer identified and as a result, several government agencies have resorted to a Sectoral Master plan as a guiding policy document. This is important in that once a sectoral master plan is approved by the Cabinet, it can be utilised as a budget reference instead of the National Plan.

The ten years spanning Thailand's sixth and seventh National Economic and Social and Development Plans (1986-1996) can be referred to as the "Golden Age of Thai Tourism." National earnings from tourism reached almost 50 billion baht in 1990 and increased to almost two hundred billion baht by its final year. The rapid growth of tourism income during this period is certainly not the sole result of government policies and its 1987 "Visit Thailand Year" campaign. Granted, the 1987 marketing strategy enhanced the labour-intensive component of the tourism sector, but the overall increase in tourism income can be attributed to a number of factors. First, the world economy was expanding at a high rate and this contributed greater purchasing power. Second, Thailand had become known world-wide as approaching NIC (Newly-industrialised Country) status and enormous amounts of foreign investment also brought more visitors to the country. Expanded trade and foreign investment also brought more visitors to the country, which in turn diffused information about Thailand among travellers with higher purchasing power. Finally, during the sixth Plan period, and in particular following the mid-1980s, Thailand's production structure underwent a dramatic transition from being based on an abundance of natural resources to one based on abundant labour supply.

BIOGRAPHY



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