



ขอบคุณภาพจาก <https://goo.gl/C2HF5A>

ผลกระทบโครงการพัฒนาระหว่างประเทศต่อการ ท่องเที่ยวชายแดนและพื้นที่เชื่อมโยงของประเทศไทย

The Impact of International Development
Project on Cross Border Tourism in Thailand and Related Areas

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บทคัดย่อ

โครงการพัฒนาระหว่างประเทศเป็นโครงการที่มีผลกระทบทั้งโดยตรงและโดยอ้อมต่อการท่องเที่ยวชายแดนและพื้นที่เชื่อมโยงของประเทศไทย บทความนี้มีวัตถุประสงค์เพื่อนำเสนอผลการวิจัยโครงการพัฒนาระหว่างประเทศที่มีต่อศักยภาพด้านการท่องเที่ยวชายแดนของประเทศไทย และพื้นที่เชื่อมโยง การวิจัยนี้ใช้วิธีการวิจัยแบบผสม (Mixed Method) โดยมีการใช้แบบสอบถามร่วมกับการสัมภาษณ์ผู้ประกอบการธุรกิจท่องเที่ยว และประชาชนในพื้นที่จังหวัดที่มีด่านชายแดน รวม 26 จังหวัด การร่วมสังเกตการณ์ในพื้นที่และการประชุมกลุ่มย่อย

ผลการวิจัยพบว่า โครงการพัฒนาระหว่างประเทศ ส่งผลกระทบทั้งทางบวกและทางลบต่อการท่องเที่ยวในพื้นที่ชายแดนและพื้นที่เชื่อมโยง ซึ่งในทางบวกก่อให้เกิดการพัฒนาโครงสร้างพื้นฐานทั้งในด้านถนน การเชื่อมโยงระหว่างประเทศ การค้าและการลงทุน การทำข้อตกลงระหว่างประเทศอันเกิดจากโครงการพัฒนาระหว่างประเทศเป็นปัจจัยเอื้ออำนวยให้เกิดการท่องเที่ยวระหว่างประเทศ ในด้านลบคือภายหลังการพัฒนาเส้นทางคมนาคมและการเปิดด่านชายแดนก่อให้เกิดผลกระทบต่อการท่องเที่ยวในพื้นที่ เพราะนักท่องเที่ยวไม่แวะพักเที่ยวหรือค้างคืน แต่ได้อาศัยความสะดวกในการผ่านด่านชายแดนไปยังประเทศเพื่อนบ้าน หรือนักท่องเที่ยวจากประเทศเพื่อนบ้านที่ผ่านเข้ามายังเมืองใหญ่ที่เป็นพื้นที่ท่องเที่ยวในประเทศ บางด้านพื้นที่เชื่อมโยงในต่างประเทศมีศักยภาพสูง เป็นเป้าหมายหลักของนักท่องเที่ยวในการเดินทางไปเยือน ทำให้แหล่งท่องเที่ยวในพื้นที่ประเทศไทยกลายเป็นทางผ่านสถานการณ์การท่องเที่ยวในเมืองชายแดนขบเซาและส่งผลกระทบต่อวิถีชีวิตและธุรกิจด้านการท่องเที่ยวในพื้นที่

นอกจากนี้ผลกระทบของโครงการพัฒนาระหว่างประเทศต่อศักยภาพด้านการท่องเที่ยวชายแดนและพื้นที่เชื่อมโยง โดยภาพรวมด่านชายแดนที่เป็นด่านถาวรมีศักยภาพและมีความจำเป็นเร่งด่วนในการวางแผนการพัฒนาเพื่อส่งเสริมการท่องเที่ยวชายแดนและพื้นที่เชื่อมโยง ตลอดจนผลกระทบของโครงการพัฒนาโดยพิจารณาแยกตามเขตติดต่อประเทศหรือพื้นที่เชื่อมโยงพบว่าด่านที่มีศักยภาพในการส่งเสริมการท่องเที่ยวชายแดนและพื้นที่เชื่อมโยงกับประเทศสาธารณรัฐประชาธิปไตยประชาชนลาว (สปป.ลาว) สูงสุดคือด่านอำเภอเชียงของ (สะพานมิตรภาพไทย - ลาว แห่งที่ 4) จังหวัดเชียงราย ประเทศเมียนมาร์ คือ ด่านท่าซำเหล็ก อำเภอแม่สาย จังหวัดเชียงราย ประเทศมาเลเซีย คือ ด่านท่าเรือตำมะลัง อำเภอเมือง จังหวัดสตูล อย่างไรก็ตามเนื่องจากปัญหาความไม่สงบในพื้นที่จึงทำให้ศักยภาพในการส่งเสริมการท่องเที่ยวในจังหวัดนราธิวาส และยะลา มีศักยภาพในการส่งเสริมการท่องเที่ยวในพื้นที่ชายแดนและพื้นที่เชื่อมโยงต่ำ นอกจากนั้น ในกรณีของประเทศกัมพูชา

ด้านชายแดนเป็นด้านเพื่อการค้า การลงทุนเป็นหลัก ประกอบกับความหลากหลายของแหล่งท่องเที่ยวในพื้นที่ชายแดนและพื้นที่เชื่อมโยงมีน้อย จึงมีความจำเป็นเร่งด่วนในการพัฒนาเพื่อส่งเสริมการท่องเที่ยวชายแดนน้อยกว่าเมื่อเปรียบเทียบกับพื้นที่อื่น

คำสำคัญ: ท่องเที่ยวชายแดน, พื้นที่เชื่อมโยง, โครงการระหว่างประเทศ, ผลกระทบการพัฒนา, โครงการด้านการท่องเที่ยว, การท่องเที่ยวข้ามแดน, ศักยภาพการท่องเที่ยว

Abstract

The international development project has both direct and indirect effects towards cross border tourism in Thailand and related areas. This article aims to present research results of international development project towards competency of cross border tourism in Thailand and related areas. The research is mixed method approach by using questionnaire together with the interview of tourism business entrepreneur and people from 26 provinces that have border with neighboring countries.

The result found that international development project to positively and negatively affected to cross border tourism in Thailand and related areas. The result positively affected to infrastructure development including road construction, international trade and investment connection, and international arrangement resulted from international development project, which is facilitated factor, caused the international tourism. The result negatively affected to after developing transportation and opening the border, these resulted in tourism because tourists did not visit or stay overnight but they only just passed by to the neighboring countries. In each border that connected to other countries that have more potential, is the main purpose of the tourists, so Thailand tourist attractions are passing places. The situation happened here caused slow border tourism and affected to the way of life and tourism business in that province.

Moreover, the effect of international development project towards the competency of cross border tourism in Thailand and related areas, overall, the border checkpoints are the permanent stations which are potential and rapidly necessary to develop plan in order to support cross border tourism in

Thailand and related areas together with decreasing the impact of the development project considering the cross border countries or related areas. The result showed that the border checkpoints that are potential to support cross border tourism in Thailand and related areas to Lao People's Democratic Republic (PDR) the most is Chiang Khong border checkpoint (The Fourth Thai-Lao Friendship Bridge), Chiangrai province. The border checkpoints that are potential to support cross border tourism in Thailand and related areas to the Republic of the Union of Myanmar the most is Mae Sai, Tha Khi Lek Chiangrai province. The border checkpoints that are potential to support cross border tourism in Thailand and related areas to Malaysia the most is Tammalang Port, Satun province. However, the insurgency in southern Thailand affected to the tourism support in Narathiwat and Yala provinces. They had low competency in supporting tourism around the cross border tourism in Thailand and related areas. On the other hand, from Cambodia case, the border checkpoint is mainly for the investment, and have a few variety of tourist attractions around the cross border tourism in Thailand and related areas, this should be rapidly to develop in order to support cross border tourism in Thailand and related areas when compared with other areas.

Keywords: Border Tourism, Connected Areas, International Project, Impact of Development, Project on Tourism, Cross Border Tourism, Tourism Potential

Introduction

The geography of the country, Thailand is in the center of the ASEAN country group. According to AEC and tourism, the AEC is responsible for economic integration which led to the liberalization of trade in services, investment and skilled labor freely, the common market and production base (Single Market and Single Base) and cooperation in various fields, including in the field of tourism (ASEAN Division, 2009). Thailand has elements facilitating to tourism, such as the abundant natural resources, spectacular views of tourist attractions and infrastructure. For various reasons, the tourists both from Thailand and foreigners prefer to visit Thailand.

However, in the past has conducted further support the development of tourism throughout the country continuously as well as concerning the importance of the participation of all sectors in terms of civil society, organization and national level especially the cooperation with the ASEAN Community. The cooperation framework covers six areas: culture, history, tourism and sports, education, health and economy which are even more important. In particular, cross-border tourism development links the major tourist attractions in the neighboring countries. It is an innovation in the development of the tourism industry along the border to support the development of transport networks linked to the region and the expansion of the economy in the future. Under the potential location of a border links with neighboring countries, coupled with the past has developed the infrastructure to establish a link among the countries (Connectivity) especially the development of GMS, BIMSTEC, ACMECS and IMT - GT, which affects the development of these projects, enhancement of their ability to compete (Competitiveness) through the movement of goods and services, and the creation of joint responsibility (Community), as well as promoting tourism in the area.

The fundamental survey show that Thailand borders with neighboring countries, including 31 provinces, with border crossings located in 26 provinces, totally 89 channels. According to statistics of the Department of Tourism in 2013, a number of foreign tourists traveling through the border as well, were 1,515,817 people in Sadao border checkpoint, Nong Khai border checkpoint were 916,438 and 716,895 people in Aranyaprathet border checkpoint and 272,125 people in Mukdahan border checkpoint (Department of Tourism, 2014). Such borders are crucial to the development of tourism as a gateway to the various attractions around the country. It is necessary to study the potential of tourism and border links. The results of the project facilitate the development of international tourism in the border areas and landing area of the country. However, the development plans with a focus on tourism aim to support the development of routes and the expansion of the economy

properly.

Research question

1. What are the international development projects towards Thailand cross border and related area of the country?
2. How the international development projects towards tourism potential in Thailand cross border and related areas?

Objectives

1. To study the development of international development projects towards Thailand cross border and related area of the country.
2. To examine the impact of international development projects Towards Tourism Potential in Thailand cross border and related areas.

Research Methodology

This research applied the Mixed method approach both qualitative and quantitative method. The questionnaire in addition to with in-depth interviews (Indept-interview) with tourism business entrepreneurs, community leaders and people in the 26 border provinces especially on the issue of the development of tourism, cross border tourism in Thailand and related areas, the number of tourist, travel trends and tourism behavior. In addition, this research aims to study the documents (Documentary research) from related research topics, research articles, the documents from government, observation in the area as tourists, small group meeting. The results of study are both quantitative and qualitative analyzes were used to answer the research.

Result

1. The results of the international development project towards Thailand cross border and related areas.

"Frontier town", meaning by this research can explain the characteristics of a "city", located along the border and the border with Thailand. Neighbors or there may be zoning that separates the two countries

with natural resources such as rivers, mountains or a boundary. As it has been agreed between the two countries, there also is an area that has the ability to grow even more in terms of economy, society, culture, environment and tourism. The advantage of location-based features within and outside the area is dealing with an area that is well connected within the province or neighboring cities are within the same country are consistent. The development under the administration of the government, however, as the relations with neighboring countries or other countries causing advantages to border cities. The border cities have characterized the tourism resources and have the ability to promote the interest to tourists traveling to and exchange of many things in the future. It may be concluded that cross border tourism is special pattern. Tourists can also cross the border to travel in areas of the neighboring countries as well. The tour is part of the attraction that looks similar in both countries as cultural tourism and local traditions, the study of the life of the community, and tour which occurs naturally as rivers, mountains, buildings, architecture and so on.

In Thailand, a tourism cooperation with neighboring countries is in both bilateral and multilateral levels by appearing in a cooperative framework. The framework of economic cooperation with GMS (Greater Mekong Sub regional Cooperation: GMS) cooperation with IMT - GT (Indonesia - Malaysia - Thai Growth Triangle) and subcontinent cooperation framework (BIMST-EC). The negotiations between the governments of Thailand and ASEAN member countries are to adopt measures and regulations, contribute to trade and investment, and increase competitiveness in the area. The Project agreement that occurs affects the promotion of travel of tourists from both within the region and outside the region as well as partnerships between public and private investment in expanding businesses related to tourism to neighboring countries. The network infrastructure connects facilities for tourists with the development of infrastructure and transport links between the ASEAN countries. They raise awareness of the investment in neighboring countries; including investments in tourism especially around the city is a transit point into neighboring countries

for areas with border crossing and border checkpoints. With many tourists and infrastructure to support the growth of tourists, the province has links with the neighboring country of Thailand.

However, the developing of infrastructure links to neighboring countries. Within the framework of international cooperation is only by establishing a permanent outpost and developing a communication network to guide the development Economic Corridor linking Thailand and neighboring countries, stimulate economic activity, and allow investment from both inside and outside the GMS for major transport links between regional connectivity between major cities in the GMS which consists of six countries: Thailand, southern China (Yunnan Province), Vietnam, Cambodia, Laos and Myanmar. The GMS Economic Corridors Development plan is divided into three regions, mainly including: 1) economic corridor North - South (North - South Economic Corridor). This path is the main route of the GMS Economic Corridors will focus on connecting southern China (Yunnan) to the region Peninsula Road in the north - the beginning of the road in the north - south is the city of Kunming. The terminals are separated into two lines in Thailand and Vietnam. 2) Economic Corridor East - West (East - West Economic Corridor) is a "cross" between the two oceans Eastern Pacific and West Indian Ocean. The group EWEC is single line no sub-line. The starting point is the city of Da Nang in Vietnam. (Which is a major port of Vietnam) cut through Laos and Thailand to Mawlamang or to the city of Mawlamyine in Myanmar, and 3) Southern Economic Corridor (Southern Economic Corridor) connectivity between Thailand - Cambodia - Vietnam.

Under the framework of international cooperation mentioned above, the result of development Economic Corridor linking Thailand and neighboring countries impact positively and negatively on tourism in the cross border areas and related areas. The positive analysis of international development projects has caused the development of infrastructure in terms of roads. The international links trade and investment, the international agreements arising from international development projects are factors conducive to

international tourism especially in related areas below;

1. Route R3a, R3b and R9 cause travel between Thailand and Lao PDR, Laos and China. The main tourist routes are Chiang Khong, Chiang Rai to Laos PDR, Bo Kaew province, Luang Nam Tha Bo Ten and into the city Xishuangbanna, or the city of Jinghong in China. The car can ride to the city of Kunming, Yunnan. In addition, the Route R3a is connected to Luang Prabang.

2. Route R3b links Thailand through Mae Sai, Chiang Rai province to Myanmar, and into the Republic of China.

3. Route R9 Thailand from Mae Sot border checkpoint, Tak province, Mukdaharn province to the Lao PDR, Savannakhet area head to Hue city in Vietnam.

4. Because Southern part of Thailand problem some provinces, especially Satul still has tourism activities concerned. Tourists travel through Tammalang port border checkpoint to Langkawi. There is also a port for tourism in the Andaman islands to Koh Lipe and Koh Tarutao National Marine Park.

Therefore, the International Development results both directly and indirectly linked to tourism and border areas and to have the benefit of international tourism development projects. Thailand must prepare and enhance tourism in the border area particularly in human resource development, the development of guidepost for accessing to attractions and signage meaning in attractions, the development of tourism as well as the strength of communities to manage and conserve resources for sustainable tourism.

However, international development project will benefit the international economy and expand tourism routes but the potential of tourism in cross border and related areas, the results showed that the cross-border links with neighboring countries, including 89 channels covering 26 provinces throughout the country. The border checkpoint was created mainly to promote trade and investment. It is a journey through the region that is not intended for direct travel. Tourism development activities support the open border in-

dividual is not defined or developed in parallel with the development of cross-border projects. Therefore, after the opening of the border, cause a negative impact on tourism in the area. The case of Chiang Khong checkpoint Chiang Rai Province, after opening the fourth Thailand – Lao Friendship Bridge. Tourism in Chiang Khong especially in the buck port areas has decreased. Tourism in this areas slow down occurred, the restaurants and resorts, some of them shut down because tourists do not visit or stay overnight trip to Chiang Khong but facilitate border to travel to the Lao PDR and Xishuangbanna, Yunnan province of China, respectively. In addition, each area has tourism potential in the area associated with a difference. Some of the links in the country has great potential such cases as Mukdaharn border checkpoint. (The Second Thailand-Lao Friendship Bridge) Chong Mek border checkpiunt in Ubon Ratchathani province, and Tammalang port border checkpiunt, Satun. The related area is the main target of foreign tourists to visit. It became a tourist attraction in the area in the past make tourism in the border areas of Thailand slow and affect the livelihoods of local potential as well.

2. The impact of international development projects towards tourism potential in Thailand cross border and related areas.

The potential of cross border tourism is a key element in tourism promotion border. It is inviting tourists to visit tourism activity continuously, contributes to the enhancement of tourism. The potential for tourism development as a state border or feature of the border area as an opportunity or is ready to have the effect of promoting tourism, if developed border. Elements used to assess the potential and urgent need, the potential for promoting tourism, including 10 border elements;

1. The value of tourism in the cross border areas and related areas.
2. Facilitation to access to tourism in the cross border areas and related areas.
3. Facilitation in tourist attractions in the cross border areas and related areas.
4. Management and activities in tourist attractions in cross border

areas related areas.

5. The international routes link to tourist attractions.
6. The expansion of the economy in cross border areas and related areas.
7. The number of tourists who pass through the border.
8. Tourist behavior
9. Preparedness of the development of the area.
10. Ability to accommodate tourists.

Each component covers a significant feature of the tourist attractions as follow;

The assessment tourism in the border area and found that the overall related areas are permanent border checkpoints with the potential to promote tourism in the border areas and linking similar. However, by considering the zone or related areas found that the potential to promote tourism and border areas and relates areas to the Lao People's Democratic Republic (PDR. Laos) is Chiang Khong border checkpoint (The Fourth Thailand-Lao Friendship Bridge) Chiang Rai followed by the Muang Mukdaharn border checkpoint (The Second Thailand-Lao Friendship Bridge), and Chong Mek border checkpoint in Sirindhorn District, Ubon Ratchathani Province respectively. The border checkpoint is the third route network transport links with neighboring countries to three countries and three border checkpoints. The related area is a tourist attraction that has been declared a World Heritage. However, border checkpoint Nong Khai has activities in trade, investment and tourism density. The management and distribution of tourists has been developed to a certain degree. So there is an urgent need for border other than the above.

Border checkpoint has links with Burma found that the potential is highest in Mae Sai Ta Khi Lek border checkpoint, Chiang Rai followed by Kew Pha Wok border checkpoint Arunothai village, Chiang Dao, Chiang Mai Province and Baan Rim Moei border checkpoint Mae Sot, Tak Province. However, the link with Myanmar, has the potential to promote tourism is low compared to

other countries border. This is partly because almost all the mountainous border region. Journey or path is not easy and often a relief which is linked to the unrest in Myanmar, also.

Border checkpoint has found in Cambodia is for trade and investment which is the key with a variety of attractions in the border areas such as the Ban Khlong Luek border checkpoint, Aranyaprathet, Sa Kaeo Province. The border area has very few natural attractions while in Cambodia, there are remains of the famous tourist attraction and people crossing out the majority (80 percent) of workers from Cambodia while the other side especially in Chanthaburi and Trat tourists often come to gamble in Cambodia.

Border checkpoint with Malaysia found that Tammalang port border checkpoint, Satun has the most potential because of the ease of transportation to the island of Langkawi, Malaysia. There is also a tourist attraction for both sides of Satun, Thailand and in areas strongly related areas to Langkawi, Malaysia and a variety of natural attractions on land and at sea, followed by Sadao border checkpoint in Sadao, Songkhla and Padang Besar border checkpoint in Sadao, Songkhla, respectively. However, due to unrest in the area's potential to promote tourism in the province of Yala, Narathiwat and has the potential to promote tourism in the border areas and low related areas.

Conclusion

Overall, the border is a permanent checkpoint that has the potential to promote cross border and related areas. The international development project towards Thailand border and related countries tourism positively and negatively affected to Thailand border and related areas tourism. The result positively affected to infrastructure development including road construction, international trade and investment connection, and international arrangement resulted from international development project, which is facilitated factor, caused the international tourism. The result negatively affected to after developing transportation and opening the border, these resulted in tourism

because tourists did not visit or stay overnight but they only just passed by to the neighboring countries. In each border that connected to other countries that have more potential, is the main purpose of the tourists, so Thailand tourist attractions are passing places. The situation happened here caused slow border tourism and affected to the way of life and tourism business in that province.

Suggestion from Research

1. The tourism potential of border regions and related areas found that the main barrier being built to promote trade and investment between them are traveling around as well as the crossing of the visitors who are not intended for direct travel. Tourism development activities to support the open border individual is not defined or developed in parallel with the development of cross-border projects. Therefore, after the opening of the border, cause a negative impact on tourism in the area. Therefore, it is essential that the authorities involved in the development of tourism in terms of tourism development, management development, and marketing development. The local government in the area is the main host to cooperate he tourism sector, as well as the Department of Tourism of tourism development to raise borders to keep up with the changes in border areas and related areas.

2. Results of the study of potential tourist attractions in the related areas to both domestic and foreign. The tourism potential in the area associated with a difference. Some of the links in the country has great potential. The main goal of the destinations is to visit. It became a tourist attraction in the area in the past. Thus, private organizations, especially the tourism industry in the area, or tour operators in the area should build partnerships with the private sector in neighboring countries. In particular, the development of program or itinerary that connects the landing area will be beneficial to both sides to enhance tourism in both countries.

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