

รูปแบบการท่องเที่ยวเชิงธุรกิจการค้าชายแดน : เขตพัฒนาเศรษฐกิจพิเศษตาก Border Business Tourism Model: TAK Special Economic Development Zone*

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บทคัดย่อ

บทความวิชาการนี้เป็นการศึกษาเขตพัฒนาเศรษฐกิจพิเศษที่รัฐบาลกำหนดเป็นนโยบายสำคัญของการพัฒนา ประเทศ จังหวัดตากเป็นพื้นที่เขตพัฒนาเศรษฐกิจพิเศษระยะแรกตั้งอยู่ภาคตะวันตกเฉียงเหนือของประเทศไทย มีมูลค่าการค้าชายแดน จำนวน 68 ล้านบาท ในปี 2558 มีสถิติบุคคลเดินทางเข้าออก ถึงเดือนกรกฎาคม 2559 คิดเป็นร้อยละ 34.84 ของธุรกิจมีการเติบโต เมื่อเทียบกับช่วงเดียวกันของปีที่ผ่านมา จังหวัดตาก มีทำเลที่ตั้งเหมาะสมและยังเชื่อมต่อเส้นทางระเบียงเศรษฐกิจตะวันออก- ตะวันตก โดยปัจจุบันยังไม่มีการเติบโตของภาคธุรกิจอื่นมากนัก บทความนี้มุ่งเน้นวิธีการขยายมูลค่าทางธุรกิจในอุตสาหกรรม การท่องเที่ยว แหล่งท่องเที่ยวที่น่าสนใจ สินค้า การบริการ ในระยะทางห่าง 200 กิโลเมตรจากจังหวัดตาก สำหรับการท่องเที่ยว 2 วัน 1 คืน โดยให้ความสำคัญกับช่วงเวลานอกฤดูการท่องเที่ยวของแต่ละสถานที่เพื่อให้เกิดการกระตุ้นการใช้จ่ายซื้อสินค้าในท้องถิ่น รวมถึงเอื้อต่อนโยบายการค้าสำหรับธุรกิจท่องเที่ยว โดยรูปแบบท่องเที่ยวเชิงธุรกิจการค้าชายแดนกำหนดให้มีอัตราเติบโตใน ปีแรกอย่างน้อยร้อยละ 5 และจะเพิ่มขึ้นเป็นร้อยละ 10 ในปี 2021 ทั้งนี้รูปแบบธุรกิจท่องเที่ยวชายแดนจังหวัดตากอาจเป็นแนวทาง กำหนดนโยบายสำหรับการพัฒนาเขตเศรษฐกิจพิเศษในพื้นที่อื่นของประเทศไทย

คำสำคัญ: รูปแบบธุรกิจ การท่องเที่ยว ชายแดน เขตพัฒนาเศรษฐกิจพิเศษตาก

Abstract

This paper aimed to study the Special Economic Development Zone (SEZ) prioritized by the national development policy. Location on the northwestern border of Thailand, Tak Province has been assigned to be one of the primary SEZs where trade value of 68 million baht was yielded the in 2015 and its business growth of 34.84 percent was proclaimed by the increasing number of visitors in 2016. Tak Province is situated in an appropriate location functioning as the junction of the East-West Economic Corridor, however; business enterprises in Tak Province still lack diversity. This paper focused on the way to expand business values in tourism industry, tourist attractions, merchandise and services in the areas of 200 kilometers around Tak Province where a two-day-one-night trip can be organized within the distance of 200 kilometers around Tak Province. Moreover, encouragement of tourism during the low travelling seasons need to be handled in every area in order to escalate cash flows and

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บทความวิชาการนี้เป็นส่วนหนึ่งของวิทยานิพนธ์ "ต้นแบบการบริหารจัดการเขตพัฒนาเศรษฐกิจพิเศษตาก" หลักสูตรปริญญาคุณวุฒิบัณฑิต สาขาวิชาการจัดการ มหาวิทยาลัยสยาม (2560)

to underpin the government fiscal policy of tax payment deduction to enhance tourism promotion. Strengthened by Border Business Tourism (BBTM) management, the income rate in Tak SEZ is expected to increase by at least five percent yearly at the beginning, and it will rise to 10 percent in 2021. Most important, achievement of BBTM management in Tak SEZ would inspire the other nine SEZs and create steady economy prosperity to the country.

Keywords: Business Model, Tourism, Border, TAK Special Economic Development Zone

Introduction

Emphasizing the management of Special Economic Development Zones that have primarily been established along the border, the Thai government is speedily restoring the relationship and international cooperation with the neighboring countries and other foreign nations in terms of economy, social welfares as well as security and stability. Domestic routes and international economic trails are being connected to enhance economic development activities across the border. Besides, international investment is being stimulated by the privilege of customs tariff from the countries along the border together with the Free Trade Area (FTA) policy.

Tak SEZ has been appointed to be a major production base on the East-West Economic Corridor. Its main goals are to achieve national economy advancement, to increase per capita income, to keep in pace with economic situations around the globe, and to draw a larger number of visitors from the ASEAN countries especially Myanmar. Being a member of ASEAN, the Thai government utilizes Mae Sot district as an economic junction to connect Thailand with Myawaddy and some other communities in Myanmar (Office of The National Economic and Social Development Board, 2014 : 11-12) . One interesting issue is that business activities on the border of Thailand and Myanmar have a tendency to increase every year. This comes in line with the immigration reports of the increasing amount of the visitors in the region. According to the report, one of the reasons for their visit is seeing about investment possibilities during the trip. Visitors to Tak SEZ are therefore a target group that attention should be paid upon, and attempt should be made to stimulate their spending. This arrangement should expand to the nearby provinces in order to motivate tourism on the border.

This paper aimed to study Tak SEZ operation that will escalate the national income value. Focus was on promoting Border Business Tourism Model to support tourism value added activities in low travelling seasons in the eight provinces in Tak SEZ area.

Content

Considering economic advancement as one of the main agendas, the government of Thailand is enhancing the national development plans by establishing ten Special Economic Development Zones in the country. The SEZs are determined to function as a significant mechanism to escalate speedy economy growth that should keep in pace with international economic situations. Investments on economic activities are therefore being supported in the target areas along the border. Focus is on economic enrichment, security maintenance, competitive business empowerment as well as employment capacity. Besides, it is expected that such problems like migrant worker smuggling, illegal agricultural product deals and the congestions of migration around the checkpoints on the border will be solved (The Board of Investment: BOI, 10 SEZs area). In addition, industrial

clusters will especially be encouraged to utilize hi-tech production and to support new types of industries in the future (BOI.13 major industries).

Being appointed as one of the primary SEZs in Thailand (Tak: Its Background and Signification), Tak SEZ is carrying out its implementation of the scheme concerning infrastructure setting for the sake of logistic matters and high-employment industries. Functioning as the economic junction, Mae Sot district, where Tak SEZ headquarters is situated, has a tendency to interconnect trades, investments and tourism activities between Thailand and the cities in Myanmar including Rangoon where Myawaddy production base is situated only ten kilometers away. It is believed that by means of this economic network, the value of Thai product trading will eventually expand. Moreover, a considerate connection with Myawaddy SEZ will bring about economic prosperity to our country (Royal Thai Government, Return Happiness to the Citizens, 23 January 2015).

Searching for possible and appropriate strategies to escalate economy development in Tak SEZ, this study explored the management scenarios in three successful economic development zones overseas compared with SEZ operations in Thailand. The evidences were found as follow:-

1) Shenzhen in China has been manipulated to support the Open Door Policy for the sake of trading. With hi-tech industry, this industrial hub connects the international infrastructure networks into China and it causes speedy economy growth in the country. Shenzhen has a tendency to captivate more and more foreign industrial investments because it is empowered by the local development master plans related to the incentive factors of the area. The government of China is trying to transform this metropolitan to be a world-class city, and to promote this hub for a role in World Economic Forum. (International Institute for Trade and Development (ITD), 2554: 36-54), (Shenzhen Government Online).

2) Iskandar in Malaysia is a Regional Economic Corridor where a distinguished world commercial harbor is located. As a large business hub which is well supported by the 20-year development plan, Iskandar aims to encourage private entrepreneurs to invest in the target enterprises in every 'corridor'. The government of Malaysia is attempting to promote Iskandar to be a 'Strong Sustainable Metropolis of International Standing'. It is expected that the operation of Iskandar Development Region (IDR) will cause Gross Product Value in Johor to rise 4.5 times higher and Malaysia will hence be upgraded to be a developed country with highly increasing revenue in the year 2025 (Export-Import Bank of Thailand, 2013)(Express Industry New, February 2014: 6), (Iskandar Regional Development Authority).

3) The Philippines— Special economic development is in the state of reforming its existing agenda to coincide with the General Agreement on Tariff and Trade (GATT). Management is focusing on stimulating private sectors to invest in the target economic activities in each zone aiming to captivate foreign investments and to systematize its current system. At the moment, there are 277 SEZs spreading around the country. (Philippines Economic Zone Authority), (Philippines Act, 7916).

Management patterns of the SEZs can be briefly described as follow:-

1) Objectives: Shenzhen in China: Functioning as a tool to support the Open Door Policy, Shenzhen's management is focusing on market expanding and efficient economy advancement. **Iskandar in Malaysia:** The goal of this hub is to move forward the economy of the country by exploiting the advantages of its enchanting massive-sized location aiming to enhance standards of living, efficient economic advancement and social balance. **The Philippines:** This country is attempting to exploit industry to relieve the problem of poverty. Management of industrial cluster setting is in the process of transforming

government-run operation to private-run management. **Thailand:** Ten SEZs have been established to function as a tool to support the policy of economic development. All the SEZs are establishing their own infrastructure aiming to enlarge industrial clusters and to expand business and trading.

2) Type of Economic Development Activities: Shenzhen in China can simply be described as an outstanding industrial hub with a complete development process on major industries. (Shenzhen Government Online, 2015) **Iskandar in Malaysia** is an active zone where focus is on the promotion of technology and biotechnology utility, educational programs, tourism industry, service business, medical cares, financial business, industrial activities as well as electrical and electronic accessory supplies. (Iskandar Regional Development Authority, 2015) **The Philippines:** This country is striving to empower agro-industrial exports, manufacturing industry, IT services, trades, logistics, medical services and tourism activities. (Philippines Economic Zone Authority, 2015) **Thailand** is attempting to encourage investments on industrial business, trades and logistics in every SEZ. Management also covers the other cities along the border. (The Board of Investment, 2015)

3) Success factors: Different surroundings and management methods put impacts on the levels of success in each SEZ, and the factors can be described as follow; **Shenzhen in China:** Located near Hong Kong, Shenzhen is obtaining benefits of low logistic costs and great opportunities to access high-purchasing-power markets around the globe. Large amount of labors are required in this area. The regional development plans have been determined with a strong commitment, and suitable budgets have been granted to empower the advancement of the strategies. The infrastructure networks are continually installed aiming to establish economic connections locally and internationally. (Shenzhen Government Online, 2015) **Iskandar in Malaysia:** Standing on the border to Singapore where investments are blooming, together with its appropriate location on the shore of Malacca Strait where three thirds of cargo ships around the world are voyaging, Iskandar's accessibility to various essential world markets is therefore manageable. Being equipped with the national long-term development plan to support its developing management, Iskandar has obtained abundant budgets to establish a gigantic infrastructure network aiming to captivate international market concernment with its neighboring country Singapore. With a strong commitment, the Malaysian government also pays extra attention to its off-site infrastructures. (Iskandar Regional Development Authority, 2015) **The Philippines:** Simple management and low-paid labors is its strength. In addition, government Agencies facilitated the special economic zone and then appointed private sector to manage, SEZ according to National Development Plan. Applicable infrastructures were invested and constructed by private sectors. (Philippines Economic Zone Authority, 2015) **Thailand:** At the time being, SEZ management in Thailand still do not have any success factors. It is in the primary stage under the process of infrastructure installation. Short-term and long-term development plans have been stipulated aiming to reinforce efficient and sustainable economic advancement. (The Board of Investment, 2015) SEZ in Thailand are unlikely to be described as success.

According to the research data, it can be concluded that the management of the SEZs in Thailand is currently at the starting point where installation of the infrastructures is still in progress and tourism has not been prescribed as a parallel agenda. Compared with the three SEZs overseas where tourism is integrated with other business activities; Iskandar, for example, tourism is being promoted by providing privilege on travelling, services, and other related activities for business people (Iskandar Regional Development Authority, 2015). Additionally, Philippines focus on medical tourism and services that emphasize tourist activities are mostly attractive for investors from overseas. (Philippines Economic Zone Authority, 2015)

This paper found that integrating tourism with other economic activities in a special economic development zone is an advantage. This crucial strategy can help increase the economic value in a SEZ as well as its nearby communities. Exploring the special economic zones in Thailand, this study did not find any evidence to prove that there is a SEZ where tourism integrated approach is particularly utilized in its plan. Since the record number concerning tourism in every province is handily available, this study pointed out that it is beneficial for every SEZ to manipulate a tourism value added program by making use of the given data. It is also recommended that tourism value added strategies be promoted, normal tourism business be upgraded to be tourism industry, and tourism integrated management be prioritized in parallel with the economic development plans. These pilot project can be launched in all SEZ in during Tak.

In terms of Thai-Myanmar border trading, Tak SEZ earned 68,083,315,177.94 baht as the income of the year 2015 (Office of Commercial Affairs Tak,2016), with the number of 2,642,447 visitors coming in and out (Tak Immigration, 2015) and the average expenditure was approximately 25,700 baht per one trader. When tourism promotion comes into account, the amount of expenditure is believed to increase on the assumption that the visitors take their extra trips around the outskirts of the frontier. According to the Ministry of Finance data, each one Kilometer travelling would spend about 4 baht for gasoline and other infrastructure. Supposing that a visitor takes a journey in a distance of 200 to 300 kilometers, the number of expenditure will be added by 1,200 baht for a one-way trip and 2,400 baht for a return journey. Together with the primary expenditure of around 1,500 baht for one person in one visit, the total amount of expenditure will equal to 3,900 - 4,000 baht; and finally, this figure will instantly be passed into the national revenue system.

Table 1: Report on Tourist Expenditures in 2015

Province	Average (V-T-E)*	Average Length of Stay (Day)	Average Expenditure (Baht/Person/Trip)	Revenue (Million Baht)
Tak	3,809,502	2.13	1,443	5,831.73
Lampang	1,718,166	2.36	1,631	2,805.14
Uttatadit	1,704,882	1.83	1,052	1,551.73
Sukhothai	2,493,934	2.17	1,266	3,032.30
Phitsanulok	5,936,728	2.08	1,334	7,098.01
Phichit	1,610,796	2.24	875	1,277.33
NakonSawan	3,322,782	2.17	1,054	3,196.71
Kamphaengphet	1,326,228	2.11	1,043	1,252.58

Note: *V-Visitor
T-Tourist E-
Excursionist
Source: TAT
Intelligence
Center, 2015
In 2015
income from
tourist
expenditures
illustrates in Table
1.

Since Thailand is one of the most tourist destination in the world, It would be possible to promote tour program around Tak province within 4 hours distance it was found that tourist market structures have a great impact on economic advancement. For example Shenzhen China promote tourism activities in districts around the industrial hub that increase revenue 29 percent per year annually. For Iskandar in Malaysia, where the economic growth rate in Johor rises by 60 percent, the economic accomplishment was enhanced by the assistance of tourism promotion. Additionally in the Philippines where the

economy growth rate rises by 5.8 percent per year, tourism activities are being promoted in addition to its existing plans. For Thailand, especially in Tak SEZ, where the number of trade value is 3,798 million baht (50 percent of the total investments in the ten SEZs in the country); Tak SEZ as the Economy Corridor junction is capable to attract a large amount of visitors (2,642,447 people in 2015). In addition, a number of enchanting tourist attractions are available around the area to support tourism activities. This special economic development zone (as well as the other 9 SEZs) have not applied a full system of tourism integration in their plans.

Analyzing the capacity and tendency of Tak SEZ, a tourist market structure that should expand to the seven nearby provinces can be arranged according to the following procedures:

1. Travelling distance must be arranged within 200 kilometers in order to make it possible for the visitors to extend their stay for a couple of days to explore the region. This will support tourism value added business in Tak itself as well as the seven nearby provinces.
2. Tourist attractions in the area should generally include historical sites, famous Buddhist temples, natural scenic spots and interesting local villages.
3. The expenditure obtained from the visitors concerning tourism activities should be prioritized for the sake of cash flows in the eight provinces in the region.
4. Travelling seasons in each area should generally be determined by local cultural festivities. High travelling seasons will have a success in drawing in crowds of tourists while low seasons are not be able to. Tourism promotion during low seasons should therefore be conducted because tourism value added activities will help increase business values in the region.

This comes into a conclusion that Border Business Tourism Model (BBTM) should be applied in Tak SEZ and the care should spread over all the eight provinces in the area. This tourism value added strategy is believed to encourage money spending and it will add value to the other business in the region.

Trades volume Tak province was 68,083,315,177.94 baht in 2015 and it would reach 80,000,000,000 baht in 2016 (Office of Commercial Affairs, Tak, 2016). Visitors at the Thai-Myanmar bridge in 2015 was 2,642,447 (Passport and Border Pass, Tak Immigration Office, 2015) compared to the number revealed by the Department of Tourism that says 3,799,502 (Department of Tourism, 2015). With BBTM model, tourist promotion program can encourage those tourist to stay lower by travelling in the seven provinces nearby. The promotion should enhance during low season in each nearby province (Table 2)

Table 2: Tourist Arrival Quarterly Report in the provinces within 200 kilometers in distance, or a 4-hour drive from Tak rovince.

Province	January – March	April - June	July - August	October - December
Tak*	728,572	719,664	531,725**	656,486
Tak	1,081,274	1,001,310	688,270	1,028,648
Lampang	427,274	407,718	373,398	509,760
Uttatadit	523,562	319,618	399,044	462,658
Sukhothai	640,572	670,872	446,028	736,462
Phitsanulok	1,806,108	1,463,372	1,196,644	1,470,604
Phichit	334,796	370,218	446,312	459,470
Nakon Sawan	893,560	1,137,612	485,126	806,484
Kamphaengphet	329,546	323,370	220,564	542,748

Note * Total of Visitor at the Thai-Myanmar bridge (Passport and Border)

** The expectation tourist number from BBTM program.

Source : Tak Immigration office 2015, Department

of Tourism 2015 (The circles indicate low travelling seasons.)

Promotion local tourists in Tak SEZ would increase by number of tourist 5 – 10 percent during the next of five years. At the time being, tourism in this bordering area has not been properly promoted and it is usually run by private companies. This paper suggested that Government should be carried out in the form of co-operation and integration between local government authorities and private agencies that involve.

To illustrate BBTM model, sample of Package tour to 7 provinces are proposed as follow:

Package 1: Exploring Tak Province. A number of tourist attractions that worth a visit are on awaiting. Visitors will enjoy sightseeing at the historical monument, Buddhist temples, natural scenic spots, the National Park, Bhumibol Dam, hill tribe villages and local product markets. They might also fancy adventure activities like hiking and rafting at the sanctuary.

Package 2: Circle 3 means 3-hour Drive. The destinations are Kamphaengphet and Sukhothai Provinces. These two charming provinces provide a number of tourist attractions that include Historical Parks, Ancient Cities, Buddhist temples and natural scenic zones. Sukhothai is famous for hand-woven fabric, pottery and gold accessories while Kamphaengphet is popular for its agricultural product called ‘Kluai Khai’ (a kind of banana). Local product stalls lying on both sides of the highway to Kamphaengphet are waiting for the tourists to stop and shop during the trip. Moreover, there are fascinating cultural activities, especially Loy Krathong Festival in Sukhothai, to draw crowds of tourists to the area.

Package 3: Circle 4 means 4-hour Drive: a trip to Phitsanulok, Phichit, Lampang, Uttaradit, and Nakornsawan.

Pitsanulok Provice: Tourist attractions that should not be missed is Wat Yai Buddhist temple that houses the most exquisite golden Buddha image in the country. Other interesting spots are the temples from historical time, the museum, the giant tamarind tree, and Phuwinrongkla National Park. Also, there are a number of exotic food products and restaurants to serve the visitors. Concerning local cultural activities, there is a boat racing event organized at the end of the rainy season in every year; and for people who love adventure, rafting can be arranged to fulfill their desire.

Phichit Province: Interesting tourist spots include Buddhist temples, Bueng Sifai fresh water lake, Bueng Sifai Fishery Station, ostrich farm, vineyards and winery. The most famous cultural activity is boat racing.

Lampang Province: Distinguished tourist spots are Wat Lampang Luang, ceramic factories, mulberry paper production, Thai Elephant Conservation Center, and Jaeson National Park with a beautiful waterfall and a hot spring. Interesting local products are ceramic wares, mulberry paper, and handicrafts. Interesting activities are horse carriage ride around the city, rafting and water scooter at King Lom reservoir, and a special exotic local treat called Khan Tok dinner.

Uttatadit Province: Remarkable tourist spots are Phraya Phichai Monument, Sirikit Dam, Bor Lek Nam Pie Folk Museum and Tham Din Thong Saen Khan earth cave. Uttaradit is famous for its local fruits – durian and langsard. Suggested activity is cruising on the reservoir at Sirikit Dam. Interesting events are Langsard Festival and Praya Phichai Dabhak Annual Fair.

Nakon Sawan Province: The two fascinating natural sites that should not be missed are the river junction that gives rise the Chao Phraya River, and Bueng Boraphet (the largest swamp and lake in Thailand). The best-selling product in this area is the tasty Moji moon cakes. Interesting leisure activities are cruising along the Chao Phraya River and a natural survey on Bueng Boraphet. Nakorn Sawan is very popular for its authentic charming Chinese New Year celebration where colorful traditional Chinese shows and holy parades of goddess can be spotted along the main roads. This enchanting cultural festivity draws massive amounts of tourists in every year.

The predicted number indicated that a great number of visitors who cross the border line normally do a one-day trip in the region. It is expected that this Border Business Tourism Model will inspire more visitors (5 - 10 percent higher in the duration of 5 years) to extend their stay for another two-day-one night journey. In terms of additional expenditures to be obtained from Border Business Tourism Model for one person per one trip per year can be illustrated by table 3

Table 3: Additional annual expenditure expected to be obtained from BBTM (1 person/ 1 trip/ 1 year)

Package	Province (Primary expenditure)	Additional Travelling Distance	Additional Expenditure (distance x 4)	Approximate Primary Expenditure	Approximate Total Expenditure
1	Tak (1,443)	300	1,200*	1,500	2,700
2	Kamphaengphet (1,043) Sukhothai (1,266)	300	2,400**	1,300	3,700
3	Lampang (1,631), Phitsanulok (1,334) NakonSawan (1,054), Uttaradit (1,052) Phichit (875)	300	2,400	1,700	4,100

Note: * travelling around Tak province ** around-trip travelling

With this BBTM approach, the national revenue of 450 million baht from the primary expenditure (1,500 baht per one person on the first day visit) will be added by 195 million baht every year. This fill-in extra number can be gained by

promoting tourism in the low seasons of every province in the promotion area (as presented in Table 2). The schedule for BBTM should be arranged as follow: January - March for Phichit; April - June for Uttaradit; July - August for Tak, Lampang, Sukhothai, Phitsanulok, NakhonSawan and Kamphaengphet. The total number of the additional revenue that can be earned from this approach is approximately 200 million baht per year as presented in Table 4.

Table 4: Additional yearly income expected to be obtained from BBTM during the years 2017 - 2021.

Province	National Annual Revenue in 2015	Average Length of Stay (Days)	Average Extra Expenditure (Baht/Person)	Additional annual revenue		Total additional annual revenue (from 2017 to 2021)
				5 %	10 %	
				2017 - 2020	2021	
Tak	3,809,502	2.13	1,443	3,999,977	4,190,452	200 - 450 Million Baht
Lampang	1,718,166	2.36	1,631	1,804,074	1,889,982	
Uttaradit	1,704,882	1.83	1,052	1,790,126	1,875,370	
Sukhothai	2,493,934	2.17	1,266	2,618,630	2,743,327	
Phitsanulok	5,936,728	2.08	1,334	6,233,564	6,530,400	
Phichit	1,610,796	2.24	875	1,691,335	1,771,875	
NakhonSawan	3,322,782	2.17	1,054	3,488,921	3,655,060	
Kamphaengphet	1,326,228	2.11	1,043	1,392,539	1,458,850	

Source :TAT Intelligence Center, 2015

This can be concluded that the approximate total expenditure for one person per one trip per year varies according to the different tourist destinations. The three packages can yield approximately 2,700 baht, 3,700 baht and 4,100 baht respectively. Multiplied by the total amount of visitors, the annual national revenue will be added by at least 14 - 20 million baht (7 % of the total number of 200 million baht) or at the maximum rate of 20 - 45 million baht from the withholding tax provided by all the business activities that concern.

Ultimately, the BBTM pilot project in Tak SEZ has a tendency to be accomplished, and it will inspire the other nine SEZs to make an attempt in the same direction. The national annual revenue will increase, and the economy of the country will steadily be strengthened.

Conclusions

Promoting Border Business Tourism Model (BBTM) in Tak SEZ would increase tourist volume approximately 200 million baht per year. It would be 2,000 million baht in ten year with other SEZ together, it would increase as high as 4,500 million baht annually. It is recommended that cooperation and good governance systems be engaged, integrated collaboration techniques be taken into account, and cooperative performance be empowered. Moreover, it is also suggested that low travelling seasons be compensated, local product trades and services be boosted, and appropriate integrated business plans be carefully

arranged. Conclusively, BBTM accomplishment in Tak SEZ will inspire the other nine SEZs to follow, and it will finally bring about sustainable economy prosperity to the whole nation.

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