

ABSTRACT

Research Title : The liberalization of trade in services Thailand-Burma to create a competitive advantage in the ASEAN Economic Community :
A Case Study of Ranong Customs House

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This research is Development free trade of Thai-Myanmar border is competition advantage in ASEAN Community, case study: Ranong Customs post. To study and analysis expansion links the free trade of Thai-Myanmar border under cooperation frame and agreement of ASEAN countries. Border trade agreements and promote the trade and economic development along the border areas, international cross-border trade, establish for service and moving personnel including the opening of the ASEAN people to work. There is studying both quantitative and qualitative and quantitative has studied the relationship between the individual factors and development of free trade Thailand - Myanmar border at customs Ranong. The sample group used in the study is 399 people with a formula sample size of Taro Yamane at the confidence level of 95% admit mistakes at 0:05. Instruments used for data collection was a questionnaire result of study found that most of respondents have level of development of border trade were at a high level ($X= 3.74$), when considering the aspect of services across the region has average maximum ($X= 3.87$), followed by the consumption of services in abroad ($X= 3.80$) for setting up a business to provide a service ($X= 3.69$) and moving the personnel ($X= 3.59$), respectively, which 4 parts have top level was high.

For the qualitative study data were collected using participatory observation, depth interviews, focus group, executive of Ranong Customs post, entrepreneurs, community leaders and community open forum discussion of Ranong people. The results showed that 1) providing cross-border transport infrastructure should be developed for road transport, vessel in order to expand economic, trade across borders was increased, 2) consumption abroad should expand trade with Myanmar, India to link up with entrepreneurs has international trading to Thailand, 3) the establishment of business services has development cooperation of transport has distribution of the Andaman Sea of Thailand with BIMSTEC countries, include Bangladesh, Sri Lanka, Nepal, Bhutan, India, Myanmar and Thailand, and 4) moving personnel, exchange of personnel including labor is improve interoperability for the development of border trade to the advantage of that competition. Ranong must have driven a special economic zone focus on Timber industry, Palm and fishing industry is marketing into India, Yangon, including the development of the area and the port of Ranong.

The trade links across the ship to countries in ASEAN regional, Bengal region, Malaya, the Middle East and Europe. Moreover, encourage people to have more international trade and convenient to visit. The exchange of knowledge language and culture between the countries in the region and has the potential to compete with the outside world.