

## Abstract

### Executive Summary

Project No.	RDG5650045
Name	The Development of the Tourism Market in order to link Thailand's West to Economic Special Zone.
Project Manager	Asst. Prof. Dr. Surapong Charasrosjanakul
E-mail	m_jaras@yahoo.com

The objectives of this research were 1) to develop a marketing strategy for tourism promotion that would connect the western part of Thailand to the Dawei Special Economic Zone. 2) to study the effect on Thai tourism and Myanmar. 3) to form a new body of knowledge concerning the relations between countries.

The population came from historical and art and cultural tourism resources in the western part of Thailand, consisting of 4 provinces, namely, Suphanburi, Nakorn Prathom, Ratchaburi, and Kanchanaburi. The population were 136, the sampling for this study were 101 by Taro Yamane formulation at confident level at 95. The sampling was selected by stratified sampling. The tourism sources were selected and prioritized and they were used for survey and research.

The research results revealed that :

1) In the western region, there were a lot of tourism sources with high and outstanding potential on history, art and culture, for example, groups of castles during Dhavaravati period and connected to an old city, Tagara, in Dawei, Myanmar. The important discovery of historical trace that was clearly connected to this claim was "Ban Bonang Siam". The sign was written in Myanmar as Siam-ma-tah-yua. Siam refers to Siam or Thailand, 'ma' means 'Mrs', while 'tah' was 'pond', and 'yua' was 'village'. The ancient Siamese community was closed to Wat Chanasuek, which was built when King Alongphaya of Burma came to have wars with Siam, and the Ayutthaya lost its independence to Burma for the 2<sup>nd</sup> time. There located 1 of 4 important Buddha images of Myanmar, which was used as a route to connect to Thai history. At the border, there were areas appropriate for adventure tourism. In Tanaowasri river, appropriate activities for tourism was gold finding winnow in the river. The marketing strategy new markets and new products, the suitable strategy was public relation and building satisfaction value by riding horse carriages, which different from those in Lampang. Riding horse carriages was called Low Carbon Tourism.

2) The effects of tourism across the border were the problems of waste management, the rapid growth of the town, and palm tree cutting, which was the landmark of Dawei. Other problems included accidents, treatment, diarrhea, and malaria.

3) As for a new body of knowledge and the relations between countries, it was observed that the enthusiastic participation of community people, giving information and introducing places, explaining the history of the word 'Dawei' and it was the place where the Buddha image was located, the patience and a new body of knowledge, method of water-seeking of Mrs Siam, and there was a small Pradatinkwan in the south of Dawei with the same shape as the bigger one.