Border Trade Policy to Promote Thailand - Myanmar
Mae Sai, Chiang Rai Province
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Abstract—Research Thai-Myanmar Border Trade Promotion Policy, Mae Sai District, Chiang Rai Province. The objectives of this study were to study the policy of promoting Thai-Myanmar border trade in Mae Sai district, Chiang Rai province. And suitable models for the development of border trade in Mae Sai, Chiang Rai province. This research uses qualitative methodology. The method of collecting data from research papers. Participatory Observation In-depth interviews in which the information is important, the governor of Chiang Rai. Chiang Rai Customs Service Executive Office of Mae Sai Immigration Bureau Maesai Chamber of Commerce and Private Entrepreneurs. By specific sampling Data analysis uses content analysis. The study indicated that Border Trade Promotion Policy The direction taken by the government to focus on developing 1. Security is further reducing crime. Smuggling and human trafficking. Including the preparation to protect people from terrorism and natural disasters. And cooperation with Burma on border security. 2. The development of wealth is the promotion of investment. The transport links, logistics value chain. Products and services across the Thai-Myanmar border. Improve the regulations and laws to promote fair trade. Convenient and fast 3. Sustainable development is the ability to generate income, quality of life of people in the Thai border to increase continuously. By using balanced natural resources, production and consumption are environmentally friendly. Which featured the participation of all sectors of the public and private sectors in the region to drive the development of the border with Thailand. Chiang Rai province To be more competitive.

Keywords—Border, Trade, Policy, Promote

I. INTRODUCTION

Strengthening national security is important that every country in the world [2], regardless of the way it is governed, desires to be born and live forever. A stable nation requires people to survive and growth of nation. As well as communities live together peacefully and sustainably in the future. Considering the rapid and continuous change at every level in the world, according to globalization. That resulted in the definition of national security extending the scope of survival to safe. And the progress of the country is linked to other dimensions, especially the political, economic, social, natural resources and environment and science and technology. It is therefore imperative that the government attaches great importance to the direction of development in that dimension. To be consistent and balanced with the direction of strengthening national security that leads to sustainable national sustainability. Thailand today and in the future is facing many new problems and threats. It is necessary to prepare the people and all sectors of the nation to face the situation and potential disaster and resource management. In order to prevent and resolve the problems and threats that affect national security as concrete results are achieved. In addition to the situation and security issues occurs at the provincial level throughout the country. It will vary according to the conditions is closely related to these dimensions and is likely to have a greater impact on the overall security of the country the problem is complicated. And it can not prevent problems with traditional approaches and methods that look at fragmented problems, or the dimension can be like in the past. In addition, Thailand has entered the ASEAN Community in 2015, so it is necessary to develop at the regional level. To strengthen stability, especially border areas, to have peace consistency with The way of life and culture of the community in the society and the development of the border areas have the potential to serve the goals of the ASEAN Economic Community. There are through governmental mechanisms, government agencies to coordinate all sectors. Public administration is the administration bringing all relevant stakeholders involved in the planning, decision-making, implementation and evaluation processes. By organizing the system / work, structuring and the working culture of state officials facilitating the public or stakeholders involved in the administration, public participation has a variety of meanings that change in the context of society and politics. This refers to the process in which people or stakeholders participate in the process or various types of administration, ranging from operational data perception, opinions, offer problem and needs of community and local. Moreover, collaborative solutions to problems, participation in the decision-making process, co-operation and joint monitoring and evaluation as well as development benefits. The public participation in the academic variety is varied. Here is public participation level of the International Association for Public Participation (IAP2) is called the Public Participation Spectrum. It is divided into 5 levels: Level 1, Level of Information Participation: Provides information to the public about the activities of government agencies. It is the level of participation that people are least involved. But it is considered a basic part of being involved and very important. Government agencies are responsible for providing accurate, up-to-date, and accessible information. This is the basic right of the people to receive information about government affairs. The level of participation at this level is in the form of one-way information from the public sector to the people. Level 2: Participation in the level of consultation: Participation of people in giving factual information and expressing their views and comment. Including recommendations on the operation / operation of...
government agencies independently and systematically. Government agencies provide formal and informal public hearings and bring in suggestions, opinions and issues that people are concerned about as a way to improve policies. Or develop a way to work in an organization and make decisions. The level of participation at this level is made possible by a poll, public stage and group discussion. Level 3 Participation at the level of role: It is a way in which people engage in or participate in the planning and decision-making process. There is a serious exchange of views and information between the state and the people, and have a clear purpose. People are involved in policy making, project planning and how it works. Which government agencies is responsible for facilitating and accepting suggestion with and the decision to share with the people. This level of participation may take the form of a director with a public sector representative joining. Level 4 Participation in the level of cooperation: High priority is given to the role of the people. The main goal is to partner with the public at all stages of the decision. Since problem identification develop alternative and solutions. Including a partner in the activities of government agencies. Therefore, participation at this level is the government promises people and stakeholders to work together. And bring new ideas or public suggestions as part of the decision-making process as much as possible. The public opinion is reflected in the result of the decision is quite high. By participating in this stage, such as joint committees, public and private sectors. Level 5 Participation in People Empowerment: The highest level of public participation at the highest level by giving the public an opportunity to play a decisive role. The results of the decision are binding for government agencies to implement public decisions. Public participation at this highest level has emphasize the role of the people in the management. And the government is responsible for promoting the support. The benefit of making this decision is creating learning, mutual understanding and ownership [4].

The researchers found that accession to the ASEAN Economic Community the border area of the country must be socially, mutual trust, stability, peace and security in life and property. Sustainable security in society multiculturalism is consistent with the way of life and culture of the community. In the border area to be develop into a major trade area to be competitive, transport link, regulatory reform to create opportunities for Market Expansion Creating a job site in the border area and tourism development and international transport. In order to make Thailand is border trade center, tourism and services in Indochina. Therefore, we have conducted a study on strengthening security of Thai-MYanmar Border Trade In the ASEAN Economic Community. In this study, citizens, civil servants, entrepreneurs, and other stakeholders are involved in proposing ways to reconcile reconciliation and reconciliation. Enhancing the peace and security of the people in Thailand and neighboring countries. And the border area is a potential area with a competitive advantage to the outside world which is in line with the goals of the ASEAN Economic Community [3].

II. LITERATURE REVIEW

The ASEAN Community (AC) was formed at the 9th ASEAN Summit in October 2003 in Indonesia. The ASEAN leaders have signed the Declaration of ASEAN Concord II (BaliConcord II) to show ASEAN's commitment to ASEAN Community. In 2020, the agreement is underway to accelerate the establishment of a community to be completed by 2015 (2015). Collaboration around The ASEAN Community consists of three pillars: 1) The ASEAN Political Security Community (APSC) aims to ensure that ASEAN is a society of mutual trust, stability, peace and security in life and property. ASEAN Political and Security Community consists of 3 components [6];

1.1) Being a normative community norms and values common is strengthen democracy, promoting Good Governance and the rule of law, promote and protect human rights and fundamental freedoms.

1.2) To be a peaceful, united region and strengthen, including responsible to solve the problem of security that covers every dimension. To promote and maintain friendly and helpful relationships with outside countries for peace in the world and,

1.3) To play an important role in the regional and international arena to promote ASEAN's mutual interests. The APSC Blueprint was endorsed by the 14th ASEAN Summit on January 1, 2009 in Cha Am district - Hua Hin, Thailand

2) ASEAN Economic Community (AEC), to make the ASEAN region more secure, competitive with other regions, by building synergies in the development and development of human resource capacity. Professional qualifications agreements, macroeconomic and macroeconomic policy discussions. Trade finance measures, communication links and infrastructure. Electronic Transaction Development In short, the ASEAN Economic Community will transform ASEAN into a region where goods, services, investment, skilled labor and capital flows are free. Acknowledging the ASEAN Economic Community Blueprint at the 13th ASEAN Summit on November 20, 2007 in Singapore.

ASEAN Economic Community has 4 targets

(1) The Single Market and Single Production Base emphasizes the movement of goods, services, capital and skilled labor among others.

(2) High Competitive Economic Region focuses on the policy of competition, infrastructure development, intellectual property protection, ICT and energy development.
(3) Equitable Economic Development emphasizes the promotion of participation and growth of SMEs to assist new members (CLMV) to help reduce the development gap.
(4) Fully Integrated into the Global Economy, focusing on Free Trade Area (FTA) and Closer Economic Partnership (FTA CEP) with partner countries.
3) ASEAN Socio-Cultural Community (ASCC) to improve people's quality of life. Promote sustainable use of natural resources and enhancing ASEAN cultural identity by focusing on human resources development. Protection and Social Welfare Justice and rights Promoting environmental sustainability. The ASEAN Socio-Cultural Community Blueprint (ASCC Blueprint) was endorsed by the 14th ASEAN Summit on 1 January 2009 in Cha-am District, Hua Hin, Thailand. In this regard, to certify the ASEAN Community by 2015, as agreed by ASEAN leaders. ASEAN leaders have signed the ASEAN Charter during the 13th ASEAN Summit on 20 November, 2007 in Singapore. And it came into effect officially on December 15, 2008. The concept of ASEAN Charter was born within the framework of the ASEAN reform process to create the legal status of ASEAN and to structure the organization to serve as an ASEAN Community. By focusing on establishing legal status in the international arena for ASEAN. Thus, the ASEAN Charter is the ASEAN Charter to lay down the legal and organizational framework for enhancing ASEAN's performance in pursuit of its objectives and objectives, especially the drive to integrate into the community ASEAN within the year 2015 as agreed by ASEAN leaders. In addition to complying with the ASEAN Charter, the principles and practices of the past have been formally adopted by the Member States. There are also improvements and new mechanisms, with the scope of responsibilities and responsibilities of key organizations in ASEAN. These include the ASEAN Anthem, the establishment of an ASEAN human rights organization, and the establishment of mechanisms for dispute settlement.

The development of national security is an area-based operation that is linked to the functioning of the ministry, which is aimed at preventing and resolving security-related problems, situation, problems and threats and consistent with the space condition and / or security context of the area, so set the overall operational goals [1].

1. People have a sense of security, have love and cherish Thailand. There is also an association / establishment of people's organizations in the area on the basis of people's and communities' participation, as well as a network of cooperation between the public and private sectors and people in various areas.
2. Community, villages, community leaders, community groups / organizations has the potential and immunity problem and can sustain itself. By collaborating with the private sector to support the private sector, stability in target area and it can reduce the problem and be ready to face a security problem.
3. The target villages, districts or districts have been provided with protection systems to organize the border and coastline of the island, and have a development direction appropriate to their potential and opportunity. To be the prototype area that is ready to operate, prevent and solve the security problems that occur. And there is network coordination in the prototype area to support the government in maintaining national security.

4. Target area with alarm system, watch the situation, situation reporting system that affects security can alert the government and community about the situation.
5. Government agencies and related organizations attach importance to the adoption of cultural dimensions and community / local wisdom. As well as a process of conflict management through peaceful means and the community justice process, to support operations to enhance security and prevent and address issues that affect security.
6. Collaboration between central agencies and local authorities and between Thai domestic agencies and Thai embassy and consulates in neighboring countries. In the integrated plan / annual program year is strengthen the good relationship between the Thai community and neighboring border communities.

III. METHODOLOGY

In this study the researcher has conducted qualitative research the scope of data collection and analysis is as follows.

Population used in education for the key informants used in this study are:

Chief of Chiang Rai Customs House, Chiang Rai Province, government officials, officials, workers, laborers providing information on research studies.

In this study the researcher studied on enhancing the people's participation in the security of Thai-Myanmar border trade has objective to,

1) To study the principles of strengthening the Thai-Myanmar border security. By the stage of border preparation, analysis of learning information and border areas, targeting and development directions, defining the border development project plan and plan compliance.

2) To study the strengthening of public participation on development border trade at all levels. Both the level of informed information from government agencies, level of consultation, entry level and level of cooperation. The researcher designed the qualitative research which collected data uses participatory observation, in-depth interview, group discussion, Chief of Chiang Rai Customhouse, the executives, civil servants, civil servants, public officials, and the public at the public forum of Chiang Rai.

Preparation and planning into area of Thai-Myanmar border
The researcher has set up a research plan for the study area between December 2016 and March 2017. It has collected the empirical documentation of the customs house, Thailand-Burma Border Trade Operations Provincial commerce are issues in gathering information in the area. This is supported by the provincial governor, provincial commerce, Chief of Customhouse, staff in the agency, community leaders and citizens. They are provided support for the source of data. Moreover, the researcher has noticed the participation in the activities of the Thai-Thai border. The community received the public's opinion on issues related to strengthening the Thai border trade. Development of Thai Border Area Both listening to the problem, problem solving to meet the needs of the
people, comments on space development People's participation in strengthening border trade. For the researcher's activities with the people of the border, the characteristics of the academic service. In the issue of importance development of the environment of the area, public role with border areas development, people's participation in strengthening their border trade border security by in-depth interviews and discussion groups on such issues.

Collection data and tools of research
Use participatory observation, in-depth interview and group discussion. Main informants such as the governor of province, provincial commerce, Chief of Customhouse, staff in the agency, community leaders and citizens. The data is collected as follows:
2) Participant observation in activities at the border trade in services, cross-border freight, passage of people and tourists. Both listening to problems to meet the needs of the people, other comments on border area development.
3) Depth interview is interview, 1) the provincial governor, 2) the provincial commercial commissioner, and 3) Chief of Chiang Rai Customs House. This is an interview of the province, provincial development strategy, sustainable security in society multiculturalism that corresponds to the lifestyle and culture of the Thai-Myanmar border. By the process of public participation in the border area.
4) Group discussion is a forum for listening to opinions and analyzes on issues related to people's participation in security enhancement border trade. Participants in the discussion were community leaders, people in Chiang Rai province. Enhancing people's participation at all levels, both at the public and private sector. Level of consultation, entry level, cooperation level and the level of empowerment of people affected the development of the border area.
5) Academic services in a public forum are important issues as follows: Development of the environment of the area, public role with border areas development, people's participation in strengthening their border trade border security.

Collection data place
Chiang Rai Customhouse, Chiang Rai Province, area of Thai-Myanmar border and neighbor.

Data analysis
For qualitative research, theoretical concepts are used as a framework for analysis. The main method used is 2 methods. The first method is to analyze data by interpreting inductive formulas [5]. This is based on interviews with recorded, participatory observations, in-depth interview, group conversation is concrete or visible group to conclusion as theoretical or research study. The second method is to analyze the data by analyzing the content of the document. In analyzing the document, the researcher must consider how the environment or context changes analysis of the two methods will be described depending on the issue or problem to be analyzed. Focusing on the issue, strengthening people's participation in strengthening border trade security. By analyzing the level of participation appropriate to the context in the area for space development and in accordance with the needs of the people. To get a conclusion concrete research results and there is a clearly supported reason.

IV. FINDINGS

Principle of strengthening Thai-Myanmar Border
1. Security development is promoting crime reduction, smuggling and human trafficking are reduced. Including preparedness to protect people from terrorism and natural disasters and cooperation with Myanmar on border security. 2. Wealth development is investment promotion, transport link, logistics value chain, products and services crossing Thai-Myanmar Border. Including revision of regulations and laws to promote fair trade, convenient and fast. It also promotes the Thai border as a tourist attraction that can generate income and growth for the community. 3. Sustainable development is the ability to generate income and increase the quality of life of Thai people. By using balanced natural resources, production and consumption are environmentally friendly. The importance of private sector participation in all sectors of the Thai Border Areas development to be competitive in the ASEAN Economic Community. The people are involved in the preparation of the border area. Border area data analysis, Targeting and Development Directions, Defining the Border Development Project Plan, Plan implementation by focusing on the process of participation, self-help, Together support is the power to drive the community to strengthen the spatial development of the border.
1) Preparerness of border area
 Relevant agencies in strengthening security both government agencies, local government, Sub-District administration Organization has coordination in public relations, community information, and ways to strengthen security for community leaders, people are aware of the working principle of community readiness. Border area data analysis, targeting and development directions, planning of the border development project and plan implementation.
2) Data analysis of border area
People in the border area will understand the geography, climate, culture, traditions, natural resources. The well-being of the people and the state of the problem can provide information to assist in analyzing the situation of the area. Identify problems that need to be addressed urgently, organize the importance of each problem, brainstorming identifies the real cause of the problem and to study common approaches to solve problems and meet the needs of the people.
3) Targeting and direction of development
In each border area where the people organized a community forum, brainstorm and exchange information for development directions, better quality of life for the people to live together peacefully, space development. The environment when each community and village have studied the problem state, real demand, analyze the cause of the problem. In this community forum each member of the village will brainstorm solutions to the problems and respond to the needs of the people. By targeting development directions in the form of projects and activities that have a role to play in development.
4) Defined plan of development border project

At this stage, when people in the area has direction of border development in the form of activities. In accordance with the needs of the people and the potential of the community, Chiang Rai Customs will coordinate the preparation of documents, plans and projects. Some activities do not require a budget for activities, which are activities that community members are involved in the development of border areas. But some projects activities require a government-driven budget.

5) Plan operation

After the projects were packed in the plan successfully. The next step is to approve the plan and apply the plan. In the past, when the plan was announced. The projects will be implemented on a consistent basis, with Chiang Rai Customs House. Other agencies of the district will be the coordinators of the collaboration. By local government personnel, community leaders in the area. Village member play a part in participating in the activities of the Border Areas Development Project. Including a follow up team, evaluate the success of the project and its development plan to achieve its goals.

Development border trade with people sector

1. Information from public sector

Customhouse should be public relation, information data of border, coordinating with local administrative organizations. To promote the news from the agency to be aware of the same understanding. It will be beneficial for people in border areas and neighboring countries to participate in the development of border trade in Chiang Rai

2. Consultation

When people get information from customs or community leaders. People will be able to brainstorm ideas through public forums held in the area. Current Border Trade Area Condition, problematic condition must be solved. Other needs in order to gather important information for analyzing the situation, area, and direction of development.

3. Involve

People in the area can play a role in participation, policy formulation, economic development plan, border trade development projects, which has Chiang Rai Customs House, local administrative organizations in the Sub-District and province is a coordinating agency. Taking into account the potential of community space, existing resources and the needs of the people to get a plan and a development project that comes from people's participation.

4. Coordination

After the people have been offering activities, Border Trade Economic Development Program By Chiang Rai Customs House, Local administrative organizations in the Sub-District and Province is an agency that collects projects for consideration, approval, and promulgation. Projects will be driven to fulfillment and people will have a role to play in the activities.

5. Empower or activities of people

Chiang Rai Customs House, Local administrative organizations in the Sub-District and Province is encourage the public to brainstorm the direction of economic development, border trade with the people's own decisions. It is a project that comes from the needs of people in the area. It will make people learn together by focusing on the participatory process, self-help, self-help. It is a community-driven force that strengthens the development of the border area.

IV. DISCUSSION

Strengthening the Thai-Burma Border Trade: 1. The development of security is to promote the reduction of crime, smuggling and human trafficking are reduced. Including preparedness to protect people from terrorism and natural disasters and cooperation with Burma on border security, 2. Wealth development is investment promotion, transport link, logistics value chain, products and services crossing Thai-Myanmar Border. Including revision of regulations and laws to promote fair trade, convenient and fast. It also promotes the Thai border as a tourist attraction that can generate income and growth for the community. 3. Sustainable development is the ability to generate income and increase the quality of life of Thai people. By using balanced natural resources, production and consumption are environmentally friendly. The importance of private sector participation in all sectors of the Thai Border Areas development. To be competitive in the ASEAN Economic Community. In order to make people in the area participate in the economic development of border trade, it is important that Chiang Rai Customs House, Local government administrators, government officials, community leaders need to coordinate. Including management to people in the area is engage in the development of Chiang Rai Frontier Economic Development Plan / Project. Thai-Burma Border Trade and putting the plan into action consistent with the participation process [7] is participated by people. Both planning / management programs and implementation of action plans in development activities, focusing on participatory processes, self-help, mutual assistance. It is a community-driven force that strengthens the development of the border area.

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