

#C853308 : MAJOR URBAN AND REGIONAL PLANNING

KEY WORD: DEVELOPMENT GUIDELINES / TOURISM / BORDER TOWN / MAE SAI

ANCHADA HARINTORNVECH : THE DEVELOPMENT GUIDELINES FOR
TOURISM AND COMMERCIAL BORDER TOWN : A CASE STUDY OF MAE SAI
SANITARY DISTRICT. THESIS ADVISOR : ASSOC. PROF. CHARUVAN
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The objectives of this research are to study the geographical, economic and social aspects of Amphoe Mae Sai and Mae Sai Sanitary district as well as the problems of urbanization and to study the roles and potentials of the area in term of trade and tourism in order to get the trends of future urbanization development and suggest the ways of development and problem solving suitable for the town environs.

This study discovered that the majority of land use in the sanitary district was for living residential, agricultural and commercial area. During 1992-1997 trade and tourism in the border were vital driving force for the increase of economy along Mae Sai border, which had been several consecutive estimated over a billion baht annually for years. Tourism had also been continuously increased as the major income to the sanitary district. It was expected that trade and tourism would be increased and be taken a positive trend in the future. The potential driving Mae Sai sanitary district to a rapid increase was favorable location national security, good public infrastructure and prosperous border trade and tourism. Beside making the area a trade and tourism boom, these factors also pushed the sanitary district in other opportunities, such as, a communication center among the upper Mae Kong River sub-regional countries, a gateway for trade and tourism between neighbor countries and a base for export oriented agriculture and industries.

The urbanization of the town resulted in the congestion of social and economic activities in the sanitary district. It lead to the accelerated development in physical, social and traditional aspects as well as population density. These unfavorable consequence are traffic congestion, poor drainage system and the problem in waste disposal management.

The guidelines for solving some problems of Mae Sai Sanitary district are urbanized development which the means to develop the border trade and tourism in ways that they can solve the current problems, prevent new ones, and promote development area for appropriating in the present situations and future trends. Its potentials and open opportunities for the place to be developed as the center of the border trade and tourism in the upper Mae Kong River sub-region in the future.

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