

Orawan Nugprachaya 2010: The Impact of Non-Tariff Measures on Thai Fishery Export. Master of Economics, Major Field: Economics, Department of Economics.  
Thesis Advisor: Miss Kanokwan Chancharoenchai, Ph.D. 148 pages.

The main purposes of this study are to analyze the impact of non-tariff measures on Thai fishery export to 10 main partner countries and to study the change of fishery export competitiveness of Thailand. The data used here are secondary annual data from 2001 to 2008 and the Gravity Model is used as a tool for analysis.

The results showed that the Non-Tariff Measures had an impact on the quantity of Thai fishery export because it caused the export of Thai fishery products to decline. The impact of Non-Tariff Measures was more serious than that of tariff measures. And the economical factors such as Gross Domestic Product, cross rate and export price had a direct effect on the quantity of Thai fishery export. While distance between countries, Trade Agreement and language distance did not have any effects on the quantity of Thai fishery export. However, Non-Tariff Measures cannot change fishery export competitiveness of Thailand in the world market.

In this study, the secondary data and Gravity Model were applied. The results showed that Non-Tariff Measures had the impact on quantity of Thai fishery export. The fishery products had a great potential as exported products of Thailand. The government should raise the standard level of Thai fishery products to be equivalent to that of world class in order to make this kind of industry become a leader in the world market. New market targets could be a solution to allow exported fishery products to develop to their full potential. For the future study, the factors for analysis on international trade and Economic Integration in Gravity Model should be directed towards finding proxy that can clearly reveal effects on current international trade.

---

Student's signature

---

Thesis Advisor's signature