

ABSTRACT

Thesis Title : Tourism Relations between Thai-Laos : A Case Study of
Thai-Laos Friendship Bridge

Student' s Name : Miss Khanungporn Wongwien

Degree Sought : Master of Arts

Major : Political Science

Academic Year : 2000

Advisor Committee :

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|--|-------------|
| 1. Assoc.Prof. Suraphan Thabsuwan | Chairperson |
| 2. Asst.Prof. Danai Thongyai | |
| 3. Asst.Prof. Chalermchai Piwruangnont | |

The research aims to increase the knowledge and understanding of foreign policy, tourism policy, socio-psychological problems of Thailand and Laos, including perception of benefits of Thai-Laos Friendship Bridge. This analysis also deals with the difficulties incurred in operating the bridge. In conclusion, the maximum benefits of the bridge's use are discussed, especially those for tourism.

In the research methodology, interview, observation and data collection from documentary sources are used.

The results of the study are as follows:

1. The bilateral relationship of Thailand and Laos are based on common historical, political, economic, social and cultural understanding. Friendly relationship of the two neighboring countries leads to cooperative development, especially in term of tourism, such as there is a joint committee for tourism; Thailand has campaigned for its "Amazing Thailand" during 1998-2000; Laos for "Visit Laos Year" in 1999-2000 as well.

2. The Thai-Laos Friendship Bridge has partly strengthened and developed bilateral relations towards economic and social cooperation.

3. Some obstruction to Thai-Laos tourism, developed as a result of the operation of the bridge, since because of the differences of political policy, socio-economic value and regulations occurred.

4. The means to solve tourism problems and the further development of tourism should begin with solving existing tourism problems within each country, along with co-development on the basis of common understanding and cooperation for the maximum benefits of the two countries.