

## C630309 : MAJOR INTERNATIONAL RELATIONS

KEY WORD: INVESTMENT / HOTEL / THAI / MYANMAR

MANANYA NGERNDEE : THAI-MYANMAR ECONOMIC RELATIONS:  
 A CASE STUDY OF THAI HOTEL BUSINESS INVESTMENT IN  
 MYANMAR (1989-1995). THESIS ADVISOR : ASSO. PROF.  
 ABHINYA RATHANAMONGKOLMAS, Ph.D. 137 pp.  
 ISBN 974-635-626-7.

The objective of this thesis is to investigate the supportive factors of an economic relations between Thailand and the Union of Myanmar during the years 1989 - 1995. An investment in the hotel business in the Union of Myanmar is the case study.

Documentary research as well as in-depth interview with 4 of 6 Thai businessmen who invest in the hotel business in the Union of Myanmar are methodology employed, and data are analyzed by a system analysis.

Findings indicate that essential pull factors of the hotel investment in the Union of Myanmar are in both the Union of Myanmar and Thai investors sides. For the Union of Myanmar, they are comprised of an open door policy which causes the government to issue the Myanmar Foreign Investment Law in 1988 and to set up a Foreign Investment Commission as well as Laws concerning the hotel business and tourism. Moreover, various regulations are amended. Physical and social infrastructures are developed for an expansion of tourism industry. Factors from the Thai investors are their financial potentialities, their entrepreneurial and managerial capabilities in the hotel business, and the positive estimation of internal rate of return. However, an indirect supportive factor is a good relations between the Thai and Myanmar governments.

ภาควิชา..... ความสัมพันธ์ระหว่างประเทศ

ลายมือชื่อนิสิต..... มนต์คุณา เจนดี

สาขาวิชา..... ความสัมพันธ์ระหว่างประเทศ

ลายมือชื่ออาจารย์ที่ปรึกษา..... อรุณจิตต์ ทองระมาด

ปีการศึกษา..... 2539

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....