

<b>Research Title</b>	Strategic Management, Economic Development and Social Identities Constructively to Promote Tourism Border Province of Kanchanaburi by The Participation of Entrepreneurs
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This research aims 1) to study the strategic management which are external and internal environment analysis of economic and social constructively development to promote the identity of tourism in the border of Kanchanaburi Province 2) to compare external environment, internal environment of economic and social constructively development of Kanchanaburi, classified as general data of entrepreneurs 3) to propose the guidelines to promote the tourism identity in the border of Kanchanaburi conform with the economic and social constructively development which lead to a selling point and value-added of tourism in Kanchanaburi.

The research tools were questionnaire and interview forms. The questionnaires were taken from 385 entrepreneurs and the related group for 40 people were interviewed. The statistical analysis used frequency distribution, percentage, mean, and standard deviation. Hypothesis testing used t-test, f-test, and paired sample test by LSD method. The results from the in-depth interview were used for the content analysis, synthesis, and interpretation for the conclusion which led to strategic management analysis and guidelines to promote tourism identity in the border of Kanchanaburi conform with the constructively economic and social development which led to a selling point creation and value-added of tourism in Kanchanaburi Province as follows:

The result found that:

1. The entrepreneurs were mostly female amount 243 people (63.12%). The education level was mostly bachelor degree, 119 people (30.91%). The business category was mostly retail business, 224 people (58.18%). The form of business was mostly sole proprietorship, 331 people (85.97%). The authorized capital was mostly over 300,000 baht, 114 people (29.61%). The duration of business was mostly 6 - 10 years, 144 people (37.40%).

## 2. The external environment analysis of Kanchanaburi Province

The strengths in overview were in the high level. Considering in each aspect found that all aspects were in the high level consist of hit and popular tourism attractions for Thai citizens and foreigners, diversity of tourism attractions in natural, cultural and historical, and tourism attractions with rich in natural resources.

The weaknesses in overview were in the moderate level. Considering in each aspect found that all aspects were in the moderate level consist of labor shortage in language skill and knowledge, the management of tourism attractions in the border was not good enough, and the tourism had effects to the declining of natural attractions.

The opportunities in overview were in the high level. Considering in each aspect found that all aspects were in the high level consist of Kanchanaburi was appropriated to develop to be a special economic zone in the border, the free trade promoted the co-operations in commercial and investment, and the corridor between the border and Dawei Harbor generated the travels of across border businessmen.

The threats in overview were in the moderate level. Considering in each aspect found that all aspects were in the moderate level consist of making a choice for the most necessity area within limit development budgets, the toll fee payment to the influential minorities in the border, the inconvenience of faraway transportation in Amphur Sangklaburi.

3. The comparative analysis between environment of Kanchanaburi and general data of entrepreneurs found that the education level, the form of business, the business category, authorized capital, and the duration of business were different at a significance level of 0.05. Only gender was not different.

4. For the guidelines to promote the identity of tourism in the border of Kanchanaburi, Kanchanaburi had potential to connect with the ASEAN Countries in economic, social, and culture which promoted the co-operations in public sector, private sector, people, and media to enhance the understanding for the expansion of the co-operation in commercial economic, investment, tourism promotion, transport extension, and other ways. The province had developed in areas, infrastructure, set policies and measures for the foreign labors to achieve the goal to AEC, including activities in various ways to develop the commercial co-operation, tourism co-operation, and border security co-operation.