

Abstract

Title: The Potential Development in Border Trade Area Management of Ban Huay Luek Checkpoint, Muang Yai Sub-district, Wiang Kaen District, Chiang Rai Province

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Ban Huay Luek Checkpoint plays a crucial role as strategic spot for tourism and trade in Wiang Kaen District. The village, located near Mekong River, is challenged by inevitable changes in many aspects i.e. economics, social, politics, and culture making ways of life of people sensitive to the changes whether to be positive or negative. These changes require Wiang Kaen District to develop the plan to nurture the approaching changes. The key success factors of the development is management which serves as important mechanism in mobilizing the development in regard to managing and allocating resources to fuel the success of development.

Therefore, it is in needs for an examination of potential development of Ban Huay Luek Checkpoint to investigate problems and analyze potentials Ban Huay Luek Checkpoint for Border Trade in order to develop the guidelines for administration of Ban Huay Luek Checkpoint. The population recruited 400 participants that covered local community leaders and residents of Muang Yai Sub-district, Wiang Kaen District.

The results indicated that the highly found problem in the administration of Ban Huay Luek Checkpoint for Border Trade was knowledge and understanding on the development of Ban Huay Luek Checkpoint which was rated at the highest level with the mean of 3.81. This agreed with the analysis of potentials in administration of Ban Huay Luek Checkpoint in that local residents show limited understanding in the administration for the development of the area, and there was no clear policy and action plan for the development. In this regard, the guidelines for potential administration of Ban Huay Luek Checkpoint were proposed based on the PLANNING Model which comprised:

P = Plan

L = Learn how to be done

A = Adaptability

N = Network

N = Name qualified people

I = Improve to get things done

N = Need participation

G = Get things done through other people.

Keywords: Management/Potential Development/Guidelines for Development

