

Learning and Tactical Development of Border Trade between Laos and Thailand

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บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อศึกษาการได้มาซึ่งความรู้และยุทธวิธีการพัฒนาการค้าชายแดนระหว่างลาวและไทย การสัมภาษณ์เชิงลึกการสนทนากลุ่มและการระดมสมองเป็นวิธีการสอบถามเชิงคุณภาพที่สำคัญที่ใช้ใน

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การศึกษาครั้งนี้ จากผลการวิจัยพบว่า สภาพการค้าชายแดนก่อนเกิดโรคระบาดโควิด-19 คือ ร้านค้าในพื้นที่ที่มีไม่มากนัก การข้ามด่านชายแดนของแรงงานชั่วคราวมีความสะดวกและง่ายดาย ในช่วงที่เกิดโรคระบาดโควิด-19 มีการปิดการค้าต่างประเทศโดยสิ้นเชิง ผู้ประกอบการได้รับความเสี่ยงสูงมาก ดังนั้นต้องปฏิบัติตามกระบวนการทางด้านการค้าชายแดนระหว่างลาวและไทย รวมยุทธวิธีจากทั้งภาครัฐและภาคเอกชน ซึ่งมักเรียกว่า ยุทธวิธีผู้ประกอบการการศึกษาความเป็นไปได้ของแนวทางต่างๆ ในการขยายการค้าชายแดนบริเวณด่านชายแดนระหว่างลาวและไทย การอภิปรายสามารถระบุได้ด้วยการปฏิบัติจริง และความรู้ด้านกฎระเบียบการค้าที่ชายแดน กฎระเบียบการค้าที่เหมาะสมระหว่างสองประเทศ บนพื้นฐานของความรู้ด้านการค้าอิเล็กทรอนิกส์ และการนำความคิดสร้างสรรค์มาสู่ตลาดสำหรับสิ่งประดิษฐ์ทางวัฒนธรรมที่มุ่งเข้าไปที่นักท่องเที่ยวทั้งสองประเทศ

คำสำคัญ: การค้าชายแดน, การเรียนรู้, ยุทธวิธีการตลาด, การพัฒนายุทธวิธี

Abstract

The purpose of this research is to investigate the acquisition of knowledge and the strategic development of border trade between Laos and Thailand. In-depth interviews, focus groups, and brainstorming sessions were some of the major qualitative inquiry methods that were used in this study. According to the findings, border trade conditions before the epidemic included the fact that there were not many shop owners in the area, and the process of crossing the border for temporary workers was simplified as a result.

During the epidemic, there was a complete shutdown of foreign trade. The risks taken by entrepreneurs was very high. Thus, the Lao and Thai commercial processes had to be followed. This incorporated strategies from both the public sector and the private sector, often known as entrepreneurial strategies. This study investigated the viability of several approaches to the expansion of border trade at checkpoints between Laos and Thailand. The discussion addressed its practicability and sense of urgency, trade regulations at the border, appropriate trade regulations between the two nations based on knowledge of electronic trade, and creative bringing based on the market for cultural artifacts aimed at tourists in both nations.

Keywords: Border trading, Learning, Marketing strategy, Tactical development

Introduction

Border trade is any form of business that takes place between citizens of one nation and people of another nation who live in a province, district, or hamlet that shares a boundary with the first nation. The vast majority of the things that are traded are consumable items that are used on a daily basis, such as consumer goods, certain agricultural products, and raw resources originating from the forest, such as animal parts (Sari & Rahman, 2021). The procedure for conducting business is fast and straightforward, and the primary goal is to alleviate the severe labor shortage that exists

near the border. For the purpose of conducting business across the border, a number of different border crossing locations are utilized, such as permanent crossing points, temporary permitted areas, special border crossing points, trading crossing points, temporary crossing points, and natural crossing areas bordering the Lao people's democratic republic and adjacent countries (department of foreign trade, department of the ministry of commerce, 2020).

The official trading channels of the kingdom of Thailand are now separated into three kinds, each with specific trading characteristics: a permanent crossing point, allowing citizens of both nations, visitors, and vehicles to move back and forth for trade, tourism, and other purposes with the agreement of both nations, temporary crossing point, created for citizens of both nations, visitors, and vehicles to move back and forth for trade, tourism, and other purposes with the agreement of both countries, and temporary authorized area, intended to give humanitarian aid to neighboring nations, to build people-to-people contacts at the local level, and to all international organizations (Taotawin, 2022). Border commerce in the Lao people's democratic republic consists of general trade, border trade within a cooperative framework, and border trade by the people.

Chiang khan district in Loei province and the Sanakham border crossing were both created in 1994. It is a conduit for border

trade where citizens of two nations who live close to the border can exchange products and services (Zhou, 2022). Consumer goods, including sugar, monosodium glutamate, fish sauce, instant noodles, several kinds of energy drinks, fresh milk, and other items (baker et.al., 2020). It comprises the majority of the commodities imported through the border checkpoints at Sanakham and Chiang khan. Moreover, imports include agricultural equipment and supplies like tillers, walk-behind tractors, and lawn mowers as well as building materials like cement, steel bars, paint, water paint, and oil paint. In addition, imports include technological goods and home furnishings, including fans, air conditioners, refrigerators, and televisions. The value of imports through the Sanakham and Chiang khan districts border gates in the fiscal year 2019 was approximately 16 billion kip (64 million baht), while tax revenues were around 737 million kip (2.9 million baht). As there is no bridge at this border crossing, the transportation of commodities is highly risky and difficult, so each kind is delivered by medium- and large-size ships.

Sanakham district local checkpoint, Vientiane province, and Chiang khan district, Loei province is another crossing point that had temporarily closed after the spread of COVID-19, so the crossing and the transportation of goods in this area is unexceptionally unavailable for both countries. For this reason, cross border trade between the merchants of Sanakham and Chiang khan district need

to transport through Nam Hueang international checkpoint or Na Kraseng checkpoint, Tha li district, Loei province. This problem affected the merchants and the consumers directly, since the cost of transportation is increasing, and the goods could not be arrived on time. Therefore, in the situation of COVID-19, it is necessary to find a form of border trade development to provide a solution during this COVID-19 crisis for the local checkpoints in Sanakham, Vientiane province and Chiang khan district, Loei province. (department of research and collect, 2019).

The foregoing reflects the need to jointly develop tactics for border trade Chiang khan district, Loei province and Sanakham, Vientiane province in the crisis of COVID-19 in order to use as mechanisms for the operation of the Lao-Thai border trade to have clear guidelines, buying-selling system, and effective marketing. The results of the study can be used as a guideline for border trade that meets the needs of consumers to increase exports and imports in the area, and as to increase the efficiency of the economic development of the population along the border in the area for the stability, prosperity and sustainability. This research aims: 1) to study the conditions, problems, and needs for create tactics on the Laos-Thai border trade; 2) to develop tactics for the Laos-Thai border trade, and 3) to evaluate the potentiality of implementing tactics in the development of the Laos-Thai border trade during the COVID-19

pandemic at Sanakham border checkpoint, Vientiane province, Lao people's democratic republic and Chiangkhan district, Loei province.

Literature reviews

1. The importance of logistics management

Even though the organization and the industry had a structure and system to design a sound business plan in pushing the company to conduct business efficiently, they were unable to escape the strain that was being exerted on them by the continuous environment. The clients continue to want a prompt response to their requirements. Hence, in order to effectively respond to several groups, coordination, integration, and well-defined strategies are required. In point of fact, strategy is the art of making use of information in order to carry out action, of rapidly integrating the action plans that have been stated, and of having a high capacity to work in situations that are unpredictable. Therefore, logistics management is a strategy that helps the company to specify and achieve the objectives in order to assist the company in taking benefits from the opportunity as well as remaining compliant with the company environment, which is therefore a response to the extreme uncertainty that is the phenomenon of the new millennium.

During this time of fierce business rivalry and rapid shifts in the requirements of consumers, it is consequently of the utmost importance to have a solid foundational knowledge of the fundamentals of logistics and supply chain management. Controlling the physical

movement of materials and goods in connection to the flow of information is what is meant by the term "Logistics." this may assist businesses in preserving and improving their adaptability and responsiveness in the face of shifting environmental conditions (Végsőová et al., 2019).

The term "Border trade" refers to a type of international commerce that takes place at the municipal level in one nation that shares a border with another. Border commerce is an economic activity that involves the exchange of goods and services as well as the trading of goods between nations that border each other. The term "Exchange" can refer to the buying and selling of physical items as well as the transfer of monetary value and other types of technology between nations that trade with one another and use money as their primary means of transaction. People on both sides of the border are able to travel to the area and exchange goods in a comfortable manner for both large and small commerce because of the geosocial circumstances and culture that exist there.

This makes border trade possible. International economic cooperation has long been the driving force behind the establishment of border trade, which enables the transit of commodities between local and foreign markets that are near to borders. While looking back at the history of human civilization, it was discovered that border commerce happened under two different conditions: 1) stability and

the development of products and money, and 2) the determination of the government and the extension of labor division (Evangelopoulou et al., 2015).

2. Laos-Thai border trade regulations

Border trade operators must comply with the conditions and obligations stipulated in contracts, agreements or memorandums signed between Lao PDR and Thailand in accordance with the law and regulations of Lao PDR and Thailand with a prohibition on the use of powers, positions and duties to claim benefits from border trade. Additionally, the border trade operators are not allowed to assist and protect lawbreakers. Border trade regulations also prohibit bribery and accepting bribes for the benefit of border trade. Other illegal acts and violations of border trade regulations between the two countries are prohibited.

Based on the Lao PDR trade facilitation strategy in the period 2011-2015 of the ministry of industry and trade, there have been several studies showing the achievements and backlog of trade facilitation work in Lao PDR. Those results of the studies were used by Lao PDR government to improve the trade environment by planning policies such as trade and the contribution of trade to GDP, trade to remedy adversity, and trade for economic development. All of them play an important role in the socio-economic development plan of Lao PDR. Apart from that, trade can also be seen as driving

force to achieve the millennium development goals SDG in 2015, and to evict nations from underdeveloped countries in 2020 (Department of foreign trade policy, 2015).

Facilitating trade will help offset the cost of trade, especially the costs involved in the process of importing and exporting products. However, in theory, trade is often larger than the border trade of any single country, so trade facilitation must be implemented at various levels of policy in harmonized with national and foreign policy for both regional and international level. Participation is the process of two parties between individuals, groups, communities or organizations to carry out one or more activities, both formal and informal (Department of foreign trade policy, 2015). Participation involves the process of getting people involved in development work, thinking together, making decisions, co-operating, and sharing benefits with the goal of achieving the collective aims of the group and to strengthen unity and a sense of responsibility with the group (Bhattacharya et al., 2011).

Nowadays, human society is rapidly developing in various fields, people live together densely and have a better quality of life, they have dietary needs and many other things, therefore, they began to see the importance of trade. Trade can be divided into two types: bilateral trade and multilateral trade (García-teruel & Martínez-solano, 2010). Today modern business requires communication

to help do business the most, especially new generation entrepreneurs need to have computer and internet knowledge, and a comprehensive business strategy. New generation entrepreneurs must learn to create a brand. Without a brand, the product will become a commodity, making us unable to beat competitors because today's customers tend to stick to the brand.

From the study of related documents and research, the information was synthesized by the researcher as jointly developed tactics for border trade in Chiang Khan district, Loei province, and Sanakham, Vientiane province the results of the study can be used as a guideline for border trade that meets the needs of consumers to increase exports and imports in the area, and as to increase the efficiency of the economic development of the population along the border in the area for the stability, prosperity, and sustainability.

Methods

1. Research Design

It is a research development using qualitative research methods including in-depth interview, focus group discussion, and brainstorming sessions.

2. Population and Target Group

The target group of this research consisted of representatives from agencies involved in border trade, executives and employees

responsible for border trade, and representative from the trade operator, selected by purposive sampling and consisted of deputy governor for economic affairs, trade council, Chiang khan district-chief officer, Loei provincial commercial officer, 2 chiefs of the tax office, 16 producers, 14 goods and passenger transportation service operators, 20 trade border operators, and 16 cross-border labors, totally 75 people.

3. Research Tools

In this research, the researcher has created tools that are consistent with the qualitative research methodology include:

3.1 In-depth interview: qualitative research uses in-depth interviews to acquire extensive information and ideas on a topic or issue from an individual or small group. The interviewer offers open-ended questions to elicit thorough replies and examine the interviewee's thoughts, opinions, and experiences in in-depth interviews. In the study employed an in-depth interview which provide a deeper grasp of a topic than surveys and questionnaires.

3.2 Focus group discussion: focus group discussion is qualitative research methods that include a small group of people discussing a topic or product. In a focus group discussion, a professional moderator asks open-ended questions to get members to express their views, opinions, and experiences. The moderator fosters participant engagement, which can yield useful insights and viewpoints. Focus

group conversations are more natural and spontaneous than one-on-one interviews and can delve into the group's cumulative knowledge and experiences to offer a more complete picture of the issue. Focus group members are generally picked based on specific criteria, therefore they are not representative of the general population.

1) Brainstorming: the process of creating a large number of ideas or potential solutions to a problem or challenge in a condensed amount of time is referred to as brainstorming, and it is a creative approach to finding and resolving issues. It is most frequently carried out in a group context, although it is also possible to carry it out on one's own. The purpose of brainstorming is to come up with as many new ideas as possible without judging or critiquing any of the suggestions that are made. This allows participants to investigate all of the potential outcomes and come up with fresh perspectives.

4. Data Collection

To develop strategies for Lao-Thai border trade at Sanakham border checkpoint, located in Vientiane province, Lao people's democratic republic, and Chiangkhan district, located in Loei province, Thailand, the researcher in this study used the method of collecting data from documents: reports, books, policies, and research papers,

conducting in-depth interviews, participating in group discussions, and engaging in participatory brainstorming.

5. Data Analysis

In addition to collecting data, the researcher carried out a preliminary analysis with the purpose of maximizing the benefits of content analysis. In order to reach a conclusion, each time the data was obtained, it was first meticulously documented, and then it was arranged, classified, and examined in accordance with various concepts and theories. Following that, a descriptive analysis of the study's findings was presented to the participants.

Results

The results showed that border trade conditions between Sanakham and Chiang khan district, Loei province before the crisis of COVID-19, each year people on both sides of Laos and Thailand traveled back and forth to visit each other conveniently. Additionally, the Chiangkhan checkpoint was also a travel channel for Lao people to work in Thailand, both legally and illegally. Each year. There were the number of Lao people using the service to cross the Sanakham-Chiang khan checkpoint as follows table 1

Table 1

The number of Lao people using the service to cross the Sanakham-Chiang Khan checkpoint

Years	Departure (Person)	Arrival (Person)	Remain (Person)
2014	22,509	19,347	3,162
2015	19,708	16,438	3,270
2016	23,006	18,043	4,963
2017	25,805	21,063	4,742
2018	14,847	8,705	6,142
Total	105,875	83,596	22,279

Source: Sanakham local border, 2020.

There were the number of Lao people using the service to cross the Sanakham- Chiang khan checkpoint as follows: 22,509 people in 2014, 19,708 people in 2015, 23,006 people in 2016, 25,805 people in 2017, and 14,847 people in 2018. For the number of foreign people entering Lao PDR through Sanakham-Chiang khan checkpoint, it was shown as follows: 19,347 people in 2014, 16,438 people in 2015, 18,043 people in 2016, 21,063 people in 2017, and 8,705 people in 2018.

The number of outbound people from 2014 to 2017 tended to increase each year, respectively, but in 2018, the number of outbound people had decreased because the Thai government had

implemented measures to register foreign workers resulting in a decrease number of illegal workers. Therefore, Sanakham-Chiang khan checkpoint was seen as a crossing point for illegal foreign workers. In addition, there were thousands of people stranded in Thailand each year. From what mentioned above, it can be concluded that the Sanakham-Chiangkhan checkpoint was one of crossing points for labor trafficking between Laos and Thailand.

The following are the ways in which the governmental sectors of both nations bring in money to their respective countries each year.

Table 2

The revenue from the fees at The Sanakham-Chiang Khan checkpoint

Years	Revenue in Lao PDR (Sanakham)	Revenue in Thailand (Chiang Khan)
2014	฿ 1,125,450	฿ 900,360
2015	฿ 985,400	฿ 788,320
2016	฿ 1,150,300	฿ 920,240
2017	฿ 1,290,250	฿ 1,032,200
2018	฿ 742,350	฿ 593,880
Total	฿ 5,293,750	฿ 4,235,000

Source: Sanakham local border, 2020.

The revenue from the fees at the Sanakham, which is located in the Lao people's democratic republic, was 1,125,450 baht in 2014, with a fee of 50 baht per person per time. The revenue from the fees at Chaing khan, which is located in Thailand, was 900,360 baht in 2014, with a fee of 40 baht per person per time. In 2015, revenue in Lao people's democratic republic was 985,400 baht, while revenue in Thailand was 788,320 baht. The revenue in Lao people's democratic republic in 2016 was 1,150,300 baht, whereas the revenue in Thailand was 920,240 baht. In 2017, revenue in Lao people's democratic republic was 1,290,250 baht and revenue in Thailand was 1,032,200 baht. In 2018, revenue in Lao people's democratic republic was 742,350 baht and revenue in Thailand was 593,880 baht. In 2017, Sanakham, Lao people's democratic republic had a revenue of 1,290,250 baht, and Chiang khan district, Thailand had a revenue of 1,032,200 baht. The year 2017 was the year with the greatest revenue. Even though the Sanakham- Chiang khan checkpoint is not yet an international checkpoint, it does have the potential to bring in a certain amount of money for the governments of the two countries. Because of this, there is a chance that in the not-too-distant future, this border crossing will be opened up to serve as an international checkpoint.

Sanakham traveling fare revenue was higher than that of Chiang khan district because the number of inbound people was less than the number of outbound people resulting from the high number of people remaining in Thailand each year, and probably the workers did not return to Lao PDR. It was shown that in 2014 the fare revenue of Lao PDR was 1,350,540 baht, and the fare revenue of Chaing khan, Thailand, was 1,160,820 baht. In 2015 the fare revenue of Lao PDR was 1,182,480 baht, and the fare revenue of Chaing khan, Thailand, was 986,280 baht. In 2016 the fare revenue of Lao PDR was 1,380,360 baht, and the fare revenue of Chaing khan, Thailand, was 1,082,580 baht. In 2017 the fare revenue of Lao PDR was 1,548,300 baht, and the fare revenue of Chaing khan, Thailand, was 1,263,780 baht, and in 2018 the fare revenue of Lao PDR was 890,820 baht, and the fare revenue of Chaing khan, Thailand, was 522,300 baht. The average income from the boat transportation business was about 1 million baht per year from a fare of 60 baht per person per time which was the standard price of both sides.

Border trade between Sanakham and Chiang khan district before the outbreak of the COVID-19 crisis shown that border trade had good liquidity. Most items of goods imported through the Lao PDR include consumer goods, agricultural machinery, agricultural products, cosmetics and other industrial products. For products that the Lao PDR exported through the Sanakham-Chiangkhan checkpoint

were agricultural products such as bananas, cassava, job's tear, and items or products from the forest, which had a trade value of 5.4 million baht in 2019 before the outbreak of COVID-19. Later in the early 2020s to the present, the trade value at the checkpoints in Sanakham and Chiang khan district was equal to 0 baht due to the closure of the checkpoint, causing border trade to be directly affected because the transportation of goods was prohibited and was not allowed for any reasons unlike the condition at the international checkpoints.

The border trade between Sanakham and Chiang khan before the COVID-19 crisis was seen to have good financial liquidity due to the strong financial conditions of both sides. Sanakham, in particular, was a city that has two special financial points, both kip and baht, making it convenient to buy and sell goods. However, after the COVID-19 crisis, the border checkpoint between Sanakham and Chiang khan district was temporarily closed, causing problems in the payment of goods because people could not travel to each other. The payments were hampered because the banks of the two countries were unable to accept kip payments, as a result, the flow of money was interrupted during the COVID-19 crisis. Border trade was not able to operate, and the current condition of inflation of the two countries was seen to be at a high level, therefore border trade tended to decrease gradually.

From the foregoing it reflected the nature of the border trade between Sanakham and Chiang khan districts that have different characteristics. The border trade of Sanakham was outstanding in terms of trade in the form of individuals, and in the form of trade through middlemen in importing and exporting consumer goods and agricultural products. As for the trade of Chiang khan district, it was outstanding in the form of tourism, flea market, and general retail. In the trade the payment of goods was paid in cash, but after the crisis of the COVID-19 epidemic, the border trade between Sanakham and Chiang khan district has been temporarily interrupted until now.

The results of developing an appropriate Lao-Thai border trade tactics during the COVID-19 crisis at Sanakham border checkpoint, Vientiane province, Lao PDR and Chiangkhan district, Loei province, Thailand, were as the following details.

- Information flow tactic for the government sector (1) to promote knowledge on border trade laws and regulations (2) to meet and exchange lessons between lao and thai entrepreneurs.

- Physical flow tactic for the government sector (1) to create understanding to make Sanakham-Chiangkhan border crossing to become an international border crossing (2) to study the possibility between the two countries to build a new friendship bridge between Sanakham and Chiang khan district.

- Information flow tactic for the private sector or entrepreneurs

- (1) to promote knowledge for the border trade promotion committee
- (2) to tie the friendship or trade buddies between Sanakham district trade council and Loei provincial chamber of commerce
- (3) to promote trade and tourism in two countries
- (4) to promote cultural products for tourism.

- Physical flow tactic for private sector or entrepreneurs

- (1) to promote the organization of the Lao-Thai flea border market,
- (2) to promote the construction of a port for large cargo ships to be able to transport vehicles across.

- Money flow tactic for private sectors or entrepreneurs

- (1) to promote dual-bank settlement regulation for border traders.

Following is an assessment of the execution of a strategy for growing Lao-Thai border trade at the border checkpoint located in Sanakham district and Chiang khan district. It is arranged in decreasing order of possibility and urgency: 1) get together and share information on the rules governing cross-border commerce between those who practice them and those who operate businesses in both countries; 2) forge friendships or business partnerships between the Sanakham district trade council and the Loei provincial chamber of commerce. 3) get an understanding of electronic commerce for the purposes of the border trade promotion committee that exists between the two

nations. 4) promote cultural items in both nations as a means of attracting tourists.

Discussion

The border trade conditions between Sanakham and Chiang khan district before the crisis of COVID-19, each year people on both sides of Laos and Thailand traveled back and forth to visit each other conveniently, and Chiangkhan checkpoint was also a travel channel for Lao people to work in Thailand, both legally and illegally. Each year the people still remain in Thailand. Apart from that, the government of the two countries had revenue from the fees, and yielded an income for seaman's association and the association of freight forwarders. Border trade between Sanakham and Chiang khan district before the outbreak of the COVID-19 crisis was quite liquid. Most of the items that Lao PDR imported through the checkpoint are consumer goods, agricultural machinery, agricultural products, cosmetics and other industrial products.

As for the problems of border trade between Sanakham and Chiang khan district, the main issues can be summarized as follows:

- 1) transportation problems due to the transportation of goods through medium-sized ships, resulting in high transportation costs;
- 2) transportation problems in terms of payment, in particular, there is a limit on the amount of exchange, the high inflation rate of Lao

PDR, which makes the price of goods more expensive. 3) problems for using the border pass, which can be seen as a limitation, especially for tourists who have travel passing through Sanakham and Chiang khan district, thereby losing the opportunity for attracting investment and tourism of both sides.

The results of the development of tactics for the government found that all 4 tactics were appropriate since they would be bordering trade tactics for Sanakham and Chiang khan district in formulating the economy in terms of border trade, tourism and cultural promotion of both sides which will be a good solution for border trade during the crisis that could occur in the future. It provided opportunities and channels to gain more profit for the business, and had the greatest influence on investment decisions, and the following was that business opportunities could expand trade and investment into China and Vietnam (Kozak & Buhalis, 2019; Corbisiero, 2022).

For the business sector or entrepreneurs, there are 7 tactics:

- 1) Promote knowledge to the border trade promotion committee between the two countries,
- 2) Strengthen relationships (phouk siew) between Sanakham council of commerce and Loei provincial chamber of commerce,
- 3) Promote trade and tourism in two countries,
- 4) Promote the Lao-Thai border flea market,
- 5) Promote regulation of paying through banking for border traders between the two countries,
- 6) Promote the construction of a port for large cargo

ships to be able to transport vehicles across, 7) Promote cultural products for tourism, that are suitable because they will help entrepreneurs of both sides to have the opportunity to exchange knowledge of trade culture with each other, to help driving the economy and society on both sides to be developed better (Setini et.al., 2020). The way humans choose or decide on certain actions are motivated by a combination of reasons and factors, not being caused by a single factor. So, the government sector and entrepreneurs in the public sector are expected to benefit from creating suitable tactics for the Thai-Lao border trade this time.

Conclusion

As a direct consequence of this, the procedure required for temporary workers to cross the border has been streamlined. During the height of the pandemic, there was a total cessation of all international trade. The risks that entrepreneurs take on are significant to say the least. As a result, the business procedures of Laos and Thailand need to be adhered to. It makes use of methods from both the public and private sectors, which are collectively referred to as entrepreneurial strategies. An examination of the potential success of several strategies for growing the amount of cross-border commerce that takes place at checkpoints between Laos and Thailand. The topic of discussion can be approached from a number of different angles, including its applicability and sense of

urgency, trade regulations at the border, appropriate trade regulations between the two nations based on knowledge of electronic trade, and creative conduction based on the market for cultural artifacts that are aimed at tourists in both countries.

Recommendation

The development of border trade tactics is essential to drive economic growth on both sides along with cultural tourism and agricultural development tactics. Therefore, policies should be formulated so that the public and private sectors can be used to benefit border trade more effectively. The two appropriate border trade tactics for the government, and for the business sector or entrepreneurs obtained from this research can be applied to other areas.

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