

แนวทางการพัฒนาศักยภาพการผลิต ไม้ผลของพื้นที่ศึกษาที่เหมาะสมและมีคุณภาพในการส่งออก ควรพัฒนาปัจจัยทางเศรษฐกิจเป็นประเด็นแรก ที่เน้นด้านแรงงานเกษตรแบบจ้างประจำที่มีทักษะสูง โดยเฉพาะ ทั้งนี้เพื่อให้สามารถช่วยสนับสนุนการพัฒนาด้านกระบวนการผลิตได้อย่างเต็มที่และเร่งด่วน โดยเฉพาะในขั้นตอนสุดท้ายคือ วิทยาการหลังการเก็บเกี่ยวให้ครบทุกขั้นตอน ที่เกษตรกรเจ้าของสวนยังละเลยและไม่ให้ความสำคัญที่จะนำมาพัฒนาด้วยตนเอง เพราะปัจจัยเหล่านี้เป็นตัวแปรหลัก หรือตัวแปรสำคัญที่ต่างก็ช่วยส่งผลให้เกิดการขยายตลาดไม้ผลเป้าหมาย ลองกอง มังคุดและทุเรียน ในพื้นที่โครงการพัฒนาเขตเศรษฐกิจสามฝ่าย อินโดนีเซีย มาเลเซีย ไทย รวมทั้งตลาดในประเทศอื่นๆ ที่มีผู้ทางได้อย่างกว้างขวางและมีประสิทธิภาพ

Thesis Title	An Analysis of the Production Potential of Export Fruit Crops in Southern Border Provinces	
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Abstract

The main purposes of the study “An Analysis of the Production Potential of Export Fruit Crops in Southern Border Provinces” were to study the physical, economic, social, cultural and political factors which influenced the fruit crop development and the production process in the target area, to present suitable guidelines for fruit crop development of the target area, and to recommend possibilities for expanding fruit crop marketing of Thailand in the area known as the Indonesia-Malaysia-Thailand Growth Triangle Development Project. The study method was based mainly on field research and supplemented by documentary research.

The study showed that the overall picture of the southern border provinces had both potential and limitations for producing fruit crops for exporting. **As for the potential**, it appeared that Pattani, Songkhla, Satun, Narathiwat and Yala had potential for fruit crop exporting. The degree of which varied from the greatest to the least with Pattani having the greatest and Yala the least; with political factors being the major supporting factor. The government's agricultural policy, especially, had an influence in determining the development of fruit crop export production, consisting particularly of markets in Indonesia and Malaysia, which were joint markets with Thailand in the Growth Triangle Development Project. **As for the limitations**, it was found in this study that an important stage of the production process was absent. There were also some economic factors that the farm owners needed to urgently correct and there were some weaknesses that needed improvement. Farm owners also needed support from the government and private sectors in production for export.

Regarding the potential for fruit crop production for export in the five border provinces, it was found that long-gong and mangosteen had higher potentials than durian due to the outstanding support from the government, placing special emphasis on these two fruit crops in these growing areas.

The suitable ways to develop the potential for production of quality food crops for export in the target area should start with the development of economic factors concentrating on the skilled, permanent agricultural laborers. This would fully and immediately support the production development, especially every step of the final stage, namely post harvesting technology, which tended to be neglected and ignored by the farm owners since they did not try to improve this technology themselves. These factors were major or important variables which affected the expansion of markets for the target fruit crops, long-gong, mangosteen and durian, in the Indonesia-Malaysia-Thailand Growth Triangle Development Project as well as the markets in other prospective countries effectively and extensively.