

# **A comparative study for the promotion of local cottage industry and tourism between North and Northeast district in Thailand**

Implications from the Local Branding strategy of Thailand

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## **Abstract:**

The government of Thailand has established its unique local development approaches. Those approaches were under the central government in the initial stage. However, political confusions brought a new decentralization, especially in the field of local cottage industry and tourism.

The North district has established a “Geographical Indications” (GI), which are intended to designate product quality, highlight brand identity, and preserve cultural traditions. The use of geographical indications allows producers to obtain market recognition and often a premium price. The reason of the usage was the increase of the travelers from Malaysia etc.. Chiang Mai has assigned this brand name “Chiang Mai Brand” as a symbol to represent the high quality of the products. In order to reach this standard, it has been necessary to focus on creating a new attitude, provincial image under the management of the Chiang Mai Brand Committee.

The Northeast district was the poorest district. They were the main provider of the immigrants to Bangkok. They have promoted cottage industries to revitalize the district especially by using OTOP logo. Recently, the East-West Economic Corridor (EWEC) to Vietnam by using “EWEC brand” is expected to expand the new local trade and tourism.

The economic conditions were completely different. However, there is a clear similarity, which is so called local branding strategy. This paper will present the policy implication from the comparative study between these two districts.

## **Key Words :**

Brand strategy, OTOP, Geographical Indications (GI), niche market, East-West corridor

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