

Surapong Pongkot 2010: The Willingness to Pay for Irrigation Water: A Case Study of Huai Sala Reservoir, Changwat Si Sa Ket. Master of Economics, Major Field: Economics, Department of Economics. Thesis Advisor: Associate Professor Ruangdej Srivardhana, Ph.D. 111 pages.

This study is aimed at assessing a value of willingness to pay for irrigation water of Huai Sala Reservoir Changwat Sisaket and factors influencing the willingness to pay for irrigation water. The study used contingent valuation method (CVM) as a tool. The sample size was 350 samples, and the analysis used Cameron's regression model.

The results of this study indicated that mean and median values of willingness to pay are 15.98 and 13.74 Bath/rai/season in rainy season, and mean and median in drying season are 20.39 and 18.77 Bath/rai/season. Factors which affect positively willingness to pay at 99% confidence level for rainy season crops were total agricultural area and sufficiency of water at time and place. Negative relation against willingness to pay included consideration that irrigation was under responsibility of Royal Irrigation Department and lack of confidence of water management. For dry season it was found only positive effects on willingness to pay. Factors are that irrigation water is goods, the user's function and insufficient income.

This study indicates that the willingness to pay concept can be used to help establishing water charge policy for Huai Sala Reservoir and other similar projects.

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