

## **Abstract**

This research is aimed at 1) investigating the green space management of Bangkok, 2) examining the using green space behavior of Bangkokians, 3) studying factors affecting willingness to pay for the green space management in Bangkok, and 4) estimating the use value of green space in Bangkok. The data were collected from 676 households residing in Bangkok during January to June 2009. The hypothetical market approach with double-bounded question and Cameron's regression analysis model are applied to investigate the willingness to pay for the green space management in Bangkok.

Most respondents who reside in Bangkok are single female with the average age between 25-34 years old, and hold bachelor's degree or equivalent. They are private company employees with salary less than 10,000 baht per month. They have three household members on average with income ranged from 10,000 to 29,999 baht per month. Most of respondents have never participated in any kinds of environmental activities or organizations. The results reflect the respondents' opinions that Bangkok has relatively severe environmental problems, and they are beneficiary from green space services at a moderate level. They perceive information regarding to green space services at a high level. Public park is the most favourite green space used by the respondents and their families during weekend. The results also indicate that not only public parks but also the roadside parks and green spaces in shopping complex are used by the public. The result also shows the problem of green space deficiency. The analysis of the willingness to pay proves that most of respondents agree with the establishment of the green space management fund and will to pay 750.48 baht per household per year in the form of donation. The reason due to their belief is that the green space could improve air quality, and they want the Bangkok Metropolitan Administrator to use the money for developing and providing more green space. The total value of green space in Bangkok in 2009, as estimated from the study, is approximately 1.69 billion baht. At a significantly statistic level of 0.10 the factors affecting respondents' willingness to pay for the green space development in Bangkok are starting bid, gender, income, and age.

According to the research findings, the policymakers should provide and effectively manage the green space budget, increase green space areas, and apply economic mechanisms to persuade people, organizations, or agencies to increase green space on their own properties.