

Sittidade Thungkawi 2009: Recreational Value Assessment of Mae Yom National Park. Changwat Phrae. Master of Science (Forest Resource Administration), Major Field: Forest Resource Administration, Interdisciplinary Graduate Program. Thesis Advisor: Assistance Professor Wanchai Arunpraparut, D.Agr. 105 pages

The principal objective of study were to assess the recreational value of Mae Yum National Park in terms of monetary value and the socio-economic condition of visitors. The travel cost and contingent method were applied for assessing the recreational value. The interview technique was employed for data collection; the sample size was 600.

The results of the study indicated that most respondents were male (52.0 %) with the average age of 29.74 years, their educational level were at bachelor (53.8 %). Most were students (40.80 %) and their average stipend was 14,570.15 baht/month. This was the first trip of the most (58.50 %) visiting to this National Park and relaxation was the principal objective of the most (59.30 %). The average member of the most group tour member were ranging 1-5 persons (42.80 %).

Recreational value of Mae Yom National Park in 2005 by travel cost and contingent valuation method were 4,558,470.72 and 260,819.81 bath respectively. There were 5 factors significantly to the willingness to pay for Mae Yom National Park, including the traveling cost per trip, number of days, travel distance, number of group tour member and number of visit.

This research could be applied as a guideline for the related government agencies such as Department of National Park, Wildlife and plant Conservation; Mae Yom National Park and Tourism Authority of Thailand for formulating the recreational management as well as the determination budgctary allocation for this National Park.

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