

Chophaga Wongjom 2009: Evaluation of Landscape Design Appropriateness at Visitor Centers in National Parks, Chiang Mai Province. Master of Science (Park and Recreation), Major Field: Park and Recreation, Department of Conservation. Thesis Advisor: Assistant Professor Dachanee Emphandhu, Ph.D. 153 pages.

The objectives of this study were to evaluate the appropriateness of landscape design at visitor centers in four selected national parks: Doi Inthanon, Doi Pha Hom Pok, Ob Khan, Pha Daeng in Chiang Mai province and to propose design concept based on national park management principles. Three aspects of evaluation were employed: 1) the consistency of the design to the national park management principles, 2) utilization appropriateness, and 3) aesthetics and beauty of the landscape, with 19 evaluating attributes. The questionnaires were employed additionally to collect opinions of 600 visitors and 21 park officials regarding to the satisfaction of the landscape design at 4 visitor centers and to measure the knowledge of park official on design concept for national parks. Descriptive statistics was used for the analysis.

The result showed that all four national parks were ranked from the highest to the lowest scores: Ob Khan and Doi Pha Hom Pok national parks were in high level of landscape design appropriateness with score 3.5 and 3.4 respectively. Pha Daeng and Doi Inthanon national parks were in moderate level of landscape design appropriateness: with score 3.2 and 2.7 respectively. The knowledge of park officials regarding to concepts of landscape design in national park was good at 82.0 %. Most Thai visitors at 46% were satisfied moderately while most foreign visitors at 50.7 % had high satisfaction on landscape design at and around visitor centers. The conceptual design for improving visitor center's landscape was then proposed based on above information and principles of landscape design as well as national park management concept.

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