

Apinya Tanpaisal 2007: An Evaluation of Recreational Value of Bangsean Beach,
Chon Buri Province. Master of Economics, Major Field: Economics, Department of
Economics. Thesis Advisor: Associate Professor Somskaow Bejranonda, Ph.D. 93 pages.

This study aims to evaluate the recreational value of Bangsean beach, Chon Buri province, by using the zonal travel cost method (ZTCM). Economic characters and other factors that affect the decision of tourists to visit Bangsean beach are also investigated. The survey was done by questioning 322 respondents who came to visit Bangsean beach during November and December 2006.

The study found that the number of female tourists was higher the number of male tourists, the age of these tourists ranged from 26 to 30 years, and the majority of them were single. They were factory workers with an income between of 7,000-15,000 bath/month. Their average education level was a bachelor degree and the subjects studied covered a range of fields. Most of them resided around 100 kilometers from Bangsean beach. Information about the beach was provided by their friends, cousins and other members of their families. Most of them came to visit Bangsean beach with their families. The most popular recreational activities were relaxing and sitting on the beach. Almost ninety percent of these people traveled to Bangsean beach using their own cars. Most of them came once a year, and they would like to visit there again. The approximation of demand equation using the Liner Demand Function form showed that the influencing factor for visiting Bangsean beach is only the travel expenditure at a statistical confidence level of 95 percent. The value of recreation of Bangsean beach in 2006 was calculated as 218,113,974.38 baht, which is higher than its annual maintenance budget of natural resources and environment.

Thus, the recommendation to the local government is to increase the budget to preserve natural resources and the environment to avoid environmental decay and pollution caused by tourism.

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Thesis Advisor's signature

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