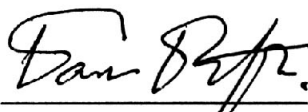


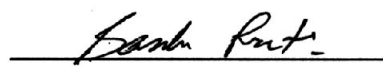
Tana Ratprakhon 2006: Valuation of Tourism Area: A Case Study of Koh Samed,  
Changwat Rayong. Master of Economics (Business Economics), Major Field: Business  
Economics, College of Graduate Studies. Thesis Advisor: Associate Professor  
Banlu Puthigorn, M.S. 111 pages.  
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The main objective of this study was to valuate benefit from Koh Samed tourism area, Changwat Rayong. In this study, valuing benefits were derived from both Thai and foreign visitors. Zone travel cost method was applied to value benefits of the study area. The data were collected by accidental sampling survey at the study area and a total of 309 visitors, 252 Thai visitor and 57 foreign visitors, were interviewed.

The main findings were as follows, two main factors influencing their decision making of Thai visitors to visit this area were income level and travel cost. Value of benefit from Thai visitors was estimated between 700,021,708 and 941,045,616 baht per year. For foreign visitors, it was estimated between 241,019,767 and 437,148,804 baht per year. Total estimated value benefits of Koh Samed was between 941.041 and 1,378.194 million baht in 2006. The visitors expressed their demand for improving facilities and providing with best services at the area. Most of the visitors preferred to have the area maintained at the minimum level of development.

Government agencies should pay attention to improvement of fundamental services and facilities in order to enhance tourism potential, including revival and conservation of the area for natural sustainability.

  
Student's signature

  
Thesis Advisor's signature

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