

Piyarat Pricharchon 2013: Recreational Value Assessment of Phu Wiang National Park, Khon Kaen Province. Master of Science (Resource Management), Major Field: Resource Management, Interdisciplinary Graduate Program. Thesis Advisor: Assistant Professor Nuchanud Mungkung, Ph.D. 149 pages.

The objectives of this research were to study the conditions, sights, and management of Phu Wiang National Park, and to examine the factors affecting revenue generated by the park, in terms of money spent there by visitors., Secondary data were obtained from various agencies, while primary data were received from 8 officers of the National Park, and from 318 tourists, by means of responses to questionnaires. The information was collected during the period May – September 2011. The valuation of the revenue generated by the park was conducted using the Individual Travel Cost Method.

The study revealed that there are 6 areas of the park which are decaying: Tung Gugati, Tung Yai Sao Aram, Tabpayasao water fall, Konnon cave, Dang Cave, and Hinladhuimuie cave. The facilities of PhuWiang National Park are of moderate quality. There is an urgent need to deal with the problems of illegal hunting, the lack of funding for the development of tourist areas, and the lack of community participation in the maintenance of national parks . The results of the study showed that most visitors were male, 31-40 years old, single, with a Bachelor's degree or higher. They were generally officials/ employees of the Government/ State, with an income of less than 10,000 per month. The analysis also demonstrated that cost is one of the factors affecting decisions to visit the area. The revenue generated by Phu Wiang National Park in the year 2011 added up to 11,193,649.26 bahts/ year.

The recommendations of the study are: to improve the travelling experience that the park is able to offer; to encourage people to participate in National Park management; and to publish information about the revenue generated by Phu Wiang National park, for local agencies. In addition, the value should be made to heighten environmental awareness among the people of the area . The officers should also consider including revenues generated by the park in future budgets for conservation of natural resources in the area.

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Thesis Advisor's signature