

Khamonkaraporn Yentoon 2013: The Changes on Landuse and Socio Economic Situation due to Tourism Development in Hua Hin Municipal Area, Prachuap Khiri Khan Province. Master of Science (Resource Management), Major Field: Resource Management, Interdisciplinary Graduate Program. Thesis Advisor: Assistant Professor Nuchanata Mungkung, Ph.D. 111 pages.

The purpose of this research was to study changes in land use in the municipality of Hua Hin during the period 1988 – 2011, public opinion with regard to these changes and their socio-economic and environmental impact, as well as the relationship between socio-economic conditions and the above mentioned changes and the effects which they caused. Using questionnaires as the research instrument, all data was analyzed by percentage and frequency, and then, hypothesis testing with Chi-square at 0.05 significantly statistic level was carried out.

The results showed that, during the period 1988 – 2011, most of the forest land, 53.95 percent, was turned into residential lots and buildings. Regarding the locals' opinions on these changes in land use together with their socio-economic and environmental impact, rising land prices; expanding investment; and increasing transactions of land were reflected in the results of the research. Additionally, it was noticed that residents of the community received better education, and that the water management was improved as well. As for the relations between socio-economic issues and the socio-economic and environmental consequences of these changes in land use, factors including the degree of education, land ownership status, the amount of land possessed, and the expenditure level were found to be influential.

The researcher suggests that related agencies should strictly enforce laws concerning forest protection as well as imposing measures which ensure natural area restoration. Also, they should cooperate with the community to plan their future land use, and simultaneously, educate local residents about the issue following the land use designation.

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Thesis Advisor's signature