

Somboon Onpakdee 2014: Recreational Values of the Public Park in Commemoration of H.M. the King's 6th Cycle Birthday (Phranakhon Bank). Master of Science (Resource Management), Major Field: Resource Management, Department of Agricultural and Resource Economics. Thesis Advisor: Professor Wutipol Hoamuangkaew, Ph.D. 95 pages.

The objective of this research were to determine socio-economic attributes of visitors to the Public Park Commemorating H.M. the King's 6th Cycle Birthday (the Park), situated on the Phranakhon Bank of the Chao Phraya River and factors that influence on rate of travel in order to assess the value of the Park, and to study the management of the Park. The data gathered by interviewed from 400 samples surveyed during December 17-30, 2010. The recreational value was assessed applying the Individual Travel Cost Method (ITCM).

The outcome of the research found that a majority of the visitors were female and married. Age of the respondents were at 19-30 years, and their educational were bachelor degree level, occupation of trade/business, average income of less than 10,000 baht monthly, purpose of visit to the Park was to exercise, and traveling alone by private car. Factors influencing on the rate of travel to the Park were travel cost and age of the visitors. The recreational value of the Park in 2010 was 55,321,500 baht and the value in the next 25 years (2011-2036) of the future was 938,476,954 baht. Management issues include insufficient budget, inadequate parking space, and lack of visitor awareness of the Park.

Based on the useful visitor suggestion , Bangkok Metropolitan Administration (BMA) showed applied their improve the Park to meet visitor needs, to promote the Park as a Bangkok tourist attraction. BMA can apply the recreational values derived from the research for the purposes of allocating budgets to the Park and promote public awareness of the value and importance of the park. Moreover, the research proposes that BMA establish a Park Foundation to raise funds and resources to support BMA operations.

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