

Sasikarn Intoum 2013: The Traders' Participation Needs and Factors Influencing the Need in the World Cultural Heritage Conservation, Phra Nakhon Si Ayutthaya Province. Master of Arts (Social Development), Major Field: Social Development, Faculty of Social Sciences. Thesis Advisor: Assistant Professor Warrachai Wiriyaromp, Ph.D. 124 pages.

The objectives of this research were 1) To study the level of needs for participation of traders to the World Cultural Heritage Conservation, Phra Nakhon Si Ayutthaya Province. 2) To study the factors for participation of traders to the World Cultural Heritage Conservation, Phra Nakhon Si Ayutthaya Province. 3) To study the comparison of the world cultural heritage conservation information acknowledgement affecting the level of need for participation of traders to the World Cultural Heritage Conservation, Phra Nakhon Si Ayutthaya Province. The sample used in research consisted of 275 traders of Wihan Phra Mongkhon Bophit. Data were collected by questionnaire analysis by computer program, statistical techniques were Percentage, Mean, Standard Deviation, t-test, F-test, and one-way ANOVA The level of statistical significance was set at .05. And Correlation Analysis The level of statistical significance was set at .05. Five persons were interviewed to support the quantitative data.

Result of the Study can be concluded as follows: Most of people agreed with need for participation of trader to the World Cultural Heritage Conservation, Phra Nakhon Si Ayutthaya Province at medium level. Most of people agreed with the world cultural heritage conservation information acknowledgement of at medium level. And most of people agreed with the world cultural heritage management understanding at high level. From hypo-thesis-testing the factors of level of opinion of needs for participation of traders to The World Cultural Heritage Conservation, Phra Nakhon Si Ayutthaya Province were Average income per month, the world cultural heritage information acknowledgement, the world cultural heritage management understanding. Sex, Age, Education, Hometown, Trade year did not cause in the level of need for participation. The relation between the information acknowledgement and the requirement for participation in the World Heritage Conservation is positive while the understanding of heritage management is not relative to the requirement of participation in the World Heritage Conservation.

---

Student's signature

---

Thesis Advisor's signature