

Abstract

Bangkok Metropolitan Administration (BMA) is the first and only local government bureau in Thailand to commit itself to formulate land use comprehensive plan *per se* as seen by the establishment of Department of City Planning and the allocation of remarkable budget and personnel in professional planning. The BMA attempts to promote citizen participation in the planning process by conducting a number of participatory activities with the communities which are much more than what is stated in the planning law. However, there are still problems of equal knowledge, mutual understanding, and opportunity to participation among stakeholders particularly the citizens of Bangkok. To tackle such problems, this study aimed to examine people's recognition of Bangkok land use plan, awareness of the involvement in land use planning process, and the media of public relations that influence public recognition in planning. This study also tended to seek ways to effectively promote citizen participation in the utilization of Bangkok land use in the comprehensive plan. Methodology in this study was based on questionnaire survey applied to 400 respondents in Bangkok as well as interviews with planners in the BMA. The study found that most of the Bangkok respondents had little knowledge of planning regulations but after being informed, they had positive attitudes towards the planning merits. There was also a high possibility to have people joining in the hearing session with proper timing. Moreover, it was found that public relations regarding planning should be enhanced in such a way that the information should be easily accessible. Recommended medium was television which can be both one-way and two-way communicative tool. Also from the experience of BMA planners, the most effective communicative tool was the dialogue between planner and citizen that can be done through public hearing session. Since there was a need to improve equal knowledge through dialogue, the capacity in building planning officials' communication skill is highly recommended.