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PAKARAT PHEANGSAWAT : AN ECONOMIC VALUATION OF
AYUTTHAYA HISTORICAL PARK , AYUTTHAYA PROVINCE. THESIS ADVISORS :
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People should be shown the value of protected areas in concrete and abstract terms. Protected areas are public good and thus it is difficult to assign a market price to them, so it may appear that the areas have no value. Lack of price encourages people to exploit protected areas, and their condition deteriorates. So the purpose of this research is to undertake monetary economic valuation of Ayutthaya Historical Park in 3 dimension 1) use value 2) option value and 3) existence value by travel - cost method and contingent valuation method . The factors which affected the monetary economic valuation and the level of satisfaction of tourist and local residents were also examined . The study sample was composed of 156 Thai and foreign tourists who visited Ayutthaya Historical Park , 156 local residents and 156 Thai and foreign tourists who had never gone to Ayutthaya Historical Park . Data were collected by using questionnaires.

The results of this research show that :1) the result of Multiple regression analysis indicates that 1.1) for tourist who visited the park , use value was significantly affected by visitor's occupation being government / state enterprise worker and private sector worker , and average monthly income . 1.2) for tourist who had never visited the park , option value was significantly affected by average monthly income and education level. 1.3) for all subjects, existence value was significantly affected by average monthly income ,education level ,occupation in government / state enterprise and private sector and information received about monument conservation .2) The use value by travel - cost method is about 390,660,649 baht / year and by contingent valuation method is about 7,591,360.603 baht / year.

This research show that , considering the direct and indirect economic benefit of the park such as local income and employment and historical value, the Ayutthaya Historical City Conservation and Development Project should expand its efforts to include all areas of the park and ensure that these efforts continue in the future . Recommendations for this research are : 1) an admission fee of 13 baht per interest site for Thai tourist and 57 baht for foreign tourists should be instituted .2) Should improve environment and facilities in Ayutthaya Historical Park . 3) Should provide information about monument conservation, public responsibility and sustainable resource usage to the tourists, historical organization workers and the public by means of television, journals / magazines and Internet .4) Environmental study should be undertaken. 5) Local organizations such as local government should get involved in management planning. 6) The government be serious about the 8 th National Development Plan, the purpose of which is to socio- cultural , economic and environmental development.