

Thanittha Sirivirintarat 2014: Evaluation of Irrwaddy Dolphin (*Orcaella brevirostris*)
Watching Tourism Attributes of Bang Pakong Estuary, Chachoengsao Province.
Master of Science (Resource Management), Major Field: Resource Management,
Department of Agricultural and Resource Economics. Thesis Advisor:
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The ecosystems of Bang Pakong Estuary are complex and contained of special characteristics. This area is an important habitat of Irrawaddy Dolphin (*Orcaella brevirostris*). A significant tourism in this area is Irrawaddy Dolphin watching tour. However, the Tambon administrative officer around the Irrawaddy Dolphin watching tour is still lack of visitor information to improve a standard tourism management. The Objectives of study are to evaluation the Irrawaddy Dolphin (*Orcaella brevirostris*) attributes that affect to the visitors' willingness to pay (WTP) and to study visitors' willingness to pay for improvement of the attributes of Irrawaddy Dolphin watching tourism. The data are collected form 400 random samples in Bangkok. The analysis is performed using Choice Modelling Method.

The research found that the 4 attributes affecting to the visitors' willingness to pay for Irrawaddy Dolphin watching tour was (1) a training course before watching tour (2) Irrawaddy Dolphin watching boat trip and TAH KARM natural island trip (3) increasing of Irrawaddy dolphin population and (4) the good quality of sea water. The visitors' willingness to pay for improves the attributes of Irrawaddy Dolphin watching tourism was 760 bath/trip. The attributes that visitors were most chosen to improve was a training course before watching tour for the better tourism.

Accordingly, the government and related agencies should be encouraged to educate the tourists about ecosystem of Bang Pakong Estuary which is the most important habitat of dolphin before watching trip. The municipal of THA KARM, Chachoengsao Province, should be encouraged to educate the tourists about safety in tourism for achieve the standard and appropriate conservation tourisms.

Student's signature

Thesis Advisor's signature