

Kanyakorn Ranshida 2014: Valuation of Recreational Benefit for Tourism Development Investment of Bhumibol Dam. Master of Science (Resource Management), Major Field: Resource Management, Department of Agricultural and Resource Economics. Thesis Advisor: Assistant Professor Thanwa Jitsanguan, Ph.D. 91 pages.

This study aims primarily to estimate the recreational value for Bhumibol Dam in order to construct management schemes and a development plan. Individual Travel Cost Model is employed here as a key economics valuation technique to find individual willingness to pay for Bhumibol Dam. The model takes into account objectives, and socio-economics characters. The survey was done by interviewing 322 respondents who came to visit Bhumibol Dam during the period from June 2013 to September 2013.

The main finding reveal that there were more female than male visitors. The most tourists were residents of Tak province. The majority of them have ages between 31 to 40 years and married. The most common professions were farmer, and self-employed. The average income was of 5,000 Bath/month. As general information provided by them, these sampled travelers together with their households mostly plan for the single trip to Bhumibol Dam by vehicles. Main priority activity during their trip to Bhumibol Dam include sightseeing, river rafting downstream. However, the travelers expect the better services within shuttle bus and trash can.

Most importantly, the study found that travel cost, status, and travelers spend time are significant factors the number of trips to the dam. The total recreation value of Bhumibol Dam is 47,397,000 Bath, and the project is possible to invest at Bhumibol Dam to be sustainable destination for now and in the future.

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