

Boonyarit Phanitjaruan 2015: Recreational Management and Value of The Khun Dan Prakarnchon Dam. Master of Science (Resource Management), Major Field: Resource Management, Department of Agricultural and Resource Economics. Thesis Advisor: Mr. Kampanat Vijitsrikamol, Ph.D. 120 pages.

The objectives of this research were to study recreational management of the Khun Dan Prakarnchon Dam, to determine the factors affecting the visitors' willingness to pay (WTP) for recreational, to measure the recreational benefits of the dam and to estimate the changes in demand and benefits in case of the new master plan for the Khun Dan Land Development project. The data were collected from interviewing 250 visitors during December 2013-August, 2014. The recreational benefits were estimated by using Individual Travel Cost Method (ITCM).

The results found that the majority of visitors were : male ; 25-59 years old ; employees of private companies ; average income of 10,001-20,000 THB./month. Most of them came from Bangkok and the central plain. Travel time was the major factor affecting the trip frequency in both the current Khun Dan Land project and the new master plan development project. Recreational benefits of the Khun Dan Prakarnchon Dam of Case I : the current Khun Dan Land project and Case II : Khun Dan Land project with the new master plan were 230.92 millionTHB. in 2013 and 263.02 millionTHB., respectively about benefits. Hence, the development plan leads to increases in both demand and recreational benefits. The problems of recreational management were limitation of visitor attractions and facilities. Moreover, a including collaboration between public and private sectors seemed to be limited. These problems have already issued and implemented in to the master plan of Khun Dan Land development project.

The study results can be used as fundamental data in line with the local policy planning for sustainable development.

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