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CHAVEEWAN SUKMONGKOLRAT : WILLINGNESS TO PAY THE UTILIZATION OF CORAL RESOURCE ON TOURISM : A CASE STUDY OF KO CHANG NATIONAL PARK IN TRAT PROVINCE. THESIS ADVISORS : SANCHAI SUTIPANWIHAN, M.Sc., SAYAM AROONSRIMORAKOT, M.Sc., DANAI TAIPANICH, M.A., 215 p. .ISBN 974-664-232-4

The purpose of this research was to study the Willingness to Pay, (WTP) factors that affect the utilization of coral resource by tourists. Derived results might present appropriate guidelines to determine admission fees for the utilization of the resource. A Survey Research method was employed in this study. The study sample comprised of 103 tourists who viewed the coral resource, and 109 tourists that did not, 22 businesses that supplied equipment for coral viewing, as well as 24 businesses that did not, and 206 local residents. The WTP study was achieved by using travel cost method and contingent valuation method. All variable factors such as age, average monthly income, travel cost with time value, etc., were analyzed using multiple regression analysis.

The WTP for use values, of coral resource utilizing for tourism under travel cost and contingent valuation methods were baht/year 219,808,391 and 1,026,027,000 baht/year respectively. The total economic value was 7,185,500,182 baht/year. Average monthly income, attitude toward coral resource and presentation WTP had significant positive effects on WTP for the use value. However, age as another significant independent variable showed an opposite outcome. The WTP for option value had significant positive relationship with age, average monthly income, travel cost with time value, knowledge and attitude. Average monthly income, frequency of visits, knowledge, attitude, and information received had positive but level of education had negative relationship with the WTP for existence value. All variables were evaluated at $\alpha = 0.05$

The guidelines for admission fees for coral resource utilization for tourism at Ko Chang National Park were the result, derived under this study indicating that the government might need to set up admission fees about 52.92 baht/time for site tourists who decided to visit coral resource, about 3,398.28 baht/year for businesses that supply equipment for such activities, about 60.62 baht/time for tourists who do not, about 757.48 baht/year businesses that do not, and finally about 128.55 baht/year for local residents.