

Thesis Title	Public Opinion Regarding the Environmental Surroundings of an Ancient Monument : A Case Study of Pom Mahakarn, Bangkok Metropolis
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ABSTRACT

The aim of this study is to investigate factors related to public opinion regarding the environment of an ancient monument, Pom Mahakarn. This study covers the following : personal factors (sex, age, education level, occupation, hometown) social factors (duration of residence in the study area, the distance from the dwelling place to Pom Mahakarn, the expropriation, the benefits obtained from household) and psychological factors (level of value judgment, knowledge of conservation and utilization of available mass media.) Problems, obstacles and recommendations of the respondents were also considered. The subjects of the study were 384 inhabitants of Pra Nakorn district (Bowon Niweot and Somran Rat sub-district) and Pom Pram Suttru Phai district (Ban Bat sub-district), Bangkok Metropolis. Data were collected by using a structured questionnaire. The findings are as follows :

1. The majority of the people had a medium level of public opinion regarding the environmental surroundings of Pom Mahakarn. The factors which were found to have a significant effect on the level of public opinion were the following : present education level, the

benefits obtained from the household, the expropriation, level of value judgment of Pom Mahakarn, knowledge of conservation ($p < 0.001$) and distance from the residential area to Pom Mahakarn ($p < 0.05$)

2. Analysis of Variance and Multiple Classification Analysis revealed that the group of people with a bachelor's degree or its equivalent or higher, those whose houses were being used both for living and for commercial purposes, the unexpropriated group, the group with a high judgment value of Pom Mahakarn, and those with good knowledge of conservation tended to express more of positive opinions on the environmental management of Pom Mahakarn compared to other minor groups.

3. When asked about problems, obstacles and recommendations regarding the environmental surroundings of Pom Mahakarn project, most of the respondents remarked that problems and obstacles arose from their eviction from their homes and working areas. They were against the project and recommended that the Bangkok Metropolitan Administration should first find a place for their resettlement and provide them with security guards to insure continuous peace and strict crime prevention.

Recommendation

1. The Bangkok Metropolitan Administration should increase the people's level of knowledge about conservation of the environment of Pom Mahakarn through the effective utilization of mass communication, i.e., television, radio, newspaper and the school curriculum.

2. The Bangkok Metropolitan Administration should encourage the people to express their opinions regarding the project of maintaining the environmental surroundings of ancient monuments so that the appropriate and effective policies can be formulated and implemented.

3. The Bangkok Metropolitan Administration should encourage coordination among the other organization and with the people to achieve the desired goals.