

## CONTENTS

	<b>Page</b>
<b>ACKNOWLEDGEMENTS</b>	<b>iii</b>
<b>ABSTRACT (ENGLISH)</b>	<b>iv</b>
<b>ABSTRACT (THAI)</b>	<b>v</b>
<b>LIST OF TABLES</b>	<b>ix</b>
<b>LIST OF FIGURES</b>	<b>x</b>
<b>CHAPTER I INTRODUCTION</b>	<b>1</b>
1.1 Background	1
1.2 Objectives of research	3
1.3 Scope of research	3
1.4 Conceptual framework	4
1.5 Expected results	4
1.6 Definition of term	5
<b>CHAPTER II LITERATURE REVIEW</b>	<b>7</b>
2.1 The sea level rise	7
2.1.1 Impacts of climate change on the sea level	7
2.1.2 Impacts of the sea level rise	8
2.1.3 Guidelines for coping with the sea level rise	11
2.2 General information of Bang Khun Sai sub-district	13
2.3 Economic value	17
2.4 Environmental valuation	19
2.4.1 Environmental valuation method	19
2.4.2 Related research about the environmental valuation	22
2.5 Thematic analysis	28
<b>CHAPTER III METHODOLOGY</b>	<b>30</b>
3.1 Sample size and sampling method	30
3.2 Construction of the research tool	34

## **CONTENTS (cont.)**

	<b>Page</b>
3.2.1 The design of the attributes	34
3.2.2 Specify the levels of the attributes	35
3.2.3 Creating the choice sets	38
3.2.4 Creating the questionnaire	39
3.2.5 Creating the in-depth interviews questions	41
3.3 Data analysis	41
3.3.1 The analysis of the respondents' economic-social characteristics	42
3.3.2 The analysis of the respondents' attitudes	42
3.3.3 The valuation of the willingness to pay and the factors that influenced WTP	43
3.3.4 Gathering the guidelines for coping with a sea level rise situation	49
<b>CHAPTER IV RESULTS</b>	<b>50</b>
4.1 The economic-social characteristics of respondents	50
4.2 The attitude of the respondents toward the country problem and comprehension of a sea level rise situation	53
4.3 The optimal choice experiment model for this research	60
4.4 The value of the willingness to pay	68
4.5 The factors that influenced the willingness to pay	70
4.6 The guidelines for coping with a sea level rise situation	72
<b>CHAPTER V DISCUSSIONS</b>	<b>84</b>
5.1 The economic-social characteristics and attitude of respondents	84
5.2 The willingness to pay and factors that influenced WTP	86
5.3 The guidelines for coping with a sea level rise situation	89

## **CONTENTS (cont.)**

	<b>Page</b>
<b>CHAPTER VI CONCLUSION AND RECOMMENDATIONS</b>	<b>91</b>
6.1 Conclusion	91
6.2 Recommendations	92
6.2.1 Policy recommendations	92
6.2.2 Further research recommendations	93
<b>REFERENCES</b>	<b>94</b>
<b>APPENDICES</b>	<b>101</b>
Appendix A Pre-test questionnaire and pre-test results	102
Appendix B The detail of 45 choices from orthogonal design	111
Appendix C Example of questionnaire and information cards	113
Appendix D In-depth interviews questions	129
Appendix E The choice experiment models print out	131
<b>BIOGRAPHY</b>	<b>134</b>

## LIST OF TABLES

<b>Table</b>	<b>Page</b>
2.1 Population in each village and area	16
2.2 Summary of the environmental valuation methods	20
3.1 Sample group in each area of Bang Khun Sai sub-district	32
3.2 Attributes and its levels	38
3.3 The example of choice set	40
3.4 Interpretation of the attitudes	43
3.5 The independent variables and the effect coding	44
4.1 The economic-social characteristics of respondents	52
4.2 Attitude toward the major problems of Thailand that need to be solved by the government	54
4.3 Concerns about the impacts of climate change	55
4.4 The respondents' attitude toward the responsibility in solving the natural resources and environmental problems	57
4.5 The level of understanding of the respondents about sea level rise and potential impacts	60
4.6 Parameter estimates from conditional logit models	62
4.7 Coefficients conversion of the statistically significant variables based on the results from optimal choice experiment model	67
4.8 The value of the willingness to pay (WTP) for reducing the impacts of a sea level rise	69
4.9 Current operating projects to handle a sea level rise situation in Bang Khun Sai sub-district	73
4.10 The future guidelines to handle a sea level rise situation for Bang Khun Sai sub-district	78

## LIST OF FIGURES

<b>Figure</b>	<b>Page</b>
1.1 Conceptual framework	4
2.1 Generality of Bang Khun Sai sub-district	14
2.2 The component of environmental economic value	18
3.1 The diagram of research procedures	31
3.2 The diagram of sample group for in-depth interviews	33