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NARUENART PUTTAISONG : PUBLIC OPINIONS REGARDING THE PARTICIPATION ON CONSERVATION OF ENVIRONMENTAL SURROUNDING OF AN ANCIENT MONUMENT : A CASE STUDY OF AN ANCIENT MONUMENT IN KOH MUANG, AYUTTHAYA PROVINCE. THESIS ADVISOR : PRAKAIKAT SUKUMALACHART M.S., JIRAPORN CHUCKPAIWONG M.A. (ENVIRONMENT), WILASINEE ARNOMASIRI M.A. (ENVIRONMENT) 112 P. 974-89-863-5

The purpose of this study is to explore the public's willingness to participate in conservation of the environmental surroundings of an ancient monument in Koh Muang, Ayutthaya Province, and the factors which affect their willingness including problems and obstacles affecting participation. The data was collected by administering questionnaires to 400 people who lived in Nakorn-sri-Ayutthaya municipality, near the ancient monument in Koh Muang. The questionnaire data was analyzed by using SPSS (Statistical Package for Social Sciences) computer program and other statistical techniques, including the calculation of percentages, mean, standard deviations, and one-way analysis of variance.

The study results indicate that the majority of respondents had a "moderate" level of willingness to participate in the conservation of the environmental surroundings of an ancient monument in Koh Muang. Placing a high value on an ancient monument and knowledge about ancient monument conservation accounted for the difference in willingness to participate significantly at 0.001. Having received information about ancient monument conservation accounted for difference in willingness to participate significantly at 0.01. Respondents' educational level accounted for difference in willingness to participate significantly at 0.05. From this study, it is suggested that the concerned authorities should give more knowledge about the concept and methods of ancient monument conservation by means of television, radio, newspaper and seminar and encourage the local people to place a high value on ancient monuments and persuade them to participate in conservation activities.