

Thanapop Soteyome 2007: A Valuation of Recreational Value of Kanjanaphisek Park, Changwat Nonthaburi. Master of Economics, Major Field: Economics, Department of Economics. Thesis Advisor: Assistant Professor Chavaree Yarwudhi, M.A. 106 pages.

Although the recreational service of the Kanjanaphisek Park, Changwat Nonthaburi is considered as the non- priced social welfare, it can be evaluated for the recreational value from the individual travel cost method. The objectives of this study were 1) to study the social and economic characteristics of the tourists 2) to study factors affected the recreational visiting 3) to evaluate the recreational value of Kanjanaphisek Park, Changwat Nonthaburi and 4) to evaluate the future recreational value to calculate for the present value of benefits. The data were collected by interviewing 420 sampled tourists.

The results indicated that most of the respondents who visited the park were male more than female, their ages ranged from 21-30 years and were single, they were state enterprise employees and government officers, their average income ranged from 10,001-15,000 baht/month, and holding bachelor degree, most of them living in Amphor Muang. They took less than 30 minutes to get to Kanjanaphisek Park. They have known the park information from their friends, cousins and families. They traveled to the park with their families and cousins. Factors related to the visitors' decision to visit Kanjanaphisek Park were travel cost per trip and average income, at the statistical confidential level of 95%. The recreational value of Kanjanaphisek Park evaluated by the individual travel cost method was 36,535,104 baht. The future recreational value of Kanjanaphisek Park for the next 25 years calculated for the present value of benefits at discount rates of 6-8 % was 505,882,974.73-607,469,792.53 baht.

The results of the study can be used as a guideline for appropriately managing the park area to meet the recreational needs of the visitors. Kanjanaphisek Park, if holding the high value, it will indicate that it is worth providing the park area facilities for the tourists. As a guideline in providing the recreational area, it should coincide with travel cost factors of visitors. Besides, improving of the park area and various recreational activities in the park should be considered carefully to meet the tourists' requirements.



Student's signature



Thesis Advisor's signature