

Sirinan Vattanarom 2010: Visual Impact Assessment : A Case Study of Ancient Monument in the Ayutthaya Historic Park, Phra Nakhon Si Ayutthaya Province. Master of Science (Environmental Science), Major Field: Environmental Science, College of Environment. Thesis Advisor: Associate Professor Ittiphol Rasriekreangkrai, M.Ed. 155 pages.

The experimental research of this study is to assess the visual impact of the environment on the Ancient Monument located in Lokayasutharam temple area in the Ayutthaya Historic Park, Phra Nakhon Si Ayutthaya Province by developing visual impact assessment format, then proceeding with monitoring the satisfaction of the mitigation application.

This research started from visual impact analysis based on aesthetic characteristics (lines, colors, shapes/forms, sizes/proportions, textures, and light/shadow) and photograph followed with conducting visual-impact perception model and questionnaire, collecting data, analyzing data, and comparing pre and post visual impact by using statistics including percentage, average, standard deviation, and t-test from 400 samples.

The result showed that the structures of ancient monument and environment consisted of homogeneity of aesthetic structure and function in which the value of harmonious beauty was lower than value of contrast ( $H=36.37\% < C=63.63\%$ ). The contrast parameters including lines, colors, shapes/forms, sizes/proportions and textures were consistent with samples who had lower visual impact perception in ancient monument located in Lokayasutharam temple ( $\bar{x} = 2.46$ ) particularly the color of buildings and accommodations around the monument which had high contrast. In addition, these samples had high value in mitigation satisfaction to reduce the visual impact ( $\bar{x} = 3.99$ ) and the levels of visual impact in both pre and post perceptions were significantly different.

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Student's signature

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Thesis Advisor's signature