

Jitara Boonta 2011: Valuation of Recreational Value of Erawan National Park, Kanchanaburi Province. Master of Science (Forest Resource and Environmental Administration), Major Field: Forest Resource and Environmental Administration, Interdisciplinary Graduate Program. Thesis Advisor: Associate Professor Santi Suksard, Ph.D. 134 pages.

The principal objective of the study was to assess recreational value of Erawan National Park , Kanchanaburi Province by zonal travel cost method and contingent valuation method. The using data was collected by employing the designed questionnaire interviewed 634 tourists.

Results of study indicated that the respondents were female (50.32 %), their average age was 29.4 years old, their educational level were at bachelor degree (44.95 %). The majority of their occupation was student (29.18%). Their average stipend was 16,254.86 baht/month. The current visiting was their first trip (50.00%), relaxing was the principal objective of the most (95.58%), the most recreational pattern were one day trip (69.09 %), the average member in the group was 7.37 person. Personal cars were mostly used for transportation (78.55 %).

The obtained recreational values of Erawan National Park in 2010 by zonal travel cost method was 206,331,138 baht per annum, the formulated regression equation representing the relationship between number of visiting per population of 1,000 (Q_h) and average traveling cost per trip (Tc_h) is $Q_h = 7,128,530,301Tc_h^{-2.968}$, while the recreational value under sustainable management condition was 6,309,820,734 baht. The recreational value by contingent valuation method was 17,521,315.52 baht. There were 3 factors significantly related to the average willingness to pay per head for Erawan National Park, namely traveling cost per trip, the traveling distance and number of member in the tour group. The average willingness to pay per head was 43.42 baht. Furthermore, the finding could be used as a guideline for allocating the optimal budgets for sustainable natural resources conservation, research, education, recreational area management in Erawan National Park.

Student's signature

Thesis Advisor's signature