

Sasidara Poopakdee 2009: An Evaluation of Recreation Benefits of the Green Area, Bang Nam Pheung Sub - district, Phra Pradaeng District, Samut Prakan Province.
Master of Science (Resource Management), Major Field: Resource Management, Interdisciplinary Graduate Program. Thesis Advisor: Associate Professor Saroj Aungsumalin, Ph.D. 102 pages.

The objectives of this research were 1) to study the socio-economic characteristics of visitors, 2) to analyze factors explaining the decision to visit the study area, and 3) to evaluate the recreation benefits of the study area. Primary data was collected from 325 tourists through questionnaires from July, 2008 until November, 2008. The Zonal Travel Cost Method was utilized to calculate the recreational benefits.

The study found that most visitors were female with the mean age of 37, married, worked in private businesses, earned an average income of 18,637 Baht per month, and graduated with high school or bachelor degree diplomas. The study on visitors' preferences on supporting facilities and services revealed that watching firefly in boats and home stay with villagers received the "highly satisfied" mark. While visitors rated other services as "satisfied". The study also found that traveling cost was the only factor statistically explaining the demand to visit the area. The recreational benefits of the study area was estimated to be 42,883,459 thousand-baht in 2008. The projected maximum traveling cost that a person is willing to pay to visit the study area are 1,500 Baht per trip in zone one, 420 Baht per trip in zone two, and 320 Baht per trip in zone three.

The findings suggested that government agencies involved in tourism in the area such as the Tambon Administration Office and the Tourism Authority of Thailand can use the maximum traveling cost information to establish the standard fees for providing services. For example, the highest charge for recreational gears or the guided tour fees should not be greater than 320 Baht per trip. In addition, the activities such as firefly watching and home stay services should be encouraged as visitors revealed the highest level preferences but the existing services were still limited. However, the provision should be under a good management and suitable for the area.

Student's signature

Thesis Advisor's signature