

Romana Unpong 2011: Potential Assessment of Birding Sites at Doi Inthanon National Park. Master of Science (Parks, Recreation, and Tourism), Major Field: Parks, Recreation, and Tourism, Department of Conservation. Thesis Advisor: Assistant Professor Phatchanuch Wongwathana Foster, Ph.D. 105 pages.

The objectives of this study were to identify bird watching activity patterns and to assess birding sites potential at Doi Inthanon National Park. A purposive sampling method was used to select 384 bird watchers who visited the park between December 2009-November 2010. A questionnaire survey was employed to collect personal data, bird watching activity patterns, and potential assessment. Descriptive statistics were used to analyze the bird watcher profiles. Birding sites potential was categorized by the weighting score method.

The results showed there were more Thai bird watchers than foreigners. A majority of the bird watchers is male. Eighty three point six percent of the bird watchers have been to Doi Inthanon National Park more than once. Ang Ka Nature Trail was the most impressive (44.50%) and the most used (50.60%) trail. Potential of birding sites is consisted of four components: nature component, facilities services and interpretation, site management, and environmental impact management. The site assessment revealed that Doi Inthanon National Park had overall potential score of 2.30 (moderate level) from the highest score of 3.00. The nature component had potential score of 2.22 (moderate level), facilities services and interpretation had potential score of 2.44 (high level), site management had potential score of 1.96 (moderate level), and environmental impact management had potential score of 2.43 (high level).

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Thesis Advisor's signature