

Unchun Tuntates 2011: A Study on Landscape Perception of Visitors to Doi Suthep – Pui National Park. Master of Science (Parks, Recreation, and Tourism), Major Field: Parks, Recreation, and Tourism, Department of Conservation. Thesis Advisor: Assistant Professor Noppawan Tanakanjana Phongkhieo, Ph.D. 316 pages.

The objectives of this research were to study landscape perception of visitors to Doi Suthep-Pui national park, to determine factors affecting the perception and relationship between landscape perception, quality recreation experience, and need for revisit the national park, and to develop a design concept for natural landscape conservation in major recreation sites of Doi Suthep-Pui national park. Visitor survey by questionnaire was conducted and 486 visitors participated in the survey. The researcher also conducted landscape inventory at all major recreation sites within the park. The study results revealed that most visitors thought that naturalness, richness of forest and beautiful waterfall were the unique features of Doi Suthep-Pui. Among natural environment aspects of the park, the majority of visitors rated nice and fresh weather with highest perception score while safety area for viewing scenery was rated highest among man-made environment aspects of the park. Result from hypothesis testing using multiple regression analysis shown that 7 independent variables significantly influenced landscape perception of park's visitors and accounted for 36.2 percent of variance in the perception ($F=17.297$; $P\text{-value}=.000$; $R^2=0.362$) The most influencing variable was knowledge in national park management ($\text{Beta}=-0.291$; $P\text{-value}=.000$). Correlation analysis found that landscape perception significantly correlated with overall satisfaction in visiting the park, satisfaction toward landscape, recreation experience gained from the visit, and need for revisit the park in the future ($r=.385$, $P\text{-value}=.000$; $r=.451$, $P\text{-value}=.000$; $r=.477$, $P\text{-value}=.000$; $r=.266$, $P\text{-value}=.000$, respectively). Finally, landscape inventory and analysis concluded that park's landscape potential and facilities suitability were moderate.

Student's signature

Thesis Advisor's signature