

Supranee Suwanmalee 2007: Forest Resource Utilization Awareness of Communities in the Upper Maesa Watershed, Chiang Mai Province. Master of Science (Resource Management), Major Field: Resource Management, Interdisciplinary Graduate Program. Thesis Advisor: Assistant Professor Nuchanata Mungkung, Ph.D. 150 pages.

Forest was natural resource which very important to the equilibrium of ecology and the way of human life. Thus, the appropriate awareness in forest use of people was necessary. The objectives of this research were to study the socio-economic characteristic and the management of environmental and natural resources in community, investigate the community's level of forest resource utilization awareness and to analyze the factors effecting the forest resource utilization awareness by using path analysis in the Upper Mae Sa Watershed, Chiang Mai Province.

The results showed that the community's level of forest resource utilization awareness that compound with Thai and Hmong also were moderate awareness level. Thai was the most awareness level in the part of Forest Utilization and Management Behavior Scale and Hmong was the most awareness level in the part of Forest Regulation Scale. The results of path analysis showed that the knowledge of forest resource, the attending of forest activity, the social status and the types of forest use directly affected on community's awareness. For Hmong, the knowledge of forest resource directly affected on Hmong's awareness. Additionally, the knowledge of forest resource and the attending of forest activity directly affected on Thai's awareness.

The study recommended that the government should promote the knowledge of the forest resource to people both in the area and out-side the area by training and study tour. In addition, the government should create the natural resources information centre in the area and give knowledge about the forest conservation through community radio for helping them regularly know about the forest resource situation. That will increase the forest resource utilization awareness of communities in the area.

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