





## **ABSTRACT**

Abstract of thesis submitted to the Graduate School Project of Maejo University in partial fulfillment of the requirements for the degree of Master of Science in Agricultural Economics

**FOREST ECONOMIC VALUES AFFECTING FOREST CONSERVATION MOTIVATION:  
THE CASE STUDY OF BAN-PONG ROYAL PROJECT, PHAPHAI SUBDISTRICT,  
SANSAI DISTRICT, CHIANGMAI PROVINCE**

**BY**

**SAWAT SOMBOONCHAI**

**MAY 2002**

Chairman: Associate Professor Penrat Hongvitayakorn  
Department/Faculty: Department of Agricultural Economics and Cooperatives,  
Faculty of Agricultural Business

The purposes of this research were to find out 1) forest economic values affecting community forest conservation motivation; 2) villagers' attitudes towards community forest conservation and utilization; and 3) relationship between attitudes towards community forest conservation and economic values. The data was collected by means of questionnaires pretested for accuracy from 88 samples of villagers derived by purposive sampling, consisting of 25 Doinoi villagers and 11 Kasetmai villagers in Nongharn subdistrict, and 24 Ban-Pong villagers, 14 Sriboonruang villagers and 14 Tayao villagers in Phaphai subdistrict, Sansai district, Chiangmai province. The data was then analyzed by using the SPSS for WINDOWS and the Microsoft Excel.

The findings revealed that the samples were family heads, 43 years old on average. Most of them had completed grade 4 of a primary school. Each family had an average of four people, three earning incomes and one studying. Hiring out was their main occupation and their average family income was 3,001-6,000 baht per month.

The villagers's benefits from forest utilization in 2000/2001 were mushrooms and plants e.g. bamboo shoots and vegetables. The total economic value was 2,597,126.52 baht, 1,374,671.39 baht of which or 53.46% was spent on household consumption and 1,196,995.13 baht or 46.54% was for sale. The total average value was 3,418.88 baht per year per household, or 3.74% of the income earned from their occupation, which was additional income to support their family.

The villagers's attitudes towards forest conservation were at a high very high level and their forest utilization was at a frequent level.

Their attitudes towards forest conservation were found to be directly correlated with economic values. Thus, increase in economic values will lead to increase in forest conservation motivation.

To achieve the objectives of the Ban-Pong royal project, it was recommended by the researcher that villagers's cooperation and the strength of the community be essential in forest conservation and forest economic values can be used as forest conservation motivation.