

**Title** SPATIAL LAND VALUE CHANGE: A CASE STUDY OF MUANG  
DISTRICT,PHITSANULOK, THAILAND, 2008-2015.

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#### ABSTRACT

The objective of this study is to represent changes of land prices in Amphoe Muang, Phitsanulok in the year 2008 - 2015. Secondary data, i.e. the appraisal data of the year 2008-2011 and the year 2012-2018, were collected from the regional treasury office Phitsanulok. The appraised land prices were summarized from prices of land closed to main streets of each block. Those data were analyzed in order to compare the change of prices of land in each zone. In case of spatial pattern changes, techniques called spatial autocorrelation and spatial hotspot analysis were applied. Results depicts that there are some changes of Land prices in Amphoe Muang. The most changes occur along the main road in the west part of the study area, moderated land price changes are around Phitsanulok City, and there is no change in the south and east part of the area. The spatial pattern of land prices are categorized as cluster according to Moran's spatial autocorrelation index. The hot spot of the land prices do not change to other places but expand from existing hotspot to the west of the area due to changes in environment and economic drivers.