

Use of Dichotomous Choice Contingent Valuation Method to Value the Manukan Island, Sabah

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ABSTRAK

Kajian ini menerangkan penggunaan kaedah penilaian pilihan dikotomous kontingen (CVM) untuk menilai sumber rekreasi luar di Pulau Manukan, Sabah. Kedua-dua model logit dan probit adalah digunakan untuk menganalisis data primer yang diperolehi melalui temu duga peribadi. Penganggaran kebolehdan maksimum bagi model ini menunjukkan pendapatan dan harga adalah pembolehubah yang signifikan dalam menentukan kesanggupan membayar (WTP) seseorang. Nilai WTP yang diterbitkan semasa yang dikenakan kepada pengunjung. Kajian ini juga menganggarkan hasil boleh dijanakan iaitu yuran yang dikenakan menurut rangka kerja WTP.

ABSTRACT

This study presents the application of dichotomous choice contingent valuation method (CVM) to value outdoors-recreational resources in Manukan Island, Sabah. Both the logit and probit models are used to analyze the primary data obtained through personal interview. The maximum likelihood estimates of this model show that income and price are significant variables in determining one is willingness to pay (WTP). The WTP figure derived from the model shows that it is much higher than present fees charged to the visitors. This study has also estimated the revenue that could be derived if the fees were charged according to the WTP framework.

INTRODUCTION

While much economic activity is organized through the private market in which competitive forces determine prices, most of the recreational parks exist as public property because of their non-rival consumption and non-exclusion in nature. If there are some fees charged to it, it is insignificant compared to the utility obtained. The existence of public goods creates problems for a price system, as once a public good is produced, a number of people will automatically benefit regardless of whether or not they pay for it. The designations of parks as public good

create free riders and over-usage problems. This could lead to deterioration in its quality. In tandem with the concern of quality environment, the subject of user fees in the management of national parks and protected areas has received increasing interest in the literature (Ana 1988; Leuschner *et al.* 1987; Lindberg and Huber 1993 Rosenthal *et al.* 1984).

The cognizance of charging fees for the utilization of parks should be given special attention in developing countries as government funds are typically in short supply, and enforcement of environmental regulations lax or nonexistent.

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