

Willingness to Pay for Conservation of Primary Tropical Forest: Case of Danum Valley, Sabah

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INTRODUCTION

The primary tropical forests are the habitat of the wildlife species that need to be conserved and protected from any harm. According to Iranah, Lal, Wolde, & Burli (2018) conservation and restoration of land ecosystems need funding from various agencies such as government funds, private donations or international aid and grants. Therefore, one of the instruments that can be used to continually conserve the forest is by imposing conservation fee to the visitor. By doing so it can bring benefit to the place such as stopping the logging activities. It is because conservation fee can contribute to the economics of a country especially if the country is one of the countries that has logging activities as their source of income.

Furthermore, if the conservation fee is set up according to most people willing to pay, it can boost the tourism sector. This is because people will be attracted to come to the place if the price is affordable. In the aspect of value in economics, people's willingness to pay are measured in terms of the maximum price of obtained goods or services an individual willing to pay (Nuva et al., 2009). The government of Malaysia also continuously promoting Malaysia as a world tourist destination. Sabah is one of the states that offers many types of attracted places that can attract the tourist either from local or foreign visitors. There are many other conservation areas in Malaysia that have been gazetted by the government for the reason to conserve and protect that area and of it is Danum Valley conservation area. To conserve the Danum Valley area, the study of WTP is crucial as it helps to determine the maximum amount of conservation fees that visitors willing to pay.