

## **Marine park visitors' trade-off among marine ecological attributes in Malaysia.**

### **ABSTRACT**

The central theme of this study is economic valuation of ecological function values through ecological attributes and biophysical indicators; as predicted in the strategic plan 2011-2015 of Department of Marine Park Malaysia(DMPM). So that, visitors of Perhentian Island Marine Park (PIMP) held for these attributes. Applying non-market valuation technique i.e. choice modelling stated preference technique has been pursued to achieve this objective. The total collected data consist of 380 Questionnaires that have been completed by visitors through a face-to-face interview in two main islands. Results of Multinomial Logit Models indicated that greatest visitors' preference for difference attribute levels was respectively for coral cover and water quality improvement in the highest level. This economic valuation can provide invaluable support to the conservation efforts in direction of maintenance biodiversity to stockholders including policymakers and tour operators.

**Keyword:** Willingness to pay; Perhentian Island Marine Park; Choice modelling stated preference technique; Multinomial logit model; Ecological attributes.