

Estimating the conservation value of Giant Panda Conservation Centre in Zoo Negara, Malaysia using contingent valuation method

ABSTRACT

The Giant Panda Conservation Centre (GPCC), which is the latest edition to Zoo Negara Malaysia, exhibits as an outreach conservational programme. To understand the conservation value of the Giant Panda Programme in Zoo Negara, a study using Contingent Valuation Method (CVM) approach is conducted. The main objective of the study is to estimate the willingness to pay (WTP) of visitor for the Giant Panda programme at Zoo Negara. Data was collected using a structured questionnaire through face-to-face interview sessions at the GPCC. Findings show that the factors influencing WTP are income, repeat visits of visitors and satisfaction index. Mean WTP is estimated at RM20.28, while the conservation value is estimated at RM5,039,235.24 for the year 2014. This study provides valuable information regarding the conservation value of Giant Panda programme in Malaysia.

Keyword: Economic value; Zoological park; Willingness to pay; Wildlife conservation value; Panda loan programme