



UNIVERSITI PUTRA MALAYSIA

**VISITOR WILLINGNESS TO PAY FOR CONSERVATION OF
ECOTOURISM AT KILIM KARST GEOFOREST PARK,
LANGKAWI, MALAYSIA**

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**VISITOR WILLINGNESS TO PAY FOR CONSERVATION OF ECOTOURISM AT
KILIM KARST GEOFOREST PARK, LANGKAWI, MALAYSIA**



**Thesis Submitted to the Graduate Studies, Universiti Putra Malaysia,
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**VISITOR WILLINGNESS TO PAY FOR CONSERVATION OF ECOTOURISM
AT KILIM KARST GEOFOREST PARK, LANGKAWI, MALAYSIA**

By

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February 2011

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The objective of this research is to investigate the visitor's willingness to pay (WTP) towards sustainability of ecotourism resources at Kilim Karst Geoforest Park (KKGP) and to determine the level of satisfaction of visitors using the ecotourism resources and facilities at the park. Data are obtained by using a closed-ended and multiple categories questionnaire in a face-to-face interview. The study is based on a sample of 448 respondents that were randomly chosen for face to face interview in KKGP in May to October 2009. The results show that most of the visitors are satisfied with ecotourism resources in KGGP and many are first time visitors to the park while only a few have visited more than once.

The data are analyses using descriptive analysis, factor analysis and contingent valuation method (CVM). The factor analysis divides into two parts which is perception and

attitude that influenced visitors' willingness to pay towards sustainability of KKGP ecotourism. For perception, three factors have been identified; natural scenery, utilities and services, and natural environment exploration. While for attitude part, there also three factors have been defined as are protection of natural resources, attraction at KKGP natural resources, and implementation of fee.

CVM is used to determine the visitors' WTP. A logit model is used to determine the willingness to pay towards sustainability of the ecotourism resources at KKGP. The results show the price of bid, income, age, strata, origin and education level are the most important and significant factors that influence and determine the amount of conservation fee charged at KKGP. In the questionnaire the respondents, who are visitors to KKGP, were asked about their attitudes, opinion and willingness to pay. The respondents answer the maximum amount they were willing to pay for the non-market goods available at KKGP based on the circumstances, and their current income and expenses.

The results of the survey indicate that visitors are willing to pay RM17.27 per visit towards sustainability. Besides that, the WTP between foreign and local visitors differs. The WTP of foreign visitors (RM 23.20) is much higher than the WTP of locals (RM13.96). Based on the number of visitors to KKGP in 2008 (167 152) the expected revenue that can be collected by the management is estimated at approximately RM 2 886 542.34 a year. Findings of this study may guide and assist policy makers in managing and developing recreational sites in Malaysia.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia
sebagai memenuhi keperluan untuk Ijazah Master Sains

**KESANGGUPAN MEMBAYAR PENGUNJUNG TERHADAP
PEMULIHARAAN EKOPELANCONGAN DI TAMAN GEORIMABA KILIM
KARST, LANGKAWI, MALAYSIA**

Oleh

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Kajian ini bertujuan untuk menilai kesanggupan membayar terhadap pemuliharaan sumber-sumber di Taman Georimba Kilim Karst (KKGP) dan untuk menentukan tahap kepuasan pengunjung terhadap penggunaan sumber dan kemudahan yang terdapat di taman georimba ini. Data diperolehi melalui borang soal selidik dengan menggunakan format soalan tertutup dan pelbagai pilihan. Kajian ini juga berdasarkan kepada 448 responden yang dipilih secara rawak dalam temubual bersemuka di KKGP bermula dari bulan Mei sehingga Oktober 2009. Keputusan yang diperolehi menunjukkan sebilangan besar pengunjung berpuas hati dengan sumber ekopelancongan di KKGP, kebanyakan pengunjung pertama kali berkunjung ke KKGP dan hanya segelintir sahaja mengujung lebih daripada sekali.

Data dianalisis menggunakan analisis deskriptif, faktor analisis dan kaedah penilaian kontigensi. Keputusan yang diperolehi dari faktor analisis dibahagikan kepada dua bahagian iaitu persepsi dan sikap yang mempengaruhi kesanggupan membayar terhadap

pemuliharaan ekopelancongan di KKGP. Bagi persepsi, tiga faktor utama telah dikenalpasti iaitu panorama semulajadi, kemudahan dan perkhidmatan serta penyiasatan permandangan semulajadi. Manakala untuk sikap, penentunya ialah perlindungan terhadap sumber semulajadi, penarikan terhadap sumber-sumber semulajadi di KKGP dan juga pelaksanaan pembayaran.

Pendekatan Kaedah Penilaian Kontigensi (CVM) digunakan sebagai medium dalam menentukan kesanggupan membayar pengunjung. Model Regresi Logit digunakan untuk mengukur kesanggupan membayar terhadap pemuliharaan sumber-sumber di KKGP. Keputusan kajian mendapati bahawa harga bida, pendapatan, umur, strata, asal pengunjung dan tahap pendidikan merupakan faktor penting dan signifikan yang mempengaruhi dalam menentukan jumlah kesanggupan membayar oleh pengunjung untuk biaya masuk ke KKGP. Dalam borang soal selidik, pengunjung ditanya mengenai perilaku, pendapat dan kesanggupan membayar. Pengunjung juga perlu menyatakan jawapan mereka untuk mengetahui tahap maksimum kesanggupan membayar bagi barangan bukan pasaran yang terdapat di KKGP berdasarkan senario dan mengambilkira pendapatan dan perbelanjaan semasa responden. Nilai purata kesanggupan membayar dianggarkan sebanyak RM 17.27 bagi setiap lawatan terhadap pemuliharaan. Kesanggupan membayar pengunjung antarabangsa (RM 23.20) lebih tinggi daripada pengunjung tempatan (RM 13.96). Berdasarkan jumlah pengunjung pada tahun 2008 (167 152) faedah pemuliharaan sumber eko-pelancongan tahun 2004 dianggarkan berjumlah RM 2 888 542.32. Kesimpulannya, kajian ini mungkin dapat membantu dalam membuat polisi dalam pengurusan dan pembangunan rekreasi di Malaysia.

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I certify that a Thesis Examination Committee has met on **17 February 2011** to conduct the final examination of **Nur Faizah Mohd Noor** on her Master of Science thesis entitled “**Visitor Willingness to Pay for the Conservation of Ecotourism Resources at Kilim Karst Geoforest Park, Langkawi, Kedah, Malaysia**” in accordance with Universiti Pertanian Malaysia (Higher Degree) Act 1980 and Universiti Pertanian Malaysia (Higher Degree) Regulation 1981. The Committee recommends that the student be awarded Master Science of Economics.

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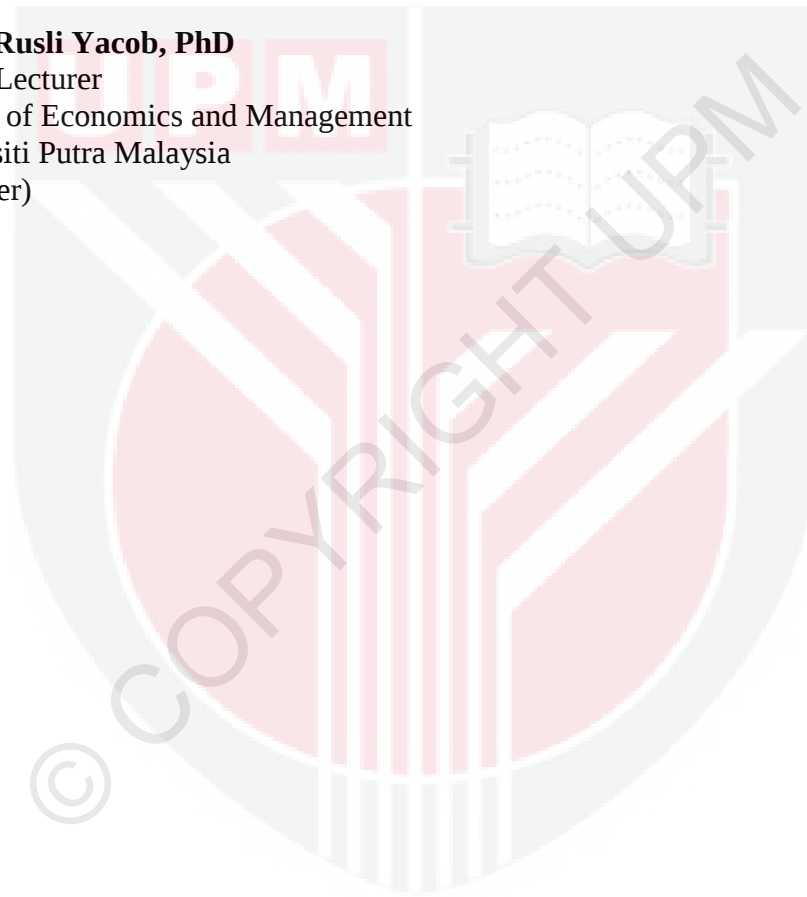
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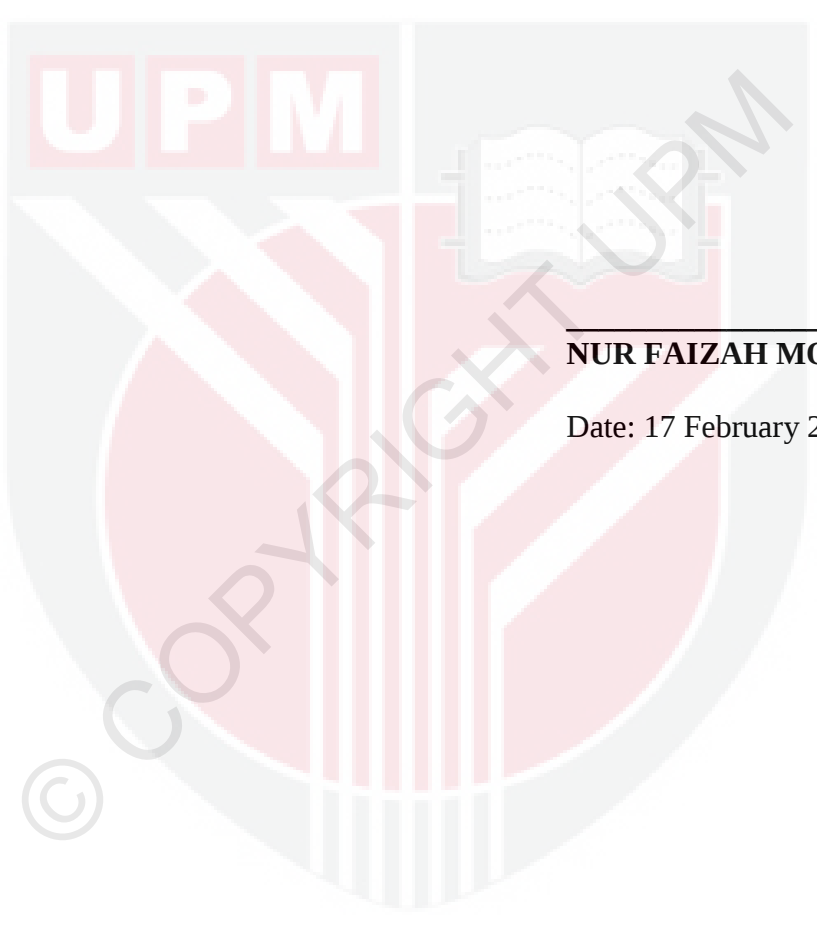
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DECLARATION

I declare that the thesis is my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously, and is not concurrently, submitted for any other degree at Universiti Putra Malaysia or other institutions.

The logo of Universiti Putra Malaysia (UPM) is a shield-shaped emblem. It features a stylized sunburst or 'Y' shape in the center, composed of multiple vertical and diagonal lines. The top left corner contains the letters 'UPM' in white on a red background. The top right corner shows an open book. The entire emblem is set against a light grey background.

NUR FAIZAH MOHD NOOR

Date: 17 February 2011

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