

Working Paper Questionnaire No. 4

Name of Paper: Demand for Eco-tourism: Estimating Recreational Benefits from the Margalla Hills National Park in Northern Pakistan, by Himayatullah Khan, SANDEE Working Paper No. 5-04

Abstract: This study, which is among the first in Pakistan to value recreational benefits, estimates the benefits of establishing and managing the Margalla Hills National Park near Islamabad. The study examines how much park visitors are willing to pay to visit and enjoy the park. Annual benefits from the Park are considerable—the total annual consumer surplus or economic benefit obtained from recreation in the Park is approximately Rs. 23 million (US\$ 0.4 million). Various factors influence the value visitors obtain from the park — these include travel cost, household income, and the quality of the park. Improvements in the quality of the park are likely to increase recreational benefits by a significant 39%. The study recommends that a Park entrance fee of Rs. 20 per person be introduced, which could be utilized for park management. This would generate nearly Rs. 11 million in revenues annually, a sizable amount of money that represents about 4% of the annual budget allocated to the Environment Sector in Pakistan.

Keywords: Environmental valuation, travel cost method, total recreational value, national parks, Pakistan.

Date of Survey: 2002 to 2003 (Four Different Seasons)
(Summer and Fall 2002; Winter and Spring 2003)

Place of Survey: Margalla Hills National Park, Islamabad, Pakistan

Type of Survey: Rural and Urban Households

Number of Respondents: 1,000

Sponsored by: South Asian Network for Development and Environmental Economics (SANDEE)

Appendix 1: Interview Schedule

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Interview Schedule

S.No _____ Date: ____/____/2002 Name of Visitor: _____

Name of Interviewer: _____ Date: ____/____/____

A: General Information about the Visitor

A: 1. Gender of the respondent: ____ Male ____ Female.

A: 2. Age _____ (years)

A: 3. Marital Status (please circle one): 1 single _2 married _3 widowed/divorced __4
other (Pl. specify) _____.

A: 5. Household Size: _____ (No. of Family Members).

A: 6. Highest Level of Education: __1__ none __2__ primary __3__ secondary __4__
university __5__ other (specify) _____.

A: 7. Location: 1 Urban Dweller 2 Living in Rural Areas.

A: 8. Income of the household (Rs. /month):

1. 0-5000 Rs.
2. 5000-10000 Rs.
3. 10,000-20,000 Rs.
4. 20,000-30,000 Rs.
5. 30,000-50,000 Rs.
6. 50,000-1, 00,000 Rs.
7. More than 1, 00,000 Rs.

A: 9. What is your profession? _____ What is your monthly wage (Rs) _____.

B: Visitor's Recreational Behaviour

B: 10. How many times did you visit national parks or nature-based recreation in Pakistan within the last 12 months for recreation purpose? No. of times: _____.

B: 11. How much did you spend on eco-tourism during the last year? _____

B: 12. How many times did you visit the MHN Park within the last 12 months for recreation purposes? No. of times: _____.

B: 13. How much did you spend on visiting MHN Park?

B: 14. Where do you live?
Name of Place _____

B: 15. If you were not on this trip today, what would you most likely be doing?
____ working at job ____ Watching TV ____ Housework/Shopping ____ other (Pl. Specify)

B: 16. How many hours were you at the Park today? _____ Hours.

B: 17. How did you come to this Park? ____ By Tour Bus, ____ By mini bus, ____ By taxi, ____ By private car, ____ By motorcycle, ____ By public bus, ____ By bicycle
____ Other (please specify) _____

B: 18. How much did you spend on your trip from Islamabad to this national park:
Transportation _____ Rs. (in case of public transport)
Fuel _____ Rs. (if private/own vehicle)
Food _____ Rs.
Accommodation _____ Rs.
Other _____ Rs.
Total _____ Rs.

B: 19. Please estimate the time and distance it takes you to get to this national park from your home? _____ hours _____ km.

B: 20. If you are not from Islamabad, you came to Islamabad for:
____ Conference attendance ____ Business ____ Visiting friends or relatives
____ Travel _____ Recreational purpose _____ Other.

B: 21. How would you describe the quality of recreational benefits at MHN Park?
____ Very poor ____ Poor ____ Fair ____ Good ____ Excellent ____ Don't know.

B: 22. Are you satisfied with the existing recreational benefits of the park?
____ Yes _____ No.

B: 23. Do you know any other National Park that you would like to visit instead of MHN Park? Yes _____ No _____

B: 24. If Yes to Q. B:23, Which other single site do you visit frequently? _____

B: 25. If yes, what would be your total cost to visit that park as compared to MHN Park?
Rs. _____

B: 26. What is the distance from your home to that park? _____

B: 27. How much time would you spend at the next best alternative national park?
_____ hours.

B: 28. If No to Q 22, would you like to have improved recreational services provided by
the Park? ____ Yes ____ No.

B: 29. If No to Q 28, why?

_____ Satisfied with the existing recreational benefits/services of MHN Park.

_____ Don't have any money; cannot afford

_____ Govt.'s responsibility

_____ Not my responsibility

_____ Others (Specify)

B: 30. If yes to Q.28, what types of improvements would you like to see at this park?

(i) Recreational Site:

Sight-seeing ____ Bird-watching ____ Relaxation ____ Walking tracks ____ Exercising
_____ other _____.

(ii) Information about MHN Park:

Maps ____ Information Sign ____ Precaution Sign ____ Tourist Information
Centre _____

(iii) Traffic:

Road Conditions ____ Traffic Safety ____ Traffic Sign ____ Parking _____

Miscellaneous:

Waste disposal _____

Lavatory _____

Food and Beverage Services _____

Accommodation _____

Others _____

C: Visitor's Attitude towards Entrance Fees

- C: 31. What is the entry free to MHN Park _____ (Rs.)
- C: 32. If MHN Park needs more income to provide better services for visitors, such as more recreational sites, improved cleanliness, greater traffic safety, public safety and forest fire protection, how should these recreational services be financed?
_____ Raise the entry fees _____ Raise govt. budget _____ Donation to Park fund _____
Other.
- C: 33. Suppose there were no other sources of improvement except imposing/raising entry fees, would you be willing to pay higher entry fee? Yes _____ No _____.
- C: 34. (a) If the entry fee were Rs. 20, would you be willing to pay it to visit the MHN Park? Yes _____ (go to Q. b), No _____ (go to Q. d).
- (b) Suppose that the engineers designing the project for improving environmental services of the park confronted some unexpected technical problems, and that instead of Rs. 20 the entry fee was Rs. 50. In this case would you be willing to pay the entry fee or not? Yes _____ (finished; go to Q. 35) No _____ (go to Q. c)
- (c) Suppose that instead of Rs. 50 the entry fee was Rs. 35. In this case would you be willing to pay the entry fee or not? Yes _____ (finished; go to Q. 35) No _____ (go to Q. f).
- (d) Suppose that instead of Rs. 20 the entry fee was Rs. 15. In this case would you be willing to pay? Yes _____ (finished; go to Q. 35) No _____ (go to Q. e)
- (e) Suppose that instead of Rs. 15 the entry fee was Rs. 10. In this case would you be willing to pay? Yes _____ (finished; go to Q. 35) No _____ (go to Q. f)
- (f) What is the most you would be willing to pay for the entry fee to this park?
Maximum amount _____ Rs.
- C: 35. If you are willing to pay for improved quality of recreational services in the near future, perhaps you may wish to come to the park and spend more time for recreation. How many more times would you then be here? _____ visits/year.