### 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: 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.