

Rungnapa Bupparit 2006: Willingness to Pay of Tourists for Dugong (*Dugong dugon*)
Conservation in Had Chao Mai National Park and Ko Libong Non-hunting Area, Trang Province.
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This study aimed to (1) survey the attitudes of tourists towards dugong conservation in Had Chao Mai national park and Ko Libong non-hunting area, Trang Province , (2) assess the willingness to pay (WTP) of tourists for dugong conservation using contingent valuation method (CVM) and (3) analyze factor affecting WTP. The data were collected by survey from 600 tourist respondents that were 15-60 year old who visited Trang Province in 2005

The results showed that the respondents thought seagrass bed conservation in Had Chao Mai national park and Ko Libong non-hunting area is the most important regulation for dugong conservation. The second most important regulation for dugong conservation is the setting dugong conservation area in Had Chao Mai national park and Ko Libong non-hunting area. The third and fourth most important regulations are prohibiting some fishing gears for fishery in seagrass beds and dugong habitat and setting a speed limit for boats for sailing in seagrass beds and the dugong habitat, respectively. Finally, the results showed that seeing dugongs in seagrass beds and their habitat by boat is the least important regulation for dugong conservation.

The willingness to pay and factors affecting WTP were assessed by binary logistic regression. The results showed that the mean WTP was 883 baht/person/year and the total WTP was 454,645,221 baht/year. The variables which affected WTP positively were information about dugong , average income per month (with 99% confidence level) and purpose of the trip (with 95% confidence level). On the other hand, starting bid and marital status were the variables which affected WTP negatively with 99% confidence level and 90% confidence level, respectively.

Student's signature

Thesis Advisor's signature

