

Tanuwat Sirimarttayan 2014: Willingness to Pay for Carbon Offset and Forest Resources  
Conservation: A Case of Domestic Air Travelers. Master of Science (Agricultural Economics),  
Major Field: Agricultural Economics, Department of Agricultural and Resource Economics.  
Thesis Advisor: Assistant Professor Penporn Janekarnkij, Ph.D. 115 pages.

The objectives of this study were to explore domestic air passengers' opinion and perceptions regarding carbon dioxide emission impact from air traveling; assess their voluntary willingness to pay for carbon offset and forest resource conservation; and examine factors affecting their willingness to pay. Data were collected from interviewing 356 domestic air travelers during October to November 2013. The study employed contingent valuation method for valuation.

Results showed that samples chose to fly with specific airlines based on airfare. More than half of total samples perceived the causes of climate change and understand the meaning carbon emission offset. They agreed that air travelling is one source of global environmental change and air passengers should be responsible for the impacts. It is found that the willingness to pay for carbon offset is 0.11 Baht/km with the average distance of flying at 539 km/passenger. The offset value was estimated to be 17 Baht/ton. Of the total 5,783,383 air passengers in 2013 and 70% of samples who accept the bid payment, the total value of carbon offset was estimated at 242,902,086 Baht/year. Results suggested that factors determining the willingness to pay include the starting bid, passenger experience in forest conservation program, travel expenses, flying frequency, and flying with Air Asia airline. It is possible that the airlines can develop the carbon offset mechanism for social responsibility and allocating fund forest conservation projects. The airlines should work together for public promotion and incentive creation in developing carbon offset mechanism.

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