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WILLINGNESS TO PAY FOR CONSERVATION FEE  
OF GUNUNG SANTUBONG NATIONAL PARK

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PREPARED BY:

ALMISAHREZZA BIN SAADON

2012340813

BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KOTA SAMARAHAN

PREPARED FOR:

DR THALANY KAMRI

DR JATI KASUMA

## LETTER OF SUBMISSION

30 June 2015

Dr Thalany Kamri

Universiti Teknologi MARA,

Kampus Kota Samarahan,

Sarawak

Dear Madam,

### **Submission of Project Paper**

Attached is the project paper titled “Willingness to Pay for Conservation Fee of Gunung Santubong National Park” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely,



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**ALMISAHREZZA BIN SAADON**

Matrix No: 2012340813

Bachelor of Business Administration (Hons.) Marketing

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# CHAPTER 1

## INTRODUCTION

### 1.0 Introduction

National park is one of the environmental resources and for public goods used by people that can give benefit in wide range ways. Those natural parks have many functions relating to the ecological functions. They also offer recreational purpose to everyone who visits the park. National parks which are plays roles as ecotourism sites can contribute in national income, and at the same time gives an economic impact to society around the area of national park. Then, it can contribute to the national financial development of the country (Gordon Cessford, 2008).

The increasing of demand for the national parks among the visitors for recreational purposes in many countries such as in Malaysia becomes more aggressive. As for ecotourism, national park covers the tourism industry that can lead to some economic benefits. This would produce opportunity that offer the attractive view of national park resources for ecotourism and at the same time will provide visitor's satisfaction (Moste, 1998). On the other hand, the challenge is to manage and maintain the harmonizing component of the national park, which is to conserve the scenery and the natural resources, also the historic objects and the wildlife therein. This can prove to be complicated under conditions of high visitation to the national park (Fao, 2011). A strategy that could be planned and implemented by the government and the private sector in managing the national park can be combine by getting revenues from use of the resources by charging entrance or user fees.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.0 Introduction

In fact, the aim of this literature review was to find the data or information that illustrating the ways in which conservation land and conservation management activities affect ecosystem services. It also gives some of the ideas and as guide line on how to conduct the study. Literature review also gives a deeper understanding on the term that used in this study. In this study, they are some of the term that used such as *tourism, conservation, biodiversity, willingness to pay and contingent valuation method*.

In fact, tourism is one of the fastest growing industries in the world (Moste, 1998). Sustainable tourism has become a suitable word for the tourism development. One of the criteria of the sustainable tourism is the well managed and fully utilizing of the recourses and at the same time well maintaining to protect the nature (UNEP, 2006). The critical part here is how to manage and protect the nature. It is important to protect the nature to ensure the long life of the species of the flora and fauna in the park especially for the future generation. In fact, most of the tourism activities basically related to natural resources and many of the activities take place in protected areas would influence and affect the protected area (Gustava S., 2012). However, in developing the tourism industry, the consideration of economic factors must be well understood. The level of willingness might be affect by the other factors such as individual demographic characteristics (Harari, 2005). Contingent valuation method is a method whereby the respondents are asked to directly state how much they are willing to pay for a given good (Choi, 2009). The method is a questionnaire based approach that is designed to estimate the economic value of non-market goods (Mitchell, 1989).