

Economic Valuation of Recreation Benefits of White Beach Resort in the University Of Eastern Philippines

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Abstract—The study was conducted to estimate the willingness to pay for recreation benefits of White Beach Resort in the University of Eastern Philippines. The study made use of the contingent valuation method in asking the willingness to pay of 50 respondents. This was done by asking the respondents how much they were willing to pay for recreation benefits during the household surveys. Mean and mode estimates of the willingness to pay were computed. The mode values are preferred to the mean values since the mean values might be affected by outliers which might affect either pull up or pull down the mean. Logit analysis was employed to determine the economic factors that could influence the willingness to pay of respondents for recreation benefits of the UEP White Beach Resort. The chi-square test was employed to determine if the amount the respondents are willing to pay for recreation benefits and economic variables like income or educational attainment were independent of each other. Multiple regression analysis was employed to determine the factors which might explain the variation in the amount of money that respondents are willing to pay for recreational benefits.

Results showed that all the fifty (50) respondents from Brgy Zone 1 were willing to pay an amount for recreation benefits of the White Beach Resort in the University of Eastern Philippines. The mean monthly willingness to pay bids is Php252.28. This value reflects maximum amount that the University of Eastern Philippines residents are willing to invest to preserve the environmental quality of the UEP White Beach.

The study estimated the willingness to pay of respondents for recreational use of the UEP White Beach Resort in the University of Eastern Philippines. Demand for recreation was influenced by household income and educational attainment. The logit and multiple regression analysis showed the probability of households being willing to pay and the willingness to pay for the recreation benefits of UEP White Beach Resort were significantly and directly related to household income, educational attainment, educational.

Keywords—Economic Valuation, Recreation Benefits, UEP White Beach Resort

I. INTRODUCTION

The University of Eastern Philippines is the First State University in the Visayas that has a White Beach Resort with higher recreation benefits of people as indicated by better quality of life. This resort is a regular project managed by the Auxiliary Services and Business Affairs office of the

University operating from Mondays to Fridays including Saturdays, Sundays and Holidays. Economic valuation of benefits from the recreation of White Beach is vital in our society to determine the economic value of beach area as a recreation resource, which is useful in evaluating the benefits and costs of different recreation sites. This is determining the willingness to pay for the satisfaction of actual resource use.

Results of the study may help resource managers and decision makers to gain more insights on the importance of estimating the recreation value.

II. METHODOLOGY

Primary data were collected from fifty (50) sample respondents using a structured interview schedule in UEP Zone I, Catarman, Northern Samar in order to estimate the recreation value of UEP White Beach Resort. The list of respondents was obtained from the Office of the Chairman. The total number of households in this study was purposively chosen. Random sampling technique was used in selecting the sample respondents in this study.

Contingent valuation method was utilized to estimate the value of recreation benefits of UEP White Beach Resort in the University of Eastern Philippines. The benefit valuation technique relies on estimating the willingness to pay of households for recreation benefits. This was done by asking the sample respondents how much they are willing to pay for the recreation benefits of UEP White Beach Resort during the conduct of the study. Mean and mode estimates were computed.

III. RESULTS AND DISCUSSION

Results showed that all the fifty (50) respondents from Brgy Zone 1 were willing to pay an amount for recreation benefits of the White Beach Resort in the University of Eastern Philippines. Environmental quality was mostly preferred by respondents. The mean monthly willingness to pay bids is Php252.28. This value reflects maximum amount that the University of Eastern Philippines residents are willing to invest to preserve the environmental quality of the UEP White Beach.

The study estimated the willingness to pay of respondents for recreational use of the UEP White Beach Resort in the University of Eastern Philippines. Demand for recreation was

influenced by household income and educational attainment. The logit and multiple regression analysis showed the probability of households being willing to pay and the willingness to pay for the recreation benefits of UEP White Beach Resort were significantly and directly related to household income and educational attainment.

IV. RECOMMENDATIONS

The study revealed an estimate of social willingness to pay of Php1.8 million per year contributed by households for the protection of UEP White Beach Resort, which will redound for the continued recreation benefits of the households. The said amount can be used by the University of Eastern Philippines for the cleanliness and maintenance of the site. Hence, additional funds should be allocated by the University as a counterpart for the said purpose. Lastly, there is a need to validate the results of the study with the use of Travel Cost Method approach to estimate the recreation value of the site.

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