

**THE ECONOMIC BENEFIT OF LANDSCAPE TREES AT UNIVERSITY MALAYSIA
SABAH USING CONTINGENT VALUATION METHOD**

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ABSTRACT

Trees played a vital role in human daily lives especially in term of ecology, economy and social. Trees grown in the city can be considered as a landscape trees. There is a lack of research in economic benefit of landscape tree at University Malaysia Sabah compared to other ecotourism site. Although University Malaysia Sabah has achieved the status of eco-campus university, the economic benefits valuation of landscape trees at University Malaysia Sabah is unknown. The objectives of this study was to evaluate the willingness to pay (WTP) for conservation of landscape trees at University Malaysia of Sabah. The total respondents involved for this study was 150 respondents and 56% respondent agreed to pay money for the conservation of landscape tree meanwhile the other 44% of respondents are not willing to pay. The regression analysis was used to analyze the data and the mean for the WTP were calculated by using 3 different types of models. The Model 1 used all types of socio-demography variables. Several socio-demography variables in Model 2 was dropped. Meanwhile Model 3 only used bid price as its variables. The mean WTP for Model 1 (full model) is RM7.34/person/year, where as the mean WTP of Model 2 (restricted model) is RM8.09/person/year and lastly for Model 3, the mean WTP is RM12.73/person/year. As a conclusion, the most suitable model to be used by the management of University Malaysia Sabah was Model 3 due to the factors taken based on the students responds to pay or not.