

**WILLINGNESS-TO-PAY FOR THE CONSERVATION
OF BUCARI PINE FOREST IN LEON, ILOILO**

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ABSTRACT

The Bucari Pine Forest has provided the municipality of Leon in Iloilo Province with both economic and environmental benefits. However, due to development plans, the Bucari Pine Forest has become vulnerable to degradation. This study estimated the willingness-to-pay of the residents of Leon, Iloilo for the conservation of the Bucari Pine Forest using the Contingent Valuation Method. The study participants were 320 local residents from eight (4 upland, 4 lowland) barangays of Leon, Iloilo. The final data collection was conducted in January 2016 to March 2016. Seventy-five percent of the study participants were willing to pay for the conservation of Bucari Pine Forest. The calculated mean WTP of the study participants with adjustment to the level of certainty was P335.00 per year or P27.92 per month. The factor that significantly affected the willingness-to-pay of the study participants was the bid price. This means that the higher the bid price, the less likely the study participant was willing to pay for the conservation of the Bucari Pine Forest. The information in this study can be used by local policy makers in drafting conservation policies and provide awareness on the importance of the conservation of the Bucari Pine Forest.