

WILLINGNESS-TO-PAY FOR THE CONSERVATION OF MANGROVE SITES IN DUMANGAS, ILOILO

A Research Paper Submitted to the
Faculty of the Division of Social Sciences,
College of Arts and Sciences
University of the Philippines Visayas
Miagao, Iloilo

In Partial Fulfillment of the Requirements for the
Degree of Bachelor of Science in Economics

Arianne I. Agapito
Ronell D. Guadalupe

March 2011

Agapito, Arianne I. and Ronell D. Guadalupe. 2011. *Willingness-to-Pay for the Conservation of Mangrove Sites in Dumangas, Iloilo*. An Undergraduate Research Report. University of the Philippines Visayas. Miag-ao, Iloilo.

ABSTRACT

This study was designed to determine the willingness-to-pay of the residents of Dumangas, Iloilo for the conservation of the existing mangrove sites in their area. Data were gathered through personal interviews using an interview schedule among 240 household representatives equally distributed in six barangays: three coastal, three non-coastal. Results of the study showed that most of the study participants were aware and knowledgeable about the existence of mangroves, its uses and benefits. The popular barangays identified to have mangrove sites included Sapao (31.33%) and Ermita (32.92%). Using dichotomous choice willingness-to-pay method with randomly assigned bid prices, results showed that most of the study participants both from coastal (89.17%) and non-coastal barangays (91.67%) were willing to pay for the conservation of mangroves. The main reason cited was that they want to participate in programs by the local government that aims to conserve the environment. When adjusted to level of certainty, there was slight difference in the number of study participants who were willing-to-pay; mean willingness-to-pay amounted to Php 86.47 without adjustment to level of certainty and Php 76.17 when adjusted to level of certainty. Knowledge index rating, civil status and bid price were the significant factors that affect the willingness-to-pay without adjustment to level of certainty at 5% level of significance. When adjusted to level of certainty, knowledge index rating (5%) and bid price (1%) were the significant factors. Annual surcharge in Community Tax is the preferred payment vehicle of the study participants for the conservation.