

A NONUSE VALUE ASSESSMENT OF WORLD NATURAL HERITAGE IN THAILAND: A CASE OF THUNGYAI-HUAI KHA KAENG WILDLIFE SANCTUARY

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The objective of this paper is to evaluate the nonuse value of Thungyai-Huai Kha Kaeng Wildlife Sanctuary. Data were collected from two researches that applied the contingent valuation method with a dichotomous referendum type in the form of double bound questions for assessing nonusers' willingness to pay. Two approaches were applied in both researches. In the first approach, the nonuse value was estimated with a scenario consisting of a total change in natural resources and environment in the sanctuary. In the second case, the value was assessed with a change in a number of the keystone species for preservation of the flora and fauna in the sanctuary. Nonuse values obtained from the two approaches were significantly different. The nonuse value of Thungyai-Huai Kha Kaeng was estimated to be 1 451 million Euro per year for the first approach, and 1 891 million Euro per year for the second. Results suggested that use of different hypothetical scenarios results in different values. Moreover, a nonuse value of natural resources and environment in a sanctuary is determined by a number of the keystone species. Therefore, use of its value should not take a purely per unit value.

Key words: Nonuse value, Wildlife sanctuary, World natural heritage, Contingent valuation method, Willingness to pay.