

This questionnaire is designed for MPhil thesis entitled “**RECREATIONAL VALUE AND WILLINGNESS TO PAY FOR TOURIST SITE: EVIDENCE FROM KALAM DISTRICT SWAT**”. The information collected through this questionnaire will use purely for academic research and will remain confidential.

S.No_____

Date: ____/____/2016

Name of Visitor/Respondent: (Optional) _____

A: General Information about the Visitor

A: 1. Gender of the respondent: Male Female.

A: 2. Age _____ (years)

A: 3. Marital Status (please circle one): Single Married widowed/divorced

Other (Please. specify) _____.

A: 5. Household Size: _____ (No. of Family Members)

A: 6. Level of Education?

i. None

ii. Primary

iii. Secondary

iv. University

v. Other (specify) _____.

A: 7. Location: Local Non-Local.

A: 8. Income of the household (Rs. /month):

1. 0-5000 Rs.
2. 5000-10000 Rs.
3. 10,000-20,000 Rs.
4. 20,000-30,000 Rs.
5. 30,000-50,000 Rs.
6. 50,000-1, 00,000 Rs.
7. More than 1, 00,000 Rs.

A: 9. Nature of the Job?

- a) Government Job.
- b) Private.
- c) Semi Gov.
- d) Other_____

A: 10. What is your monthly Wage (Rs) _____?

B: Visitor's Recreational Behavior

B: 10. How many times did you visit recreational sites or nature-based recreation in Pakistan within the last 5 years for recreation purpose?

No. of times: _____.

B: 11: How much did you spend on eco-tourism during the last year? _____

B: 12. How many times did you visit the SWAT (Kalama Valley) within the last 5 years for recreation purposes? No. of times: _____.

B: 13. How much did you spend on visiting Kalam Swat? Within the last five years _____

B: 14. Where do you live/ residence? Name of Place _____

B: 15. If you were not on this trip today, what would you most likely be doing?

- a) Working at job
- b) Other recreational site
- c) Housework/Shopping
- d) Other (pl. Specify) _____

B: 16. How time did you spent at Kalam today? _____ Hours/ Days.

B: 17. How did you come to Kalam Swat?

- a) By Tour Bus,
- b) By mini bus,
- c) By taxi,
- d) By private car,
- e) By motorcycle,
- f) By public bus,
- g) Other (please specify) _____

B: 18. How much did you spend on your trip from your destination to this site (Kalam Swat)?

- a) Transportation _____ Rs. (in case of public transport)
- b) Fuel _____ Rs. (if private/own vehicle)
- c) Food _____ Rs.
- d) Accommodation _____ Rs.
- e) Other _____ Rs.
- f) Total _____ Rs.

B: 19. Please estimate the time and distance it takes you to get to this recreational site (Kalam Swat) from your home town? _____ Hours _____ km.

B: 20.If you are not from SWAT, you came to SWAT only for:

Business

Visiting friends or relatives

Recreational purpose

Other. _____

B: 21. How would you describe the quality of recreational Site (KALAM)?

Very poor Poor Fair Good Excellent

B: 22. Are you satisfied with the existing recreational benefits of the site?

Yes No.

B: 23. Do you know any other Recreational site (As perfect Substitute site) that you would like to visit in swat instead of Kalam?

Yes No

B: 24.If Yes to Q. B: 23, which other single site do you visit frequently? _____

B: 25. If yes, what would be your total cost to visit that Site as compared to SWAT Kalam?
Rs. _____

B: 26.What is the distance from your home to that Recreational site? _____

B: 27. How much time would you spend at the next best alternative recreational site? _____ hours.

B: 28. If No to Q 22, would you like to have improved recreational services of the Site? _____

Yes go to Q#30 No go to Q#29

B: 29. If No to Q 28, why?

- a) Satisfied with the existing recreational benefits/services of Kalam Valley
- b) Don't have any money; cannot afford
- c) Govt.'s responsibility
- d) Not my responsibility
- e) Others (Specify)_____

B: 30. If yes to Q.28, what types of improvements would you like to see at this Site?

i. : Recreational Site:

- a) Camping site
- b) Stalls
- c) Fun land
- d) Hiking tracks
- e) Other_____

ii. Information about Swat Valley:

Maps Information Sign Precaution Sign Tourist Information Centre

iii. Traffic:

Road Conditions Reduce congestion Traffic Sign Parking

iv. Miscellaneous:

- a) Waste disposal
- b) Accommodation
- c) Others _____

C: Visitor's Attitude towards Entrance Fees

C: 31. What is the entry fee to visit Kalam _____ (Rs?)

C: 32. If this site (Kalam) needs more income to provide better services for visitors, such as more recreational sites, improved cleanliness, greater traffic safety, public safety and forest fire protection, how should these recreational services be financed?

Raise the entry fees

Raise govt. budget

Donation

Other _____

C: 33. Suppose there were no other sources of improvement except imposing/raising entry fees, would you be willing to pay higher entry fee? Yes No why _____

C: 34. (a) If the entry fee were Rs. 50, would you be willing to pay it to visit to Kalam? Yes _____ (go to Q. b), No _____ (go to Q. d).

(b) Suppose that the cost of providing better services is higher and Rs 50 entry is not enough to cover all the cost, would you like to pay 100 entry fee instead of 50? Yes _____ (finished; go to Q. 35)

No. _____ (go to Q. c)

(c) Suppose that instead of Rs. 100 the entry fee was Rs. 70. In this case would you be willing to pay the entry fee or not? Yes _____ (finished; go to Q. 35) No _____ (go to Q. f).

(d) Suppose that instead of Rs. 50 the entry fee was Rs. 30. In this case would you be willing to pay? Yes _____ (finished; go to Q. 35) No _____ (go to Q. e)

(e) Suppose that instead of Rs. 30 the entry fee was Rs. 20. In this case would you be willing to pay? Yes_____ (finished; go to Q. 35) No____ (go to Q. f)

(f) What is the most you would be willing to pay for the entry fee to this Site?

Maximum amount _____ Rs.

C: 35. If you are willing to pay for improved quality of recreational services in the near future, perhaps you may wish to come to Kalam and spend more time for recreation. YES NO

C36: How many more times would you then be here? _____ visits/year.

C37: Most valued attributes in Kalam (mark up to three)

(a) Scenery of Kalam (b) Relaxation (c) Weather (d) Outing from urban setup or outing from home

Did you visit Mahodhand Lake? YES NO