

A study on the valuation of Horton Plains national park using travel cost method

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The travel cost method assumes that the value of the site or its recreational services is reflected in how much people are willing to pay to get there. The Horton Plains National Park is the only National Park situated in the Hill Country and falls within the Nuwara Eliya district and is 200 km away from Colombo. It is the Sri Lanka's only montane national park and it lies at a height of more than 2000m in the central highlands. There are a lot of endemic floras and fauna found in the plains and the park also has a well-visited tourist attraction at World's End, a sheer precipice with a 1000m drop. The objective of this study was to estimate the annual recreational value of the Horton Plains National Park to determine the worthiness of it. Data were collected through a sample survey of local and foreigner visitors.

This study reveals that the annual recreational value of the Horton Plains National Park is 35656 million rupees and educated young people are willing to spend more on visiting the Horton Plains National Park.

Key words: Travel cost method, Recreational value, Horton plains

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