



10.2 - The relative 'value' of market and non-market goods & services provided by the Great Barrier Reef World Heritage Area (GBRWHA)

Natalie Stoeckl & Michelle Esparon
School of Business, James Cook University

Context

Many of the goods & services 'produced' by the GBR are not bought or sold in the marketplace, so do not have a price. But, absence of price does not mean absence of value.

Research aims

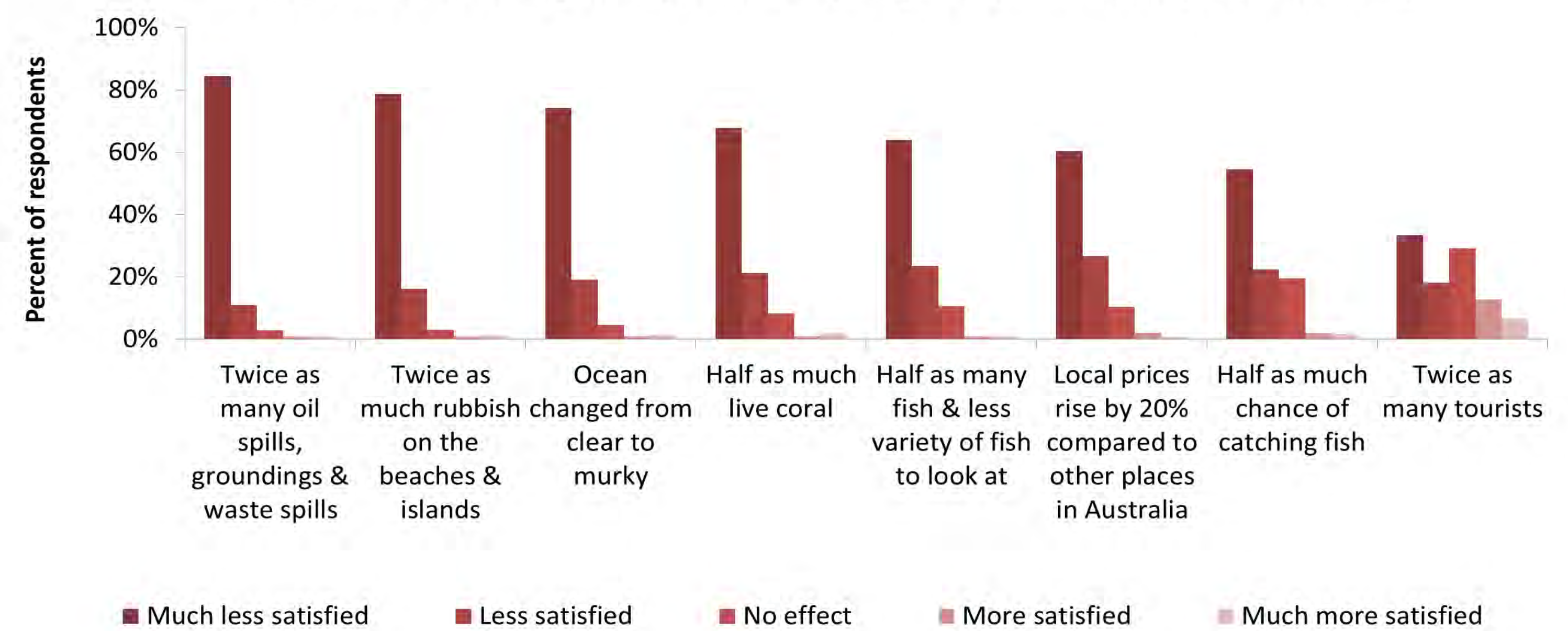
To improve our understanding of:

- The relative importance (or 'value') of different goods & services produced by the reef
- The way in which changes to some of those goods & services (e.g. increased water turbidity) might affect different people (e.g. lower satisfaction, reducing visits)
- People's willingness to contribute to improvements in those goods & services

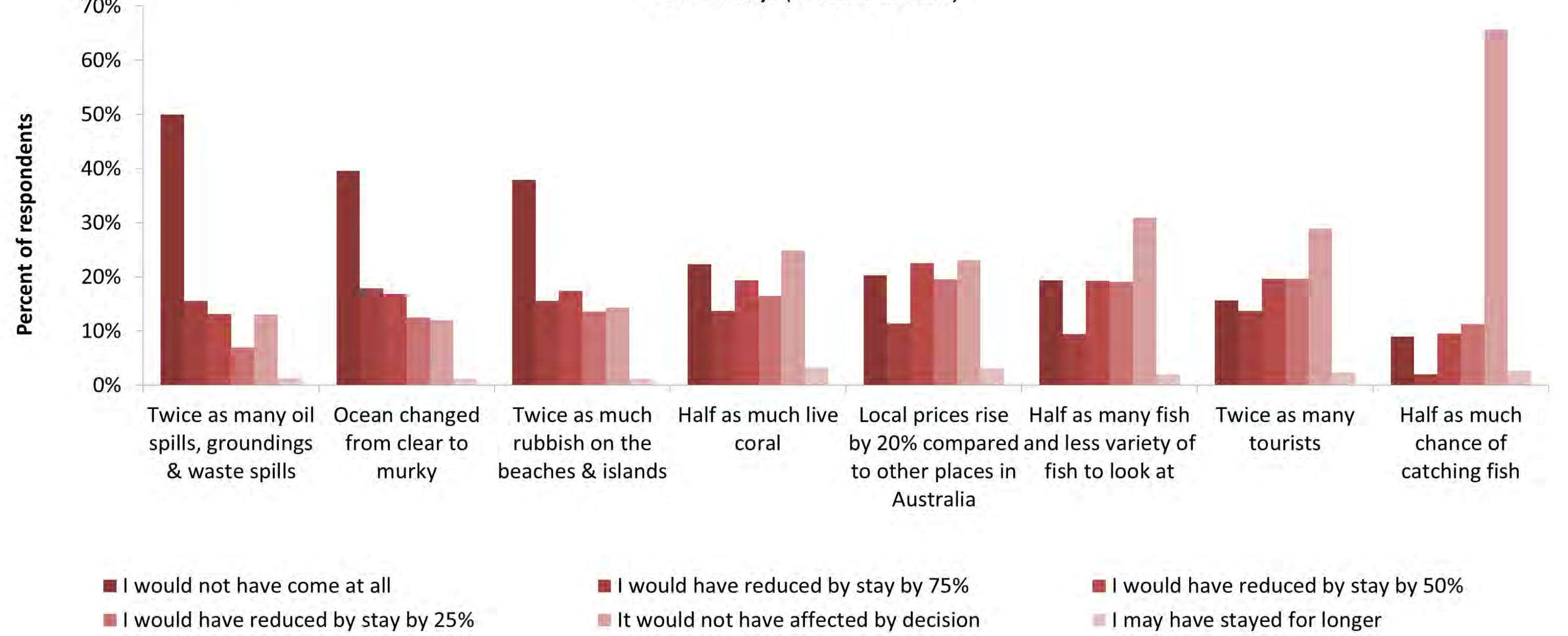
Methods, progress and plans for the future

- Worked with a variety of stakeholders to develop questionnaires
- Mailed questionnaires to a random selection of households across 106 postcodes that lie partially (or entirely) in the GBR catchment area
- Collected data from tourists at different times of the year and different regions of the GBR coast – targeting airports, ferry terminals, lagoons, caravan parks & beaches
- Now working with an Indigenous researcher to increase response rates in Indigenous communities
- 2736 surveys have been collected so far from 1718 & 1018 tourists & residents respectively – data collection ongoing
- Charts on this poster presents results from preliminary analysis – more sophisticated analysis planned (and required)

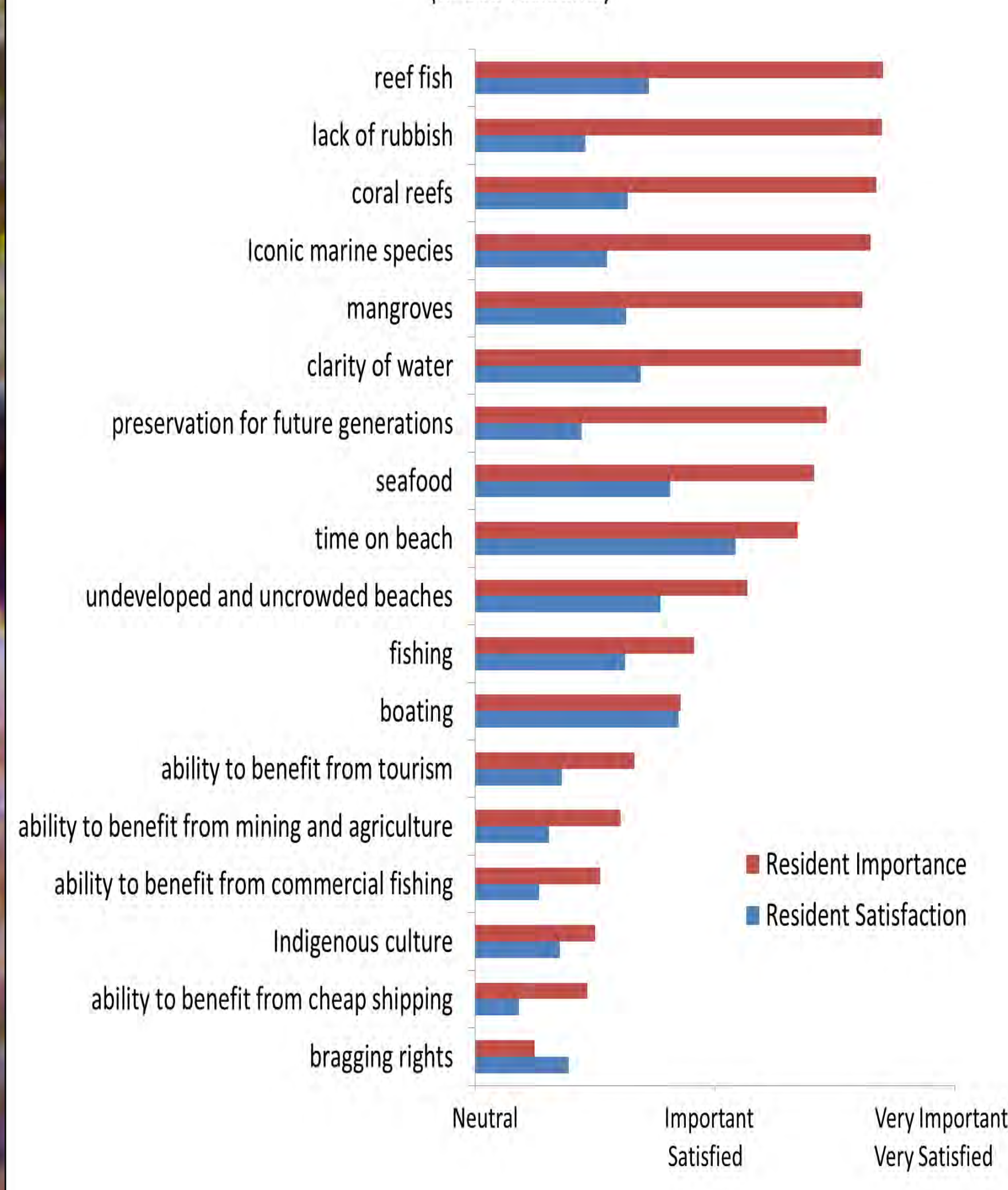
How would each of the following affect your overall quality of life/satisfaction? (n=1001 residents)



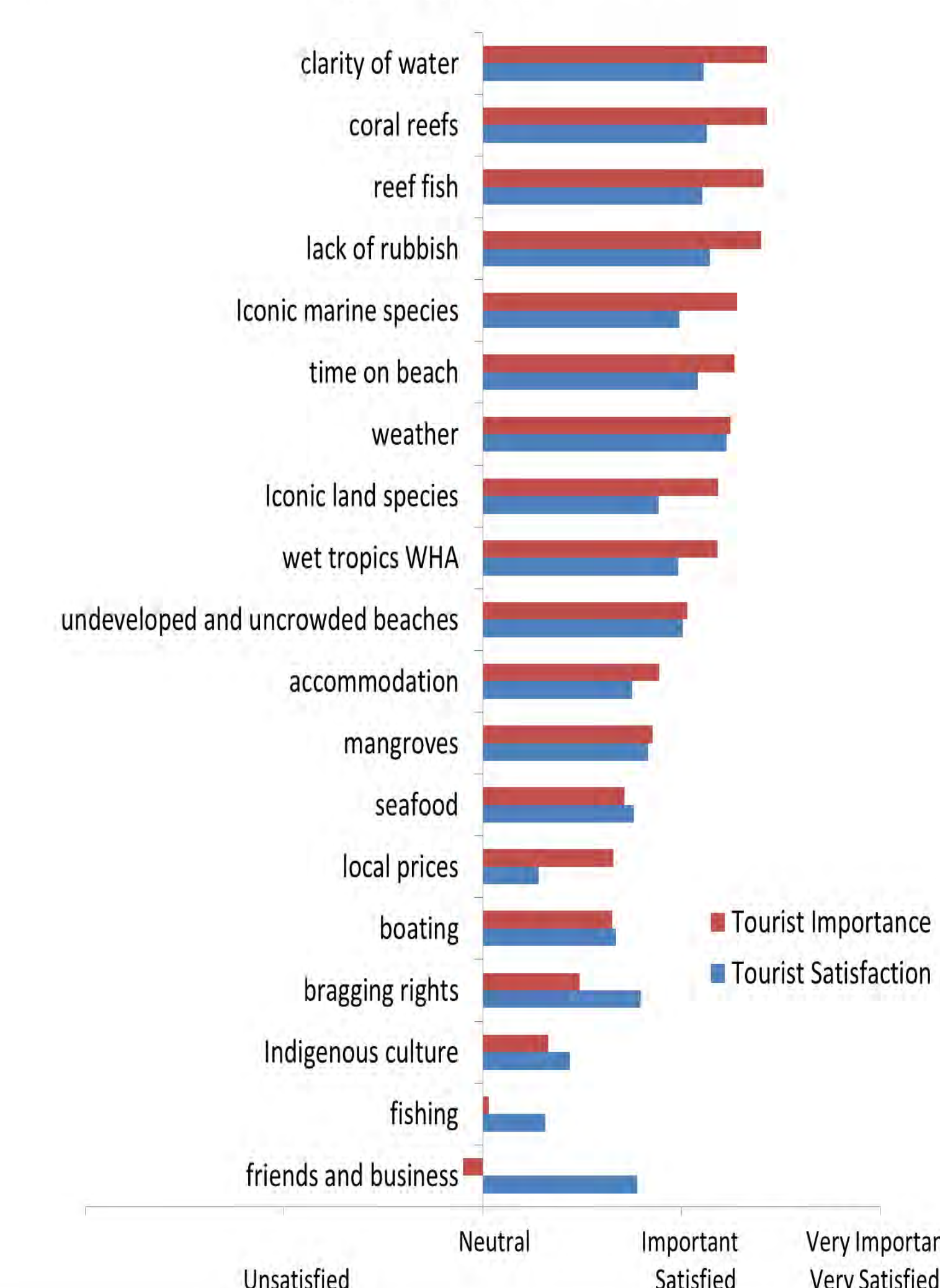
How would each of the following changes have impacted your decision to visit this part of Australia (i.e. near the GBRWHA)? (n=1539 tourists)



How important are each of the following to your overall quality of life & how satisfied are you with it? (n=368 residents)



How important were each of the following as a reason for coming to this part of Australia & how satisfied have you been with your experience? (n= 341 tourists)



How much would you be willing to donate to a fund that was set up to...? (n= 727 residents)

