

## **An application of the individual travel cost method to Nyanga National Park Zimbabwe,**

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### **Abstract**

This study aimed at finding the monetary value that people attach on Nyanga National Park (NNP) using the individual travel cost method (ITCM). It also intended to find factors that influence individuals to visit NNP. From the findings we discovered that NNP is highly valued as indicated by a consumer surplus of US\$ 9426.0576 per year or US\$134.678 per average visitor. We also found out that substitute sites, travel costs and income influence an individual to visit NNP. Substitute sites and travel costs have a negative influence on an individual's visit to NNP and this conforms to what theory says. An individual's income has a negative impact on visits to NNP, we concluded that maybe people use their income mostly for consumption purposes and treat visits to NNP as inferior. From these findings, we recommended the NNP management committee to take great care of NNP since sustainable management of wildlife resources could provide very significant and much needed revenue for the country. We also recommended the NNP management committee to take into consideration the quality of the site if its goal of being a superior site in the local, regional and international arena is to be attained.