

# Pricing Policy for Tourism in Nayband National Park in Accordance to Sustainable Development of Marine Protected Areas

Madani, Shima<sup>1\*</sup>; Khaleghi, Saeedeh<sup>2</sup>

1- Assistant Professor, Iranian National Institute for Oceanography and Atmospheric Science, Tehran, Iran. Email: sh.madani@inio.ac.ir.

2- M.A. in Economic development and planning, University of Al-Zahra, Tehran, Iran. Email: khaleghisaeedeh@gmail.com

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\*Corresponding Author

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## Abstract

Establishing the marine protected areas is a solution to reduce pressures on the marine environment. But it can also have some benefits of sustainable tourism. The entrance fee for tourists who are willing to visit these areas is one way to earn money. In Iran, there is some marine parks that there is no cost for visiting them. One of them is Nayband Bay marine national park which is located in two provinces named Bushehr and Hormozgan in the south of Iran.

In this regard, Nayband National Park protected area is an important area for protecting biodiversity. But protected areas could create income and benefits of sustainable tourism. In this paper, a contingent valuation approach has been applied to estimate the best entrance fee for visitors. A one-and-one-half-bound approach has been used and the vehicle payment is explained as an entrance fee to visit the Nayband National Park.

According to demand function and marginal income, the best price for having maximum income adapted with WTP of visitors is about 40000 Rls (\$1.2) for each visitor for year 2014. It is important to note that this entrance fee should increase according to inflation rate annually.

Keywords: Protected area, Pricing policy, Entrance fee, OOH method, Willingness to pay, Bushehr.

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