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Abstract:

This research paper uses the Individual Travel Cost Method (Visit Per Annum) to assess the consumer surplus of Taman Pertanian Malaysia (MAP), the first agro-forestry park in the world. The value of consumer surplus per visit is different, depending on the functional form of the model (linear or semi-log), types of travel cost applied and the type of trips taken (expected trips taken or true trips taken). The average consumer surplus per visit derived from this study is RM 2.70, RM 88.60 and RM 91.48 for semi-log (expected trips), semi-log (true trips) and linear, respectively. It is important to note that consumer surplus is a measure of the value the user attaches to the site. These values can be used as an indicator on pricing level revision.