

# RECREATIONAL VALUE OF PASIKUDAH BEACH RESORT: A TRAVEL COST VALUATION STUDY

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PASSIKUDAH, one of the exotic and picturesque beaches that lies in Vandeloos Bay, closed to Kalkudah and Valaichchenai in the Batticaloa district is fast resurrecting and returning its past popularity. The purpose of valuation of non-market environmental commodities such as Passikudah beach has significant policy implications.

The purpose of this research is to explore the recreational value of the Passikudah Beach Resort. This research employs the Zonal Travel Cost Model (ZTCM) to measure and analyze the recreational value of the Passikudah beach resort. The estimated total travel cost was regressed against the respective number of visits to determine the demand function for recreational value of the Passikudah beach. The zonal travel cost model estimates the annual recreational value for the year 2009 as approximately Rs 1.121 million.

**Key Words:** Passikudah, Recreational Value, Travel Cost