Replication Data for: Mitigating water pollution: tourists' willingness to pay for eco-friendly toilets in the Sagarmatha National Park, Mt. Everest area, Nepal

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Description: While previous research suggests that tourists may alter their behavior when they become aware of its negative environmental effects, the literature on tourist impacts on common pool resources is relatively thin. This is particularly the case in developing country settings, despite the economic potential of sustainable tourism. Understanding what shapes tourist behavior and whether social interventions can alter the behavior are questions with broad implications for tourist areas worldwide. We have conducted a field survey experiment in the Sagarmatha National Park, Mt. Everest Area, Nepal in 2022 to measure tourists' willingness to pay for eco-friendly toilets. Four different self- administered questionnaires were prepared to create three experimental groups and a control group. The experimental groups were provided with information on water pollution, contributions to the local economy, or on private benefits.

CODEBOOK

ID

Respondent's identification code

toiletyn

Would you be willing to pay to use a public toilet? 1. Yes, 0. No

toiletdollar

If so, how much would you be willing to pay for each use?
USD

toiletdollar2

0. If toiletyn = 0
1. Values in **toiletdollar** are used if t**oiletyn** = 1

toiletdollar3

1. US$ 0.50
2. $1
3. $1.50
4. $2
5. Other

nature

Which statement best describes the purpose of your visit? Please circle one of the following.

1. I came to see the natural beauty of Mt. Everest and the Sagarmatha National Park.
0. Other

adventure

Which statement best describes the purpose of your visit? Please circle one of the following.

1. I came to experience an exciting adventure.
0. Other

culture

Which statement best describes the purpose of your visit? Please circle one of the following.

1. I came to experience a different culture and society.
0. Other

female

1. Female
0. Other

age

Respondent's age

nationality

1	Australia
2	Poland
3	Switzerland
4	Germany
5	UK
6	Belgium
7	Slovenia
8	Canada
9	India
10	NZ
11	US
12	Chile
13	Malaysia
14	Netherland
15	Myanmar
16	Bulgaria
17	Israel
18	Hungarian
19	Iceland

20 China
21 Argentina
22 Nepal
23 Romania
24 South Africa
25 France
26 Brazil
27 Slovakia
28 Russian
29 Japan
30 Thailand
31 Vietnam
32 Kazakhstan
33 UAE
34 Ireland
35 Austria
36 Sweden
37 Italy
38 Denmark

educ

Respondent's years of formal education

income

Respondent's monthly income
1. <US$1,000
2. US$1,000-$3,000
3. US$3,001-$5,000
4. US$5,001-$8,000
5. US$8,001-$10,000
6. >US$10,000

income1
1. Income=1
0. Other

Income2
1. Income=2
0. Other

Income3
1. Income=3
0. Other

Income4
1. Income=4
0. Other

Income5
1. Income=5

0. Other

Income6

1. Income=6
0. Other

India

1. Respondent's nationality is India
0. Other

UK

0. Respondent's nationality is UK
1. Other

US

0. Respondent's nationality is US
2. Other

Qcontrol

1. Respondents who were given the questionnaire which contained the question: "would you be willing to pay to sue a public toilet?"
0. Respondents who were given other questionnaires.

Qeconomy

1. Respondents who were given the questionnaire which contained the question: "Nepal is one of the poorest countries in Asia, and the government struggles to provide infrastructure. Would you be willing to pay to use a public toilet?"
0. Respondents who were given other questionnaires.

Qcompost

1. Respondents who were given the questionnaire which contained the question: "More scientists are finding out that tourists' open field defecation is polluting the water in the SNP area and making the local people and tourists sick. Would you be willing to pay to use an environmentally friendly, composting public toilet?"
0. Respondents who were given other questionnaires.

Qclean

1. Respondents who were given the questionnaire which contained the question: "Would you be willing to pay to use a clean public toilet?"
0. Respondents who were given other questionnaires.