

**Estimation of maximum willingness to pay for improved quality of trekking in Manang, Nepal by international trekkers**

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Valuation of trekking in mountain landscape as a non-market good is quite challenging especially when considered international trekking. This paper estimates the valuation of trekking in mountain landscape as a non-market good considering international trekking to Manang in Nepal. The paper looks at international trekkers' maximum willingness to pay (WTP) for improved quality of trekking which include longer nature walk in and around conservation area, extended village tour for cultural understanding, improved quality of museum, and enhanced quality of evening live cultural show. The study employs open-ended questionnaire to estimate maximum WTP. The study shows a positive relation between stated values of WTPs and income and their choices for quality improvement. The results demonstrate that international trekkers are attracted for extended nature walk, village tour and improved museum quality.