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.(NRWMOG)

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Hadker

(1997)

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(/)

۱-Natural Resource and Watershed Management Organization of Gilan

۲-Deontologist

۳-Cosequentialist

Davis (2000) Muramira
(WTP)
(2002 Han & Lee)

(2003) Lehtonen
/

(2003 Venkatachalam)
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(2007 McConnel & Bocksteal)
Shrestha (2007)
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(Hunman1984)
(2006) Amirnejad
/

(U)
(2001) Mehregan Asgari
/

Amirnejad (2007)
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Han & Lee)
:(1994 Hanemann 2002
 $U(I, I - B; S) + \epsilon_t \geq U(I, I; S) + \epsilon$: (" " " "

(CVM)
Wantrup Ciriacy

^ -Contingent Valuation Method

^ -Willingness To Pay
^ -Discrete method
ξ -Dichotomous Choice
Δ -Double Dichotomous Choice
^ -Utility Difference Model

...

X $P_i(Y=1)$ U

β B I

i) P_i S

(
:(1984 Hanemann) ϵ_0 .

$P_i = F_{\eta}(\Delta U) = \frac{1}{1 + \exp(-\Delta U)}$ () ϵ_1

$= \frac{1}{1 + \exp\{-(\alpha + \beta.B + \gamma.I + \theta.S)\}}$ U()

β $F_{\eta}(\Delta U)$

$\gamma > 0 \quad \beta \leq 0$ $\theta \quad \gamma$

$\theta > 0$ S I (ΔU)

.(Judge, 1988) .(2002 Han & Lee) B

(M) :(
2002 Han & Lee) () $\Delta U = U(\lambda, I - B; S) - U(\cdot, I; S) + (\epsilon_1 - \epsilon_0)$

:(1994 Hanemann

$E(WTP) = \int^M F_{\eta}(\Delta U) dB$ « »

$= \int^M \frac{1}{1 + \exp\{-(\alpha^* + \beta.B)\}}$ () B S I

$E(WTP)$

α^*

$\alpha^* = a + \sum_{j=1}^{n-1} \gamma_j X_j$:(
X_j α .

γ_j j

n j

:(2002 Greene)

$p_i(Y=1) = \frac{1}{1 + \exp(-\beta X)}$:(
i k

:(1998 Judge)

$$\frac{\partial P_i}{\partial X_k} = \frac{e^{\Delta U}}{(1+e^{\Delta U})^r} \beta_K \quad :(\quad$$

K

$$\varepsilon_i = \left[\frac{e^{\Delta U}}{(1+e^{\Delta U})^r} \beta_K \right] \frac{X_{ik}}{P_i} \quad :(\quad$$

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Bishop (1983)

McFadden (1993) Kristrom (1990) Johnsen

(1996) Ready (1994)

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.(1996 Herriges)

Maple SHAZAM

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Percentage of right predictions = /		ESTRELLA r-square = /		
Maddala r-square = /		CRAGG-UHLER r-square = /		
MCFADDEN r-square = /		Likelihood ratio test = /		
P-value= /		* ** ***		

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Estimation of Preservation Value of Anzali International Wetland Based on Deontological Pointview

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Abstract

Because of national and international importance of the Anzali international wetland, this study attempts to determine the preservation value and estimate willingness to pay (WTP) by Iranian Households for preserving this wetland, using contingent valuation method. A logit model was employed with maximum likelihood estimation procedure. Results showed, education level of householder, informative knowledge of households, importance of environment, gender, urbanization, number of visits and ethical attitudes are factors that affecting willingness to pay (WTP) for wetland preservation. Based on the estimated parameters, the monthly WTP of the deontologist and consequentialist households are estimated to be 18811.87 and 14219.06 Rials, respectively. In addition, results indicate that while the level of WTP increases, the difference between WTP of these two households groups also increase. Moreover, the annual preservation value per hectare of the wetland is estimated to be 17267.77 and 13051.95 Rials, for the two groups of Iranian households respectively.

Keyword: Preservation Value, Deontologist, Cosequentialists, Willingness to Pay, Contingent Valuation, Anzali International Wetland

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