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(TC)

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() (CV)

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Travel Cost Method
Willing To Pay (WTP)
Contingent Valuation Method

Conventional Markets
Implicit Markets
Artificial Markets

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CV

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CV

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Garrod
Lee & Han
White & Lovett
Clawson

Hypothetical Markets
Mendelsohn & Maile
Loomis
Echeverria & els
Mercer & Kramer

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CV TC

WTP

Bishop & Heberlein
Hanemann & Carson

Cochran
Double-bounded Dichotomous Choice (DDC)
Dichotomous Choice (DC)

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$$p_i = F_n(\Delta U) = \frac{1}{1 + \exp(-\Delta U)} \quad (1)$$

$$\frac{1}{1 + \exp[-(\alpha - \beta \cdot A + \gamma \cdot y + \theta \cdot s)]} \quad :$$

$$F_n(\Delta U) \quad U = U(y, s) \quad (2)$$

$$\theta, \gamma \quad \beta \leq 0 \quad y \quad U(y, s)$$

(A)

WTP : ()
WTP

WTP WTP

$-\infty$ $+\infty$

WTP
WTP

$$U(1, y - A, s) + \varepsilon_1 \geq U(0, y, s) + \varepsilon_0 \quad (3)$$

(A)

ε_1 ε_0

WTP ()

(A)

$$E(WTP) = \int_0^{\max A} F_n(\Delta U) \cdot dA \quad (4)$$

$$\Delta U = U(1, y - A, s) - U(0, y, s) + \varepsilon_1 - \varepsilon_0 \quad (5)$$

$$= \int_0^{\max A} \left(\frac{1}{1 + \exp(-\{\lambda + \beta \cdot A\})} \right) \cdot dA$$

WTP $E(WTP)$ ()

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(A)

(p_i)

$$[\lambda = \alpha + \gamma.A + \theta.S] \quad (1)$$

(y = 1)

X_k)

X^*

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$$\frac{\partial E(yx)}{\partial x_j} = \left[\frac{df(Bx)}{d(Bx)} \right] \cdot B_j \quad (2)$$

$$= f(Bx) \cdot B_j$$

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$f(.) x_j B_j ()$

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X_k

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Log Likelihood = -55/83 LR statistic (6 df)=104/37 (0/0000) McFadden R ² = 0/68			

WTP

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WTP

WTP

WTP

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WTP

$$WTP = \int_0^{2000} \left[\frac{1}{1 + \exp(-\{13.2127 - 0.04A\})} \right] dA = 330$$

WTP

$$= \left\{ \begin{array}{l} \times WTP \\ \times \end{array} \right\} \div = /$$

WTP

WTP

WTP

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Microfit

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Recreational value of Nabovat Park of Karaj based on contingent valuation

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Abstract

Although environmental plans performance, development of green areas and provision of recreational facilities for filling leisure time are necessary, lack of financial resources for reviving and providing appropriate recreational facilities makes natural resources management not only to evaluate these resources but also use people's contribution in order to conserve and revive these areas. Therefore, this research will discuss an assessment of the outdoor recreational value of Nabovat Park in order to estimate a visitors' willingness to pay (WTP) for recreational benefits, based on contingent valuation (CV) and dichotomous choice. For determination of visitors' willingness to pay Logit model was employed, the estimation parameters being based on methods of maximum likelihood (ML). The results indicate that 72% of visitors are willing to pay for recreational values at the Nabovat Park. People is willing to pay 3300 Rials for per visit of the park. The total recreational annual value was estimated at 140,049,660.7 Rials/ha for the park. Consequently, results show that people care about urban green areas.

Keywords: Outdoor recreational value, Contingent valuation, Willingness to pay, Natural resource & Environment, Logit model

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