Value Estimates for Natural Springs in Florida: A Joint Estimation of Revealed and Stated Preference Data

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Introduction

Springs, once described as the “bowls of liquid light,” are the oldest tourist attractions in Florida. There are as many as 1000 springs in Florida (Scott et al., 2004)

Florida springs provide various nonmarket benefits, which may consist of non-use value component in addition to use value.

Objectives

Examine the existence of non-use values for spring restoration and elicit both use value and non-use value

Check how visitors and non-visitors would react to environmental changes of springs

Methods

A recreation demand system:

- the recreation demand function for the quality-related public good

- the function of marginal willingness to pay for that quality Contingent

Data

- 432 observations

- Online survey were conducted in December 2018

Estimation Model

- Sample descriptive statistics

Results and Conclusion

- Quality explanatory variable significantly influenced both trip demands and WTP functions with the expected signs. Water improvement induced more frequent trips as well as a higher probability of saying yes to CVM questions.

- The total value $126.8 per individual per trip. The weak complementarity is rejected in this model. The non-use value is $59.6.

- The mean WTP for the increased water quality in the separate model of WTP function (probit model) is $193. The WTP from single bound format is significantly higher than WTP estimated from one and one half bound format.

References


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