



GLOBAL JOURNAL OF HUMAN SOCIAL SCIENCE
HISTORY & ANTHROPOLOGY

Volume 12 Issue 9 Version 1.0 Year 2012

Type: Double Blind Peer Reviewed International Research Journal

Publisher: Global Journals Inc. (USA)

Online ISSN: 2249-460X & Print ISSN: 0975-587X

Valuing of Cultural Heritage in Iran, Case Study: Kakh Sadabad

By Vida Varahrami

University of Tehran, Tehran, Iran

Abstract - Cultural heritage is in a bad position in some countries, especially in Iran. Thus there is not any restoration and reservation program for repair of Cultural heritage in some developing countries as Iran. In this paper, I apply contingent valuation (CV) to estimate Kakh sadabad visitor's willingness to pay and factors which effect on it. At least I use from results of a questionnaire for calculate the average willingness to pay of Kakh sadabad visitors.

Keywords : Cultural heritage, Kakh sadabad, Contingent Valuation (CV), Willingness to Pay (WTP).

GJHSS-D Classification : FOR Code: 160502, 160507



Strictly as per the compliance and regulations of:



Valuing of Cultural Heritage in Iran, Case Study: Kakh Sadabad

Vida Varahrami

Abstract - Cultural heritage is in a bad position in some countries, especially in Iran. Thus there is not any restoration and reservation program for repair of Cultural heritage in some developing countries as Iran. In this paper, I apply contingent valuation (CV) to estimate Kakh sadabad visitor's willingness to pay and factors which effect on it. At least I use from results of a questionnaire for calculate the average willingness to pay of Kakh sadabad visitors.

Keywords : Cultural heritage, Kakh sadabad, Contingent Valuation (CV), Willingness to Pay (WTP).

I. INTRODUCTION

Improvement the quality of Cultural heritage in Iran, extracts tourism, employment and foreign reserves. In recent years, many studies survey valuation of Cultural heritage in developed countries. Carson 1997 revealed that houses which are older than 60 years, have extensive benefits for country.

Narvud and Ready 2002, Noonan 2002, 2003, Perce et al 2002, apply some studies about using of CV and Choice Modeling for estimate of social benefits of Cultural heritage. Diamond and Hausman 1994, Kahneman and Knetsch 1992 use WTA and WTP for valuing of different things. Their researches show that CV is an indirect method for valuing which is based on individual's preferences. (Mazan, 2003)

In this paper, I use from CV method for valuing of Kakh sadabad which has more than 100 years old and have many visitors whom come from around of the world.

In other side, some environmental pollution and some wars are caused to demolition of Kakh sadabad which should repair. Then in this paper I calculate willingness to pay of Kakh sadabad visitors for repair of demolitions.

The remainder of this paper is structured as follows. Section 2 describes the model; section 3 describes design of CV questionnaire. Empirical results are presented in Section 4, and concluding remarks in Section 5.

II. MODEL

Boxell et al, (1996) use utility framework for analyzing of CV method :

Author : Phd student-Address: Kargar-e-Shomali Avenue, Faculty of Economics, University of Tehran, Tehran, Iran.
E-mail : vida.varahrami@gmail.com

$$U_i = V_i + \varepsilon_i \quad (1)$$

V_i is deterministic component of utility and is a stochastic component. In CV method, the probabilities of an individual choosing alternative i or j are:

$$\begin{aligned} \Pr_i &= \Pr(\varepsilon_i - \varepsilon_j \leq V_j - V_i) \\ \Pr_j &= \Pr(\varepsilon_j - \varepsilon_i \leq V_i - V_j) \end{aligned} \quad (2)$$

Suppose that random term is logistically distributed, the probability that an individual choose alternative i is:

$$\Pr_i = \frac{\exp(V_i - V_j)}{1 + \exp(V_i - V_j)} \quad (3)$$

This information can be estimated using the binary logit model. (Hanemann, 1984)

III. DESIGN OF CV QUESTIONNAIRE

I use from a questionnaire for estimate willingness to pay of Kakh sadabad visitors, which means how much money they want to pay for repair of this building.

I use from 200 questionnaire which distributed between Kakh sadabad visitors. I use questions as:

1. How much do you want to pay for repair of Kakh sadabad?
2. How much do you want to pay for visit from this building?
3. How much do you want to pay for improvement of this building service?

I use from this questionnaire for calculate visitor's WTP and extract some variables from questionnaire which I use from them in my regression. These variables reveal in table 1.

Table 1 : Variables.

Dependent variable	pay	If visitors pay money for Kakh sadabad, is 1 and otherwise is 0
Independent variable	sex	Man=0 and woman=1
Independent variable	age	Age of visitor
Independent variable	income	Monthly income of visitor
Independent variable	education	Primary=1, secondary=2, high school=3
Independent variable	Uge	University education of visitor=1
Independent variable	know	Previous knowledge about Kakh sadabad=1 and no knowledge=0
Independent variable	satisfied	If visitor is satisfied from visiting of Kakh sadabad=1 and otherwise=0
Independent variable	ftrip	If visitor is passenger=1 and otherwise=0
Independent variable	Log bid	Logarithm of money which visitor wants to pay

IV. EMPERICAL RESULTS

I regress variables in table 1 with binary Logit model. I reveal results of regression with Eviews 7 software in table 2.

Table 2 : Regression Results.

Variable	Coefficient	P-Value
constant	-0.71	0/014
sex	0/001	0/000
age	-0/0037	0/017
Log bid	1/69	0/003
income	0/0019	0/009
Ugo	0/048	0/0022
know	1/12	0/000
Satisfied	2/18	0/000
ftrip	2/51	0/006

$R^2=61\%$

Results reveal that Uge, income, Satisfied, Log bid and know have positive effect on willingness to pay of visitors. Therefore visitor with more income and higher education level and more information about Kakh sadabad wants to pay more money for repair of Kakh sadabad.

I use from questioner to calculate willingness to pay of visitors which average willingness to pay of visitors in this sample is 2/5 dollar.

V. CONCLUSION

I use from CV and binary Logit model for survey the effects of some variables on willingness to pay of Kakh sadabad. For this aim, I use from a questioner and reveal that income, education; Satisfied, Log bid and knowing of visitors have positive effect on willingness to pay of visitors.

At least I calculate willingness to pay of visitors of Kakh sadabad which is 2/5 dollar.

REFERENCES RÉFÉRENCES REFERENCIAS

1. Boxall P, Adamowicz W, Swait J, Williams M, Louviere J, 1996, A Comparison of Stated Preference methods for Environmental Valuation, *Ecol Econ*, 18, 243-253.
2. Carson RT, 1997, Contingent valuation surveys and tests of insensitivity to scope. In: Kopp RJ Pommerehne.
3. Diamod PA, Hausman JA, 1994, Contingent valuation: is some number better than no number? *Econ Papers*, 8(4), 45-64.
4. Hanley N, Wright RE, Adamowicz V, 1998, Using choice experiments to value the environment design issues, current experience and future prospects. *Environ Resour Econ*, 11, 413-428.
5. Kahneman d, Knetsch JL, 1992, Valuing public good: the purchase of moral satisfaction, *J Environ Econ Manage*, 22, 57-70.
6. Navrud S, Ready RC, 2002, valuing cultural heritage: applying environmental valuation techniques to historic buildings, monuments and artifacts. Edward Elgar Publishing, Northampton, MA.
7. Noonan DS, 2002, Contingent valuation studies in the arts and culture. An annotated bibliography. <http://culturalpolicy.uchicago.edu/CVMpapers/Noonan.html>.
8. Noonan DS, 2003, Contingent valuation and cultural resources: a meta-analytic review of literature. *J Cult Econ*, 27, 159-176.
9. Tuan T, Navrud S, 2007, Valuing cultural heritage in developing countries: comparing and pooling contingent valuation and choice modeling estimates, *Environ Resource Econ*, 38, 51-69

This page is intentionally left blank