

Environmental Valuation in Ise Bay

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Abstract

This paper estimates the environmental value of the Ise Bay, the largest closed inner bay in Japan by contingent valuation (CV) survey with computer aided telephone interview system (CATIS). CV is one of a few ways that can evaluate the non-use values. CV asks individuals of their willingness to pay (WTP). The results are as follows: (1) The median value of WTP is 1823 yen/year/person, about 15 Euro/year/person and the aggregate WTP is 16.160 billion yen/year (130 million Euro/year) among people in two coastal prefectures. (2) The WTP of inhabitants in coastal area (2352 yen/year/person, about 19 Euro/year/person) is higher than that of inland (1536 yen/year/person, about 12 Euro/year/person). (3) This can be compared with valuation of Fujimae Tidal, which is placed on Ise Bay.