

Beach Visits and Willingness to Pay: Çeşme Peninsula, Turkey

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Abstract

This paper describes the results of a study analysing the rational for beach visits together with the public valuation of beaches in the Çeşme Peninsula for the year 1998. A total of 120 questionnaires were applied to residents of İzmir, the main town in the region. Results showed that Ilıca, Altinkum, Ayayorgi and Altın Yunus were the most popular beaches visited on the peninsula. Cleanliness of bathing water, cleanliness of beach, scenery and adequacy of beach facilities were among the main reasons of visit. The majority of people disliked litter and noise, followed by lack of facilities and dog's mess. Lack of parking space also ranked relatively high. More than half of the respondents were not concerned with coastal erosion but 79% were concerned with litter. The discharge of domestic refuse to the sea and lack of environmental awareness in people, beach users and boaters, were found to be the main reasons of litter accumulation. Sixty seven percent of respondents were willing to pay an extra amount to see the beaches improved. While 20% would like to pay more than £1 per adult visit, half of the people surveyed had a willingness to pay of £0.76 per adult. The average figure was found to be £0.89 per adult visit. Thirteen percent of the respondents were unwilling to pay any extra amount. The preferred mode of payment was by an entrance fee followed by honesty boxes or taxation.