

Benefit Evaluation of Activities at a Theatrical Venue: the Case of the Hyogo Cultural Center

Hyogo Prefecture, Japan

## 公立劇場を対象とした

# 県民の便益評価に基づく地域文化政策の考察

～兵庫県立芸術文化センターの事例～

政策研究大学院大学 垣内 恵美子

(財) 運輸政策研究機構運輸政策研究所 奥山 忠裕

### Abstract

We conduct a CVM survey of citizens to estimate the social benefits of theatrical activity, considering the case of the Hyogo Cultural Center, Hyogo Prefecture, Japan, which opened in 2005. The total willingness-to-pay (TWTP) of the citizens of Hyogo Prefecture is estimated to be at least 5.6 billion yen annually, which far exceeds the present annual budget allocated by the prefectural government to the Center. Non-use values such as bequest value, vicarious value and prestige value are reflected by the WTP. WTP is correlated with age, gender (male) and income, as well as the number of visits to the Center. Roughly one fifth of the citizens have WTP. It would be desirable to establish a scheme to invite those who have large WTP to contribute to the support of the Center's activities.

Emiko Kakiuchi, Tadahiro Okuyama

**Key words** : public theater, citizens' survey, social benefits, contingent valuation method, cultural policy