

68. 美術館を対象とした市民の便益評価—倉敷市大原美術館を事例に—

Benefit Evaluation of Museum Activities: the Case of Ohara Museum, Kurashiki, Okayama Prefecture, Japan

垣内恵美子*・奥山忠裕**・寺田鮎美***
Emiko Kakiuchi, Tadahiro Okuyama, Ayumi Terada

In order to identify the benefits and beneficiaries of museum activities, this study estimates the social benefits of museum activities through by conducting a CVM survey of citizens, taking the case of the Ohara Museum, Kurashiki, Okayama Prefecture, Japan. The total willingness-to-pay (TWTP) of the citizens of the city of Okayama and Kurashiki is estimated to be 600 million yen annually. Non-use values such as bequest value, vicarious value and prestige value affected WTP. WTP is correlated with higher education and income, as well as the number of visits to the Ohara museum and other museums in general. Roughly half of the citizens have WTP, which justifies public support by the local governments. It would also be desirable to establish a scheme to invite those who have large WTP to contribute to support of the museum's activities.

Keyword: museum, beneficiaries, citizens' survey, social benefits, contingent valuation method
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