

Valuing the Social Benefit of Cultural Institute – A Study of Ryutopia, Niigata –

Tadahiro Okuyama, Emiko Kakiuchi, Kiyokazu Ujiie

Recent years, the most controversial issue about the management of cultural institute in Japan is how its efficiency and performances can be evaluated. As most of the evaluations are based on economic criteria such as the number of audiences and the amounts of revenue, many institutes have been evaluated as non-effective, and required the improvement of performance. Despite it has been pointed that cultural activities have the educational, traditional or academic effects, these criteria have not been included since it also has been well-known that it is too difficult to calculate the degree by quantitative method. The purpose of this paper is to show the degree of such non-economic effects, so called non use value, by using contingent valuation method to apply for a compound hall “Ryutopia” in Niigata City. To conclude, 1) total benefit of “Ryutopia” could be calculated as about 1-1.5 billion yen (mean) and about 0.5-0.8 billion yen (median), and 2) main motivation about WTP was non use values.

Keyword: cultural activities, theater, non use value, contingent valuation method