

Quantitative Evaluation of Cultural Townscape using the CVM

- The Case of Important Preservation Districts for Groups of Historic Buildings in Takayama-

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The purpose of this study is to evaluate benefit from cultural townscape in Takayama city. Takayama city has conserved old city district as “Important Preservation Districts for Groups of Historic Buildings” from 1979. Public benefit from this area may affect not only residents in Takayama city but also non residents (tourists, residents nearby cities in Gifu prefecture, residents out of Gifu prefecture). We concluded double-bounded dichotomous choice contingent valuation surveys in Takayama city, Gifu prefecture, and Tokyo to determine households’ willingness to pay (WTP) for maintaining public benefit from this area. The surveys concluded that aggregate WTP of tourist is about 31.8 billion yen and aggregate WTP of resident is about 69.8 billion yen. These aggregate WTPs are large enough to justify social investment in the local cultural capital like “Important Preservation Districts for Groups of Historic Buildings”.

Keyword: cultural capital, cultural landscape, non use value, contingent valuation method (CVM), willingness-to-pay (WTP)