

Valuation of non-market goods in a Democratic regime. Investigating the Willingness to Participate within a Low- Opportunity-Cost Target Population in Historic Monuments Preservation.

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Our survey

- The preservation of **cultural heritage** is entailing **excessive cost** (paid by people through taxation) while is a source of additional income for both, the State and the people, due to tourism.
- We apply a modified version of the **Contingent Valuation Method (CVM)**, in order to investigate the people's estimation for this good
- and the **willingness to participate** at supporting activities concerning the preservation of such antiquities.

Further...

- People **willingly participating** in the restoration of their environment, thus increasing the value of a public good – such as a site of cultural significance- **is a characteristic of democracy.**

In this survey

- **200 soldiers** took part in order to determine whether they wished to participate voluntarily in maintenance and
- beautification of an archeological site during their **military service**.

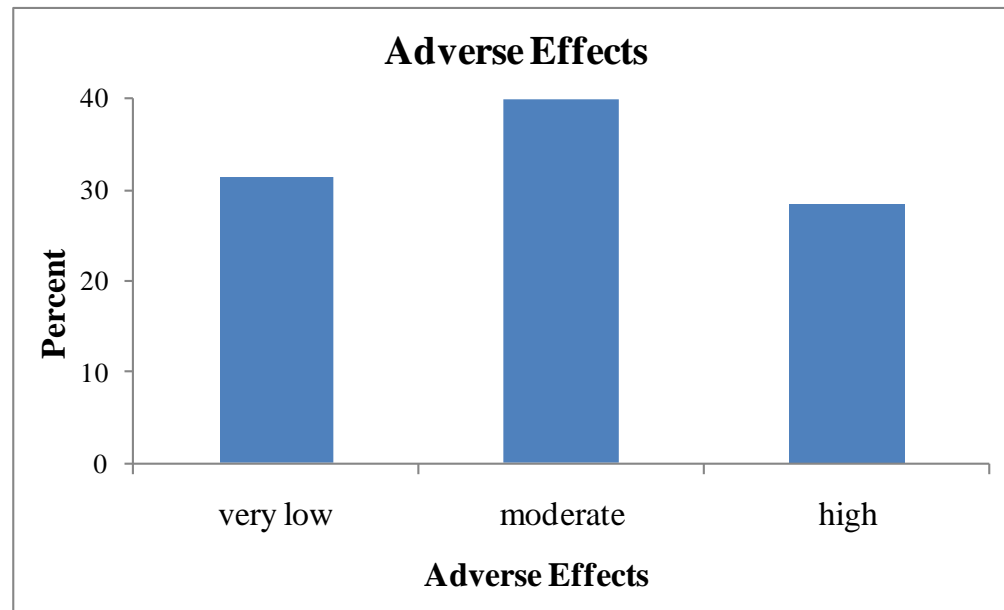
Implementation

- The interviewees were divided in **two groups**.
- The first group was informed about the specific site and its historic value and then answered the **questionnaire**
- while the second group received a questionnaire without prior information.
- The second group was subsequently divided into **two subgroups**, one left **without information** whatsoever
- and one that **received an information** session after the completion of the questioner and then retook the **questionnaire**.

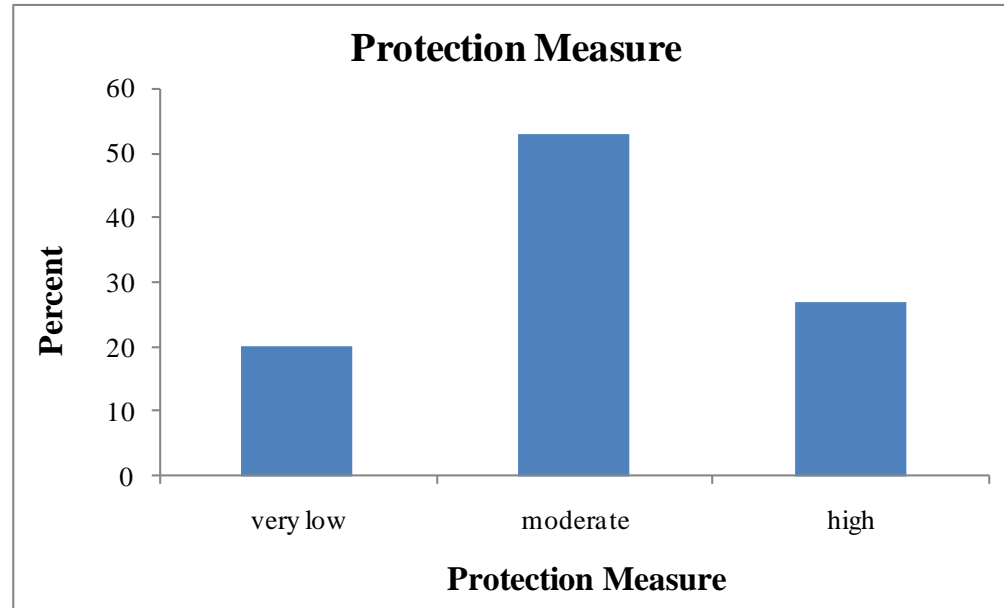
Willingness to participate (WTP) between the two groups was compared.

- Firstly, descriptive statistics were applied to determine the profile of the sample.
- An analysis of variance by means of **ANOVA** was performed to express WTP as a function of various factors such as age and educational level.
- Paired Samples **T - test of WTP before and after information was performed.**
- The data indicates that those who have been previously or subsequently informed on the archaeological site and its significance were more willing to participate than those who have not.

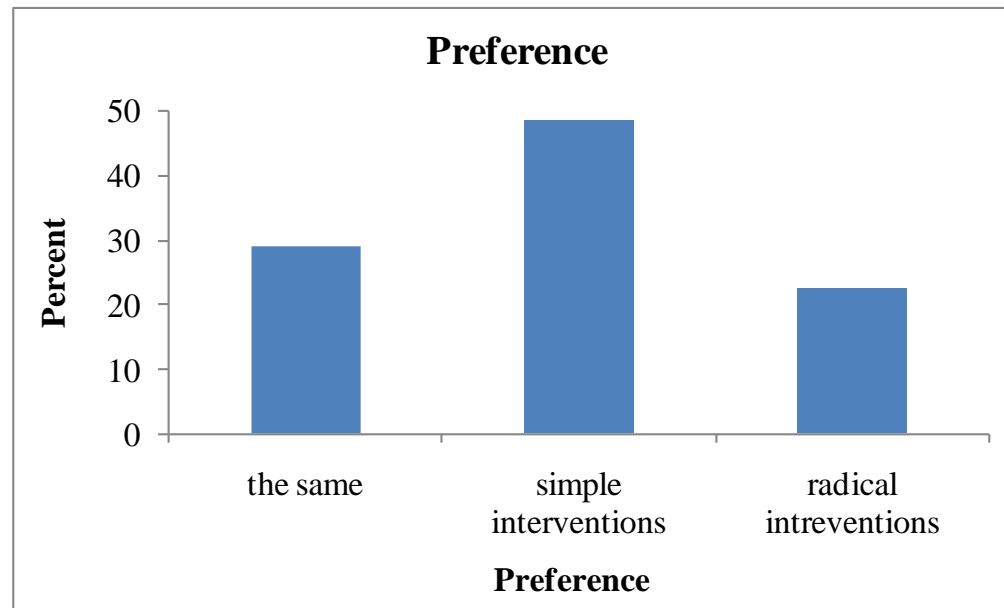
31.5%, 40%, 28.5% of the interviewees believe that the adverse effects (on the monument) of the surrounding the archaeological site natural and anthropogenic environment (land and buildings) are very low, moderate, and high, respectively.



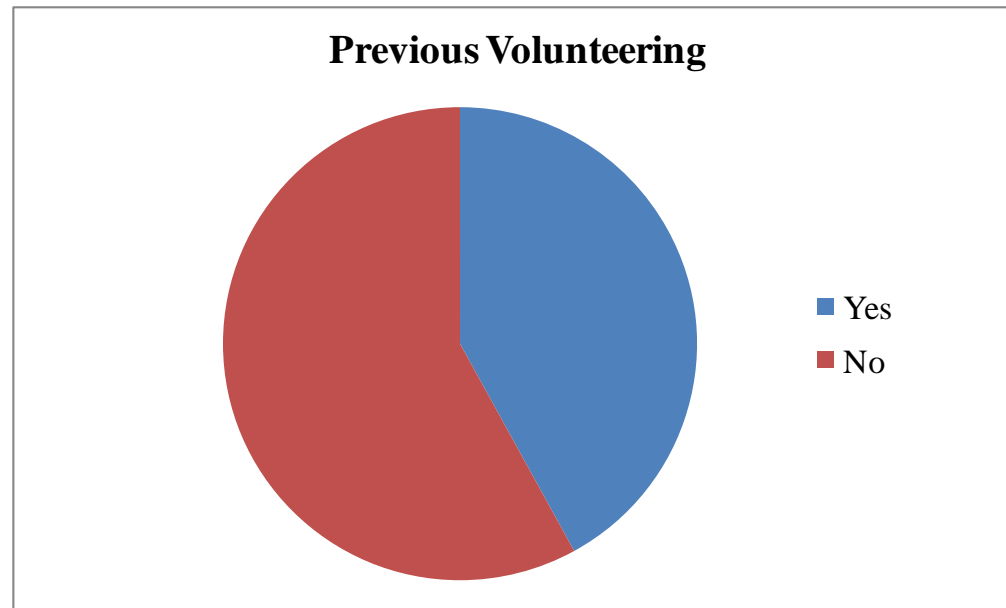
20%, 53%, 27% of the interviewees feel that the measures taken by the Authorities for the protection and maintenance of the site are negligible, moderate, and high respectively.



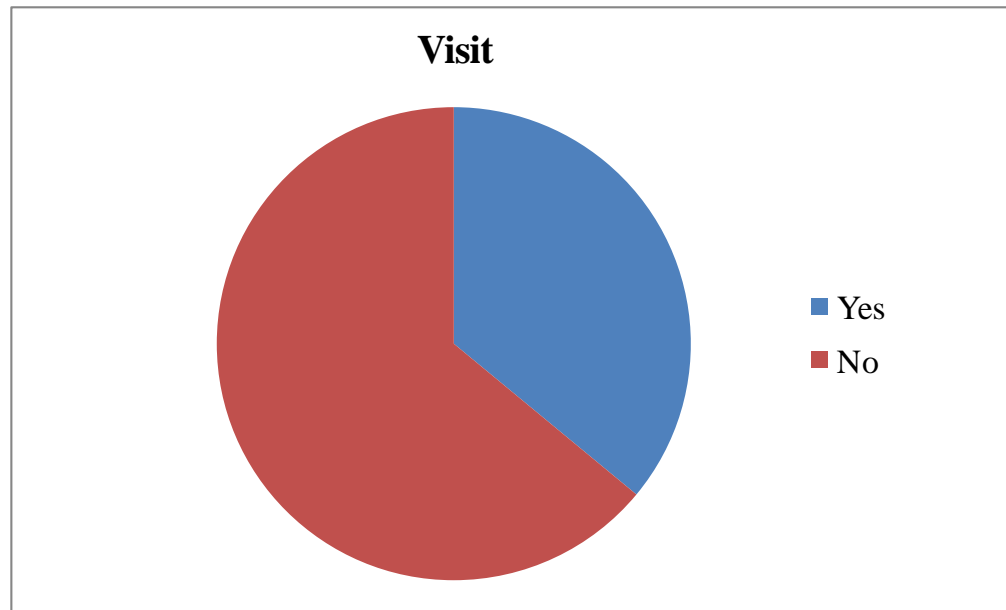
29%, 48.5%, 22.5% of the interviewees prefer negligible, simple/low, and radical (including further excavation and restoration with expropriations of surrounding properties) intervention, respectively.



58% of the subjects have volunteered in the past to similar voluntary activity while 42% have not participated.



36% of the subjects have visited this archaeological site while 64% have not visited it.



In conclusion

- The **positive externalities** that displays the reformation of an archaeological monument, an incentive to continue operating for this reason that the marginal propensity to WTP is positive.
- The regeneration of the archaeological monument, the WTP is the only variable.
- Volunteer labor, capital and other factors are considered stable and exogenously defined.

Conclusion

- Respondents showed significantly less willingness to participate in voluntary activity,
- which was restricted **from zero to two days** with a **strong preference for the one day**.

Generally...

- The interest of society and the value they give to heritage sites supported by the education system and the media to inform the public.
- **The rehabilitation and protection is everyone's responsibility.**

- Thank you for your attention