**The Socioeconomic Evaluation of Aesthetic Pollution in the City of Athens**

**Odysseas Kopsidas**

Department of Industrial Management Technology, University of Piraeus

e-mail: odykopsi@yahoo.gr

**Abstract**

The purpose of this research is to evaluate the general benefits of the conservation and restoration of city structures effected by carbon monoxide and expresses these benefits in monetary units using the Contingent Valuation Method (CVM). The maintenance of the urban environment often entails excessive costs paid by the people through taxation. A city free of aesthetic pollution results in an increase in tourism. A portion of taxation paid by the citizens is allocated to cleaning the city. An increase in tourism provides the government with additional revenue through Value Added Taxes (VAT). The increase in the money supply is not significant enough to affect the inflation rate, but gives the government additional revenue for the maintenance of the city and additional resources to service the national debt. The evaluation of these public goods cannot be expressed in the private sector, so we apply a modified version of the Contingent Valuation Method. The objective of this work is to determine the Athenian citizens willingness to pay (WtP) for this public good. Furthermore, the objective of this work is to investigate the willingness of the citizens to pay more taxes for the conservation / restoration of building facades in the historic sectors of Athens.

**Key-words:** willingness to pay (WtP), taxation, aesthetic pollution, questionnaire