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Agric. Econ. Czech

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Non-market evaluation of landscape functions of agriculture in PLA White Carpathians

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This paper describes research to quantify, in monetary terms, the benefits of agriculture in the Protected Landscape Area White Carpathians. In the case study of the PLA, we measured benefits to three groups: local residents, tourists, and the general public. The benefit measurement technique used in the study was the Contingent Valuation Method (CVM). This method allows for the measurement of both use and non-use (existence and bequest value). The main objective of the study is the derivation of information, which is essential for the design of compensation programs targeted to landscape amenity provision. This arises because of the existence of genuine concern for landscape amenity services by agriculture. It is also useful to compare the perceptions of agricultural landscape amenities among different affected groups of people.

Keywords:

External benefits, agriculture
contingent valuation, agricultural
market goods

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