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生态旅游资源非使用价值评估——以达赉湖自然保护区为例

Evaluation of non-use value of ecotourism resources: a case study in Dalai Lake protected area of China

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中文摘要:

以达赉湖自然保护区为例,使用条件价值法对达赉湖自然保护区生态旅游资源的非使用价值进行了研究,并探讨了在虚拟情景和真实情景下被调查者支付意愿的差别。采用实地调研方式,进行支付意愿问卷调查,共发放调查问卷700份,回收有效问卷551份。同时,引入8个变量,并采用logit模型分别在虚拟和真实情景下建立各变量和支付意愿之间的关系。结果显示:(1)在真实情景下被调查者的支付意愿(47元/a)要小于虚拟情景下的支付意愿(59元/a),可见,在虚拟情景下评估结果会夸大被调查者的支付意愿。(2)达赉湖自然保护区2010年生态旅游资源非使用价值从 4634×10^4 元/a到 12765×10^4 元/a。该值仅是根据呼伦贝尔市人口来估计的支付意愿值,其总价值是有限的。但如果用全国总人口进行估计,其内在价值将成倍增加。研究表明:对于达赉湖自然保护区生态旅游资源的保护不仅从生态学角度是非常必要的,而且它对人类也具有巨大的经济价值。对其资源无序的开发既会降低达赉湖自然保护区生态系统的质量也会减少其经济价值。研究结果使得达赉湖自然保护区的开发和保护的价值对比成为可能,并为该保护区制定保护管理策略提供理论基础与科学依据。

English Summary:

The Dalai Lake Protected Area, located in the northeast of Inner Mongolia, was once rich in wildlife resources and was important to the protection of the northern ecological environment. In recent years, development of the resources of the Dalai Lake Protected Area (DLPA) has destroyed the ecotourism potential of the DLPA, and conflict between protection and development persists. To resolve the conflict between protection and development, our first objective was to evaluate DLPA ecotourism resource non-use in monetary terms and to compare possible development and protection uses. The Contingent Valuation Method (CVM), which has been commonly applied in environmental analyses, was used. The CVM elicits people's preferences, expressed in monetary terms, through survey questions; the elicited willingness to pay (WTP) values were contingent on a hypothetical market. CVM has been criticized by many studies because its market is hypothetical. Thus, the second objective of the study was to explore the difference between the WTP in hypothetical and real settings by increasing the real setting in our survey design. In the hypothetical setting, respondents revealed only whether they would accept certain monetary bids, while in the real setting, respondents had to choose an environmental protection organization and were informed that the organization would contact them to ask for a donation. The respondents were considered to be willing to pay if they wrote down their name and address and chose an environmental protection organization; otherwise they were considered to have rejected donation. We sent out questionnaires to 700 respondents, and received 551 effective responses. To establish the relationship between variables and WTP in hypothetical and real settings, two logit models on the probability of a positive WTP were constructed. Eight variables, including the respondent's age, gender, education, income, familiarity with the protected area, opinion about the impact of development on the DLPA, environmental attitudes and bids, were incorporated into the two models. The results revealed: (1) Bid, income, opinion about the impact of development on the DLPA and environmental attitudes had significant impacts on WTP at the level of $P=0.01$. Familiarity with the protected area had a significant impact on WTP at the level of $P=0.05$. (2) WTP in the real setting (47 RMB/a) was smaller than in the hypothetical setting (59 RMB/a), indicating that the real-setting survey design reduced CVM hypothetical bias and improved effectiveness. (3) In 2010, the non-use value of the DLPA ecotourism resource was 4634×10^4 - 12765×10^4 RMB/a, based on the population on Hulunbeier. If the conclusions were based on the national population, the value would increase immensely. These findings indicate that conservation of the DLPA is important not only ecologically but also economically. The DLPA has great economic value, and development that is destructive to the environment will degrade both the ecosystem quality and the economic value of the DLPA. This study allowed us to contrast the costs of environmental protection and the value of resource exploitation. The results will help the government and decision makers to make reasonable decisions about the future of the DLPA and similar environmental resources.

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