

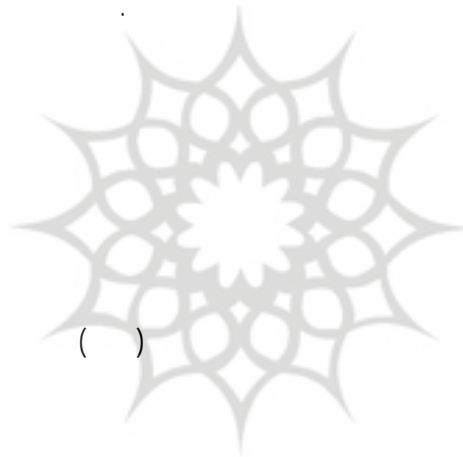
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(Freeman,1993).

(Wall, 1997)

(Walsh, 1984, Venkatachalam, 2004)



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Vaz, 1998, asheim, 2000, Guo,)

(2001

(Loomis, 1997)

(Hanley, 2001)

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(CVM)

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(Lee and Han, 2002)

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(WTP)

WTP

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Haneman, 1984, Lee and)

(Han, 2002

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$$U(1, Y - A; S) + \varepsilon_1 \geq U(0, Y; S) + \varepsilon_0 \quad (1)$$

Y .

U

S

A

$\varepsilon_1 \quad \varepsilon_0$.

()

(ΔU)

$$\Delta U = U(1, Y - A; S) - U(0, Y; S) + (\varepsilon_1 - \varepsilon_0) \quad (2)$$

)

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(Haneman, 1984) ()

$$F(t) = \frac{1}{1 + \exp(-t)} \quad (3)$$

(Haneman, 1984)

$$P_i = F_\eta(\Delta U) = \frac{1}{1 + \exp(-\Delta U)} \quad (4)$$

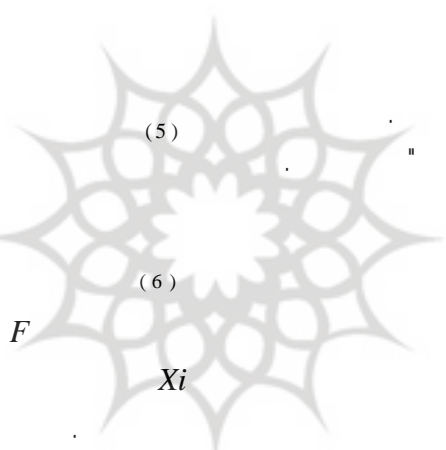
$$= \frac{1}{1 + \exp\{-(\alpha - \beta A + \gamma Y + \theta S)\}}$$

$F_\eta(\Delta U)$

$$\theta > 0 \quad \gamma > 0 \quad \beta \leq 0 \quad ()$$

$$P_i = F(X_i * \beta) = \frac{1}{1 + e^{-X_i * \beta}} \quad (5)$$

$$1 - P_i = \frac{1}{1 + e^{X_i * \beta}}$$



SHAZAM

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(Maddal,1991)

$$\frac{\partial P_i}{\partial X_{ik}} = \frac{e^{z_i}}{(1 + e^{z_i})^2} \beta_k \quad (7)$$

(Maddal,1991)

k β_k

(Maddal,1991)

(Lee and Han, 2002)

$$\varepsilon_i = \left[\frac{e^{z_i}}{(1 + e^{z_i})^2} \beta_k \right] \cdot \frac{X_{ik}}{P_i} \quad (8)$$

zi= xi*β

(α)

: (Maddal, 1991)

$$R^2 = 1 - [L\beta_{ml} / l_0] \quad (9)$$

l_0

$L\beta_{ML}$

()

.(Maddal, 1991)

$$LR = -2[L(\beta_{ML} - L_0)] \quad (10)$$

$$Z_i = X_i \beta$$

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.(Maddal, 1991)

Truncated) WTP

(Herath, 2002)

(Mean WTP

WTP

(/)

$$E(WTP) = \int_0^{MaxA} F_{\eta}(\Delta U) dA = \int_0^{MaxA} \left(\frac{1}{1 + \exp[-(\alpha^* + \beta A)]} \right) dA$$

$$\alpha^* = (\alpha + \gamma Y + \theta S) \quad (11)$$

α^*

$E(WTP)$

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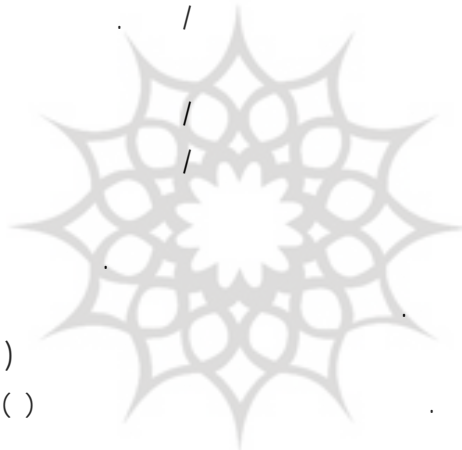
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(Y=)

(X*)

(X*)

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$$E(WTP) = \int_0^{1500} \frac{1}{1 + \exp\{- (2.309 - 0.247 X)\}} dX = 1490.64$$

- 1- Willingness To Pay (WTP)
- 2- Contingent Valuation Method
- 3- Green
- 4- Pearce
- 5- Bar bier
- 6- Lee and Han
- 7- Amigues
- 8- Mac Millan and Leinhoop
- 9- Salazar and Mendez
- 10- Gurluk
- 11- Sattout
- 12- Market pricing
- 13- Shadow price Method
- 14- Hedonic pricing Method
- 15- Travel Cost Method
- 16- Replacement Cost Method
- 17- Cattle Market Technique
- 18- Contingent Valuation Method
- 19- Contingent Ranking Method
- 20- Willingness to pay
- 21- Double –bounded Dichotomous Choice (DDC)
- 22- McFadden's R^2
- 23- Likelihood Ratio Statistic
- 24- Percentage of Prediction
- 25- Typical Case
- 26- Mode

= ($\times WTP$)



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