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Logit

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Logit

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...

(Amirnejad, 2005)

(WTP)

(Lee & Han,

Wantrup (1947)

.2002)

Davis (1963)

(Venkatachalam,

CVM

.2003)

Tyrvainen & :

Vaananen (1998)

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Strange et al (1999)

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.(Torras, 2000)

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Scarpa et al (2000) .

³Willing To Pay (WTP)

¹Contingent Value Method (CVM)

²Travel Cost Method (TCM)

Memariyani (1999) :

Guo et al (2001) .
Xingshan

Mirzaei (2000) .

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Shrestha et al (2007) .
Apalachicola River

Amirnejad (2005)

WTP

Pajooyan .

& Falihi (2008)

Baral et al (2008) .

Annapurna

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Carson &

Steinberg (1990)

« » « »

(Venkatachalam,

.2003)

(Barzekar, 2002)

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WTP

(Mitchell &

.Carson, 1989)

² Double-bounded Dichotomous Choice

³ Pre-test

¹ . Populus caspica

$$dU = dU(INC, BID, S) \quad ($$

dU

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.S BID INC

Tobit Probit Logit »

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Logit

²(B)

Logit

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$$P_i = F_\eta(dU) = \frac{1}{1 + \exp^{(-dU)}} \quad ($$

(Park & loomis, 1996)

$$= \frac{1}{1 + \exp^{-(\alpha + \beta B + \gamma INC + \theta S)}}$$

:

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

:

(

INC

U

S

BID

$$1 - P_i = \frac{1}{1 + \exp^{(dU)}} = \frac{1}{1 + \exp^{\{\alpha + \beta B + \gamma INC + \theta S\}} \quad ($$

ε_0 .

ε_1

U(0) .

U(1)

;(Park & loomis, 1996)

(dU)

¹ Linear probability model

² BID

...

$$E(WTP) = \int_0^{MaxB} F_{\eta}(dU) dB$$

$$= \int_0^{MaxB} \left(\frac{1}{1 + \exp^{-(\alpha^* + \beta B)}} \right) dB$$

$(\alpha^* = \alpha + \gamma INC + \theta S)$

γ, β
 $\theta > 0 \quad \gamma > 0 \quad \beta \leq 0$
 $()$
 $()$
 $:$

α^* WTP E(WTP)

(Lee &

(α)

.Han, 2002)

$$L_i = \ln \left(\frac{P_i}{1 - P_i} \right) = dU = \alpha + \beta B + \gamma INC + \theta S$$

Ln L ()

Mitchell & Carson (1989) .

Logit

WTP

WTP

(B)

² Bias

¹ Maximum Likelihood Estimator (MLE)

() () () ()

WTP

(Mitchell &

.Carson, 1989)

Cochran

⁶Shazam

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¹ Convergent validity

² Theory validity

³ Test-retest

⁴ Simple Random Sampling

⁶ Version 10.0, created by David Bates

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نتایج برآورد ضرایب متغیرهای توضیحی مدل، سطوح
معنی‌داری آماری آنها و تأثیرگذاری این متغیرها بر متغیر
() وابسته با

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...

$$\frac{dL_i}{dX_i} = \frac{P_i}{X_i} \left(\frac{dL_i}{dX_i} \right)$$

$$\frac{dP_i}{dX_i} = \alpha_i \cdot p_i (1 - p_i)$$

$$\frac{dL_i}{dX_i} = \alpha_i$$

$$\frac{dL_i}{dX_i} = \frac{dP_i}{dX_i} \cdot X_i$$

α

$$\frac{dL_i}{dX_i} = \frac{dP_i}{dX_i} \cdot X_i$$

$$\frac{dL_i}{dX_i} = \frac{dP_i}{dX_i} \cdot X_i$$

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$$\frac{dL_i}{dX_i} = \frac{dP_i}{dX_i} \cdot X_i$$

...

WTP
 WTP
 :

$$E(WTP) = \int_0^{10000} \left(\frac{1}{1 + \exp\{-(1.1 - 0.17 \times 3.79 + 0.034 \times 12 + 0.000000084 \times 6434419 - 0.00038A)\}} \right) dB$$

$$= \int_0^{10000} \left(\frac{1}{1 + \exp\{-1.41 + 0.00038A\}} \right) dB = 4054.67 \quad (9)$$

$$= \quad / \quad \times \quad / \quad \times \quad = \quad ()$$

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 × WTP) =
 تعداد کل بازدیدکنندگان ÷ مساحت پارک
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Strange et al (1999)

Mirzaei (2000)

Guo et al (2001)

...

Tyrvaainen & Vaananen (1998)

Baral et al (2008)

Shrestha et al (2007)

Amirnejad (2005)

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Estimation of the Recreational Value of *Nour* Forest Park Using Individual's Willingness to Pay

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Abstract

The aim of this study was to estimate recreational value of *Nour* Forest Park and measure of visitor's willingness to pay for recreational benefits of the concerned park based on contingent valuation method and double-bounded dichotomous choice questionnaire. To do this, 353 questionnaires were completed in the park. To investigate the effect of explanatory variables like age and gender on individual's willingness to pay, logit model was used and its parameters were estimated based on maximum likelihood method. The results showed that 80.2 percent of visitors had willingness to pay for recreational use of *Nour* Forest Park. The mean of willingness to pay for recreational value of the concern park was dollar 0.42 per visit and the recreational annual value was estimated \$/ha 114.5. The results revealed that, forest parks had considerable recreational values that this may help the decision makers and social and economic managers, in the preservation planning and sustainable utilization of natural resources.

Keywords: recreational value, *Nour* Forest Park, willingness to pay, contingent valuation & Logit Model