

THE INTERGENERATIONAL DIMENSION OF SUSTAINABILITY: WILLINGNESS TO PAY FOR AN URBAN GREEN AREA

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Abstract:

The aim of this study is to identify factors influencing willingness to pay (WTP) for the conservation of an urban green area. The study emphasizes the importance of the intergenerational dimension of sustainability by focusing on a sample of students enrolled at the University of Molise (Italy). We considered WTP determinants for both use and non-use values with reference to socioeconomic characteristics, visitors' profile, and environmental attitudes. In order to detect factors affecting WTP, Chi-square test and logistic analysis were employed on the whole sample and on the visitor's sub-sample. Socioeconomic characteristics did not appear to be particularly significant. Variables affecting the WTP differed between scenarios, environmental values, and according to the visiting experience. The main cause for zero bids was related to the perception of the site as a public good. Non-use values seemed to dominate over use values. The importance of non-use values demand a public intervention and management tools to preserve the environmental services of the site and its benefit for a sustainable quality of urban life. The influence of environmental behaviour on visitor's sample WTP should suggest policy instruments that, through information, participation and education, strengthen this behaviour and stimulate the appreciation of the site.

Keywords: environmental values, WTP, University students, urban green area, Logit