

**HOW MUCH FOR THE  
VIEW? ...**

*HOW MUCH FOR  
THE LANDSCAPE?*

Colin Price

Bangor, Gwynedd, UK

Major surgery this summer means that I can't be here to make this presentation. I'm sorry about that. I am grateful to X for presenting on my behalf.

He/she bears no responsibility for the ideas presented!

*Colin Price*

















# IUCN CATEGORIES OF PROTECTED AREA

Category	Description
I	Scientific reserve/Strict nature reserve
II	National park
III	Natural monument/Natural landmark
IV	Nature conservation reserve/Managed reserve/Wildlife sanctuary
V	Protected landscape or seascape
VI	Resource reserve—Interim conservation unit
VII	Natural biotic area/Anthropological reserve
VIII	Multiple use management areas/managed resource areas



















# Lake District National Park





# East Devon “Area of Outstanding Natural Beauty”





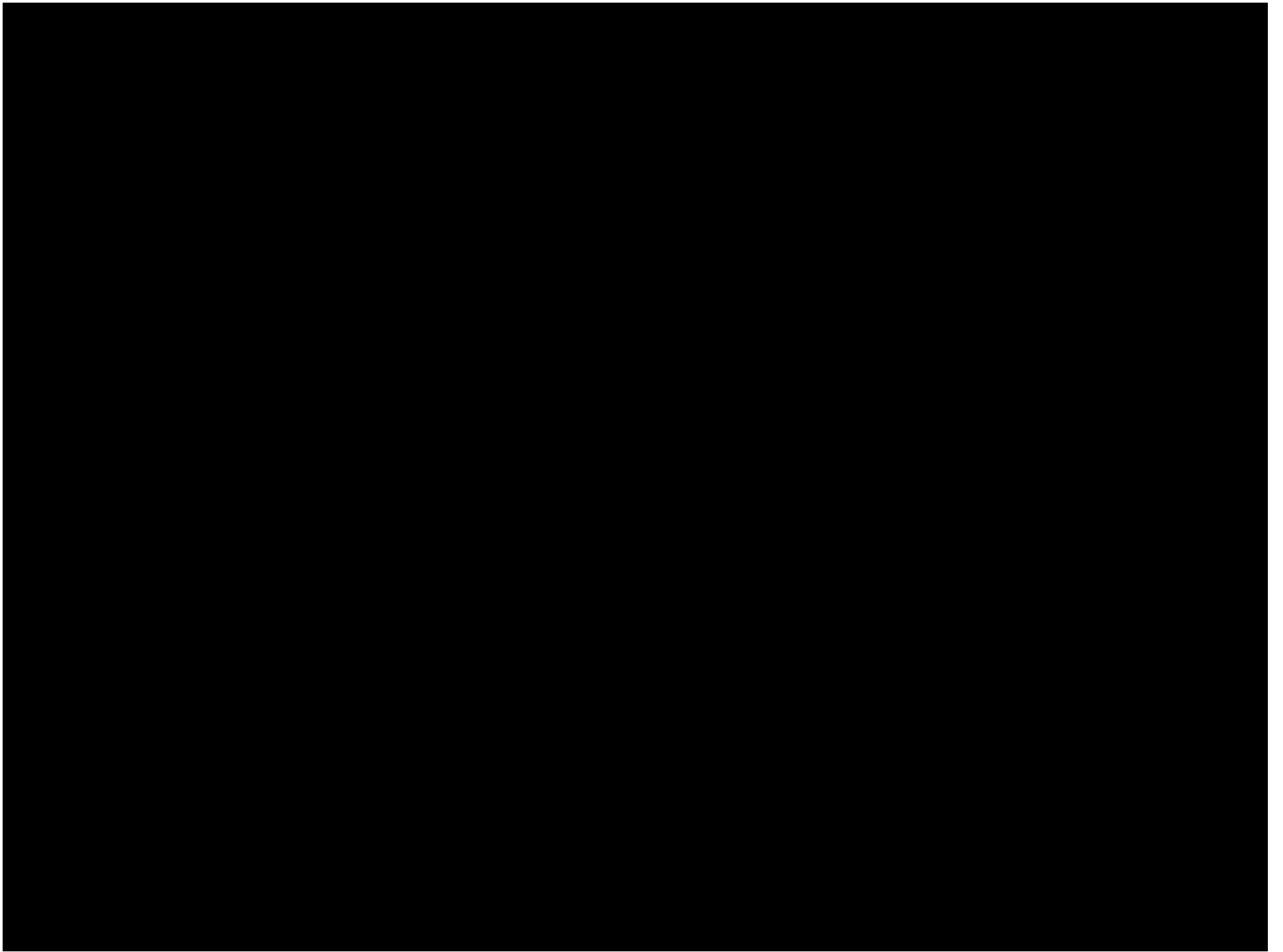
# Strip mining in eastern Germany







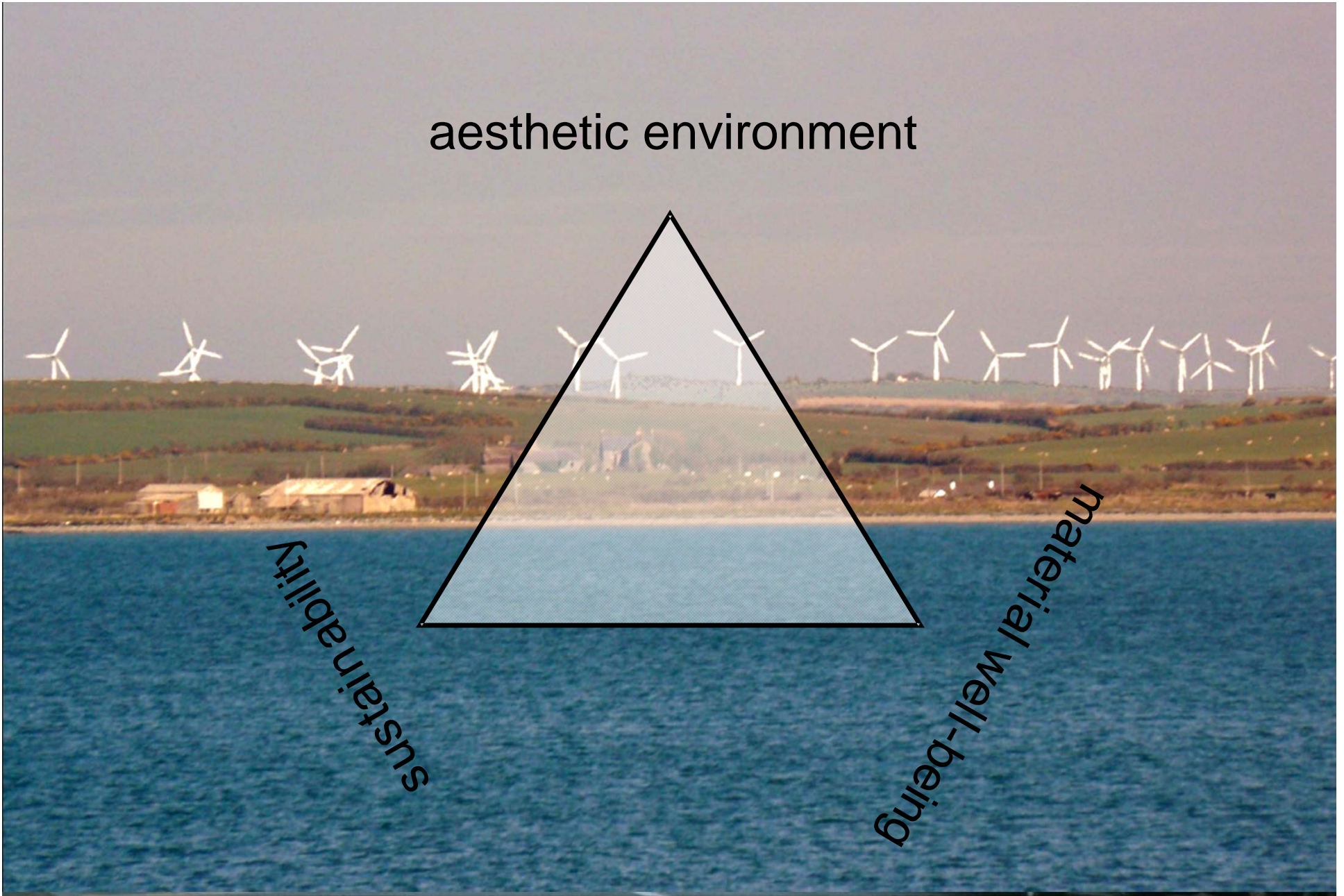




aesthetic environment

sustainability

material well-being





# English Lake District: an IUCN “protected landscape”





# The Jurassic Coast: a UNESCO World Heritage site













I now call on my Right Honourable Friend to introduce a bill for the building of a hydroelectric power scheme in Snowdonia National Park.









# UK National Ecosystem Assessment 2011

Understanding nature's value to society

## Synthesis of the Key Findings



Plus *The Millennium Ecosystem Assessment, The Economic Evaluation of Biodiversity*, and ten thousand journal articles.

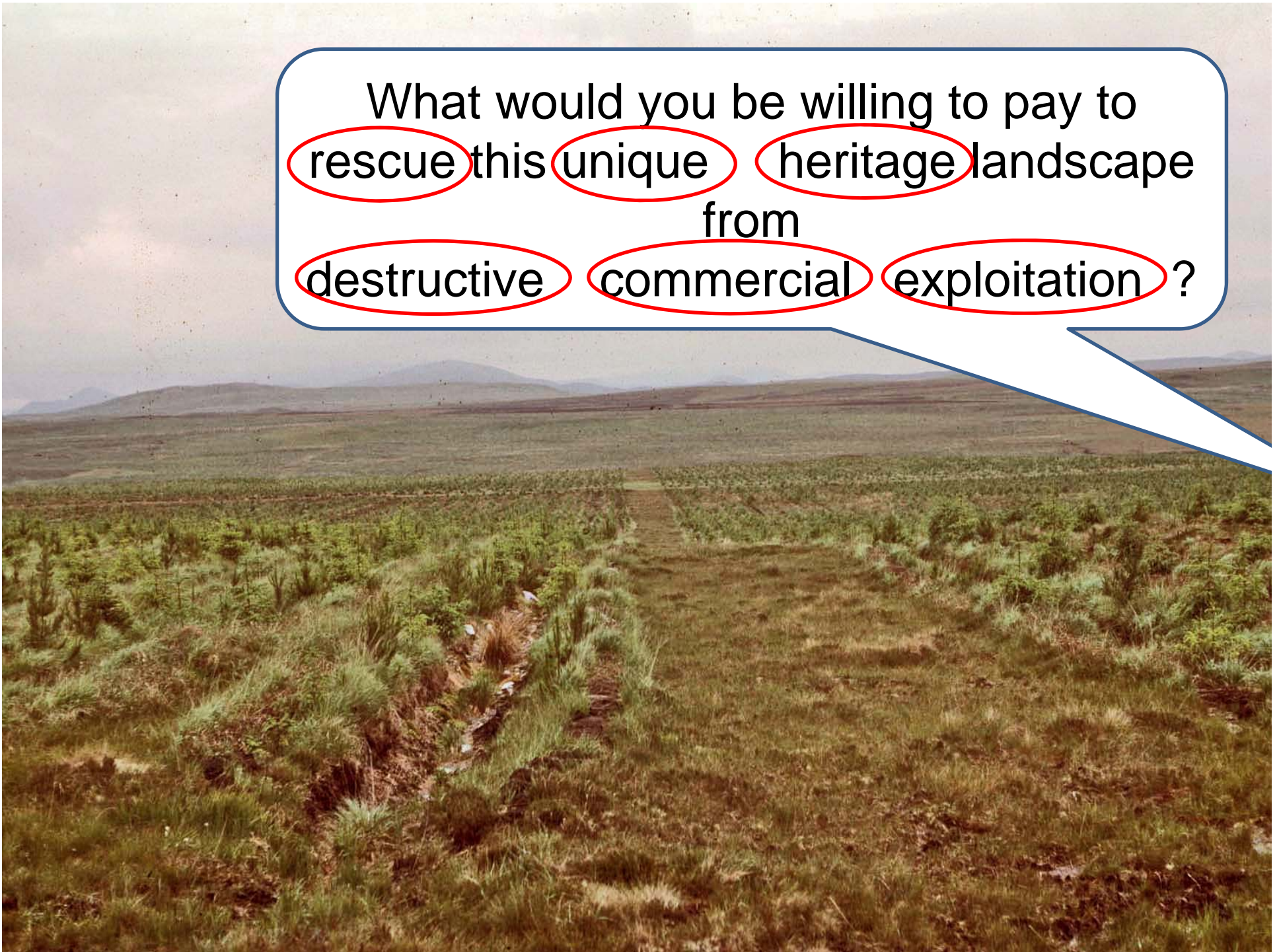


## Sources of upward bias in contingent valuation

- ❖ Emotive cue wording
- ❖ Hints about “expected” answers
- ❖ Presumed importance
- ❖ Retrograde information bias
- ❖ Headlining
- ❖ Symbolic response
- ❖ Compensation (for what price are you willing to sell your heritage?)



What would you be willing to pay to  
rescue this unique heritage landscape  
from  
destructive commercial exploitation ?



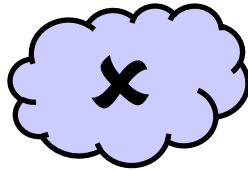
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What are you willing to pay ...

£1



£10



£100



£1000



I think I am  
particularly  
environmentally  
sensitive, so ...

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- ❖ Retrograde information bias
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Good afternoon! I am a distinguished university professor, and I would like to ask you about this landscape.



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- ❖ **Retrograde information bias**
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- ❖ Symbolic response
- ❖ Compensation (for what price are you willing to sell your heritage?)



This landscape plays a key role in wildlife conservation and carbon storage.



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It's a news story now:  
next week they'll  
have forgotten.

ase will  
“devastate England's  
landscape.”

Once again England's green and pleasant  
landscape is under threat from a import-  
ed disease. Experts say that the *chalara*  
disease of our native ash ... blah blah

.....

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- ❖ Headlining
- ❖ **Symbolic response**
- ❖ Compensation (for what price are you willing to sell your heritage?)




Reason for giving this value for <i>Rafflesia priceana</i>	Number of responses
I knew about the importance of this species	2
I believe than genetic resources should be maintained intact	9
I want to be seen as someone who is concerned about nature conservation	2
I thought you would not have asked these questions if it wasn't important	4
I suspected that this species does not really exist	6
I didn't know anything about it	13

## **Sources of upward bias in contingent valuation**

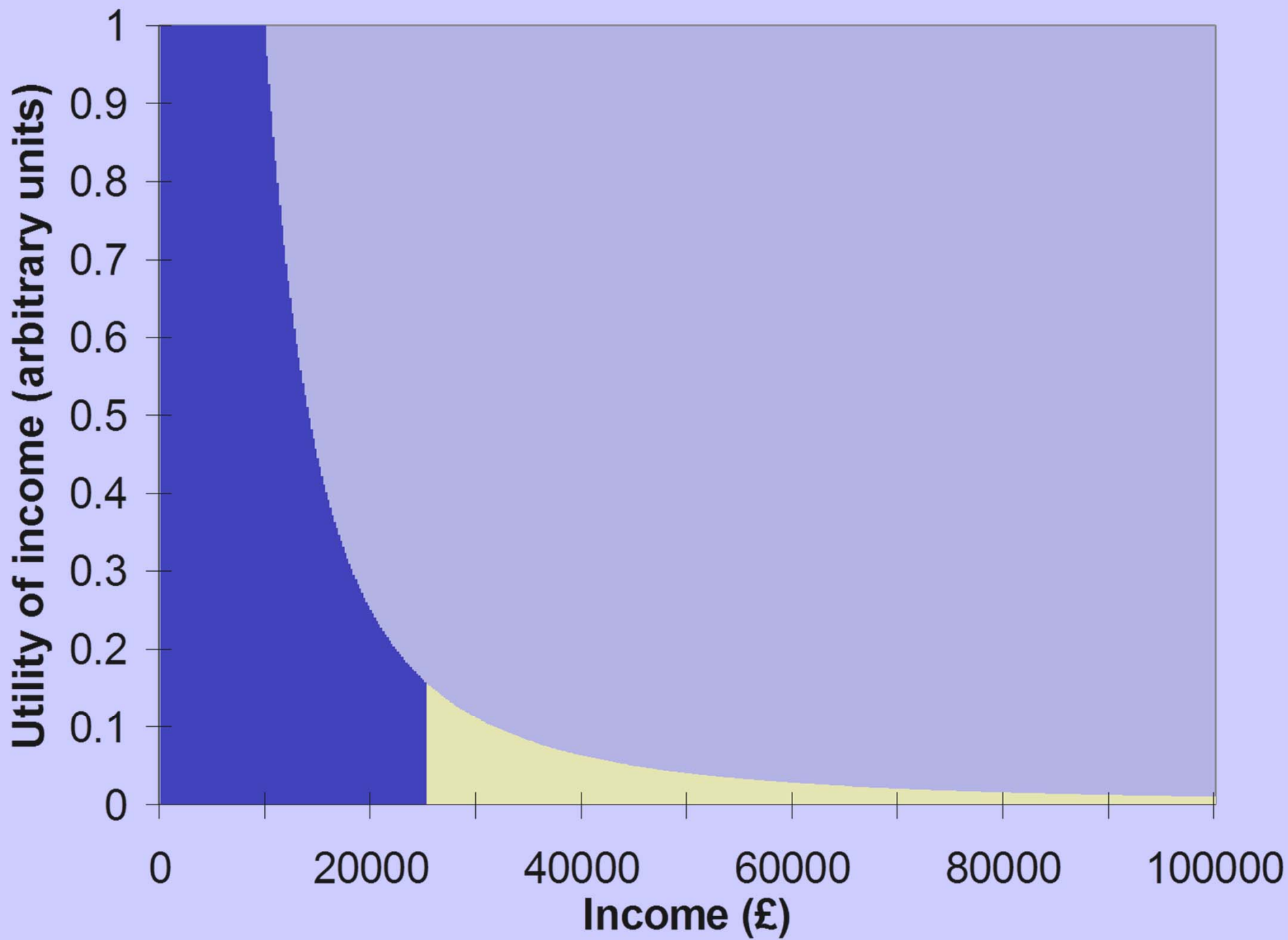
- ❖ Emotive cue wording
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- ❖ Retrograde information bias
- ❖ Headlining
- ❖ Symbolic response
- ❖ **Compensation, not payment**



A photograph of a dirt path winding through a field of green and brown vegetation under a cloudy sky. A large yellow thought bubble is superimposed on the upper part of the image, and a white speech bubble is on the lower left.

I'll just write that one down as  
€100,000!

No amount of money would suffice to  
compensate me for denying my heritage.







# UK National Ecosystem Assessment 2011

Understanding nature's value to society


## Synthesis of the Key Findings



Goodness me: who ever would have thought that ?

They say the price of our house is greater, because we have a good view!






Actually, WE did, back in 1973. The right trees put 3-6% on the value of your house.

**Payne &  
Strom  
Realtors**









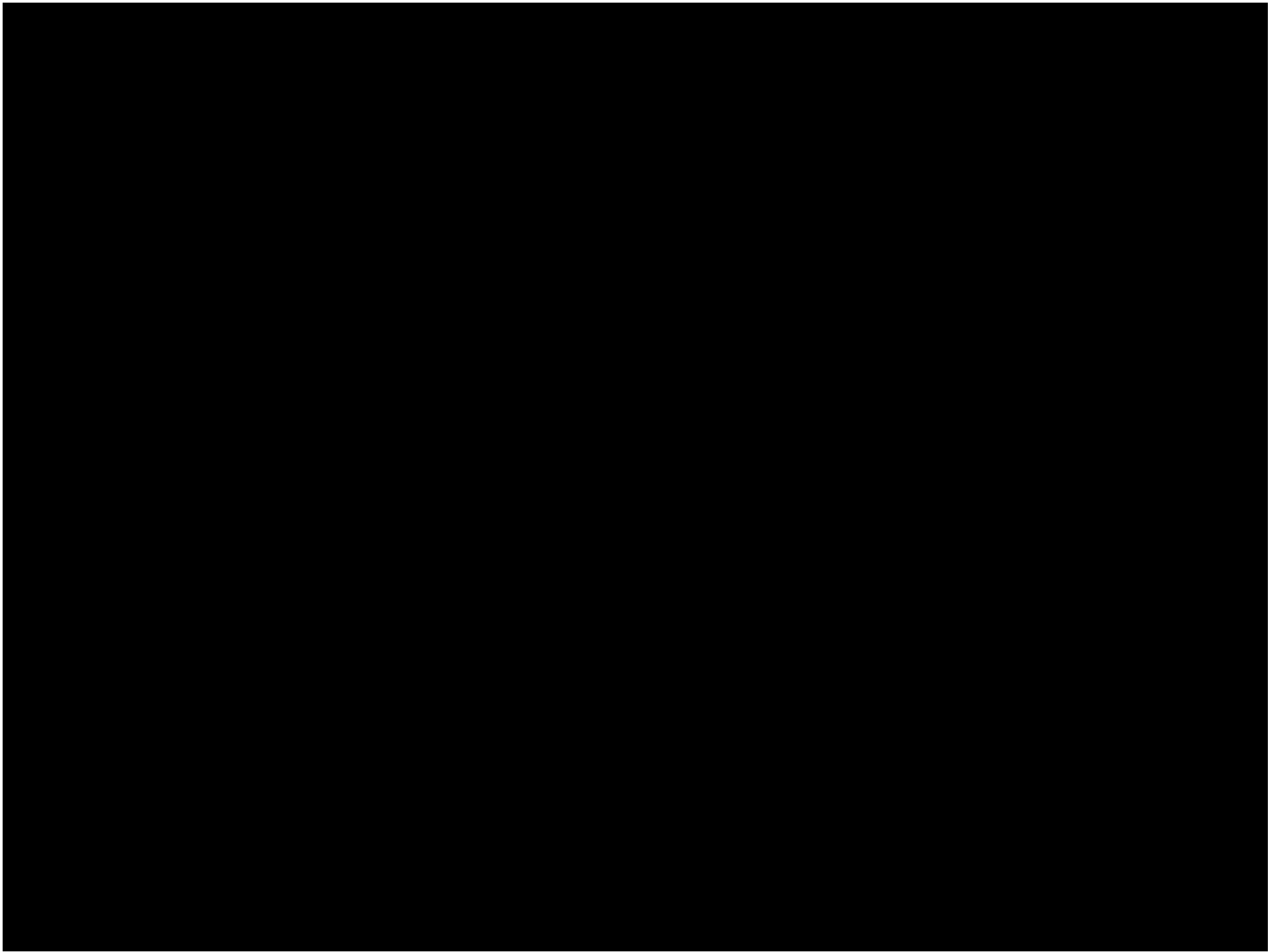
Buy me, and *poor*  
people will never  
afford to become  
your neighbours!





They're all suckers  
for a bit of soft  
landscaping!







Like apple-  
pie and  
motherhood!











# WILLINGNESS TO PAY FOR RECREATION

○ <€25

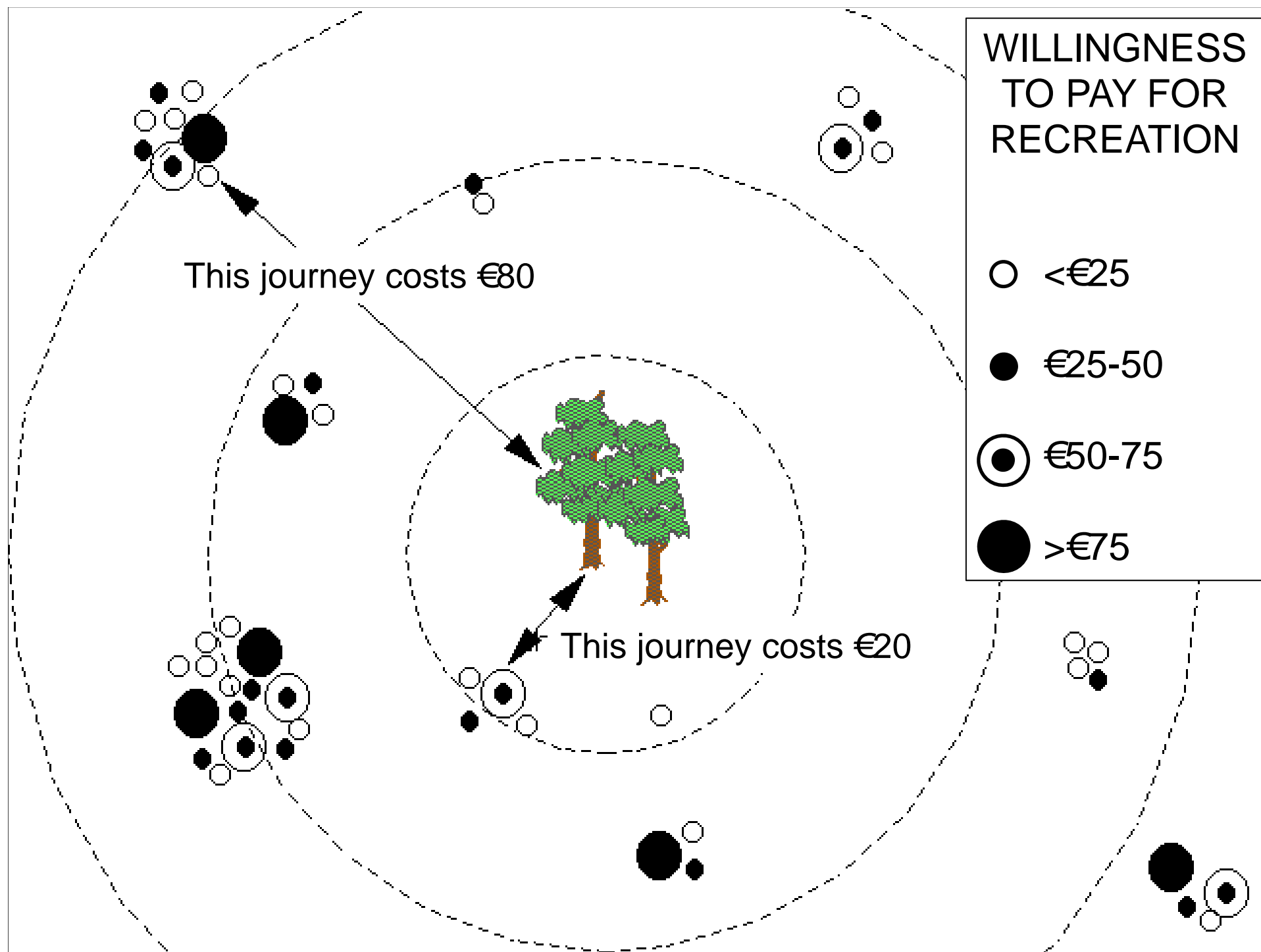
● €25-50

⊙ €50-75

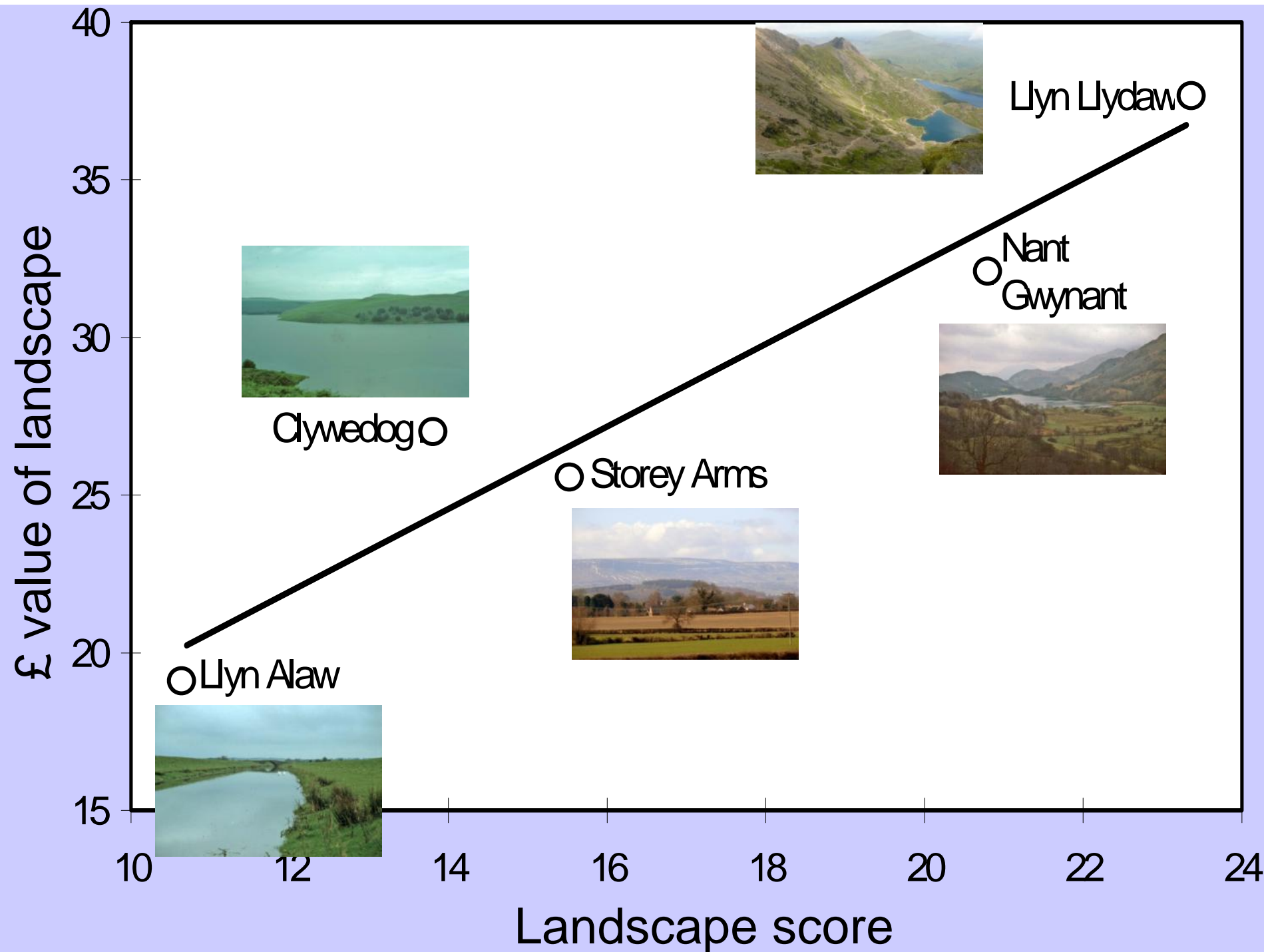
● >€75

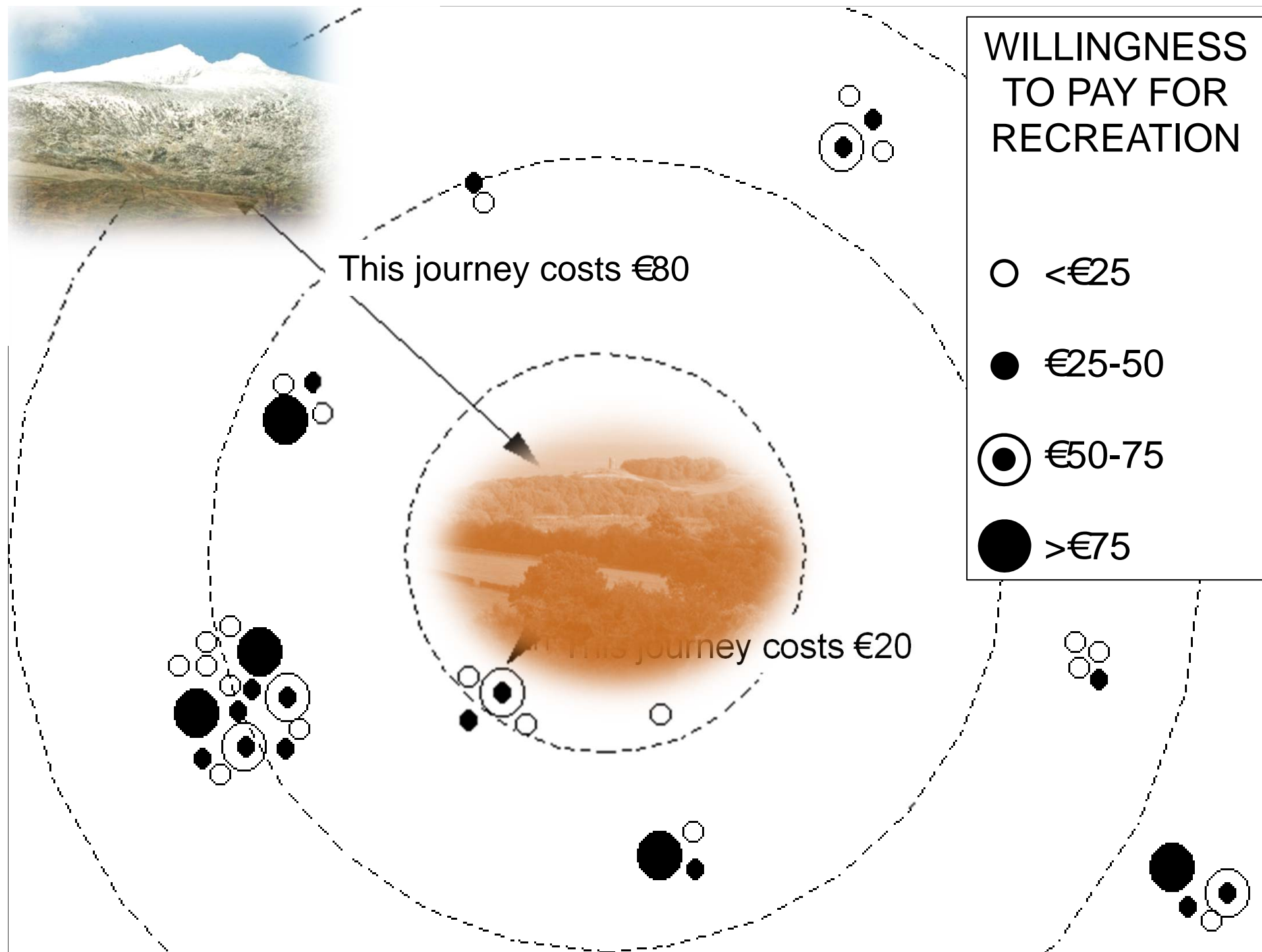
This journey costs €80

This journey costs €20

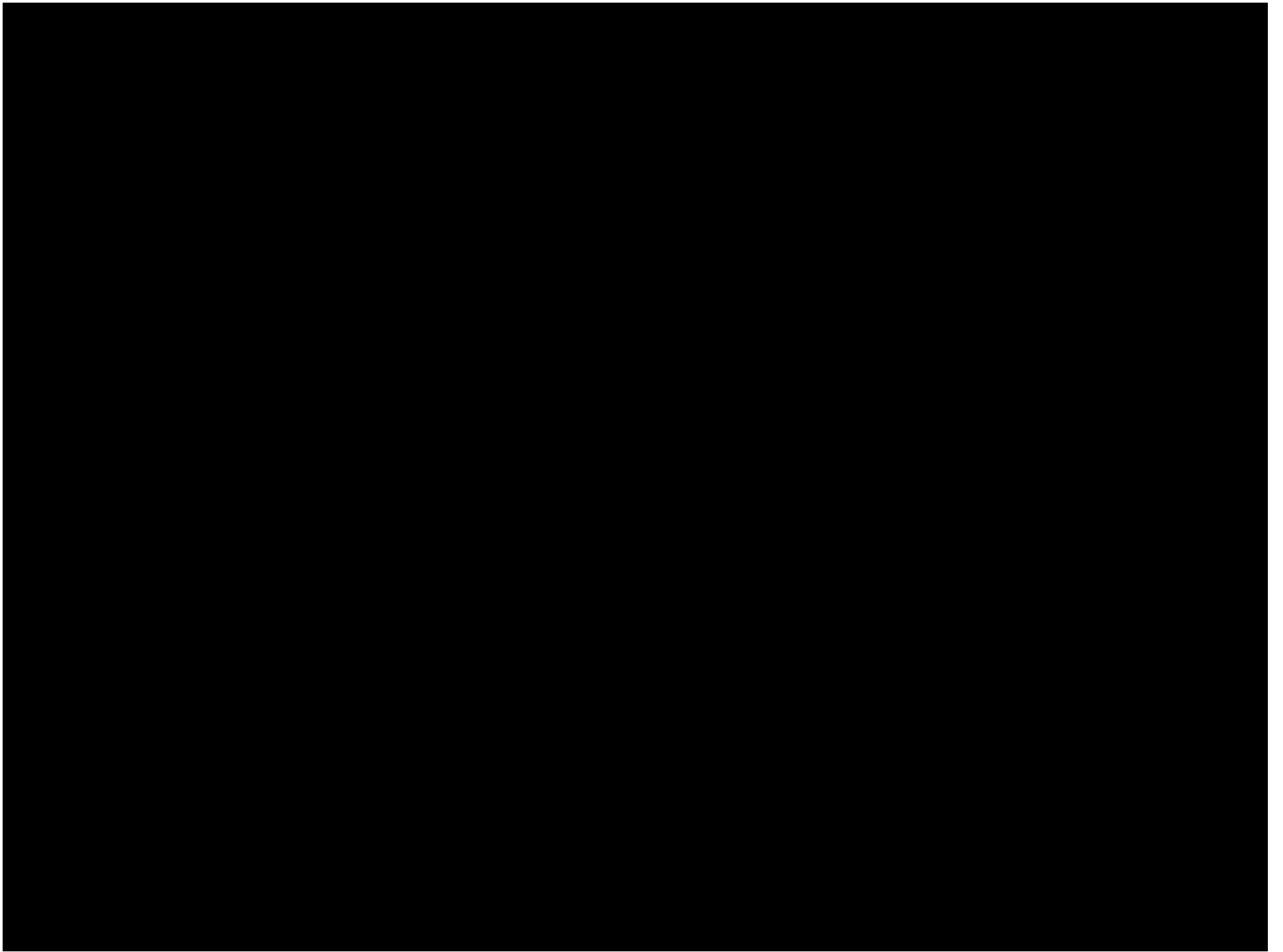
















THANK YOU !

Please send any questions or comments to

[c.price@bangor.ac.uk](mailto:c.price@bangor.ac.uk)