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Estimating Urban Inland River Ecosystem Services Value in Shanghai by Contingent Valuation Method

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The contingent valuation method (CVM) is one of the most dominating techniques for estimating the value of ecosystem services. The comprehensive management of the Zhangjiabang River has been a model project in China. The CVM is used to elicit the willingness to pay (WTP) of residents for improving ecosystem services of the Zhangjiabang River (mean WTP being 528.8 yuan/a). The value of the ecosystem services is about 301.4~526.2 million yuan/a. The factors that impact the WTP distribution are explored, and the relationships between WTP and income, age and education are established. Finally, the reliability of CVM and the problems needed to be solved in the study on CVM in China are advanced.

【Key Words】 : **ecosystem services contingent valuation method willingness to pay Zhangjiabang River**

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