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The Output Research of Restoring Ecosystem Services in Urban Landscape River and the Validity and Reliability Testing:A Case Study of CVM Applied in Water Quality Improvement of Urban River in Shanghai

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The result of Contingent Valuation Method(CVM)can be applied to the environmental public policy-making based on the full testing of validity and reliability.This paper takes CVM as a tool to analyze the economic output of improving the water quality of Caohejing River in Shanghai.Theoretically the validity is to be tested through regressing the willingness to pay(WTP) value and the probability of WTP0 against the standard social and economic variables using Log-linear model and Logit probability model for binary response.Huji factor is first introduced to the model;the quadratic term of income and the interaction term of income and Huji are also included.The reliability is tested by comparing the result of pre-investigation and formal investigation.Results indicate that average WTP is 160 RMB Yuan per household per year.The annual aggregate benefits is at least 6.1×106 RMB Yuan.

【Key Words】： **environmental public policy Contingent Valuation Method willingness to pay logit model ecosystem service Caohejing Harbor river**

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