



ABSTRACT

The present study estimated the Total Economic Value (TEV) of two cultural heritage sites i.e. Shalamar Bagh – a World heritage site and Gulabi Bagh – a Mughal heritage site. A contingent valuation (CV) questionnaire was designed and gleaned data by face-to-face interviews of 400 respondents in the 18–70 age group. Five groups of stakeholders' were asked directly what they are willing to pay for the preservation of these heritage sites. The types of questions used in this study were closed-ended (dichotomous choice), open ended and double bounded. Logistic Regression Model was used to analyze the factors affecting willingness to pay (WTP) of the respondents. The mean WTP values for the preservation plan of Shalamar Bagh were calculated as 34.5 PKR, 274.13 PKR, 143.0 PKR and 184.67 PKR for Visitors, Foreign Visitors, Non-Visitors and Local residents respectively. Whereas mean WTP estimate of 230.0 PKR was calculated for the preservation of Gulabi Bagh, from the local residents. Aggregate WTP for both study sites was calculated as 62, 556.75 PKR. The study verified the applicability of CVM to the valuation of cultural heritage sites in Pakistan and revealed that the greatest value of these sites lies in their local role as neighborhood treasures and green spaces. The study further implied that users of the garden (all types) regardless of education and social position are far more "aware" than the site owners/managers. Since the current management doesn't incorporate any involvement of public, therefore this public feeling should be "used" by involving them in programs to upgrade conditions at the sites. It is, as a nation our responsibility to preserve these cultural heritage sites as long as it is possible, in order to handover our national heritage to the next generations.