

## Anticipating Americans' willingness to pay tropical forest protection: measuring the non-use existence value

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### Abstrak

This paper is an effort to measure non-use existence value of tropical forest based on Americans' willingness to pay since the forest provides amenities for sequestering carbon. This is an application of contingent valuation model for environmental amenity. Written questionnaire was given to students of Michigan State University who take introduction to forestry courses. The group is considered to be future elite group who has concern in forestry and environment.

The finding shows the non-use existence value of tropical forest or Americans willingness to pay for protecting tropical forest is between US\$ 10.8 to US\$ 18 million per day or between \$3.9 to \$6.5 billion annually. The willingness to pay is much higher than the findings of Kramer and Mercer (1997) where on average U.S residents are willing to make one time payment of approximately \$21-31 per household or between \$2.2 to \$3.3 billion nationally to protect an additional 5% of tropical forests. Billy Manoka (2000) has been lower value of one time payments amounting to \$7.7 per household or \$ 8 billion nationally. The findings can also be used as the benchmark for pricing at the future international carbon trading.