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Economic Valuation of Pantai Duduk: A Willingness to Pay (WTP) Analysis Using the Contingent Valuation Method (CVM) for Tourism Facilities Improvement

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Abstract

This study aims to estimate the average visitors' Willingness to Pay (WTP) for the improvement of tourism facilities, identify the socio-economic factors influencing it, and calculate the Total Economic Value (TEV) of Pantai Duduk, a newly developing coastal destination in West Lombok Regency that currently lacks basic infrastructure such as public toilets, rinse rooms, and prayer rooms. The research applied the Contingent Valuation Method (CVM) involving a sample of 100 respondents selected through accidental sampling. Data were analyzed using Binary Logistic Regression and Multiple Linear Regression to determine both the probability of paying and the nominal amount of WTP. The findings indicate that 56% of respondents are willing to pay a retribution fee, with an estimated average WTP of IDR 4,200 per individual. Educational level and income positively and significantly influence both the probability and the amount of WTP, whereas non-permanent employment has a negative effect. Interestingly, the study proves the existence of an Attitude-Behavior Gap anomaly, revealing that age, frequency of visits, and visitor perceptions do not significantly affect WTP. The Total Economic Value of Pantai Duduk is estimated at IDR 120,120,000 per year. This TEV represents a highly adequate potential for participative funding. It implies that if managed transparently by the Local Tourism Awareness Group or local authorities, this potential fund can be utilized directly for sustainable basic infrastructure financing, thereby maintaining visitor satisfaction and the destination's competitiveness.

INTRODUCTION

Marine tourism represents a leading sector that significantly contributes to regional economic development, including in West Lombok Regency, Indonesia. Pantai Duduk divided into three zones (1, 2, and 3) is a newly emerging coastal destination with substantial potential due to its natural panoramas. However, its development faces a critical practical problem: the management of tourism facilities remains highly limited. Basic infrastructure, such as public toilets, rinse rooms, and prayer facilities (*musala*), are inadequate to provide optimal comfort. This limitation threatens visitor satisfaction and the destination's long-term attractiveness. From a theoretical perspective, managing and improving such public recreational sites require substantial funding, posing a challenge on how to finance these improvements without entirely burdening the local government budget.

To address this funding challenge, one viable state-of-the-art approach is to involve visitor participation through additional financial contributions, measured by the concept of Willingness to Pay (WTP). WTP serves as an essential metric to assess how much visitors are willing to pay for facility improvements, providing a clear illustration of a destination's economic value in this context, the Contingent Valuation Method (CVM) is one of the most relevant and widely used methodologies. CVM effectively captures individual preferences for improving destination conditions through a hypothetical market scenario (Hanley & Spash, 1993) (Sanjaya & Saptutyningsih, 2019) , offering a robust framework for environmental and recreational valuation.

Several recent empirical studies have successfully applied the CVM approach to assess visitor WTP in various natural tourist destinations. For instance, (Setiawan & Saptutyningsih, 2022) found that tourists at Pantai Baru, Yogyakarta, were willing to pay an average of IDR 15,000 to improve facility quality and coastal management. These empirical findings generally demonstrate a linear assumption in tourism economics, indicating that visitors are inherently willing to spend additional costs provided there is a guaranteed improvement in facilities and tourist comfort.

Despite the extensive application of CVM, a significant gap remains in the current empirical and theoretical landscape. The majority of previous studies tend to focus their valuation strictly on pure ecosystem conservation while overlooking the urgency of funding basic man-made infrastructure. Furthermore, existing literature often falls into the trap of a linear assumption—presuming that highly positive perceptions and frequent visits will always equate to a higher willingness to pay. This assumption overlooks the complexity of tourist psychology, specifically the *Attitude-Behavior Gap*, where supportive attitudes do not necessarily translate into actual financial commitments due to marginal utility or budget constraints.

Addressing these gaps, the novelty of this research lies in three aspects: it pioneers the quantitative economic valuation of Pantai Duduk; it shifts the valuation object to the urgency of participative funding for basic infrastructure; and it attempts to uncover the *Attitude-Behavior Gap* anomaly in tourist financial commitments. Based on this gap analysis, the objectives of this study are: (1) to estimate the average visitors' WTP for the improvement of tourism facilities at Pantai Duduk; (2) to identify the socio-economic factors influencing the WTP level; and (3) to calculate the Total Economic Value (TEV) of the area.

METHODS

This study employed a quantitative descriptive design utilizing the Contingent Valuation Method (CVM) to estimate the economic value of a non-market public good, specifically the comfort derived from the improvement of public facilities at a tourist destination. The research was conducted at Pantai Duduk, West Lombok Regency, covering three main zones: Pantai Duduk 1, 2, and 3. Primary data collection was carried out over three months, from February to April. Direct interviews were conducted intensively during weekends and national holidays to capture the peak volume of tourist visits, ensuring a representative overview of the destination's active users.

The target population consisted of all tourists visiting Pantai Duduk. Given the infinite nature of the population, an accidental sampling technique was applied to select the participants. The primary data collection instrument was a structured physical questionnaire designed to present a hypothetical market scenario regarding facility improvements, followed by questions to elicit the respondents' maximum willingness to pay. To ensure data quality before conducting the regression modeling, a rigorous data validation process was performed by cross-checking the physical questionnaires with the digital database. This verification confirmed that a total of 100 respondent samples were valid, complete, and free from data entry errors, making them suitable for comprehensive analysis.

The data analysis technique was executed in three sequential stages. First, the Expected Willingness to Pay (EWTP) was calculated to estimate the average nominal amount respondents were willing to contribute based on the hypothetical facility improvement scenario. Second, an econometric modeling approach was applied using a two-stage regression analysis to identify the socio-economic factors influencing WTP. A Binary Logistic Regression was utilized to estimate the probability of the respondents' decision to pay (willing or not willing). This was followed by a Multiple Linear Regression to determine the specific determinants affecting the nominal WTP amount based on independent variables, which included age, income, education, occupation, frequency of visits, and visitor perception. Finally, the Total Economic Value (TEV) of the area was estimated by multiplying the Expected WTP by the projected total annual number of visitors.

All statistical computations were conducted utilizing standard statistical software to ensure precision.

RESULTS AND DISCUSSION

Characteristics of Respondents

The analysis of the respondents' socio-economic characteristics aims to provide a comprehensive overview of the tourists visiting the Pantai Duduk area. These characteristics include age, educational attainment, occupational status, and monthly income. Based on the primary data collected from 100 valid respondents, the demographic profile of the tourists is presented in Figure 1 through Figure 4.

As illustrated in Figure 1 and Figure 2, the demographic profile indicates that the majority of Pantai Duduk visitors are dominated by mature adults. Specifically, 49% of the respondents are over 30 years old, followed by the 20–30 years age group at 47%. Regarding educational attainment, nearly half of the total respondents (49%) are high school graduates or equivalent. This proportion signifies that, in general, the tourists possess adequate basic cognitive capacity to comprehend issues related to cleanliness and the improvement of the tourism environment.

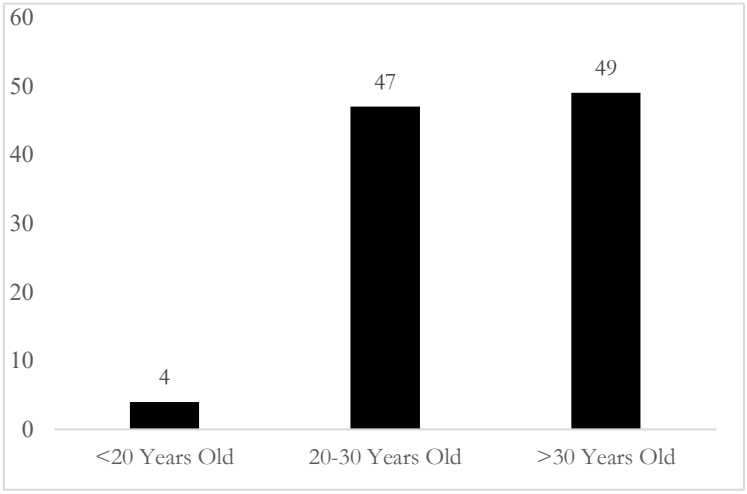


Figure 1. Age Profile of Respondents

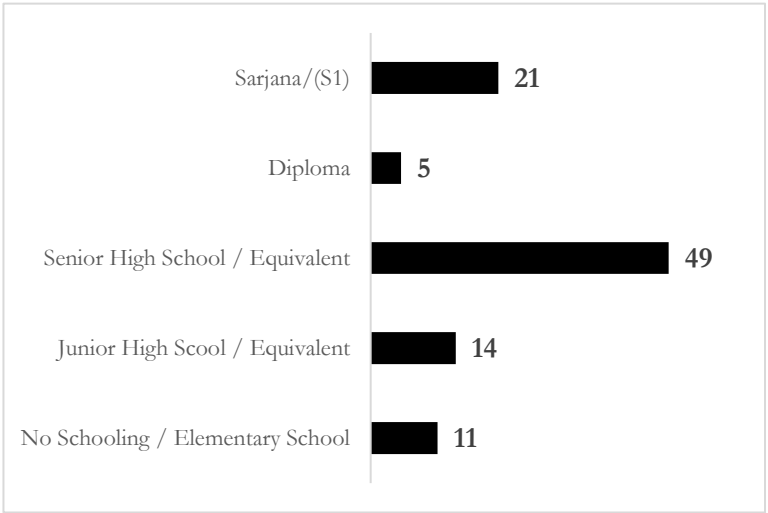


Figure 2. Educational Attainment of Respondents

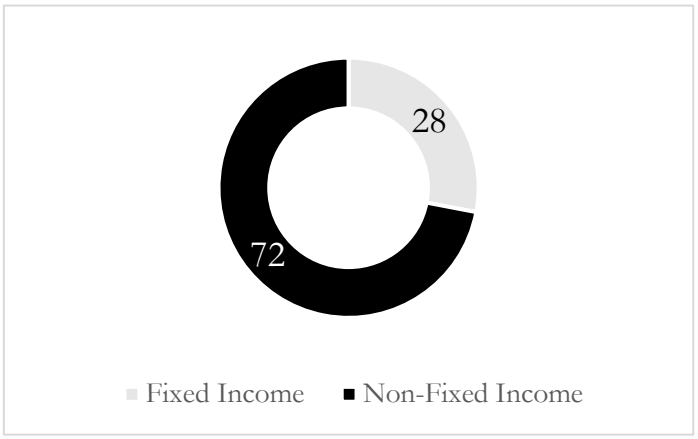


Figure 3. Occupational Status of Respondents

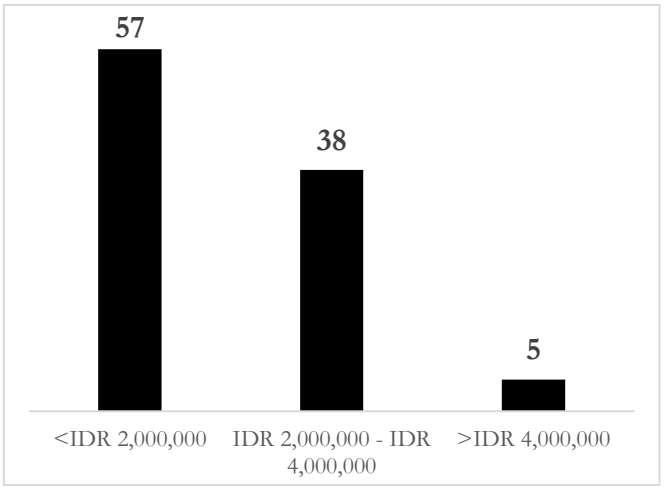


Figure 4. Monthly Income of Respondents

Furthermore, the socio-economic review shown in Figure 3 and Figure 4 reveals that a significant portion of the tourists exhibits a fluctuating financial profile. The majority of the respondents (72%) hold non-permanent employment, such as entrepreneurs, freelancers, or informal sector workers. In line with this occupational structure, the respondents' monthly income is heavily dominated by the lower-middle-income group earning below IDR 2,000,000, reaching a figure of 57%. These socio-economic characteristics dominated by non-permanent workers with lower-middle-class incomes serve as a crucial foundation for understanding the tourists' financial prudence when determining their willingness and nominal amount of Willingness to Pay (WTP) for facility improvement retributions.

Descriptive Analysis of WTP

Following the identification of the respondents' demographic characteristics, the subsequent analysis focused on the tourists' willingness to pay (WTP) for the improvement of facilities in the Pantai Duduk area. The details of the respondents' WTP distribution are presented in Table 1.

Table 1. *Distribution of Tourists' Willingness to Pay (WTP)*

WTP Category	Nominal Amount	Frequency (*n*)	Percentage (%)
Willing to Pay	IDR 5,000	33	33.0
	IDR 10,000	18	18.0
	IDR 15,000	5	5.0
Sub-Total Willing		56	56.0
Not Willing to Pay	IDR 0	44	44.0
Total		100	100.0

As shown in Table 1, the distribution analysis of the 100 respondents reveals that the majority of visitors, comprising 56% (56 individuals), stated their willingness to pay a retribution fee for tourism facility improvements at Pantai Duduk. Conversely, 44% (44 individuals) expressed an unwillingness to pay.

Among the group willing to pay, the agreed-upon contribution amounts strongly reflect their logical constraints and actual financial capacity during the interviews. The nominal amount of IDR 5,000 was the most frequently agreed upon value, chosen by 33% (33 individuals) of the visitors. As the proposed retribution value increased, the respondents' level of willingness consistently decreased. This is evidenced by the declining proportion of tourists willing to pay IDR 10,000 (18%) and the small fraction willing to contribute the maximum amount of IDR 15,000 (5%).

In terms of central tendency, the estimated average willingness to pay (Expected WTP / Mean) across all respondents was recorded at IDR 4,200. Interestingly, the median value stood at IDR 5,000. This indicates that the equilibrium point between the visitors' expectations and their actual financial capacity indeed lies at this nominal figure, although the mean is pulled lower due to the substantial number of respondents unwilling to pay (IDR 0). Furthermore, the willingness range, varying from IDR 0 to IDR 15,000 with a standard deviation of 4,478.91, illustrates the high diversity in tourists' valuations. This variation suggests that visitors' perceptions regarding the improvement of Pantai Duduk's tourism facilities are highly diverse, likely influenced by their varied socio-economic backgrounds.

Analysis of Socio-Economic Factors Influencing WTP

To identify the influence of demographic and socio-economic variables on visitors' Willingness to Pay (WTP) at Pantai Duduk, this study employed two analytical approaches. The first focus was directed at estimating the determinants that affect the nominal amount of retribution agreed upon by the respondents through multiple linear regression analysis. Subsequently, to broaden the understanding of environmental valuation behavior, a binary logistic regression model was applied to evaluate the probability of visitors' participation decisions, specifically their tendency to be willing or unwilling to pay the retribution.

Multiple Linear Regression Analysis and Classical Assumption Tests

Prior to examining the effect of independent variables on the WTP value, the feasibility of the regression model was assessed through a series of classical assumption tests to ensure that all Best Linear Unbiased Estimator (BLUE) criteria were met. Visual analysis of the Normal P-P Plot indicated that the observation points were evenly distributed and closely followed the diagonal line, confirming that the residual values of the regression model met the normality

assumption. Furthermore, the heteroscedasticity analysis using a scatterplot showed that the data points were randomly distributed above and below zero on the Y-axis without forming any funnel-like pattern, proving that the residual variance is homogeneous. Combined with the collinearity diagnostics—where all independent variables showed tolerance values above .10 and Variance Inflation Factor (VIF) values below 10—the model is considered free from multicollinearity issues. The fulfillment of these fundamental assumptions provides statistical support that the multiple linear regression model is valid for analyzing the impact of socio-economic factors on the nominal WTP value.

Table 2. *Multiple Linear Regression on Nominal WTP Amount*

Variables	Standardized Coefficients (β)	*t*	(Sig.)	Description
Age	.176	1.664	.100	Not Significant
Income	.371	3.040	.003	Significant
Education	.467	3.507	.001	Significant
Occupation	-.244	-1.912	.059	Significant
Frequency of Visits	.076	0.855	.395	Not Significant
Perception	.45	0.516	.607	Not Significant

Note: Significant at $\alpha = 0{,}10$

Based on Table 2, the partial test (*t*-test) indicates that educational level, income, and occupational status are the primary factors significantly influencing the financial contribution amount. The education variable exhibits a significance value of $p = .001$ with a positive standardized regression coefficient (β) of .467. This provides empirical evidence that a higher educational level correlates with a higher retribution amount visitors are willing to pay (Arista & Saptutyningsih, 2020) . A similar pattern is observed for the income variable, which is statistically significant ($p = .003$) with a positive standardized coefficient (β) of .371. This logical construct aligns with the principles of tourism economics; visitors with better financial capacity or higher income levels tend to have more room to allocate a portion of their income toward improving Pantai Duduk's facilities This strongly resonates with (Medida & Purnomo, 2021) , who stated that higher visitor income leads to greater purchasing power and willingness to pay for tourism conservation. Similar empirical support regarding the significant and positive influence of montly income on WTP is alsocconfirmed by (Prasetyo & Saptutyningsih, 2013) as well as Yudanegara,Sinaga, and Roespinoedji (2021).

Additionally, the occupation variable shows a significant effect at the $\alpha = .10$ level ($p = .059$) with a negative standardized regression coefficient (β) of -.244, indicating that specific non-permanent occupational backgrounds tend to suppress the nominal willingness to pay. Conversely, age ($p = .100$), frequency of visits ($p = .395$), and perception ($p = .607$) exhibit probability values equal to or above the tolerance threshold of $\alpha = .10$. This confirms that, statistically, these three factors do not directly affect the respondents' nominal WTP value.

Simultaneous Test (*F*-Test)

The simultaneous feasibility of the model (*F*-test) was conducted to determine whether all independent variables collectively have a meaningful influence on the dependent variable. Based on the analysis of variance (ANOVA), the regression model yielded an *F*-statistic of 8.357 with a

significance level of $p < .001$. Because this probability is well below the significance level, it can be concluded that all independent variables simultaneously exert a significant influence on the nominal WTP amount.

Coefficient of Determination (Adjusted R^2)

The predictive capability of the regression model is evaluated through the coefficient of determination. This test measures the extent to which the independent variables can explain the variance in the dependent variable. The results of the determination coefficient test are presented in Table 3.

Table 3. *Coefficients of Determination Results*

Model	R	R Square	Adjusted R Square
1	.592	.350	.308

As shown in Table 3, the analysis yielded an Adjusted R^2 value of .308. This indicates that 30.8% of the variance in the nominal WTP amount agreed upon by visitors can be explained by the socio-economic variables in this study (age, income, education, occupation, frequency of visits, and perception). Meanwhile, the remaining 69.2% is influenced by other exogenous factors outside the scope of this research.

Binary Logistic Regression Analysis on WTP Decision

Prior to interpreting the partial effect of each variable, the feasibility of the binary logistic regression model was evaluated. Based on the Hosmer and Lemeshow test, a Chi-square (χ^2) value of 10.519 with a significance level of $p = .230$ was obtained. Because the probability value is greater than the significance level (α=.05), the null hypothesis is accepted, indicating no significant difference between the model's predicted classifications and the observed classifications. This confirms that the logistic regression model demonstrates an adequate goodness of fit and is appropriate for further analysis. Furthermore, the simultaneous testing through the Omnibus Tests of Model Coefficients yielded a Chi-square (χ^2) value of 23.588 with a significance of $p = .001$. This figure is below the $\alpha = .05$ threshold, indicating that simultaneously, the variables of Age, Income, Education, Occupation, Frequency of Visits, and Perception exert a significant influence on the tourists' decision to be willing to pay the retribution.

The model's capacity to explain the WTP decision was measured using the Nagelkerke R^2, which recorded a value of .282. This implies that 28.2% of the variance in the willingness to pay decision can be explained by the variation of the six independent variables in this model, while the remaining 71.8% is explained by other exogenous factors outside the model. In addition, the Classification Table revealed that the model's overall predictive accuracy percentage reached 65.0%. The results of the partial logistic regression test are presented in Table 4.

Table 4. *Binary Logistic Regression on WTP Decision*

Variables	Coefficients B	Wald	(Sig.)	*Exp(B)*/ Odds Ratio	Description
Age	.020	0.717	.397	1.021	Not Significant
Income	.000	3.011	.083	1.000	Significant
Education	.351	7.184	.007	1.141	Significant
Occupation	-1.407	3.119	.077	0.245	Significant
Frequency of Visits	.266	0.248	.619	1.304	Not Significant
Perception	.072	1.095	.295	1.074	Not Significant
Constant	-6.967	7.222	.007	0.001	-

Note : Significant at $\alpha = 10\ \%\ (0{,}10)$

Based on Table 4, the partial test using the *Wald* statistic indicates that the Education variable is the strongest determinant with a significance value of $p = .007$ (< .05). The *Exp(B)* or Odds Ratio coefficient of 1.421 indicates that each one-level increase in education will increase the probability of tourists being willing to pay the retribution by 1.421 times, assuming other variables remain constant. Consistent with the findings in the previous multiple linear regression analysis, the Income and Occupation variables also demonstrate statistically significant effects at the 10% significance level ($\alpha = .10$), with *p*-values of .083 and .077, respectively. This empirical evidence aligns with Hasiani et al. (2013)), who confirmed that income significantly dictates the probability of visitors' willingness to pay, even in cases where the agreed average nominal amount remains relatively modest at IDR 3,360. The Occupation variable again shows a negative directional coefficient (B = -1.407), confirming that differences in professional backgrounds trigger reluctance among certain tourist groups to participate financially. Meanwhile, the variables of Age ($p = .397$), Frequency of Visits ($p = .619$), and Perception ($p = .295$) recorded significance values well above the $\alpha = .10$ tolerance threshold. Thus, statistically, they do not influence the tourists' initial decision probability to pay the Pantai Duduk retribution.

Rationalization of Insignificant Variables on Willingness to Pay

An intriguing finding from the regression modeling is the statistical insignificance of Age, Frequency of Visits, and Perception on both the participation decision and the nominal WTP amount. This anomaly in tourism consumer behavior can be elucidated through the following theoretical frameworks:

First, the insignificance of the Age variable suggests that demographic maturity does not automatically translate into financial conservation awareness. In the context of environmental economics, structural demographic factors like age are frequently overridden by functional determinants, specifically income and educational literacy. Although young tourists (20–30 years old) dominate the visitor demographic, their WTP tendency is entirely on par with older visitors, provided they possess adequate education. Ultimately, the decision to contribute is driven by actual purchasing power and disposable income rather than age. This aligns seamlessly with (Yudanegara et al., 2021) , who found no statistical effect of age on WTP in nature tourism, and is further corroborated by (Pradana et al., 2025) at Pantai Pondok Permai, where age was proven not to be a determinant of tourists' economic expenditure.

Second, regarding the Frequency of Visits, conventional logic assumes that frequent visitors would exhibit a higher propensity to support facility improvements. However, the statistical data

contradicts this premise a phenomenon explicable through the Law of Diminishing Marginal Utility and the free-rider syndrome. High-frequency visitors to Pantai Duduk gradually lose the novelty of the destination, developing a sense of familiarity akin to local residents. This familiarity inherently diminishes their willingness to incur additional costs upon every visit. Conversely, infrequent visitors tend to view the retribution fee as a justifiable one-time experience cost. This strongly corroborates (Arista & Saptutyningsih, 2020) , who confirmed that high visit routines do not dictate willingness to pay. Similar empirical evidence was emphasized by (Prasetyo & Saptutyningsih, 2013), demonstrating that visit frequency has no significant impact on WTP probabilities and values. This free-rider phenomenon among frequent visitors at Pantai Duduk represents a unique contextual anomaly. In contrast, studies in other established destinations, such as Teluk Kiluan, demonstrate that high visit frequency correlates positively and significantly with a higher willingness to pay, as frequent visitors often develop a stronger awareness and attachment to preserving the site (Sanjaya & Saptutyningsih, 2019).

Third, the insignificance of the Perception variable highlights the classic *Attitude-Behavior Gap* phenomenon in environmental valuation. While tourists may hold strong positive appreciations (cognitive and affective support) for the marine landscape and recognize the urgency of facility upgrades, this support fails to materialize into actual paying behavior when confronted with a Contingent Valuation Method (CVM) scenario requiring personal financial sacrifice. The budget constraints predominantly experienced by respondents with non-permanent employment serve as the primary barrier, severing the link between pro-environmental attitudes and concrete WTP actions. This argument is robustly supported by (Sasana, 2021) ,whose research also demonstrated that positive environmental perceptions and visitor attitudes do not significantly translate into an actual willingness to pay. Furthermore, a recent study by Hippy et al. (2024) at Pantai Kurenai confirms this behavioral complexity, indicating that despite positive perceptions of coastal beauty, tourists often restrict their WTP to the lowest possible threshold when the existing infrastructure is deemed inadequate.

Estimation of Total Economic Value (TEV)

The limitation of exact historical data regarding the number of tourist visits often becomes a technical constraint in economic valuation studies for newly developing tourist destinations. Given the absence of a systematic entrance ticketing system in the Pantai Duduk area, this study employed a field observation-based extrapolation approach to estimate the annual visitor population. Based on intensive observation, the visitation rate on weekdays is predominantly in the afternoon, with an estimated average of 50 tourists per day. Conversely, on weekends and public holidays, the visitation volume surges significantly, reaching an average of 150 tourists per day, distributed proportionally across three zones (Pantai Duduk 1, 2, and 3).

Furthermore, measuring the economic value of a destination requires a comprehensive understanding that various independent socio-economic variables collectively dictate the visitors' willingness to pay, which ultimately shapes both the direct use value and the existence value of the tourism area (Dharmawan et al., 2016).

Based on these observational parameters, the weekly visitation rate is estimated to reach 550 individuals, bringing the total projected accumulated visits for the Pantai Duduk area to approximately 28,600 tourists per year (52 weeks). The calculation of the Total Economic Value (TEV) or Total Willingness to Pay (TWTP) is then computed by multiplying the average willingness to pay (Expected WTP) by the total annual visitor population. This procedure refers to the fundamental formulation of environmental valuation adapted from (Pradana et al., 2025) :

$$TEV = EWTP \times N$$
$$TEV = \text{IDR } 4{,}200 \times 28.600 \text{ tourists}$$
$$TEV = \text{IDR } 120{,}120{,}000 \text{ / year}$$

While this initial TEV may appear modest for a newly developing destination, it serves as a critical economic baseline. For comparison, mature coastal tourism areas with well-established infrastructure, such as Pantai Marina in Semarang, can generate a TEV of over two trillion rupiahs annually (Putri et al., 2017) . This stark contrast underscores the massive long-term economic potential of Pantai Duduk if the current participatory funding is optimally managed to upgrade its basic facilities.

This aggregate value of IDR 120,120,000 per year represents the real potential of participatory funding from the area's visitors. This magnitude indicates that although the individual WTP value is nominally small (IDR 4,200), its mass accumulation is capable of generating a highly adequate funding surplus (Fadillah & Juwana, 2023) . If managed transparently and accountably by the local Tourism Awareness Group and village officials, this participatory capital can be directly allocated to finance the highly urgent development of basic infrastructure—such as the provision of public toilets, rinsing facilities, and prayer rooms (*musala*). This progressive step serves as a crucial key to maintaining visitor satisfaction levels while ensuring the sustainable competitiveness of Pantai Duduk as a premier marine tourism destination in West Lombok Regency.

CONCLUSION

Based on the analysis and discussion conducted, three primary conclusions can be drawn from this study. First, the estimated average willingness to pay (Expected WTP) of visitors for the improvement of basic facilities at Pantai Duduk is IDR 4,200 per person, with 56% of visitors expressing their willingness to contribute financially. Second, the socio-economic variables that significantly influence WTP—both in the probability of decision-making and the nominal amount—encompass educational level, income, and occupation type. This study successfully uncovered the *Attitude-Behavior Gap* anomaly, wherein visitors' age, frequency of visits, and perception demonstrated no significant effect on their willingness to pay due to diminishing marginal utility and budget constraints. Third, the estimated Total Economic Value (TEV) for the Pantai Duduk area using the CVM approach reaches IDR 120,120,000 annually, calculated based on a projected visitation of 28,600 tourists per year. However, a limitation of this study is the reliance on accidental sampling and hypothetical scenarios, which may be susceptible to bias. Future research should consider employing probability sampling for broader generalization.

Referring to these conclusions, several strategic recommendations can be implemented. For the management, particularly the Tourism Awareness Group and the local Village Government, the annual economic potential of IDR 120,120,000 must be optimally utilized. It is highly recommended to immediately implement a clear and transparent single-gate entrance retribution system, where the collected funds are exclusively allocated for the construction and maintenance of urgently needed basic infrastructure, such as public toilets, rinsing facilities, and prayer rooms (*musala*). Furthermore, considering that high visit frequency and positive perceptions do not guarantee a willingness to pay (the free-rider anomaly), the management is advised to design operational strategies that focus on segmenting visitors with higher financial capacity and strengthening public education regarding the importance of financial contributions for mutual comfort. For future researchers, it is recommended to cross-validate these CVM findings by employing alternative valuation methods, such as the Travel Cost Method (TCM), or by conducting field experiments with actual payment mechanisms to observe the realization of this hypothetical WTP in practice.

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