

Household Willingness to Pay for Urban Forestry Expansion in Udaipur: A Heritage-Tourism City of Rajasthan, India

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Abstract: Urban forestry valuation is not studied often despite the rapid urbanisation. This study applies the CVM to estimate the willingness to pay for 25% urban forest expansion in the heritage tourism city of Rajasthan, i.e., Udaipur. A pilot survey of 53 urban households yields a median WTP of Rs 203 per household per year. Net Present Value at 6% social discount rate authorized by NITI Aayog is Rs 24.39 crore for a 25-year time period and the CBA being 2.4:1 to 4.9:1. The only statistically significant determinant is education. The loss-aversion ratio of 0.25 indicates that residents value additional forest cover more than the compensation they demand for equivalent loss. The results support municipal budgeting for distributed green areas across the city along with SDG 11.

Keywords: Contingent Valuation, Loss Aversion, Urban Forestry, Willingness to Pay, Udaipur

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