PRESENT PRIDE OR PAST GLORY?

A case study on public support for the preservation of built heritage in the old city center of Dordrecht.

Map of Dordrecht from 1652 from Johan Blaeu. Source:
http://upload.wikimedia.org/wikipedia/commons/thumb/1/1f/Blaeu_1652_-_Dordrecht.jpg/320px-Blaeu_1652_-_Dordrecht.jpg

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Preface

Born and raised on the countryside in a small town, I lived in the same house for 21 years. Only than it was that I decided to move to the city of Dordrecht. As an arts and culture student I wanted to live more close to everything I liked; theatre, music festivals, restaurants and museums. I was familiar with the city of Dordrecht before I moved to the city, but only when I started living there I truly discovered the ins and outs of the city. Dordrecht used to be a small town to me, that was mostly surrounded by water. What I did not know was that Dordrecht had so many monuments, hofjes and canals. The city was used as a film set for several films that represented a story or event from the past, because of the old city center that was beautifully preserved. And with every turn around another corned I fell more in love with this city.

I was even more surprised to discover all the heritage in this city, because I had never heard anyone speak about it. No one ever mentioned or recommended it to me, although I only grew up in a town 25 kilometers away. I have been told about Breda, Rotterdam, The Hague, Amsterdam and several other cities and heritage sites that would be worth seeing, but not Dordrecht. I found it hard to wrap my head around this. This was the first spark for the idea for this thesis, although I was not aware of that fact at the moment. When it was time to pick a topic for my thesis, I was struggling, like so many other students. No topic seemed right, feasible, or even a possibility at al. Fortunately, I got to my senses and realized I should not try and change the world with my thesis, but that I should start close to home. The city of Dordrecht.

Abstract

Keywords: Willingness to Pay, Contingent Valuation, Public Support, Value, Heritage Preservation

This study will try to access how the citizens of Dordrecht value the old city center and what their willingness to pay to preserve the old city center is. The research will be performed accordingly to the contingent valuation method. This method is fairy new in cultural economics and has its origins in the field of environmental economics. Therefore this method will be further explored in this study. The aim of this study is not only to find out what people are willing to pay, but also how they value the old city center in non-monetary terms. It was also be examined if there exists a correlation between different non-monetary values and the willingness to pay. This information is crucial for policymakers, as this information is the base for good cultural policies.

1. Introduction

The city of Dordrecht was founded in the twelfth century. Due the good geographical location – the city was surrounded by water – Dordrecht became the most important city for merchant ships to lay harbor and transfer their cargo from sea-going vessels to inland boats. The successful and beneficial location of Dordrecht was soon to be noticed by the count of Holland, and as a result the city was granted a city charter by count William I. The count of Holland also gave Dordrecht the rights to collect taxes from passing ships. Soon Dordrecht became the trade center of the district of Holland and although currently Rotterdam fulfills this function, Dordrecht is still known as the oldest city of the district Holland (Regionaal Archief, 2014).

The results of these golden days are still visible in the old city center, which includes old and unique buildings along the canals. The city center of Dordrecht alone contains almost 1000 monuments from medieval times. The municipality of Dordrecht is responsible for the preservation of this heritage in the old city center of Dordrecht. Due to limited resources, this preservation also includes making tradeoffs to decide who or what the government supports.

The problem, as always, is the scarcity of resources. The city government unfortunately does not possess the money to preserve every single piece of heritage in the city center. It could help the city government to know what items or objects the citizens of Dordrecht value the most and how they would value it. Someone can value heritage for its beauty but also for the social function, religious function, etc. (Frey &Meier, 2006; Rizzo & Throsby, 2006; Throsby, 2006). The heritage in the center could be a valuable asset for the city, as Ashworth (2013) describes it. In other words, the heritage in Dordrecht could be a good way to promote the city. However, the city is currently not very popular for its old city center. In order to develop a good marketing strategy, it is important to know the opinion of the citizens on this matter.

The exact monetary value of the heritage in the center is unknown, because the heritage is not directly sold in a market and therefore no market price exists. Obviously, the citizens of Dordrecht do not have to pay every time they look at a certain statue or building; the citizens of the city pay indirectly via taxes. Nonetheless, it is important to find out what citizens of Dordrecht are willing to pay for the preservation of the heritage in the center, because every citizens pays indirectly via taxes. Due the lack of this information, many questions remain unanswered. Is the old center something people value and see as a motivation to live in this city? Is it something highly valued, or are people indifferent to the heritage in the old city center? The opposite could also be true; people might also dislike the old city center and find it old fashioned and unpractical.

This problem leads to the following research question: *How do the citizens of Dordrecht, the Netherlands, value the heritage in the old city center and what is their willingness to pay to preserve this heritage?*

This question is in the first place relevant for the citizens of Dordrecht and local policymakers. It serves a practical matter and might give new insights to policy makers that can be useful in the decision making process of the local government of Dordrecht, but also for cities that are comparable with Dordrecht. In order for the heritage in the city to reach its full potential, information on the value is needed as a basis for cultural policies. Without the correct information, marketing policies will be more likely to fail, because they are not in line with the opinion of the citizens. Furthermore, this study also has a scientific value. It will make use of the Contingent Valuation Method (CVM) that is originally from environment economics. Recently it has been used in the field of cultural economics, with Throsby & Withers and Throsby et al. being ones of the first (1983; 1986), however, the method received a lot of criticism. This study will continue to explore the use of this method to measure people's willingness to pay (WTP) for cultural public goods.

The thesis will start by providing an extended literature review on the field of cultural heritage, build heritage in specific and the cultural policies concerned with heritage in the Netherlands in chapter two. Moreover, in this chapter the consumption of heritage will be discussed, followed by a description of monetary valuation methods for public goods. Subsequently the case of Dordrecht will be discussed in chapter three, in which a historical context will be provided. The demographics of the city will be described, as well as the financing structure of the municipality of Dordrecht. The next part of the thesis, chapter four, includes the methodology; this chapter elaborates on the research method and methodology. The analysis and results will be presented in the fifth chapter of this thesis, to conclude with chapter six which provides a short conclusion and discussion.

2. Literature review

2.1 Built heritage

Built heritage is just one aspect of the much broader concept cultural heritage, which includes not only buildings and statues, but also other forms of tangible heritage like artifacts, archives, and artworks. In addition to this, cultural heritage includes intangible heritage such as traditions, knowledge and skills (Towse, 2010). Examples of these customs are the Chinese opera, an ancient language like the Egyptian hieroglyphs, or the traditional folk dance from Ireland. Built heritage is the part of cultural heritage that is concerned with buildings, statues, streets and squares. Built heritage is often also referred to as architectural heritage (Benhamou, 2003).

What all cultural heritage has in common is that it is something received from the past, something that we want to preserve (Rizzo & Throsby, 2006). Another important characteristic of built cultural heritage is that it is mostly a public good. This means it is non-excludable, because it is out in the open, accessible for everyone and it is non-rival, as the number of people that consume it do not affect the value of the good (Rizzo and Throsby, 2006; Towse, 2010; Ashworth, 2013; Snowball, 2013). Non-rivalry means that cultural heritage is something that consumers do not have to compete for, because if someone else enjoys it before you, you still get to enjoy it. However, the notion of non-rivalry can be questioned as excessive consumption of built heritage might lead to congestion of the heritage and that way decrease its value (Towse, 2010). This is the risk of promoting or listing heritage: due the extra attention too many people may visit the site, which will result in deterioration of the heritage site (Van der Aa, 2005; Frey & Steiner, 2011). Deterioration by tourists is a common problem that occurs in the process of heritage protection and promotion (Yang, Lin & Han, 2009). Listing or promoting a heritage site with the intention to preserve a specific site, may in some cases have the opposite effect and result in deterioration or even complete destruction of the heritage site (Van der Aa, 2005; Frey & Steiner, 2011).

Furthermore concerning the non-excludability aspect; it is often undesirable to turn a built public good into an excludable good; the owners might want to let as many people enjoy as possible, or as Towse (2010) states, it might simply be too costly to put a fence around a certain statue or building to exclude certain people.

The fact that most heritage has public good characteristics makes the field of arts and heritage a very interesting and challenging field to study from an economic point of view. It is an interesting sector because standard economic theory can often not be applied to this field. This is also true for the theory of price. Most heritage does not have a market price, as they are not directly being sold in any market

(Towse, 2010). Another specific characteristic of heritage is that it is unique and non-reproducible. Therefore, the supply of an item in any point in time is fixed, because there cannot be more 'produced' of this exact item (Towse, 2010). When there is a fixed supply and a rise in demand, the price -if we can speak of a price at all- will rise (Towse, 2010). The supply is fixed until a certain extent, because most built heritage decays over time. For this reason, restoration and preservation is needed.

Since built heritage does often not have a market price, the problem of ownership occurs. Not many people like to own heritage because it is hard to make profit in the heritage business. It is complicated to get people to pay individually for consuming a piece of heritage, because it is often non-excludable. This problem is known as the free-rider problem, which means that heritage is over consumed by people who avoid paying for it (Towse, 2010). The result of this problem is that most heritage would exist in very little numbers, or not at all, if it had to be produced –or in this case, preserved- solemnly by the market (Towse, 2010). It is possible, however, to make people pay individually for a certain piece of built heritage by fencing the property and asking for an entrance fee. This is the case for the Eiffel tower, where you have to pay to get to the top of the tower (La Tour Eiffel, 2014). Yet, this does not stop people from looking at it from below. In order to achieve that, a wall should be built around the entire tower, which would not only be very costly, but also affect the value of visiting the tower in a negative way. That is why in many cases the government intervenes when it comes down to the preservation and reservation of heritage.

However there are cases in which heritage is private property, in Italy for example (Towse, 2010). Due the overabundance of built heritage there, the government decided to accept the principle of privatization and started selling off built heritage. In the Netherlands private ownership of heritage occurs as well, although it is less common (Rijksoverheid, 2011). A common development within the preservation of heritage is the change of use of heritage (Towse, 2010). Good examples of this are religious buildings that are transformed into a school building or a concert hall. By changing the use of the building, the heritage will retain public ownership and serve the public in more ways than it would if it was still a church or monastery, while the building is maintained and preserved.

Another reason why the government is often concerned with the restoration and preservation of heritage is because it is seen as a merit good (De Kam, Koopmans & Wellink, 2008). This means that policymakers think that civilians systematically underestimate the importance of certain goods, heritage in this case (De Kam, Koopmans & Wellink, 2008). For this reason, we can speak of market failure, and the government steps in to make up for this failure. Connected to this argument is the notion of positive external effects. Many researchers believe that arts and culture intrinsically entail positive external effects like a better general education and development and a better social cohesion (De Kam, Koopmans & Wellink, 2008).

When there people in favor of the government intervening in the field of heritage, there are also those who believe the opposite is true and think the government should not intervene at all. There are researchers who believe in a free market economy with as less government interference as possible, an ideal that is the opposite from Marxism and Communism (Lim, 1983). However, research has shown us that the market has failures too and that government intervention is desirable in cases of market failure (Lim, 1983).

Therefore most researchers do think that it is a good thing that the government interferes in the market, but some do not think this is true for the preservation of heritage and culture. One of the best known arguments against government funding for the arts finds its origin with Dimaggio and Useem (1978). These researchers argued that government funding for culture only benefits a small segment of the population: the social elite (Dimaggio & Useem, 1978). Members of this social elite are highly educated, have a high income and enjoy forms of distinctive high culture. These people benefit the most from arts funding, as mostly high art forms receive subsidy. The social elite can do perfectly without the government funding their leisure time activities, according to Dimaggio and Useem (1978).

In the Netherlands, the time of strict social classes and elites has passed and therefore, this argument may seem less important nowadays, but it still remains relevant. Although the times of strict social classes and elites have passed, there is still a certain segment of the audience that visits high forms of art. These people are highly educated, so they probably do not need to improve their arts education or their general education level. Furthermore, consumers of high art forms have on average a higher income, so they do not need financial support to enjoy heritage and culture. These people could very well pay the full - non-subsidized - price by themselves without the need for everyone else to pay via taxes; people who do make use of these higher forms of culture.

Another common used argument against government funding is the crowding out of intrinsic motivation. This crowding out means that when the government intervenes and pledges to maintain built heritage, the public is less motivated to contribute (Frey & Oberholzer-Gee, 1997). Frey and Oberholzer-Gee (1997) state that the intrinsic motivation of consumers is – partly – destroyed when price incentives are introduced. They give the example of blood donors; paying blood donors will negatively influence their willingness to donate. This would also be the case with heritage and culture (Frey & Oberholzer-Gee, 1997). This phenomenon is also known as the cognitive dissonance theory, as developed by Festinger (1962).

An argument that rises more often in the current times of financial crisis is that, in order to get subsidy, heritage should have an economic value (Ashworth, 2013). Ashworth points at an interesting development in cultural policy. The view on heritage has changed from a traditional view that sees heritage as a result of wealth, towards a new view that sees heritage as something completely opposite to the traditional view: it is expected to be a wealth generator for the legitimatization of government funding (Ashworth, 2013). Heritage should not only be something we like to look at and preserve, but it should also have positive externalities and be a beneficial factor for many things. It is expected for example that heritage attracts a lot of tourists and has a positive economic impact on the area it is in. This argument, however, does not always imply that government subsidies are not beneficial, but it puts more pressure on cultural heritage to generate money.

2.2 The regulation and preservation of heritage

It is clear that the regulation of built heritage is often a responsibility of the government, either directly, or indirectly. The government might directly give subsidy to restore a specific building, or indirectly subsidize a foundation or non-profit organization that is responsible for the restoration of a certain piece of heritage, or providing a tax advantage to cultural organizations. One way or another, we do not pay directly to enjoy built heritage, but we pay indirectly via government taxes.

In the Netherlands, the government consists of three governance levels: the national government, regional government and the local government, which is represented by the municipalities (De Kam, Koopmans & Wellink, 2008). The national government is responsible for most economic policies, because this level of governance collects the most taxes. Consequently, the national government has the most power to make changes in the financing structure of the country and to intervene in case of market failure. Social welfare policies are also a concern of the national government, as this should be equal for every Dutchman and not be dependent on the different municipalities (De Kam, Koopmans & Wellink, 2008). Although the regional- and local government generate income of their own by regional and local taxes, a major part of their budget is provided through the national government (De Kam, Koopmans & Wellink, 2008). Around 30% of the total budget of the local government is provided by the national government; for the regional government this is 25% (De Kam, Koopmans & Wellink, 2008). These last two percentages will increase starting from 2015, because the national government is giving more responsibilities to the regional government and municipalities; a process also known as decentralization (Rijksoverheid, 2014b).

2.1.1. The national government

The Dutch national government gives direct subsidies to several cultural organizations and to several cultural foundations (Rijksoverheid, 2014a). The cultural organizations and the cultural foundations together form the national basic infrastructure for cultural subsidies. Big and important organizations get a set amount of money for a period of several years. Next to this the government gives subsidies to several foundations: The Foundation for performing arts and participation, Mondriaan foundation, Dutch foundation for films, Dutch Literature Foundation, and the Foundation for Creative Industries (Ministerie van Onderwijs, Cultuur en Wetenschap, 2014a). These foundations, on their turn, give project-based subsidies for a maximum of two years to several cultural organizations and venues. The government and the cultural foundations have different priorities for each government term. For the period 2013-2016, the Dutch government has four focus points: arts education, innovation and talent, entrepreneurship, and internationalization (Ministerie van Onderwijs, Cultuur en Wetenschap, 2014a).

In order to receive subsidy, cultural organizations should provide a subsidy application, either to the government or to one of the cultural foundations. When these applications are being evaluated, the following criteria are taken into account. 1) A **broad and diverse public** has to be reached. 2) Each organization or individual artist should be **entrepreneurial**. 3) Each organization that receives subsidy should pay attention to **education and participation**. 4) Organizations should preserve **a collection of high (inter)national value**. 5) There has to be a good geographical **distribution** according to the different regions and the three big cities of Amsterdam, Rotterdam and The Hague (Ministerie van Onderwijs, Cultuur en Wetenschap, 2014a). When all these criteria are met and the plans of a cultural organization or individual artist are in line with the focus points of the government policy, a subsidy may be granted. However, nothing is certain, as there are many applicants and less and less budget to be spent.

2.2.2 The regional government

The regional government also provides subsidies, although less in number and lower amounts than the national government. Since this study focuses on the case of Dordrecht, the policy of the district of South-Holland (in which Dordrecht is located) will be described. The district of South-Holland has seven heritage lines, as they like to call it, which are the Landgoederenzone (navy), The waterdriehoek (yellow), Atlantikwall (blue), Old Dutch Waterline (red), The Limes (green), Goeree-Overflakkee (pink) and the Trekvaarden (orange) (Provincie Zuid-Holland, 2011). Together these seven areas (see figure 2.1) are the focus point of the district South-Holland in their heritage policies. If you want to receive a subsidy from the district, you have to fill in an application, which will be reviewed by the district. The district of South-Holland, among the other districts in the Netherlands, also has policies on cultural education and other fields of arts and culture. The main focus however, is on the larger areas and projects, mostly concerned with heritage, nature and the waterlines (Provincie Zuid-Holland, 2014).

Figure 2.1 – The seven heritage lines of the district South-Holland

2.2.3. The local government

The third level of governance are the municipalities. The starting point for the cultural policy of the municipality of Dordrecht is to develop a more business-like view towards supporting organizations and initiatives in the city. Their cultural policy focuses on two main aspects: cultural history and the performing arts. Furthermore, attention is being given to visual arts, design, architecture, cultural education and special events. (Gemeente Dordrecht, Sector Maatschappelijke Ontwikkeling, 2011b). Overall, the local policies are in line with the national policies and focuses on more individual initiative, cultural entrepreneurship and supporting, rather than controlling, initiatives (Gemeente Dordrecht, Sector Maatschappelijke Ontwikkeling, 2011b). This new focus is partly a result of major budget cuts in the cultural sector. Ironically, the mission of the cultural policy of Dordrecht for 2011-2014 is *'Culture deserves it!'* (Gemeente Dordrecht, Sector Maatschappelijke Ontwikkeling, 2011b).

2.3 The instrumental use of heritage

The government does not only attach value to heritage for internal benefits but also for the external benefits. Internal benefits are concerned with the appreciation of the piece of heritage itself; something can be beautiful or ugly, nicely built or a total mess. External benefits refer to the positive effect that heritage can have on other organizations, people, or situations. As Ashworth (2013) describes, the collective uses of heritage are mostly instrumental and often adopted in economic development policies. As stated before, there is a visible shift from heritage seen as the result of wealth, towards a vision that perceives heritage as wealth generators; heritage should make money in order to exist (Ashworth, 2013). Heritage as generator for money is a common aspect in current cultural policies. Often cultural organizations should generate an x percent of their total income themselves, in order to receive subsidy (Ministerie van Onderwijs, Cultuur en Wetenschap, 2014b). This is also referred to as matching. In the Netherlands matching was a frequently used measure to stimulate organizations to generate more income, but since 2011 there is no money available anymore to support this arrangement (Ministerie van Onderwijs, Cultuur en Wetenschap, 2014b).

2.3.1. Heritage as an asset or liability

Heritage can also be seen as a catalyst of wealth, because it is a beneficial factor for other fields, organizations, and practices. When taking this perspective, some researches go as far as viewing heritage as a capital asset (Rizzo & Throsby, 2006). Rizzo & Throsby (2006) state that heritage is very similar to an asset because it requires investment, deteriorates unless it is maintained, and it gives rise to a flow of services. However, the authors also state two big problems when viewing heritage as a capital asset. Firstly, there are no specific and uniform measurement methods for each type of value people attach to heritage. Secondly, heritage often includes objects and buildings that were not necessarily of great value when produced, because heritage is a social construct that changes over time (Rizzo & Throsby, 2006). This means the value changes over time and therefore is unstable and unpredictable. To illustrate, an Egyptian vase that we can see in a museum nowadays, was probably just a regular vase when it was made with no exceptional high value.

Not only is it questioned if heritage is an asset of not, heritage could even be a liability (Greffe, 2004). As already mentioned, it is not only very costly to preserve heritage, preserving and protecting heritage can also have negative effects on the heritage site itself and even the surrounding area. First of all, a heritage site may be a form of ‘negative heritage’, a conflictual site that becomes the collective image of a negative memory or historic event. The ruins of the WTC towers after 9/11 is an example of negative heritage. Negative heritage does attract a lot of tourists, but also has a negative impact on the surrounding area because of the negative memory that is associated with the heritage site (Meskell, 2002). The owner of the heritage site can act upon this in two different ways, either develop the site into a place for positive educational purposes or when the site cannot be incorporated into the neighborhood, the site can be erased (Meskell, 2002). A good example of a developed educational site is Ground zero, which has been developed into a memorial place, to honor the victims of 9/11 and inform people about the tragic event. A good example of the last action are Nazi buildings that were demolished after WW II, because the memory of those building was too much to bear for the local citizens.

However, heritage does not need to be connected to a negative event or memory in order to have a negative impact. All the rules that come along with granting heritage a monumental status or getting subsidy or protection from the government, can also become restraining and limiting factors for the development of the city.

Furthermore, the tourists that heritage sites attract to a specific place can also have negative effects. Van der Borg, Costa and Gotti (1996) mention that the tour busses and other vehicles that tourists travel by contribute to the pollution of the environment. Also vandalism and crime intensify when the number of tourists grows. Moreover, many cities experience a parking problem as the number of visitors grows, which is a negative effect for the local society (Van der Borg et al., 1996). It has to be kept in mind that these negative effects are not directly related to heritage but to tourism.

Heritage may also be a variable, either positive or negative, in the location decision for other (cultural) organizations or enterprises (Ashworth, 2013). Whether the historical and cultural environment is interesting for an entrepreneur, depends on the product or service of the company (Ashworth, 2013). For a restaurant owner it would be very interesting to position itself in an environment with tourists and people who are on a daytrip, because those people might want to enjoy a meal. A company that produces high tech computer software on the other hand, might be repelled by the same environment since it is unlikely that people who are sightseeing also want to update their computer software. Next to this, being located in an old historic building, or a monument, has a lot of restrictions. It is hard to make adjustments to the building, as it is protected and can only be renovated or restored according to strict rules and guidelines. Also, in historic city centers, there is often no space to develop an entirely new building. Being located in a monumental environment can be beneficial, but, regarding construction, there are a lot of constraints.

2.3.2 City Marketing

Heritage is an international phenomenon, which is mostly regulated from a national level. Not only is it important to view heritage policies from a (inter)national perspective, but it is also important to approach the problem from a local point of view. The municipalities have a very important task in the regulation of heritage. Further, the municipalities use heritage as an instrument to achieve other goals. An important instrumental use of heritage is to boost the image of a specific city or region. The concept of city marketing comes in here. City marketing is not only about the promotional activities that a city undertakes, this is only one aspect of city marketing (Kavaratzis, 2008). City marketing is a process that starts with an analysis of the city's current situation, followed by identifying and choosing a vision and goals for the city. The next phase is the planning of projects that collectively will achieve the goals set for the city, after which these plans will be carried out. The last step is to monitor and evaluate the entire process, before repeating it (Kavaratzis & Ashworth, 2007).

City marketing and city branding are often used interchangeably. In this thesis a distinction is being made between these two concepts. City branding refers to the development of the city's logo, image and promotional material. City marketing is a much broader concept that includes taking the entire city to a higher level (Kavaratzis, 2008).

Greffe elaborates on an effective marketing policy for cities to manage heritage (2004). Greffe (2004) states that it is important to keep heritage in good condition, because the current state of conservation of heritage is of influence on the public's interest in a heritage site. If it is in a bad state, people are more likely to neglect it, which will only speed up the deterioration process. If heritage is in a good condition however, people are more likely to value the heritage site more positively and arouse more interest (Greffe, 2004).

According to Greffe (2004) there are two ways to create a system of continuous protection and conservation of heritage and increase the public's interest. The first way is to strengthen the expenditure, both private and public, on heritage. The second way is to educate and inform the public. This is a very effective method, even when the heritage in an area is in a bad state (Greffe, 2004). Greffe (2004) reaffirms that the development of heritage goes beyond the traditional economic framework of demand and supply.

A reason why the interests of the public is influenced by the condition of the heritage could be explained by the concept of identity. Braun (2008) stated that citizens of a city identify themselves with this city; it is an important part of who they are as a person. Negative parts of the city are neglected, while positive aspects are magnified. The identity of a city is created by the communities, districts, spaces, people, culture, traditions and heritage (Braun, 2008). Identity makes people feel as if they belong somewhere, it makes them feel proud (Braun, 2008). Cities should treasure the heritage they have, in order to keep their citizens, and others, interested. However, the balance between the costs and the benefits should always be kept in mind.

The main problem in city marketing is that most cities do not perform the entire process, but only focus on the promoting aspects of marketing. When doing so, the marketing campaigns will most likely not be very effective. Kavaratzis (2008) underlines that city marketing cannot be seen as separate activities, but that it is only effective when looked at and acted upon as a process that includes many different phases and activities.

Starting a marketing campaign without doing proper research or preparation can even have a negative effect on the image of a city. Citizens of a city may think the heritage in a city is something negative and old-fashioned that limits the development of the city. The opinions of the audience have to be clear in order to deal with these thought in a good way. What would people like to see differently? Are these ideas prejudices or are they properly informed? If you want to promote something to an audience, you have to know beforehand what they like and what they want. This is the basis of every cultural marketing strategy (Colbert, 2003; 2009), so why not for city marketing?

2.4 The consumption of heritage

Now that it is clear what happens on the supply side of heritage in the Netherlands, it is interesting to get an idea on how heritage it consumed. What about the demand side? How is heritage consumed? How do people value those goods? Greffe (2004) already pointed out that there is a relation between the condition of heritage and the consumers' appreciation and interest for it. Ashworth (2013) distinguishes two categories in the use of heritage; at an individual level and at a collective level. Individual uses of heritage come down to aesthetic values, the formation of a stable self-identity and making contacts with the world beyond you as an individual (Ashworth, 2013; Cominelli & Greffe, 2013). Researchers have identified many different values that people might attach to heritage, both for users as for non-users (Frey & Meier, 2006; Rizzo & Throsby, 2006; Throsby, 2006; Snowball, 2013). Throsby (2006) describes six types of cultural values for users of heritage & culture which are explained below.

Aesthetic value refers to the aesthetic elements of cultural goods like beauty, form and use of color and material. Spiritual value might be interpreted in a religious context; a specific type of heritage might be of high importance to the members of a religious group. Social value focuses not so much on the heritage itself, but more on the social function it fulfills (Throsby, 2006). It might bring people together at a place where this would not happen otherwise. Historical value is about the historical connection or message that the heritage good contains. What is closely connected with the historical value is the symbolic value. This type of value refers to the meaning people attach to the heritage good and how every individual may perceive it differently. The symbolic value is closely related to the story behind an object and is common with intangible heritage. Authenticity value refers to the originality of the artwork, the uniqueness of a piece of heritage. As built heritage is always a unique good, this type of user value is very common for this type of heritage (Throsby, 2006).

For the non-users, Rizzo & Throsby (2006) defines three types of value. Option value refers to those people who value to have the possibility to enjoy a piece of heritage in the future. Existence value means that people value a heritage good just for knowing that it exists, even though they do not plan on visiting or consuming it. The third one is bequest value, which refers to the knowledge that other people will have the possibility to enjoy this piece of heritage if they wish to do so (Rizzo & Throsby, 2006). Frey and Meier (2006) added two more non-user benefits: prestige value and education value. Prestige value is about the utility people derive from a piece of heritage, knowing it is highly valued by people outside their community. Culture and heritage can even be valued for this reason when people do not really like it themselves (Frey & Meier, 2006). Education value refers to the awareness that culture and heritage contributes to people's knowledge and sense of culture (Frey & Meijer, 2006). An overview of both user and non-user values can be found in table 2.1.

User Values	**Non-user Values**
Aesthetic value	Option value
Spiritual value	Existence value
Social value	Bequest value
Historical value	Prestige value
Symbolic value	Education value
Authenticity value	

Source: Frey &Meier, 2006; Rizzo & Throsby, 2006; Throsby, 2006

Table 2.1 – User and non-user values for cultural goods

2.5 How to determine the monetary value of heritage?

Literature from the field of cultural economics provides us with many user and non-user benefits and values which are very useful in understanding why people enjoy built heritage. Nonetheless, all those values are cultural values and do not give any information about the monetary value of heritage. As mentioned before, it is often a public good and therefore it is not directly sold to consumers (Towse, 2010). This is why heritage does not have a clear price tag, but what if we want to know what it is worth? There are several methods available to assess the willingness to pay (WTP) of users – not always including non-users – of public goods (Snowball, 2013). In general there are two types of valuation used for public goods: stated preference models and revealed preference models (Poor & Smith, 2004). Stated preference models use direct data of people about their willingness to pay. These models are mostly used because they both cover user and non-user values concerned with cultural heritage (Navrud & Ready, 2002). Revealed preference models asses the willingness to pay of users only, by using indirect data like their travel costs or expenditure rate. The major four methods will be discussed here; both revealed preference methods as stated preference methods.

2.5.1 Travel cost method

The travel cost method is a technique that is used to reveal how much users are willing to pay for certain outdoor recreation sites (Brown & Mendelsohn, 1984). The prices of these sites are estimated by regressing the travel costs users spend on getting to a specific site, or in our case, a certain object of built heritage. The travel cost method is a revealed preference method because it makes use of indirect data to estimate how much users are willing to pay. Non-users are therefore not taken into account. This is one reason why the travel cost method is not often used for the valuation of heritage. Another major limitation using this method is that it often includes disentangling the travel costs for one cultural good from the total costs of a multi-purpose trip (Navrud & Ready, 2002). Next to this, the value of urban cultural goods is very hard to estimate by using the travel cost method, because when doing so the place of residence of each individual should be taken into account (Navrud & Ready, 2002). People who live in the city already have to travel less for a cultural good located in this city than someone from the suburbs or the country side. It takes a lot of effort to take all different residences into consideration.

2.5.2 Hedonic pricing method

Another revealed preference model is the hedonic pricing method. Malpezzi (2003) states that hedonic pricing is a regression of expenditures and the result of this regression can be decomposed into measurable prices and quantities so it can be compared with other products in the market. Consumers are not directly asked for information, but other information on expenditures is used when using this method. Consumers do not have a direct say in this matter, therefore the hedonic pricing method is a revealed preference method. Towse (2010) describes this method in a slightly different matter. She states that within the hedonic method, the price depends upon the different characteristics of a specific good (Towse, 2010). In general, the hedonic pricing method is used to analyze trends in art prices - mostly concerned with artworks sold at auctions. By comparing these results with other stocks and returns of financial assets, the rate of return of investments in the arts can be calculated. In general, the rate of return of art investments turn out to be lower than other financial assets (Towse, 2010). The method could also be used to assess the economic value of heritage, but it cannot be compared with other assets and financial indices, because heritage does not often get sold into the market. Even more so, 'owners' of heritage are often not free to sell their property without restrictions from the government, in order to protect the heritage and keep it in its original state (Towse, 2010).

2.5.3 Choice experiments

Choice experiments are used to ask both users and non-users about their willingness to pay and therefore is referred to as a stated preference method. According to Adamowicz, Boxall, Williams & Louviere (1998) choice experiments is a method '*which employs a series of questions with more than two alternatives that are designed to elicit responses that allow the estimation of preferences over attributes of an environmental state'* (Adamowicz et al., 1998: 64). Participants are asked to choose between different bundles of goods, which are described by their characteristics (Hanley, Wright & Adamowicz, 1998). By repeating these different characteristics – or attributes – in different bundles, researchers can get four pieces of information: 1. Which characteristic influences choice, 2. The implicit ranking of these characteristics, 3. The marginal WTP for an increase or decrease of a significant characteristic, 4. The WTP for a program in the case that more than one characteristic is changed (Hanley et al., 1998).

The design aspect of the CE method also creates some difficulties. Issues as the lack of information, the design of the survey and the administration of the survey have to be kept in mind when using this method (Adamowicz et al., 1998). Also the CE method shows results on the respondents' preferences over the different attributes of the scenario, rather than the scenario in a whole (Adamowicz et al., 1998). This aspect has to be kept in mind while deciding on which method is best to use.

2.5.4 Contingent Valuation

The most used stated preference model is contingent valuation (Carson, Flores & Meade, 2001; Navrud & Ready, 2002). In contrast to the Choice Experiment approach, the CV method tries to assess the respondents' willingness to pay for a specific scenario in a whole and not for different attributes or characteristics of it (Adamowicz et al., 1998). This is one of the main reasons why the CV method is so prominently used; because it is able to estimate the total value, including passive user – or non-user-value (Carson et al., 2001).

CV was first used in the field of environmental economics and was used to value natural heritage sites (Towse, 2010). Even though it continues to be a common method in this field, it also has been adopted in the field of cultural economics to value built heritage sites (Towse, 2010). The CV method estimates what taxpayers, both users and non-users, are willing to contribute via public finance for a specific piece of heritage (Diamond & Hausman, 1994; Carson et al., 2001; Navrud & Ready, 2002; Towse, 2010).

Because participants are directly asked about what they would be willing to pay, the CV method is labeled as a stated preference method. The method is usually carried out by using questionnaires and sometimes interviews, with both users and non-users (Towse, 2010). The direct way of approaching participants is a problematic aspect of the CV method.

The fact that the CV method estimates the WTP for a specific scenario or heritage site as a whole can be seen as a positive feature, but it also makes the method more complicated. Since the CV method does not distinguishes between different attributes or separate elements of a heritage site, the average WTP might be skewed by one specific element that people are willing to pay a lot for. The WTP for this specific element might be very high, but this does not have to mean that the participants value the entire heritage site as such. For example: someone might like the gate of a castle, but does not care much for the rest of the castle. This problem is known as the part-whole bias problem (Carson & Mitchell, 1995; Carson et al., 2001).

Another problem that arises when making use of the CV method is that of credibility, that is also connected to the design of the survey (Diamond & Hausman, 1994). The problem of credibility is concerned with the respondents' answers; do they answer the questions that the researcher is trying to ask? When the question is not clear, people might interpret the question the wrong way. In order minimize the problem of credibility a lot of attention should be paid to the design of the questionnaire. The questions should be neutral and not directing the participant towards one of the answers. Connected to this problem is the level of precision of the responses (Diamond & Hausman, 1994). The precision refers to the variability of responses, but can be easily increased by extending the sample size (Diamond & Hausman, 1994).

An example of a reliability problem is when people state an amount they are willing to pay, but they would never pay this in real life. There is no way to check the reliability of the respondents answers

(Towse, 2010). The problem is known as the free-rider problem, as addressed in this thesis before. A related problem is that when people state that they are willing to pay zero, this could have different reasons. They might actually be willing to pay nothing, but they could also refuse to answer the questions (Diamond & Hausman, 1994; Towse, 2010). A WTP of zero is therefore an unreliable answer.

A problem related to this is the embedding effect, a concept first analyzed by Kahneman & Knetsch (1992). This effect refers to the findings that respondents show a similar willingness to pay in different cases where economic theory would predict different WTP levels. For example: a respondent will state the same willingness to pay for the preservation of one museum as for the preservation of five museums. According to Diamond & Hausman (1994) this effect is a result of a lack of individual preferences for a public good and a lack of ability of respondents to consider their personal budget constraints.

Problems also arise when calculating the average willingness to pay out of all respondents. The distribution of the sample used may be skewed, related to education, age or place of residence. Therefore the socio-economic characteristics of the participants must be known, to adjust the outcome in case of a skewed sample (Towse, 2010). Another problem occurs when a heritage site attracts a lot of tourist, because tourists do not pay taxes, but do make use and attach value to the heritage site (Towse, 2010).

2.5.5 Willingness to accept

People can value heritage in many different ways; also this values can be assessed using many different methods. However, there is another side to this coin. In general there are two ways to access the value people attach to a good: their willingness to pay (WTP) to get it and their willingness to accept (WTA) to get rid of it (Pagiola, 1996). In some cases it might be useful to measure people's WTA instead of WTP, because a heritage site is going to be altered or even demolished. In that case it is useful to know what people are willing to accept, as a compensation for the loss of a specific heritage site, building, or a specific service.

There are a few problems when trying to measure people's WTA, most of them are concerned with protesting answers, strategic over-bidding and there often is an in equivalence between people's WTA en WTP for the same issue (Lienhoop & MacMillan, 2007). Economic theory states that WTA and WTP measures should be the same, as long as the income and wealth effects are small (Lienhoop & MacMillan, 2007). Research has shown that this is not the case, WTA is often higher than the WTP. To avoid over valuation of goods or services, WTP is often used for it has more conservative results (Claesson, 2011).

This is one of the reasons why this research only the WTP of the citizens of Dordrecht will be measured. Next to this, WTP is used because in this case it is more relevant to measure the citizens WTP, because there are no plans to demolish buildings or heritage sites in Dordrecht. If the WTP of the people in Dordrecht turns out to be extremely low, it might be interesting to do a follow up study measuring the WTA of the citizens of the city.

3. The Case study of Dordrecht

3.1 History

The city of Dordrecht is a modern city with a rich past. Although the exact founding date of Dordrecht is unknown, it is stated to be the oldest city in the district Holland. The oldest objects found in Dordrecht are objects from the 11th century. In 1220 Dordrecht was declared the first town in the district and soon it developed to become a very powerful city. The city center is structured along one very long street; the Voorstraat. The street leads all the way from the Grote Kerk to the Groothoofdspoort near the water. Along this street, buildings with Jugendstil influences were built. Examples of Dutch Classicism were constituted as well as the church in 'waterstraat' style. Other impressive showpieces are the oldest house of Holland in the Wijnstraat, The Berckepoort and the Munt (Gemeente Dordrecht, 2014a).

With a growing population the city grew too and around the 17th century land that was lost during the 1421 St. Elisabeth flood was being reclaimed to make room for the growing number of citizens. The buildings in these 'new' polders are nowadays known as the 'younger monuments' (Gemeente Dordrecht, 2014a). These new buildings outside of the city center included enormous villas for the upper class and the smaller 'hofjes' for the working class. The 20th century Krispijn area was built as a residential area with a Mauve neighborhood, whereas another neighborhood, Crabbehof, has a castle. The Dubbeldam neighborhood used to be a separate village but is now part of the city as well. Many of these relatively younger buildings are now municipal monuments (Gemeente Dordrecht, 2014a).

Thanks to this rich and prosperous past, Dordrecht has a lot of heritage including 1500 listed monuments (Gemeente Dordrecht, 2014a). All in all, Dordrecht has 900 national and 160 municipal monuments as well as another 400 characteristic buildings. This makes Dordrecht one of the top ten monumental cities in the Netherlands. The cultural history of Dordrecht is a key element in the city's image and identity. For this reason, a lot of attention is spent on optimizing the cultural landscape and cultural policies in the city. The city government wants to use Dordrecht's cultural heritage to maximize all its potential (Gemeente Dordrecht, 2014a).

3.2 Monuments in Dordrecht

The old city center of Dordrecht has a wide variety of heritage and most of this heritage is protected and listed as a monument. A monument is a cultural-historical or scientific relevant building that is granted strict rules and guidelines in order to preserve specific buildings, statues and the like. In the Netherlands, three main types of monuments are distinguished: national monuments, provincial monuments (regional) and municipal (local) monuments (Rijksoverheid, 2014b).

Furthermore there are also mobile monuments like boats, cars and ships and protected city- or townscapes. Area's that are subject to this last category have a very detailed destination plan. Not necessarily every building or element in a protected city- or townscape has to be a monument, but the entire area is protected by the monuments law (Rijksoverheid, 2014b).

The type of monument depends on the size of importance of the piece of heritage. If it is of national importance, it will most likely be a national monument. If it is of importance to a smaller region or city, it will be a provincial or municipal monument. The province in which Dordrecht is located, South-Holland, does not have provincial monuments. Dordrecht does have many national monuments, municipal monuments and protected cityscapes (Gemeente Dordrecht, 2014c). Figure 3.1 shows that almost the entire old city center of Dordrecht is either a national monument, a protected cityscape or a municipal monument.

Figure 3.1 – A map of the monuments and protected cityscapes of Dordrecht

Source: Gemeente Dordrecht, 2014c. http://cms.dordrecht.nl/Dordrecht/up/ZuubonzIeB_monumenten_dec_2013.pdf

3.3 Old buildings, new uses

The monuments in Dordrecht are not all museums or cultural organizations, many of the old buildings in Dordrecht are being used for new purposes. The Sint-Bonifatiuschurch was from 1970 until 2013 the location of Bibelot, a music venue that hosted pop concerts. Since May 2013 the church is used as a youth center. Another example is the oldest residential house from Dordrecht, 't Zeepaert, originating from 1495. After it has been restored, it is now used as a conference center (VVV Zuid Holland Zuid, 2014). The Munt of Holland, the place where the coins of the district Holland and Zeeland used to be minted, now serves as a music school (VVV Zuid Holland Zuid, 2014).

Some monuments are transformed into a museum. An example of this is the Huis van Gijn, in 2000 restored into the original state and with the original interior, now a museum (Huis van Gijn, 2014). Other examples are the Augustijnenchuch, the old city hall and the Dordts Patriciërshuis. The last examples now accommodates the Museum aan the Maas (VVV Zuid Holland Zuid, 2014).

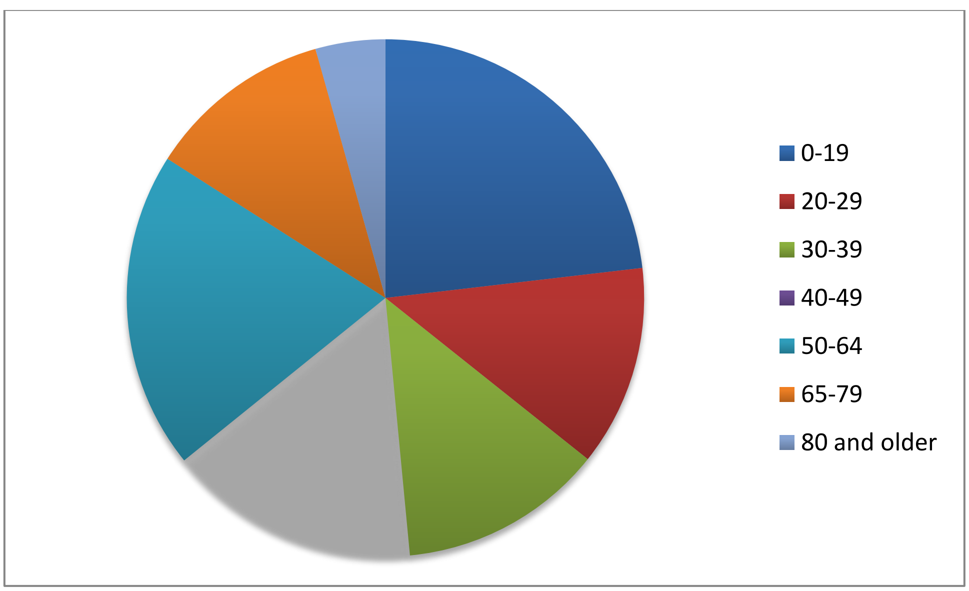
Only a few monuments still serve the original purpose for which the building was initially intended. Two churches are still used as such, and there are a few residential houses that are still used to live in.

The municipality likes to promote initiatives that want to use monuments for new uses. It even was the slogan of the yearly monumental day in 2011, *'Old buildings, new uses'* (Gemeente Dordrecht, 2011a).

3.4 Demographics

Dordrecht is a middle-sized town with a population of around 120.000 people (CBS, 2012). According to the census of the Central Bureau of Statistics (*Centraal Bureau voor de Statistiek, CBS)* the population of Dordrecht in December 2011 concerning age, was distributed as shown in figure 3.2. The male/female ratio in Dordrecht is very close to the national ratio, as is shown in table 3.1

Figure 3.2 – Age distribution of the citizens of Dordrecht



Source: Onderzoekscentrum Drechtsteden, 2011

Table 3.1 - Population distributed by gender (2011)

	Dordrecht	*The Netherlands*
Male	49,5 %	49,0%
Female	50,5&	51,0%

Source: Onderzoekscentrum Drechtsteden, 2011

Dordrecht consists of thirteen districts, one of them being the old city center. The old city center has a small number of inhabitants compared to the other districts, only 8.475 people live in the city center (OCD, 2011). Specific information on the number of inhabitants per district is available in table 3.2. This small number is no surprise, as the city center is mostly occupied by shops and cultural institutions that are not suitable for residential use. Almost half of all shops are located in the old city center (OCD, 2011). A map that shows the allocation of all districts of Dordrecht is provided in appendix I.

Table 3.2 – Number of inhabitants of the district in Dordrecht

District	*Number of inhabitants (2011)*
Binnenstad (old city center)	8.475
Noordflank	7.448
Oud-Krispijn	10.991
Nieuw-Krispijn	5.030
Reeland	11.200
Staart	5.365
Wielwijk	6.372
Crabbehof	8.487
Sterrenburg	21.316
Dubbeldam	12.568
Stadspolders	20.226

Industriegebied-West	884
Verspreide Bebouwing	373
Total	118.735

Source: Structuurtelling, CBS.

The average disposable income of households that live in Dordrecht was €31.700 per year in 2008 (OCD, 2011). Households in the district Industriegebied-west with €24.500 have the lowest disposable income; households in Dubbeldam have the highest average disposable come with €42.000 annually (OCD, 2011). For the average income of all districts see table 3.3.

Table 3.3 – Disposable income of the household in Dordrecht by city district

District	*Disposable income x1000 of households in 2008*
Binnenstad (old city center)	32,3
Noordflank	29,9
Oud-Krispijn	27,6
Nieuw-Krispijn	24,3
Reeland	31,6
Staart	25,6
Wielwijk	26,6
Crabbehof	24,6
Sterrenburg	32,5
Dubbeldam	42,0
Stadspolders	37,0
Industriegebied-West	24,5
Verspreide Bebouwing	31,4

Average of Dordrecht	33,5

Source: CBS, Regionale inkomensverdeling 2008.

3.5 Financing structure

3.5.1 Monuments

The municipality of Dordrecht plays a very large role in the preservation of heritage and takes the responsibility to restore and preserve the cultural heritage of their city. As mentioned before, they see this as a key element of their identity. The mission of the municipality is '*This is Dordrecht, we make a difference'* (Gemeente Dordrecht, 2014b:1). Next to national monuments, the old city center of Dordrecht also has a lot of municipal monuments. Owners of national monuments are granted tax advantage; they can deduct the interest from their loan from the taxes they need to pay. If this is not possible, owners of national monuments can apply for national subsidies (Gemeente Dordrecht, 2014d).

These national facilities do not apply for municipal monuments or protected cityscapes. For these types of heritage the city of Dordrecht founded the Municipal Restoration Foundation (*Gemeentelijk Restauratiefonds, GRD)*. Next to this foundation, owners of monuments can apply for grants and subsidies at the Cultural Foundation for Monuments in the district South-Holland (*Cultuurfonds voor Monumenten Zuid-Holland)*. Furthermore it recently became possible for owners of municipal heritage to apply for a loan at the National Restoration Foundation (*Nationaal Restauratiefonds)* (Nationaal Restauratiefonds, 2014).

In 2013 the national government spent 48, 5 million euro's on the preservation of national monuments (Rijksdienst voor het cultureel erfgoed, 2014). In Dordrecht, fourteen monuments were included which together received a subsidy of 298.121 euro's. The exact list of subsidies granted to monuments in Dordrecht in 2013 can be found in appendix II.

3.5.2 Other Heritage

Concerning other types of heritage, the financing structure from the government has three levels as well: the national government, the provincial government and the municipalities. For the period 2013-2016, none of the cultural organizations from Dordrecht are part of the national basic infrastructure (Ministerie van Onderwijs, Cultuur & Wetenschap, 2012). The foundation for cultural participation did not support any cultural organization related to heritage from Dordrecht in 2013 (Fonds voor Cultuurparticipatie, 2014a). The cultural organization ToBe did get a grant from the foundation, but this is an organization that focuses on the cultural education of children and is not directly connected to heritage in the old city center. Indirectly they do benefit the heritage in the old city center, because a few institutions there are part of ToBe's educational program (Fonds voor Cultuurparticipatie, 2014b).

The Mondriaan foundation did provide a grant to the Dordrechts Museum and to Dordtyart, both cultural organizations located in Dordrecht. These subsidies were project based and were destined for an exhibition in the museum and a performance, and they were not concerned with heritage (Mondriaan Fonds, 2014a, 2014b). The other governmental cultural foundations that grant subsidies did not include any of Dordrecht's heritage for the year 2013. (Nederlands letterenfonds, 2014; Film fonds, 2014; Stimuleringfonds creatieve industrie, 2014).

The municipality did provide subsidies for the restoration ad preservation of heritage in the city center. The total budget for the category economics and culture was € 6.43.231 euro, of which €2.350.365 was relevant for the heritage in the city center (Gemeente Dordrecht, 2013). Together this is 6,3% of the total budget that was spent in 2013. This percentage will be used as a starting point in the questionnaire. Since the contribution from the national government is relatively low, this amount will not be taken into consideration when asking people what they are willing to pay for the preservation of the heritage in Dordrecht.

3.6 Cultural marketing in Dordrecht

Dordrecht has many forms of heritage in the city center that the city government manages and preserves. A question that remains unanswered is whether the city also puts effort in the marketing of their city center. In fact, Dordrecht has an organization that focuses on the marketing of the city, Dordrecht Marketing. The mission of Dordrecht Marketing is to market and promote the city of Dordrecht and the surrounding area in a very broad sense. They emphasize that city marketing is not only important on a regional level, but that they also pay attention to city marketing on a national and international level (Dordrecht Marketing, 2014a).

Dordrecht Marketing has the responsibility to promote and position the city center of Dordrecht as the center of the region. Their mission is to inform the citizens of Dordrecht about all the possibilities in the center like shopping and culture. The most important tool to achieve this goal is a local magazine, Dordrecht Maggezien, which is distributed among the citizens of Dordrecht. Moreover, they collaborate with the government to open up the city center. By this they mean improving direction signs and decorating the city (Dordrecht Marketing, 2014b)

Although this may sound promising, the promotion activities for the city center do not sound that extensive and a national of international perspective is not referred to at all. At the moment there is one specific example of national marketing: the exhibition in the Dordrechts Museum on Willem II is widely promoted throughout the entire country with posters, banners, and TV and radio commercials. Examples of international marketing do not seem to be available.

The effectiveness of Dordrecht Marketing was also a point of discussion during the so-called town meetings in 2011 (Gemeente Dordrecht, Sector Maatschappelijke Ontwikkeling, 2011b). Different parties like culture makers, cultural entrepreneurs, youngsters, cultural initiatives, religious organizations, business owners, media, and institutions for amateur art gathered to discuss the new cultural policy for the city. Some of the participants questioned the results of Dordrecht Marketing. They think Dordrecht should develop a more outward focus, rather than just focusing on the local environment. Overall Dordrecht could commercialize itself better. This could be done by setting up special VIP-arrangements, for guests who do not like to wait in line and would like a personal tour around the city and its beautiful sites (Gemeente Dordrecht, Sector Maatschappelijke Ontwikkeling, 2011b).

It can be assumed that the marketing of the city and the effectiveness of the organization responsible for this could be improved. The city should especially pay more attention to the national and international public. Information and education is the key to arouse more interest for heritage, as Greffe (2004) explained. Although further research is needed to know anything for sure, it seems like Dordrecht should pay more attention to city marketing.

4. Methodology

4.1 Method

This study will make use of quantitative design in order to answer the research question. Regarding the specific method, the contingent valuation (CV) method will be applied, which will be carried out by questionnaires that measure the participants' willingness to pay. This method, originating from environmental economics, is very controversial in the field of cultural economics because of a high level of insecurity and the lack of information to compare the results to. Taking all the disadvantages into account, the CV method is still the most suitable method to apply on the case study of the old city center of Dordrecht.

To begin with, the CV method estimates the willingness to pay for an entire scenario, the old city center of Dordrecht in this case. The goal of this research is to find out what citizens of Dordrecht are willing to pay for the entire city center, the WTP for individual elements and pieces of heritage are not relevant in this case. Furthermore, the CV method includes both users and non-users (Carson et al., 2001). This is a vital characteristic in order to answer the research question, as the sample should be representative for all citizens of Dordrecht, including both users and non-users of the heritage in the old city center. The final reason why the CV method was chosen is to explore the use of this method and to make improvements for further research, in specific for the field of cultural economics.

4.2 Problems with the CV method

When taking a look at the biases that are related to the CV method, several measures are being taken to minimize or avoid these biases. Regarding the part-whole bias problem there is not much that can be changed about this. However, in the first section of the questionnaire concerning the different values people attach to the old city center, the respondents will be given space to state if there is any element, building or characteristic of the old city center that they value in special.

The problem of credibility and reliability of the research is more complex to overcome. In order to maximize the credibility and reliability of this research, a lot of attention has to be spent on the design of the questionnaire. The questionnaire will be tested and evaluated multiple times by other researchers and experts in the field of cultural economics. In a later stadium the questionnaire will also be tested by a few random respondents to see if all questions clear and understandable.

Regarding the incapability of people to keep their budget constraints in mind people will be asked about their income to make them more aware of this. Also a reminder will be added to the questions for the respondents to keep their personal budget in mind. As mentioned before, the percentages used in the questionnaire are an estimation of the true amount that is given for the preservation of the old city center of Dordrecht.

In order to get an outcome that is representative for the taxpayers living in Dordrecht the demographics of the citizens will be taken into account and a comparable sample size will be selected. If in the end the sample size turns out to be skewed, this will be accounted for.

4.3 Questionnaires

The questionnaires will be structured surveys, with multiple-choice questions. The questionnaire will start by making clear the subject of the survey; the heritage in the city center of Dordrecht. By showing the respondents a map and several pictures of the area, the subject to the questions is clarified. The first part of the survey will be focused on the values the respondents attach to the old city center of Dordrecht. This part will consist of multiple-choice questions, however each question can have multiple answers. Also the frequency of their visits to the center and their opinion on the influence of the heritage for the city is asked. Subsequently, the second part of the survey consists of questions related to the respondent's willingness to pay. The nature of these questions is further explained in the part about the elicitation method. The third and last part of the questionnaire includes some general questions about their socio-demographics. These demographics will be gender, age, educational level, income, place of residence (city district), and place of birth.

The questionnaire will be an online-questionnaire, to make it accessible for as many people as possible. Also this type of questionnaire is favored because of the low costs. By conducting the survey as an online questionnaire, the participants also have plenty of time to read and answer the questions because they will not feel rushed by an interviewer. This is of great importance because the questions mostly involve the introduction of a case which the participant has to get familiar with before answering the questions. Also, the interviewers' bias will be avoided as no direct human contact is involved during the survey (Hildum & Brown, 1956). Another benefit it that there are less missing data in online surveys, because in online surveys answering a question can be set as mandatory in order to continue with the questionnaire (Bryman, 2012). Administrating and processing the results will be less sensitive to errors in general, because the outcome will be directly transported into an Excel file, without the need to manually copy each answer.

The major disadvantage of online surveys is that it is never certain that the respondent is who he or she claims to be (Bryman, 2012). Furthermore; even though an online questionnaire is accessible to a lot of people, it also rules out those groups who are not able to fill in an online questionnaire. Examples of this are the homeless, the elderly or small children. In the case of the citizens of Dordrecht, ruling out the elderly is a problem. To solve this problem, two researchers would be going to visit elderly in nursing homes to help them fill in the questionnaire. These researchers would have little information about the content of the questionnaire and only would be informed of the technical issues concerning the questionnaire. Unfortunately, due the limited time and scope of this research, it was not possible to carry out these solutions and get the permission of a nursing home. Little children nor homeless people are part of the sample group of the citizens of Dordrecht, because they do not pay any taxes (yet).

The questions for the survey were selected while taking several factors into account. Firstly questionnaires of previous CV studies on built heritage were studied. Secondly, the research center of Drechtsteden (*Onderzoekscentrum Drechtsteden)* was contacted to get information on previous research that might be useful for this study.

4.3.1 Elicitation method

The questions in a CV questionnaire can be posed in different ways, several so-called 'bidding-mechanisms' can be used. The open-ended format asks people directly how much they are willing to pay (Noonan, 2003). The respondents are not given any pre-selected answers or options. The advantages of this method are that they are quick and easy to administer, the format can be used with a small sample size and anchoring effects are avoided, because there is no suggested starting value (Markandya et al., 2005). The disadvantages are that respondents might need a reference point to state their WTP and therefore need to be familiar with the good commodity in question to answer the question properly (Markandya et al., 2005). Further, strategic biases are more likely to occur, because there is no maximum or minimum. Strategic biases are answers that are respondents' state with a strategic mind-set, rather than their true WTP. When a questionnaire asks about the preservation of a theatre and the respondent is a theatre lover, he or she might state a very high WTP in order to try to influence the outcome of the questionnaire in a positive way (Noonan, 2003; Markandya et al., 2005).

The bidding game method can be used in online or paper questionnaires, but is more likely to be used in face-to-face interviews because of the complexity of the format. The bidding game continues to ask follow up questions until the WTP of a person is reached (Markandya et al., 2005). The first question will be: "Are you willing to pay X for public good A?" If yes, the second question will be if they are willing to pay X+1 for good A. If the answer is yes again, the next question will be if they are willing to pay X+2 for good A. If the answer is no, the next question will ask if the respondent is willing to pay a lower amount for good A. This bidding continues until the exact WTP is stated (Markandya et al., 2005). The advantage of this method is that the respondents WTP is determined very precisely. The drawbacks on the other hand are that respondents get tired easily and tend to be less motivated to continue the questionnaire, also they might suffer from the starting point bias (Markandya et al., 2005). A comparable method is the payment card method which indicated a range of possible values, of which one is pointed out by the interviewee. This method suffers from the starting point bias as well (Noonan, 2003; Markandya et al., 2005).

The last method is the dichotomous choice format, or the referendum format (Noonan, 2003; Markandya et al., 2005) and this format is being applied in study. The dichotomous choice format works likes a referendum and asks respondents whether their WTP exceeds a specific amount or not. The possible answers are therefore ‘yes’ or ‘no’. These questions can be single-bounded, just one question, or double-bounded, which includes a follow-up question on the maximum or minimum WTP (Markandya et al., 2005). The advantage of this method is that people give more credible answers because the strategic bias is being minimized. Another advantage is that the questionnaire is more realistic, because the respondents have to make a decision according to fixed prices (Markandya et al., 2005). The disadvantage of this format is that the results are harder to administrate and analyze and the results are less specific: they do not reflex respondents’ WTP, but only the range of their WTP (Noonan 2003; Markandya et al., 2005). In this study, this elicitation method is being used for the questions in the survey regarding the WTP of the respondents. The questions will be double-bound, because a follow up question is included to state the maximum of the minimum WTP. Also, when people state they have a willingness to pay of zero, a question is included that asks for the reason of this.

The National Oceanic and Atmospheric Administration (NOAA) has published a report in 1993 that provides guidelines for the use of CV studies. Although these guidelines were provided for CV studies in environmental economics, they also apply for the use of CV in the field of cultural economics and heritage. The NOAA advised to pay a lot of attention to the design of the questionnaire in order to get more reliable results. Questionnaires should be pre-tested and preferable measure WTP rather than WTA. Also they advise to make use of the referendum format and make sure that the questionnaire rather underestimates than overestimates the respondents’ WTP (NOAA panel, 1993). This is an additional reason why the referendum method is used in the questionnaire concerning the case of Dordrecht.

4.3.3 Assessing Willingness to Pay

The respondents are asked about their willingness to pay according to the referendum method. The questions will not ask about specific numbers, but about a percentage of a respondents individual taxes to the municipality. Every citizen pays different kinds of taxes to the municipality (Rijksoverheid, 2014c).

Most common taxes are OZB, which is a tax for house owners, tourist taxes, parking taxes and sewage taxes. Some of these everyone has to pay, some of them only apply for certain people. Therefore, the exact amount of the taxes to the municipality is different for every individual.

The respondents are asked if they like to spend 6% of their total municipal taxes to the preservation of the heritage in the city center. If they state they are not willing to pay this, they get asked if they are willing to pay 3%. If the respondent answers he or she is willing to pay 6%, a follow up question is included that asks if he or she is also willing to spend 9% of his municipal taxes to the preservation of the heritage in Dordrecht.

A positive aspect about asking about this percentage is that it is different for every person and it avoids the starting point bias. Also, people are not scared by a big amount of money and everyone gets a fair starting point because municipal taxes often depend on someone's income and the question asks about a percentage. The negative aspect of asking a percentage rather than an stated price is that people might not be aware of their municipal taxes, nor what they pay as how much they pay. In that case, the percentage they state to be willing to pay is not valuable or true. Another thing that might happen is that people are indifferent, because the questions ask about a percentage of a sum of money they have to pay either way. Stating a low or high WTP will not affect the amount of taxes the respondents have to pay and for that reason, people may not be interested and not answer the questions seriously.   However, by taking a look at the other answers, most respondents seemed quite interested in the subject.

4.4 Sample selection

A part of the population of Dordrecht was surveyed. The target group is all citizens of Dordrecht that pay taxes, in the age from 18 and up. The sampling was random. Possible respondents were reached by posting the link to the questionnaire on different online places, the major one being the website of the municipality of Dordrecht. Also people were made aware of the questionnaire in physical public places by promoting the survey in person in public places like supermarkets, squares in the city center of Dordrecht, schools, the city hall, and the theater.

The aim was to get a group of respondents that shares the same demographical characteristics in the same proportions as all citizens of Dordrecht (17>) together. The aim is to get a sample of at least 100 respondents. This means as least 120 people have to be asked to fill in the survey, as generally a non-response rate of at least 20% can be expected (Byrnes, 2012). The final sample included 88 respondents, because of a very high non-response rate and many incomplete questionnaires.

5. Analysis

In this part of this thesis the gathered data will be administrated, organized and analyzed. The answers of the respondent are directly converted to an excel file. This excel file has only been manipulated in the sense that the variable names were altered. The excel file with the altered variable names was imported into SPSS in order to perform a statistical analysis. Although it was communicated clearly that participation in this research was only possible if you were a citizen of Dordrecht and 18 years older, a control question was added at the start of the questionnaire. There were eight people in total who answered this question unsatisfactory. These eight respondents were removed from the sample. Also the respondents that started the questionnaire and did state to meet the required conditions to participate in this research, but did not continue to fill in the questionnaire after this question for an unknown reason, were removed from the sample. After revising the data, the final dataset included n=88 respondents.

In SPSS a grouped variable was created to categorize the willingness to pay of the respondents. This resulted in five categories: zero, <3%, 3 – 5,9%, 6-8,9% and >9%. Respondents who stated that they were not willing to pay 6%, but they did want to pay 3%, are in the category 3& - 5,9%; respondents who stated to be willing to pay 6%, but not 9%, are in the category 6-8,9% etc.

5.1. Dataset

In order to be able to generalize the outcome of this research, the research sample had to be representative for the citizens of Dordrecht. In the following parts, the demographics of the citizens of Dordrecht will be compared with the sample used in this research.

5.1.1 Gender

In Dordrecht the distribution of male/female hardly deviates from the national percentage, as shown in table 5.1. The sample however, is skewed, because 74% of the participants was female, against 24% male participants, see table 5.2. In order to make sure that this difference does not influence the outcome of any statistical comparisons, the relationship between gender and the willingness to pay of the respondents will be calculated. The outcome will show if the variable gender shows a correlation with the WTP and therefore is of great importance.

Table 5.1 – Gender distribution in Dordrecht and the Netherland

	Dordrecht	*The Netherlands*
Male	49,5 %	49,0%
Female	50,5%	51,0%

Source: Onderzoekscentrum Drechtsteden, 2011

Table 5.2 – Gender distribution of respondents

	Response	*%*
Male	21	24%
Female	65	74%
Other	2	2%
Total	88	100%

5.1.2 Age

Concerning the age of the citizens of Dordrecht, the aim again was to stay close to the age distribution in selecting the sample. In table 5.3 and table 5.4 you can find the distribution by age for both the citizens of Dordrecht as for the research sample. The age group 0-19 for the citizens of Dordrecht is not displayed, as all people under 18 are not relevant for this research.

Previous research has shown that age can be an important indicated for cultural participation and interest (Towse, 2010). It is going to be calculated if there also is a significant correlation between age and the WTP of people for the city of Dordrecht.

Table 5.3 - Age distribution of respondents

	Response	*%*
18-29	19	22%
30-39	18	20%
40-49	22	25%
50-59	17	19%
59-64	9	10%
65-79	3	3%
80 and older	0	0%
Total	88	100%

Table 5.4 – Age distribution of citizens of Dordrecht

	Number	*%*
20-29	14 931	16%
30-39	15 193	17%
40-49	18 662	21%
50-64	23 595	25%
65-79	13 779	15%
80 and older	5 188	6%
Total	91.348	100%

Source: Onderzoekscentrum Drechtsteden, 2011

5.1.3 Education

Previous WTP studies have shown that the educational level of participants can be of influence on their WTP. You might expect that higher educated people are more interested in heritage and therefore might be willing to pay more, but Krupnick et al. (2002) and Alberini et al. (2004) have shown that higher educated people show a lower WTP. Table 5.5 shows the education level of all the respondents.

Table 5.5 – The education level of the respondents

Answer	*Response*	*%*
None	0	0%
Primary education	1	1%
Mavo / VMBO	7	8%
Havo / VWO	4	5%
HBO	42	48%
WO	16	18%
PhD / Post-doctoraal	0	0%
MBO	18	20%
Total	88	100%

5.1.4 Income

Another important factor when trying to assess someone's willingness to pay, is their income. No one can spend more than money then they make, although respondents tend to over-bid, because they know they do not actually have to pay the amount of money they state they are willing to contribute (Towse, 2010). Although 21 of the respondents did not stated their yearly income, all other respondents did as shown in table 5.6.

Table 5.6 – The yearly income of the respondents

Answer	*Response*	*%*
Less than 10.000 euro	11	13%
10.000 - 24.999 euro	20	23%
25.000 - 34.999 euro	16	18%
35.000 - 44.999 euro	9	10%
45.000 - 55.000 euro	4	5%
More than 55.000 euro	7	8%
I'd rather not tell	21	24%
Total	88	100%

5.1.5 City District

The city of Dordrecht has several districts. It could be possible that the district someone lives in has an influence on someone's WTP. Someone who lives in the city center might be willing to pay more to preserve the heritage in the center, than someone who lives in the suburbs of the city. The distribution of inhabitants of several districts can be viewed in table 5.7.

Table 5.7 – The number of inhabitants in each city district for the respondents and all citizens of Dordrecht

Answer	*Response*	*%*	*% of Dordrecht in Total*
Binnenstad	23	26%	7,1 %
Noordflank	10	11%	6,3 %
Oud-Krispijn	10	11%	9,3 %
Nieuw-Krispijn	4	5%	4,2 %
Reeland	11	13%	9,4 %
Staart	3	3%	4,5%
Wielwijk	1	1%	5,4%
Crabbehof	3	3%	7,1%
Sterrenburg	5	6%	18,0%
Dubbeldam	4	5%	10,6%
Stadspolders	10	11%	17,0%
Industriegebied-west	0	0%	0,7%
Verspreide bebouwing	3	3%	0,3%
I do not know	1	1%	4,5%
Total	88	100%	100 %

5.1.6 Place of birth

Another demographic factor that might be of influence on a person's WTP, is their place of birth. Someone who has lived in Dordrecht their entire live, might be more inclined to take the monuments and statues in the city center for granted and might have a low WTP. Someone who has moved to Dordrecht on a later age might have been attracted by the old city center; these people might be willing to pay more. It is surprising to see that only three people were born in the cities surrounding Dordrecht, all other respondents were either born in Dordrecht, or in a city further away, as shown in table 5.8.

Table 5.8 – Place of birth of the respondents

Answer	*Response*	*%*
Dordrecht	36	41%
Buiten Dordrecht, maar binnen de gemeente Drechtsteden	3	3%
Buiten de gemeente Drechtsteden	49	56%
Total	88	100%

5.2. Results

5.2.1 The willingness to pay of the citizens of Dordrecht

The willingness to pay of the citizens of Dordrecht was assessed by making use of the CV method. By answering a set of questions, the respondents WTP resulted in one of the five following answers: zero, <3%, 3 – 5,9%, 6 – 8,9%, >9%. A new variable was created to categorize the answers into these groups of WTP.

Table 5.9 – The willingness to pay of the respondents

	Response	*%*
Zero	14	15,9 %
<3%	4	4,5 %
3 – 5,9%	9	10,2 %
6 – 8,9%	24	27,2 %
>9%	37	42,0 %
Total	88	100 %

When taking a look at table 5.9, the first observation that can be made, is that the majority of the respondents is either willing to pay 6% or more, or not willing to pay at all. Four of the respondents that stated to not be willing to pay anything however, do want to pay, just not via their taxes. The ten others stated that they would like someone else to pay. Six of them named the government or the owners of the heritage as the ones responsible to pay; one of the respondents mentioned that tourists should contribute, another mentioned generating money by hosting festivals in the city center. Two others mentioned rich people as the ones that should pay for the preservation of the heritage in the city center. Interestingly, none of the people who stated a WTP of zero stated to not value the heritage in the city center at all, neither did they state not making use of the heritage and therefore not wanting to pay for it.

The second thing that stands out is the high number of respondents that stated to be willing to pay 9% or more of their total of local taxes. This high number could be explained in various ways. It could be the case that the citizens of Dordrecht truly have a high WTP for the preservation of the heritage in the city center. It could also be the case that they are indifferent in what way the taxes they have to pay is spend by the municipality. Furthermore it could be the case that only people who are interested in heritage in the city center filled in the questionnaire and therefore answered strategically by stating a high WTP.

5.2.2 Non-monetary values

The research question of this thesis focuses on the WTP of citizens of Dordrecht for the preservation for the heritage in their city center, but also on how they value the center in non-monetary terms. Table 5.10 shows the total number of responses and the percentage of user-values that people stated to have.

Of the 86 respondents that got to fill in this question 81% stated that the heritage has a historical value, the first runner op is the aesthetic value with 70%. Only 10% of the respondents stated it to be important for heritage to have a spiritual value.

Moreover, five respondents stated that they also has other values. Two of these were along the same line and stated that the state that the heritage was in was very important to them. Another respondent stated that the ambience around heritage was important, which could be linked to the social values. Furthermore, one respondent answered that museums are an important value, which can be linked to the educational value. The last respondent that stated to have other values answered that his or her direct neighborhood was important. This could be interpreted as that the respondent likes heritage to be able to get used and be a positive factor for the surrounding area, rather than a negative factor. Besides this, it could mean that the respondent likes it if a piece of heritage is close to his home. Further research is needed to know this for certain. Only one of the respondents stated to not value anything about the heritage in the city center.

Table 5.10 – The values of the respondents for the heritage in Dordrecht

Answer	*Response*	*%*
Aesthetic value	63	70%
Spiritual value	10	11%
Social value	30	33%
Historical value	73	81%
Symbolic value	35	39%
Authenticity value	38	42%
Other	5	6%
None of the above	1	1%

For someone to have user values, it is needed to be a consumer of the heritage in the city center. Two of all the respondents stated not to make use of the heritage in the city and therefore got asked about possible non-user values. One of these non-users stated that the option value was important to him/her. The other respondent did not seem to be very interested and answered he/she did not value anything about the heritage in the city of Dordrecht. Since only two people got to fill in the question about non-user values, the answers to this question cannot be generalized for the population of Dordrecht.

Respondents also got asked if there was one part of the city center they liked in special. 58 out of 88 respondents stated they did, 30 respondents stated they did not. Initially this question was included to see if the part-whole bias was a problem, as described by Carson & Mitchell (1995) and Carson et al.

(2001). The high number of respondents that stated that they did value one specific part of the center in special might suggest that this bias is indeed a problem. However, when taking a look at the answers this might be questionable. There are three parts of the city that were mentioned more than five times; the big church, the harbor and groothoofd. Furthermore, fifteen other parts of the city center were mentioned one to five times. Most people even mentioned more than one part or item. It seems like the city of Dordrecht has a few major landmarks, but that most of the answers stated by the respondents are cases of personal interest. Is it not likely that the part-whole bias was of big influence on the outcome of this research.

Not only is it interesting to see what the citizens of Dordrecht value about the heritage in the city center, also it is interesting to see if there is a relationship between the respondents values and their WTP. Cramer's V was calculated to see if there exists a relation between the variables WTP and the user-values. Table 5.11 shows the value of Cramer's V for all the user-variable aesthetic value. Cramer's V is 0,473 which means that there is a weak correlation between the respondents' WTP and whether they value the heritage in the city center in an aesthetic way or not. This outcome is significant since the approx.sig. is <0,05. The other user-variables; spiritual value, social value, historical value, symbolic value and authenticity value do not show a correlation with the WTP. Next to this, the outcome of these tests are all not significant, perhaps due the small number of cases. The number of cases has to be minimal 30, a condition that is not met for all user-values in this research.

Table 5.11 –Aesthetic value and Willingness to pay

		Value	*Approx. Sig.*
Nominal by Nominal	Phi	.473	.001
	Cramer's V	.473	.001
N of Valid Cases		86	

5.2.3. Image and impact of heritage in the city

In the questionnaire a table was included in which the respondents could give their opinion on several statements. A likert scale was used to ask people to what extent they agree or disagree with these statements. Table 5.12 shows the respondents' answers. The answers show that, in general, people value the heritage in the city as a beneficial factor for tourism, development and image of the city. The statement about locating a business in the city center was answered somewhat less positive for some people disagreed with this statement.

The high appreciation for the heritage in Dordrecht could have several explanations. First of all, it could be the case that the citizens of Dordrecht think the heritage in the city is a beneficial factor for the city. Next to this is could be the case that people answered strategically and have personal gain or interest in stating a positive value. Furthermore, it could be the case that people answered in way they believed was expected. If this would be the case, this would not necessary be a negative thing. If people believe it is expected to highly value the heritage in the city, it will be something of high value in the end. Even though it might not be of personal value, the heritage in Dordrecht still seems to be perceived as something positive.

Table 5.12 – The opinion of the respondents on tourism, development and city image

Question	*Completely disagree*	*Disagree a little*	*Neutral*	*Agree a little*	*Completely agree*	*Total Responses*	*Mean*
The heritage in Dordrecht attracts tourists	0	0	1	13	75	88	4.85
The protected buildings in the city hinder new development	74	5	3	6	0	88	1.33
The heritage in the city is beneficial for the image of Dordrecht	1	0	1	7	80	88	4.90
The heritage in the center give the city a bold and old-fashioned image	78	9	0	1	0	88	1.14
As a business startup I would locate myself in the center of Dordrecht	4	8	24	29	23	88	3.67
Tourist are not interested in the heritage of Dordrecht	70	13	4	0	1	88	1.28

Spearman's Rho was calculated to see if there would be any significant correlations, but no correlations were not found as none of the results were >0,25 or <-0,25. There results were also not significant, as the significance for all cases was >0,05.

5.2.4 Frequency of visits to the city center

To get more insight in the values citizens of Dordrecht attach to the heritage in their city, the frequency of their visits to the center was requested. Table 5.13 shows that most of the respondents visit the center one or two times a week. In general, the respondents visit very often. Only three of them stated to visit the city center less than once a month. These results are not very surprising as it is to be expected that citizens of a certain city visit the city center quite often.

Table 5.13 – The frequency of visiting the city center of the respondents

Answer	*Response*	*%*
Every day	24	27%
3-6 times a week	14	16%
1-2 times a week	28	32%
1-2 times a month	19	22%
Less than once a month	3	3%
Total	88	100%

It would have been very interesting to see if there is a correlation between the frequency of visits to the city center and the respondents' WTP. Unfortunately Spearman's Rho did not show a correlation (-0,059) neither was the outcome significant (0,291). The cross table (see table 5.14) also did not provide any remarkable insights.

Table 5.14 – Frequency visit city center and Willingness to pay Cross tabulation

			Willingness to pay					
			zero	*<3%*	*3-6%*	*6-9%*	*>9%*	*Total*
Frequency visit city center	every day	Count	5	2	1	6	10	24
		% within Frequency visit city center	20.8%	8.3%	4.2%	25.0%	41.7%	100.0%
	3-6 times a week	Count	0	1	0	5	8	14
		% within Frequency visit city center	0.0%	7.1%	0.0%	35.7%	57.1%	100.0%
	1-2 times a week	Count	5	1	4	7	11	28
		% within Frequency visit city center	17.9%	3.6%	14.3%	25.0%	39.3%	100.0%
	1-2 times a month	Count	4	0	3	5	7	19
		% within Frequency visit city center	21.1%	0.0%	15.8%	26.3%	36.8%	100.0%
	less than once a month	Count	0	0	1	1	1	3
		% within Frequency visit city center	0.0%	0.0%	33.3%	33.3%	33.3%	100.0%
Total		Count	14	4	9	24	37	88
		% within Frequency visit city center	15.9%	4.5%	10.2%	27.3%	42.0%	100.0%

5.2.5 Socio-demographics

It could be the case that men have a higher WTP than woman, or that higher educated respondents' have a higher WTP. This information is important, because it might be of big influence on the outcome of this research. As described before, the dataset is not completely representative for the population of Dordrecht. That is why it is even more important to see if socio-demographic variables have an influence on the WTP of the respondents.

Gender

Since the dataset existed of more females as males, it is important to see if this has influenced the outcome of the research. Table 5.15 shows that female respondents have a slightly higher WTP than male respondents. This could be the reason why on average, the WTP of the citizens of Dordrecht is quite high. Something else that stands out is that the respondents who stated to be neither male nor female both have a very high WTP. Since this only includes two respondents, no conclusions can be drawn from this result.

Table 5.15 Gender and Willingness to pay Cross tabulation

			Willingness to pay					
			not via taxes	*<3%*	*3-6%*	*6-9%*	*>9%*	*Total*
Gender	male	Count	5	1	2	5	8	21
		% within Gender	23.8%	4.8%	9.5%	23.8%	38.1%	100.0%
	female	Count	9	3	7	19	27	65
		% within Gender	13.8%	4.6%	10.8%	29.2%	41.5%	100.0%
	other ...	Count	0	0	0	0	2	2
		% within Gender	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%
Total		Count	14	4	9	24	37	88
		% within Gender	15.9%	4.5%	10.2%	27.3%	42.0%	100.0%

To see if a correlation between the variables gender and WTP exists, Cramer's V was calculated. Unfortunately the outcome was not significant (0,852), neither did Cramer's V show a correlation (0,152).

Age

The age of a respondent could be of influence on his or her WTP. Studies have shown that elder people participate more in forms of high culture (DiMaggio & Useem, 1978). It could be possible that this interest translates into a high WTP. The crosstab (see table 5.16) does not show anything to support this idea.

Table 5.16 - Age in years and Willingness to pay Cross tabulation

			Willingness to pay					
			not via taxes	*<3%*	*3-6%*	*6-9%*	*>9%*	*Total*
Age in years	18-29	Count	3	0	2	6	8	19
		% within Age in years	15.8%	0.0%	10.5%	31.6%	42.1%	100.0%
	30-39	Count	3	1	2	4	8	18
		% within Age in years	16.7%	5.6%	11.1%	22.2%	44.4%	100.0%
	40-49	Count	3	3	0	7	9	22
		% within Age in years	13.6%	13.6%	0.0%	31.8%	40.9%	100.0%
	50-59	Count	2	0	2	6	7	17
		% within Age in years	11.8%	0.0%	11.8%	35.3%	41.2%	100.0%
	59-64	Count	1	0	3	1	4	9
		% within Age in years	11.1%	0.0%	33.3%	11.1%	44.4%	100.0%
	65-79	Count	2	0	0	0	1	3
		% within Age in years	66.7%	0.0%	0.0%	0.0%	33.3%	100.0%
Total		Count	14	4	9	24	37	88
		% within Age in years	15.9%	4.5%	10.2%	27.3%	42.0%	100.0%

To see if a correlation exists; Spearman's Rho was calculated in SPSS. The outcome showed that there wasn't a correlation (-0,042), also this outcome wasn't significant (0,349), probably due the small sample size.

Education

The level of education a respondent enjoyed could also be of influence on what they are willing to pay. It could be expected that higher educated people have a higher interest in the heritage in the city, and therefore are willing to pay more. However, Krupnick et al. (2002) and Alberini et al. (2004) showed that the opposite is true. This outcome of this study does not support Krupnick et al. and Alberini et al. Table 5.17 does not show any clear pattern or correlation between the education level of participants and their willingness to pay.

Table 5.17 - Educational level and Willingness to pay Cross tabulation

			Willingness to pay					
			not via taxes	*<3%*	*3-6%*	*6-9%*	*>9%*	Total
Educational level	primary education	Count	0	0	0	0	1	1
		% within Educational level	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%
	mavo / vmbo	Count	3	0	2	2	0	7
		% within Educational level	42.9%	0.0%	28.6%	28.6%	0.0%	100.0%
	havo / vwo	Count	0	1	0	2	1	4
		% within Educational level	0.0%	25.0%	0.0%	50.0%	25.0%	100.0%
	hbo	Count	9	1	4	12	16	42
		% within Educational level	21.4%	2.4%	9.5%	28.6%	38.1%	100.0%
	wo	Count	0	1	1	4	10	16
		% within Educational level	0.0%	6.3%	6.3%	25.0%	62.5%	100.0%
	mbo	Count	2	1	2	4	9	18
		% within Educational level	11.1%	5.6%	11.1%	22.2%	50.0%	100.0%
Total		Count	14	4	9	24	37	88
		% within Educational level	15.9%	4.5%	10.2%	27.3%	42.0%	100.0%

Spearman's Rho, the measure used to see if there is a correlation between ordinal variables, shows that there is no correlation between the educational level and willingness to pay of respondents (0,247). According to the rule of thumb, there is no correlation when spearman's Rho is below 0,25. Also the outcome (0,010) is not significant, because this should be 0,05 or lower.

Income

The income of the respondents could be of influence in a research with absolute numbers. Since this research asks about percentages this will not be a problem. Table 5.18 shows the crosstab of yearly income and willingness to pay. The table does not show any patterns between people's WTP and their yearly income. Spearman's Rho does not show a correlation (0,009), neither is this outcome significant (0,466).

Table 5.18 Yearly income in euro's and Willingness to pay Cross tabulation

			Willingness to pay					
			not via taxes	*<3%*	*3-6%*	*6-9%*	*>9%*	*Total*
Yearly income in euro's	less than 10.000	Count	4	0	1	3	3	11
		% within Yearly income in euro's	36.4%	0.0%	9.1%	27.3%	27.3%	100.0%
	10.000 - 24.999	Count	1	1	3	4	11	20
		% within Yearly income in euro's	5.0%	5.0%	15.0%	20.0%	55.0%	100.0%
	25.000 - 34.999	Count	2	1	1	6	6	16
		% within Yearly income in euro's	12.5%	6.3%	6.3%	37.5%	37.5%	100.0%
	35.000-44.999 euro	Count	2	0	2	4	1	9
		% within Yearly income in euro's	22.2%	0.0%	22.2%	44.4%	11.1%	100.0%
	45.000-55.000 euro	Count	0	0	0	1	3	4
		% within Yearly income in euro's	0.0%	0.0%	0.0%	25.0%	75.0%	100.0%
	more than 55.000	Count	0	0	1	1	5	7
		% within Yearly income in euro's	0.0%	0.0%	14.3%	14.3%	71.4%	100.0%
	I'd rather not tell	Count	5	2	1	5	8	21
		% within Yearly income in euro's	23.8%	9.5%	4.8%	23.8%	38.1%	100.0%
Total		Count	14	4	9	24	37	88
		% within Yearly income in euro's	15.9%	4.5%	10.2%	27.3%	42.0%	100.0%

City district

It was assumed that the city district could be of relevance, because citizens who actually live in the center of Dordrecht might have a different willingness to pay than people who live in the suburbs of the city. The crosstab as presented in table 5.19 does not show a pattern that would support this assumption. Cramer's V (0,392), however, suggest that there is a weak correlation between the city district the respondent lives in and his/her WTP. Since Cramer's V is not significant (approx. sig. = 0,251), further research is required to get more clarity on this matter.

Table 5.19 - Living in the district and Willingness to pay Cross tabulation

			Willingness to pay					
			not via taxes	*<3%*	*3-6%*	*6-9%*	*>9%*	Total
Living in the district	binnenstad	Count	3	2	1	5	12	23
		% within Living in the district	13.0%	8.7%	4.3%	21.7%	52.2%	100.0%
	noordflank	Count	1	0	1	2	6	10
		% within Living in the district	10.0%	0.0%	10.0%	20.0%	60.0%	100.0%
	oud-krispijn	Count	2	1	2	2	3	10
		% within Living in the district	20.0%	10.0%	20.0%	20.0%	30.0%	100.0%
	nieuw-krispijn	Count	2	0	0	0	2	4
		% within Living in the district	50.0%	0.0%	0.0%	0.0%	50.0%	100.0%
	reeland	Count	2	0	2	5	2	11
		% within Living in the district	18.2%	0.0%	18.2%	45.5%	18.2%	100.0%
	staart	Count	1	1	0	1	0	3
		% within Living in the district	33.3%	33.3%	0.0%	33.3%	0.0%	100.0%
	wielwijk	Count	0	0	0	1	0	1
		% within Living in the district	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%
	crabbehof	Count	0	0	1	0	2	3
		% within Living in the district	0.0%	0.0%	33.3%	0.0%	66.7%	100.0%
	sterrenburg	Count	2	0	0	0	3	5
		% within Living in the district	40.0%	0.0%	0.0%	0.0%	60.0%	100.0%
	dubbeldam	Count	0	0	1	1	2	4
		% within Living in the district	0.0%	0.0%	25.0%	25.0%	50.0%	100.0%
	stadspolders	Count	1	0	0	4	5	10
		% within Living in the district	10.0%	0.0%	0.0%	40.0%	50.0%	100.0%
	verspreide beouwing	Count	0	0	0	3	0	3
		% within Living in the district	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%
	I do not know	Count	0	0	1	0	0	1
		% within Living in the district	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
Total		Count	14	4	9	24	37	88
		%	15.9%	4.5%	10.2%	27.3%	42.0%	100.0%

Place of birth

The last socio-demographic variable that is discussed is the place of birth of the respondents. Citizens who were born in Dordrecht could have a different WTP than people who moved to the city at a later age. The heritage in the city might have been one of the factors that influenced their decision to move to Dordrecht. When taking a look at table 5.20, this research seems to support this assumption. Respondents who were born outside of Dordrecht seem to have a higher average WTP than the respondents who were born in the city. An explanation for this could be that people who are born in Dordrecht take the heritage in the city for granted, since it has always been there, and therefore have a lower WTP.

Table 5.20 - Place of birth and Willingness to pay Cross tabulation

			Willingness to pay					
			not via taxes	*<3%*	*3-6%*	*6-9%*	*>9%*	Total
Place of birth	Dordrecht	Count	10	1	3	4	18	36
		% within Place of birth	27.8%	2.8%	8.3%	11.1%	50.0%	100.0%
	Outside Dordrecht, but inside the gemeente Drechtsteden	Count	0	0	0	1	2	3
		% within Place of birth	0.0%	0.0%	0.0%	33.3%	66.7%	100.0%
	Outside of the Drechtsteden	Count	4	3	6	19	17	49
		% within Place of birth	8.2%	6.1%	12.2%	38.8%	34.7%	100.0%
Total		Count	14	4	9	24	37	88
		% within Place of birth	15.9%	4.5%	10.2%	27.3%	42.0%	100.0%

Cramer's V also supports this assumption, because it shows a weak correlation (> 0,25), although this outcome is not significant as the approx. sig. is > 0,05. Table 5.21 shows specifics on the correlation between the variables city district and WTP.

Table 5.21 - Symmetric measures place of birth and willingness to pay

		Value	*Approx. Sig.*
Nominal by Nominal	Phi	.403	.075
	Cramer's V	.285	.075
N of Valid Cases		88	

5.3 Policy recommendations

Due the small sample size, the empirical outcomes of this research are limited. This does not mean however, that the research does not provide useful insights. The most important piece of information is that the citizens of Dordrecht value the heritage in their city very highly, both in monetary as in non-monetary terms. None of the respondents stated to have no value for the heritage in the city at all. The type of values marked as important are quite interesting as well. 80 % of the respondents stated to attach historical values to the old city center. The heritage in Dordrecht is of great meaning for the history and development of the city and is the core of the entire city, also for people who live in the suburbs of the city. This value is closely attached to the symbolic and authenticity value; the heritage is a symbol for the golden medieval times when most of these buildings were built. Every house, street, or canal has an interesting story. Moreover, these are no two houses that are exactly the same, and the center as a whole is a unique heritage site that deserves to be treated as such. The municipality could do more to enhance this historical values by education the citizens. When the citizens are informed on the history of their city, they will be more likely to spread the world and share these stories with people from other cities. Creating word of mouth is a very good way to promote the city.

One third of the respondents states that they attach social values to the heritage in the center, which means they believe heritage should be a good place to meet with friends or family. The municipality should also anticipate on this, by creating even more places for social gatherings. This could be small, like some benches or simple shelters from the rain, but there could also be a demand for big spaces for arranged meetings and events. The city already hosts a lot of events in the center, which is also part of the social values.

Only 11% of the respondents likes the heritage in Dordrecht for spiritual values. This could be linked to religion, but it can also be the case that the heritage or monument is being preserved according to its original state and possible religious or spiritual ornaments. It is not very surprising that this number is quite low, as the number of religious people is decreasing nationally. In addition to this, more and more building that used to have a religious function, like churches and monasteries, are being used for different purposes nowadays (Towse, 2010). This also is the case for Dordrecht (VVV Zuid Holland Zuid, 2014).

70 % of the respondents stated that they think aesthetic values are important for the heritage in Dordrecht. This means that they think it is important it looks beautiful. There is not much there can be changed to the heritage constructions of colors, because it has to be preserved in the original state. The state that the heritage is in plays a very important role when taking aesthetic values into consideration.

Greffe (2004) already stated that it is important to keep heritage in a good condition, because this will keep people involved and interested. If the municipality does not seem to think the preservation of heritage is important, most citizens of the city will lose interest as well.

Dordrecht does not seem to be a very popular city for tourist and visitors. The citizens are very positive about the heritage in the city and recognize its historical, social and many other values. The problem is not one of disinterest or a lack of education, but it seems that the problem is more that of awareness and marketing. The municipality should become aware of the fact that the heritage in the city is not being used to it full potential. Other cities with an old city center like Amsterdam or Bruges are very popular destinations for tourists and Dordrecht could learn from these cities. Dordrecht marketing, the organization that is responsible for the marketing and branding of the city, states that it has a local, but also a national and even international focus. This national and international focus should be given more attention, because Dordrecht is hardly visible between all other cities in the Netherlands. Even though the city has got a lot to offer.

6. Conclusion & Discussion

In this thesis I tried to provide more insights in using the contingent valuation method in the field of cultural economics, next to trying to answer the research question: 'How do the citizens of Dordrecht, the Netherlands, value the heritage in the old city center and what is their willingness to pay to preserve this heritage?' The answer to this question is neither one-folded nor simple. The willingness to pay of the people of Dordrecht is quite high, almost 70% of the respondents is willing to contribute 6% or more of their city taxes to the preservation of the heritage in the city center. The true percentage of these taxes that is spend for this preservation is around 6,3%, although the exact number is unknown. Ten out of the total of 88 respondents stated to have a willingness to pay of zero, but four of these respondents were willing to pay although not via taxes. The other six respondents stated that they would like someone else to pay. This is interesting, because they also were given the option to state that the heritage had no value to them at all, however none of the respondents stated to feel that way.

Taking the non-monetary values into consideration, the outcome is also quite positive. 81% of the respondents stated that they attach historical values to the heritage in the city center, 70% stated this for aesthetic values. Authenticity value got 42%, whereas symbolic value got 39%, and social value got 33%. The spiritual value got 11% and 6% of the respondents stated to have other values, which mostly were concerned with the state the heritage property was in. Only one of the respondents stated to have none of the given values for the heritage in the city.

These results show that the citizens of Dordrecht value the heritage in their city highly, both in monetary as in non-monetary terms. This is an interesting outcome, as it seems that the heritage in the city of Dordrecht is not used to its full potential, but the citizens of the city do valuate it as such. Earlier conversations between the municipality and representatives from several groups in the city already showed that the citizens think that the city could be marketed in a better, more convincing way (Gemeente Dordrecht, Sector Maatschappelijke Ontwikkeling, 2011b). The municipality of Dordrecht should take this advise seriously, if they care as much for the city as the citizens do. The old city center is what distinguishes Dordrecht from other cities in the area and it is clearly something that the people in Dordrecht value.

In addition to all the interesting results, the study has several limitations nonetheless. To begin with, the controversial contingent valuation method was used to access the willingness to pay of the people of Dordrecht. Although several measures have been taken to minimize the biases and problems that occur when using this method, not all problems or biases could be eliminated. Moreover, the respondents might not have been aware of their personal municipal taxes and therefore answered the questions regarding their willingness to pay indifferently or over- or underbid. Furthermore, the data sample was not at representative for all socio-demographic variables of the population of Dordrecht. Due to the limited time and scope of this research, the sample also was of a limited size. The result of this small sample size was that not all statistic calculations could be performed. Further study in this field of research should be performed with a bigger sample group, to improve the empirical statistics.

Future research in this field of study, or even study on the specific case, could focus on several areas. The field of city marketing was touched upon in this thesis, but could be studied more thoroughly by focusing on what role heritage could play in this process. Furthermore, in-depth research could be performed to find out what the motivations of people are for their willingness to pay. By doing so, a distinction could be made in the people who are being studied, entrepreneurs, people working in the cultural sector, owners of a monument, people working in the construction sector, representatives from local parties, shop owners from the city center, and so on. This would give a more detailed overview of the opinions of different stakeholders in the city of Dordrecht.

Moreover, one might think that an economic impact study could be performed to see what the heritage in the city generates by means of financial benefits. However, it should be noted that most economic impact studies are very much criticized and are stated to distract attention and resources away of other, more important matters (Madden, 2001). Next to this, it is not all that relevant to see what the economic impact of the heritage in the city is, as this fact does not change anything for the heritage itself. It is merely a tool to justify government support for arts and culture.

When focusing on Dordrecht in specific, research could be done about how the city should market itself better and more successfully. There already has been done a lot of study on city marketing and city branding, but Dordrecht is an interesting case because it has so many monuments and heritage, among other landmarks. Finally, more research should be performed that makes use of the contingent valuation method, to improve the validity and reliability of this method in the field of cultural economics.

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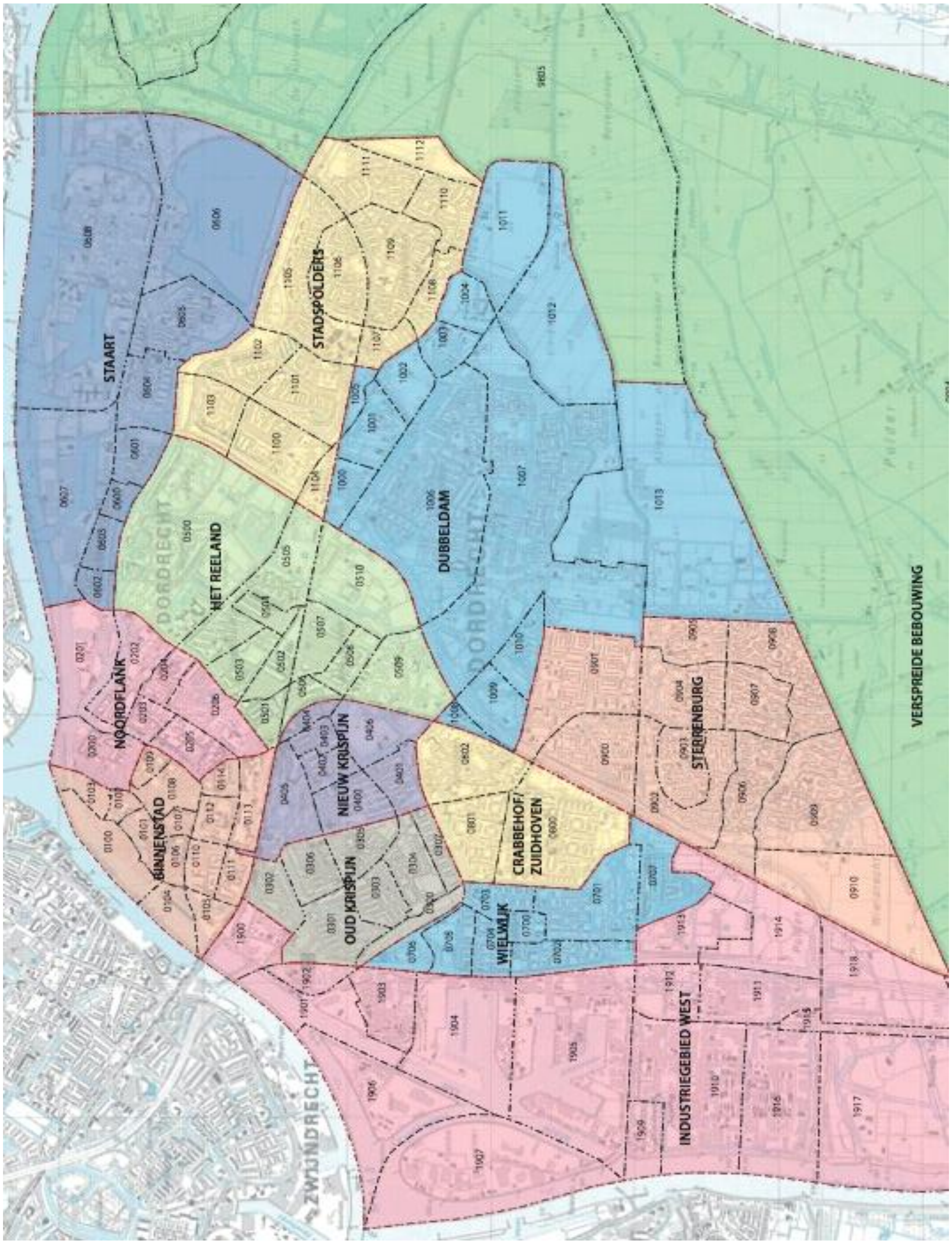
8. Appendices

Appendix I – The districts of Dordrecht on January the 1st, 2009.



Appendix II – List of granted subsidies to monuments in Dordrecht in 2013

POM = professional organization for the preservation of monuments
WE = world heritage

WE/POM	Monumentnr.	Groep	Betreft	Woonplaats	Subsidie
POM	13323	gebouw	Rondeel Engelborch (Engelenburgerbrug 1-3	DORDRECHT	13.332
POM	13405	gebouw	Grotekerksbuurt 50	DORDRECHT	7.320
POM	13406	gebouw	Grotekerksbuurt 54	DORDRECHT	4.253
POM	13407	gebouw	Grotekerksbuurt 56	DORDRECHT	14.648
POM	13524	gebouw	Het Meevat (Kuipershaven 41-42)	DORDRECHT	28.875
POM	13768	gebouw	Voorstraat 173/ Nieuwbrug 1-3	DORDRECHT	12.953
POM	13874	gebouw	Voorstraat 170	DORDRECHT	10.395
POM	13987	gebouw	Wijnstraat 71-73	DORDRECHT	8.940
POM	13996	gebouw	Zeepaert (Wijnstraat 113)	DORDRECHT	45.313
POM	14000	gebouw	De Onbeschaamde (Wijnstraat 123-125)	DORDRECHT	37.800
POM	14001	gebouw	In Beverenburgh (Wijnstraat 127)	DORDRECHT	8.160
POM	14004	gebouw	Huis Roodenburch (Wijnstraat 153)	DORDRECHT	76.913
POM	14025	gebouw	Wijnstraat 126-128	DORDRECHT	10.080
	13546	gebouw	De Munt	DORDRECHT	19.139

Appendix III

Questionnaire

Geef uw mening over de oude binnenstad van Dordrecht

Beste Dordtenaar,   Deze enquête gaat over de oude binnenstad van Dordrecht. In deze enquête wordt gevraagd naar uw interesse voor de gebouwen en het erfgoed in de oude binnenstad en wat u bereid bent te betalen voor het behoud hiervan.   Het invullen van deze enquête kost u ongeveer 5 minuten. De enquête bestaat uit drie delen: vragen over de mate van uw bezoek aan de binnenstad, vragen over hoeveel u bereid bent om te betalen voor het onderhoud van de binnenstad en ten slotte enkele algemene vragen.

Bent u woonachtig in Dordrecht en bent u 18 jaar of ouder?

- ❍ Ja
- ❍ Nee

If Nee Is Selected, Then Skip To Click to write the question text

De vragen in deze enquête hebben betrekking op de oude binnenstad van Dordrecht. Op de kaart hieronder ziet u de oude binnenstad omlijnd met rode lijnen.

Om u een goed beeld te geven van wat er allemaal onder de oude binnenstad valt, ziet u hieronder enkele foto's van belangrijke plaatsen en gebouwen in de oude binnenstad van Dordrecht. De grote kerk De Hofstraat De brug over de Wolwevershaven   Scheffersplein   Het standbeeld van de gebroeders de Witt   De haven

Deel 1   Het eerste deel van deze enquête gaat over hoe vaak u gebruik maakt van de oude binnenstad en welke waarde u hieraan hecht.

Hoe vaak bent u in de oude binnenstad te vinden?

- ❍ Elke dag
- ❍ 3-6 keer per week
- ❍ 1-2 keer per week
- ❍ 1-2 keer per maand
- ❍ Minder dan 1 keer per maand

Bezoekt u de binnenstad wel eens met als doel het bezichtigen van de gebouwen, standbeelden, straten of andere vormen van cultureel erfgoed?

- ❍ Ja, vaak
- ❍ Ja, soms
- ❍ Nee, niet als hoofddoel, maar als ik er ben geniet ik wel van de gebouwen etc.
- ❍ Nee, nooit

Answer If Bezoekt u de binnenstad wel eens met als doel het bezichtigen van de gebouwen, standbeelden, straten of andere vormen van cultureel erfgoed? Ja, vaak Is Selected Or Bezoekt u de binnenstad wel eens met als doel het bezichtigen van de gebouwen, standbeelden, straten of andere vormen van cultureel erfgoed? Ja, soms Is Selected Or Bezoekt u de binnenstad wel eens met als doel het bezichtigen van de gebouwen, standbeelden, straten of andere vormen van cultureel erfgoed? Nee, niet als hoofddoel, maar als ik er ben geniet ik wel van de gebouwen etc. Is Selected

Waar hecht u waarde aan bij het bezichtigen van het erfgoed in de oude binnenstad?(meerdere antwoorden mogelijk)

- ❑ Of het mooi is - bijvoorbeeld qua bouwstijl, materiaal en kleurgebruik
- ❑ De spirituele waarde - bijvoorbeeld van een kerk
- ❑ De sociale functie - bijvoorbeeld een leuk ontmoetingspunt
- ❑ De historische waarde - er zit een mooi verhaal achter
- ❑ De symbolische waarde - het staat bijvoorbeeld symbool voor een belangrijke gebeurtenis
- ❑ De originaliteit - in hoeverre iets uniek is
- ❑ Anders, namelijk ... ____________________
- ❑ Geen van de bovenstaande

Answer If Bezoekt u de binnenstad wel eens met als doel het bezichtigen van de gebouwen, standbeelden, straten of andere vormen van cultureel erfgoed? Nee, nooit Is Selected

Hoewel u geen actief gebruik maakt van het erfgoed in de oude binnenstad, kan het nog steeds zo zijn dat u er een bepaalde waarde aan hecht. Waar hecht u waarde aan bij het erfgoed in de oude binnenstad?(meerdere antwoorden mogelijk)

- ❑ De optie hebben om er naar toe te kunnen gaan, mocht ik dat willen
- ❑ De wetenschap dat het bestaat
- ❑ Dat andere mensen er gebruik van kunnen maken
- ❑ De educatieve waarde - dat cultureel erfgoed bijdraagt aan mensen hun kennis
- ❑ Anders, namelijk ... ____________________
- ❑ Geen van de bovenstaande

Is er een onderdeel van de binnenstad dat u in het bijzonder waardeert? Denk hierbij aan een specifiek gebouw, een bijzonder standbeeld, of een bepaalde straat of plein.

- ❍ Ja, namelijk ... ____________________
- ❍ Nee

Geeft u aan in hoeverre u het eens bent met de volgende stellingen

	Totaal mee oneens	Een beetje mee oneens	Neutraal	Een beetje mee eens	Totaal mee eens
Het erfgoed in de oude binnenstad is een trekpleister voor toeristen	❍	❍	❍	❍	❍
Alle oude beschermde gebouwen in de binnenstad staan nieuwe ontwikkelingen in de weg	❍	❍	❍	❍	❍
Het erfgoed in de stad is goed voor het imago van Dordrecht	❍	❍	❍	❍	❍
Alle oude gebouwen in het centrum geven Dordrecht een oubollig en saai imago	❍	❍	❍	❍	❍
Als bedrijf zou ik mij zeker vestigen in de binnenstad van Dordrecht	❍	❍	❍	❍	❍
Toeristen zijn niet geïnteresseerd in het erfgoed in de binnenstad	❍	❍	❍	❍	❍

Deel 2De volgende vragen gaan over wat uw bereid bent om te betalen voor het behoud van het erfgoed in de oude binnenstad. Voorbeelden hiervan heeft u zojuist op de foto's kunnen zien. Houd u rekening met de volgende zaken bij het beantwoorden van de vragen: - Uw persoonlijke budget/inkomen - u kunt niet meer uitgeven dan u binnenkrijgt.   - Geef uw persoonlijke mening - laat uw mening niet beïnvloeden door wat andere mensen zouden willen betalen, of wat u denkt dat dat norm is.   - Uw deelname is altijd anoniem - de resultaten van deze enquête zijn bestemd voor wetenschappelijke doeleinden en worden strikt vertrouwelijk behandeld. Op geen enkele manier kunnen de uitkomsten aan uw persoonlijk gelinkt worden.

Bent u bereid 6% van de gemeentebelasting die u betaalt bij te dragen aan het in stand houden van het cultureel erfgoed in de stad?   (Let op: het gaat hier niet om loonbelasting maar specifiek om de gemeentelijke belasting)

- ❍ Ja
- ❍ Nee
- ❍ Nee, ik wil hiervoor niets via mijn belasting betalen

Answer If Bent u bereid om ...% van uw jaarlijks bruto inkomen aan belasting te betalen voor het onderhoud van het erfgoed in de oude binnenstad? Nee, ik wil hiervoor niets via mijn belasting betalen Is Selected

Waarom bent u niet bereid om te betalen voor het onderhoud van de oude binnenstad via uw belasting?

- ❍ Ik maak geen gebruik van het erfgoed in de binnenstad van Dordrecht, dus wil er ook niet voor betalen
- ❍ Het erfgoed in de binnenstad van Dordrecht heeft voor mij totaal geen waarde
- ❍ Ik wil er wel voor betalen, maar niet via mijn belasting
- ❍ Ik vind dat iemand anders hiervoor moet betalen, namelijk ... ____________________
- ❍ Anders, namelijk ... ____________________

Answer Invalid Logic Click Here to Edit Logic

Bent u bereid 3% van de gemeentebelasting die u betaalt bij te dragen aan het in stand houden van het cultureel erfgoed in de stad? (Let op: het gaat hier niet om loonbelasting maar specifiek om de gemeentelijke belasting)

- ❍ Ja
- ❍ Nee

Answer Invalid Logic Click Here to Edit Logic

Bent u bereid 9% van de gemeentebelasting die u betaalt bij te dragen aan het in stand houden van het cultureel erfgoed in de stad? (Let op: het gaat hier niet om loonbelasting maar specifiek om de gemeentelijke belasting)

- Ja
- Nee

Deel 3 Ten slotte vragen wij u om nog wat algemene informatie

Ik ben een ... ?

- Man
- Vrouw
- Anders, namelijk ... ____________________

Wat is uw leeftijd?

- 18-29 jaar
- 30-39 jaar
- 40-49 jaar
- 50-59 jaar
- 59-64 jaar
- 65-79 jaar
- 80 of ouder

Wat is uw hoogst genoten opleiding?

- Geen
- Lager onderwijs
- Mavo / VMBO
- Havo / VWO
- MBO
- HBO
- WO
- PhD / Post-doctoraal

Wat is uw persoonlijk bruto jaarinkomen?

- Minder dan 10.000 euro
- 10.000 - 24.999 euro
- 25.000 - 34.999 euro
- 35.000 - 44.999 euro
- 45.000 - 55.000 euro
- Meer dan 55.000 euro
- Zeg ik liever niet

In welk stadsdeel van Dordrecht bent u woonachtig?

- Binnenstad
- Noordflank
- Oud-Krispijn
- Nieuw-Krispijn
- Reeland
- Staart
- Wielwijk
- Crabbehof
- Sterrenburg
- Dubbeldam
- Stadspolders
- Industriegebied-west
- Verspreide bebouwing
- Weet ik niet

Waar bent u geboren?

- Dordrecht
- Buiten Dordrecht, maar binnen de gemeente Drechtsteden
- Buiten de gemeente Drechtsteden

Bedankt voor het invullen van deze enquête. Klikt u op volgende om de enquête af te ronden. Wanneer u op de hoogte wilt worden gehouden van de uitkomsten van dit onderzoek, vult u dan hieronder uw emailadres in. Kent u andere mensen die woonachtig zijn in Dordrecht en 18 jaar of ouder zijn? Stuur deze enquête dan gerust aan hen door!

Answer If Bent u woonachtig in Dordrecht? Nee Is Selected

U kunt helaas niet deelnemen aan deze enquête omdat u niet woonachtig bent in Dordrecht en/of omdat u nog jonger dan 18 jaar oud bent. Wij danken u voor uw interesse. U kunt de enquête nu sluiten. Kent u iemand anders die wel in Dordrecht woont en 18 jaar of ouder is? Stuur deze enquête gerust door!