

Visitor Perceptions of the Inscription on the World Heritage List: The Use of Stated Choice Methods

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This study examines how visitors to Daisetsuzan National Park in Japan perceive its inscription on the World Heritage List by applying stated choice methods. Most visitors regarded the inscription as favourable although their willingness to pay indicated that better visitor control and further conservation of natural resources would be necessary by taking opportunity of the inscription. However, the current situation of World Heritage sites in Japan indicates that the domestic management system of natural resources is inadequate to realize these visitor visions. We conclude that the nomination of Daisetsuzan National Park for the World Heritage List should be reconsidered, but only after the Japanese management system for natural resources has been improved.