

價值與效益評估之理論與應用
Theory and Application of Value and Benefit Evaluation
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授課對象：碩士班、博士班

學分：3 學分(半年、選修)

課程目的：本課程主要目的是介紹以評估各項產品與服務之價值與效益的基本理論，這些產品與服務有些有價值但沒有價格、有些雖有價格但不知價值，除理論的講授外，同時講授評估不同類型產品與服務的方法與模型。課程內容分為四大部份，第一部份介紹價值與效益評估在決策中之目的。第二部份介紹價值與效益估的基本理論。第三部份為價值與效益評估的主要方法與模型，分為市場、替代市場、假設市場與效益移轉四大類型。第四部份為前述各類方法評估之應用討論，應用對象可廣及各種沒有市場價格但有價值與效益之資源與服務，如自然景觀、國家公園、生物多樣性、環境美質、運動賽事與業餘運動、文化資產農業生態與景觀、文化資產及現在最熱門的議題如氣候變遷的影響。同時，這些方法與模型亦可應用至有市場價格但不知價值之產品與服務，如食品安全、品牌與商標、疫苗接種、公共健康、房地產價值及觀光與遊憩休閒等對象上。

課程要求：（一）各種評估方法應用研究分享（碩、博士班的規定不同）

每人自行選擇數篇國內外期刊文章（一定要選期刊文章，不能有其他的文獻來源）與本課程第四部分有相關的內容（本課程綱要所列的文章可以協助你做一個開始），採用本課程所涵蓋的各種評估方法，在各種產品與服務之應用，由國內外期刊論文（國內外之研究成果都要有，不可全為國內期刊文章，或是全為國外期刊文章），由每人輪流擔任主講，向大家介紹相關文獻的重點，評述這些文章可能進一步發展的空間與方向，並帶引大家一起討論，討論的重點屆時將會一併在本作業進行的綱要中有所說明。碩士班同學所看的國內外文獻至少要為 10 篇，而博士班同學所看的國內外文獻至少要為 15 篇。

這一部份的工作分成三階段進行：

第一階段：

課程進行至適當階段，每人先繳交擬報告的題目及綱要，屆時將發給每人這一部份工作應完成的詳細內容及繳交時間的說明。

繳交一份所主講之所有主題文獻的**回顧與評論 (review and critique)** 內容，**碩士班每人為 8-10 頁，博士班每人為 10-12 頁**（13 號字，1.5 行距），參考文獻務必列出但不算在頁數中。回顧與評論主要以每人對所選文獻的瞭解及你對這些文章的歸納與評述，**不要重述文獻現成的摘要**。請同學學會消化所閱讀的文章，不要長篇大論維持原有文章太多的內容。寫作格式請參閱吳珮瑛，2016。『老師在講你有在聽嗎？論文寫作之規範及格式』一書。

報告綱要繳交日期：2017 年 11 月 29 日（星期三）。

第二階段：

口頭報告日期：依上課人數多寡，由期末考週開始倒數回每人報告完為止。

第三階段：

報告且討論過的書面報告，請務必依論文格式撰寫，最後修正過的完整報告繳交日期：**2018 年 1 月 05 日（星期五）**。請繳交一份紙本至我辦公室（任一間均可），如我不在，可投入在本系系辦外我的信箱內（請勿放錯格）。又同時將你文章之 pdf 檔寄一份至我 email 信箱 piwu@ntu.edu.tw。

（二）學期考試

涵蓋一學期所講授的全部內容，將以 take home 的方式在特定時間內完成並繳交。確切方式屆時將發予詳細規定。在家考試可以參閱各種文章、書籍等等文獻，請要一如寫報告一樣，在你的答案中適當引出出處，最後要將所參閱文獻，一如文章的參考文獻列在最後。詳細說明屆時連同題目會一併說明。

Take home 考試繳交日期：2018 年 1 月 10 日（星期三）。

- 主要用書:**1. 吳珮瑛，2009。『環境與自然與資源值多少？效益價值衡量——概念、理論、方法與應用』，台中：新新台灣文化教育基金會。
2. 吳珮瑛，2016。『老師在講你有在聽嗎？論文寫作之規範及格式』。初版三刷。台北：翰廬。
3. 蕭代基、鄭蕙燕、吳珮瑛、錢玉蘭、溫麗琪，2002。『環境保護之成本效益分析：理論、方法與應用』，台北：俊傑書局。
4. Boadway, Robin W. and Neil Bruce, 1991，*Welfare Economics*, New York: Basil Blackwell. (茂昌圖書公司) (置於總圖指定閱讀書單)
5. Freeman, A. M., 2003. *The Measurement of Environmental and Resource Value: Theory and Methods*. Second Edition. Washington, D. C.: Resources for the Future. (置於總圖指定閱讀書單)
6. Just, R. E., D. L. Hueth, and A. Schmitz, 2004. *The Welfare Economics of Public Policy: A Practical Approach to Project and Policy Evaluation*. Cheltenham, UK: Edward Elgar. (置於總圖指定閱讀書單)

閱讀文獻：詳見文獻目錄（學校沒有訂購之期刊上的文章，即文章前面編號有*號者，我這裡有一份，需要的同學可向我借閱），其他所有文章均是學校有訂購的期刊文章，請同學自行由學校網站上下載閱讀。

評分標準：		
1.學期 take home 考試		50%
2.各種評估方法應用研究分享		50%
報告綱要		15%
口頭報告		35%
修正過完整書面報告		50%

課程綱要：

I. 產品與服務之價值及效益評估與決策之關係

- 柏拉圖準則 (Pareto criterion)
- 補償原則 (compensation principle)
- 潛在柏拉圖改善 (potential Pareto improvement)
- 柏拉圖安全 (Pareto safety)
- 社會福利函數 (social welfare function)

II. 產品與服務數量或品質變動之經濟價值與效益衡量之基本理論

1. 產品與服務經濟價值之哲學觀與內涵

- 人類中心主義之價值觀
- 非人類中心主義之價值觀
- 修正人類中心之價值觀

2. 產品與服務數量與品質變動總價值之成分與內涵

- 使用價值
- 非使用價值

3. 個體經濟學對偶理論之回顧

4. 效用變動的貨幣衡量指標

- 價格改變的福利衡量指標
- 數量與品質改變之效益衡量指標
- 願意支付額度與願意接受額度的關係
- 各種福利衡量的真確值與近似值
 - 利用Hausman's 方式求算福利的真確值
 - 利用直接效用函數求算福利的真確值
 - 利用間接效用函數求算福利的真確值
 - 如何以Willig方式得知近似福利值之優劣

III. 評估產品與服務數量或品質變動之價值與效益的方法

1. 市場價值評估法

- 市場評估法之基本概念
- 市場價值之計算

2. 替代市場價值評估法

- 旅行成本法 (travel cost method)
- 特徵價格法 (hedonic price method)

3. 假設市場價值評估法 (hypothetical market valuation method)

- 條件評估法 (contingent valuation method)

—聯合分析法（conjoint analysis）

4.效益移轉（benefit transfer、value transfer）

- 平均效益移轉（mean benefit transfer）
- 效益函數移轉（benefit function transfer）
- 統合效益移轉（meta benefit analysis）

IV. 各種評估方法在不同產品與服務價值與效益之評估應用

1. 環境品質（各式污染減少）改善價值與效益評估

- 核能資源的社會價值與效益之評估
- 空氣污染改善之價值與效益之評估
- 路邊噪音、機場噪音改善價值與效益之評估
- 廢木料回收的價值與效益之評估
- 水質改善價值與效益之評估
- 各種污染改善對農業價值與效益之評估

2. 人體健康、醫療與生命價值之評估

- 人類生命價值與健康價值與效益之評估
- 降低死亡風險之願付價格與效益之評估
- 老人健康保險願付價值與效益之評估
- 改善健康價值與效益之評估
- 對HIV與AIDS疫苗願付價值與效益之評估
- 青光眼門診及電子遠距治療價值與效益之評估
- 預防與治療之效益價值與效益之評估
- 公共衛生服務之效益價值之評估
- 健康照護之價值與效益價值與效益之評估
- 人體暴露於有毒物質風險降低價值與效益之評估
- 設置毒物管制中心的效益與價值之評估
- 安全駕駛對風險降低價值與效益之評估
- 暴露野火燃燒對健康價值與效益之評估
- 減肥手術的願付價值與效益之評估

3. 食品安全與產品特徵價值的評估

- 有機產品價值與效益之評估
- 非基改產品價值與效益之評估
- 原產國標誌價值與效益之評估
- 生產履歷價值與效益之評估
- 產品品牌價值與效益之評估
- 產品包裝價值與效益之評估

4. 農業生態與景觀價值評估

- 農業景觀之價值與效益評估
- 農業環境政策價值與效益之評估

5. 瀕臨絕種物種價值評估

- 稀有及野生動植物保存之價值與效益評估
- 保護海獅及大象等動物之價值與效益評估
- 熊貓保育價值與效益評估
- 野狼保育價值與牛群維護的矛盾
- 海豹保育價值評估

6. 森林、生態服務系統(濕地、國家公園等)與美質價值評估

- 濕地資源之經濟價值與效益之評估
- 天然資源損害之經濟價值與效益之評估
- 國家公園價值與效益之評估
- 森林資源價值與效益之評估
- 生物多樣性之價值與效益評估
- 河川水流再生之價值與效益評估
- 海岸生態之價值與效益之評估
- 海洋保護區價值與效益之評估
- 漏油對生態系統服務的損害之評估
- 熱帶雨林保護區價值與效益之評估
- 全球生態系統服務價值與效益之評估
- 美質與能見度改善價值與效益之評估
- 都市林的景觀美值之價值與效益之評估
- 居民對社區林業價值與效益之的評估
- 生態維護之效益價值與效益之評估
- 野生動物觀賞旅遊對保育生物多樣性價值與效益之評估

7. 房地產價值評估

- 土壤及地下水污染對房價影響評估
- 森林對房地產價格影響評估
- 濕地生態服務系統對房地產價格影響評估
- 核電廠對房地產價格影響評估
- 公園綠地對房地產價格影響評估

8. 觀光遊憩休閒價值評估

- 森林遊憩效益之價值與效益之評估
- 旅行需求之價值與效益之評估
- 滑雪纜車票價之評估
- 生態旅遊價值與效益之評估
- 釣魚休閒價值評估
- 海灘遊憩價值評估

9. 運動賽事價值評估

- 運動賽會價值與效益之評估
- 奧運與大型運動賽事價值與效益之評估
- 運動設施（體育館）價值與效益之評估
- 業餘運動與休閒的價值與效益之評估

10. 文化資產價值評估

- 歷史紀念碑的價值與效益之評估
- 博物館的價值與效益之評估
- 山區本地建築價值與效益之評估
- 原住民文化資產的價值與效益之評估
- 訪客對世界文化遺址特徵偏好價值與效益之評估

閱讀文獻：(打*者的期刊文章、如同學須要可向我借閱，標註「置於總圖書館指定閱讀書單」的書本章節，請同學至圖書館借閱)

I、產品與服務價值及效益評估與公共政策

1.1 蕭代基、鄭蕙燕、吳珮瑛、錢玉蘭、溫麗琪，第2章。

1.2 Boadway and Bruce, Chapters 1, 2, 3, 5, 6.

1.3 Just, Hueth, and Schmitz, Chapters, 1, 2, 3.

II. 產品與服務數量或品質變動之經濟價值與效益衡量之基本理論

2.1 吳珮瑛，第1、2、3、4、5章。

2.4 蕭代基、鄭蕙燕、吳珮瑛、錢玉蘭、溫麗琪，第2章。

2.5 Adamowicz, W. L., J. J. Fletcher, and T. Graham-Tomasi, 1989. "Functional Form and the Statistical Properties of Welfare Measures," *American Journal of Agricultural Economics*, 70:414-421.

2.6 Bateman, I. J., B. H. Day, S. Georgiou, and I. Lake, 2006. "The Aggregation of Environmental Benefit Values: Welfare Measures, Distance Decay and Total WTP," *Ecological Economics*, 60: 450-460.

2.7 Boadway and Bruce, Chapters 7, 8, 9.

2.8 Bockstael, N. E. and K. E. McConnell, 1980. "Calculating Equivalent and Compensating Variation for Natural Resource Facilities," *Land Economics*, 56:56-63.

2.9 Brookshire, D. S., A. Randall, and J. R. Stoll, 1980. "Valuing Increments and Decrements in Natural Resource Flows," *American Journal of Agricultural Economics*, 62:478-488.

2.10 Brown, T. C. and R. Gregory, 1999. "Why the WTA-WTP Disparity Matters," *Ecological Economics*, 28: 323-335.

2.11 Cameron, T. A., 1992. "Nonuser Resource Values," *American Journal of Agricultural Economics*, 74: 1133-1137.

2.12 Chipman, J. S. and J. C. Moore, 1980. "Compensating Variation, Consumer's Surplus, and Welfare," *American Economic Review*, 70:933-949.

2.13 Cicchetti, C. J. and L. L. Wilde, 1992. "Uniqueness, Irreversibility, and the Theory of Nonuse Values," *American Journal of Agricultural Economics*, 74: 1121-1125.

2.14 Currie, J. M., J. A. Murphy, and A. Schmitz, 1971. "The Concept of Economic Surplus and Its Use in Economic Analysis," *The Economic Journal*, 81:741-799.

2.15 Dubourg, W. R., M. W. Jones-Lee, and G. Loomes, 1994. "Imprecise Preferences

- and the WTP-WTA Disparity," *Journal of Risk and Uncertainty*, 9:115-133.
- 2.16 Freeman, Chapters 1, 2, 3, 4, 5, 8.
- 2.17 Hausman, J. A., 1981. "Exact Consumer's Surplus and Deadweight Loss," *American Economic Review*, 71:662-676.
- 2.18 Hicks, J., 1943. "The Four Consumer's Surpluses," *Review of Economics and Statistics*, 11:31-41.
- 2.19 Hoehn, J. P., 1991. "Valuing the Multidimensional Impacts of Environmental Policy: Theory and Methods," *American Journal of Agricultural Economics*, 73:289-299.
- 2.20 Horowitz, J. K. and K. E. McConnetll, 2002. "A Review of WTA/WTP Studies," *Journal of Environmental Economics and Management*, 44:426-447.
- 2.21 Just, Hueth, and Schmitz, Chapter 5, 6.
- 2.22 Kennedy, Chris J. and So-Min Cheong, 2013. "Lost Ecosystem Services as a Measure of Oil Spill Damages: A Conceptual Analysis of the Importance of Baselines," *Journal of Environmental Management*, 128: 43-51.
- 2.23 Kolstad, C. D. and R. M Guzman, 1999. "Information and the Divergence between Willingness to Accept and Willingness to Pay," *Journal of Environmental Economics and Management*, 38: 66-80.
- 2.24 Krutilla, J. V., 1967. "Conservation Reconsidered," *American Economic Review*, 57:777-786.
- 2.25 Lazo, J. K., W. D. Schulze, G. H. McClelland, and J. K. Doyle, 1992. "Can Contingent Valuation Measure Nonuse Values?" *American Journal of Agricultural Economics*, 74:1126-1132.
- 2.26 McKenzie, G. W., 1979. "Consumer's Surplus without Apology: Comment," *American Economic Review*, 69:465-468.
- 2.27 Nunes, P.A. L. D. and L. C. J. M. van den Bergh, 2001. "Economic Valuation of Biodiversity: Sense or Nonsense," *Ecological Economics*, 39: 203-222.
- 2.28 Plott, C. R. and K. Zeiler, 2005. "The Willingness to Pay-Willingness to Accept Gap, the "Endowment Effect," Subject Misconceptions, and Experimental Procedures for Eliciting Valuations," *American Economic Review*, 95:530-545.
- 2.29 Pollak, R. A., 1991. "Welfare Comparisons and Situation Comparisons," *Journal of Econometrics*, 50:31-48.
- 2.30 Quiggin, J., 1998. "Existence Value and the Contingent Valuation Method," *Australian Economic Papers*, 37:312-329.
- 2.31 Randall, A. and J. Stoll, 1980. "Consumer's Surplus in Commodity Space," *American Economic Review*, 70:449-455.

- 2.32 Randall, A., 2004. 「Pricing the Outputs of Multifunctional Agriculture」, 『農業經濟叢刊』。9 卷 1 期, 1-25。
- 2.33 Saz-Salazar, S. D., F. Hernández-Sancho, and R. Sala-Garrido, 2009. "The Social Benefits of Restoring Water Quality in the Context of the Water Framework Directive: A Comparison of Willingness to Pay and Willingness to Accept," *Science of the Total Environment*, 407: 4574-4583.
- 2.34 Shechter, M., B. Reiser, and N. Zaitser, 1998. "Measuring Passive Use Value," *Environmental and Resource Economics*, 12: 457-478.
- 2.35 Smith, V. K., 1983. "Option Value: A Conceptual Overview," *Southern Economic Journal*, 49:654-668.
- 2.36 Van Kooten, G. C., 1988. "Economic Impacts of Supply Management: Review and Comparison of Alternative Measures of Consumer Welfare Loss," *Canadian Journal of Agricultural Economics*, 36: 425-441.
- 2.37 Veisten, K., H. F. Hoen, S. Navrud, and J. Strand, 2004. "Scope Insensitivity in Contingent Valuation of Complex Environmental Amenities," *Journal of Environmental Management*, 73: 317-331.
- 2.38 Willig, R. D., 1976. "Consumer's Surplus without Apology," *American Economic Review*, 66:589-597.

III. 評估產品與服務數量或品質變動之價值與效益的方法

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IV. 各種評估方法在不同產品與服務價值與效益之評估應用

1. 環境品質（各式污染減少）改善價值與效益評估

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