

# As Predictors of Preferences for Ecosystem Services, Environmental Attitudes and Place Identity

Mikoła Cajkoski\*

*Department of Economics, University of warsow, Poland*

## EDITORIAL

Growing awareness that nature contributes to human successfulness by activity scheme merchandise and services that individuals relish, has contributed, over the last decades, to extend social demand for conservation measures to halt the new rates of environmental degradation that we have a tendency to square measure witnessing. the decision for further environmental policy efforts, though, must be weighed against the urgency of other public policy objectives (e.g. education or public health), on condition that public budgets square measure restricted. In these settings, policy-makers square measure more (and more) requested to offer an economic justification for finance in conservation by providing proof of the quantity that society places upon the environment Traditionally, it's assumed that the quantity of nature preservation - that reflects individuals' preferences and may be inferred from people's selections, subject to some constraints (e.g., financial gain and time) - depends on the determined attributes of the environmental smart of interest and therefore the characteristics of the individual Preferences is driven by the dynamics and interactions going down in a very given social setting, likewise as by the psychological processes occurring at individual level, influencing the method within which reality is perceived and valued. Accounting for these factors enriches the underlying activity characterization of preferences and permits for a higher understanding of the heterogeneousness across people, hence, rising the informative power of valuation models The environmental scientific discipline and social science literatures have extensively investigated the role of environmental attitudes and identity beliefs on behavior, finding that these square measure among the foremost necessary factors explaining individual's support for environmental conservation if people feel connected to a given 'place', they're expected to be additional probably to support the preservation of the native surroundings, if the surroundings is a vital feature shaping the identity of the 'place'. In spite of the

higher than, the environmental SP valuation literature has paid solely restricted attention to environmental attitudes and place identity, with mixed proof relating to the impact of those factors in terms of WTP and preference heterogeneity By specializing in 2 comparatively under-researched factors that square measure expected to have an effect on the quantity of the surroundings, our study contributes to providing a richer understanding of the determinants of preference heterogeneousness. Accounting for preference heterogeneousness additionally provides additional correct and fewer biased preference and welfare live estimates, which may guide additional economical policy style No valuation study to this point has at the same time integrated each aspects in preference modeling. on condition that environmental attitudes and place identity square measure doubtless robust drivers of preferences, gathering info on the importance, magnitude and relative importance of each aspects will give a additional nuanced understanding and a higher image of the determinants of WTP. this is often necessary as a result of accounting for sources of explained heterogeneousness of preferences provides less biased parameter estimates environmental attitudes and place identity beliefs square measure distributed across people. Attitudes and beliefs square measure unlikely to be constant and, as a result of their connected to preferences, it's to expect that their variability ends up in completely different welfare measures, as an example, across socio-demographic teams and locations. Whereas this info has relevancy for analysts UN agency would like to include spacing effects in project appraisal, none of the studies reviewed in as explored this issue thus far. Environmental attitudes and, to a lesser extent, place identity beliefs square measure usually recognized to vary looking on the socio-demographic characteristics of people. as an example, younger individuals, females, people with pedagogy and better financial gain, living in urban areas or partaking in outside recreation activities, square measure usually acknowledged to show higher environmental attitudes.

\*Correspondence to: Mikoła Cajkoski, Department of Economics, University of warsow, Poland, E-mail: mc@uw.edu.p

Received: October 09, 2021; Accepted: October 16, 2021; Published: October 23, 2021

Citation: Cajkoski M (2021) As predictors of preferences for ecosystem services, environmental attitudes and place identity. Social and Crimonol 9: 232. doi:10.35248/2375-4435.21.9.232

Copyright: © 2021 Cajkoski M. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.