

ENVIRONMENTAL POLICY AND SOCIAL ACCEPTANCE : A TOBIT MODEL APPROACH TO MONETIZE URBAN TRAVEL TIME

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Abstract

Swift, urgent and efficient are what best describe the solution that we have to come up with in order to manage the economic situation. In order to find the answer, we have to be mindful of the economic crisis embodied in the decayed sector of transportation which is one of the pillars of a country's development.

This study aims at monetizing the benefits of barrier-free transportation in society. This could be used by the State and by local authorities to add the "time-value" through politicoeconomic evaluation of transportation. The use of a stated-preference method for this study is justified by a systematic literature review of methods employed for non-market valuation.

Then, stated-preference methods using focus groups show the needs and expectations to save time in traffic. To define urban transportation in the city of Sfax in Tunisia, many questions have been raised. These questionnaires, along with a prescription of the study's procurement and the answers processing, should allow us to form an idea about the willingness of the roadusers to fight congestion and reducing the wasted time during daily trips. A pilot experiment has been realized to test the relevance of attributes and their levels.

This research is based on the notion of Willingness to Pay (WTP) defined as the price an individual is willing to pay to reduce congestion. Conducted On a sample of 457 drivers who move within the city of Sfax, this study applies the WTP concept in the context of duration analysis. This is followed by a descriptive and econometric analysis of the WTP using the Tobit Approach. This study has the objective of emphasizing the variables influencing the average duration, the choice and decisions made by drivers.

Keyword: willingness to pay, value-time, transport policy, stated-preference method