

Possibilities and difficulties- in benefit transfer
- Comparing cultural heritage values in South East Asia

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Abstract

Benefit transfer is a mean to transfer values and other information from an existing study (study site) to a new study (policy site). Benefit transfer has been **increasingly** applied to environmental goods and services. However, the application of benefit transfer in the field of cultural heritage resources is rare. The unique nature of goods, differences in affected populations and population characteristics, and other differences lead to a significant risk of benefit transfer providing non-informative estimates for cultural heritage. In this study, we analyze and compare results of two contingent valuation studies on cultural heritage sites conducted in Thailand and Vietnam, and discuss the possibilities and difficulties in benefit transfer of cultural heritage goods.