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TITLE OF DIPLOMA THESIS:

Investigation on willingness to pay in order to reduce environmental impacts by the construction of surface fixed track transport

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ABSTRACT

In order to achieve the evaluation of engineering projects, decision makers are asked to make decisions among different alternative scenarios. For this purpose, cost - benefit analysis, which takes into account all the costs and benefits of each alternative, is carried out. Environmental impacts are also a determining factor. Environmental impacts should be expressed in monetary terms to be incorporated into the economic analysis of the cost-benefit analysis. Therefore, it is necessary, among other things, to calculate, through willingness to pay methods, the value resulting from the reduction or, in contrast from the provocation of these impacts. Transport is of fundamental importance to our economy and society as it creates economic growth and job opportunities. However, it is also directly linked to the environmental impacts of transport means: noise pollution, air pollution, energy consumption, visual nuisance, disruption of activities / accessibility. The fixed-track means and in particular the tram are considered to be environmentally friendly means. The research of this Diploma for the investigation of willingness to pay for environmental impacts by the construction of surface fixed track transport has been carried out taking into account the proposal made by Thessaloniki's Integrated Transport Authority (European project ECOTALE) for the construction of tram in the city of Thessaloniki. It is expected that the construction and operation of the tram in Thessaloniki will lead to a reduction in noise, pollutant emissions and environmental impacts in general due to the decrease in the use of other means of transport. The research of this work was achieved by conducting a field survey with the help of a questionnaire. After the analysis of the collected sample with the SPSS software, useful conclusions were drawn on the following questions: What is the acceptance of the citizens of Thessaloniki towards the construction of tram from an environmental point of view? What are the factors that affect it?

KEYWORDS

Cost-benefit analysis, Willingness to pay, Environmental impacts of transport means, Surface fixed fixed track transport, Tram of Thessaloniki

