

# Land Economics

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## Destination Choice Models for Rock Climbing in the Northeastern Alps: A Latent-Class Approach Based on Intensity of Preferences

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### Abstract

*Rock climbers are likely to exhibit preference heterogeneity dictating the way with which such sport is practiced. This has a reflection on the population's structure of recreational values of rock-climbing destinations, their attributes, and to land management policies. We test this hypothesis on a panel of destination choices by a sample of members of the Italian Alpine Club. Using a latent-class, random utility approach we find evidence in support of the hypothesis that there are at least four classes in the sample, thereby revealing a considerable richness in the structure of preference, which would otherwise be unobservable with more conventional approaches. (JEL Q26, C25)*

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