

SUMMARY

Some agricultural systems in the urban fringe, maintain a fragile equilibrium between the consideration of agricultural space and/or periurban areas, subject to pressure by alternative use of the land (industrial, infrastructure, commercial and leisure centers, etc..). Some of these periurban agricultural systems are characterized as agricultural ecosystems that provide goods and services related to leisure and recreation, the process development beneficial to the environment, such as fixing CO₂, the production of healthy and safe food, the preservation of natural and cultural heritage, etc. The production of these goods and services derives mainly from practicing agriculture itself, and is generated simultaneously with the production of appropriate market goods. These are goods which do not have a market where farmers could sell them. The lack of de market can justifies the intervention of public administration. The difficult we are facing is the correct estimate of the social demand for these goods and services

An efficient policy should be attempt the public preference for non-market goods and services, and should be paid attention to the explicit measurement of public demand.

Multicriteria analysis (MCA) and the Analytical Hierarchy Process (AHP) can help assess the social priorities to integrate them into the decisions policies with the aimed to maximize the use of the agricultural system.

In this paper we study social preferences for the functions of the land system of the Valencia urban fringe. We take representative residents of the study area and compare them with stakeholders. We must show, how far the preferences of the stakeholders are truly representative for the community as a whole. In both cases the priorities are calculated, and the aggregation of these is studied taking in to consideration the consistency of the individuals by adressing their opinion of the preferences, on individual and aggregated level, studying the relation between them, as well as the relation on consistency level that the individuals present and the resulting priorities.

PALABRAS CLAVES

The lack of de market, non-market goods and services, multicriteria analysis.