



*Fakulteta za podiplomski študij / University of Nova Gorica, Graduate School*

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## **VABILO NA PREDAVANJE / INVITATION TO THE LECTURE**

***Vrednosti brez cene:  
ekonomska ocena podeželske krajine /  
Values without Prices:  
Economic Evaluation of Rural Landscape***

***Prof. dr. Francesco Marangon***

*Department of Economics, University of Udine - Italy*

***Četrtek, 6. 12. 2007 ob 15:00 / Thursday, 6. 12. 2007 at 15:00***

*Predavalnica 201 Fakultete za znanosti o okolju, Križna ulica 3, Gorica, Italija /  
Lecture hall 201, Via della Croce 3, Gorizia, Italy*

***Predavanje bo v angleščini / Lecture will be held in English:***

*Since the 1980s it has become clear that, in order to pursue rural landscape conservation and development, it is necessary or at least useful to subsidize those farmers who engage in achieving the goals set by public institutions. In this context, there is an urgent need for an economic evaluation of landscape's value. Many experiences have been carried out in this direction since 1990s, particularly in Britain and in Italy. As it is a (pure) public good and an externality, landscape can neither have a price nor be produced by private citizens. As positive externality of an economic activity, its quality in a market economy would be always lower than the socially optimal level. It calls for government intervention to correct market failure. To implement these policies the institutional decision maker has to be able to estimate the landscape. The aesthetic and historical-cultural values of landscape could be estimated using non monetary and monetary methods (Contingent Valuation), according to the decisional process in which the estimation has been engaged. On this basis two surveys were carried out in order to study the economic value of the rural landscape, focusing in particular on viticulture and olive growing. Both studies covered quality producing areas on the Italian/Slovenian border: the Controlled Denomination of Origin zones of 'Collio' and 'Colli Orientali del Friuli' in Italy, and the municipality of Brda in Slovenia. Both the surveys assessed the economic value of the rural landscape in order to estimate the social benefit that populations attach to landscape preservation measures.*