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The Way Towards Landscape Integrity - Integration of Social Framework: The Intangible Value-based Landscape Planning

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The way towards landscape integrity
Integration of social framework: The intangible value-based landscape planning

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Introduction

The regions face nowadays with environmental, economic, social expectations and conflicts, they have to manage the contradictory interests of localization and globalization. In this challenging environment the decisions-making is very hard, which provide the regional competitiveness and satisfy the requirements of sustainability. This makes more and more responsibility for the decision makers and planners. The planning system needs changes to be able to make sustainable decisions, to support the coordinated, balanced development of regions and to ensure the spatial competitiveness. We should think the planning methods, the planning thinking, the planning and developing system and the planner's attitudes over, which allows a high-level resource-management, a more effective conflict-management and increases the plans' efficiency. Beside the new innovative design approach, the new planner attitudes, the new set of methodology we should turn to **local communities and local intangible values.**

This study discusses a new approach of landscape planning: the intangible value-, and community-based landscape management. This approach integrates the communities into the landscape planning as the participant of the process and as a development dimension of landscapes. It deals with the ***communities' intangible values, the method, and the possibility of developing a regional intangible value*** frame. It is a hardly researched, but more important issue. As in the Hungarian National Spatial Development Concept *(97/2005(XII.25.)* is written: a common regional intangible value system - which gives a frame for the planning system- should be developed; it is necessary to ensure the consistency of booming regional planning activities.

Background and Literature Review

The definitions of values are defined in many ways according to the science. According to many authors *(e.g. Hajnal, 1987;* Rohan, 2000) the intangible values are such motivating factors – regarding to a desirable state -, which determine our activities, the way of thinking, our attitudes and norms. The intangible values influences which things, events, facts of the world are important for us; they lead our life (Hajnal, 1987). The values are the basic elements of the culture (Ságvári, 2009). The complex attributes of these elements determine the persons', the communities' and the whole society's reactions, goals and their actions (Swedberg, 2003). Many author grouped the values. Milton Rokeach (1973) divided them into terminal value (why we act) and instrumental values (how we act). Hankiss (1987) divided them into objective (necessary for system's operation) and subjective (necessary for system's development) values. Most of the systems try to explore the objective values, and the subjective values build on them. Schwartz (2007) summerized the features of intangible values in six points. (1) They have affects on our emotions and feelings. (2) They are the base of our motivations and the resultant of our actions. (3) Values go beyond specific situations. (4) Turn signals, that determine when and how

to act. (5) The values are arranged in order of their importance. Relative order can be formed between them, but the different intangible value groups, value clusters can appear together. The number of common values is low (Ságvári, 2009). (6) The values are continuously interacting with each other. Their relative importance determines the actions.

Intangible values and spatiality

In the 1990's appeared the main trend of legal geography, which said, that the normative regulation can't be separate from spatiality. This trend says the mutual changing of the values and the space (Blomley, 2009). The values take "shape" in space. The spatial processes, the spatial structures, the use of spatial and every kind of change in the space are the consequence of these invisible system's actions. (Kondor, 2010) The values and their relations are the resultant of society's acts, the inducement of different spatial and social processions. All in all, they determine the direction of development and innovation.

The changing regional development in Hungary

During the 20th century the institutional system of regional development in Hungary was built similar to other countries in order to reduce regional conflicts and territorial tensions. (Bartke, 1995) The territorial impact and regional development policies were effective in regulation of territorial process, but their role and the public sector's impact on territorial process – the regulatory role of the state - weakened because of the strengthen globalisation, so the norms' (laws) affects are limited. The base of spatial planning and the regional development is the legal structure established by the state and its toolbar, the territorial regulation. This means, that the regulatory bodies, - first of all the state - are the only ones, who shape the normative space. This is a false idea, because the territory is shot by not only formal (laws) but also by informal (intangible values) rules. Ignoring these informal rules causes the failure of territorial regulation (Kondor, 2010). The recent development and planning practice in Hungary take notice of only the formal rules. The common territorial value frame miss, which would show the way along common territorial values to the sustainable future.

It is a big barrier of the regional development's success, that the local regulation, the self government do not involve the social-economic sector and even its inflexible system pushes away the external actors (Kondor, 2010). It is more and more important that the public sector and civil society work together in developing of the regions. The intangible values of civil networks have great affects on the governance's performance (Putnam, 2002). Great emphasise should be placed on working out, realize common strategies. As Ságvári (2009) says, this helps the development, which occurs there, where the intangible values make for the strengthening social cohesion, innovation, and getting creative energy.

From professional, economical, management and political point of view it is logical and expedient to determine the landscapes' spatial, material, immaterial (value) frames in a common document. This complex approach is subservient, because of the complexity of landscapes (*Szilvácsku, 2012*). The landscapes determine the creatures', the people's physical frame, but include the area-specific, dynamic relationships of communities and their intangible values. If the planners want to take part consciously, actively in landscape processions, they have to deal not only with the ecologic, economic, aesthetic site of landscape, but also with the values, norms and relationships and community-networking.

Goals and objectives

As planners we deal with the human living space: the landscape. The sustainability of this spatial frame would be impossible without the integration of social dimension and without making dynamic and active connection between the landscape's soft and hard structures. The landscape planning and development will be sustainable, if not only the physical frame, the landscape elements and structures are involved to the planning process but also the social aspect.

This research identifies the problems of nowadays' planning practice, deals with the role of intangible values in landscape development processes, in landscape development planning and draws up the conception of this new method. Our goal was to establish the base of a new landscape management model, which focuses not only on the physical structures of landscapes and on the tangible landscape character, but also on the intangible systems, the human landscape character. This model can be the way towards the landscape integrity and the coordinated, community-supported, sustainable landscape-development. Beside the methodical aspects I deal with the accompanying measures necessary to the operation, implementation and practical application of the method and determine the new required competencies, roles of planners, decision makers and citizens. This study is rather an overview, it might be considered as the first step of the dissection of a methodological issue. It does not intend to describe an exact, detailed method, rather than present the principles, opportunities and constraints.

Methods

The intangible values' operation and their impacts on human behaviour and spatial using must have known. The base of method development was **analysing, systematization and conclusions of the literature** – focusing on relationship between the values, human behaviour, spatial process and competitiveness. The **questionnaires** examined the value preferences and the role of communities in Hungary's two micro-regions: in Esztergom micro-region and in Zsámbék-basin. The **interviews** focused on the issue of problems and limits of the recent settlement-, and regional development practice, the target groups were the decision makers and inhabitants. The goal of development **document-analysis** was their coherence survey and the analysis of their value system. The current situation and problems were uncovered by these methods.

We examined a **case study**: the development model of Sárvíz micro region and Aba settlement (Szilvácsku & Szabó, 2012). With the initiative of the mayor of Aba a special model experiment was launched – the program of participatory democracy – which is the most outstanding Hungarian example of bottom-up, community- and local resources-based development, and the high level of community collaboration. This system allows in an institutional form to participate in shaping the future involving the civil and economic sector, the council and the churches. It aims at a strong, converging community, which realize their own vision and take part continuously in the settlement development. It does not aimed at individual actions, but support the self organization of local communities. This method based on the German model: doing the tasks more effectively together.

Results

The lack of regional vision and coherent regional development

The strategic way of thinking is absent. There is **no regional intangible value system and visions supported by local communities**, which control the development thus the sectoral policies determine and realize purposes representing their own interests and intangible values, not the community ones. The development documents prepared for regions, settlement are not coherent with each others, they draw up measures, which are incompatible with each other, and they reflect different intangible values, interests ignoring the regional and other communities' intangible value system. These documents are individual units "live" next to each other instead of helping the harmonic development towards the common vision by working in symbiosis.

The lack of dynamic relationship and cooperation between society's different levels

As Hankiss (1987) said, the missing relationship between the society's vertical and horizontal levels is a huge problem in Hungary. The decision makers, the civil and economic sector do not communicate with each other, the networking and its background institution, a conciliation platform (forum) is missing. With networking the principle of subsidiary can be satisfied: the utilisation of resource capacity and the conflict management is more effective, the number of false decisions decrease as the Aba model shows.

Active communities can be the driving forces of regional development. Basic failure in Hungary that the planning procedure doesn't build on the social framework — on the **norms and the intangible values of the communities —** and the actors of regions have no role in visioning and in the goals determination. In the development processes the intangible values of local communities is not taken into consideration. This causes social, environmental, economical conflicts, unsuccessful plans. The active communities are characterized by fast information flow, dynamic communication and knowledge exchange; the strong civil sector can stand up for their interests. This statements are verified by the example of Aba model or by the results of the questionnaire in Zsámbék-basin (As most of the inhabitants (90%) see: The NGOs can do the most thing for the developing and value protection, thus the community space developing is one of the most important developing goal). Involving local communities into the decision making process is good for community life: 10-20 active NGO working in Sárvíz micro-region.

The intangible values of different groups should confront

In a micro-region there are many interests and intangible value systems, which try to predominate without any development frame (Kondor, 2010). As Hankiss (2004) says, one of the most basic precondition of social development is **the different interests and values to be determined, formulated clearly and to clash with each other and to be linked to each other in orderly conditions**. The interests and intangible values do not meet and confront each other, thus a lot of hidden conflicts are under the surface. The common practice is value hiding, - collusion and fusing with any other values as the result of document analysis shows. The methodical, institutional and attitude background are missing, which would provide the intangible value encounter and approximation.

Discussion and conclusion

The Hungarian planning-developing system suffers from weaknesses. The recent practice does not provide the harmonic; community supported regional and settlement development and does not allow the real public participation in these processes and no reflect the communities' values but the small groups' interests. These problems results unsustainable and uncompetitive regions.

Rethinking the system: The model of regional intangible value-based development system

The intangible value mapping; the value conciliation; the value approximation; identification and fixation of micro regional actors' common and different value systems etc. are very important to create sustainable regions. This procedure called **consensus based value conciliation** (Fig 1) — involving and supported by the local communities and presenting the local interests — is the key of regional sustainability and competitiveness. At first, common regional intangible values must be determined in an organised way, than the developing activities and documents are matched to this common regional intangible value frame. These intangible values — the quality and the patterns of this intangible frame of landscapes — is at least as important aspects of landscape development, as the ecological, economic and aesthetic ones. These values determine the success of plans. If the plans don't care with the locals, do not base on communities' norms and their value preferences; the final goal - the local community's development (Pataki, 1998) – can't be achieved. Ignoring this aspect causes conflicts, failed plans, non-competitive, unsustainable regions because of the value differences. Without common values the sense of public togetherness weaken, the people will be dependent upon own short-term interest (Hoppál, 1987).
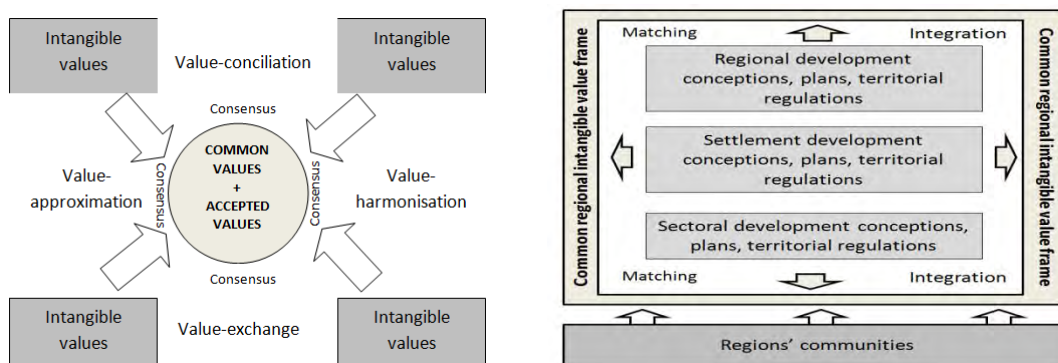

Fig 1. Procedure of consensus based value conciliation (left) and the intangible value frame's practical function (right)

This system's output is a document, called **common regional intangible value system,** which is a framework. It determines the area's vision and appoints the common goals. It contains the common, accepted intangible values of local communities and provides a framework for the developments activities. The different development documents and plans have to be integrated and match to this framework. (Fig 1) According to these processes, this frame provides for the coherence of development documents and plans, and all-in-all for harmonic, sustainable development. The future of micro-regions and settlements depend on how to shape common intangible spatial value systems, which support the collaborations and the actions; and how to do consensus based value conciliation and value approximation. These are necessary to avoid the land use conflicts, which are derived from the value differences. The **common intangible value-**

based development system is the basic of the landscapes' and the society's competitiveness and sustainability.

Regional intangible consultation platform development

It is necessary to develop an intangible value consultation platform, called **landscape forum** (Szilvácsku & Szabó, 2012), which is based on the local communities' and stakeholders intangible values and reflect their interests (Fig 2). This forum allows the participation of stakeholders, the intangible value representation and collision. It **makes continuous connection between the social-economic-political-administrative norms and value systems** and it allows of the continuous communication. The participation is satisfied by representatives of decision-makers, the deputies of sectors and the inhabitants, professions of different speciality (nature conservation, national monument protection, landscape architectures etc), civil organization, etc. and the method of structured dialogue. The active, dynamic communication, the flexible connection and dialogue are very important, because the values and the environment always change and develop. The intangible value-based development system ensures the determination of driver values, the region's common values and interests; and determines the common vision and the common goals, which are the basis of the development in future.
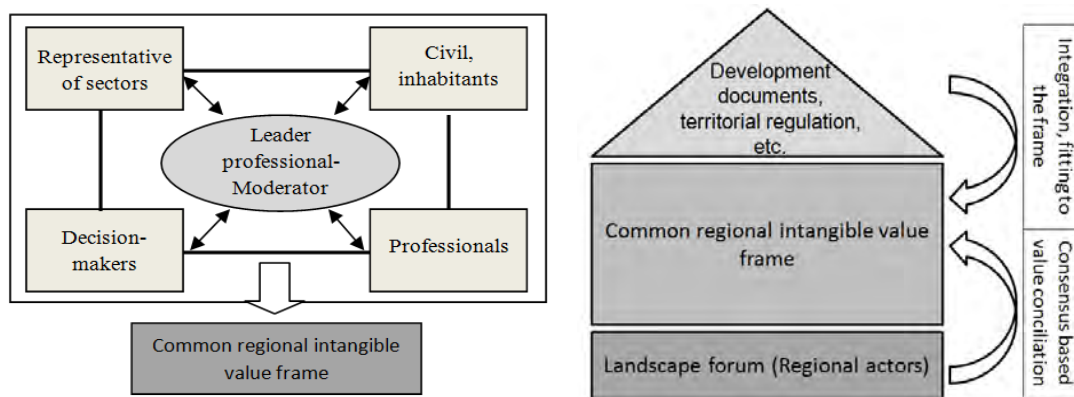

Fig 2. Regional intangible consultation platform (left), and the regional intangible value-based system's function (right)

Networking and community building- increasing role of communities

As many author say e.g. Ludescher (2009), the **role of local communities are relevant in landscape development**. The success and efficiency of plans' and conceptions' realization depends on these communities. The public participating is not relevant in Hungary, because of the lack of methods, attitudes and way of thinking. The power and relevance of community was not realized yet. There is a study (Csepeli, 2010) that deals with the European society's activity and reflects the Hungarian mentality. It shows that as long as in Sweden the society's 6,9% suffer, 18,2 % rebel, 74,9% active, in Hungary this pyramid is converse: 65,9% suffer, 23,5% rebel, 10,6% active. **Without operable communities couldn't be talked about sustainable development** (Hankiss, 2004): networking and community building should antedate every kind of development activity. To realize it, the best method and communication tools - according to the scale and contents of the community - must be found (Tomka, 1987). The networking's level is the locality, its base is the operable community and its goal is the community participating.

The relation between the different levels of society should be developed. As the example of Aba shows, strong communities can born by networking. According to Antony Cohen's (1985) researches, it has to be realized 4 conditions to community formation: 1) social space, locality; (2) interests, identity; (3) social interactions among the members of community; (4) the community identifies own self in collective social activities.

Rethinking the roles

This new value-based system is a great challenge to our profession. It requires continuous innovation, adaptation, new professional competencies, developing new solutions and methods. The professional mentality should be changed; the role and the functions of professionals and decision-makers should be reconsidered in this system and a shared self-government should be realized like in Aba settlement. **The general political mentality should be reconsidered**. Acclimatization and propagation of a result-oriented, value-driven public politic and the value-based developments should be inspired. To realize it, the methodical, regulation and institutional bases should be laid down. The partnerships, the collaboration of regional actors, the stretch of open policy; feedback and observance of opinions and reactions are very important; facilities should be provided for assessment and continuous information (Fig 3).
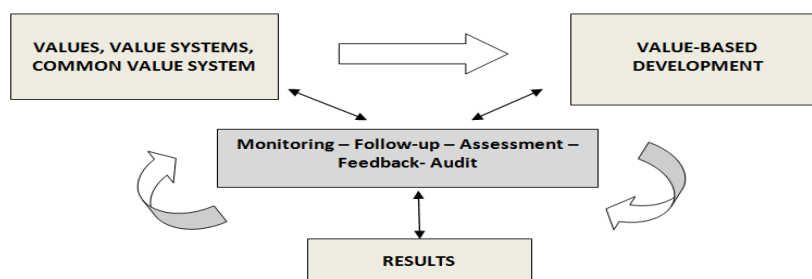

Fig 3. Value-based policy's basic relationship

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