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Heritage and Landscape
as Human Values
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Heritage and Landscape as Human Values

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The identity of the place asks to consider the territory by perspectives:
 - of those who live in it for the subjective aspects: perceptions, values, emotions and feelings, through which individuals and groups relate themselves to the places;
 - academic-scientific studies, aimed to investigate physical-natural, territorial, psychological and socio-economical characters and historical processes that created and transformed them.

In scientific studies on social welfare, social policy and the quality of life of individuals and communities, has long gained the importance of the local context and environment on the quality of life of individuals. Among the related indicators, both as "objective factors" and "subjective perception", are considered "Natural and living environment" and "Leisure and social interactions".

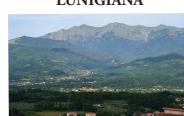
Survey on the perception of the elements of the territories: natural and cultural heritage (archaeological, architectural and historical) and related to urbanization, it may help to know the identity of the place and can make it clear which areas correspond to the sense of identification and membership of the people, based on their perceptions and experiences that they give to the territory.

Depopulation of villages and rural areas - in mountain areas - results in a decrease of functions and resources, including production, resulting in the progressive difficulty of those who remain in the area to recognize themselves as a community.

In the coast areas: the development of tourism and the large shopping centres has deprived the villages of their historical role of the natural market of surroundings, de-vitalizing the attractiveness and the social gatherings of the villages and leading to the closure of many small businesses, often one of the few points of meeting for local community relations.

From here the disorientation and the desire of many people to identify themselves again with their places of life, to give them a new sense regaining possession of memory and history. Reconstruct the territorial identity of villages and rural, mountainous and coast areas, today often unstructured, means to reconstruct the discontinuity between past and present through feelings of belonging today in crisis.

LUNIGIANA



RESEARCH - OBJECTIVES

The research investigates the relationship that the Tuscany inhabitants of the hilly, mountainous and coastal areas, have with their territory of residence.

Study of the relationship they have with it: 1) belonging to the territory, 2) elements of the territory and the landscape; natural, cultural and environmental risk factors, 3) aspects of life in the area: psychological well-being and quality of life.

AREAS OF STUDY

The research considered two geographical and historical territory, peripheral areas, respect to the geographical heart (urban-demographic, socio-economic and cultural) of Tuscany.

Rural areas on the border opposite the region and very different among them: LUNIGIANA and MAREMMA,



LUNIGIANA

area of the Apennines between Emilia-Romagna, Liguria and north-western Tuscany (Massa Carrara), coincides with the valley of the Magra river, crossed by the ancient Via Francigena. Historically structured on agro-forestry-pastoral economy, retains tracks of the rural culture and traditions in the settlements of the valley and the mountain and still produces quality products of the forest and undergrowth.

SAMPLE - n = 62 subjects:

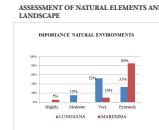
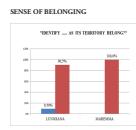
LUNIGIANA: n = 42 - mean age: 50.9 (SD = 16.5) years, range 21-85; 17 females (40.5%), 25 males (59.5%),

MAREMMA: n = 20 - mean age: 46.8 (SD = 21.1) years, range 20-75; 10 females (50%), 10 males (50%).

Of the total sample the majority of subjects 46/62 (74.2%) has always lived on the territory of belonging, some 16/62 (25.8%) were born elsewhere from parents coming from the place and returned later in the area of origin. Between the two local groups, there wasn't any statistical differences, neither for age or years of residence.

RESULTS AND CONCLUSION

The preliminary results of ongoing research



SENSE OF BELONGING

in both contexts there is a high prevalence of a **sense of belonging** and a high level of appreciation of the local context, the nature, the cultural elements - history and traditions;

in LUNIGIANA, land of ancient history and widespread emigration, the reasons for the perceived link refer mainly to family and place of origin, history and social relationships and community;

in the MAREMMA, following the land reclamation process and the more recent urbanization, greater emphasis to the natural landscape and rural culture and tradition also seen as a source of sustainable economic development.

ASSESSMENT OF THE NATURAL AND CULTURAL ELEMENTS OF THE TERRITORY

Contact with nature and **cultural elements** is important for respondents in both contexts, who also have a high appreciation for the natural and cultural assets, for the natural elements, mostly in the MAREMMA, this could be related to territorial development increasingly turned to the integration of nature, landscape, agricultural tradition and tourism.

Landscape as cultural habitat

TERRITORIES AND LANDSCAPE: ELEMENTS OF VALUE AND ENVIRONMENT DETERIORATION, PERCEPTION IN THE COMMUNITY

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INTRODUCTION

Identity of territory or place: enclosed space with a Community dimension. Set of characteristics and specific features, roots and historical memories, hydro-geo-morphological and climate characters, town planning, landscape, social and economic features.

Constructed through more shared representations of the community. It is also from the bond between attachment to the land and the identity of the territory-place, that take form the process of construction of personal identity, for the aspects that allow individuals to describe themselves in terms of belonging to a particular territory.

Importance of recovering feelings of local identity in the present historical phase, marked by global uncertainty crisis of modernity, with many "non-places" and hyperspaces that dot the city, the urbanized areas and many campaigns in the past agricultural tradition, which is increasingly likely to become "new" places of uncertain fate.

In few decades in mountainous and rural areas the social structure has changed under the pressure of modernity, and the local contexts and landscapes changed for new social needs.

MAREMMA



PROCEDURE, MATERIAL, DATA ANALYSIS

Survey by self-report instrument of carried out in July-August 2014, anonymous, Likert scale and open-ended questions.
Statistical analysis. Student's t test for independent samples and Spearman's correlation coefficient. For analysis IBM SPSS statistics software, vers.20.

MAREMMA

area of the Apennines in Tuscany, coastal area of Grosseto, on the border with Lazio, predominantly rural area, with plenty of food and agricultural products quality, an important basis of the economy, more and more integrated with tourism in the interior and in the coastal area.



ENVIRONMENTAL RISK FACTORS

For the evaluation of risk factors as **environmental degradation and health** differs significantly higher or lower importance given to elements of risk in the area.

LUNIGIANA is not invested with public works projects or industries, individuals do not express particular worries about the recent factors related to industrialization; on the other hand, in the MAREMMA, a territory that already has some areas with intensely industrialized and urbanized, subjects showed high concern for those problems.

WELL-BEING AND QUALITY OF LIFE

In both areas there is a good assessment of individual **psychological well-being** and **quality of life**, although at a higher level in MAREMMA than LUNIGIANA which is not equipped with facilities and logistical resources.

Shortage that can be attributed to the prevailing morphology impervious the territory.

Considering the sample as a whole we found a high positive correlation between the appreciation of the natural and cultural heritage with the perception of well-being and quality of life. This data seems to confirm the importance of territorial value elements (natural, historical and cultural) for better conditions and subjective and psychological well-being of the individual and community.