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Human Smart Landscape: An Adaptive and Synergistic Approach for the “National Park of Cilento, Vallo di Diano and Alburni”

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Abstract

The concept of human smart landscape introduces a perspective of research where the landscape identifies a complex system of relationships among the various smart dimensions (smart economy, smart mobility, smart environment, smart people, smart living, smart governance) and different interpretative approaches, overcoming the consideration of territory as a physical–geometrical reality at the service of economic aspects. The paper, starting from the evolution of the landscape’s concept, focuses on the management of its complexity in the transformation processes included in the dynamic context of the landscape’s cultural values and in the development strategies designed to support and strengthen these values. A multidimensional methodological framework, oriented to the evaluation and valorisation of landscape complex values, has been structured and tested in the National Park of Cilento, Vallo di Diano and Alburni (Italy).

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1. Introduction

In recent years growing relevance of the spatial dimension and specificity of the “territory” concept in the economic, social and political sciences can be considered an effect of the globalisation of economies, communications and transportation and the consequent expansion of the global market and businesses, together with administrative decentralisation. A greater competition among regions, both in urban and rural areas, increases the need to secure investments according to the attractiveness of their territories, based on the presence of local human,

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cultural, and social capital. Indeed, in contemporary regional development, the competitiveness of a region in attracting economic investments and the health of the local community are closely interrelated. A business needs a successful community, not only to create a demand for its products, but also to provide critical public assets and a supportive environment. At the same time, a community needs a successful business environment to provide jobs and wealth creation opportunities for its citizens. This interdependence implies that policies and spatial planning can play a vital role, because competitive advantages for individual regions are derived from their ability to produce new values through the combination of tangible and intangible components (De Groot et al., 2010; Fagerholm et al., 2012). Therefore, landscape, natural resources, cultural heritage, local traditional economic activities, and the social and cultural milieu stand out as important local resources that may enable a region to be competitive in the global market, to be attractive and to improve quality of life. Balancing these issues is a relevant challenge in order to build regional sustainable future visions. The relationship between landscape, attractiveness of a region and quality of life supports the identification of the concept of place-based well-being. According to the Historic Urban Landscape (HUL) concept by UNESCO and the European Landscape Convention, it is possible to refer to the landscape as “context” in order to emphasise the systemic behaviour of several factors (economic, social, cultural) involved, as well as the related complexity. In the European Landscape Convention, landscape is a certain portion of the territory, as perceived by people whose characteristics are derived from continuous human–nature interaction, where quality of life is a concept measured in terms of well-being. This is, nowadays, recognised as a multidimensional variable. Beyond the traditional approach of GDP, in several studies and international reports, the measurement of well-being includes the physical and perceptual quality of the environment as one of the dimensions of quality of life (Fusco Girard, 2014). In Section 2, the human smart landscape concept is introduced, considering the relevance of values, relationships and places. In Section 3, the stages of the methodological approach are explored relative to its application to the selected case study. Finally, in Section 4, we draw some conclusions on the methodological approach and on possible future developments in research.

2. Human smart landscape: A perspective of research

According to the definition of the Historic Urban Landscape (HUL) proposed by UNESCO (2011), the landscape is a dynamic system, in continual evolution, whose bound is not traceable or defined. This interpretation suggests an open and dynamic idea of landscape, based on a relationship system between tangible (physical infrastructure and services) and intangible (cultural and social networks) components, as well as an integrated and innovative approach to its identification, evaluation, conservation and management. The research in the HUL field aims to identify knowledge and evaluation tools of the landscape that are flexible, dynamic, adaptable to different contexts and are able to start the processes of transformation of the places while respecting their identity values. This concept of landscape is close to the logic of the smart city promoted by the EU, according to which, improving the knowledge of territories and producing open innovation are at the bottom of intelligent and efficient management of the city. The interaction between tangible and intangible components allows for developing the concept of “smart landscape” as a complex context that is careful of social cohesion, creativity and quality of life, encouraging the design of the spaces and infrastructure by reducing the waste of resources, recovering cultural and environmental heritage in a sustainable way, creating synergies among the natural, rural and urban areas, using ecological networks, enhancing the various forms of culture in a conscious way, and the using the attractiveness of landscape to improve the quality of uses and relationships. In this perspective, the “human smart landscape” becomes a purpose of innovative bottom-up processes, developing models for landscape intelligent management. These models put people at the centre and promote the use of technology according to the local conditions and needs of citizens, implementing micro-actions, based on social innovation, local knowledge, creative-development models, new technologies and infrastructure systems. The smart domains (smart economy, smart mobility, smart environment, smart people, smart living, smart governance), with explicit reference to landscape, highlight the need for integrated actions in designing spaces and infrastructures, while reducing resource consumption, recovering and enhancing cultural and environmental assets, and building synergies among natural, rural and urban areas. Starting from the conceptualisation of the human smart landscape approach, we propose a methodology for multidimensional landscape evaluation through the design of a Collaborative-Decision Support System (C-SSD) for context-aware planning strategies in order to acquire knowledge about the local quality of life and landscape resources and to study their time evolution, the relationships

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