The place attachment value, measurement of place potentials

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Abstract. In highlight the way for better understanding of the importance of place attachment value -not just the economic value - in the urban place. The process of measuring this value helps in the planning, management and understanding of the urban system. The study has a specific goal to know the place attachment value in two areas in al-Hilla city (Hai bakerly and Hai alimam), so that this paper is the start to draw the correct path in the investment for the place in suitable way and help to explain the characteristics of attachment values of place in al-Hilla city. The search will be designed to cross three stages:
- Understand the place and place attachment value philosophically and clarify the associated studies
- Find indicators for place attachment value and determine best predict urban development priorities using multiple linear regression
- Draw important conclusions

1. Introduction

The growing urban areas in the world put us in front of an important result, which is the construction of cities in unprecedented forms. Cities are growing and the activities are engaged and become more complicated, which have a great impact on the attachment value of the urban place. Many of the motives and forces have affected the attachment value of the place and for understanding them we need to define and measure them according to the group of statistical methods and tools that have been applied to the study area.

This study presents a spatial (or special?) assessment of place value advantage on two areas in al-Hilla city (Hai bakerly and Hai alimam) fig (1), South Iraq. Like many urban places the city should be constructed to be an attractive destination for establishing a sustainable life and providing a high quality of life for residents to attract attachment values of places that can be generated from the spatial data. This idea gives us a new perspective to place value as spatial force shaping the place.
Figure 1. the location of study area (Hai bakerly and Hai alimam) in al-Hilla city
Ref: babel province, 2019.

This perspective will help to make the right planning decision that can contribute to creating a balance in the urban system. If attachment values of place are properly and more efficiently used, will lead to a more acceptable urban environment in line with its residents’ aspirations and expectations.

2. Literature review:
Various perspectives are examined in literatures of urban studies, with some planned to decide the history and pattern of the ideas of urban place attachment value, ecological quality support, and value estimation. Along these lines, we can develop the structure of the urban framework for urban place attachment value review.

In geography, the idea of the place is a crossword for being the basis for integrating the ideas of natural science, sociology and ecology [1].

Early qualitative studies like Tuan can proof sense of place must be subject to depth of involvement with place, [2], and social relationships with places Campelo [3] defined sense of place as "a combination of relationship with place and social activities". One restriction with these studies is that they underscore the individualistic components of place[4]. Despite the general nature of the relationships, environments, and identities among the people, studies have shown an advanced trend in the development of concepts and methods of ecological management of urban places [5, 6]. Urban environmental concepts including inherent (aesthetic) concepts, instrumental (contributory) concepts, cultural (symbolic) concepts, and individual (meaningful) concepts [6]. These concepts impact how individuals see place conditions and how they respond to natural impacts.

There have been many attempts to establish and support scales that empower an incorporated assessment. like Winter and Lockwood they use different attachment values measurement the Natural
Area Value Scale [7]. So, the results Kyle's study, in California, showing us that place identity can increasing positive attitude of the recreationists, it has increased the trend of the fee program, as they have boosted their support for revenue spending fees [8]

Many planners see the memory of the place as a social activity, an expression of the driving force of the group's identity [9, 10]. Whether one refers to 'collective memory', 'social memory', 'public memory', 'historical memory', 'popular memory' or 'cultural memory', most would agree with Edward, who said 'monuments, memorials and museums have proven to be fertile grounds for investigating places of memory'[10]

This paper is taken as a starting point for understanding human phenomena in the place and understanding the relationship between humans and the place, their activities and experiences, and how they interpret and make sense.

The vision evolved into a place dominated by the geographical vision of the 1950s and 1960s from being a mere physical place to a centre of human meaning.[5]

So place is energy and a force that can be designed to achieve benefits at the social, leisure and environmental levels.

3. Overview for measurement of place potentials

The process of measuring the value of the place is an interactive and dynamic process by focusing on the elements of the quality of the spatial environment (spatial features, visual features, spatial organization and meeting the needs of the community) the problems facing this process can be solved by looking at the urban environment at levels (example: Micro and macro). The value of the urban system can be observed through traffic management, environmental improvement, space quality, economic improvement and social prosperity.

The perspective in the development of the urban system can be described below.[11]

- Image: This perspective focuses on awareness, vitality, adaptability and reliance on concepts that make it possible to build an innovative city, emphasizes visual quality, and ensures the appropriate functions that emphasize the sustainability of life
- Experience: To identify the indicators to assess the health and safety, to achieve economic and social needs and the welfare of the inhabitants. Where natural elements are among the most important indicators through this perspective, where the experiences of urban stress the importance of liveability, social activities, diversity, uniqueness and safety.
- Function: The viewpoint of function focuses on the mechanism that manages natural resources, spatial potential, public spaces and public utilities also we can look in this aspect to the urban form, colours, and mass to achieve a high quality urban environment.
- Social needs: The view of social needs shows all situations surrounding social, economic, political and psychological conditions, taking into account community management and public activities.
- Sustainable development: a framework of urban place attachment value indicators based on sustainable urban development.

This comprehensive perspective of the development of the city system can be subject to more specific quantitative measures as in the study of Brown[12] who gave new developed method to measure the landscape value by mapping place-based meanings. In this study there are 12 sets of dots
identified by the researcher that determine the different values of the places in Otways, which are listed below:

Recreational value, economic value, life sustaining value, learning value, biological diversity value, intrinsic value, spiritual value, heritage value, future value, therapeutic value, and wilderness value.

In this study, eight groups of indicators were adopted at the neighborhood level. We classified the indicators into eight categories: economic, Attractiveness, recreational, environmental, heritage, educational, Therapeutic and social indicators (Table 1). This framework considers facilities and user needs, as well as respects ecological resources.

These indicators are acceptable at the level of neighbourhoods of the regions or the city, the measure of study is at the level of neighbourhoods, and here we are trying to address the issue of the value of place on the level of two neighbourhoods and compare them and find the most variables that affect the place attachment value of the two areas with different effects and it can be counted as an indicator of changes in the place attachment value for the city as a whole.

Table 1. Classification of study indicators

| Urban system perspective | Place attachment value | Variables | Bending the place according to its value |
|--------------------------|------------------------|-----------|----------------------------------------|
| Function                 | Economic               | Urban rent| Value the place for their economic benefits |
| Experience               | Attractiveness         | Length of residence | Value the place for their attractiveness |
| Function                 | Recreation             | Recreation activity | Value the place that provide in or outdoor recreation opportunity |
| Sustainable development  | Environmental          | Diversity of natural resources | Value the place because they support the environmental benefits and sustain all type of natural life |
| Image                    | Heritage               | Historical Centre | Value the place for their human or natural history |
| Social needs             | Educational            | Science    | Value the place that offer opportunity to learn |
| Social needs             | Therapeutic            | Healing and recovery site | Value the place that make people feeling better physically and mentally |

4. Multiple regression analysis
To determine the type of relationship between place attachment values and the development priorities, multiple regressions was performed treating attachment values as independent, predictor variables, and development priorities indicators as dependent variables.
The main purpose of the use of regression analysis is to determine the relative strength of variables (attachment values) in finding key development priorities.

The survey consists of some questions that give us the possibility for exploring the validity and reliability of the place attachment value, (predicative). The results of the metering conform to the concepts place attachment value. Among the questions asked was the duration of their stay in the area. The questions included: "About the years of residence in the present place?" And "where is the former residence?" The rest questions has been submitted on a scale from 1 to 5 1 for “very poor”, 2 for “poor”, 3 for “Fair”, 4 for “good” and 5 for “very well”. Question asked to respondents: “value the place that make people feeling better physically and mentally?”. Based on place attachment value concepts, it is possible to imagine that persons with a big knowledge of the neighbourhood, living in the region for a longer period, would show higher levels of valuing the place that live in. The primary purpose of the use of regression analysis is to determine the relative strength of variables (attachment values) in determining development priorities.

5. The result
Each neighbourhood Hai bakerly and Hai alimam represents spatial values (x, y, z) with x and y Indicate a unique spatial boundaries and z denoting the calculated place attachment value density fig (2). Thus, a given area would have 8 separate place attachment value variables associated. The 8 variables calculate the areas of land use of each one.

The result shows that the place attachment value in hay Al-bakarly is 28% where it was 27.18% in Hai Al-imam.

![Figure 2. the attachment value in study area (Hai bakerly and Hai al-imam)](image)

Ref: babel province, 2019.

Then we use the survey as imported into SPSSs for regression analyses. As for the information about the sample of the inhabitants of the bakerly and al- Imam, the answers were 40 of bakerly and 34 of Al-Imam neighbourhood residents. Most of the respondents were 86.7% males, 13.3% females and 86% of respondents aged 18-40 years. The respondents about education level 76.7% BA and 13.3% postgraduate, while 10% finish only their High school and most of the respondents are residing in their own ownership by 83.3% while the residents of the rent by 16.7%
We examined relationship among place attachment values and the other eight variables by using, (MRA), multiple regression analysis. We were using ‘‘Enter Method’’ for force all variables into the regression model, so we can examine the relationship among place attachment values and variables. Variables were strongly predictive of the place attachment value (R2 .565, p<0.001). (Table 2).

| Table 2. The study results                      |
|-----------------------------------------------|
| Model results       | Dependent variables | R     | R square | F     | P  |
| Independent variable | Attraction         | .268  | 88.096   | .841  | 1.189 |
|                     | Economic           | .087  | 3.167    | .512  | 1.952 |
|                     | Heritage           | .176  | -        | .653  | 1.533 |
| Environmental       | .084              | - .780 | .521  | 1.918 |
| Educational         | .468              | -3.595 | .357  | 2.804 |
| Therapeutic         | .395              | 2.643  | .270  | 3.698 |
| recreation          | .642              | 7.691  | .865  | 1.156 |
| Social              | .087              | 3.167  | .512  | 1.952 |

a- Dependent Variable: value

6. Discussions

The standardized beta coefficients of the prediction variables refer to the relative strength and direction of the relationship between the place attachment value and the 8 variables. The main variables of expectation are recreation (β=.642), Educational (β=.468), and Therapeutic (β=.395) which have been associated place attachment value positively

1. Recreation is consistently the strongest predictors of place attachment values that located in the regression models, being stronger over all the other variables), the most significant predictor variables following recreation, Educational and Therapeutic values. The importance of recreation Educational and Therapeutic values as key determinants place attachment values
2. These results give us a deep and certain idea of the importance urban place attachment value, where it indicates the importance of the values attached with the urban place.
3. Where the importance of recreation as one of the main determinants and which significantly affect the value attached to the place and this does not include the values associated with the image of society, Positive feelings and memory place
4. These findings of the research should be interpreted with caution as they were based on the physical conditions of both hay AL-Bakarly and hay AL-Imam

7. Conclusions

This study suggests in an important way to estimate the place potential these results could provide a tool to improve and guide decision-making on land use by assessing and mapping the potential value of a place. However, measuring the place attachment value can provide a framework for a potential land use change.
One of the most important conclusions we have reached is that we must promote public awareness of the non-economic benefits of the place, including environmental, recreational, functional, etc., which play an important role and are not properly focused on by the public, and the planning institutions involved in emphasizing the impact on the value of place in urban systems.

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