

TERRITORIAL IDENTITY AND DEVELOPMENT

26 MAY 2017

Faculty of Geography
5-7 Clinicilor Street
ROOM 52



BABEŞ - BOLYAI UNIVERSITY
Cluj - Napoca

WORKSHOPS

WORKSHOP ORGANISERS



The international and interdisciplinary journal
Territorial Identity and Development



Faculty of Geography,
"Babeș-Bolyai" University, Cluj-Napoca



Faculty of Psychology and Sciences of Education,
"Babeș-Bolyai" University, Cluj-Napoca

Workshop coordinators:

Oana-Ramona ILOVAN and Kinga Xénia HAVADI-NAGY

Workshop's organising team:

Roxana Maria BUȘ, Iulia DOROFTEI, Eliza Maria DULAMĂ, MAROȘI Zoltan

CONTACT:

office@territorial-identity.ro
www.territorial-identity.ro

Territorial belonging and territorial attractiveness are elements with strategic relevance for development at diverse levels: local, regional, national, and macro-regional. Therefore, territorial identity is important both for building the social capital so useful during the processes of development and territorial planning and for the cohesion policy in the European Union and in other macro-regions of the world.

The workshop offers participants the possibility to share their results of original empirical and theoretical scientific research on territorial identity as a resource for development. It offers specialists and practitioners with diverse backgrounds (Geography, History, Sociology, Economy, Administrative Sciences, Architecture, Anthropology, Psychology and Sciences of Education, etc.) the possibility of sharing their research results and best practice experience. Its aim is to create a network among participants with common research interests.

TOPICS OF INTEREST

Territorial identity and community development (rural and urban)

Territorial identity and regional development

Territorial identity and territorial planning

Territorial identity and public policy

Research methodology for the study of territorial identity

PARTICIPANTS

Tiziana BANINI

Sapienza University of Rome, Department of Document Studies, Linguistics, Philology and Geography
Rome, ITALY

tiziana.banini@uniroma1.it

Péter BAGOLY-SIMÓ

Institute of Geography, Humboldt University, Berlin, GERMANY

peter.bagoly-simo@geo.hu-berlin.de

Cristina BOLOG

Babeş-Bolyai University, Faculty of Geography, Cluj-Napoca, ROMANIA

cristina.bolog@ubbcluj.ro

Roxana Maria BUŞ

Assistant Editor of Territorial Identity and Development, Cluj-Napoca, ROMANIA

bus.roxana@yahoo.com

Anna Maria COLAVITTI

University of Cagliari, Department of Civil and Environmental Engineering and Architecture-DICAAR, ITALY

amcolavt@unica.it

Iulia DOROFTEI

Babeş-Bolyai University, Faculty of Geography, Cluj-Napoca, ROMANIA

Assistant Editor of Territorial Identity and Development

iulia.doroftei@yahoo.com

Eliza Maria DULAMĂ

Babeş-Bolyai University, Faculty of Psychology and Sciences of Education, Cluj-Napoca, ROMANIA

dulama@upcmail.ro

Claudiu FILIMON

University of Oradea, Faculty of Geography, Tourism and Sports, Oradea, ROMANIA

filimonpunct@yahoo.fr

Luminița FILIMON

University of Oradea, Faculty of Geography, Tourism, and Sports, Oradea, ROMANIA

palelumi@yahoo.com

Kinga Xénia HAVADI-NAGY

Faculty of Geography, Babeş-Bolyai University, Cluj-Napoca, ROMANIA

xeniahavadi@yahoo.es, xenia.havadi@ubbcluj.ro

Oana-Ramona ILOVAN

Babeş-Bolyai University, Faculty of Geography, Cluj-Napoca, ROMANIA

ilovanoana@yahoo.com

Francesca IMPEI

University of Padua, Ph.D. student in Historical, Geographical and Anthropological Studies, Padua, ITALY
f.impei@outlook.it

Oana IVAN

University of Kent, Babeş-Bolyai Univ., School of Anthropology and Conservation, Kent, U.K.
oanaoana@hotmail.com

Mădălin Sebastian LUNG

Babeş-Bolyai University, Faculty of Geography, Cluj-Napoca, ROMANIA
lungmadalin@yahoo.com

András MÁTHÉ

Babeş-Bolyai University, Faculty of Geography, Cluj-Napoca, ROMANIA
andras.mathe@ubbcluj.ro

Iwona MARKUSZEWSKA

Adam Mickiewicz University, Department of Landscape Ecology, POLAND
iwmark@amu.edu.pl

Zoltan MAROȘI

Babeş-Bolyai University, Cluj-Napoca, Faculty of Geography, ROMANIA
Centre for Research on Settlements and Urbanism
zoltan_marosi@yahoo.de

Paul MUTICĂ

Technical University of Cluj-Napoca, Faculty of Architecture and Urban Planning, Cluj-Napoca, ROMANIA
paulmutică@yahoo.com, Paul.Mutica@arch.utcluj.ro

Elisabeth SANGLHUBER

University of Natural Resources and Life Sciences, Institute of Landscape Planning, Vienna,
AUSTRIA
elisabeth.sanglhuber@gmx.at

Christian SCHUSTER

Babeş-Bolyai University, Faculty of European Studies, Cluj-Napoca, ROMANIA
christian.schuster@ubbcluj.ro

Ana-Maria STAN

University Historical Museum, Babeş-Bolyai University, Cluj-Napoca, ROMANIA
ana.stan@ubbcluj.ro

Corina TĂȚAR

University of Oradea, Faculty of Geography, Tourism, and Sports, Oradea, ROMANIA
corina_criste_78@yahoo.com

Alessia USAI

University of Cagliari, Department of Civil and Environmental Engineering and Architecture-DICAAR, ITALY
a_usai@unica.it

Sorina VOICULESCU

West University of Timișoara, Faculty of Chemistry, Biology and Geography, Timișoara, ROMANIA
sorina.voiculescu@e-uvt.ro

WORKSHOP SCHEDULE

MORNING SESSION

8:30 - 9:00 a.m.	Registration
9:00 a.m.	Introduction. General presentation
9:30 a.m.	Paul MUTICĂ - Roşia Montană. A Two Millennia Community Threatened with Extinction
10:00 a.m.	Luminiţa FILIMON, Corina TĂȚAR, Claudiu FILIMON - Territorial Identity as a Local Development Tool. A Perspective from the Rural Community of Burzuc Village (Romania)
10:30 a.m.	Ana-Maria STAN - The Use and Study of Cultural Heritage - Subject of a Cross-Over Dialogue between Historians and Geographers
11:00 a.m.	Zoltan MAROȘI - Assessing the Physical Condition of the Built Heritage in Rural Areas of Transylvania
11:30 a.m.	COFFEE BREAK
12:00 p.m.	Tiziana BANINI - Understanding Local Territorial Identities: Concepts, Questions, and Pitfalls
12:30 p.m.	Anna Maria COLAVITII, Alessia USAI - One, No One and One Hundred Thousand: Local Communities' Identity in Landscape Planning and Territorial Development Strategies
13:00 p.m.	Oana IVAN - From UNESCO Headquarters, down to Eastern European Wetlands: on Ecology, Policy Making and Resource Depletion in the Danube Delta

LUNCH BREAK 2:00 - 3:30 PM

AFTERNOON SESSION

4:00 p.m.	Cristina BOLOG, András MÁTHÉ - Dealing with Time and Space: Roots Tourism in Romania
4:30 p.m.	Sorina VOICULESCU - Re-thinking Territoriality in the Romanian City through Landmarks of Poverty and Fatalism
5:00 p.m.	Kinga Xénia HAVADI-NAGY, Oana-Ramona ILOVAN - The City of the Sensitive and the Brave: Personal Stories, Art and Place-Making in Cluj, Romania
5:30 p.m.	Francesca IMPEI - Regionalization, Territorial Identity, and Local Development
6:00 p.m.	Elisabeth SANGLHUBER - Some Aspects of the Development of Landscapes, People and Culture in the Municipality Keutschach am See (Carinthia, Austria)
6:30 p.m.	Roxana Maria BUȘ, Mădălin LUNG - Traditional Crafts and Folklore as a Means of Economic Development in the Land of Călata (Romania)
7:00 p.m.	Iwona MARKUSZEWSKA - Social Perception of the Place of Living in the Context of Current Development of a Rural Area (the Nowy Tomyśl Region, Poland)
7:30 p.m.	Péter BAGOLY - SIMÓ - Identity, Territory and Geography Education

DINNER 8:00 PM

ABSTRACTS

01

Roşia Montană – A Two Millennia Community Threatened with Extinction

Paul MUTICĂ

02

Territorial Identity as a Local Development Tool. A Perspective from the Rural Community of Burzuc Village (Romania)

Luminița FILIMON, Corina TĂTAR,
Claudiu FILIMON

03

The Use and Study of Cultural Heritage – Subject of a Cross-Over Dialogue between Historians and Geographers

Ana-Maria STAN

04

Assessing the Physical Condition of the Built Heritage in Rural Areas of Transylvania

Zoltan MAROȘI

05

Understanding Local Territorial Identities: Concepts, Questions, and Pitfalls

Tiziana BANINI

06

One, No One and One Hundred Thousand: Local Communities' Identity in Landscape Planning and Territorial Development Strategies.

Anna Maria COLAVITTI,
Alessia USAI

07

From UNESCO Headquarters, down to Eastern European Wetlands: on Ecology, Policy Making and Resource Depletion in the Danube Delta

Oana IVAN

08

Dealing with Time and Space: Roots Tourism in Romania

Cristina BOLOG, András MÁTHÉ

09

Re-thinking Territoriality in the Romanian City through Landmarks of Poverty and Fatalism

Sorina VOICULESCU

10

The City of the Sensitive and the Brave: Personal Stories, Art and Place-Making in Cluj, Romania

Kinga Xénia HAVADI-NAGY,
Oana-Ramona ILOVAN

11

Regionalization, Territorial Identity, and Local Development

Francesca IMPEI

12

Some Aspects of the Development of Landscapes, People and Culture in the Municipality Keutschach am See (Carinthia, Austria)

Elisabeth SANGLHUBER

13

Traditional Crafts and Folklore as a Means of Economic Development in the Land of Călata (Romania)

Roxana Maria BUȘ, Mădălin LUNG

14

Social Perception of the Place of Living in the Context of Current Development of a Rural Area

Iwona MARKUSZEWSKA

15

Identity, Territory and Geography Education

Péter BAGOLY - SIMÓ

Roşia Montană - A Two Millennia Community Threatened with Extinction

Paul MUTICĂ

Roşia Montană is currently a small town in Transylvania with a declining population of about 4,000. But it is, at the same time, one of the most famous towns in Romania due to the controversy surrounding it that led to major public manifestations and protests in the autumn of 2013. In a way, the project of Gabriel Resources that sought to obliterate the historical site and replace it with an open pit gold mine and a cyanide lake was so outrageous that it actually helped popularize the vast heritage of the town and offered an incentive to promote it on the UNESCO World Heritage List, thus protecting it from further such claims.

The Faculty of Architecture in Cluj found this a great opportunity for an international workshop with our French colleagues in ENSA Clermont Ferrand, who were glad to travel to Cluj and exchange ideas and even a small project for a few days. Naturally, during their stay, we visited the site and chose one of the most interesting but sadly deteriorated buildings as grounds for a restoration project – the Reformed Parsonage. Our workshop focused also on a documentary assignment that bid our students to search out for similar cases to Roşia Montană in Europe and the whole world so as to draw some conclusions about what is specific and what is similar in this particular context.

This paper tries to give a glimpse into the research we undertook with our students and our findings. One such similar case would be Kremnica in Slovakia, also sitting on a sizeable gold deposit coveted by a Canadian mining company that promoted open pit cyanide mining there. There are open pit mining sites that threaten to engulf entire towns like Cerro de Pasco, but also sites that have been put to better use like in Curitiba or Falun and have been reconverted into cultural venues. On a practical note, we collaborated with Ştefan Bâlici of “Ion Mincu” University of Architecture, Bucharest, who shared his experience in the “Adopt a house” initiative, which tried to preserve valuable but deteriorated houses in Roşia Montană as well.

Territorial Identity as a Local Development Tool. A Perspective from the Rural Community of Burzuc Village (Bihor County, RO)

Luminița FILIMON, Corina TĂȚAR and Claudiu FILIMON

In recent years, the research focused on rural areas and the potential role of local specificity and territorial identity for the local development has multiplied in the context of globalization, which requires local communities to find new instruments of “smart” territorial development to give them comparative advantages in the competition among territories. The same concerns for the development of rural areas in relation to their untapped potential can be found in strategic guidelines, namely the European Regional Policy for 2014-2020, legitimizing local communities as actors of their own development in the emerging logic of integrated and multisector development strategies based on local conditions. In this context, initiatives that are centred on a “return to the local”, oriented towards a local integrated development, seen in a neo-endogenous perspective, of a patrimonial type, as solutions for the authentic rural areas, are more and more visible. The close relationship community – territory of these rural areas generates a territorial capital based on identity and authenticity, still capitalized at its real value. We believe that this context provides new opportunities to exploit the potential of the Romanian space and, in particular, the authentic rural Romanian milieu features items that qualify for local development initiatives based on specificity and identity.

This research aims to highlight connections between a community development and its identity, the rationale of the need to valorise the living rural heritage and territorial identity in designing sustainable local development. The research hypothesis that we intend to demonstrate, based on a case study of the village Burzuc in Bihor County, is that the development of the authentic rural areas can be driven by a neoendogen approach based on specific local heritage and territorial identity.

This study will relate to the village of Burzuc and its local identity features on the backdrop of a regressive demographics over the last decades. The territorial identity of Burzuc refers to the mural paintings of houses and the cellars for depositing wine and other agricultural products. The study has two parts: (1) argumentation of the local development approach in terms of territorial identity, the specific local heritage assets; the rural community analysis of Burzuc and (2) the identification of current difficulties and the territorial identity elements of the village.

The targeted results are represented by revitalization and local sustainable development proposals, based on territorial identity and local specificity of the community of Burzuc. Furthermore, the expected results are meant to show how the cultural heritage of cellars has influenced the local community's behaviour, thus creating a sense of collectivism and how these collectivistic practices are challenged by rural depopulation.

We believe that the capitalization of territorial identity, interpreted as a unique local development resource, by the integration in a territorial management strategy tailored to local characteristics, is an opportunity to revitalize rural areas, generating a genuine boost of the local economy. The challenge (and difficulty) comes from the novelty of this type of research in Romania and its enhanced applicability for the territorial development practice.

The Use and Study of Cultural Heritage – Subject of a Cross-Over Dialogue between Historians and Geographers

Ana-Maria STAN

Our short intervention will discuss the recent approaches that have been given to the use and study of cultural heritage in Romania. Looking at various sources (textbooks, websites, etc.), we aim to analyse how the last decades have revived the interest of Romanians towards their heritage and how specialists from different fields put their skills to use in order to find the best solutions for the use and exploitation of this material and immaterial heritage. What is missing or still needs to be done for promoting cultural landmarks represents the question that our presentation will bring into discussion.

Assessing the Physical Condition of the Built Heritage in Rural Areas of Transylvania

Zoltan MAROȘI

Based on the general tendency of local development plans in the rural area of Transylvania, this methodological approach reveals the first step which should be taken to preserve traditional architecture and cultural landscapes as reflections of local identity. This methodological approach aims to assess the architectural values of a village by mapping the buildings age, ambient value and physical condition, using information obtained mainly during field research and processed according to the current legislation. These processed information will be useful for the delimitation of protection zones and also for a balanced and long-term urban planning, opening the possibility to classify new historical buildings and therefore defending the local traditional architecture which itself represents the local identity and contribute to the welfare of the inhabitants. Negative examples of negligence and malpractice will be presented in order to learn from past mistakes, proving the importance of these types of urban research.

Understanding Local Territorial Identities: Concepts, Questions, and Pitfalls

Tiziana BANINI

In the everyday language, as well as in the political and institutional one, territorial identity is an expression largely used, thanks to its strong evocative and performative power. Therefore, territorial identity is often treated as a taken-for-granted concept, or rather as 'something' that territories 'have' or 'do not have', for better or for worse. In these cases, there is the risk of falling into essentialist conceptions of territorial identity that ascribe some connotations to territories on the basis of reified discourses, stereotypes, habits or clichés, without considering some key questions (Territorial identity according to whom? By what criteria? And for what purposes?).

When local territorial identity is understood as closely linked to sustainable, participatory and place-based development issues, it can become a dynamic, open, and plural social construction process, through which collectivities/groups choose the distinctive characteristics of the territory they inhabit, in order to develop shared views and common targets for policy implementation. In this sense, territorial identity is not to be 'unveiled' or 'discovered' but 'built' through a research-action focused on the opinions, attitudes, and expectations of local collectivities towards the territory they live or act in.

As a research topic, local territorial identity is far from easy to deal with. Based on the key issues raised during the works of the research group "Territorial Identity" of A.Ge.I. (Association of Italian Geographers), the contribution aims at presenting some theoretical and methodological questions in the study of territorial identities, proposing some possible answers, and giving some examples of emblematic local contexts.

One, No One and One Hundred Thousand: Local Communities' Identity in Landscape Planning and Territorial Development Strategies. The Experience of Inner Areas in Sardinia Region (IT)

Anna Maria COLAVITTI and Alessia USAI

The recent economic crisis has strongly affected the spending capacity of local governments which have to adopt austerity policies and increase their territorial competitiveness. Regions are then looking for “sustainable” plans and programs, tailored on resources available in a given territory, respectful of its settled communities and their identity.

Heritage and landscape identity, as the result of the long-lasting dynamic interaction between local communities and their territory, are assets that cannot be taken out from the original context and “replicated”, “exported” or “replaced” as other economic goods. For this reason, in Europe, many regions have identified in the landscape planning based on historical, cultural and environmental heritage the way toward a sustainable community development.

Since the adoption of the European Landscape Convention (2000), regional planning authorities have oriented all the phases of landscape planning toward participation: from the identification of the cultural and natural assets to be protected to the territorial development strategies based on the valorisation of the same identity assets. Despite this, the results of participation processes vary significantly according to the awareness that the regional authorities recognize to local communities in the management of territorial transformations: from one-way strategies of information and data dissemination, to bilateral participation models, up to participation models based on the assumption of responsibility by the regional authorities where the opinions expressed by the stakeholders are used to orient the planning process.

This paper focuses on the approaches of planning authorities towards local communities investigating their influence on the construction of a “regional identity” idea in landscape planning: which factors determine the inclusion of a historical site or cultural landscape in the regional “identity heritage”? Do they vary according to the community considered? Can external factors influence planning authorities in this choice? Which are the consequences on territorial development strategies? Which are the impacts on local communities?

Our paper tries to answer these questions through the experience of Sardinia (IT), where the regional landscape planning has focused first on the communities of coastal areas and, only recently, on those of the inner areas, the same object of a specific national development program. This paper aims to shed light on how this distinction coastal / inner areas has influenced the mapping of the regional “identity heritage” in landscape planning, the related territorial strategies, their review after the national policy and, overall, the consequences of this on regional communities.

From UNESCO Headquarters, down to Eastern European Wetlands: on Ecology, Policy Making and Resource Depletion in the Danube Delta

Oana IVAN

In 1991, the Danube Delta, the largest marshland in Europe, famous for its biodiversity, became a UNESCO Biosphere Reserve. Due to this designation, new regulations concerning local use of the environment have been imposed by the Romanian government and the European Union, through the new created government managing institution: the Danube Delta Biosphere Reserve Authority (DDBRA). The present anthropologic research offers a holistic, inner perspective on the different actors involved in ecological planning and management. Based on qualitative methods (long term participant observation, extensive field research, and in-depth interviews with the people living in the fishing villages of the Danube Delta), this paper argues that the good intentions of the theoretical frameworks conceived in headquarters in Western offices travel a long way sometimes. In addition, this case study, looking from the inside of a post-socialist fishing community, emphasizes the great role Western environmental discourse has in shaping the culture, and causing cultural and environmental disturbance.

First of all, the DDBRA rules and regulations revealed that, ironically, the transition from the communist system to the conservationist model supported by the international and European legislation and institutions triggered a series of negative consequences for both local culture and environment. In this sense, the locals perceive democracy and environmental protection programs as being empty slogans or means for the few to install the monopoly over the natural resources.

The environmental degradation, poaching and resource depletion that happens with the tacit agreement of the officials leads to a moral erosion of the community's values as the locals are competing for scarce resources and they are marginalized and excluded from the eco-system managing process. The anthropological inquiry into the Danube Delta landscape and communities shows that the ecosystem management should include a perspective from social sciences. Their specific methods – ethnography, in depth interviews, etc. – can assess the shortages and the benefits holistically, proposing an interdisciplinary approach for the future, challenging the present rigid top-down approach that excludes locals' knowledge and participation from the "green policy making".

Dealing with Time and Space: Roots Tourism in Romania

Cristina BOLOG and András MÁTHÉ

This research investigates the connections between tourism development and migrations. It covers different geographical contexts and historical periods that generate nowadays ethnical and genealogy tourism in Romania, identifying roots destinations through a geo-historical perspective. It will concentrate on current motivations, practices, types of tourism packages and routes. It analyses, based on different case studies, the social impact for both communities, the “homesick tourists” and the “Romanian people at home”. It will define strategic tools for developing sustainable roots tourism as social constructions for a culturally dependent community which has a common ethnic background and the sense of belonging.

Re-thinking Territoriality in the Romanian City through Landmarks of Poverty and Fatalism

Sorina VOICULESCU

Drawing on Oscar Newman's defensible space theory and from Mary Douglas's cultural theory, this paper aims to analyse how and why fatalism and poverty through representative facilities/establishments became territorial and visible in the contemporary Romanian cities. Struggling for profit maximization, local authorities very often fail to observe how fatalism seeks to replace poverty, very often adding to poverty and criminality. As Robert Park explains, the city is made according to the man's heart desire. Therefore it is man's choice to live in a certain kind of city, to seek certain kind of social relations and to change and reinvent the city. The focus of this paper will be on casinos, sports betting and pawnshops that mushroomed in the Romanian cities during the last two decades with important socio-spatial and territorial behaviour and practices.

The City of the Sensitive and the Brave: Personal Stories, Art and Place-Making in Cluj, Romania

Kinga Xénia HAVADI-NAGY and Oana-Ramona ILOVAN

Cluj, the second largest city in Romania, undergoes a process of defining its identity. To the question on how we reinvent post-socialist cities, in the case of Cluj, the answer is that it has preserved its cultural heritage. In order to support this, we realised research using visual materials and therefore we employed a visual methodology. The research material is an album of original works about Cluj, artists' drawings about the city (both outsiders and insiders, each author and drawing having a story): Clujul meu și Clujul tău [My Cluj and Your Cluj]. The project from which the album developed started in February 2013 as an initiative of DeScrib Pen Shop, a store for stationary, arts and graphics supply. The I Love Cluj Community, created on Facebook with the aim of promoting a positive image of Cluj and by that encouraging the inhabitants to cherish the values of the city, supported the project by advertising it in the social media network. Several creations were exhibited in the show case of the shop, like a temporary exhibition of a one-piece gallery, raising public's awareness. The initiative was advertised as well on the blog of the shop (descris.ro/blog) and on their Facebook social media account (facebook.com/DeScribPenShop). An impressive marketing action was also the co-operation with TIFF (Transylvanian International Film Festival) in 2013. The album is an innovative product, a souvenir, while offering an alternative image of Cluj, and may be used as a planning tool, a resource informing tourism.

Regionalization, Territorial Identity, and Local Development

Francesca IMPEI

This contribution aims to stimulate a critical reflection about local development, with particular attention to the role of regionalization practices in the construction of territorial identity processes. It is believed that the identification of specific areas is essential in public policies that aim to promote local specificities (Governa, 2014; Martin, 2001; Celata, 2008; Rossi, Celata, 2015). The processes of regionalization “from above” (Paasi, 2003) can indeed help the construction and/or the strengthening of a conscious territorial identity to be shared among the members of a community, creating “territorial cohesion” (Alliès, 1980; Treves, 2004) and facilitating the development of positive processes, especially in areas with an important territorial capital, but poorly known and enhanced. At the same time, a territorial shared identity can promote the development of spontaneous regionalization processes, “from below” (Paasi, 2003), bringing local actors to feel themselves as a part of a community and thus to act in a conscious way for its management and development. Regionalization and territorialisation processes are therefore strongly interlinked in their relational dimension, and can facilitate both the construction of territorial specificity, and of local development processes.

Some Aspects of the Development of Landscapes, People and Culture in the Municipality Keutschach am See (Carinthia, Austria)

Elisabeth SANGLHUBER

Cultural landscape as object of different scientific fields is most of the time perceived as human shaped nature which needs to be sustained, facing great challenges like economic, technological and demographic changes. These changes seem to be broadly accepted and efforts of research and politics are to lower the burden of those changes. Although the connection between human action, place related cultural identities, landscapes, environment, plants, biodiversity, etc. became visible over the years and different strategies of landscape management have been applied in past and present, problems persist or even get worse: abandoned land, intensified agriculture, lack of infrastructure in rural areas, unequal land distributions, Land-flucht and so on.

Territorial identity and development has a focus on people (culture), the places that those people live in (territory, landscape) and what they did and still do in those places (land use, economy). One political reason to promote territorial identity could be that society is driven by economy – people tend to go where they hope to find security and prosperity – and space and place in terms of capitalism is only a factor if it has an added value. Cultural heritage and territorial identities that relate to place could, on the one hand, help create values or, on the other hand, find other reasons than money to stay in one region. For instance, to value places for collective memories or to organize semi-subsistence communities.

My doctoral thesis deals with the work of a plant sociologist in a rural community in the south of Austria (Keutschach am See). Plant sociologist and root researcher Lore Kutschera began in 1950 – on behalf of the Carinthian Government – with a basic scientific survey in the community of Keutschach to create a land use plan that was never completed. Raw materials of Kutschera's survey, secondary literature and correspondence give an insight on agriculture, plants and land use and the beginning of landscape planning in Austria or at least on how governing cultural landscape was understood at that time. The 1950s are particularly interesting because they show the turning point between pre-modern rural society and the accelerated industrialization of the economy in the course of reconstruction (Marshall Plan), the cultural differences that have been so severing during World War II (Slovene and German population groups) and science, which has not yet been strictly organized in disciplines and has taken field research as important.

Keutschach is located in the Carinthian basin, near the provincial capital city Klagenfurt. The glacially shaped valley is divided into the southern slope, the valley and the north slope, with heights from 450-850 m. Due to natural conditions, different settlement activities (Slavic and Bavarian) and agricultural use, land use in general and especially grassland in Keutschach is very diverse. Farms are mixed economies (forest, livestock, crops), traditionally small to middle-sized (i.e. the average size is 13 ha) and often run as a sideline.

Landscape changed from 1950 until today and, in my contribution, I would like to show some characteristics of the cultural landscape of Keutschach (exemplified by farms as socio-economic and spatial units), aspects of land use change and some reflections about the role of planners within territorial identity and development.

Traditional Crafts and Folklore as a Means of Economic Development in the Land of Călata. Case Study: Carpentry from Izvoru Crişului and International Folk Music and Dance Camp from Sâncraiu

Roxana Maria BUŞ and Mădălin LUNG

The main purpose of this paper is to demonstrate how territorial identity, especially folklore and traditional crafts, can be a means of economic sustainable development in rural areas. As a case study, we choose the Land of Călata, a region from Northwestern Transylvania, focusing on two of its best-known villages: Izvoru Crişului and Sâncraiu. Izvoru Crişului is appreciated for carpentry and handicrafts products, whilst Sâncraiu is well-known for Hungarian folk music and dance. In order to understand better how these activities can lead to economic development, we interviewed a craftsman from Izvoru Crişului and a dance instructor, cofounder of the International folk music and dance camp that is held annually in Sâncraiu. We also analysed several handicrafts stalls from Izvoru Crişului, to see exactly what kind of products were being sold in there. The results show that even though traditional crafts could generate an income for the local people, most of the products sold in Izvoru Crişului are not authentic, but actually kitsch products brought there from other regions of Romania. On the other hand, the International folk music and dance camp from Sâncraiu is the best example of how a one-week event can help local economy by generating income for: dance instructors, musicians, guest-house owners, stalls owners, chefs, etc. In the end, we concluded with several remarks concerning the need for educating locals how to benefit from their cultural heritage and traditional occupations and we acknowledged the potential of traditional crafts and folklore as a means of economic development.

Social Perception of the Place of Living in the Context of Current Development of a Rural Area (the Nowy Tomyśl Region, Poland)

Iwona MARKUSZEWSKA

This research focuses on the social perception of the place of living in the context of current development of a rural community. The study was conducted in several villages in the commune of Nowy Tomyśl (Wielkopolska Region, Poland). This region is an example of landscape created during the Dutch settlement action, in 17th and 18th centuries. The Dutch settlement influenced on village architecture and the natural environment. The landscape pattern was characterised by a dense network of drainage ditches, linear woodlots accompanying ditches and roads, as well as by structured arrangement of the village: *rzędówka bagienna* / marsh row-village (long strips of fields running to streams and / or wetlands) and *wieś samotnicza* / solitary farms (located in the middle of rectangular, previously wooded areas).

Nowadays, this landscape is increasingly threatened by new investments which destroy the original landscape structure, where the most negative consequence is building of individual constructions on farmland. Moreover, the local traditional design of houses is replaced by modern 'urban' standards, which do not maintain tradition. The traditional wooden houses are vanishing: those from the 18th and early 19th centuries which used to fit harmoniously with the landscape.

During the research, the identification with the place of living was investigated. The place attachment was defined through individual landscape judgement: emotional value to the landscape, aesthetic and even spiritual landscape values. All the information was gathered from open, semi-structured and interactive interviews with local residents. Also, informal talks and discussions with farmers were conducted over spontaneous meetings during field work. Eventually, a total of 77 interviews and conversations were conducted, having taken place over the time period of 2014 to 2016.

The research revealed that the identity and the perception of a place of living varied according to the different groups of interviewees. Nevertheless, for the majority of them, who spent their lives in the countryside, losing the landscape beauty is a traumatic experience and destructive landscape changes were hard for them to except. On the other hand, for newcomers, both older and younger, the Dutch settlement landscape presents a less important value, so the observed destruction of the local heritage induces less painful feelings.

Identity, Territory and Geography Education

Péter BAGOLY - SIMÓ

The aim of this paper is to explore the coordinates of a new regional geography along the lines of territorial identity. While academic geography has experienced a slow process of de-regionalization, school geography still puts a strong emphasis on the regional. Identities seem specifically tied to regions and territories. In light of a general theoretical framework, I will focus on case studies from Europe and Latin America presenting the phenomenology of territorial identities.

