

The image features a central text area surrounded by a grid of small, square landscape photographs. The photos depict various scenes including buildings, bridges, water bodies, and natural landscapes. The text is centered and reads:

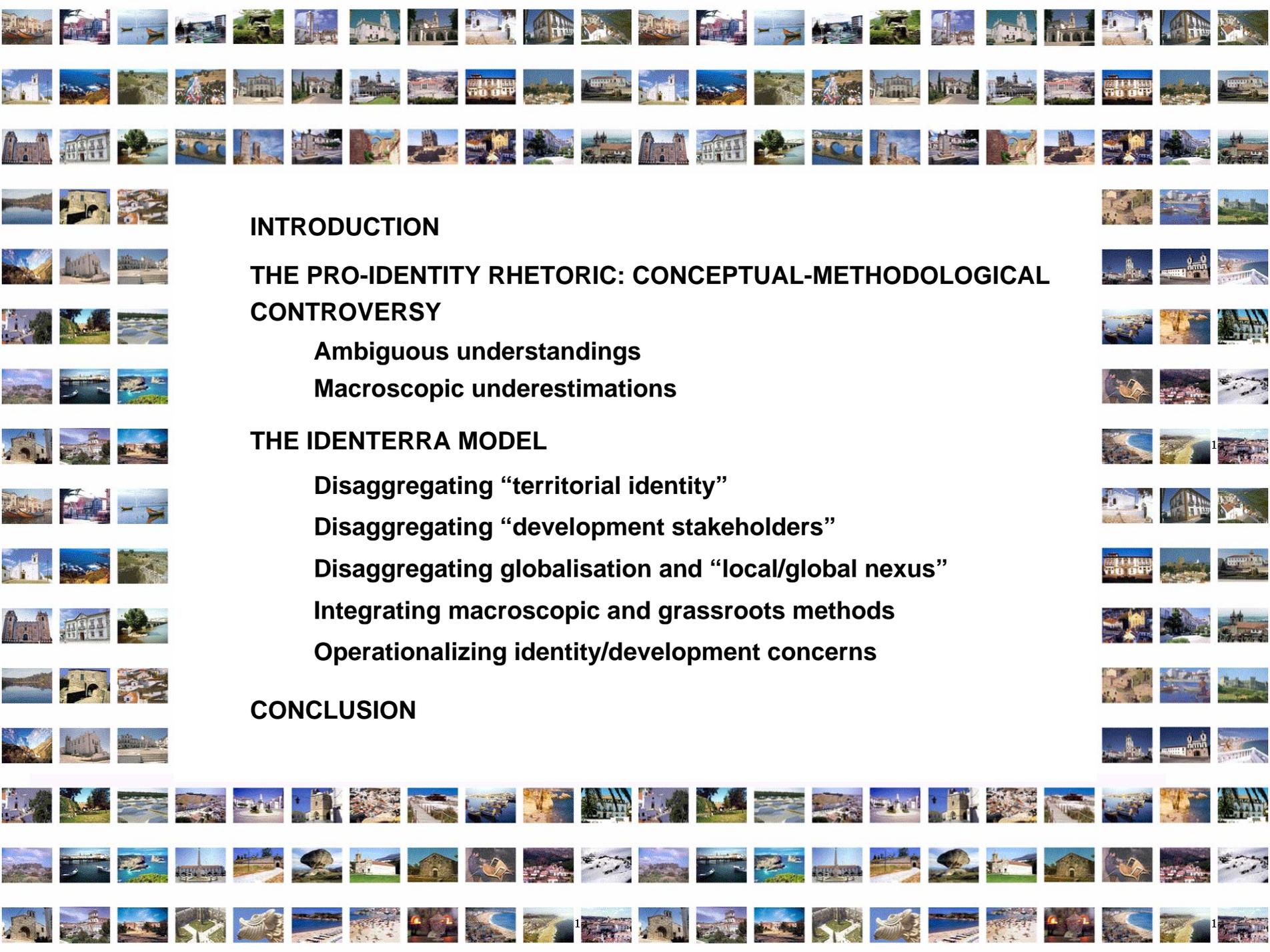
**SPATIAL FIXES AND FLOWS, DEVELOPMENT AND LOCAL/GLOBAL NEXUS:  
A CONTRIBUTION TO LANDSCAPE RESEARCH AGENDA**

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## INTRODUCTION

## THE PRO-IDENTITY RHETORIC: CONCEPTUAL-METHODOLOGICAL CONTROVERSY

Ambiguous understandings

Macroscopic underestimations

## THE IDENTERRA MODEL

Disaggregating “territorial identity”

Disaggregating “development stakeholders”

Disaggregating globalisation and “local/global nexus”

Integrating macroscopic and grassroots methods

Operationalizing identity/development concerns

## CONCLUSION



## INTRODUCTION



The uniqueness of places and regions is recognizable in natural and cultural landscapes.



Landscapes are custodians and witnesses of the (re/de)generation of territorial identities.



The landscape-related territorial identity features are vanishing as places and regions increasingly become affected by globalization.



The territorial identity concerns in the context of the globalized economy and culture is increasingly present on the local development research and policy agendas.



It has been reiterated that lagging regions need to combat negative and integrate positive effects of globalisation and, at the same time, to protect, strengthen and/or reaffirm territorial identity as a precondition for the competitiveness of local economy and culture on the globalized market of goods, services and ideas.



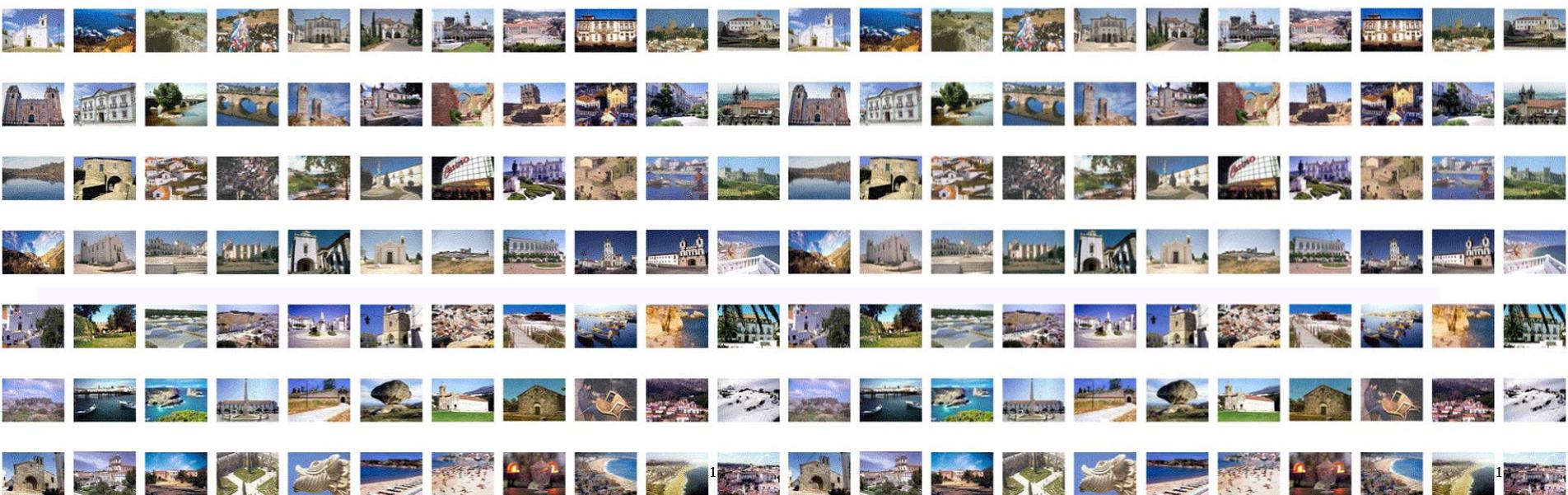


# INTRODUCTION



The objectives of this presentation:

- to discuss salient issues that may explain the gap between the pro-identity discourse and the reality marked by degradation of landscapes and local/global asymmetries in the (re/de)generation of territorial identities;
  - to propose a conceptual- methodological framework for the study of landscape-related and other changes in territorial identities as factor of local development within the local/global nexus.
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## THE PRO-IDENTITY RHETORIC: A CONCEPTUAL-METHODOLOGICAL CONTROVERSY



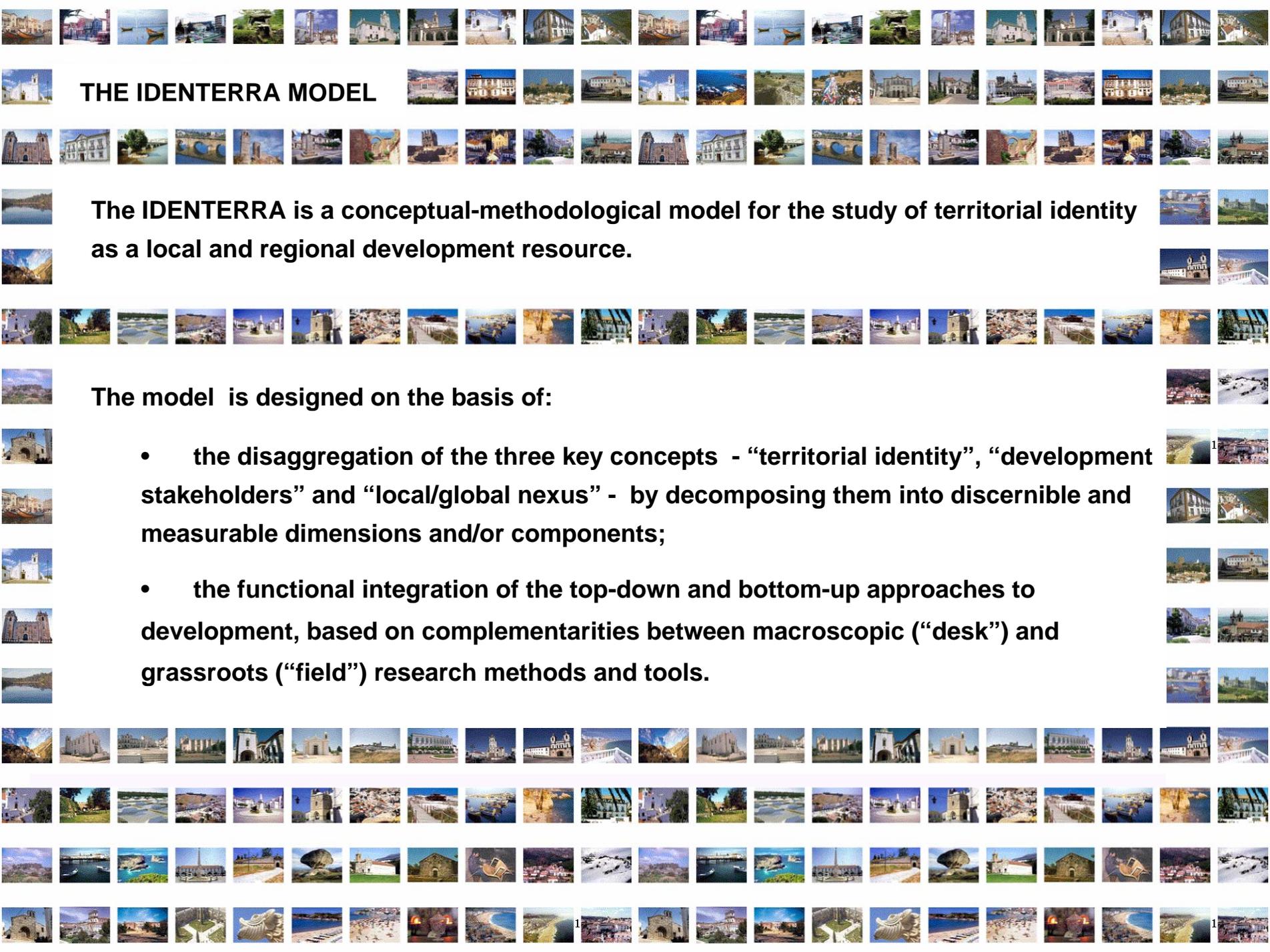
The major reasons for the gap between the pro-identity rhetoric and the reality are:

- the diversity of meanings that are attributable to the notion of territorial identity and, consequently, the ambiguity of interpretations about its significance for local and regional development;
- the prevalence of macroscopic perspective and top-down approaches to development and, consequently, lack of awareness about the role of development stakeholders, both institutional and individual in (re/de)generating territorial identities.



The true challenge is to transform territorial identity concept into an analytical category:

- a conceptual-methodological framework for the study of identity of places and regions as a development issue needs to be designed;
  - methods and tools for recording and assessing empirical evidence of changing identity features in the context of power-relations among development stakeholders need to be devised.
- 



## THE IDENTERRA MODEL

The IDENTERRA is a conceptual-methodological model for the study of territorial identity as a local and regional development resource.

The model is designed on the basis of:

- the disaggregation of the three key concepts - “territorial identity”, “development stakeholders” and “local/global nexus” - by decomposing them into discernible and measurable dimensions and/or components;
- the functional integration of the top-down and bottom-up approaches to development, based on complementarities between macroscopic (“desk”) and grassroots (“field”) research methods and tools.

# THE IDENTERRA MODEL

# Disaggregating “territorial identity”

## Spatial fixes

(territorially materialized, rooted, anchored)



natural resources



human resources



material resources



natural / created heritage

## Spatial flows

(territorialized movements, networks, systems)



nature



society

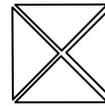


economy

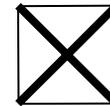


culture

## Landscape



## Territorial identity



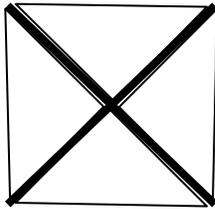
## Lifestyle



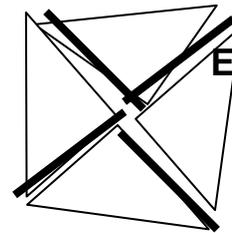
# THE IDENTERRA MODEL

# Disaggregating “territorial identity”

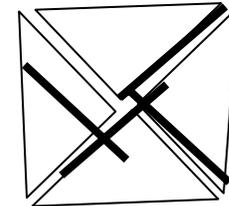
**OBJECTIVE**  
(factual, undisputable and/or certifiable)



**SUBJECTIVE**  
(perceived, interpreted and/or imagined)



**Experienced (practiced, lived)**



**Pretended (claimed, in mind)**



# THE IDENTERRA MODEL

# Disaggregating “development stakeholders”

## Individual stakeholders:

- artists (folk and pop)
- civil society activists (environmental protection, human rights, etc.)
- development activists (by type and experience)
- employees (by sectors of activity and qualification)
- entrepreneurs (by sectors of economic activity and size)
- journalists (local/regional mass media)
- land-owners (by size and land-use)
- new residents (national and foreign)
- political leaders
- pupils and students
- religious leaders
- residents working in another territory
- retailers (big, medium, small)
- retirees
- return migrants (by origin)
- teachers and professors (by area of specialty)
- small industrial producers (by type and technology)
- subsistence farmers (by type and technology)
- tourists (national and foreign)
- unemployed
- other individual stakeholder.





## THE IDENTERRA MODEL

## Disaggregating “development stakeholders”

### Institutional stakeholders:

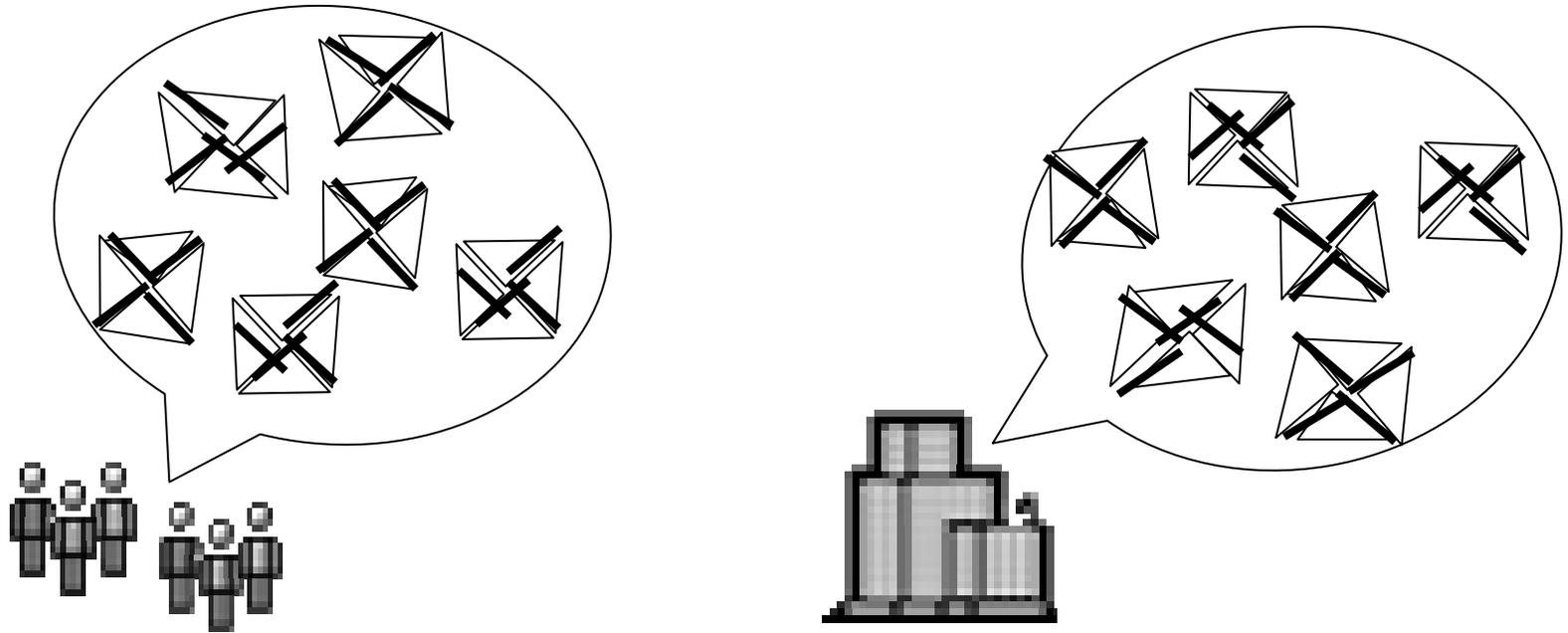
- cultural institutions (museums, theatres, libraries, etc.)
- educational institutions (schools, universities, etc.);
- enterprises (by sectors of economic activity and size);
- financial institutions;
- governmental institutions (local, regional, national);
- information - communication enterprises
- international institutions;
- local/regional development agencies;
- mass media establishments;
- modern civic associations;
- producers’ associations and cooperatives (by sectors of activity and size);
- religious institutions;
- retail companies;
- tourism and leisure industry firms;
- traditional civic associations;
- transport companies;
- other institutional stakeholders.



# THE IDENTERRA MODEL

# Disaggregating “development stakeholders”

## STAKEHOLDERS' KNOWLEDGE, ATTITUDES AND PRACTICE (KAP)





## THE IDENTERRA MODEL



## Disaggregating “development stakeholders”



### Stakeholders by time of presence in a given territory:

- “old” vs. “new”
- permanent vs. temporary
- disappeared vs. emerging



### Stakeholders by geographical area of origin:

- endogenous (local and regional)
- exogenous (national, international)
- mixed



### Stakeholders by geographical scope of operation:

- local
- regional
- national
- international
- mixed



## Development actors vs. development agents





## THE IDENTERRA MODEL

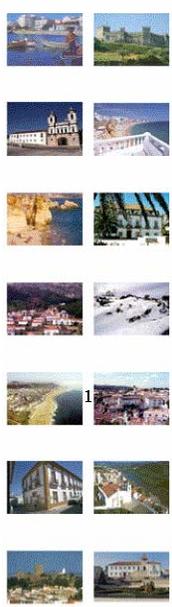


## Disaggregating "local/global nexus"



Role of development stakeholders in relation to processes affecting landscapes and lifestyles, such as:

- artificialization and destruction of nature;
- "glocalization" and "deterritorialization" of economy and culture;
- spatial and social mobility of human capital (migration and circulation);
- technological innovations in production, information and communication, etc.;
- urbanization, counter-urbanization ("rurbanization") and periurbanization;
- cosmopolitization, detraditionalization, fundamentalization of lifestyles;
- globalisation "from above" and "from below";
- other processes that occur within the local/global nexus.



The local/global nexus is disaggregated into:

- major globally conditioned fixes and flows, such as environmental, economic, societal and cultural resources, systems, and networks;
- detectable and measurable effects of globalization on landscapes and lifestyles in terms of both objective and subjective identity features.



# THE IDENTERRA MODEL

## Disaggregating “local/global nexus”

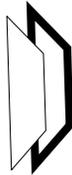
**Globalized  
spatial fixes and flows**



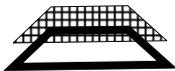
**environmental**



**economic**

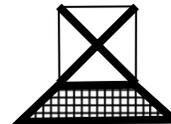
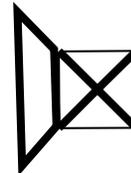
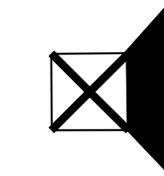


**societal**

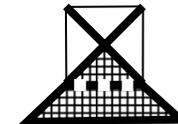
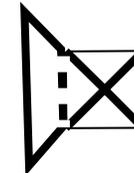
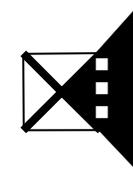


**cultural**

**Without  
local effects**

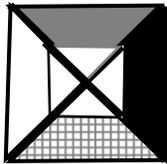


**With  
local effects**

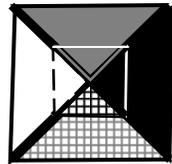


## THE IDENTERRA MODEL

## Disaggregating “local/global nexus”



**Territorial identity isolated from globalisation processes.**



**Territorial identity integrated in globalisation processes.**



## THE IDENTERRA MODEL



## Disaggregating “local/global nexus”



### Globalisation effects on the local natural environment:

- destruction versus conservation of natural resources and landscapes;
- degradation versus recovery of natural resources and landscapes;
- descaracterização versus revalorisation of natural resources and/or landscapes;
- conflicts versus synergies between the economy and natural resources management;
- lack versus increase of the competitiveness of natural resources and landscapes;
- other.



### Globalisation effects on the local society:

- social innovation versus stagnation;
- segregation/marginalisation/exclusion versus cohesion/integration/inclusion;
- lack versus promotion of knowledge/qualifications;
- spirit of dependency versus entrepreneurial spirit; population aging vs. rejuvenation;
- consumerism versus environmental conscience;
- social crises versus synergies ;
- other.





## THE IDENTERRA MODEL



## Disaggregating “local/global nexus”



### Globalisation effects on the local economy:

- stagnation versus growth;
- traditional versus modern means of production;
- lack versus diversification of activities and products;
- lack versus adoption of innovations and entrepreneurship;
- lack versus access to external markets;
- lack versus access to external investments;
- external dependence versus self-sufficiency;
- other.



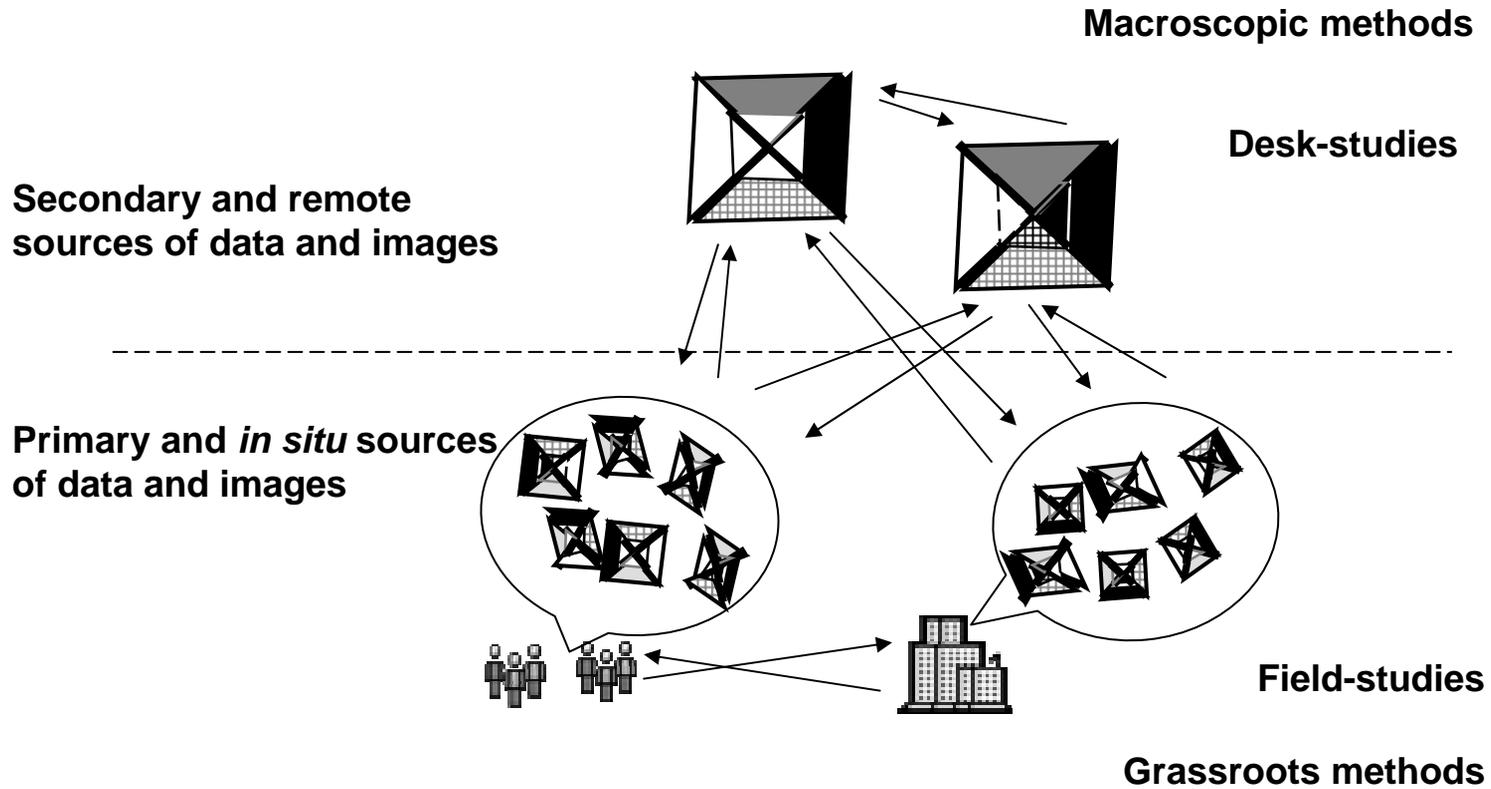
### Globalisation effects on the local culture:

- descaracterização versus preservation and/or recuperation of urban, rural and other cultural landscapes;
- homogenisation and standardization versus diversification and revitalization;
- xenophobia versus multiculturalism;
- traditionalism versus modernism;
- localism versus cosmopolitanism;
- imitation versus creativity;
- isolation versus networking in cultural diasporas;
- other.



# THE IDENTERRA MODEL

## Integrating macroscopic and grassroots methods





# THE IDENTERRA MODEL



# Integrating macroscopic and grassroots methods



The integration of top-down and bottom-up approaches, methods and instruments should enable the detecting and assessment of existing and potential conflicts and synergies (e.g., rural-urban, entrepreneurial-social, or economic-environmental) among local and global development stakeholders in consuming and (re)producing landscape- and lifestyle-related territorial identity features.





## THE IDENTERRA MODEL



## Operationalizing identity/development concerns



The potential relevance of the IDENTERRA model is in the possibility of operationalizing the concept of territorial identity in policies of territorial development.



Search for empirical evidence of changing landscape- and lifestyle-related territorial identity features can reveal different levels of toponophilia (the emotional link between a person and a place or physical environment).



Certain types of toponophilia can be strategically important in encouraging/discouraging cohesion/divergence among the existing and potential endogenous and exogenous forces (e.g. real estate investors, transnational entrepreneurs, etc.) in the economic valorisation of elements of natural and cultural heritage.



Local and regional development agents can promote toponophilia on the basis of the empirically verified knowledge and understanding of how people define and interpret the space of their residence, activity and/or leisure, how they identify themselves with that space, how would they like to change it, etc.





## THE IDENTERRA MODEL



## Operationalizing identity/development concerns



The assessment of “place attractiveness” can be another useful outcome of the IDENTERRA model.



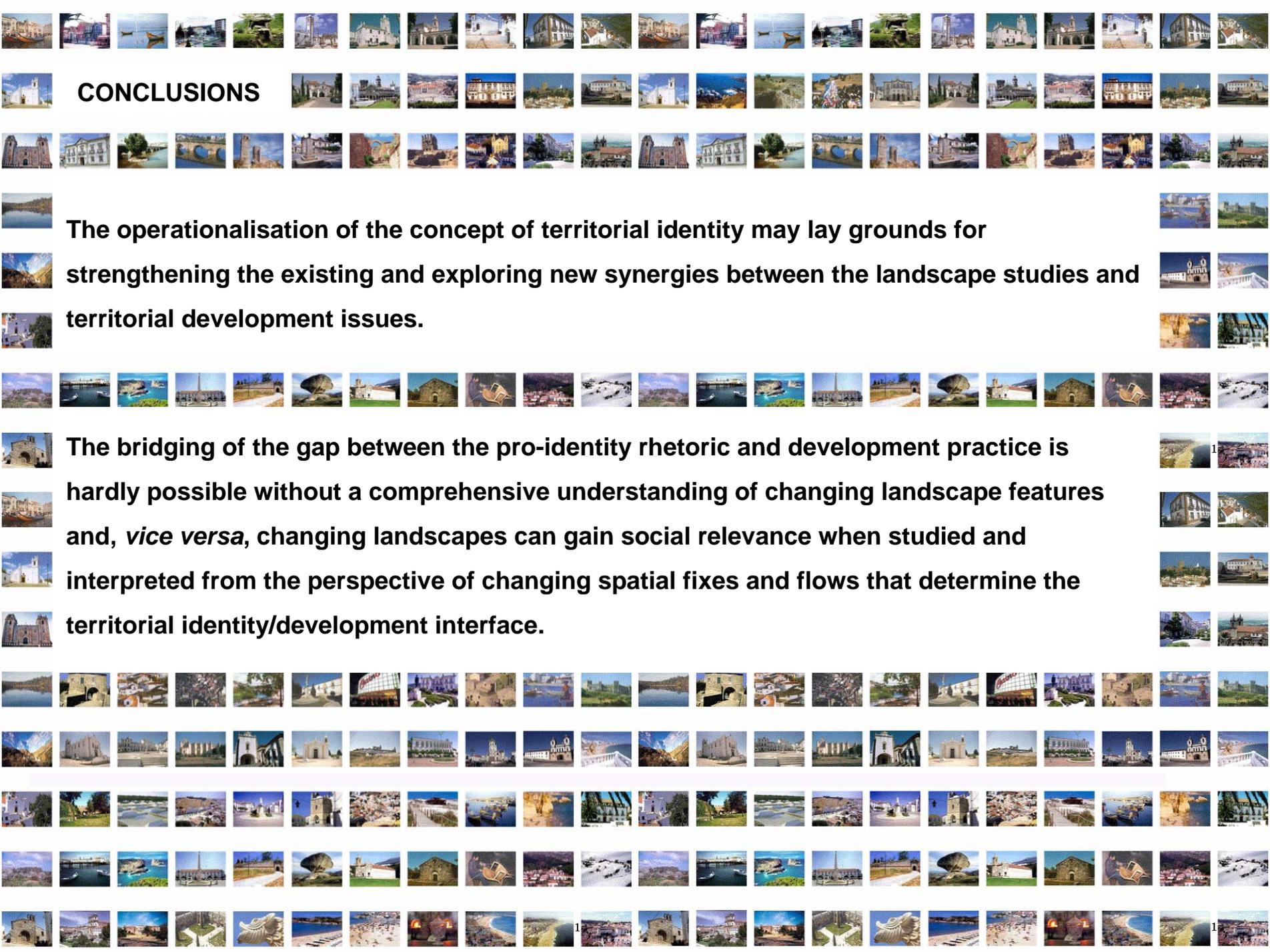
The understanding and promotion of place attractiveness could be very important in local and regional development planning, programming and project formulation particularly in lagging, peripheral and/or rural areas that struggle for the fixation of economic activities and social innovation based on the sustainability of the human resources base.



Development agents could make use of the IDENTERRA model for exploring contrasts between objective and subjective landscape- and lifestyle-related territorial identity features in order to assess:



- quality-of-life criteria and levels of satisfaction of professionals as actual and potential residents;
- existing natural, structural, social and economic elements and factors of territorial attractiveness that need maintenance and sustainability;
- disappearing elements and factors of territorial attractiveness, evaluate their relevance, both current and eventual, that need reaffirmation;
- potentials, both endogenous and exogenous, for introducing elements and factors of territorial attractiveness and stimulate their constitution.

A grid of small landscape images, including buildings, bridges, and natural scenery, surrounds the text. The images are arranged in rows and columns, with some images appearing multiple times.

## CONCLUSIONS

The operationalisation of the concept of territorial identity may lay grounds for strengthening the existing and exploring new synergies between the landscape studies and territorial development issues.

The bridging of the gap between the pro-identity rhetoric and development practice is hardly possible without a comprehensive understanding of changing landscape features and, *vice versa*, changing landscapes can gain social relevance when studied and interpreted from the perspective of changing spatial fixes and flows that determine the territorial identity/development interface.



## CONCLUSIONS



The integration of territorial identity/development studies based on combination of top-down and bottom-up approaches could represent an added value to both the theoretical and applied landscape research agendas.



Landscape studies related to territorial identity as a development resource could prove essential in planning and implementing programmes and projects aimed at strengthening toponymia, increasing territorial attractiveness and promoting other identity-based, strategically important components of globally competitive local and regional development.



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