

How our *Sense of Place* affect on individual behaviour for conserving cultural heritage?

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Point1: Individual voluntary behaviour

- ♦ What enhances individual behaviour?
Norm, rules, neighbour's view etc.
- ♦ It relies on how individual recognizes cultural heritage as important existing
- ♦ "Sense of Place" would be suitable concept for explaining individual's psychological relationship with place and heritage

Operative definition of "*Sense of Place*"

- ♦ **Place attachment:** Individual's affective or emotional connection to a spatial setting
- ♦ **Place identity:** Individual's cognitions, beliefs, perceptions or thoughts that the self identity invested in a particular spatial setting
- ♦ **Place dependence:** Perceived behavioural advantage of a spatial setting relative to other settings

(Source: Jorgensen & Stedman, 2001)

Point2: Operativeness

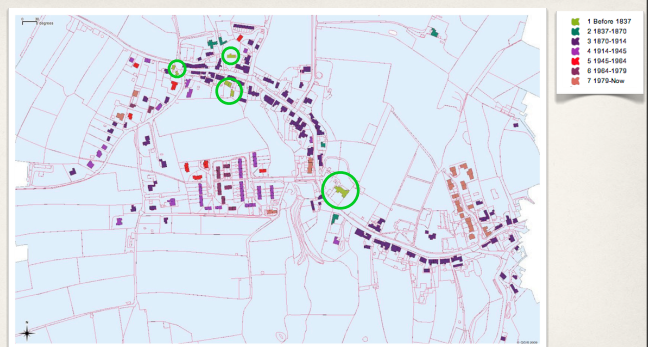
- ♦ Identify what could encourage individual's sense of place
- ♦ Political operativeness of sense of place and individual behaviour

Case study: Eyam Village, South Yorkshire, UK

- ♦ Population: 926 (2001)
- ♦ District: [Derbyshire Dales](#)
- ♦ Shire county: [Derbyshire](#)
- ♦ Region: [East Midlands](#)



- ♦ History of Eyam
The village is best known for being the "plague village" that chose to isolate itself when the [plague](#) was found in the village in August 1665, rather than let the infection spread.



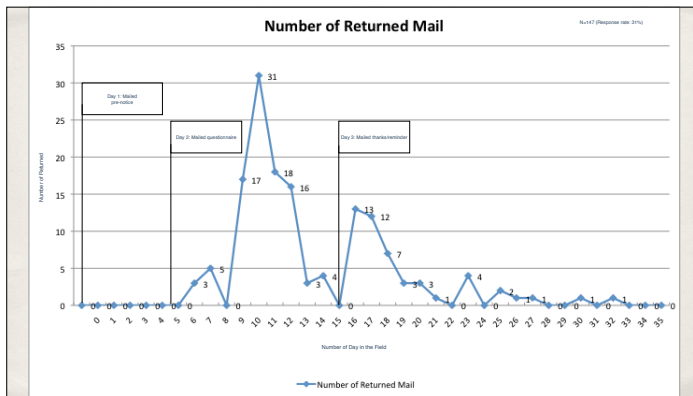
Eyam Village GIS map by building age

Objective of this study

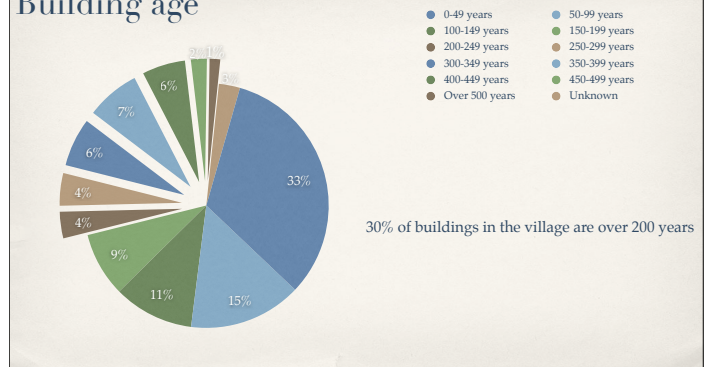
- ♦ To identify the effect of house owner's sense of place with place (Village) on the behaviour for conserving own property
- ♦ To identify politically manipulatable factors/variables of sense of place and house owner's conservation behaviour

Outline of the survey

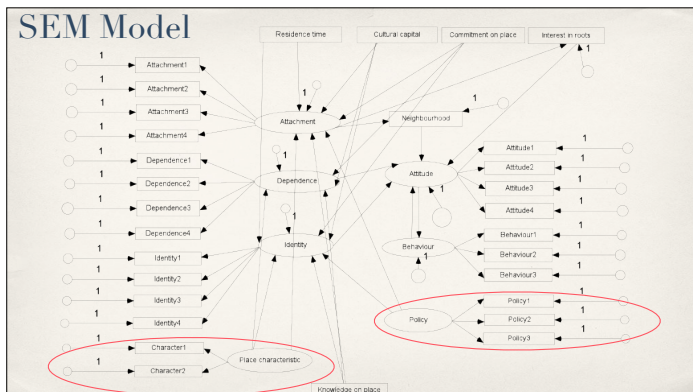
- ♦ Sample: 474 households
- ♦ Method: Postal mail survey (Applied Dillman (2009)'s questionnaire method)
- ♦ Response rate: 31% (N=147)



Building age



SEM Model



Achievements

Type	Title	Publisher/Name of conference	Date
Workshop presentation	Participatory Community Planning for Sustainable Community Management	The University of Sheffield, UK	26 May, 2009
Invited lecture	Ways people make active in planning process; the role of personal emotional bonding with place	University of Sassari, Italy	1 Jun, 2009
Workshop presentation	The Importance of Psychological Bond with Place: A Way of People Make Active in Community Planning	University of Trieste, Italy	25 Aug, 2009
International conference	Can Environmental Psychologists Accommodate People's Place Attachment and Identity for Practical Purposes of Daily Life?	8th Biennial Conference on Environmental Psychology, Zurich, Switzerland	9 Sept, 2009
Paper	Bridging the gap between planning and environmental psychology: A methodological exploration for the application of sense of place for visioning of public policy	Futures, Elsevier	3 Dec, 2009
Conference presentation	Effect of sense of place on property owner's behaviour for maintaining historical building	Japan Society of Environmental Psychology	27 Mar, 2010
International conference	Effect of sense of place on property owner's behaviour for maintaining historical building; A case study in Eyam village in UK	International Association for People-environment Studies (IAPE 2010), Leiriz, Germany	27 June, 2010