Full Length Research Paper

The Importance of Environment and Landscape Design Management in the Tourism Industry

Fatemeh Fallahi

Department of Architecture, Sowmesara Branch, Islamic Azad University-Guilan-Iran.
Email:Mehrnaz_falahi@yahoo.com

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Landscape Architecture is a new art and science emerged from the combination of different science and art fields. Based on the landscape architecture; perspective is an objective-mental, dynamic and relative phenomenon which is a product of human interaction with environment, and community with history. This knowledge involves two important subjects: environmental design and sustainable architecture, which are approximately a component of construction and contemporary culture of architecture. Hence, architects are increasingly, contractually, ethically, and legally obliged to consider environmental criteria in their relative designs. A real concern for the environmental crisis available in all communities shows that the future designs should act more effective even beyond the current sustainable standards. At the current paper, firstly, a review on the trend of creating and expanding environmental psychology and its relation to the philosophy of physical design is made in order to introduce the philosophy of ecological architecture to architects, urban planners and landscape architects, and the quality of tourism spaces will be evaluated with expressing these philosophies. Finally, the paper discusses about the relationship between human behavior and the surrounding environment for designing purposes in order to generate a general framework for analyzing the relationship available between human perceptions from environment.

Keywords: Sustainable development, Environmental Psychology, Aesthetic landscape, Tourism industry

INTRODUCTION

Landscape architecture was, in some ways, a response to growing faults made in modern architecture. The realization of urban development plans led to cities with monotonous and standardized buildings. Enthusiasm in economic building led to extremely low-quality finishes, with subsequent degradation countering a now-waning aesthetic novelty. Landscape architecture created a new aesthetic in contrast with standard modern architecture. Landscape architecture created a renewed belief in the power of open area to improve the world. This is especially evident in plans for connecting urban environments with recreated Settings, but few of these plans actually became parks, gardens, greenways, etc. Landscape architecture aimed to achieve a new cognitive and effective aesthetic. Characteristics of landscape architecture are varied, but all of these characteristics have accentuated on attractive elements, these characteristics are a combination of all the features of natural and artificial elements in the environment. They included the prominent display of the public parks and parkways, and an orderly arrangement and the use of artificial static and exciting elements. Visual characteristics of these elements make up the most important part of landscape quality. A good visual quality has a direct relation to desirable characteristics of environmental elements in a space, but is landscape quality inherent in the landscape or in the eye of the beholder?

Some papers suggest that landscape quality assessment may be approached on the basis of two contrasting paradigms, one which considers quality as inherent parameter in the physical landscape, and another which considers quality as a product of the mind – eye of the beholder. These are called, respectively, the objectivist and subjectivist paradigms. These paradigms underlie the surveys of the physical landscape and studies of observer preferences. Examination of these paradigms through the approaches taken by philosophers from Plato to modern times demonstrates the ubiquity of the paradigms in underlying human perception of
landscape. Until recent centuries, the objectivist paradigm has provided philosophers with the basis for understanding beauty, including landscape beauty. However, the philosophers Locke, Hume, Burke and particularly Immanuel Kant identified beauty as lying in the eyes of the beholder rather than in the object. The parallels between Kant's aesthetic philosophy and contemporary theories of landscape quality based on an evolutionary perspective are examined. Most philosophers over recent centuries have adopted the subjectivist view of aesthetics (Lothian, 1999). This article is concluded that only the subjectivist model should be used in the research of landscape quality. Instead various indexes as addressee’s aesthetics feeling and the manufactured environment could grow if their elements are correctly linked together.

Tourism Industry

Tourism and the Natural Environment

In general, a touristic activity can be described as a process running through several phases from the planning of the holiday to a long time after returning home. According to figure 1, the elements of the system are tourists, generating, regions, transit routes, destination regions, and a tourism industry. Having the characteristics of an open system, the organization of these elements operates within broader environment: physical, cultural, economic, political, and technological, and social (Leiper, 1979). The modern industrial culture has, without any doubt, provided wealth and welfare for many people, but there are increasingly developments in several areas that raise questions about industrial capability of societies for solving the existing problems. These can be referred to (Gullestrup, 1996):

1. eco-geographical environmental problems
2. socio-economical social problems
3. physical-psychological individual problems

One of the areas where we encounter inherent dilemmas and conflicts on these problems is within tourism industry. Tourism certainly contributes many positive things, both for individuals and whole societies. For individual tourists, traveling is a source of much pleasure and great experiences, tourism contribute to economic development and the creation of jobs in both industrialized and developing countries. Moreover, international tourism has been considered as contributor to the enhancement of inter-cultural understanding.

Therefore, in order to stop tourism’s serious overexploitation of our nature, and prevent its destruction of what it is exactly based on, the relation between tourism and ecology needs to be balanced by introducing
the sustainability paradigm to tourism (Gunn, 1994; Liu, Sheldon, and Var, 1987; Wheatcroft, 1991). But, exactly what kind of problems and conflicts exist in the relationship between a large-scale industry such as tourism and the protection of the environment? The answer to this question is vital in order to develop where tourism can be adapted paradigm of sustainability, namely, meeting the needs and demands of the present generation without compromising neither nature nor future generation`s needs and demands. Within ecological theory, natural surroundings are divided into the living (biotic) and the non-living (abiotic) components, which function in interaction within what is called ecosystems (Anne Marie, and Suzanne, 1998). To understand the meaning of natural elements, we must study these elements in relation to their geographic or local framework. Our interpretation of these elements should be a response to their relation to framework and physical characteristics of them. (Motloch, 2001). According to the mention, natural environments can be defined as; the combination of all biotic and abiotic elements on earth, which function in an interplay through ecosystems. The biotic elements consist of all living organism, animals (fauna) and plants (flora). The abiotic elements can be defined as all material and energy found in the air, the soil, and the water. Ecosystems consist of a society of individuals from different populations, living in a given area together with their non-living surroundings (Hunter, and Green, 1995).

Problems and Conflicts between Tourism and Nature

Tourism`s Impacts on the Biotic Elements: Since the biotic elements are important resources of tourism, they are particularly vulnerable to tourism industry and tourist behavior`s impact. Physical infringements where animals are hurt or killed, either by accident such as traffic accident or deliberately by finishing or hunting, are more extreme impacts. Disturbance has less direct consequences, but disturbing animals in their habitats by touristic activities can cause extinction or migration of certain animal species (Erize, 1987; Anne Marie, and Suzanne, 1998). Changes in the living conditions of animals, by either impacting abiotic conditions or influencing feeding chains, have serious negative impacts.

Tourism`s Impacts on the abiotic Elements: The abiotic elements serve important purposes to tourism, since they not only do offer resource, but also serve as setting for touristic activities and experiences on the land, in the water, and in the air. Abiotic elements would be changed by changing into the biotic elements. It could conversely be true. The tourist`s disposal of non-degradable waste along transit routes and at recreational areas defaces the natural environment`s aesthetic qualities (Anne Marie, and Suzanne, 1998).

Environmental Perception

The Approach of Environmental Psychologists about Human Perception of Natural Environment

The main designers’ criterion in designing process was due to its form and aesthetic aspects. Hence, psychologists believed that the real and daily needs of users are ignored due to aesthetic and objective approach of designers. Therefore people have been more unfamiliar with the design environment. Unlike to traditional psychology, in which researches pay no attention to the relationship between human behavior and its physical environment, this concepts (human relationship with their environment, or ecology) in ecological psychology was prominently considered. Human perception of the environment is pivotal issues in environmental psychology. Environmental perception is a process through which the necessary needs are chosen due to human environment. The perception process is aimed and related to the culture, attitude and thinking of perceptive. Therefore, the perception process is always associated with human cognition of the environment (Neisser, 1967). Different schools have tried to explain how the human perception behaviors operate in or against the environment. The schools that had a profound effect on the environment and design theories are, school of Gestalt psychology (Koffka, 1964; Hochberg, 1944; Kepes, 1938; Wertheimer, 1947; Kohler, 1935) compatible or exchangeable view of psychology (Ittelson, 1960) and psychological schools (optical), James Gibson (Gibson, 1966, 1979). Gestalt psychology is interested in cognitive patterns and shapes similarity and environmental perceptions experience with the process of nervous system formation in humans, compatible psychology is based on human experience and human interaction with the surrounding environment and examined the perception such as a compatible process between observer and environment. On the other hand, Gibson optical psychology knows environmental and ecological as the foundation of all data. He believed that environmental data will be received directly without needs to data-processing of human brain through environmental impressiveness and human sensory perception that works as a system (Gibson, 1966). So far, although the two first approaches has been paid attention more with environmental psychologists and architects, today a new ecological perspective or Gibson ecology goes to achieve its proper place in the environmental review and research (Kaminski, 1989; Lang, 1987, 1994). Gibson`s ecological theory of perception is to express the idea that the material world is composed of a variety of area overlapping each other and perception of this area is possible only when the person is required to move into the environment.
Aspects of Sensory Cognition of the Natural Environment

Environment is not a constraint, but is a resource and an opportunity. Tourism and the environment are not merely interrelated but are interdependent. Tourism sustainability, rather than conflicting with environmental conservation, actually demands it; otherwise, tourist’s satisfaction will be reduced as the inherent attractiveness of the tourism setting is eroded. Whereas tourism can lead to environmental degradation and, therefore be self-destructive, it can also contribute to substantial enhancement of the environment. Satisfying tourism settings grow out of natural forces and social conditions and are complementary and compatible with them (Pigram, 1980). External appearance senses of the environment are highly substantial in the extension of which they are preferred; Variables are empirically evident to predict preference can be analyzed both in terms of their information-processing implications and in terms of their evolutionary significance. Some of these predictors appear to require fairly extensive information processing, thus supporting the hypothesis that a rapid, unconscious type of cognition may precede certain affective judgments. Such conceptual relationship between cognition and effect is understandable in the context of proposed theoretical framework for environmental preference. This framework not only does provide a coherent guide to research but also points to the pervasiveness and significance of aesthetics as a factor in human behavior and human experience (Kaplan, 1987). Cognition is what experienced by our sensory members. Stimuli, i.e. the external physical condition stimulate the sensory members, are the beginning of the cognition, and thus secret cognition is awoken in mind. On the other hand, cognitions are mental structures that contain the knowledge and judgment. This process can be defined as a process by which sensory stimuli into subjective nature. This process can be identified in several stages including pattern recognition, form recognition, attributing the concept to the form, inserting emotions in these concepts and, final viewer’s reaction to the prior four stages (Motloch, 2001). With a glimpse of John Motloch’s theories, the two first stages of the process (pattern recognition, form recognition) can be put into the objectivist part and two else stages of this process (attributing the concept to the form, inserting emotions in these concepts) can be put into the subjectivist part. In the other part of their studies, the cognition has been divided into two simple and complex; sensory stimuli are dealing with vision, hearing, smell, taste and touch. With using these senses we can understand visible form, color, light, texture, tone, sound, smell, taste, touch, features and navigate. Each of these cognitions is simple. But information can be processed as a complex cognition by mind, such as a food flavor, its smell, and also in term of subjective can be affected by visual features. This is because the restaurants are avoided to serve foods under a fluorescent light. Because these light makes foods blue.

The role of environment and landscape designer in the design process

Sustainable Development in Tourism Setting

Capra believes diseases of contemporary society are inevitable result of our tendency to simplify complex issues into simpler forms and our inability to pay attention to their interaction. Capra explores the transition from idea towards a comprehensive and sustainable thinking that are taking place in certain professions (Capra, 1982). In this review, environment designs are clearly ignored, the reason is that the overall process of these occupations follows the Cartesian approach. In the Cartesian approach, designers often limit the project to have complex comprehensive and combined cases of their experience. The practical implementation of sustainable development is a multi-sided task. For a development that to be sustainable, it must fulfill three basic principles that aim at improvements within what is considered as the major problem areas:

1. Optimizing human well-being,
2. Respecting the earth’s capacity to regenerate resources absorb waste,
3. Fair allocation of costs, benefits, and resource-use option.

Sustainable tourism development implies that development in tourism uses resources in a sustainable way and takes place within the limits of the surrounding ecosystems’ and global carrying ability (Anne Marie, and Suzanne, 1998). Appropriate environmental designs depend on how much quality of the culture and ecological environment are maintaining or enhancing. So, if the plan is appropriate, it should maintain the performance and utility systems without any needs to resources or high energy, without any adverse effect on the system or damaging it. Therefore, if you have a stable decision, the plan will remain sustainable over the time. But, the project will be lost soon if it is not sustainable, (Jacobs, 1989). A hierarchical structure of management, have been divided by using the scope and the depth of information, can be most effective to deal with complex systems administration.

Management Hierarchy in Environmental Design and Landscape

The terms sustainable design and ecological architecture are firmly a part of the contemporary culture of architecture and building. But this is not the first environmental crisis which designers enface in the recent
Figure 2: Management Hierarchy in Environmental, Design and Landscape

A hierarchical structure of management, has been divided by using the scope and depth of information, can be most effective to deal with complex system administration. The management structure, as a hierarchy of three surfaces, have been composed of meta-systems designer, system designer, and project designer in environmental and landscape urban design. At the highest level, physical systems are usually spatial. They are incorporated in social systems, financial and political space that usually can not been seen. Meta-level systems are important in combining these two very different conceptual models, as holistic decisions that are related to a specific location. Mid-level management (system designer) manages physical systems and their role in creating sustainable and meaningful places. The lowest level contains the most common tasks of profession as urban design, architecture, landscape architecture and the environment projects. (Klir, 1981; Motloch, 2001). In this hierarchy (figure 2), decisions taken at the project level have been determined in the background, conceptual framework and models that are adopted and incorporated in the system design and management to specific physical systems. These conceptual frameworks and models have been created in order to combine the physical and non-physical systems in meta-system level. Meta-system and system designers create ideas and conceptual frameworks, so the project designer works in its range. This hierarchical structure of management causes to redefine professional goals, social functions of urban design, architecture, and landscape architecture careers. In this management hierarchy, the purpose of meta-system designer is environmental management and ecological-cultural perspective. Achieving this goal, the main purpose is structural, infrastructure, ecological, cultural, economic, and visual systems synergy in order to maximize human health and welfare. Also, environmental and landscape designers working in meta-system level should create a control system consisting conceptual frameworks, models and process that the lower levels of decisions take place at those ranges.

CONCLUSION

The overall objective of this study is to evaluate the interaction of human and its environment. In interacting between humans and the environment, the designer is
known as an autonomous individual, who can develop and expand the tourism industry and can also lead to repress. Designed environment and landscape could be what is called appreciative system by Eric Yansh. According to Peter Jacobs, it could have a deeper meaning of its perfection, identity, ability to be imaginable and flexible character, and can make ecology in line with culture. On the other hand, it can put pressure on the environment in long time, lose its popularity, and become an unstable setting. When an industry is described unstable, exploitation is very high in comparison with inherent ability. Reducing negative impact of human activities affect the quality of biotic and abiotic elements in nature, ecosystem protection, and sustainable environment.

Research results, on the one side, show disharmony on the planet caused by affecting and exploiting over the size of biotic natural resources (flora and fauna), the pollution of environmental abiotic elements, and know loss of biodiversity as a factor to reduce palpable and aesthetic values for natural environment. From the other side, it was mentioned that tourism setting requires exploitation and efficient use of environment in order to be in stability. Satisfaction of this industry depends on coordinating forces of natural and inherent environment with social condition. There is a noteworthy and reflective point; if visual perception was the main and most important of human understanding from surroundings, while the material world is composed of a variety of area overlapping each other, according to Gibson’s theory, perception of this area is possible with moving on the natural environment, access and exploitation of its inherent powers.

Based on what was mentioned in figure 1; tourism industry can be changed into an open and inviting industry, if physical, cultural, economical, political, technological, and social elements are organized. According to the figure 2; the task of organizing these elements has been placed upon meta-system designer. System designer combines conceptual frameworks, which are determined by the meta-system designer, with certain physical systems then manages it. Finally, the project designer should be obliged to plan and design within the determined frameworks and models, and would not be as an autonomous individual.

Architectural design and construction strategy is different with regard to cultural issues, geographic, climate and economic. There are no one-size-fits-all approaches to architectural design. However, there is no need for basic instructions on how to influence people’s behavior towards the built environment of the extensive consequences, even for those who are in harmony of behavior with the environment (Yean, 1999). In a summary we can say that a designer must be skilled with the perception behavior and can create a strong sense of place (Motloch, 2001).

The purpose of design and creation of open spaces and tourism areas is a kind of outdoor recreation that can be organized based on cultural and social conditions. It not only does affect the esthetic dimension, but also eliminates human psychological needs. In the other word, unlike the functional and performance philosophy, and neglecting environment in modern architecture, efficient use from potential of environment in the ecological areas is the most important goals of issues.

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