

The Institute for Sociology, Centre for Social Sciences, HAS
cordially invites you to its sixty-second *Jour fixe* event:

Melanie Kay Smith:

Exploring methodologies for measuring Cultural Ecosystem Services (CES) in the context of landscapes

Academic symposium

Presenter: Melanie Kay Smith (Institute for Sociology, CSS HAS)

Discussants: Márta Kiss and Boldizsár Megyesi (Institute for Sociology, CSS HAS)



Abstract

The Millennium Ecosystem Assessment (2005) stated that cultural services and values were not recognised enough in landscape planning and management, therefore the Cultural Ecosystem Services (CES) framework was developed to capture the more intangible values of landscape, including aesthetics, inspiration, spirituality, sense of place, cultural heritage, education, as well as recreation and tourism. Familiarisation with CES categories arguably affords new opportunities to think more holistically about many of the disparate elements which have often been managed independently in landscape studies (e.g. cultural and intangible heritage, eco-systems, socio-cultural impacts of tourism and community-based tourism). However, the challenges of measuring intangible benefits and values in this context has been noted by several researchers (Chan, Satterfield, & Goldstein, 2012; Milcu, Hanspach, Abson, & Fischer, 2013; Leyshon, 2014; Andersson, Tengö, McPhearson, & Kremer, 2015). The presentation reflects on the challenges of defining and translating CES terminology and the difficulties inherent in devising appropriate methodologies to capture them. Examples will be given of a quantitative questionnaire that was designed to capture visitor perceptions of CES in a range of landscapes (Smith & Ram, 2017), as well as a grounded theory approach using CES as a framework for qualitative, case study research based on in-depth interviews (Smith & Csurgó, forthcoming). Recommendations will be sought for refining existing methodologies and proposing new ones.

Keywords: cultural ecosystem services (CES), landscapes, visitor perceptions, wellbeing, tourism

More info on the project at www.tobewell.eu

Venue:

Institute for Sociology, Centre for Social Sciences, Hungarian Academy of Sciences
Budapest 9., Tóth Kálmán u. 4. B.1.15.

Time: 19 October, 2017 (Thursday), 1p.m.