

Cognitive aspects of Kurzeme coastal landscape identity

Daiga Zigmunde, Natalija Ņitavska, *Latvian University of Agriculture*

Abstract. Understanding of landscape identity is not complete without people's cognitive perception which reflects their inner world, emotions, memories and associations. On the one hand landscape identity is formed by a collective memory. It represents the interpretation of history, culture and traditions which is subjected to the influence of mass media, political and economic situation. On the other hand there is an individual who is subjected to this collective memory. However, each individual has his/her own experience and memories, family traditions, and even changing emotions and sensations.

In order to reveal the cognitive aspects of Latvia's Kurzeme coastal landscape identity a survey was carried out in the autumn of 2013. There were 269 respondents who participated in it. For conducting the survey Kurzeme coastline was divided into 18 stretches- study areas, depending on the spatial structure of the landscape and cultural heritage features. As a result of the questionnaire, by selecting the most frequent answers about each study area of Kurzeme coastline, each individual's attitude was analysed and a collective view about the place's identity was obtained. The key findings of the research indicate the public opinion, which is often associated with the collective memory and media promoted information but does not necessarily reflect an individual's true opinion.

Keywords: 4-5 keywords. Kurzeme, coastal landscape identity, cognitive aspects.

Introduction

Up to now multifaceted research has been carried out on the Baltic Sea coast in the territory of Latvia within the framework of particular research fields. However, there is no complex methodology for determining the coastal landscape identity which would include the different aspects characterizing the coast. Carrying out the analysis of the present researches, it should be concluded that they generally deal with the research of geomorphological processes of the sea coast, nature protection as well as coastal spatial development and the possibilities of tourism development, in certain cases touching upon the issue of identity as well. The research on Latvia's coastline geomorphological processes includes their monitoring, which shows the dynamics of coastal erosion and sediment accumulation [57, 49, 58, 15, 16, 31]. Among the coastal values unique protected nature objects and natural ecosystems should be mentioned. Their classification, protection and regeneration as well as joint management of coastal area are significant issues which have been widely researched in Latvia and other countries [44, 25, 46, 56, 38].

Regarding the issue of nature protection, it should be emphasized that a large part of the Baltic Sea coast consists of forest landscapes. Several research papers and projects have been devoted to the research of these landscapes addressing the ecological processes, possibilities of preserving biodiversity, measures and activities regarding management and planning and also the design of forest landscape [1, 12, 17]. The cultural heritage of the places, changes in the population

density and the aspects of culture and traditions have been analysed in the researches on coastal spatial development [3, 7, 45]. At the same time the concept of culture is included in the research of national identity. The ex-president of Latvia and cultural scientist Vaira Vīķe – Freiberga points out that culture shapes the core and the heart of national identity which is of particular importance to those who happen to be in exile far away from their native country. Therefore, culture is one of the ways to preserve one's ethnic identity. The issue of identity preservation and heritage pertaining to the nation's traditions, culture, folklore, spiritual and moral values, identity traits, signs, symbols, etc. is particularly topical in the period of globalisation [4, 32, 39, 59].

Therefore, the core of identity should grow out from our ancestors' roots where new branches grow and develop in the modern world. The concept of place identity has often been used in the research, planning and management projects which are related to recreation development facilities and infrastructure improvement. They emphasize the traditions and symbols as tools for attracting tourists [13, 23, 27]. Landscape identity research is complicated since it involves both physically recognizable elements and cognitive elements formed in people's memories and sensations. Even though in some fields of research the coastal landscape identity is included as one of the aspects, its cognitive aspect has not been extensively researched in Latvia at present. Thus, the aim of this research was to reveal the coastal landscape identity forming cognitive aspects basing on the example of

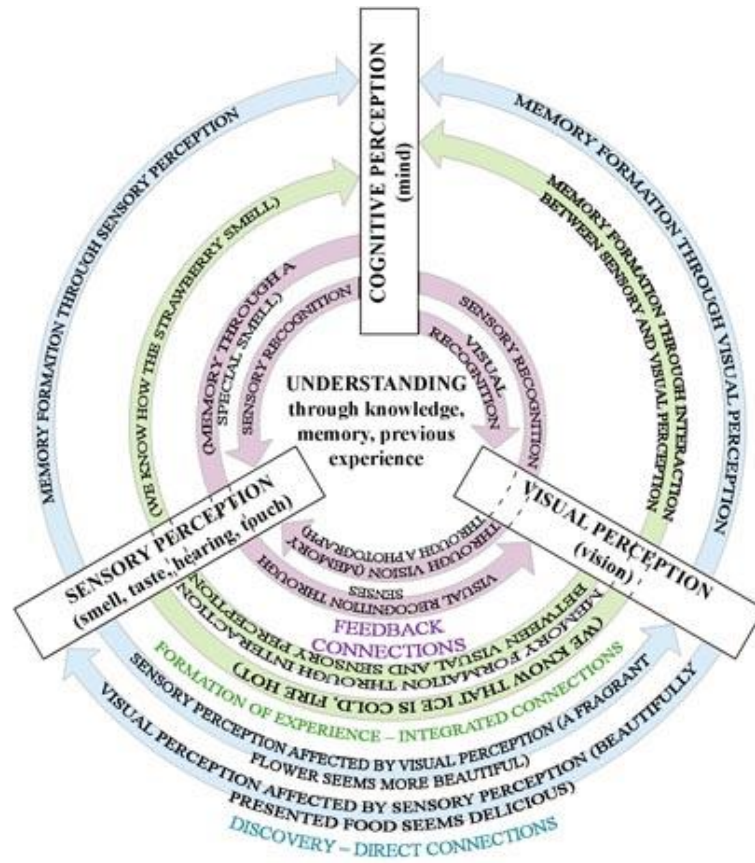


Fig. 1. Formation of human perceptions, interaction of them [Source: created by the author]

Latvia's Kurzeme coastline. It will help in future to better understand the identity forming processes and perception of a place and include the cognitive aspects in the territorial planning.

Multifaceted nature of landscape identity

The research on landscape identity has started quite recently and it has been more focused on the understanding of the concept. The scientists Derk Stobbelar and Bas Pedroli in their research have defined the landscape identity as a uniqueness of a place through physically-social aspects which are reflected in spatial cultural structure of the place. [55]. This definition confirms the multifaceted nature of landscape identity as well as its instability and continuous transformation due to diverse influencing factors [21, 26, 30, 36, 53]. These are cognitive aspects formed by both people's perception, knowledge experience and sensations and also by the changes in landscape in the course of time. Therefore a topical issue is of the uniqueness of each landscape and its values with which very often the identity of a definite place is associated. The uniqueness can be formed by both nature and human created elements and also by memories, traditions and ties with outstanding people and events. Quite often the concept of identity distinguishes only one of these parts, however landscape identity is formed by a balance of all these parts.

Human perception of landscape

The peculiarities of human perception play an important role in the interpretation of landscape values and identity. Perception is each person's individual impression and cognition of the surrounding landscape [2, 5, 9, 22, 33, 37, 40, 65] and it is formed by visual, sensory and cognitive perception, which by interacting interpret what we have seen and heard in our consciousness (Fig. 1). These three ways of perception determine also the differences in each individual's cumulative perception, since each individual has them developed in different intensities which is determined by different specifics, e.g age, gender, profession, education, family traditions, life style, etc.

Visual perception is one of the most important of people's senses, since visual information is the first which reaches our mind and constitutes 80 % of what is perceived [19, 20, 41, 42, 62, 63, 64, 69]. That is why the human's visual perception occupies the most important part in everything surrounding us daily. However, the greatest emphasis regarding the importance of human's visual perception is in the fields associated with the quest for aesthetic quality – in art, architecture, landscape architecture and other fields whose basic rules are formed by human's perception of the beautiful [29].

Other senses make up sensory perception or perception of the surrounding things or phenomena

through olfactory, palate and tactile senses [47, 52, 63]. Quite often the sensory perception unconsciously adds to the visual perception, for example the image of a flower together with its pleasant fragrance enhances positive emotions which we get from looking at the flower. Sensory and visual perceptions supplement each other, creating a whole image of the perceived item [29, 37, 52].

Cognitive perception can be described as unconscious perception [29, 50] because it is connected with each individual's previous knowledge, experience and level of knowledge, and therefore, with the capability to analyse and understand the processes. The visual and sensory perception of an individual interacts actively with the cognitive perception or the perception formed by our mind and experience. It is most vividly proved by a child's perception. A child who is actively engaged in acquiring something new and unknown, perceives it with an excitement of a discoverer and sincere manifestation of emotions. When feeling the gentle touch of a lawn or fine sand under the feet, smelling a flower or seeing stars in the sky the child's emotions are genuine, because the cognitive perception only starts forming. Growing older our mind accumulates the previously seen, sensed and learnt, and we no longer discover, but analyse and compare (Fig. 1). An adult person knows what feelings are aroused when he/she comes into contact with something familiar and therefore this person tries to discover something new again just to have the feeling of a new discovery that the person had experienced in his/her childhood. Cognitive perception plays the leading role in evaluation of landscape determined by human knowledge, understanding and previous experience [47,60].

Cognitive aspects of the landscape identity

A human's cognitive perception is the key element in the cognition of landscape identity. The cognitive aspects are formed from several layers which when overlapped result in a complex understanding of landscape identity.

One of the layers is *ethnic identity or belonging*. This concept reflects the result of emotionally cognitive (connected with cognition) awareness process of ethnic belonging, the feeling of belonging to a certain ethnical group [68]. The process of forming ethnic identity starts from childhood, where religion and understanding of one's culture and place play an important role. At this moment the second layer is formed – *a collective consciousness* where the attitude and connectedness with the surrounding environment is formed.

Close connection between religion and environmental cognition can be observed here. For many people nature is God or God is found in

nature [18, 48]. *Memory and mythology* can also be considered to be cognitive aspects of landscape identity. Quite often the term "*collective memory*" is used in this context. The influence of collective memory on the process of identity formation is closely related to even a wider concept – race and a nation's memory and consciousness, which influence not only the language, traditions and conceptual state structure but also everyday behaviour, actions and perception characteristics [10, 14, 32, 51, 61].

The research on collective memory and consciousness had started already back in 1920, when the sociologist Mauricijs Halbvahs published his work. He acknowledged that memory which had previously been defined only as an individual category turned out to be a collective phenomenon as well. This idea was further developed positively concerning the research pertaining to national awareness, where landscape and its objects constitute a part of social memory formation [51]. In sociology the research on identity includes its symbolic expression, e.g. – to identify the nation from outside and identify with the nation inside it, is helped by national symbols, habits and rituals [28] Quite often the process of identity forming is connected with stereotypes and clichés. Its culture elements and traditions are simplified and transformed so that they could be easier to subject to market needs which are connected with the tourism industry. This process is often facilitated by works of art, mass media reports, advertisements and speeches of politicians [11, 34, 35, 43].

The cognitive aspects of landscape identity are also influenced by the regional context which is formed by nature factors and traditions in economy, architecture and culture of a particular region. Many landscapes are easily perceived and associated with a certain place. These are usually specific relief shapes, specific nature and human made elements [24]. When seashore bluffs are mentioned, most of Latvia's inhabitants associate it with a definite geographical place – Jūrkalne, although there are several seashore bluff stretches in Latvia. The names people have given to places also form the cognitive aspects of landscape identity creating an additional link with the memories, associations and perception. These place names usually have a symbolic meaning which can change our perception of the place.

Knowing the symbolic meaning of the place we are no longer able to perceive this place separately from the information we have about it. Conversely, a specific name given to a common landscape creates prerequisites for memorable perception, thus creating landscape identity. The place name can be both romantic and dramatic. It may contain the names of particular historical characters which

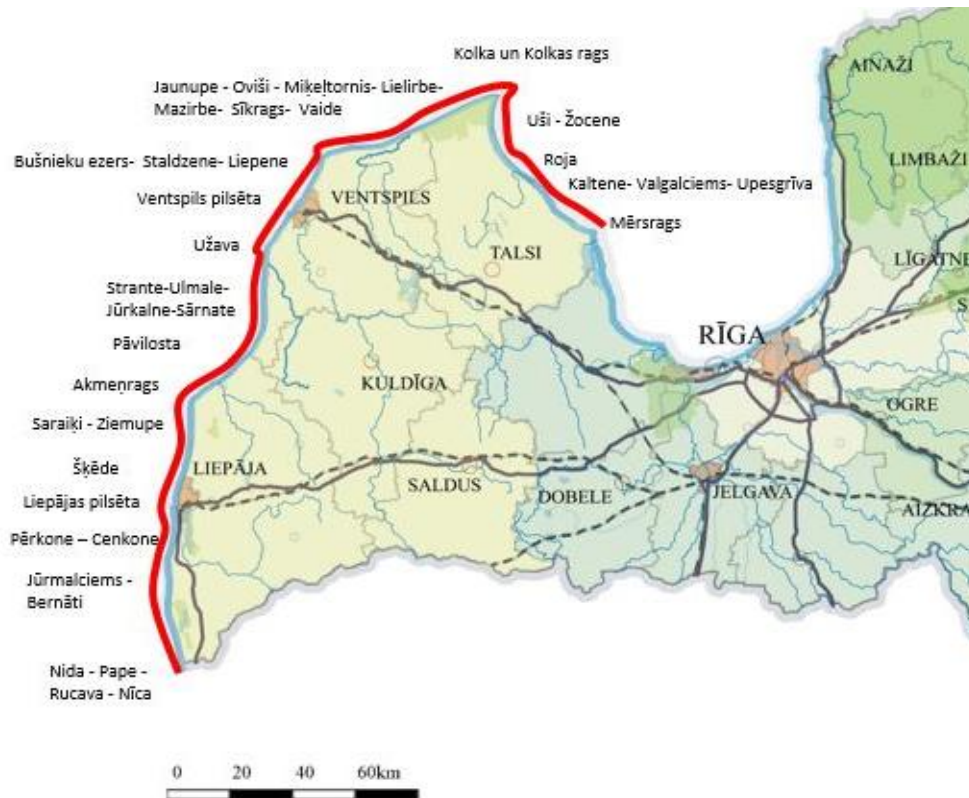


Fig. 2. Kurzeme coastline and the stretches distinguished during the research [Source: created by the author]

brings along some background knowledge and a story to tell. The place name can create a conflict or discomfort as it may not coincide with the actual mood and character of the landscape [24]. A good example can be the names once given to the villages of Lielirbe (Large irbe) and Mazirbe (Small irbe) on the Liv coast, which once marked the size and significance of each village. Today's situation is the opposite to the historical one. Mazirbe has developed as the largest populated centre in the neighbourhood, while Lielirbe slowly disappeared as a village.

Cognitive aspects are also decisive in creating the sense of place. The sense of place and the place identity are closely linked. Both are based on the person's belonging to a nation, traditions and culture, on each individual's emotional state and many other social, economic and political aspects, which, being in a particular landscape is often difficult to perceive and be aware of. The sense of place and landscape identity are also influenced by many side factors – how often and how long a person has visited this landscape; the available information about the place in tourism, advertising and social networks; in what season of the year the place was visited and what the weather was like at the time of the visit, etc. All this proves that it is not possible to define one common sense of place or landscape identity.

It will always be a changing, multifaceted and different evaluation for each individual or each group of individuals [10, 24, 51, 54]. Therefore, to understand the place identity,

one should take into consideration each individual's subjective perception of landscape. One of the ways to learn the public opinion is surveys.

The importance of public surveys has been appreciated by many landscape researchers who include the associative perception in their research. In these research papers the concept "psychology of place" is used, which in Canter's theory [8] is characterised through physical elements of place, people's understanding, perception and activities [6]. Associative symbols, individual's memory and self-confidence as well as folklore and cultural characteristics play a great role here [66, 67]. Within the framework of Kurzeme coastal research, the complex structure of cognitive aspects forming landscape identity has been analysed using the surveys of Latvia's inhabitants.

Materials and Methods

Kurzeme coastal landscape identity research was carried out over the period from September 2010 to November 2013. In the research period the coastline was divided into 18 stretches. The proximity of a definite populated area, similar visual characteristics and spatial structure of landscape were taken as a basis for dividing the coastline into stretches. The following stretches were distinguished: Nīda – Pape – Rucava – Nīca; Jūrmalciems – Bernāti; Pērkone – Cenckone; Liepājas pilsēta; Šķēde; Saraikī – Ziemeupe; Akmeņrags; Pāvilosta; Strante – Ulmale – Jūrkalne – Sārņate; Užava; Ventspils pilsēta; Bušnieku ezers –

Staldzene – Liepene; Jaunupe – Oviši – Miķeļtornis – Lielirbe – Mazirbe – Sīkrags – Vaide; Kolka un Kolkas rags; Uši – Aizklāņi – Melnsils – Pūrčiemis – Ģipka – Žocene; Roja; Kaltene – Valgalciems – Upesgrīva; Mērsrags (Fig. 1). In order to determine Kurzeme coastal landscape identity forming cognitive aspects of each stretch, a survey of Latvian people was carried out. A questionnaire of the survey was developed on the website www.visidati.lv, where an individual template for all 18 coastal landscape stretches was elaborated. The total number of questions was 56. The request to fill in the questionnaire online was sent to the respondents personally and also a group of respondents from website www.visidati.lv was invited. The total number of respondents taking part in the survey was 269. The questionnaire included general questions about the respondents' age, gender and occupation as well as three open-ended questions on each coastal landscape stretch: has the respondent lived or been in the definite coastal area; what are the associations, emotions and memories about the landscapes; what is unique about the particular place. The respondents were not given the options of responses to the last two questions. They had to write their own responses by using 1–10 statements. Since qualitative or descriptive data were obtained in the survey, they were first coded according to keyword groups which were made by the respondents' statements having similar meanings. As the respondents' responses could include different statements in terms of meaning, each of them was included in different keyword groups. The data obtained in the survey after coding were processed using the SPSS data statistical processing programme.

Results and discussion

As a result of the survey, by selecting the keyword groups with the most often mentioned statements, common associations of Latvian inhabitants were obtained about each Kurzeme coastal stretch (Table 1).

The results of the survey indicate the opinion of the society that can often reflect the collective memory and information spread in mass media, but not always shows the true opinion of an individual. Depending on how familiar and how often each coastal stretch was visited, the number of responses fluctuated. More responses were obtained about the popular places, which are large populated urban centres, significant tourist destinations or which are often mentioned in mass media. For instance, such places are the largest cities of Kurzeme coastline – Ventspils, Liepāja, Kolka, and also places which are famous for their traditions.

In this case the associations about those places were shared by those inhabitants of Latvia who had been in close contact with a particular place and also those who had read or heard information from the mass media about it. In the responses about the associations, most often those objects and landscape elements which are advertised through mass media and tourism information materials were mentioned as well as important activities or even famous personalities of Latvia. Most often mentioned associations about the most recognizable Kurzeme coastal stretches are the neatly organised environment of Ventspils city, the winds and music of Liepāja city, the meeting of two seas in Kolkasrags (Cape Kolka), the yachts and ships of Pāvilosta town, the smoked fish and fishermen's villages of Roja, Užava brewery, Jurkalne seashore bluffs, nature formed – dunes and the beach. The associations regarding less familiar Kurzeme coastal stretches were formed by those respondents who have had personal ties with the place. The associations were more individual, formed by personal experience and memories from some event that had taken place there or some period of life time spent in that place. Distinguishing and summarising only the most popular keyword groups on each stretch, it was possible to form common associations of the society about the entire Kurzeme coastline (Fig. 3).

Evaluating the most often mentioned keyword groups, the common associations of Kurzeme coastal landscape (Fig. 3) are mainly formed by three groups:

1. Recognizable landscape elements, e.g. – the sea, beach, seashore bluffs, rocky beaches, lighthouse, seaport, military territories, etc.
2. The traditions of the place and the specific services offered, e.g. – Užava beer, Roja smoked fish, yachts and ships, etc.
3. Sensations, e.g. – quiet, peace, recreation/rest, positive emotions generated by a well-organized, neat environment, etc.

The second question was about the uniqueness of each stretch, which is often associated with the identity of a place (Table 2). The responses given by the respondents about the unique features in recognizable places were mainly formed by similar statements expressed by answering the first question about the associations of each stretch. It indicates how great influence on the formation of place identity is played by a collective memory which nowadays, to a great extent, is affected by access to information sources and advertising through mass media.

TABLE 1

Keyword groups with the most often mentioned statements when responding to the question
"What are your associations with the coastal section?" [Source: materials and data from authors]

| No. | Coastal stretch | Keyword groups with most often mentioned statements How frequently the statements were mentioned, % | | | |
|-----|--|--|--|---|---|
| | | 1. | Nida – Pape – Rucava – Nīca | pleasant, beautiful, interesting place, sometimes nostalgic and sentimental 40 % | coastal, sand, sea shore, beach 24 % |
| 2. | Jūrmalciems – Bernāti | the sea, sea power, - seashore 34 % | resort, recreational place, Ulmanis sign 25 % | valuable, natural, peculiar, beautiful, intact 25 % | personal memories 16 % |
| 3. | Pērkone – Cenkone | personal memories 71 % | proximity to Liepāja 29 % | – | – |
| 4. | Liepāja city | „a city where wind is born” 35 % | rock music, music festivals 29 % | naval seaport 26 % | home and personal memories 10 % |
| 5. | Šķēde | military base, army territories 68 % | memorial, history burden 32 % | – | – |
| 6. | Saraiķi – Ziemeupe | quiet, rest, peace 65 % | juniper stands 35 % | – | – |
| 7. | Akmeņrags | Akmeņrags light house 73 % | wide space 27 % | – | – |
| 8. | Pāvilosta | yachts and ships 41 % | jetty, the sea 32 % | fishermen’s traditions, sea festival 27 % | – |
| 9. | Strante – Ulmale – Jūrkalne – Sārnate | seashore bluffs 52 % | nature power 27 % | fishing and angling 13 % | watching sunset 8 % |
| 10. | Užava | Užava brewery, beer 52 % | lighthouse 48 % | – | – |
| 11. | Ventspils city | development, organized environment, clean, neatly organized Ventspils city environment 50 % | port, cows 27 % | city mayor A.Lembergs 23 % | – |
| 12. | Bušnieki lake – Staldzene – Liepene | warm water of lake Bušnieki 40 % | rest/recreation 60 % | – | – |
| 13. | Jaunupe – Oviši – Miķeļtornis – Lielirbe – Mazirbe – Sīkrags – Vaide | Liv settlements, fishermen’s villages 46 % | intact nature, peace and quiet 34 % | fishing/angling, plaice 20 % | – |
| 14. | Kolka and Kolkas rags / Cape Kolka | Cape Kolka - a place where two seas meet 43 % | harsh nature, the power of nature 34 % | lighthouse 23 % | – |
| 15. | Uši – Žocene | beaches, dunes 64% | fishermen 36% | – | – |
| 16. | Roja | smoked fish 46% | fishermen, seaport 35% | jetty, sea festival 19% | – |
| 17. | Kaltene-Valgalciems – Upesgrīva | Kaltene rocky beach 66% | harshness and quiet 34% | – | – |
| 18. | Mērsrags | fishermen’s village Mērsrags seaport Mērsrags lighthouse 56% | sea festival 44% | – | – |

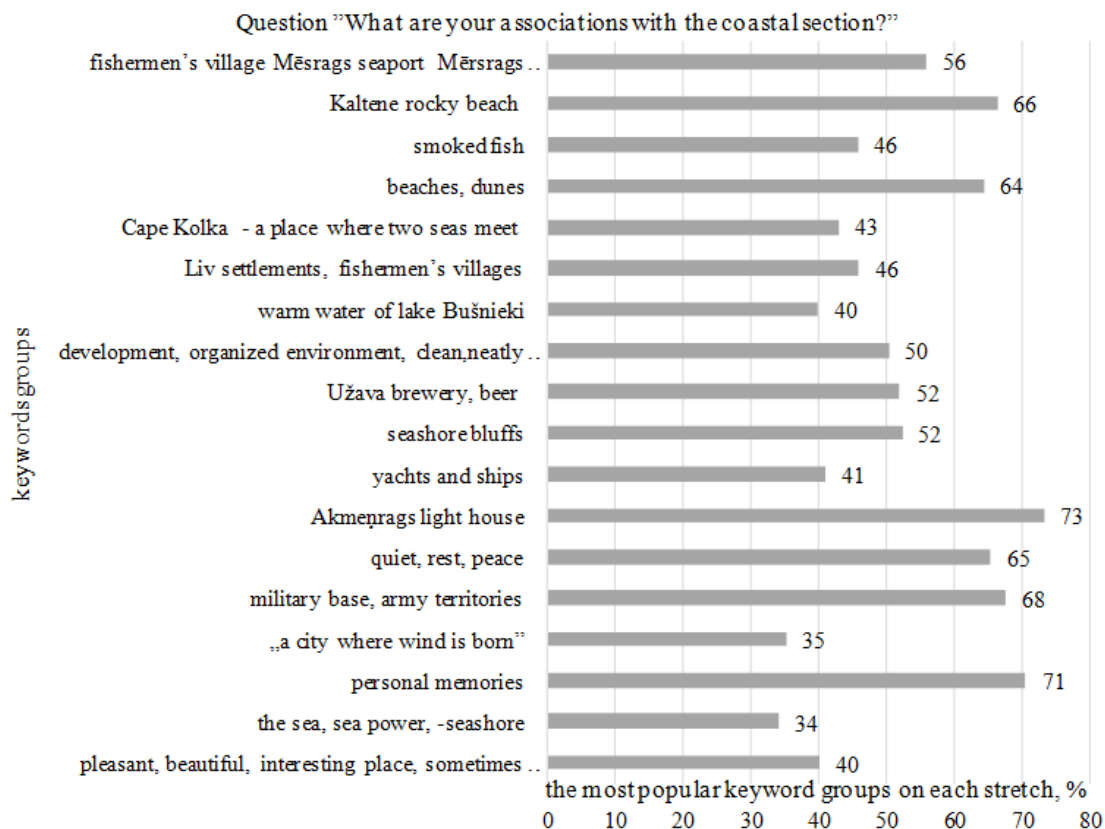


Fig. 3. Common associations of Kurzeme coastal landscape [Source: designed by the author]

TABLE 2

Keyword groups with the most often mentioned statements answering to the question "What is unique for this coastal section?" [Source: materials and data from authors]

| No. | Coastal sections | Keyword groups with the most often mentioned statements. How frequently the statements were mentioned. | | |
|-----|---------------------------------------|---|---|---|
| 1. | Nida – Pape – Rucava – Nīca | everything connected with nature elements – the sea, Pape lake, birds, horses, landscape, etc. 71 % | Naturalness, intact nature, peace, special atmosphere and character 15 % | traditions and ethnic environment, fishermen's villages 14 % |
| 2. | Jūrmalciems – Bernāti | the sea, sea coast, dunes 46 % | intact nature, naturalness 30 % | fishermen's aura, culture, traditions 24 % |
| 3. | Pērkone – Cenkone | Nothing is left in memory 52% | Proximity to the sea and quiet place 48 % | – |
| 4. | Liepājas pilsēta | Naval seaport 31 % | History, heritage and culture 27 % | People and atmosphere 19 % Music roots 23 % |
| 5. | Šķēde | everything connected with nature elements– the sea, Pape lake, birds, horses, landscape, etc. 66 % | closed zone, military territory 21 % | historical events 13 % |
| 6. | Saraiķi – Ziemeupe | intact nature 63 % | junipers 37 % | – |
| 7. | Akmeņrags | Akmeņrags lighthouse 65 % | power of nature 35 % | – |
| 8. | Pāvilosta | history, traditions, atmosphere 52 % | seaport, yachts, peer 48 % | – |
| 9. | Strante – Ulmale – Jūrkalne – Sārnate | bluffs 100% | – | – |

END OF TABLE 2

| No. | Coastal sections | Keyword groups with the most often mentioned statements. How frequently the statements were mentioned. | | |
|-----|---|---|---|--|
| | | 10. | Užava | traditional beer 67% |
| 11. | Ventspils city | Ventspils port, development 58 % | different city 26 % | cultural and historic legacy 16% |
| 12. | Bušnieki lake- Staldzene – Liepene | lakes and forests 52 % | natural environment close to the city 48% | – |
| 13. | Jaunupe – Oviši – Miķeļtornis – Lielirbe – Mazirbe – Sīkrags – Vaide | The Livs 46 % | lighthouses 32 % | nature 22 % |
| 14. | Kolka and Kolkas rags (Cape Kolka) | Cape Kolka 69 % | Kolka lighthouse 31 % | – |
| 15. | Uši – Žocene | The White Dune 58 % | peace and quiet 42 % | – |
| 16. | Roja | traditional fish processing, fishermen 69 % | Roja port 31 % | – |
| 17. | Kaltene- Valgalciems – Upesgrīva | Kaltene rocky beach 100% | – | – |
| 18. | Mērsrags | Mērsrags seaport, Mērsrags lighthouse 68 % | nature, Cape Mersrags, reeds 32 % | – |

A different opinion was formed among those respondents who had lived in a certain coastal stretch. In that case the most unique values were determined by personal experience which is less dependent on the advertising of recognizable objects in the mass media and tourism information materials.

By distinguishing and summarizing only the most popular keyword groups on each coastal stretch, it is possible to distinguish the unique features along the entire Kurzeme coastline (Fig. 4).

According to the results obtained from the respondents' responses which were summarised and analysed, the most unique elements were found to be: Kolkas rags (Cape Kolka), Ventspils seaport, coastal traditions and atmosphere, fishermen, traditional Roja fish processing, Liepāja Naval seaport, Jūrkalne seashore bluffs. The group of this cognitive uniqueness is formed not only by nature and man-made elements, but also by intangible things, like traditions and atmosphere.

Evaluating the most often mentioned keyword groups, Kurzeme coastal uniqueness (Fig. 4) is mainly formed by two groups:

1. Unique nature and man-made elements, e.g. – Kolkas rags (Cape Kolka), Ventspils seaport, Liepāja Naval seaport, etc.
2. Places, traditions and history, e.g. – specific traditions for celebrations on the beach, fishing traditions, etc.

Thus, analysing and comparing the obtained responses to both questions, it can be concluded that the associations are often related to sensations, whereas the uniqueness of the place is formed by nature and cultural heritage elements and history (Fig.4).

Based on the survey results, it is possible to distinguish Kurzeme coastal landscape identity forming cognitive aspects. They are formed by collective memory which is mainly revealed through the question on a unique feature in each of the stretches and also through personal memories and feelings as well as a sense of place which is more vividly revealed by the question of the association on each individual stretch. Likewise the results indicate that the cognitive aspects are mostly affected by the condition whether an individual has had a personal tie with a definite place or whether the information about the place has been obtained through sources of mass media or tourism information materials.

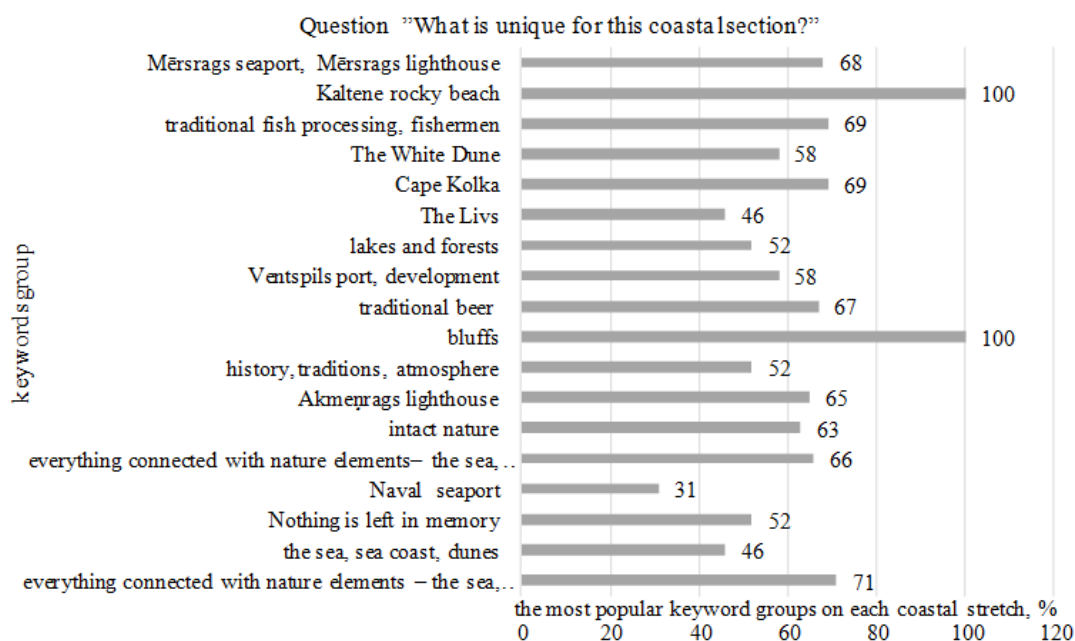


Fig. 4. The elements forming the uniqueness of Kurzeme coastline [Source: designed by the author]

Conclusions

The research on cognitive aspects forming landscape identity is complicated since it is associated with a human's personal features – perception, memories and knowledge. Therefore the results obtained as a result of this research have a subjective nature and they are difficult to interpret. The cognitive aspects can be most accurately determined by public surveys. The respondents should be allowed to freely express their point of view about a definite place, not offering them options for the responses, which could subconsciously influence the accuracy of the responses. It was possible to distinguish and group the key words by their meaning from the obtained responses. These are the keyword groups ranging from generally known to personal matters, which actually delineate the major types of identity perception and comprehension or cognitive aspects of a definite place.

The cognitive aspects of landscape identity are formed as a result of both positive and negative experiences of events. They are also shaped by the degree of safety and stability in the social and economic environment. The cognitive aspects have a close link with the person's attachment to a definite place which is influenced by each individual's physical,

mental and social characteristics and reflect the individual's course of life and emotional condition. Analysing the data obtained from the survey of 18 stretches of Kurzeme coastline it could be concluded that there is a correlation between an individual's connection with a definite place and perception and comprehension of landscape identity or cognitive aspects. The respondents who have not lived in a particular coastal stretch remember only generally known characteristic features and elements of the coastal stretch. They are the largest and most popular tourism objects, a definite image of a place advertised through mass media, most popular events or nature elements typical of any coastline – the sea, the beach, etc. Those respondents who have lived in a definite place or who often visit it have different opinions. These respondents have individual memories which are impossible to classify or group since they are associated with personal and unique individual life events and close people. Thus, the cognitive aspects forming the Kurzeme coastal landscape identity are shaped by several perception and comprehension layers, starting with an individual's personal experience, which is covered by collective memory and the image of the place advertised through mass media.

References

1. Angelstam, P., Bērmanis, R., Ek, T., u.c. *Bioloģiskās daudzveidības saglabāšana Latvijas mežos*. Rīga: Latvijas Valsts meži, 2005, 95 lpp.
2. Aoki, Y. Review Article: trends in the study of psychological evaluation of landscape. *Landscape Research*, 1999, Vol. 24, No.1, p. 85–94. ISSN 1469-9710.
3. Avotiņa, A., Blūma, D., Līdaka, A. *Latvijas kultūras vēsture*. Rīga : Zvaigzne ABC, 2004, 507 lpp. ISBN 9984-36-448-8.

4. **Bell, D.S.A.** Mythscapes: Memory, Mythology and National Identity. *British Journal of Sociology*, 2003, Vol. 54, No. 1, p. 63–81. ISSN1465-3346.
5. **Bell, S., Nikodemus, O., Penēze, Z., Krūze, I.** Management of Cultural Landscapes: What Does this Mean in the Former Soviet Union? A Case Study from Latvia. *Landscape Research*, 2009, Vol. 34, No. 4, p. 425–455. ISSN 1469-9710.
6. **Bell, S., Penēze, Z., Montarzano, A., u.c.** Rural society, social inclusion and landscape change in central and eastern Europe: a case study of Latvia. *Sociologia Ruralis*, 2009, Vol. 49, No. 3, p. 295–326. ISSN 1467-9523.
7. **Blumberga, R.** *Vēsture – Jaunie laiki – Lībieši pēdējos četros gadsimtos* [tiešsaiste]. 2009 [skatīts 12.06.2011.]. Pieejams: <http://www.livones.lv/libiesi/ vesture/jaunielaiki/?raksts=144>
8. **Canter, D.** *The psychology of place*. Psychonomic Bulletin & Review, New York: St. Martin's Press, 1977, 198 p. ISBN 0-85139-532-5.
9. **Carlson, L., Kenny, R.** Interpreting spatial terms involves simulating interactions. *Social & Cultural Geography*, 2006, Vol. 13, No. 4, p. 682–688. ISSN 1470-1197.
10. **Carter, J., Dyer, P., Sharma, B.** Dis-placed voices: sense of place and place identity on the Sunshine Coast. *Scandinavian Journal of History*, 2007, Vol. 8, No. 5, p. 755–773. ISSN 1502-7716.
11. **Cusack, T.** Countryside Bright with Cosy Homesteads: Irish Nationalism and the Cottage Landscape. *National Identities*, 2001, Vol. 3, No. 3, p. 221–238. ISSN 1469-9907.
12. Dabas aizsardzība. Nozares pārskats rajona plānojuma izstrādāšanai Rīga: Jumava, 2000, 59 lpp.
13. *Developing Sustainable Tourism in the North Sea Region*. Final report. INTERREG IIIB ToLearn Project. Coastline Reports [tiešsaiste]. 2008 [skatīts 12.03.2013] Pieejams: http://spicosainline.databases.eucdd.de/files/documents/00000742_Coastline_Reports_11.pdf
14. **Dillard, C., B.** Re-membering culture: bearing witness to the spirit of identity in research. *Race Ethnicity and Education*, 2008, Vol. 11, No. 1, p. 87–93. ISSN 1470-109X.
15. **Eberhards, G., Lapinskis, J.** *Baltijas jūras Latvijas krasta procesi*. Atlants. Rīga: LU, 2008, 64. lpp. ISBN 978-9984-45-020-9.
16. **Eberhards, G.** Latvijas jūras krasti. Morfoloģija. Uzbūve. Mūsdienas procesi. Monitorings. Prognozes. Aizsardzība. Rīga: Latvijas Universitāte, 2003, 296 lpp. ISBN 9984-725-74-X.
17. *European Landscape Character Areas – Typologies, Cartography and Indicators for the Assessment of Sustainable Landscapes*. Final Project Report Wascher, D.M., (ed) 2005, 150 p.
18. **Gearon, L.** Exploring the Landscape of Spiritual Geography: religious education, the environment and the child's sense of identity and place. *Journal of Beliefs & Values*, 1997, Vol. 18, No. 1, p. 69–82. ISSN 1469-9362.
19. **Gobster, P.H.** An Ecological Aesthetic for Forest Landscape Management. *Landscape Journal*, 1999, Vol. 18, p. 54–64. ISSN 1553-2704.
20. **Gobster, P.H., Nassauer, J.I., Daniel, T.C., Fry, G.** The shared landscape: what does aesthetics have to do with ecology? *Landscape Ecology*, 2007, No. 22, p. 959–972. ISSN 1572-9761.
21. **Harner, J.** Place Identity and Copper Mining in Sonora. Mexico. *Annals of the Association of American Geographers*, 2001, Vol. 91, No. 4, p. 660–680. ISSN 1467-8306.
22. **Heise, D.R.** Some methodological issues in semantic differential research. *Psychological Bulletin*, 1969, Vol. 72, No. 6, p. 406–422. ISSN 0033-2909.
23. **Hohlovska, I., Trusins, J.** Ilgtspējības principi piekrastes rekreācijas plānošanā. *Scientific Journal of Riga Technical University*, 2010, Vol. 4, p. 21–24. ISSN 1691-4333.
24. **Hough, M.** *Out of Place, Restoring Identity to the Regional Landscape*, New Haven. London: Yale University Press, 1990, 230 p. ISBN 0-300-04510-7.
25. *International Geosphere- Biosphere programme* [tiešsaiste]. [skatīts 12.09.2013.]. Pieejams:<http://www.igbp.net/events/event/integratedcoastalzone/managementineuropethewayforward.5.5831d9ad13275d51c09800093.html>
26. **Kane, P.S.** Assessing landscape attractiveness: a comparative test of two new methods. *Applied Geography*, 1981, Vol. 1, p. 79–96. ISSN 0143-6228.
27. **Kaplan, R., Kaplan, S.** *The Experience of Nature: A Psychological Perspective*. New York: Cambridge University Press. 1989, p. 352. ISBN 0-914004-51-4.
28. Kolektīva identitāte: nācijas un grupas. In: *Agora 1.Identity: Nation, Social Group*. **Brikše, I., Kleckins, Ā., Kruks, u.c.** red. Rīga: The University of Latvia Press, 2004, p. 7–24.
29. **Kundziņš M.** *Dabas formu estētika*. Rīga: SIA Madris. 2004, 168 lpp.
30. **Landau, B., Jackendoff, R.** “What” and “where” in spatial language and spatial cognition. *Behavioral and Brain Sciences*, 1993, Vol. 16, p. 217–238. ISSN 2160-5874.
31. Latvijas Dabas fonds. *Integrētas piekrastes zonas apsaimniekošanas plāns*. Engures/ Ķemeru teritorijai, Latvija Rīga: Latvijas Dabas fonds, 2000, 80 lpp.
32. **Laumane, B.** *Jūra latviešu valodā un folklorā: etnolingvistiskais aspekts*. Liepāja: LiePA, 2013, 403 lpp. ISBN 978-9984-864-89-1.
33. **Levinson, S.C.** Relativity in spatial conception and description. In: *Rethinking linguistic relativity*. Cambridge: Cambridge University Press, 1996, p. 177–202. ISBN 9780521448901.
34. **Levinson, S.C., Wilkins, D. P.** Patterns in the data: Towards a semantic typology of spatial description. In: *Grammars of space: Explorations in cognitive diversity*. Cambridge: Cambridge University Press, 2006, p. 512–552. ISBN 9780521671781.
35. **Levinson, S.C., Wilkins, D. P.** The background to the study of the language of space. In: *Grammars of space: Explorations in cognitive diversity*. Cambridge: Cambridge University Press, 2006, p. 1–23. ISBN 9780521671781.

36. **Massey, D.** The conceptualization of place. *In: A place in the world? Places, cultures and globalization.* Ed. by D. Massey, P. Jess. Oxford: Oxford University Press, 1995, p. 45–77. ISBN 019874191X.
37. **Melluma A., Leinerte M.** *Ainava un cilvēks.* Rīga: Avots, 1992. 175 lpp.
38. **Morgan, R.** Some factors affecting coastal landscape aesthetic quality assessment. *Landscape Research*, 1999, Vol. 24, No. 2, p. 167–184. ISSN 1469-9710.
39. *Nacionālā identitāte, mobilitāte un rīcībspēja.* Latvija. Pārskats par tautas attīstību 2010/2011. Galv. red. B. Zepa un E. Kļave. Rīga: LU Sociālo un politisko pētījumu institūts, 2011, 154 lpp.
40. **Ode Ā., Fry G.** A model for quantifying and predicting urban pressure on woodland. *Landscape and Urban Planning*, No. 77, 2006, p. 17–27.
41. **Ode, Ā.** *Visual Aspects in Urban Woodland Management and Planning.* Doctoral thesis. Alnarp: Swedish University of Agricultural Sciences, 2003, 41 p.
42. **Ode, Ā., Tveit, M.S., Fry, G.** Capturing Landscape Visual Character Using Indicators: Touching Base with Landscape Aesthetic Theory. *Landscape Research*, 2008, Vol. 33, No. 1, p. 89–17. ISSN 1469-9710.
43. **Osgood, C.E., Suci, G.J.** Factor analysis of meaning. *Journal of Experimental Psychology*, 1955, Vol. 50, No.5, p. 325–338. ISSN 0096-3445.
44. **Peng, J., Wang, Y., Li, W., Yue, J., Wu, J., Zhang, Y.** Evaluation for sustainable land use in coastal areas: A landscape ecological prospect. *International Journal of Sustainable Development & World Ecology*, 2006, Vol. 13, No. 1, p. 25–36. ISSN 1745-2627.
45. *Piekrastes apbūves vadlīnijas.* Latvijas Lauku tūrisma asociācija: Lauku ceļotājs [tiešsaiste]. 2011 [skatīts 19.04.2012.]. Pieejams: http://www.celotajs.lv/cont/prof/proj/PolProp/Dokumenti/Abuves_vadlinijas_web.pdf
46. *Piekrastes biotopu aizsardzība un apsaimniekošana Latvijā* [tiešsaiste]. 2008 [skatīts 21.12.2010.]. Pieejams: http://piekraste.daba.lv/LV/projekts/par_projektu.shtml
47. **Regan C.L., Horn S.A.** To nature or not to nature: Associations between environmental preferences, mood states and demographic factors. *Journal of Environmental Psychology*, No. 25, 2005, p. 57–66.
48. **Robertson, M., Walford, R., Fox, A.** Landscape Meanings and Personal Identities: Some Perspectives of East Anglian Children. *International Research in Geographical and Environmental Education*, 2003, Vol. 12, No. 1, p. 32–48. ISSN 1038-2046.
49. **Saarse, L., Vassiljev, J., Heinsalu, A.** Reconstruction of the land–sea changes on the Juminda Peninsula, North Estonia, during the last 10 300 years. *Baltica*, 2010, Vol. 23, No. 2, p. 117–126. ISSN 1392-5520.
50. **Siliņš E.I.** *Lielo patiesību meklējumi.* Rīga: Jumava, 1999, 512 lpp.
51. **Sörlin, S.** The articulation of territory: landscape and the constitution of regional and national identity. *Norwegian Journal of Geography*, 1999, Vol. 53, No. 2, p. 103–112. ISSN 1502-5292.
52. **Stamps III A.E., Nasar J.L.** Design review and public preferences: effects of geographical location, public consensus, sensation seeking, and architectural styles. *Journal of Environmental Psychology*, No. 17, 1997, p. 11–32.
53. **Stedman, R.C.** Sense of place and forest science: toward a program of quantitative research. *Forest Science*, 2003, Vol. 49, p. 822–829. ISSN 1297-966X.
54. **Stephens J., Karalee R.** The Formation of Place and Identity. *Urban Policy and Research*, 2002, Vol. 20, No. 1, p.87–99. ISSN 1476-7244.
55. **Stobbellar, D., Pedroli, B.** Perspectives on Landscape Identity: A Conceptual Challenge. *Landscape Research*, 2011, Vol. 36, No. 3, p. 321–339. ISSN 1469-9710.
56. *The European portal for Integrated Coastal Zone Management – OURCOAST* [tiešsaiste]. 2011 [skatīts 27.05.2012.]. Pieejams: <http://ec.europa.eu/ourcoast/index.cfm?menuID=3>
57. **Torklere, A.** *Latvijas mūsdienu lēzeno jūras krastu virsūdens daļas dinamika: promocijas darba kopsavilkums.* Rīga: Latvijas Universitāte, 2008, 119 lpp.
58. Valsts budžeta apakšprogrammas „Vides monitorings” aktivitātes „Jūras krasta erozijas monitorings” projekta „Latvijas jūras krasti 2008” gala ziņojums [tiešsaiste]. 2009 [skatīts 16.07.2013.]. Pieejams: <https://www.meteo.lv/fs/CKFinderJava/userfiles/files/Novrojumi/Monitorings/Juras%20krasta%20erozijas%20monitorings%202008.pdf>
59. **Viķe-Freiberga V.** *Kultūra un latvieība.* Rīga: Karogs, 2010, 231 lpp. ISBN 978-9984-505-93-6.
60. **Vining J., Merrick M.S., Price E.A.** The Distinction between Humans and Nature: Human Perceptions of Connectedness to Nature and Elements of the Natural and Unnatural. *Human Ecology Review*, Vol. 15, No. 1, 2008, p. 1–11
61. **Ware, S.A.** Contemporary anti-memorials and national identity in the Victorian landscape. *Journal of Australian Studies*, 2004, Vol. 28, No. 81, p. 121–133. ISSN 1835-6419.
62. **Yli-Pelkonen V., Kohl J.** (2005) The role of local ecological knowledge in sustainable urban planning: perspectives from Finland. *Sustainability: Science, Practice & Policy*, Vol. 1, No. 1, p. 3–14.
63. **Ziemeļniece A.** *Estētiskā kvalitāte ainaviskajā telpā.* Jelgava: Latvijas Lauksaimniecības universitāte, 1998, 98 lpp.
64. **Zigmunde D.** Evaluation criteria of protected landscape aesthetic quality. *In: Research for rural development 2007: international scientific conference proceedings*, 16-18 May 2007, Jelgava. Latvia University of Agriculture. Jelgava: LLU, 2007, p. 196–203.
65. **Zube, E.H., Andersosn, T., Pitt, D.** Measuring the landscape: perceptual responses and physical dimension. *Landscape Research News*, 1973, p. 4 – 5.
66. **Гончарик, А.** Теоретические проблемы изучения формирования региональной идентичности. Идентичность как предмет политического анализа. Москва: ИМЭМО РАН, 2011, с. 219–224.
67. **Петров, Н.** *Формирование региональной идентичности в регионах России* [tiešsaiste]. 2008 [skatīts 12.11.2010.]. Pieejams: www.dartmouth.edu/~crn/groups/centering_group_papers/Petrov.pdf
68. *Социология: Энциклопедия.* Сост. Грицанов, А.А., Абушенко, В.Л., Евелькин, Г.М., Соколова, Г.Н., Терещенко, О.В. 2003.
69. **Яргина З.Н.** (1991) *Эстетика города.* Москва: Стройиздат. 367 с.

INFORMATION ABOUT AUTHORS:

Daiga Zigmunde, Dr.arch., Associate Professor at the Architecture and Construction Department of the Latvian University of Agriculture, 19 Akademijas iela, Jelgava, Latvia, LV – 3001.

E-mail: daiga.zigmunde@llu.lv

Natalija Ņitavska, Dr.arch., Assistant Professor at the Architecture and Construction Department of the Latvian University of Agriculture, 19 Akademijas iela, Jelgava, Latvia, LV – 3001.

E-mail: natalija.nitvska@llu.lv

Kopsavilkums. Ainavas identitātes izpratne nav pilnīga bez cilvēka kognitīvās uztveres, kas atspoguļo cilvēku iekšējo pasauli, emocijas, atmiņas un asociācijas. Ainavas identitāti no vienas puses veido kolektīvā atmiņa. Tā pozicionē vēstures, kultūras un tradīciju interpretāciju, kas pakļauta masu mediju, politikas un ekonomiskās situācijas ietekmei. No otras – indivīds, kurš ir pakļauts šai kolektīvai atmiņai. Tomēr katram indivīdam ir arī personīgā pieredze un atmiņas, ģimenes tradīcijas un kultūra, mainīgs emocionālais stāvoklis un sajūtas. Lai atklātu Latvijas Kurzemes piekrastes identitāti veidojošos kognitīvos aspektus, pētījumā 2013. gada rudenī veikta aptauja. Tajā piedalījās 269 respondenti. Aptaujai Kurzemes piekraste tika sadalīta 18 posmos atkarībā no ainavas telpiskās uzbūves un kultūrvēsturiskajām iezīmēm. Aptaujas rezultātā, atlasot visbiežāk sniegtās atbildes par katru izdalīto Kurzemes piekrastes posmu, ir analizēta katra indivīda attieksme un iegūts kopējais viedoklis par vietas identitāti. Pētījuma galvenie secinājumi norāda uz sabiedrībā esošo viedokli, kas bieži vien saistīti ar kolektīvo atmiņu un masu medijos popularizēto informāciju, bet ne vienmēr atspoguļo patieso indivīda viedokli. Ainavas identitātes pētījumi ir sarežģīti, jo tie ietver gan fiziski atpazīstamus elementus, gan arī cilvēku atmiņas, sajūtās veidojušos kognitīvos elementus. Tāpēc, lai arī atsevišķās pētījumu jomās piekrastes ainavas identitāte ir iekļauta kā viens no aspektiem, tomēr tās kognitīvā puse Latvijā šobrīd nav plaši pētīta. Līdz ar to konkrētā pētījuma mērķis bija Latvijas Kurzemes piemērā atklāt piekrastes ainavas identitāti veidojošos kognitīvos aspektus. Tas turpmāk ļautu labāk izprast vietas identitātes veidošanās procesus un uztveri, kā arī iekļaut kognitīvos aspektus teritoriju plānošanā. Kurzemes piekrastes ainavas identitātes pētījums veikts laikā posmā no 2010. gada septembra līdz 2013. gada novembrim. Pētījumā Kurzemes piekraste sadalīta 18 posmos. Lai noteiktu Kurzemes piekrastes katra izdalītā posma ainavas identitāti veidojošos kognitīvos aspektus, tika veikta Latvijas iedzīvotāju aptauja, kurā piedalījās 269 respondenti. Aptaujas sastāvā bija vispārīgi jautājumi, kā arī par katru piekrastes posmu uzdoti trīs atvērtie jautājumi. Tā kā respondentu atbildes uz katru jautājumu varēja ietvert nozīmes ziņā dažādus apgalvojumus, tad katrs no tiem tika iekļauts dažādās atslēgvārdu grupās. Aptaujas rezultāti norāda uz sabiedrībā esošo viedokli, kas bieži var atspoguļot kolektīvo atmiņu un masu medijos izplatīto informāciju, bet ne vienmēr atspoguļo patieso indivīda viedokli. Vairāk atbilžu sniegts par sabiedrībā atpazīstamām vietām, kas ir lieli apdzīvoti urbānie centri, būtiski tūrisma punkti vai arī bieži minēti masu medijos. Respondentu atbildes par unikālo atpazīstamās vietās galvenokārt veidoja līdzīgi apgalvojumi, kas tika izteikti atbildot uz pirmo jautājumu par asociācijām par katru posmu. Tas norāda uz to, cik liela ietekme vietas identitātes veidošanā ir tieši kolektīvajai atmiņai, ko mūsdienās lielā mērā ietekmē informācijas pieejamība un popularizēšana masu medijos. Atšķirīgs viedoklis veidojās respondentiem, kas ilgstoši dzīvojuši konkrētā piekrastes posmā. Šeit unikālās vērtības nosaka personiskā pieredze, kas ir mazāk atkarīga no atpazīstamu objektu popularizēšanas masu medijos un tūrisma informācijas materiālos. Analizējot aptaujā par Kurzemes piekrastes 18 ainavu posmiem iegūtos datus, var secināt, ka pastāv sakarība starp indivīda attiecībām ar konkrēto vietu un ainavas identitātes uztveri un izpratni jeb kognitīvajiem aspektiem.