

## ***Plenary Session 1:***

### **Values and Valuation**

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Moderators: **Hannelore Weck-Hannemann** (A-Innsbruck) & **Massimo Pecci** (I-Roma)

#### **Concept:**

Mountain landscapes are representing symbolic and cultural values, which are a part of driving factors for landscape development in mountain regions, such as Scenery, Amenity, Identity, Authenticity, Naturalness, Wildlife, Seclusion, or Sacredness. This first Plenary Session is asking, (1) how such values are recognised, valued and used by policy, society and economy, (2) what are issues on landscape development and (3) which are appropriate concepts of landscape development or efficient instruments to preserve, improve or create such values.

The presentations of this Plenary Session will emphasize cultural, historical, political, social and economical dimensions in the use of landscape values and debate on questions as:

- How are landscapes valued by society and different "user groups"?
- What landscape for which users?
- Are landscapes a public (national or regional) good?
- Use (economical) and non-use (cultural, ethical) values of landscapes?
- Do we need landscapes for identity?
- Will future mountain tourism depend on landscape?
- Do value changes precede landscape changes – or vice versa?
- How to create new values in/of landscapes?