

Valorization of public goods: a case study on the Poveglia island.

Aim of the present work was to build psychometric measures to investigate the perceived value and its main components of the Venice Lagoon and of the Poveglia island respectively. This project is in collaboration with the Property State Agency, the agency that manages Italian public spaces and the association "Poveglia per Tutti", an association of Venetian citizens (and not) that are working on the develop of a public urban park on the island.

Background

The valorization of the territory in Italy is a relevant and debated topic between citizens and institutions, and the redevelopment of these public spaces usually translates into complex and unsatisfactory paths. Public spaces are also increasingly common to be the objective of social actions for their defense, in fact, the number of citizens' committees, groups and associations who demand for care and valorization actions is growing (1).

Perceived Value

The concept of 'perceived value' was firstly defined as the consumer's overall assessment of the net worth of a product or service (2); In literature this concept and its dimensions has been used mainly in the evaluation of experiences related to tourism and retail sectors (3-4). One of the goal of this research project is to explore this concept into a new field: the perceived value of citizenship on public spaces.

Results

The graphs below show the components that increase or decrease the value that are most cited by citizens emerged in the focus groups. For the purposes of this poster, only items mentioned at least five times were selected and represented.



Method

For this study focus groups on 91 participants (divided in groups) have been made. In a first step, we investigated the knowledge and the frequency related to the islands of the Venetian Lagoon. In a second step, by using open questions, we investigated the elements that can increase or decrease the value of the Venetian Lagoon and the Poveglia Island, by the four dimensions of perceived value: economic value, psycho-social value, environmental value, historical-cultural value. A further grouping into sub-categories was carried out by two experts in the field as double judges.

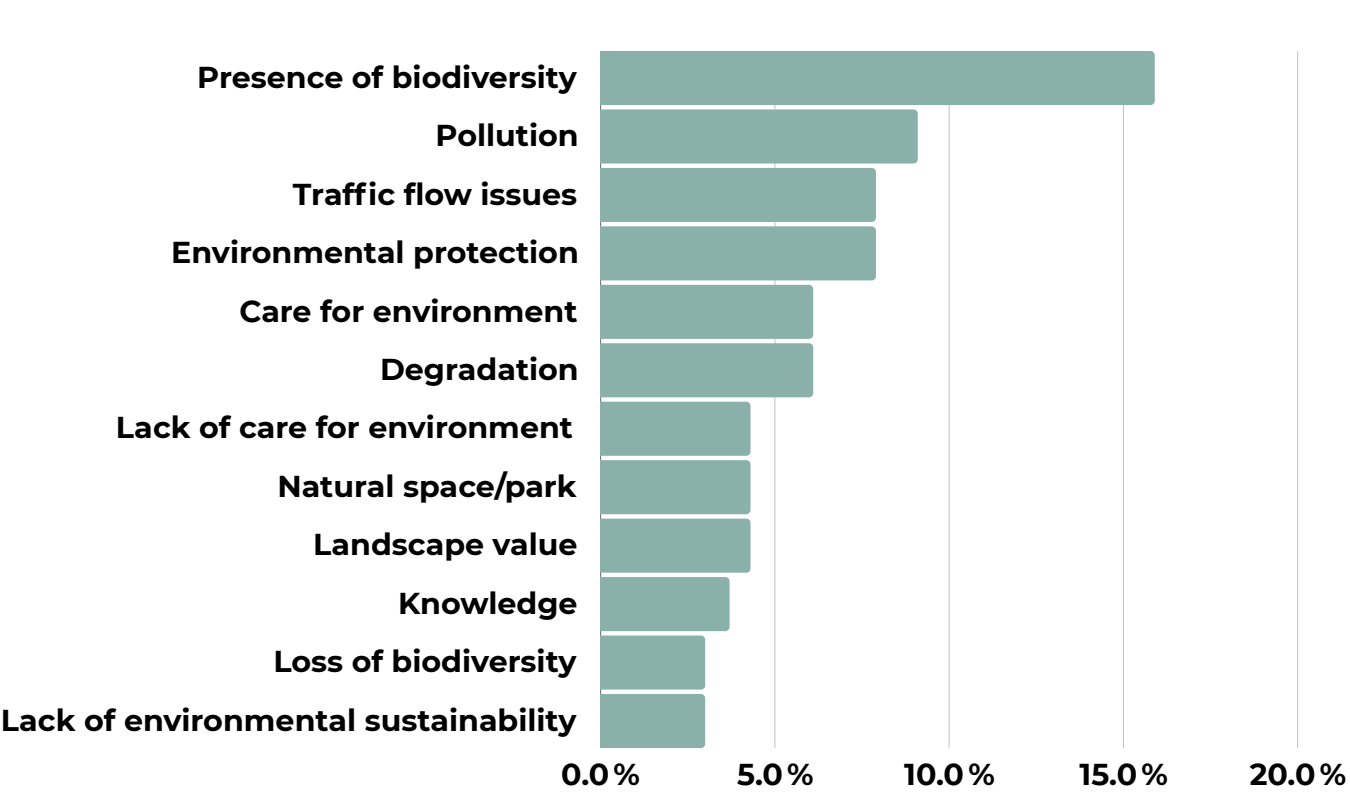
Venice Lagoon

Poveglia island

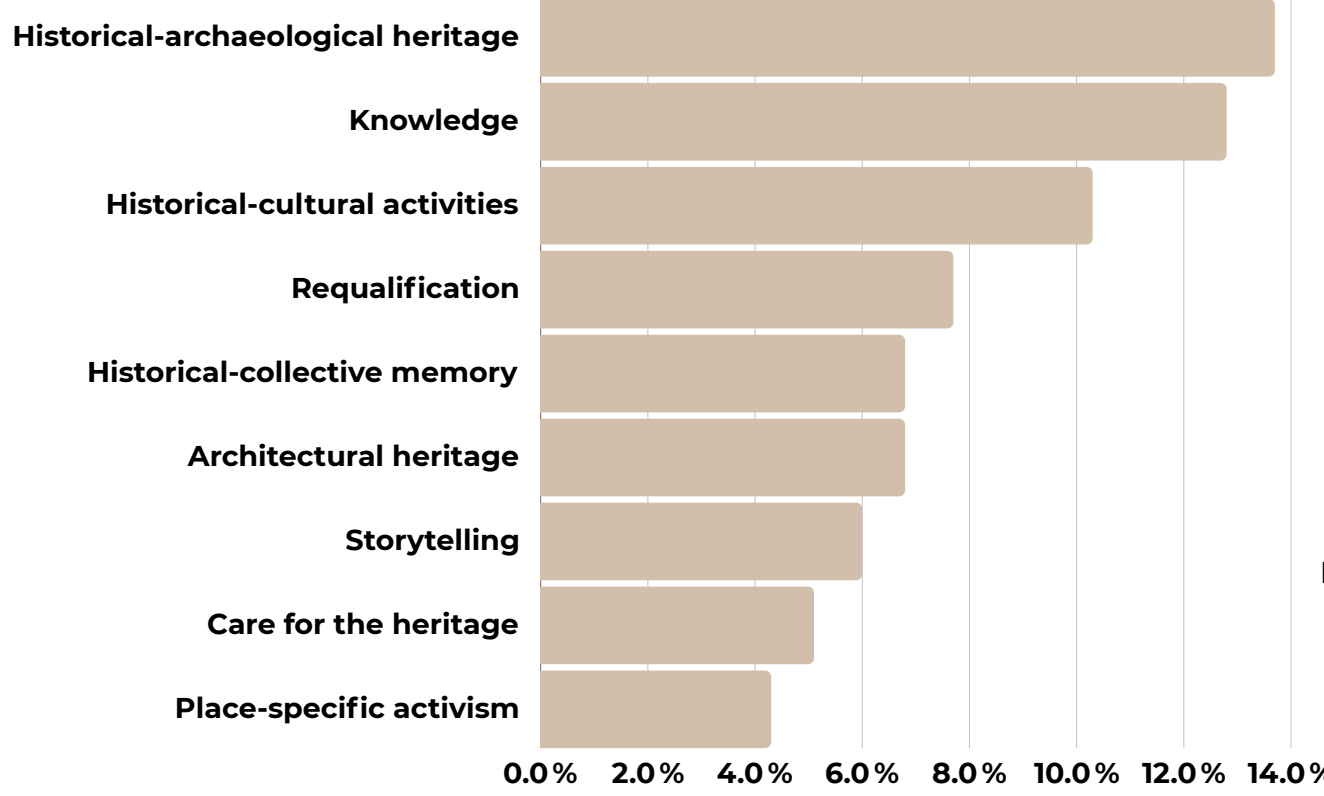
Historical-cultural Value for the Lagoon



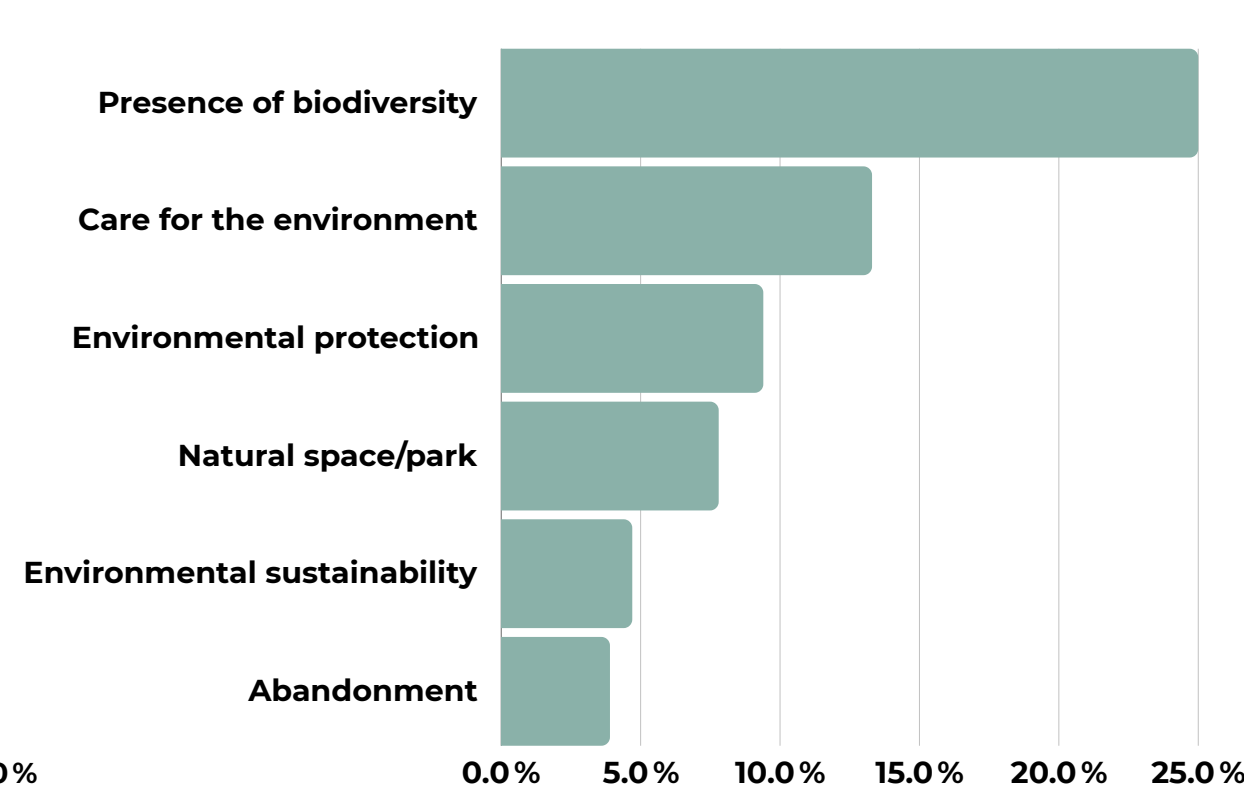
Environmental Value for the Lagoon



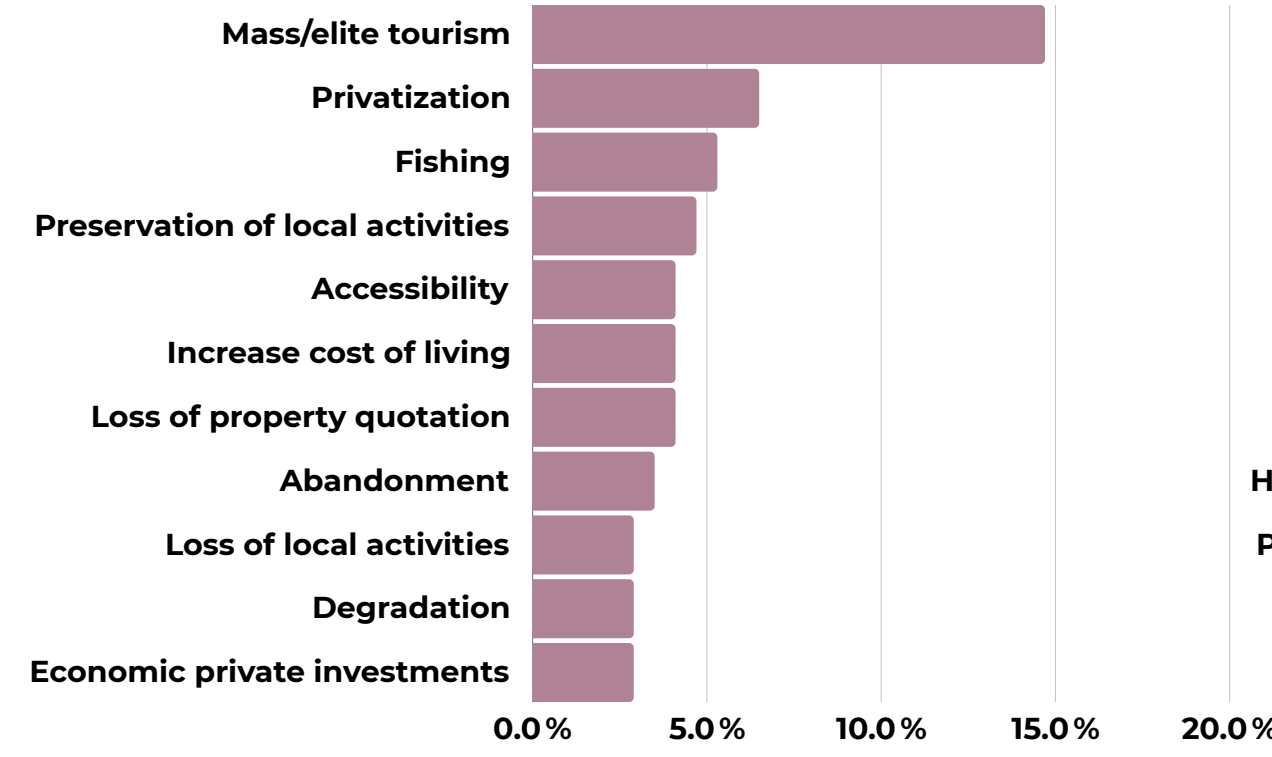
Historical-cultural Value for Poveglia



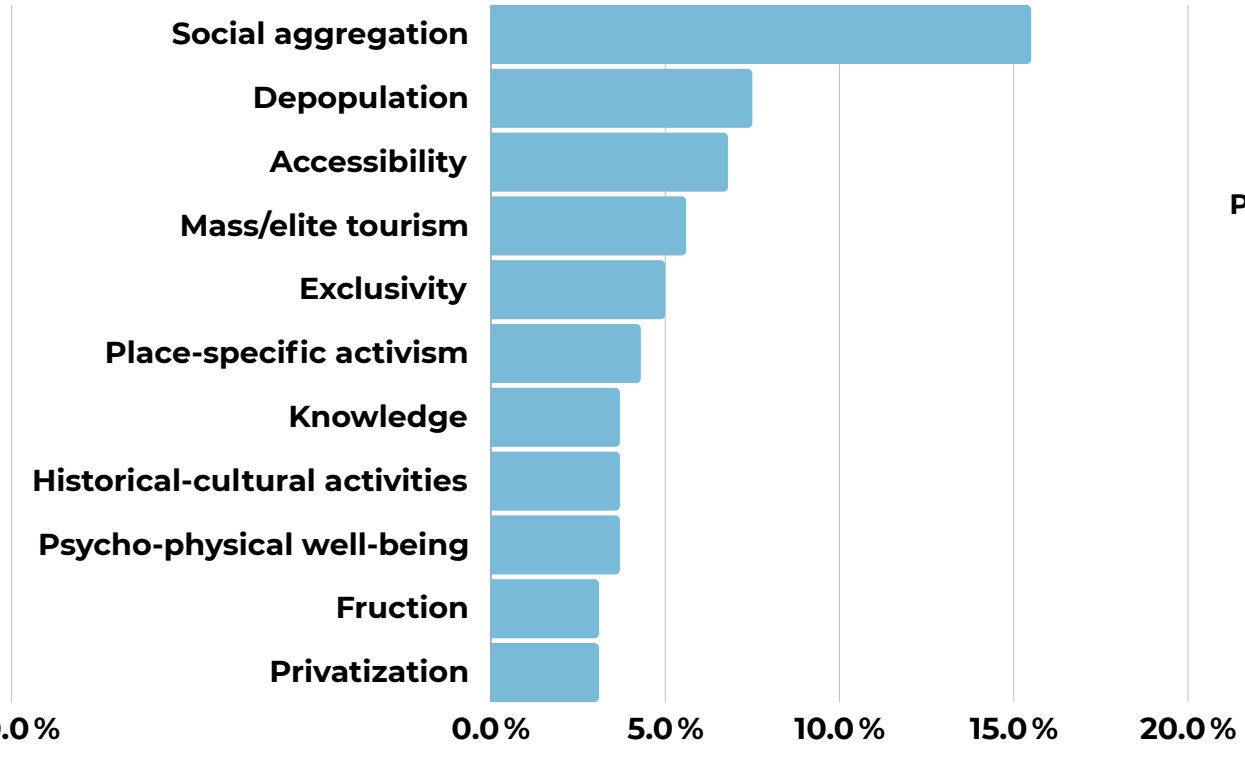
Environmental Value for Poveglia



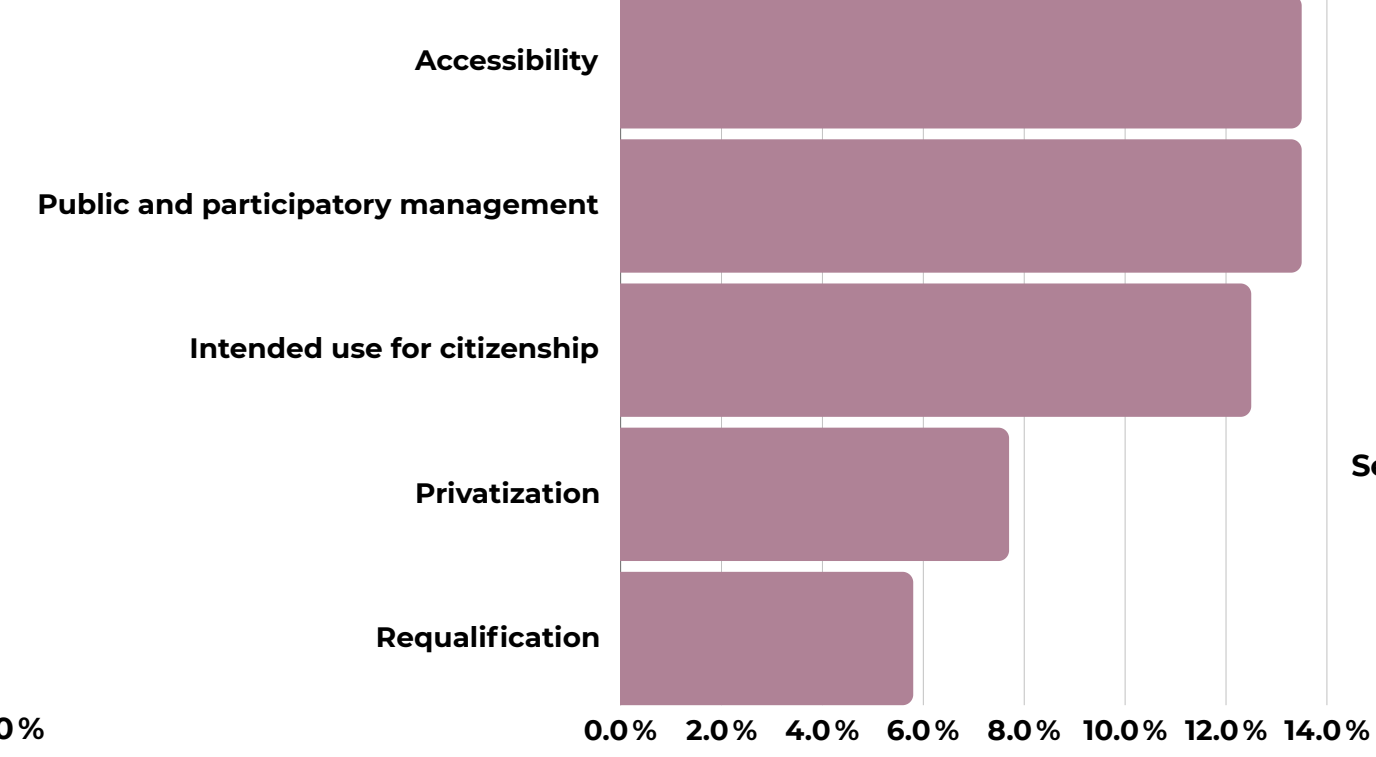
Economic Value for the Lagoon



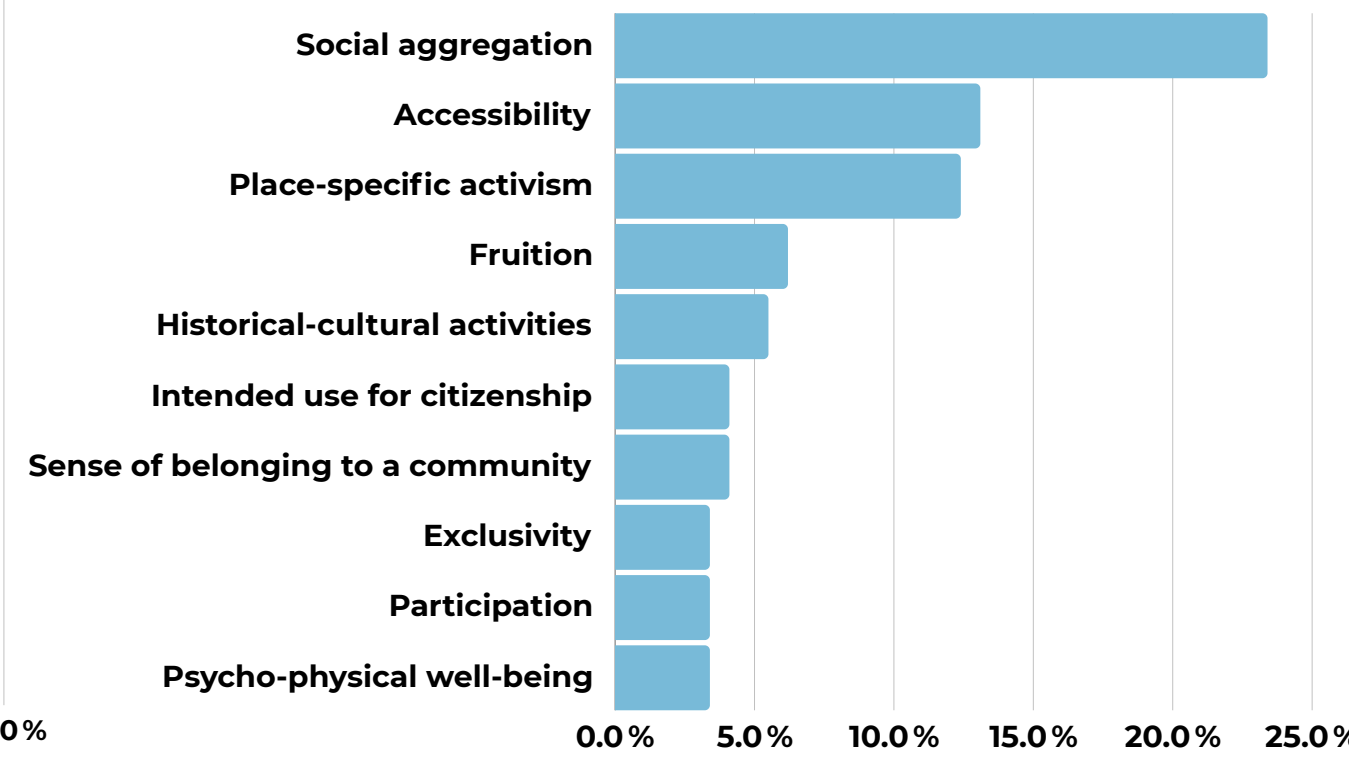
Psycho-Social Value for the Lagoon



Economic Value for Poveglia



Psycho-Sociale Value for Poveglia



Implications

The elements emerging from this preliminary phase of the research will be useful for the development of the second phase: a quantitative questionnaire which will be submitted to the population of Venice. From the focus groups conducted, the more salient constructs and variables to be investigated will be identified, as well as the related measurement scales.

References

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