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The Role of Landscape Approach in Promoting Satisfaction in Urban Environments*

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Abstract

Problem statement: Satisfaction is the process of positive judgment of the phenomena and is influenced by the components that rely on a studied theoretical basis. Today, the urban landscape projects have increased in quantity; however, it is yet a question why the quality of these projects cannot satisfy the citizens' needs and leave a significant impact on their positive judgment and the tangible quality of the city. Therefore, the main question of this study asks: "what is the relationship between the components of the landscape approach and the components of satisfaction?"

Aim: The aim of this research is to increase the audience's satisfaction from urban landscape projects, and hence the city, and to define a specific setting for urban landscape projects.

Research method: This study is conducted using qualitative and content analysis methods. Therefore, the concept of satisfaction and the influential variables are reviewed, and a new definition of satisfaction is presented in the next stage. Thereafter, the experts' points of view about the concept of the landscape is discussed, and eventually, the relationship between the landscape approach and the effective factors of satisfaction are scrutinized.

Conclusion: The results of this study shows that satisfaction and landscape approach are common in paying attention to the audience's subjectivity. However, the proprietary nature of landscape approach is to pay concurrent attention to both the objective and the subjective aspects of the phenomenon, which, in principle, cannot be achieved independently and separately. Therefore, the landscape approach provides a better and more favorable condition for promoting satisfaction, since objective factors are transformed according to mental interpretations. The landscape approach emphasizes on the simultaneous function of the object and subject in the presentation of a project and believes that when the urban space is recognized as a landscape, it is impossible to distinguish between its different dimensions, such as the substance and meaning.

Keywords: *Satisfaction, Landscape approach, Objectivity and Subjectivity.*

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Introduction and Problems Statement

The city is not a set of discrete components that are merely put together, but it is a whole with a united purpose and a meaningful relationship between its components. The broader this communication is, the stronger the citizens perceive the city and feel belonged to the urban environment (Adelvand, Mousavilar & Mansouri, 2016). However, these urban environments are now degraded to meeting the needs of the residents and having a positive impact on their quality of life (Van Poll, 1997). In our country, apart from the numerous development projects, some projects are implemented that can make significant steps toward improving the quality of urban life; however, despite these potentials, they fail to leave a significant impact on the tangible urban quality and citizens' judgment due to many reasons (Mansouri, 2013b). Therefore, the current unorganized urban landscape of cities, despite their increasing numbers, still have problems in terms of qualitative and semantic aspects and lead to dissatisfaction. Therefore, the impact of these projects on the quality of the environment and the satisfaction level of residents is disregarded. This is obvious since many decisions and projects have not succeeded in promoting the quality of the environment and satisfying the residents, despite the many made efforts and the huge amount of money spent. Meanwhile, urban landscape approach seeks to find the criteria for improving the quality and desirability of cities, and since environmental satisfaction is related to the quality of the environment, this approach can increase environment satisfaction. It is noteworthy that the constant dissatisfaction of people can be problematic for any social system; because, the continuity of dissatisfaction reduces the individuals' commitment to the value system and trusting other members of the community and may also be the source of many social changes (Mendoza & Napoli, 1995, as cited in Ghafourian & Hesari, 2016). Moreover, the studies have also shown that dissatisfaction from the environment affects the intention to change the place of living

(Galster, 1985). On the other hand, citizens' being satisfied with the environment is one of the essential elements of order, consensus and social solidarity (Ghafourian & Hesari, 2016) and will increase the quality of life, the social ties, and the sense of belonging to the place and will strengthen social capital (Bonaiuto *et al.*, 2003, as cited in Bahrampour & Modiri, 2015). When the urban landscape provides the grounds for satisfaction of citizen, it can actually guarantee the mental and physical health of the people. Therefore, identifying an appropriate approach to achieve satisfaction in urban landscape projects is highly significant.

Research Questions

This research explicitly seeks to answer these questions: What are the components for evaluating satisfaction in urban landscape projects? What is the relationship between the components of the landscape approach and the components of the satisfaction when the landscape approach to the space has subjective and objective aspects concurrently?

Research Hypothesis

It seems that if urban landscape projects are designed based on the landscape approach, they will lead to satisfaction of the audience, since the objective aspect, which is the key element to satisfying the audience, is provided. Considering the definition of landscape, which is a holistic phenomenon with both objective and subjective dimensions, and considering the subjective role of perception in creation of landscape on the one hand, and regarding the relation between the concept of satisfaction and the audience's perception and judgment on the other hand, a homogeneity of the concept of landscape approach and the concept of satisfaction can create a basis for defining an effective method for achieving satisfaction through using landscape approach.

Research Method

The nature of the present study is qualitative and a combination of analytical-descriptive research

method and citation research method is used in conducting the research. Accordingly, through using library documentary method and scrutinizing valid transcribed sources (books and articles), a wide range of sources related to satisfaction and landscape definitions have been reviewed. Finally, through a comparative study in inferential and deduction method a content analysis of the definitions and examples of landscape and satisfaction as well as their relationship has been conducted. Fig. 1 illustrates the conceptual framework of the research.

Research Background

Satisfaction is a broad concept studied and assessed in different areas. The literature related to environmental satisfaction has generally been scrutinized in four areas of satisfaction from the housing, neighborhood, neighborhood unit and community (Campbell, Convers & Rodgers, 1976; Lu, 1999; Kweon, Ellis, Leiva & Rogers, 2010; Sirgy & Cornwell, 2002). Since the purpose of this research is to investigate the concept of satisfaction in general, the research related to residential satisfaction and environmental satisfaction have been reviewed. The extensive

literature review on satisfaction shows that research in this area began around the 1960s and early 1970s when some researchers studied a number of factors affecting satisfaction, in form of a model. One of the most complete models of satisfaction from urban life was suggested by Marans & Rogers in their book “Toward an understanding of community satisfaction”. In this model, they predict satisfaction in three urban areas of housing, neighborhood, and community, by evaluating the urban characteristics associated with that area, as well as other urban areas. They believe satisfaction from the living environment is related to the perception and evaluation of the people from environmental characteristics such as cleanliness, neighborhood security and other individual characteristics including gender, age and social class (Marans & Rodgers, 1975). Campbell *et al.* consider satisfaction as a measure of subjective well-being (SWB) in their book, and have concluded that satisfaction from the neighborhood is a determinant of displacement and displacement is led by the evaluation of residents from different characteristics of the neighborhood. They consider these evaluations to be more dependent on the

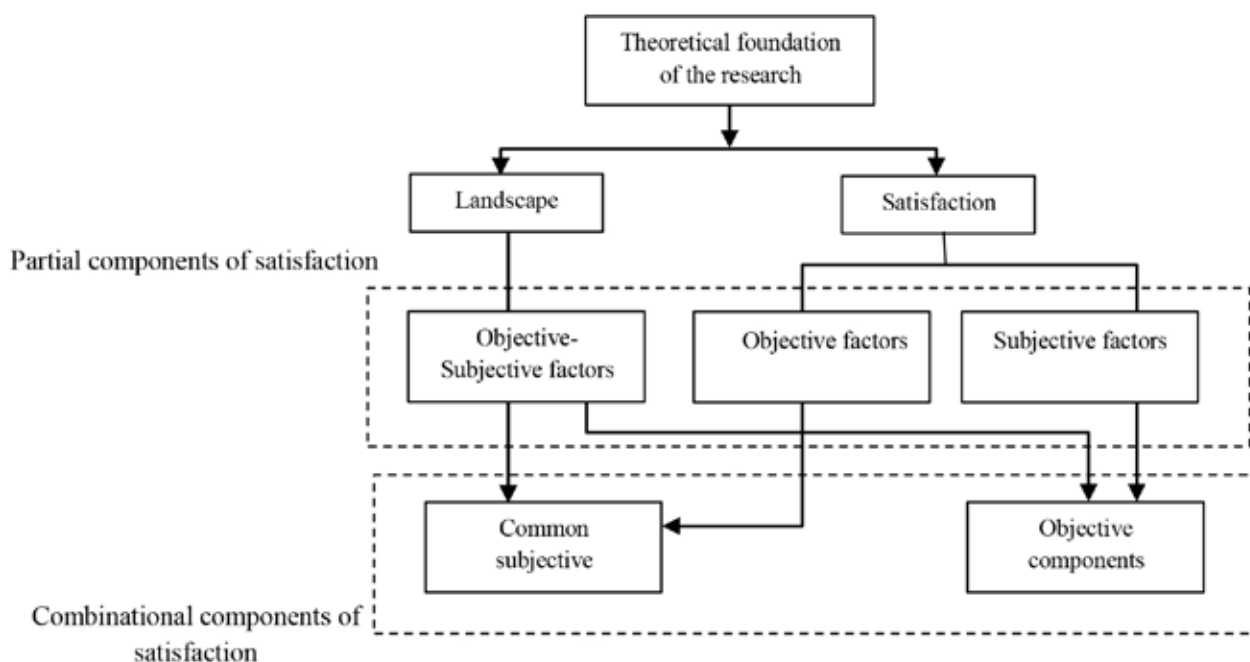


Fig. 1. The preliminary conceptual model of the research for determining the components and subjective factors affecting satisfaction and determining the role of landscape approach in cognition of these components. Source: authors.

individual's perceptions of these characteristics (Campbell *et al.*, 1976). Galster & Hesser studied the individual's desires and preferences and the extent of the gap between desire and reality in their studies (Galster & Hesser, 1981). Francescato, Weidemann and Anderson (1989) describe an "attitudinal model of satisfaction" and consider satisfaction as a kind of attitude that is affected by three cognitive, affective and conative. Following that, Amérigo & Argonés (1997) describe neighborhood satisfaction as a result of individual perception based on the subjective and objective environment and the individual's characteristics. Bonaiuto *et al.* describe satisfaction from the settlement according to the multidimensional quality of the studied settlement environments and consider the predictions of belonging to the place as the final criterion. The socio-demographic and settlement variables in their theoretical model are considered as the predictors of quality and feeling belonged to the place in the perceived settlement environment (Bonaiuto, Aiello, Perugini, Bonnes & Ercolani, 1999). Sirgy and Cornwell (2002) as well as Lovejoy, Handy and Mokhtarian (2010) have also identified physical, social and economic factors as the main factors that lead to neighborhood. Mohit and Al-khanbashiraj (2014) consider satisfaction as a complex structure, and associate it with three cognitive, affective and conative processes, alike Francescato.

Many studies have also been conducted in Iran related to satisfaction. For instance, the research of Rafeian and Khodaei (2010) identify the three factors of access to the services, social security and spatial identity as the most important factors affecting citizens' satisfaction with the urban public spaces. In another study, Rafeian, Asgari and Asgarizadeh (2009) consider the promotion of facilities, health, view, and physical characteristics in residential complexes as the most important factors in increasing residents' satisfaction. Mozafari, Latifi and Barakpour (2016) provide a model in which satisfaction is associated with the objective factors of the environment and the individuals as well as the subjective factors of the

environment and the individuals. They argue that intellectual, cultural and social context is influential in the judgement of the individuals. Ghafourian and Hesari (2016) also consider individual and physical factors in investigating the ground variables affecting residential environment satisfaction.

A few studies have been conducted regarding the relationship between landscape and satisfaction, which is the main subject of this paper, and the few available ones have focused on the role of physical factors of landscape on the level of satisfaction. For example, Lee *et al.* noted the relationship between the landscape structure and the satisfaction from neighborhood arguing that human perception of landscape affects satisfaction from the neighborhood and increases social (Lee, Christopher, Kweon & Hong, 2008). Also, in a study investigating the relationship between landscape components and neighborhood satisfaction, Kweon *et al.* concluded that landscape components such as trees, pathways, and landscape structures have a direct impact on neighborhood satisfaction (Kweon, Ellis, Leiva, & Rogers, 2010).

Theoretical Foundations of the Research

This research supports two key concepts of satisfaction and landscape; therefore, the theoretical literature of the research is composed of two main parts in relation to these two concepts: the first part scrutinizes the history of the concept of satisfaction, the theories of experts and the affective components; and the second part examines the history of landscape and explains the concept of the landscape, the urban landscape and landscape approach.

The Concept of Satisfaction

The concept of satisfaction has been introduced recently in relation to environmental quality issues during the past few decades (Rafeian *et al.*, 2010), and it is one of the strongest structures that can be used to evaluate user-sensitive responses (Francescato, Weidemann & Anderson, 2018). This concept refers to the real experience of life based

on a wide range of expectations and desires (due to meeting the basic and supreme needs of humans) (Ghafourian & Hesari, 2016). As one of the first researchers in the field, Canter believes that “the environment is to be used and perceived instead of being simply seen” (Canter, 1983); and Francescato often relates the problems of built environments to ignoring user’s opinions (Francescato *et al.*, 2018). Environmental satisfaction in most studies includes the subjective appraisal of the quality and objective qualities of a specific environment, and indicates that a specific environment meets the expectations and needs of the residents (Ibem, Opoko, Adeboye & Amole, 2013). This concept is generally a result of individual’s perception, and it is believed that that residents positively perceive their quality of life (Campbell *et al.*, 1976). The concept of satisfaction involves a higher level of cognitive activity- memory and judgment based on the individual’s value system and the purpose of the spaces. In fact, it is a process that is completed through active perception, individual’s interpretation and modification of the social-physical environment (Shin, 2016). Satisfaction is a very personal experience, and its perception is highly dependent on the individual’s thinking and the influence of various factors, including past experiences, realities, and expectations. This makes the sense of satisfaction dissimilar in different societies. As a result, satisfaction from different areas of life depends on the individual’s evaluation from the various characteristics of that area, and satisfaction from a particular environment depends on the evaluation of the two basic characteristics of the environment: the perception of the characteristics and conditions; and the standard or references, on the basis of which characteristics are judged (Mohit & Al-khanbashiraj, 2014).

Models of Environmental Satisfaction

Since this research requires understanding and identifying the factors affecting satisfaction, recognizing and analyzing satisfaction models is inevitable. As suggested in the research background,

some researchers, in the form of a model, have examined a number of factors affecting satisfaction. In these types of studies, a main and influential issue is emphasized and the relationship between the effective indicators in that field is evaluated in the form of a proposed model. One of the first conceptual models for evaluating satisfaction is the perceptual evaluation provided by Campbell *et al.* In this model, satisfaction is a process of perception, evaluation, measurement and behavioral adaptation. The structure of this model has a hierarchical nature with a special distinction between objective and subjective characteristics. In this model, the objective conditions of these characteristics are considered as the sources of cognitive processes and assessment. Given the different personal experiences of residents, the perceptions of these objective characteristics are different. Different perceptions lead to a more detailed evaluation of objective characteristics due to diverse personal characteristics and personal standards. Accordingly, the identical objective characteristics in a neighborhood can have distinctive effects on different individuals with regard to their perceptions and objective evaluations (Campbell *et al.*, 1976). A similar conceptual model by Morris and Winter (1975) points out that satisfaction from housing depends on housing conditions and cultural norms, which is a replacement for domestic standards in Campbell model. These norms may vary among families due to their differences in income level, social status, etc.

Other researchers have also considered Campbell’s model in their studies. For example, Galster and Hesser believe that satisfaction is affected by a wide range of objective and subjective perceptual conditions. They believe that factors such as aspirations, history, demographic characteristics, and occupational status affect this perception and satisfaction is based on perception (Galster & Hesser, 1981). They also emphasize on the individual norms of neighborhood evaluation; meaning that lack of conformity between the actual conditions and the reference conditions

(predetermined standards) can lead to dissatisfaction. Marans and Rodgers (1975), Amérigo and Argonés (1997), and Van Kamp, Leidelmeyer, Marsman and De Hollander (2003) also presented a model based on Campbell’s model. In this model, satisfaction from neighborhood is the complex perceptual structure of an individual based on the subjective and objective environmental and personal characteristics. The residents subjectively evaluate the objective characteristics and since these (objective) characteristics are influenced by the demographic characteristics and residential quality patterns of the residents (which is equivalent to the internal standards in Campbell model’s); the subjective assessments vary for each resident. These models show the direct impact of individual characteristics and predetermined standards on satisfaction. Francescato’s attitudinal model of satisfaction defines the notion of satisfaction as a multidimensional attitude and structure that has multidimensional cognitive, affective and emotional characteristics, where the cognitive, affective (emotional) and behavioral variables exist simultaneously (Francescato et al., 1989). Francescato considers this model an attitudinal model because attitudes are often viewed by psychologists as “a complex system of individual beliefs and feelings about a subject and action (behavior) tendencies toward the subject”; a kind of system that recognizes emotions and behaviors (Francescato et al., 2018). User satisfaction can be considered as a complex and multidimensional evaluation that includes cognitive,

affective and conative dimensions; making it an appropriate standard for defining it as an attitude. In this model, two variables are defined; the external variables which have the objective characteristics of the physical, social and organizational environment, the demographic variables of users and personal characteristics, and the predictor variables that focus on the cognitive dimensions, i.e. beliefs, the emotional variables i.e. emotions and the behavioral variables i.e. dimensions of behavioral intentions. Finally, this model concludes that the objective characteristics of the environment are not strong predictors of satisfaction; however, the cognitive, affective and conative variables have a greater impact on satisfaction, since these factors change more than the objective characteristics over time. Subjective evaluation is related to perception, and affection (i.e. physiological emotions) is in line with the living environment of an individual and is influenced by the physiological traits, the cultural values, and the individuals’ experiences and their role in the family and society (Ibem, Opoko & Aduwo, 2017). In other words, the objective approach is a deductive analysis of what is already present versus what is expected. This form of evaluation is a memory-based judgment and is determined by learning and reminding interactions, past experiences and qualities associated with the environment. Fig. 2 briefly summarizes these models.

Having analyzed and discussed the models of satisfaction, it can be concluded that focusing on the three objective, subjective, and personal factors

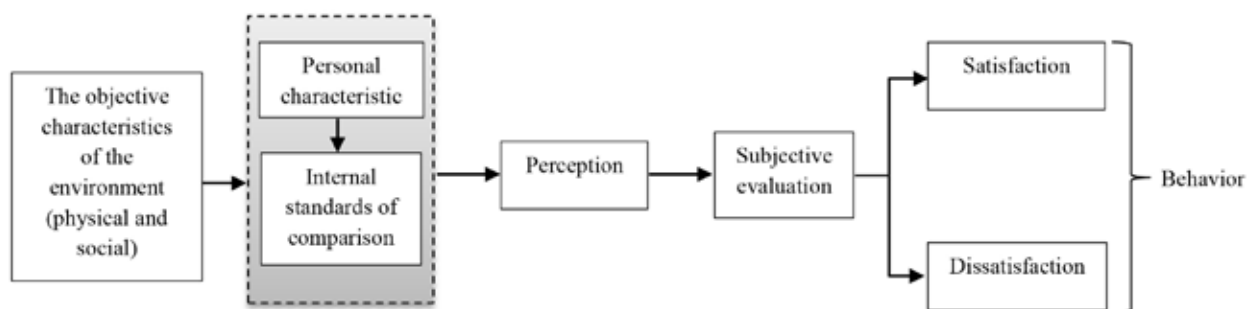


Fig. 2. The relationship between objective, subjective and individual characteristics in models of satisfaction. Source: authors, derived from previous models of satisfaction.

and their relationship is obvious in all of these models. Satisfaction from the environment takes place according to the individual's perception of the objective conditions of the environment. An individual's perception of the environment depends on his/her personal characteristics, skills, worldview, social culture, needs, desires, values, and etc. As a result, the personal characteristics of an individual affect the objective perception and evaluation. Therefore, in response to the question of what factors affect satisfaction, one can infer two objective and subjective components from the research.

Describing the Position of Objective and Subjective Components in Achieving Satisfaction

As aforementioned, environmental satisfaction involves the subjective evaluation of the quality and objective characteristics of a specific environment, and indicates whether an environment meets the expectations and needs of the residents or not. However, since individuals' expectations and needs are related to their values during the stages of life (Elder, Johnson & Crosnoe, 2003), as well as the goals and objectives of particular spaces (Canter, 1997, 202, as cited in Shin, 2016), an objective evaluation of environmental satisfaction is not an easy task. The objective condition of the environment itself is also complex because it is inherently a social-physical structure that functions at different levels (Amérgo & Argonés, 1997). The objective criteria are (quantitative) features that, in addition to being visible, tangible, and measurable, are perceived and understood similarly by individuals and are usually measured directly by researchers through field observations. Considering this definition and taking into account the previous studies, the objective components of satisfaction can be found in three groups of individual, spatial-physical, and social factors. In contrast, objective criteria are those that are not perceived similarly by individuals and are more likely to be affected by personal characteristics, desires, and tendencies. They, in fact, demonstrate the

perception of the residents from the characteristics of the environment. Cao *et al.* assert that objective criteria affect satisfaction by influencing the subjective criteria (perception and assessment). The objective characteristics can be measured continuously by different planners, while subjective evaluations of the same objective characteristics are different due to individual characteristics and internal standards (Cao, Wu & Yuan, 2018). In general, previous studies have often shown that subjective criteria are statistically significant in terms of satisfaction from objective attitudes. In addition, because an environment consists of a spatial structure and social relations, this dual structure is obtained through subjective evaluations against objective evaluations (Shin, 2016; Lee, Conway, Frank, Saelens, Cain & Sallis, 2017). Therefore, according to the discussed issues, the subjective criteria can be divided into three groups of personal, environmental and social factors. These components are described in Table 1. A deep scrutiny in the models of satisfaction shows that researchers differentiate between objective and subjective factors; meaning that objective variables affect the perception and mentality of the residents and the subjective evaluation leads to satisfaction or dissatisfaction. However, some other research has come into different conclusion regarding the relationship between the subjectivity and objectivity. For example, Chen & NG (2012) consider thermal comfort, which is an objective issue, as a dynamic and subjective concept. This means that the evaluation of thermal comfort is not always consistent with the objective conditions of the climate, and the "state of mind" is involved in understanding it. In Zabetian Targhi's doctoral dissertation, it has been concluded that the optimal subjective state of mind is affective in perceiving the temperature in summer and winter by evaluating the opinions of people about the temperature of Imam Khomeini Square and Imam Hussain Square in Tehran. Meaning that in an appropriate state of mind (people's interest in Imam Khomeini Square), the perceived temperature was sensed lower in the summer and higher in

Table 1. Explanation of the factors and components of the objective and subjective factors affecting satisfaction. Source: authors.

Components	Factors	Criterion	Researchers
Objective	Individual	Age	Galster & Hesser, 1981; Lu, 1999; Kweon <i>et al.</i> , 2010; Barreira, Nunes, Guimaraes & Panagopoulos, 2019.
		Income (higher earnings increase satisfaction)	Lu, 1999; Kweon <i>et al.</i> , 2010.
		Race and ethnicity	Marans & Rodgers, 1975; Galster & Hesser, 1981; Lu, 1999; Kweon <i>et al.</i> , 2010.
		Education	Lu, 1999; Chapman & Lombard, 2006.
		Marital status	Marans & Rodgers, 1975; Lu, 1999.
	Gender	Galster & Hesser, 1981.	
	Spatial-physical	Landscape, lighting, congestion and privacy, accessibility, coherence, favorable appearance of mass and space, environmental performance, the presence of nature and vegetation, open spaces, communal spaces, cleanliness, environmental attractions, services and facilities.	Canter, 1997; Bonaiuto <i>et al.</i> , 1999; Sirgy & Cornwell, 2002; Lovejoy <i>et al.</i> , 2010; Liu, Wu, Liu & Li, 2017; Barreira <i>et al.</i> , 2019 ; Ghafourian & Hesari, 2016.
	Social	Social interactions and engagement with people in society, racial relationships in society, social cohesion, delinquency and crime levels and safety.	Marans & Rodgers, 1975; Canter, 1997; Bonaiuto <i>et al.</i> , 1999; Barreira <i>et al.</i> , 2019.
Subjective	Individual	Comparisons, expectations and aspirations, standards and ideals, hope for the future, needs and desires, past experiences, ways of learning and interactions, cultural values and memory.	Galster & Hesser, 1981; Ibem <i>et al.</i> , 2017.
	Environmental	Familiarity with the environment, environmental legibility, vitality, affiliation to place and sense of belonging, place identity, privacy, shared values, historical backgrounds and events, collective memories, symbols, aesthetic dimensions.	Morris & Winter, 1975; Amérgo & Argonés, 1997; Liu <i>et al.</i> , 2017.
	Social	Social relations and ties, social participation, collective sense, racial relationships, sense of privacy and sense of social security	Marans & Rodgers, 1975; Chapman & Lombard, 2006.

winter, while reverse results were achieved in an inappropriate state of mind (Imam Hussain Square) (Zabetian Targhi, 2018). This accentuates the state of the mind on the perception of a totally objective factor, such as temperature. Therefore, it can be said that the relationship between objectivity and subjectivity is very complex and inextricable.

Describing the Concept of Landscape and Landscape Approach

Landscape is a complex, multi-faceted concept that is defined and considered with diverse approaches

(Alehashemi & Mansouri, 2018). This concept is regarded as a new approach in the relationship between man and the environment as it is considered as a direct product of change in the objective and the modern one-dimensional classic view to the world (Alehashemi, Mansouri & Barati, 2017). The traditional look to the environment transformed after the definition of “me” by Descartes. Since then, man has redefined his being as an independent entity and as an observer of the modern world. This turning point in the history of human thought made the man to look at the phenomena of the universe in a bipolar

manner. Thus, every phenomenon in the universe was material or spiritual; it was interpreted or defined in the material world, or in the world of meaning and there was nothing between them (Mansouri & Farzin, 2016, 33). However, landscape was a new concept which could not be defined and interpreted according to these thoughts. In the first half of the 20th century landscape was considered as a result of personal subjective perception which was influenced by cultural, religious, historical and personal backgrounds. In the second half of the 20th century, landscape was defined as an objective-subjective and relative phenomenon that create a dynamic relationship between man and the environment. Eventually, today, landscape is recognized as a multifaceted discipline that is a solution to the one-dimensional approaches governing environment and landscape planning and management (Lassus, 2013; Alehashemi & Mansouri, 2018). In the book "Research in landscape architecture, methods and methodology", Thompson describes landscape as a sliding term, which is physical as much as it is mental (Thompson, 2016, 40). Thus, landscape has theorized the mechanism of human perception of the place and regards the place as a unitary entity whose exterior (material) and interior (subjective) parts are inseparable (Mansouri, 2005; Mansouri, 2013a). Landscape is not merely objective, nor subjective, but mobile (ongoing) phenomenon that relies on audience's perception. Landscape is a phenomenon created through the interaction of man and the environment and hence it is an objective-subjective entity. The environment, its objective aspects and the individual's perception form its subjective aspects that is intertwined with the objective ones. Landscape is a new conceptual framework for describing the relations of the space and the humans perceiving it (Donadieu, 2013; Berque, 2013); it is an experienced world (Ingold, 1993); a "way of seeing" (Thompson, 2016); and created by combining two independent elements of the body (material) and mind (meaning) of the audience.

Since the mind and the material or the meaning and the material cannot be separated essentially; landscape

is not a visual image or a substance awaiting to be imposed by the human desires, but it is perceived as a part of human beings, just like we are part of it and living in it (Ingold, 1993). Therefore, the landscape characteristics are not the algebraic sum of the characteristics of the its two parts; it is necessary that the body and mind be combined with each other and produce a new product. The key is to synthesize its components, and its components come to such an alliance that they do not have separate existence in their composition and they become united in meaning as a whole (Mansouri & Farzin, 2016, 33). Therefore, landscape is just one complex phenomenon described and analyzed through scientific objective methods, but refers to subjective observations and the experiences, and thus have sensory, aesthetic, artistic, and existential meaning, and has an ultimately a belligerent, perceptual, and dynamic characteristic (Antrop, 2006).

The landscape always has different dimensions that are inextricable; therefore, it is a whole, and landscape approach is a holistic approach. In fact, components seem to have come together in such a unity that they form a whole and a harmonious whole. Unity is a concept that implies the coherence and harmony of various components, insofar as the combination of these different and diverse components form a single entity (Ansari, Sharifian & Abdollahi Sabet, 2014).

According to these definitions, the city is also a landscape phenomenon; drifting in the concepts and the physics and the product of human perception of the environment. The city is a hypertext that has a visual form and a texture of visual meaningful signs. Since the city is the embodiment of the collective spirit of the city and its citizens, the city cannot be separated from its subjective meanings. In other words, the city is a body composed of forms and meanings (Noroozitalab, 2010). The urban landscape is a kind of qualitative landscape crystalized through quantitative elements. The conscience and experience of man asserts that urban landscape has physical symbols. However, some mistakenly think that the physical form of landscape is equivalent to urban

landscape, while it is the symbol of urban landscape. As the city is an objective-subjective phenomenon, the urban landscape, in the words of Allan Roger the aesthetician, is an objective-subjective process resulting in t a kind of a look to the city by the people (Nussaume, 2011). Finally, it can be said that the urban landscape as a part of a whole landscape, is equivalent to our perception of the city and is an “objective-subjective” phenomenon that manifests itself through man’s experience and the interaction of man and the environment. Therefore, human beings and their perceptions of the city have a decisive role in understanding the urban landscape, whose meanings are incomplete without each other. Consequently, the urban landscape becomes a common phenomenon in the body, the reality and the mentality of the residents’ lives. Regarding the nature of landscape, it can be mentioned that the landscape approach to the city is a holistic approach, in which objectivity and subjectivity are inextricable and the perception and subjectivity of the residents play the major role. The landscape aspect of a phenomenon represents the state of the phenomenon (the adverb, not the adjective), and dominates the phenomenon holistically.

Discussion

The latest research on satisfaction has shown that satisfaction is a complex and multidimensional structure that is influenced by several components. Some studies emphasize on objective components, while others consider subjective standards to be more important; others consider both objective and subjective factors to be effective in achieving satisfaction. Nevertheless, the common aspect of all these studies is that satisfaction is related to the individuals’ perception; in other words, satisfaction is a concept that emerges from the objective components of the environment during the objective perception of the audience. Therefore, the measurement of satisfaction takes place not only on the basis of the objective environment, but also on the perception of individuals from the environment to which they belong. This individual perception depends on the

personality traits, worldview, social culture, memory, desires and aspirations of the individuals.

Two types of indicators are influential in this perception: subjective indicators that measure the level of satisfaction and what is considered by the people as important; and, objective indicators that are used to measure the environmental aspects which are evaluated with hard. Indeed, previous studies have indicated that satisfaction is essentially a subjective matter; however, the role of objective factors cannot be ignored, and the indeterminate unmeasurable subjective variables should not reduce the effect of objective measurements. When there is no subjectivity, there will be no objectivity. In fact, satisfaction literature is primarily related to material (objective) components and gradually integrates the components of subjective aspects (resulted from individual perception) into the evaluation cycle, and basically believes that the two dependent groups of objective and subjective components result in satisfaction, and try to increase the level of satisfaction by promoting the objective and subjective components disjointedly. Nevertheless, the mechanism of interaction between objective and subjective components should not be ignored, because the relationship between man and the environment is a two-way relationship that occurs through perception. If the human being or the one who perceives the space is regarded as subjectivity, and the environment (perceived space) is regarded as objectivity, the relation between subjectivity and objectivity is a dialectical relation with discourse (Rezaei, Keramati, Dehbashi Sharif & Nasir salami, 2018). However, the research of Chen & Ng and Zabetian Targhi revealed that the individual’s subjectivity is influential in perception and interpretation of objective factors; meaning that a high temperature in the optimal state of mind is perceived less than its actual degree; and perceived as higher in an undesirable state of mind. The desirable and undesirable state of mind makes a difference between the perceived temperature and the actual temperature of a space. This suggests that objectivity is not perceived independently and separately, and even the entirely objective factors, such as the temperature, are

measured after passing through the subjective filters in mind. Therefore, we cannot consider the objective and subjective factors (material and meaning) disconnectedly. Also, in studying the literature pertaining to landscape approach, it was revealed that the distinct characteristic of landscape is the scientific explanation of its holistic view. The first non-physical interpretation of space was introduced by the theory of place as a geography intertwined with the history. This definition was highly favored in architecture and the city, and without a structural change in thinking about the classical space and defining it, the new dimensions introduced the space as a concrete entity and the algebraic sum of the historical and physical characteristics of the space.

Yet, the holistic approach does not distinguish between the two objective and subjective dimensions of space and considers them as two independent dimensions which offer two interpretations from a single truth. Therefore, the subjective aspect cannot be added to landscape. As it was shown in Zabetian Targhi's research, the presence of a huge mosque and numerous banners and massive religious symbols and etc. could not induce a religious spirit to the place (the promotion of objective and material factors could not have a positive impact on the subjective factors). The metal structures added to the environment also caused a sense of fear and anxiety for some people, because the mind was the main problem and could not interpret every new material and physical component. Eventually, urban management was forced to remove or reduce the project to almost nothing.

Therefore, material and mind or matter and substance cannot be separated. The problem is the simultaneous consideration of both objective and subjective aspects of a phenomenon; because on the one hand we realized that satisfaction is obtained from the subjective judgment of the objective conditions and, on the other hand, we recognized that the landscape approach, which considers the subjectivity and objectivity with a holistic view, is an appropriate approach for evaluating satisfaction. Since the objective and subjective aspects of the phenomenon cannot be evaluated separately

and satisfaction is not achieved through the sum of these aspects, as in the conceptualization of landscape approach, the research question is promoted to a whole new level that prohibits the traditional evaluation of satisfaction that considers the subjective and objective aspects separately.

Conclusion

Environments are systems with multiple stakeholders who have various goals in these environments. In order to evaluate whether an environment is satisfactory or not, it should be asked for whom the environment is satisfactory or not. This satisfaction comprises the ideas of planners and designers who have different ideologies and interests, the builders who seek for their own profit and interests, the state institutions that legislate laws and contribute to political ideologies and constraints if necessary, and so on. What has happened in recent years is that urban landscape projects, which must increase the urban quality and meet the mental and physical needs of the audience and ultimately promote satisfaction, are not good in quality despite their great quantity.

The answer to this problem can be found in the specific centers for management, planning, designing, and implementation of urban projects. Therefore, there is an essential need for an approach that simultaneously considers both objective and subjective factors jointly and results in satisfaction. The results of this study showed that the concept of satisfaction and landscape approach have common aspects, with regard to what has been said in relation to the audience objectivity. However, the specific characteristic of landscape approach is the simultaneous attention to both objective and subjective aspects of the phenomenon, which makes it impossible to address them independently and separately in principle. As a result, in order to achieve satisfaction, regarding that even objective factors change in terms of subjective interpretation, the landscape provides a better and more appropriate condition, because it also believes in the simultaneous operation of objectivity and subjectivity in a project, and believes that when an urban environment is

recognized as a landscape, its constituting dimensions, including the matter and meaning are inseparable.

Consequently, it cannot be claimed that the audience is satisfied with the physical components of space and dissatisfied with its meaning. The audience perceive a whole that has two objective and subjective dimensions at the same time; therefore, landscape approach is more suitable for achieving satisfaction. The common scientific approaches such as urban design and environmental planning approaches also consider both dimensions; however, they separate the two dimensions, which results in unexpected and unpredictable results. Therefore, the necessity to use the expertise of landscape professionals in urban landscape projects to achieve satisfaction is highly crucial.

Finally, with regard to the landscape approach that is relative and dependent on the audience, it is suggested that, in order to achieve satisfaction, we must address the audience and consider the issue of participation for future research. In other words, satisfaction cannot be achieved ignoring the role and participation of the audience in this process. What is meant by the audience is a person who is not affected passively and plays an active and inevitable role in the process of space creation and perception.

Endnote

1. Holistic: Being holistic is to consider the whole as a more complex (or additional) entity from the parts of an entity. In fact, being holistic is different from totality. Totality refers to the sum of different dimensions that have their own independent characteristics that are only placed together, while the different components of a whole are theoretically separable but actually inextricable in the holistic view. Therefore, the holistic view does not adhere to the sum of the dimensions, but it takes into account the unity of dimensions; meaning that the product of a holistic view has an independent entity. In this regard, the landscape is a holistic phenomenon in which the two objective and subjective dimensions are unified and an independent being called landscape is created; a being which is no longer objective, nor subjective.

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