



Historical Places and Identity of the Cities: Khuzam Palace Museum, Jeddah

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Abstract

Place identity refers to a cluster of ideas about identity and place in the fields of geography, urban planning, urban design, landscape architecture, and environmental psychology. Place identity has become a significant issue in the last 25 years in urban planning and design. Place identity concerns the meaning and significance of places for their inhabitants and users, and how these meanings contribute to individuals' conceptualizations of self. Place identity also relates to the context of modernity, history, and the politics of representation (Proshansky et al., 1995).

Jeddah went through dramatic changes in the last 70 years after demolishing the old city wall and oil booming, which affected the identity, traditions, and lifestyle (Shiber, 1967). In order to eliminate the lack of city identity and change the people's attachment to Jeddah's new urban development, this paper will take Khuzam Palace Museum as a case study to express the relationship between the past and present in the city. The paper will have an analytical review of urban memory, place identity, and place attachment elements. At the end, the paper will set some recommendations to consider using and respecting the community memories from the past that related physical elements and social interaction that have to express into new forms of place-making in the future development to increase the identity and the sense of belonging in Jeddah city.

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Keywords

Historical Places; Cultural Identity; Urban Conservation; Khuzam Palace

1. Introduction

Identity as a concept has physical and social connotations. It contains a collection of cues recognized by a group of people at a specific place and time. Places and people are exposed to change over time. This means that identity may change, and people may do not accept this change because they want to feel that they conserve a certain level of continuity. Although continuity of identity is an arguable concept. Every society faces a real challenge to maintain its identity for any length of time, especially under the rapid change of technological and economic conditions. It is very important to realize how the concept of identity is recognized by authors, designers, and people in Saudi Arabia today. In Saudi Arabia, It is very clear now that there is a lack of identity in contemporary architecture (Al-Naim, 2008). The identity in architecture as a dynamic phenomenon. It can reform and change over time within the frame of the cultural core of society. This paper will use this concept to conduct a general analysis of the experience of change in Saudi architecture. Historically Saudi Arabia has experienced serious urban changes since the late 1930s until nowadays.

Although Saudi Arabia had a great history in the past, especially in the King Abdul-Aziz era, there are several historical places around the country left without any care from the government. These places should be renovated to

save the important historical value of them. Khuzam Palace is one of these places, which was one of the first palaces in the King Abdul-Aziz era. Conserving a historical place is very important to save the identity of the place. Moreover, adding physical activity to it will revive it and attract the visitors to come to the place (Shiber, 1967).

2. Research Objectives

The main goal of this research is to highlight the changes which happened and affected the identity of Khuzam Palace to present a strategy to revive the identity and the heritage of this historic place.

To fulfill this goal, the research will summarize the objectives as follow:

- Display the historical value of the Khuzam Palace.
- Understand the level and form of attachment and meanings associated with the places to unravel place significance.
- Analyze the image changing, place identity, and place attachment of Khuzam Palace.
- Set some recommendations that present a strategy to revive the identity of Khuzam Palace. These recommendations will be integrated with the heritage tourism plan in Saudi Arabia.

3. Methodology and Tools of the Study

The research methodology is a case study research method that depends on the qualitative techniques by using different tools as site visits, site observation, conducting interviews with visitors and citizens, and existing data from previous reports and studies.

The study focuses on how the urban built environment is integrated with social dimensions to increase the identity and the sense of the place.

The research starts with the literature review that illustrates Historical Places and Identity of the Cities. After that, the research will analyze the current situation of Khuzam Palace which will be the case study. The paper will be ended with the conclusion and recommendations to conserve Khuzam Palace and make it as a touristic and socially place.

4. Literature Review

4.1 Brief history

Khuzam Palace is one of King Abdul Aziz's palaces. It is located southeast of Jeddah in Al-Nuzlah Alyamaniah neighborhood. Construction of the palace began in 1928 and was completed in 1932. The palace consisted of a two-story building and some associated buildings on the southern and western sides (Fig.1). King Abdul Aziz used the palace as a governmental house (Dewan) where he can meet the officials and foreigner guests (Fig.2). It was the first building that was built with steel and cement in the Kingdom. In this palace, important events occurred as signing the agreement between the Kingdom and Standard Oil of California Company for oil exploration in 1933. The palace named Khuzam as there were a lot of lavender (Khuzam) plants surround it. The palace was the residence of King Abdul Aziz Al Saud and then his son Saud bin Abdul Aziz till 1964 (Shiber, 1967).



Figure 1. Khuzam palace old facade. Source: Shiber, 1967



Figure 2. Khuzam palace officials guests. Source: Shiber, 1967



Figure 3. important events in Khuzam Palace. Source: Shiber, 1967



Figure 4. Distinctive architecture style. Source: Cuddihy, 2001

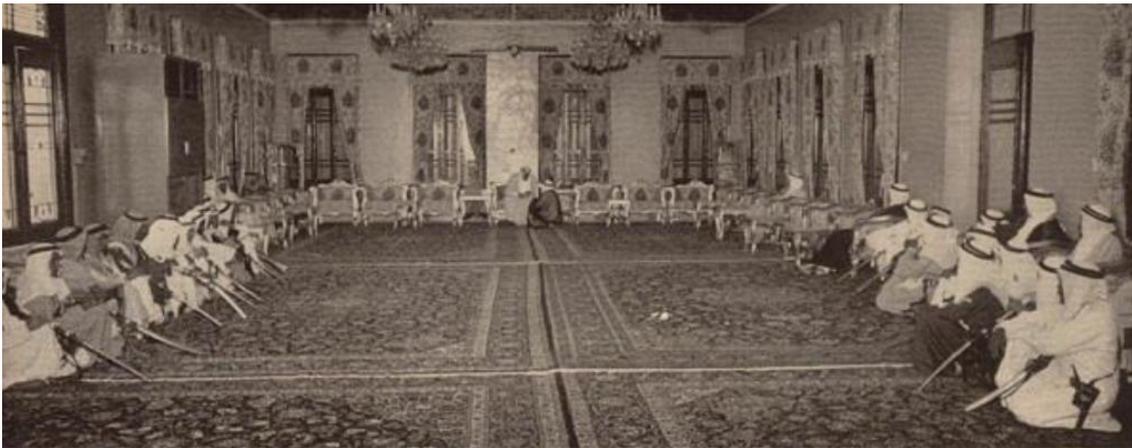


Figure 5. Al Dewan of Khuzam Palace. Source: Shiber, 1967

The importance of this palace combines between being a place for a distinctive person, a witness on important events (Fig.3), and a building with a distinctive architecture style (Fig.4).

The palace was transmitted to the Saudi Commission for Tourism and Antiques. Then the commission transformed the palace into a museum in 1983. They chose a part of the palace, which is (al dewan), to be the museum (Fig.5). The museum was opened in 1995 to the public (Cuddihy, 2001) (Figs.6-8).



Figure 6. The current facade of Khuzam Palace. Source: Researcher



Figure 7. Details of the facade. Source: Researcher



Figure 8. different types of arches. Source: Researcher

4.2 The concept of place

There are different components of the place: psychological and physical elements to get its concept. In the case of environmental psychology, the place is mainly defined by a physical environment structured based on its mutual relations with an individual's internal psychological, attributes, activities, and social processes done at the place

(Smaldone, 2005). The physical form, meaning, and activity are mixed to create a sense of place (Montgomery, 1998) (Fig.9).

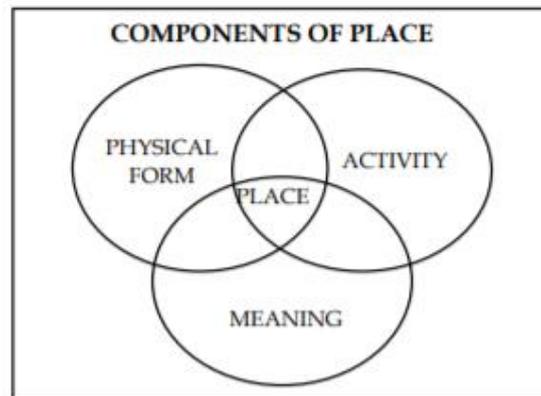


Figure 9. The components of place. Source: Montgomery, 1998

Urban regeneration meaning is the process of remaking places. In this process, regeneration actions are planned to increase economic growth and environmental sustainability and upgrade the physical conditions of places to create a better social life for people (Roberts and Sykes, 2000). The importance of the conditions and physical features in the construction of place and place meanings based on its environmental attributes. Place attachment is embedded in the behavior, emotion, and feeling reflecting people's responses towards the environment. However, the loss of identity and place physical character would affect attachment to places and people's perception. Therefore, researchers concerned about the following points: understand the meaning of a place as a basis for regeneration initiatives, the sense of place, the activity within a defined boundary, and the setting of the place. Within this framework, behavior and human experience developed through a network of identities and memories that are attached to the environment should be regarded as a source of reference in urban regeneration (Cheshmehzangi and Heath, 2012). There will be a gap if we will not be able to connect the human psychological sense of place with the new development framework and concept. A place is an appearance of human culture. Culture is a social operation to create meaning and give people a sense of identity (Cohen, 1994). The cultural spaces create a cultural experience that is essential for building a place identity. The spaces will change into places when the cultural characteristics and physical setting merge with the functional needs and effectiveness of individual perceptions (Bott, 2005). The activity and the physical settings have been changed in the process of placemaking.

If we do not consider the cultural aspects of regenerating places, this will make a place lack the local identity. A house will not be home if the house does not reflect the way of life and the culture of its dwellers. Environmental perception awareness of place is an essential feature of urban design. Environmental perception research concentrates on the sense of place experience. It stresses how the place attachment is encouraging a sense of place over the visual and physical connectivity of the place. Perception connects with consciousness, mental image, physical sensation, intuitive cognition, and the elements of a place (Steadman, 2003). In this regard, awareness is a way of environmental knowledge in which it is presented, sorted, organized to show its values. These values also influenced by the individual's emotional expression across the environment based on the concept and attachment created between the setting and a person. The importance of a setting and the meaning held by a group or an individual result from group and individual's experience with the surrounding (Williams, 2002). Some of the place meanings shaped into powerful emotional connections that affect behaviors and attitudes. Attachment and meaning affect influence and imageability by experience and culture (Altman and Low, 1992) and control the cultural and social values of a place, especially to its occupant (Shamsudin and Ujang, 2008). It upholds the sustainability and continuity of their cultural identity. Due to the influence of globalized culture, the built forms, and changing context, there is a need to put on consideration the psychological features besides the visual and physical features of a place in reshaping cities. These attitudes challenge the way of thinking for urban planners, architects, and landscape designer since places have continuous changing in culturally, socially and spatially (Sandercock, 1998). Places are always dynamic to rejuvenate as people fight to adjust to new meanings that may have separated from their identity and culture. The reviews propose that a

place meaning considers the form of connection between places and people that change according to socio-cultural and personal contexts.

4.3 Place identity

Place identity is like place attachment, an important concept that reflects the people's bonds with places. (Proshansky et al., 1995). Urban environment identity can be defined as a greater or lesser degree by the environment's activities and events or elements taking place within that environment (Cheshmehzangi and Heath, 2012). Places play an essential role in maintaining and developing a group identity and self-identity of the people. So, the place is an experiential process that distinctive place character and forms the identity. To realize the process, designers and planners should study the people's meanings attach to a locality to create a sense of place. In explaining place identity, urban designers are mainly focusing on imageability and appearance of the physical elements for integrating place meanings as guides for place distinction. The characteristics of place landscape link the meanings with place attachment and toward place satisfaction (Steadman, 2003). Urban public spaces are significant within the cities by their social value reflects people's needs. Psychologically, place identity indicates "the symbolic importance of place as a repository for emotions and relationships that give meaning and purpose to life, reflects a sense of belonging and important to a person's well-being" (Proshansky et al., 1995). It contributes to cultural self-definition and individual differences in people's conception and perception of place. People need a sense of belonging and identity in a specific place (Relph, 1976). Individuals need to show a sense of belonging to an urban space or place and its identity, which may be accomplished by distinctiveness or physical separation and a sense of access to a particular area. In urban design factors, place identity mainly focuses on the people's perception, physical image, the depth of meanings, and the level of people-place association. Research in the field of environmental psychology mainly connects self and community identity and distinction to place attachment. The urban designers should integrate the attributes and characteristics of a place in the place attachment framework to understand the sense of place (Cheshmehzangi and Heath, 2012).

5. Case Study- Analysis

5.1 Location

The Khuzam Historical Palace is located in the Al-Nazala Al-Yamania neighborhood southern of Jeddah (Fig.10). The palace has three destination elevations, the south overlooking the Nizla neighborhood of Yemen, then the northern façade overlooking the Eid prayer, the west overlooking the area of the way (Fig.12). Contemporaries say the history of Khuzam Palace shows that the palace attests to the style of architecture that prevailed in the construction of the era. Now, part of the palace was reused to be Jeddah Regional Museum of Archaeology and Ethnography to link the people with the historic Khuzam Palace (Cuddihy, 2001) (Fig.11).

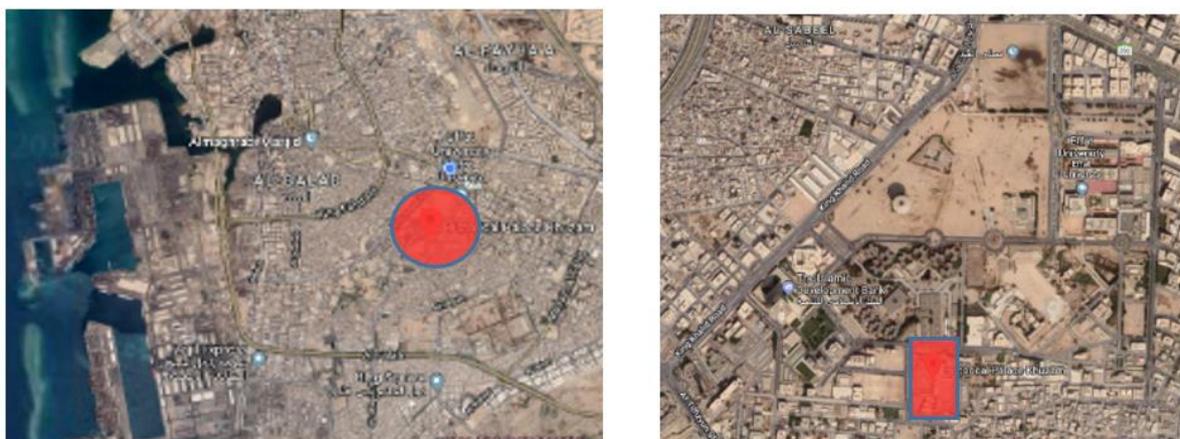


Figure 10. Case study location. Source: Researcher



Figure 11. Jeddah Regional Museum of Archaeology and Ethnography. Source: Researcher

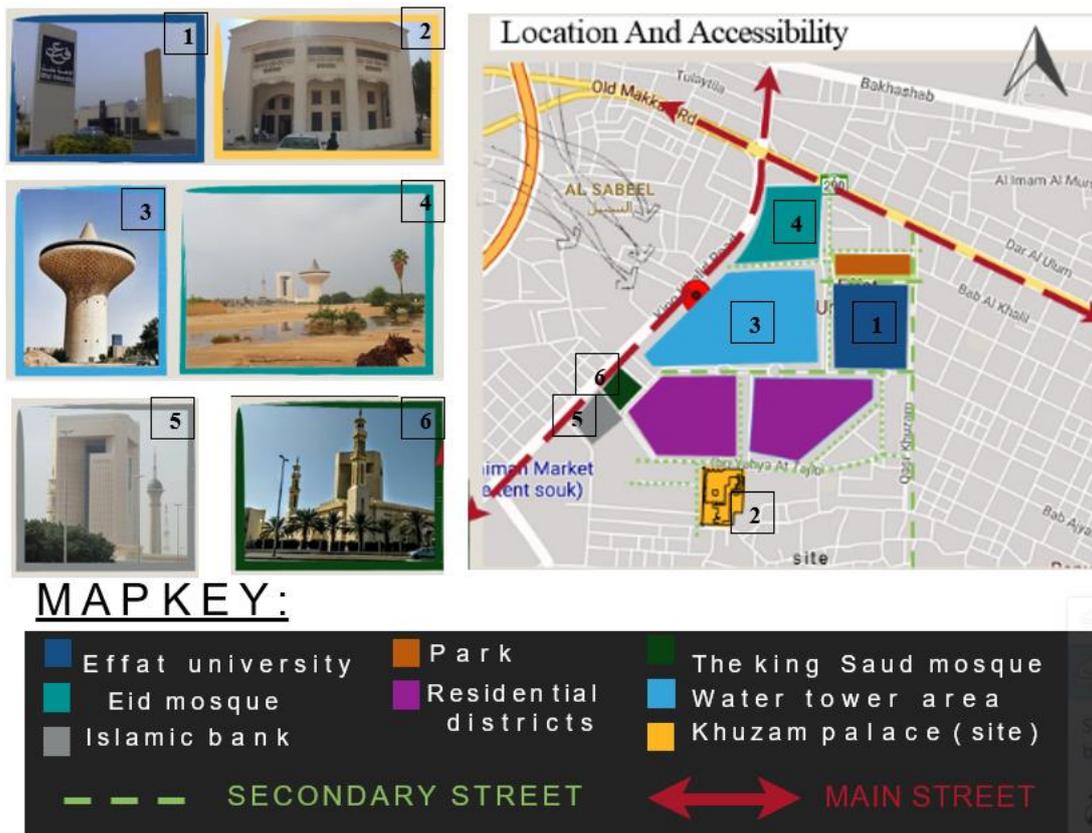


Figure 12. Location and accessibility. Source: Researcher

5.2 Image changing

In the early part of this century, Aramco (Arabian American Oil Company) built its housing projects in the eastern region of Saudi Arabia between 1938 and 1944. That was the beginning of contemporary residential buildings in Saudi Arabia (Shiber, 1967). These projects presented for the first time a new home image and a new concept of space. We could say that this early change has had a huge but not instant effect on the local people.

There were also indications of architectural change in Jeddah before the oil discovery when King Abdulaziz built his palace Khuzam between 1928 and 1932 by using reinforced concrete in the construction. However, those early experiences were isolated, disconnected and discontinued.

The important impact of this experience in local society can be shown in conflicts between new and old. The threat from adding new elements to the physical and social identity is creating for the first time a social reaction towards the physical environment. It is expected to have a resistance to the new in the early stages of change, but we need to know how deeply the people's image was influenced by changes and how people reacted to them.

At the beginning of modernization, the conflict between the introduced western physical images and traditional cultural values was very limited. The local people followed what they tried and knew to perform it in their daily lives, inclusive of their homes. However, the contrast between the new images and traditional images in local people's minds can be reflected at the beginning of social and physical changes in Saudi architecture.

5.3 Place identity

Perhaps the example of reusing Khuzam Palace shows an innovative way of linking the present with the past, the relationship between tradition and contemporary spirituality of heritage. In this sense, the identity of architecture means belonging to a particular civilization left behind by a particular nation and society. , So that the interaction relations between man and place are not limited to the influence of man on the place, but the place digs in the human characteristics and features, away from the shapes that look like an architectural «mask» does not express the identity of Saudi society (Cohen, 1994).

5.4 Place attachment

The palace, which has become a place frequented by tourists, visitors to Jeddah, and researchers of history in various nationalities, is one of the most important museums in the Kingdom. It is located in one of Jeddah's most popular old neighborhoods. The palace consists of two floors and annexes on the southern and western sides. It has the main entrance, which is a high gate consisting of two opposite towers in the architectural and decorative design. Another gate is smaller than the previous one and consists of two opposite towers, later after the construction of the palace, built with solid limestone cut from the Red Sea coast, was completed (Fig.13).

There are new materials that have been used in the palace, such as cement and reinforcing steel. The palace shows the architectural development associated with the political and organizational rules of the state. The construction process in the Kingdom during the construction of the palace witnessed a new event in its history. For the first time, the city of Jeddah witnessed the experiment of new material in construction using cement and reinforced iron.



Figure 13. Place surroundings. Source: Researcher

5.5 Urban memory

The history shows that King Abdul Aziz spent part of his career in this palace, which is the first palace built and used by Diwana to receive guests of the state, senior officials, and the general public. The palace witnessed the signing of agreements and treaties and great political memos that changed the situation of Saudi Arabia from the desert to today's progress and prosperity. King Saud used the palace as administrative offices until 1964 (Shiber, 1967) (Fig.14).

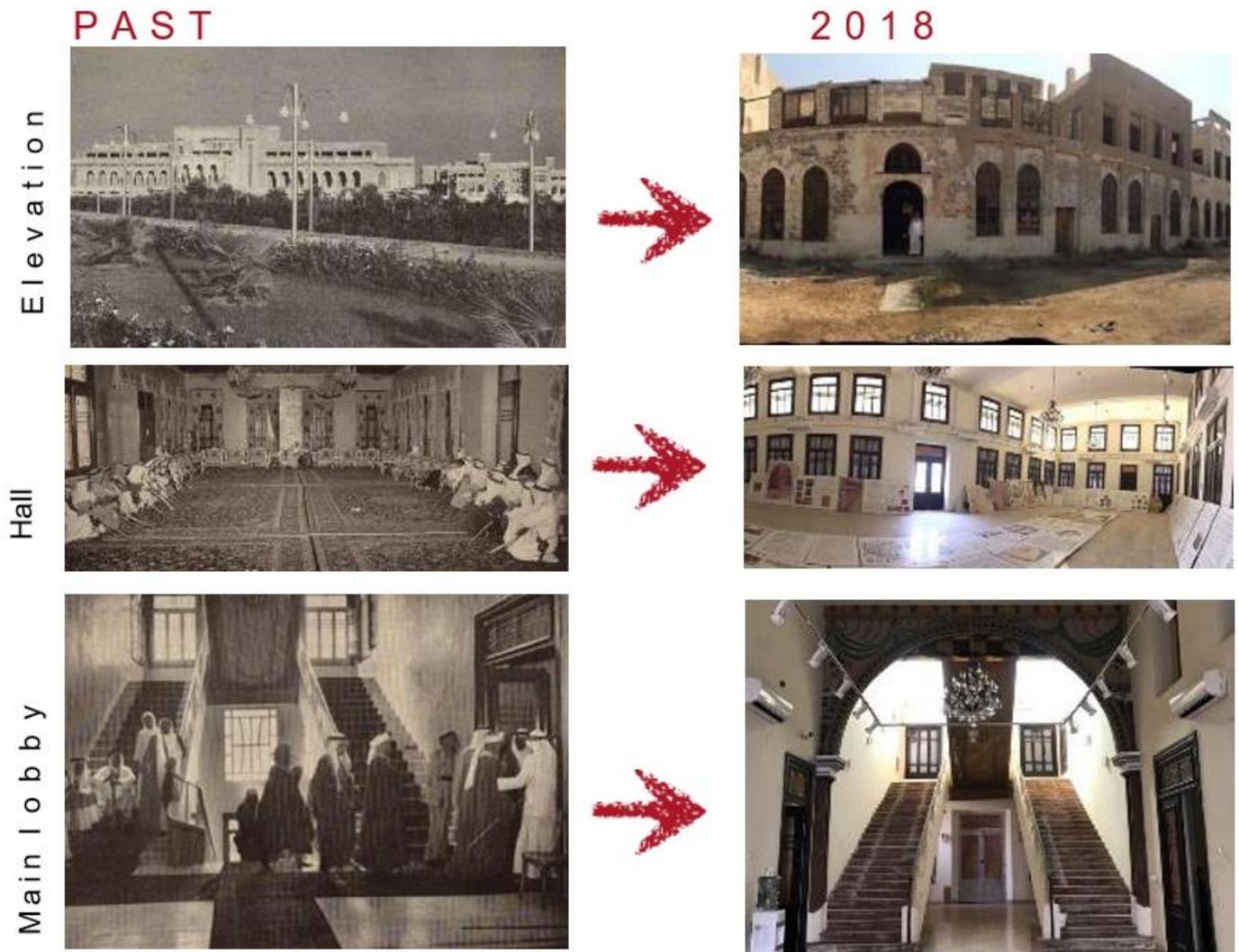


Figure 14. Urban Memory. Source: Shiber, 1967 & Researcher

He put the picture of his main gate on paper currency. The historic Khuzam Palace was transferred to the Antiquities and Museums Agency and was converted in 1981 into a museum under the guidance of King Fahd Bin Abdul Aziz Al Saud.

The Antiquities and Museums Agency in the Ministry of Education renovated part of the palace's facade and opened in March 1995 and took care of the restoration process that preserved the character of the architectural building. It was furnished and equipped with exhibits representing all the historical ages. From the ages of history through the Islamic era to the modern era. The museum has many visits from school students, citizens, residents, official delegations, state guests, ambassadors, consuls, and foreign delegations from several Arab and European countries as well as researchers and scholars in this field.

5.6 Place elements

The Khuzam Palace Museum consists of several halls with an ancient history of the civilizations of the world. The halls are:

- The main hall: It includes pictures of the Two Holy Mosques after the expansion of the Custodian of the Two Holy Mosques, pictures of the Kingdom's monuments, as well as some illustrations of museums in the Kingdom.
- Hall of prehistoric times: It represents the era of pre-civilization to the Stone Age when the man used stone pieces as tools for his daily life, and models were developed.

- Islamic Hall: and exhibits from the dawn of Islam until the late Islamic periods of various periods, and the most important drawings It shows the spread of Islam from the main center and the Islamic period and pictures of the Holy Mosque and the Prophet's Mosque, and in this hall models of the old Islamic coins.
- Jeddah Hall: It contains exhibits about the city of Jeddah and the old development, and can see some of the old maps of Jeddah, And exhibits on m Soft Jeddah and undergone evolution through the old pictures of her wall and gates, and a number of images of old Alrouachin, and hanging pictures on the walls of the houses of months old Jeddah, and the image of Shafi'i lighthouse is the oldest lighthouse in Jeddah.
- Hall of Popular Heritage: It contains several folklore collections that reflect the development of the life of the Arabian Peninsula. The King Abdul Aziz Hall is located on the second floor, with the King Abdulaziz Council in addition to many rare historical pictures with heads of state and delegations.
- In the courtyard of the museum, there is a collection of large rocks with rock inscriptions, which are drawings of animals that were prevalent in the northern region of Abhor (the place of the original rocks). They were taken to the courtyard of the museum, and the drawings date back to the Stone Age (Fig.15).

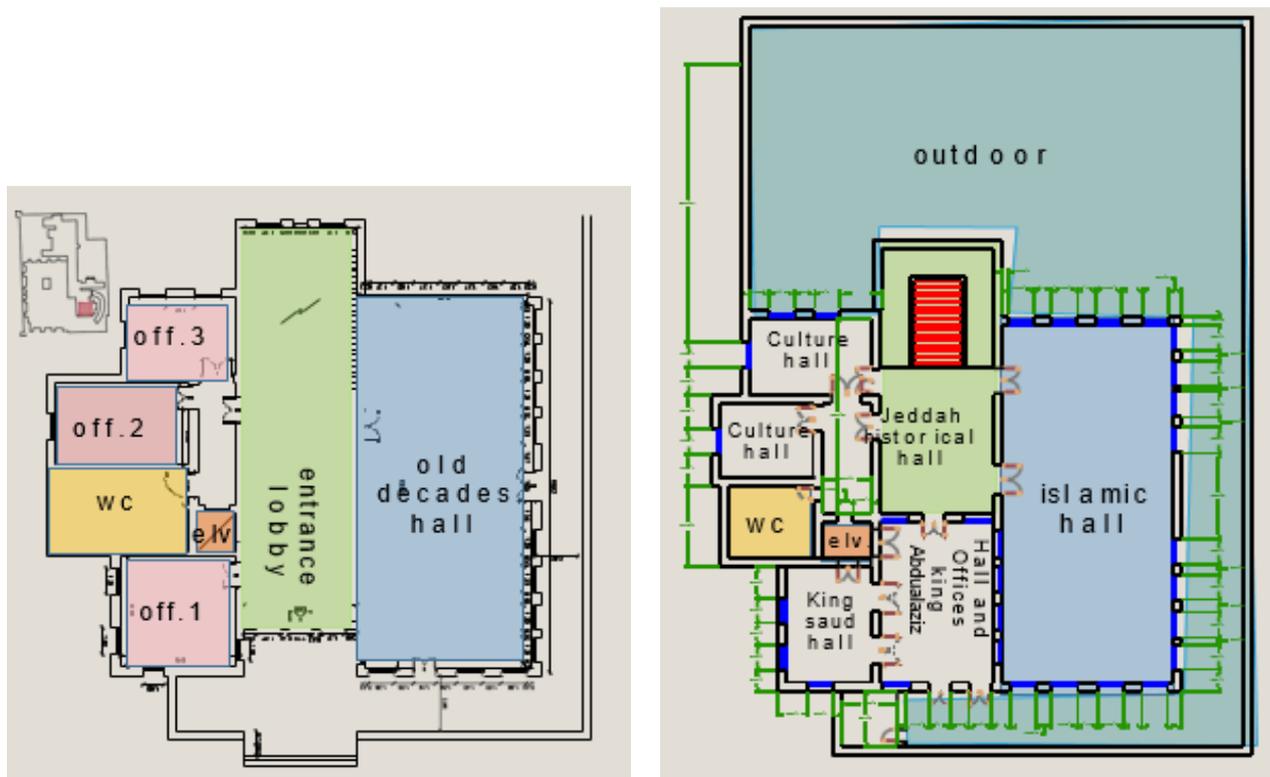


Figure 15 Khuzam Palace place elements. Source: Researcher

5.7 Users' questionnaire

The researcher has visited the case study at different times, and a random sample of 100 visitors was selected to participate in the research (Figs. 16-23).

The questionnaire shown in Figure 16 was administered to them.

Questionnaire

Part 1: General Information:

- Name (Optional):
- What is your gender? Male Female
- What age group best describes you?
 - Less than 18 19-29 30-39 40-49 50-59 60-69 More than 70
- You are a: Citizen Tourist
- How often do you visit Khuzam Palace?
 - Every month Every year Rarely
- What are the reasons for your visit?
 - Seeing Research Attend an event
- How long (in minutes) is your usual visit?
 - Less than 30 minutes 30-60 minutes 60-120 minutes More than 120 minutes

Part 2: People's Evaluation of place and identity of Khuzam Palace:

Evaluation is a five-scale measurement ranging from strongly dislike to strongly like.
(1-Strongly Dislike, 2- Dislike, 3-Neutral, 4-Like, 5- Strongly like)

	1	2	3	4	5
1. You feel the identity of the Khuzam Palace.					
2. The quality of the place elements of the palace is good.					
3. The place elements represent the urban memory of the palace.					
4. The activities in the palace are encouraging you to visit it again.					
5. Indoor and outdoor circulation is very clear.					
6. The quality of the open spaces is good.					
7. The lighting is good in the exhibition halls.					
8. The green and shaded areas are sufficient.					
9. The degree of cleanness of place elements is good.					
10. Quantity of public services (public toilets, seating area, cafes.....) is enough.					
11. There is a good place attachment.					

Figure 16. Users' questionnaire. Source: Researcher

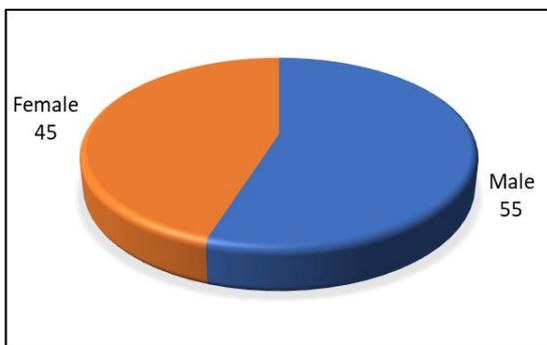


Figure 17. Participants' gender. Source: Researcher

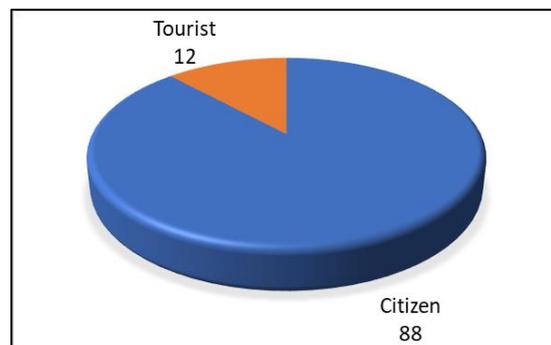


Figure 18. Participants' origin. Source: Researcher

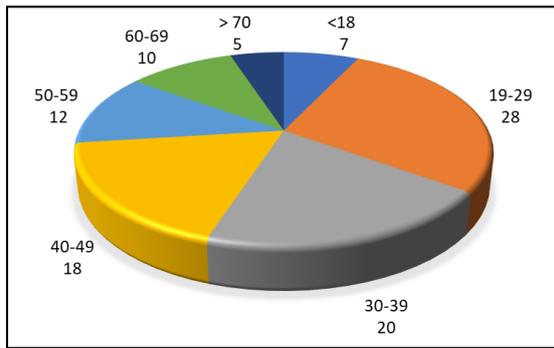


Figure 19. Participants' age. Source: Researcher

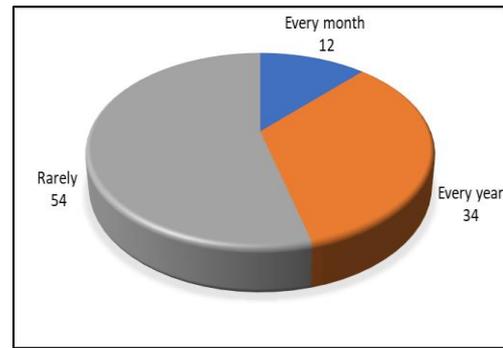


Figure 20. Frequency of visiting the palace. Source: Researcher

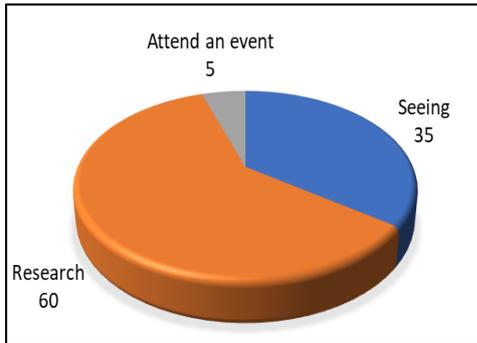


Figure 21. Reasons for visiting. Source: Researcher

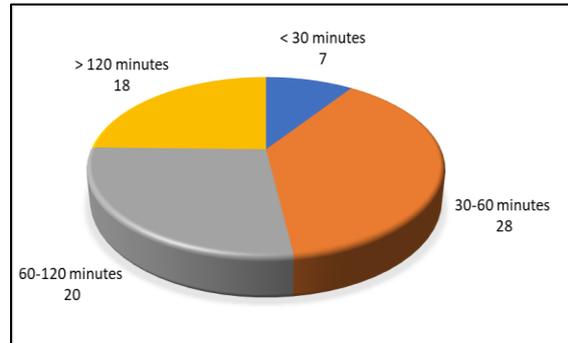


Figure 22. Duration of each visit Source: Researcher

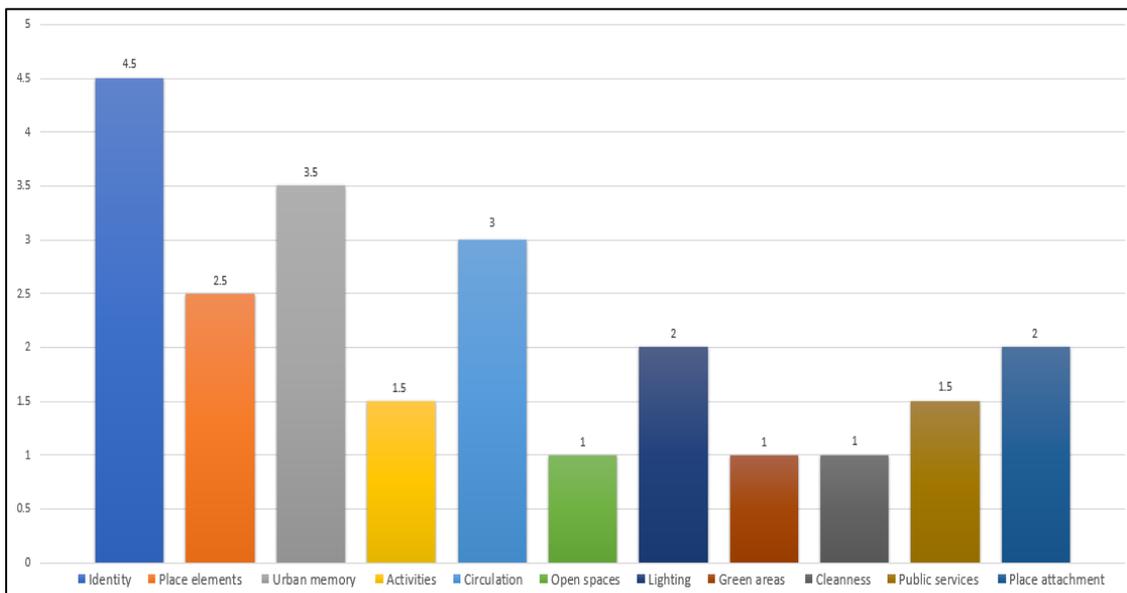


Figure 23. Evaluation of place and identity of Khuzam Palace by participants. Source: Researcher

5.8 Existing conditions analysis

The information from the previous survey and users' questionnaire was analyzed in order to identify the strengths, weaknesses, opportunities, and threats for the route.

Strengths:

- The palace has an important historical value.
- There are many important architectural heritage elements that increase the identity of the palace (Fig. 24).
- There are many important events that happened in the palace represent the urban memory of Saudi society.

Weaknesses:

- Many heritage elements are in poor conditions.
- No maintenance for the architectural elements of the palace.
- Many people do not know the importance of the palace and its significant historical value.
- Some of the place elements without any activities attract visitors to come (Fig. 25).



Figure 24. Architectural heritage elements increase the identity of the palace.
Source: Researcher



Figure 25. Some of the place elements without any activities attract visitors to come. Source: Researcher.

Opportunities:

- Conserving the facade of the palace to create an inviting and socially active place.
- Reusing some place elements to represent the history of the palace.
- Adding more activities in the open spaces to increase the sense of belonging (Fig. 26).
- Improving the urban design quality of the palace to increase walkability.

Threats:

- The collapse of some architectural elements for their poor condition (Fig. 27).
- The lack of awareness of the people with the importance of the palace leads to a lack of interest in its revival.
- The cost of reviving the palace may be high, so investment should be encouraged.



Figure 26. Adding more activities in the open spaces to increase the sense of belonging. Source: Researcher



Figure 27. The collapse of some architectural elements for their poor condition. Source: Researcher

6. Conclusion

- In a revival process, the historical places should be understood and approached as a place demonstrated by the overall human experience. This approach should be applied when we present a strategy to revive the identity of Khuzam Palace.
- The activities and the physical elements merged with the psychological and socio-cultural components. Therefore, the meaning of a place is not limited only by the physical boundary and physical form. It is adding more attention to the people who live in a place to feel the actual human experience and the perceptual aspect

of the city. From the case study's current situation we found that the palace missing the activities that attract the people to visit it. So, this needs an urgent study to solve this issue.

- Place attachment of the palace is an important factor that can share in sustaining place identity.
- The public and their perception and experience give the main source of proof in understanding place attachment and recognition of place character distinction. It is important to increase the awareness of the people with the importance of the Khuzam Palace
- The experience of place is perceptual as well as psychological and physical because both aspects are connected to create a sense of place.
- The interaction relations between man and place are not limited to the influence of man on the place, but the place digs in the human characteristics, and features express the identity of Saudi society
- The image of Khuzam Palace had been changed and need an urgent plan to conserve its identity.
- The documentation of the heritage elements of the Khuzam Palace represents that the palace has a lot of significant elements that need to be conserved to increase the place attachment.
- Adding different activities like exhibition spaces, lecture halls, and workshops will increase the awareness of the people about Khuzam history. Also, this will provide a healthy environment where people share cultural activities, exchange ideas, and knowledge. It will bring back the social importance of this area by encourage gathering in festivals and activities.

7. Recommendations

A. Historical Recommendation:

- Formation of a committee of Khuzam Palace Museum friends in Jeddah aims to conserve its identity.
- Document and conserve the heritage elements and decoration of Khuzam Palace (Fig.28).
- Reuse the indoor and outdoor spaces in the palace as an open museum to consolidate the concept of the role of the museum in the Saudi cultural movement.
- Provide some activities in the palace to represent its history.



Figure 28. Conserve the heritage elements and decoration of the palace. Source: Researcher

B. Economical Recommendation:

- Encouraging internal tourism and participation in national events in the palace (Fig.29).
- Provide some different shops with different activities to sell some products to represent KSA heritage (Fig.30).
- Linking the museum with the surrounding society to attract visitors to come (Fig.31).



Figure 29. Adding amphitheater to provide a space for events. Source: www.pinterest.es



Figure 30. Inviting participation in its various activities. Source: Researcher



Figure 31 well-designed landscape which incorporates a balance between hardscaping and softscaping by merging between the soft and hard elements to provide a sense of place for the visitors. Source: www.pinterest.es

C. Social Recommendation:

- Hosting lectures and seminars related to the museum (Fig.32).
- Raise awareness of the people about the importance of monuments and the role of historical documentation (Fig.33).
- Provide some workshops in the palace as a community service.
- Add some outdoor activities to increase social interactions (Fig.34).



Figure 32. Hosting lectures and seminars related to the museum.
Source: Researcher



Figure 33. Raise awareness of the importance of monuments and the role of historical documentation. Source: Researcher



Figure 34. Adding some outdoor activities to increase social interactions. Source: Researcher

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