Individual Approaches to the Philosophical Interpretation of Successful Settlements, Their Evaluation

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Abstract

Settlements are complex systems that operate on the basis of many dimensions and aspects and the active participation of local communities, settlement leaders and residents is essential for successful development and ensuring a sustainable future influencing the identity, power relations and community relations of the people living there. The task of local organizations is to help building the community and the support of local initiatives. Public services and infrastructure support the operation of settlements and the quality of life of the population, while economic segments such as retail trade, industry and tourism have their highlighted importance in terms of economic development. Settlements are multifaceted entities that are defined not only by residences, but also by community life, the economy, the environment and local institutions. Cities are centers of economic activity, where jobs are created, businesses operate and develop. The settlement philosophy can help to create economic structures that are diversified, resistant to crises and support local economic growth. So the importance of the ideas of settlement philosophy and their necessary exmination related to the fact that settlements are the scene of human life, such areas that are environmentally sustainable, socially just and economically prosperous. The leaders of the settlement, residents and local organizations must conduct an open dialogue and strive for cooperation in matters affecting the settlement, thereby ensuring the pursuit of sustainable economic, social and environmental development. The principles of transparency, responsibility, equality and integrity must be respected by all involved participants, but ethical thinking and value-oriented decisions can help the development of settlements and promoting the well-being of the community.

Keywords: alternative hedonism, consumption, sustainability

Introduction

In the conceptual framework of the social sciences, settlement means a settlement unit with a human population located in a specific area, which becomes the scene of economic, social and cultural activities. During the formation and development of a settlement, various factors, such as loyalty to a settlement, the availability of resources, economic activities and the role of social institutions, play a role. A

settlement is a territorial unit that includes buildings, infrastructure and land where people live, work and form a community. They typically have infrastructure such as buildings, transportation systems, water and energy supplies, and community and cultural facilities (Berényi, 2003). Settlements can have different sizes and different organizational structures, but they are clearly the central locations of human life and social relations, where the population performs many activities, forms communities, and shapes identity. In smaller communities, moral and religious control works more strongly than in urbanized large cities or in global spaces and internet platforms. At the same time, the acceleration of the virtual world, and thus the transformation of the way of thinking, is a challenge in the life of a city; this is naturally associated with the emergence of new theories, philosophical and ethical approaches (Sós & Szécsi, 2016). "City of people" as imaginary virtual faces, the faces are not products of mere imagination, but an"invisible" but very real sections of the city, civilization and human sexuality, dream images of the absent revealing the deeper dimensions of reality such as poems, a song, a movement or a scent, and which sometimes give a more accurate picture of the phenomenon (Calvino, 2012). One's notion of community is strongly determined by one's experience of community in relation to mediated communication. Therefore, the man of the age of modernity defined communality distinguising from abstract social relations, which still strongly built on the principle of locality, attachment to place and attachment to primary communication groups. His conception of community is strongly linked to the experience of belonging to local groups, which point out to the importance of direct communication relationships within the family and other smaller social groups (Szécsi, 2014).

In our globalizing world, economic growth, social development and the improvement of people's living standards are key factors in relation to the competitiveness of settlements, cities and regions. Achieving and maintaining successful operation does not only depend on economic factors, but is closely related to the ethical value system and socio-cultural factors of the settlement. Settlement ethics includes concepts and values such as fairness, justice, transparency, environmental awareness and empathy between people that guide the everyday decisions and behavior of the local community, as well as how they deal with challenges and opportunities. Adhering and strengthening the basic principles of settlement ethics helps sustainable development and the formation of cohesive communities, which in the long term helps to increase competitiveness. However, success depends not only on the ethical commitment of the local community, but also on the economic and infrastructural environment

of the city, settlement or region. An important aspect is also for the business sector, enterprises and investors how attractive the settlement appears as an investment destination. The presence of corruption and ethical problems, as well as their extent, can significantly influence the decisions of businesses and investors, and can be a restraining force in terms of increasing competitiveness. The bottom-up settlement ethic, which is actively supported by the local communities and the people living there, helps residents participate in public affairs and decision-making. As a result, settlements can respond to challenges at a higher level and adapt to the changing economic environment. There are different ways and approaches to solve the problem of a sustainable economy, the solutions and answers to the challenges differ depending on the way of thinking and approach of each nation, according to the philosophical background, beliefs and optimistic or pessimistic attitude. In an optimistic approach, the roots of social responsibility are based on business enterprises as the engines and participants of the economy, thus providing an answer to the creation of a new mode of operation (Zádori & Nemeskéri, 2021).

Thoughts on the meaning and importance of town and village life

Community and human relationships, choice and freedom, emotional experiences, and connection to nature all contribute to the happiness, development, and meaningful life of individuals. The attractions of the settlements are not only external factors, but also internal values and experiences that help the individual to find the meaning and purpose of his own life (Figure 1). Cities and villages are central sites of social bonds, where people can meet, communicate and influence each other. The sharing of common values, traditions and cultures is the basis of community life, people can cooperate, support each other and live in community. Human relationships and community life play an important role in the happiness and value creation of individuals. Settlements offer different opportunities and services to people providing freely choosing where to live, what kind of work to undertake and what cultural and entertainment opportunities they use. Choice and freedom give individuals the opportunity to shape their own lives and express their unique needs and desires. The presence of diversity and different lifestyles in the urban environment offers inspiring and exciting opportunities. The diversity and vibrant energy of cities and villages offer experiences that can contribute to the emotional and spiritual development of the residents. The built environment, streets, parks and public spaces stimulate the senses and contribute to the experience of beauty and harmony. Cultural events, art performances and local gastronomy also offer rich,

unique experiences, which experiences are important for human happiness and connection with a satisfied life. The relationship between the natural environment, parks, green areas and natural attractions is essential for human existence. Connecting with nature allows the individual to strive for harmony and unity and reminds us that we are part of a larger ecosystem.
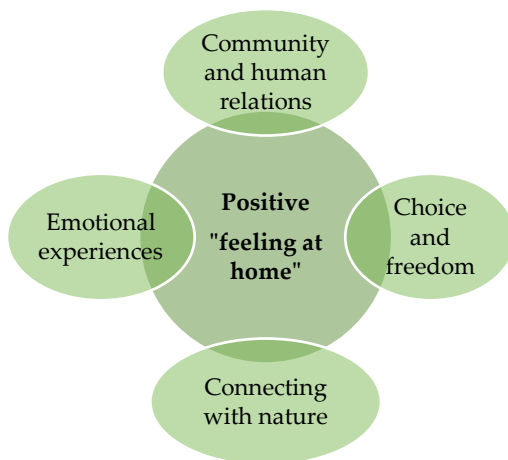

Figure 1. *Components of a positive "feeling at home"* Source: own compilation

The beautiful landscapes, mountains, lakes, rivers and beaches attract visitors and provide the locals with a pleasant environment. Green areas, parks and gardens allow relaxation and recreation. Natural beauty therefore has not only aesthetic value, but also ecological and sustainability benefits. Clean air and a natural environment contribute to the health and well-being of local residents. Home, community, connection with nature, cultural richness, quality of life and happiness are fundamental factors that enable an individual to live a fuller and more meaningful life. Home is not just a place, but the basis of our identity and self-identity. It is the place where we experience safety, belonging and stability. Settlements create a home where people build relationships, enjoy their lives, and where they are enriched by community experiences. This "feeling at home" is reinforced by the attractiveness and importance of settlements in the consciousness and judgment of the individual.

Basic principles of settlements, philosophical and social aspects of their operation

The structure of the urban space and its role in the human way of life are undergoing substantial changes as a result of postmodern social processes. In

parallel with the physical transformation of the spatial structure, the social aspects of the town are also transformed. The urban way of life as a whole is aligned with the principles of post-industrial society: the traditional frameworks and the questioning of their nature are replaced by the rules and interpretation possibilities determined by the new social conditions (Tóth, 2018).

A settlement becomes a settlement when people move or settle in a specific place and environment. There may be many philosophical and social aspects behind the term settlement that are worth examining. (Figure 2)

Figure 2. *Philosophical and social aspects of the interpretation of the settlement.* Source: own compilation

Being in a community is a social need, — people are basically social beings, and settlements are formed because of their need to live together. Communities are created where people live, work and interact with each other. One of the main functions of settlements is to provide security and protection, which is why people tend to gather in groups, thereby being able to better protect themselves from possible dangers. It becomes possible for the individual to be part of a community where they can share their thoughts, feelings, experiences and rely on each other. The creation and maintenance of settlements requires a kind of order and organization. The operated institutions and rules contribute to the fact that the people living in the settlement can work together harmoniously and efficiently. Local governments play an important role in the distribution of resources and the implementation of economic activities. People move to different

areas to access the resources they think they need. Settlements contribute to the formation of the identity and cultural heritage of individuals and communities; its characteristics, history and culture determine the lifestyle and values of its inhabitants. Ultimately, community development and progress enable settlements to develop and prosper through cooperation, knowledge sharing and innovation between the people living and working there.

Individual approaches and findings of settlement philosophy

The philosophical principles of settlements are interwined with social philosophy and ethics. The most important principles give a comprehensive picture of the values and principles that govern the thinking about settlements. It is important to understand that the interpretation is different in different social and cultural contexts, and the communities of specific settlements can build on different values and priorities. (Figure 3)

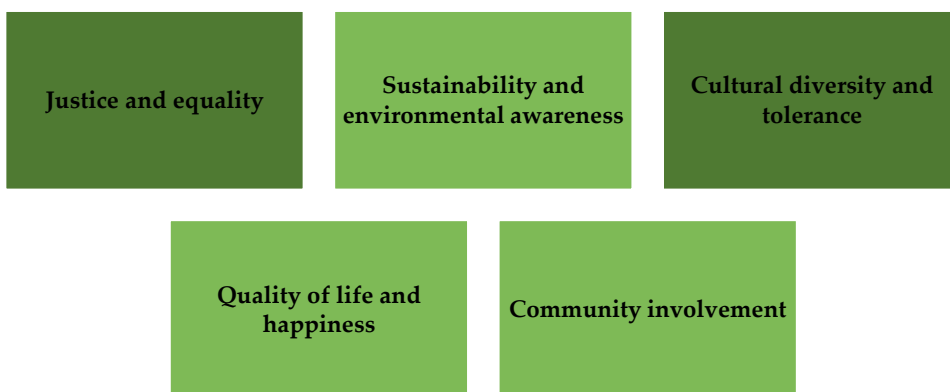| Justice and equality	Sustainability and environmental awareness	Cultural diversity and tolerance
Quality of life and happiness	Community involvement	

Figure 3. *Most important principles in philosophical thinking about settlements.* Source: own compilation

The principle of community participation plays an important role in the philosophy of the settlement, that is, everyone living in the settlement has the right and responsibility to participate in the life and decisions of the community. Active participation promotes community cohesion and mutual support. A prominent aspect is the enforcement of the principle of justice and equality in the settlement. All residents must have equal access to resources, opportunities and public services. Ensuring the principle of justice and equality promotes social stability and creates equal opportunities for everyone. Settlements must take

responsibility for their environment and develop economic and social practices that are sustainable in the long term. The preservation of environmental resources and the minimization of environmental damage are key to ensuring the quality of life and the well-being of future generations. Furthermore, an environment must be created where groups of different cultures, religions and other lifestyles can live peacefully and with mutual respect. Accepting and supporting diversity results in a richer and more harmonious community life. Promoting happiness and the quality of life are among the most important goals of the settlements, which also means that the people living there must be given the opportunity to develop their talents, realize their desires and prevail themselves in the community.

Individual analysis of trends in the philosophy of science with regard to settlements

Social Constructivism (Constructivism)

The constructivist or social constructivist approach perceives and tries to describe science as a specific social phenomenon. It imagines scientific and technical knowledge, scientific activity, the institutional system of science and technology as interacting with other elements of the social system. (Ropolyi, 2000a) According to the social constructivist approach, settlements, as social institutions, can be interpreted along the lines of social constructions. Settlements are not just geographical places, but organizations formed and maintained by the inhabitants, to which we give importance and meaning through common social practices and symbols. In this sense, settlements are points of settlement that enable social interactions and the coordination of human activities.

Social constructivism examines the understanding and meaning of social reality, and notes the role of social interactions and cultural context in people's interpretation and value system, emphasizing that settlements are not objective entities, but social constructs. Settlements are defined through linguistic and symbolic representations, through which the operation of social hierarchies and power relations becomes understandable for local residents and other stakeholders. In order to shape the identity of the people living in the settlements, community socialization, the local lifestyle, the social network and the institutions all influence the values, norms and lifestyle of the people and contribute to shape the settlement's cultural expressions, religious traditions to form their linguistic diversity and social norms. The distribution of local institutions, economic actors and other social resources, and social inequalities affect the opportunities and

social status of local residents. Power relations determine an individual's access to decision-making processes and the resources of the settlement. Social ties play a relevant role in people's quality of life and well-being. Community relations make it possible for the individual to build a network of support and help, — friendships and family relationships, participation in community groups, — which provides an opportunity for emotional support, sharing information and solving any difficulties together.

Phenomenology

The phenomenological way of thinking deals with many different versions of the interpretation of man and the human way of being. According to this worldview, scientific activity is considered to be in the environment of everyday life, essentially inseparable from its components, and fundamentally shaped by customs and traditions rooted in everyday life; it studies it in terms of concrete, historical and finite horizons (Ropolyi, 2000b). The phenomenological approach emphasizes individual experience and experience, that is, how the individual experiences its life, identity and the environment there in the given settlement. The features of the settlement and the experiences gained by the attractions influence our thinking, emotions and lifestyle. For example, in the case of members of a small-town community, the way of thinking and identity can be shaped through meanings and experiences shaped by the environment of the settlement, social relations and cultural phenomena. They attribute a special meaning to the objects and places in the small town, so they focus on local monuments, buildings or other locations that are important in the historical and traditional awareness of the population and the identity of the settlement.

Political philosophy

"Political philosophy, like philosophy in general, has been convinced since its ancient beginnings that there is a fundamental difference between belief and knowledge, and the disturbing awareness of this difference creates and animates political philosophy to this day." (Strauss, 1959). All kinds of political knowledge are surrounded by opinions, which are interwined: with beliefs, prejudices, speculations and other concepts. Everyone has some knowledge about the police, taxes, and activities in the parliament, but this knowledge is usually shaky and uncertain. Political philosophy, on the other hand, is a consistent and tireless effort to replace shaky beliefs or beliefs about political issues with solid knowledge (Demeter, 2017). The political philosophical approach thus examines how the political and legal institutional system of society is organized and functions in settlements.

Settlements are political units where decisions are made and where people participate in community life, having their political role and organization raise philosophical questions about the distribution of power, participation and social justice. By observing a given settlement, we can better understand how settlement policy works, by which political theories and ideas prevail, and which power relations and political institutions determine the decision-making processes. Furthermore, we can get an idea of the functioning and openness of the city government, committees and community forums in relation to the possibility of participation of local residents. Following these representation opportunities, the local issues and challenges of the settlement can help the population's political preferences and priorities.

Ecological philosophy

Confronting environmental problems on a daily basis and as a result, increasing environmental awareness is a general global trend. People try to organize their daily lives in such a way that their behavior and decisions have as little environmental impact as possible (selective waste collection, preferring to buy environmentally friendly products, curbing unnecessary consumption, avoiding the use of single-use, disposable products, using energy-saving solutions and renewable energy sources in the household, environmental and support of conservation organizations) (Raffay, 2019). Ecological thinking starts from the fact that the world of nature and man cannot be separated, but operate according to the same principles, in mutual connection with each other, and in the end, they merely form two aspects of a single reality, artificially separated into "worlds" in modernity. For this reason, we have to face the challenge of ensuring that the philosophical and scientific views of the future, and our daily activities, doing justice to both nature and man (Karsai, 2003). The ecological philosophical approach examines settlements from the point of view of the relationship between man and the environment. Settlements are not only human communities, but also part of the natural environment, where the connections between the natural environment and human activity must be taken into account. It emphasizes the value and importance of the natural environment, as well as the possibility and way of thinking of how the people living in the settlement can become aware and more sensitive to environmental effects and how they can reduce the environmental load.

Urban ethics principles in the perspective of competitiveness

In connection with the operation and organization of settlements, it is necessary to deal with the issues of moral decision-making, personal development, justice and social hierarchies in the context of competition, moreover it is justified to explore the various aspects of competition and cooperation including their effects at the level of individuals and societies. In moral debates, the value of fair play, sportsmanship and honesty can be examined between the parties participating in the competition, even the harmful dimension of competitive pursuit of the individual and society can be analyzed as well as its mitigation alternatives. Deeper layers of human psychology can also be explored during competitive and non-competitive cooperation, such as how individuals are affected by the pursuit of competition, comparison with competitors, and winning or losing—a competitive stress, motivation and performance pressure also play a central role in this in the area. Competition, as a constant conflict situation, transforms the relationships between individuals, rearranges social hierarchies, and in addition, due to its positive effects, the constant stress situation calls into question how cooperation without competition could be more beneficial from the point of view of society, and how the factors that encourage competition they fit the community goals (Kondorosi & Baráth, 2013).

The ethical principles help the settlements to become successful and sustainable communities that can increase their competitiveness in the long term and attract business opportunities and investments, all of them form a strong foundation for the fulfillment and realization of future goals. With the use of new communication technologies, the boundaries of virtual and physical communities are becoming more and more blurred, supporting the group of communities that receive them into a single complex trust process (Szécsi, 2022). Together, local residents, businesses and the municipality can create a force that promotes the development and success of the settlement in the long term. Ethical, transparent and sustainable communities are able to attract investments, talented workforce and promote economic development in the long term. It is therefore worthwhile for localities to pay special attention to the observance of ethical principles and ethical management, as these contribute to improving their competitiveness and improving the quality of life of their residents. (Figure 4)
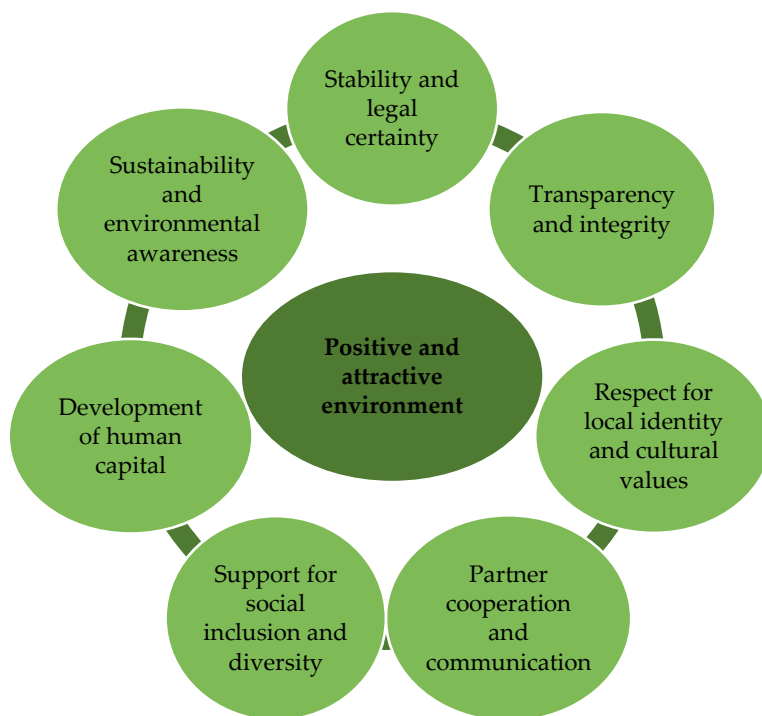
Figure 4. *Ethical principles of creating an environment from the point of view of businesses, investors and the population.* Source: own compilation

The transparent operation and decision-making of the management and institutions of the settlement instills confidence among businesses and investors. Institutions that operate transparently help building the good reputation of the settlement, as they reduce the risks of corruption and uncertainty. From the point of view of entrepreneurial activity, it is important that the settlement provides long-term stability and a reliable legal framework;— avoiding continuous changes and uncertainties helps the long-term planning and implementation of investments. Committed support of environmental protection and sustainability can be of outstanding importance for responsible businesses and their customers. Keeping in mind the principles of energy-efficient solutions, green infrastructure and ecological awareness, embedding them in the city philosophy can help the long-term competitiveness of the settlement. In the examined context, the essential element of settlement ethics is the education and training of the population, as well as the provision of equal access to education and training opportunities, — with which we support the improvement of the proportion of the skilled workforce, thereby supporting the innovation capacity of the

settlement. The ethically thinking, functioning settlement does not only focus on its economic success, but also ensures that all layers of society can get involved in development and share in the opportunities. Inclusive communities are more tolerant and innovative, in addition the city administration is open to cooperation ideas and dialogue between businesses, civil organizations and individuals. Good communication strengthens the attractiveness of the settlement as a result of the realization of common goals. In the settlement, we value the local cultural heritage and identity as a priority; — the preservation of cultural diversity contributes to the upswing of tourism and at the same time, results in economic upswing.

According to the representatives of consequentialism, an individual's actions can be considered ethical if they are for the benefit of the community that accepts it, and thus its actions will have good consequences for as many people as possible. According to the representatives of classical utilitarianism, the actor needs to mediate possible action alternatives as soon as possible, to think about the consequences of each alternative for the other members of the community. According to utilitarian principles, the alternative that benefits the most people within the group is the most morally correct. In this regard, we need to know the expectations, interests, considerations, and moral considerations of the members of the given community (Gulyás et al., 2021).

Conceptual interpretation of settlement ethics and its connection to the competitive city approach

Settlement ethics represents a scientific approach that examines the moral issues of settlements and cities in the field of ethics and philosophy, and interprets the values and moral norms of settlements. For instance, community values, characteristics of local culture and identity, as well as the ethical principles that guide decisions and actions in the settlement. In its conceptual scope, it deals with issues of social justice, thus researching the distribution of resources, accessibility to public services, social mobility and the fight against discrimination. It is a relevant task to ensure social and economic justice within the settlements. In connection with the environmental issues of settlements and cities, we can also study for example the ethical principles that govern environmental sustainability and environmental protection. We can emphasize the reduction of the ecological footprint, sustainable urban development, the fight against climate change and the protection of natural resources as particularly important principles. I also consider it important to mention community participation, that is, how to ensure the active participation of individuals and communities in settlement decision-making, as well as how to build and maintain meaningful democratic processes

in settlements. Also relevant related concepts are cultural diversity and tolerance, thus helping acceptance between people of different cultural and religious backgrounds. A priority goal of the city administration is to improve the quality of life of the residents, promoting community well-being, building appropriate infrastructure, providing cultural and leisure opportunities, and developing health and educational services.

Local residents must actively participate in urban development processes, community participation and collective decision-making support population satisfaction. In order to increase the competitiveness of a settlement, justice and equality must be taken into account in urban policy, planning and development. For instance, equal access to education, healthcare and public services helps to create better living conditions for the population as well as the creation and development of economic opportunities. Cultural diversity and tolerance strengthen the attractiveness of cities, as they can increase the number of tourists arriving at a given destination, also help increasing economic and service opportunities, and thus contribute to improving the competitiveness of a given settlement.

The conceptual scope of settlements must therefore be placed in a new context, which goes beyond the traditional interpretation, since the environment, the need for sustainability and the processes taking place there have begun to be evaluated as relevant factors. The driving force behind the settlement's development is the following of an entrepreneurial approach instead of the previous managerial approach (Harvey, 1989), which focuses on the cooperation between the private and public spheres in leadership way of thinking. A settlement can become competitive if it can take the measures and create the conditions that ensure and support a high level of per capita income and continuous growth. In the traditional interpretation, one of the main goals is to make the city livable for the local population, which can be achieved through high-quality events, a well-kept natural and architectural environment, a city square with functions and jobs that provide a decent living. According to the modern understanding, the primary task of the settlement management is to support investments, and the development of the economy is also a less relevant factor to pay attention improving the living conditions of the population (Kozma, 2002).

If we want to examine the features of a settlement, it is necessary to examine the available natural attractions, the quality of their texture and the related infrastructural and touristic opportunities. In relation to man-made attractions, it

is necessary to analyze the developments of the past period and to research the possibilities for the future (Slezák-Bartos, 2020).

According to Enyedi (1997), a settlement is successful in which the generated income increases, which is reinvested in connection with the operation and development of the settlement. Ergo the per capita income in the settlement is constantly increasing, from which broad sections of the population benefit, but the economic growth does not damage the natural, built and cultural environment of the town. According to Koltai (2014), the public safety of the settlement, the state of the settlement's infrastructure, the living environment, the standard of health services and employment conditions appear as prominent factors in the preferences of the Hungarian population when choosing a place of residence. When choosing a place of residence, the unfavorable characteristics of the "big city", such as the polluted, unhealthy living environment, indifferent human relations, and poor public safety appear as influential aspects (Koltai & Galambosné Tiszberger, 2014). Improving the competitiveness of the region and settlement is primarily an own competence, for which the central authorities can only provide the background. Territorial competition has intensified, settlements compete with each other for investors, development opportunities, institutions, and competitive professionals (Lengyel, 2006).

The main goal of the city's competitiveness is to increase the standard of living of the population, improving regional and city income and as a determinant of these, the employment situation (Piskóti et al., 2015). Cities are made successful by the presence of industries that produce added value and certain factors like the natural, built and cultural environment, external relations and their place in international competition (Enyedi, 2012; Michalkó, 2014).

In connection with the new, broad interpretation of settlements, Kotler summarizes the essential ideas of modern settlement marketing and its interpretation, deals with the product development stage, pointing out that marketing activities can only be successful if they rely on a settlement that is attractive from several points of view (Kotler, 1993; Kozma 2002).

Ethical behavior of a successful, competitive settlement

A competitive and successful settlement can behave and operate ethically, i.e. it can prioritize the observance of high moral and ethical standards in addition to economic development and competitiveness. The success and sustainable development of the settlement is not only based on economic growth and competitiveness, but also on respect for social, cultural and environmental values.

In this case, its operation is based on transparency, responsible management and commitment to the community. The leaders and institutions of the settlement make fair and equitable decisions and keep the good of the community in mind when taking measures, besides the operation contributes to strengthening community cohesion and building trust. Ethical behavior supports social cohesion, in a community oriented in this way, people are more willing to cooperate and share knowledge, resources, and support each other, which promotes the success of urban projects and initiatives and contributes to sustainable development, supports social justice and equal opportunities. Through educational and social measures, they help to create opportunities between different groups, minimizing discrimination, respecting the rights of workers, also those with lower incomes and vulnerable groups. Sustainable environmental protection and social responsibility are also extremely important factors, in connection with which they help energy efficiency, waste reduction and the introduction of environmental protection measures, even support local communities and charity initiatives. Adherence to moral values and ethical standards helps to avoid decisions based on short-term benefits that are harmful in the long term, strengthens the settlement's reputation, attractiveness and relations with investors and residents.

The competitiveness of a settlement representing ethical behavior

With their transparent and responsible decisions, the settlement leaders help build and support the trust of the community. This positive image attracts new businesses, investors and talented people, supporting the city's economic growth and development. Business and economic practices promote long-term success, businesses enjoy a higher level of customer trust and loyalty, which contributes to their market competitiveness. The provision of quality products and services, as well as social responsibility, increases the competitiveness of businesses in the long term. A well-functioning urban environment supports innovation and sustainability. Ethical behavior and values encourage the creation of new ideas and solutions, the development of urban infrastructure and economic activities. The city administration supports environmental protection initiatives, which also contribute to sustainability and competitiveness in the long term. By creating social cohesion, city management can help residents' willingness to cooperate, which supports the success of city projects and initiatives, strengthens community unity and cohesion, even increases residents' satisfaction and happiness. Good community relations and equality promote residents' well-being and quality of life, improving the quality of urban life, which can further increase the city's

competitiveness. The relationship between an ethically functioning urban environment and competitiveness is thus formed along the lines of economic prosperity, social harmony and sustainability, which can not only make a municipality more competitive, but also put it in a more advantageous position. Moral behavior and decision-making have positive effects on the economic, social and cultural levels of the city.

Ethical operation and competitiveness are not mutually exclusive, but rather contribute to sustainable and harmonious development by strengthening each other.

The principle operation and competitive philosophy of competitive settlements

The innovation process can be seen as the coming together of technology and communities, so innovation and its consequences become a shared responsibility. It is the responsibility of the community to use the technology within a given range of permissible behaviors and to incorporate rules and norms that support the technology. On the other hand, it is the responsibility of the enterprise or settlement that focuses on innovation to understand the community in which innovation is planned.

Economic success can have a positive impact on individuals' community experiences, and conversely, also the positive community experiences can contribute to individual economic decision-making and outcomes.

A deeper understanding of interacting processes can lead not only to better decision-making in the economic and social fields, but also to a more global picture of human behavior and interactions. Providing a comparative advantage indicates the effective allocation of resources and is meant to encourage specialization in specialized areas, which can result in economic growth and development.

The operation of a competitive settlement is governed by a number of principles that reflect the combined effect of economic, social and environmental factors. Figure 5)

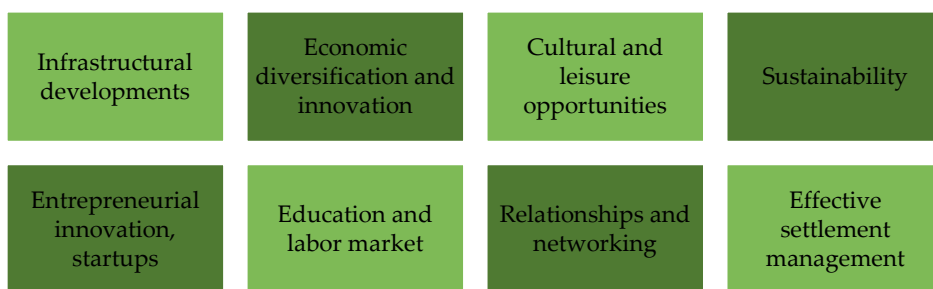| Infrastructural developments	Economic diversification and innovation	Cultural and leisure opportunities	Sustainability
Entrepreneurial innovation, startups	Education and labor market	Relationships and networking	Effective settlement management

Figure 5. *Factors of the principle operation of successful settlements.* Source: own compilation

In a competitive, successful settlement, the city administration continuously strives for economic diversification, besides the development of various industries and economic sectors, the introduction of innovation and new technologies contributes to the development and growth of the economy. The quality of the infrastructure, well-developed transport networks, energy supply, water and sewage systems, and digital infrastructure help the economic and social progress of the city. By providing adequate education and training opportunities, the presence of skilled labor in the settlement supports the development of businesses and the creation of new jobs. Incubator houses, startup centers and investment incentives help the creation and growth of new businesses. Ensuring environmental sustainability plays an important role, minimizing environmental impacts and supporting green initiatives are necessary for long-term competitiveness. The important characteristics of a successful settlement are social justice and inclusion; ensuring equal opportunities, supporting the poorer class and preventing exclusion contribute to social stability. The variety of cultural and leisure programs affects the quality of life, provides recreation opportunities for residents and tourists, and attracts investors. Transparent city management, effective decision-making and community participation promote the development of the city. The settlement can build relationships with other cities, regions and international partners, — through networking, it promotes the exchange of knowledge, enables the sharing of experiences and economic cooperation. The competitive philosophy of successful municipalities therefore reflects a complex and integrated approach based on the principles of innovation, economic development, sustainability, social participation and cultural diversity.

Summary

In recent decades, the examination of the competitiveness of settlements has become an increasingly prominent topic in the global economic and social environment, however in the background of which, not only economic factors, but also the ethical norms and values of the settlements play a decisive role. Settlement ethics basically focuses on the question of what values and norms a settlement or city keeps in mind during everyday life and how it ensures compliance with them. The pursuit of moral operation and decision-making contributes to the development and well-being of the local community as a whole, also the related behavioral patterns create trust between institutions and people, promote cooperation and cohesion, moreover contribute to the development of a positive urban image. In addition to the analysis of economic indicators, the examination of competitiveness is increasingly based on institutional efficiency, innovation, training and social infrastructure, — reliability, transparency and responsible business behavior together shape the attractiveness of the settlement for investors, corporations and people looking for a place to settle.

In modern societies, the ethical operation of settlements is of outstanding importance from the point of view of sustainable development and social coexistence, in order to achieve which they take on a wide range of tasks for the benefit of local communities. There is a need to ensure the principle of community control and accountability, to operate organisations that can independently evaluate the activities of local governments and institutions, by providing critical comments and reports on decision-making processes and their outcomes, and to put pressure on the authorities to operate in a transparent manner and in accordance with the established guidelines. The organizations strive to collect information and raise awareness, warning the community about ethical problems and their consequences, besides organizing training for local residents helping to promote responsibility and participation. In order to operate morally, they aim to control and improve the behavior of institutions and individuals, moreover in the interest of human rights they also act against oppression, discrimination and violations of human dignity, supporting the creation of a social environment which provide equal opportunities and rights for everyone.

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