# Factors of community innovation in the life of settlements

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**Abstract**

Nowadays, residents have ever higher expectations of their local communities. To do this, they need to be aware of the values and potential of their place of residence. First and foremost, local people need to be made aware of the values of the city, as their positive perception of the city's liveability has a multiplier effect on the perception of the city. Settlements are central sites of social interaction and relationships, influencing people's quality of life and well-being. By examining the context of settlement philosophy, cities can be designed and developed with a focus on community life, and also play an important role in promoting social justice and inclusive settlement development. The uniqueness and diversity of gastronomic culture reflects the principles and values of the philosophy of settlement. In a municipality where sustainability and an emphasis on local production are central to community life, businesses and families follow gastronomic traditions, preferring ingredients from local producers and preparing food according to local characteristics. At the same time, gastronomic diversity enriches and diversifies the philosophy of a settlement, and the diversity of the gastronomic offer of a given settlement enables its inhabitants to learn about the food and eating habits of other cultures, thus further developing social diversity and cohesion within a community.

**Keywords:** community innovation, settlement philosophy, local identity

**Introduction**

Satisfaction with a settlement and the feeling of well-being depend on several factors, the interpretation of which requires analysis and categorization according to different aspects. Each individual has unique needs and preferences, so the factors that determine the sense of the "ideal city" may differ. When choosing a place to live, we must take into account these individual needs and our own preferences in order to find a settlement where we feel good and are satisfied with the opportunities and services available there. Cities offer various cultural programs, museum exhibitions, theater performances, concerts and other

entertainment opportunities, the availability, access and quality of which positively or negatively influence satisfaction. The offer of a wide range of job opportunities is mostly available and concentrated in cities with a larger population. These will be the areas where the individual can find a job faster in his profession, can connect to services in his field of interest, and in addition, the higher income level will enable him to have a secure everyday life and plan for the future. A relevant factor in the preference system of young adults and families is the existence of educational institutions that ensure high quality, thereby creating opportunities for the professional and personal development of children and adults who want to learn. The infrastructural features of the settlement, the quality of the related services, their good or bad condition, utilization, popularity, and attendance basically determine livability and the level of satisfaction of the residents. Through the richness of the gastronomic characteristics and experiences of a region or area, we can discover new culinary experiences and learn about the food habits of other cultures. The natural resources and attractions in or around towns and cities provide opportunities for recreation and relaxation; families, groups of friends, young or old, although with different preferences, can find their ideal leisure and recreational activity. The larger the population of a settlement you choose to live in, the more likely you are to meet people from different backgrounds and cultures, bringing diversity into their lives. This diversity provides opportunities to gain different and different experiences, to develop new friendships, and to promote understanding and acceptance.

**Literature review**

The ethical principles help settlements to become successful and sustainable communities that can increase their competitiveness in the long term, attract business opportunities and investments, all in all 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, 2013a, 2013b, 2022). Local residents, businesses and the municipality can create together a force that promotes the development and success of the settlement in the long term. 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 him, and thus his actions will have good consequences for as many people as possible. According to the representatives of classical utilitarianism, the actor needs to mediate the 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 most morally correct alternative is the one that benefits as many people as possible within the group. 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). There are different ways and approaches to solving the problem of a sustainable economy, and the solutions and responses to the challenges vary according to the mindset and outlook of different nations, philosophical background, beliefs and optimistic or pessimistic attitudes. The roots of social responsibility, in an optimistic approach, rely on business as the driver and actor of the economy, thus providing a response to create a new way of doing business (Zádori & Nemeskéri, 2021).

Local patriotism can be seen as a complex and profound concept linked to emotional, identity and ethical issues, in which individual and collective consciousness, social and political relations are considered and traced. It refers to an emotional and intellectual attachment that an individual feels towards a particular place or region. Human identity is an integral part of belonging to a local community, and it is this identity that shapes who we are and what values we identify with (Arapovic, 2016). "The knowledge of who I am is, in a certain sense, my knowledge of where I stand. My identity is defined by my commitments and identifications that provide a framework or horizon within which I can decide, case by case, what is good or valuable or what should be done, approved or disapproved of (...) What this illuminates is that there is an essential link between identity and a kind of moral orientation.' (Hittinger, 1990; Reich, 2008). Strengthening cultural commitments is a good thing because on the one hand, by getting to know our own culture better, we can understand ourselves better and moreover also become more open to other cultures. Individuals create their own identities, we are born into groups, we find ourselves within certain norms (Reich, 2008). People are born into different social and political contexts, which fundamentally determine their life chances. In social modernisation, traditional identity ties are usually loosened, and urbanisation and the new employment system also have an impact on systemic change. By using mass communication tools, communities 'living' in a settlement have the opportunity to ensure the unfolding of a narrower identity in a new identity formation process. According to ethnic traditions, everything that helps and mobilises group behaviour, the expression of belonging and respect for conventions must be protected. Prejudice, perceived as unjust, provokes and motivates defensive behaviour, the intra-group validity of which encourages the transmission of a way of life (Gergely, 1997). The dominant forces of globalisation, the development of

large multinational corporations spanning the world, play a decisive role in the availability of corporate services, logistics/communication and financial networks, and the availability of factors of production. These corporations have very large, complex operational structures that allow them to excel in scale and efficiency in the global marketplace. A significant proportion of large companies are headquartered in relatively small towns, partly because they have grown from the original "rural" small/medium sized company to a large one, and still stick to the place of foundation for reasons of tradition, respect and local patriotism. On the other hand, some strong motivation (local and other tax benefits, qualified labour supply, image-enhancing, pleasant environment, cheap real estate, etc.) encouraged the founders and the present operators, and perhaps only the headquarters of the company operates in smaller towns (Erdősi, 2003).

**Methods**

Following a structured process in data collection, the focus was on using and evaluating the existing body of knowledge, based on the available relevant but differentiated sources.

The research was based on a literature review, which provided the basis for a comprehensive analysis and evaluation of the processes and contexts related to ethical components, local patriotism and identity. By comparing the different approaches, perspectives and theories - consequentialism and classical utilitarianism, the mechanisms of ethical decision-making and value formation become understandable. The study also applies social psychological approaches;- understanding the role of individual identity, emotional attachment; how it relates to and influences local patriotism and thus the identity of local communities.

**Results**

Social need for community - people are essentially social creatures, and it is their need to live together that gives rise to settlements. Communities are created where people live, work, interact and communicate with each other. One of the main functions of settlements is to provide security and protection. They allow individuals to be part of a community where they can share their thoughts, feelings and experiences; they can rely on each other to solve their problems. Building and maintaining settlements requires a sense of order and organisation. By following the rules and regulations set by the institutions they run, people can work together effectively. Municipalities play an important role in the allocation of resources and the implementation of economic activities. People move to

different areas and choose places to live in order to have access to the resources they need, thus contributing to the identity of individuals and communities; - the characteristics, history and culture of the community determine the way of life and the values of its inhabitants.

The attractions of settlements are not only external factors, but also internal values and experiences that help individuals to find meaning and purpose in their lives (Figure 1) (Slezák-Bartos, 2023) Settlements are central places of social bonds, where people can meet, communicate and influence each other. It is through shared values that communities can share and accept different traditions and values.  In the functioning of community life, the human being is at the centre, his or her need to connect with others is linked to the happiness of the individual and is involved in the creation of value. People living in the community are free to choose from the range of opportunities and services available to them, to decide where to live, what kind of work to do, what cultural and leisure activities to take part in. The built environment, the streets, parks or community spaces, the vibrant energy of cities or the diversity of villages can be an emotional and spiritual development experience for those who live there. By experiencing the opportunities and values of cultural events, local events, art exhibitions and local gastrony, a double impact can be identified; on the one hand, individuals can gain unique experiences and experiences, and on the other hand, a sense of attachment to place can be developed or strengthened.  The human need for the presence of the natural environment, parks, green spaces, the need for natural attractions in the vicinity of the municipality, in its immediate surroundings, is a sign of the desire for unity and a reminder that we are part of a larger ecosystem.
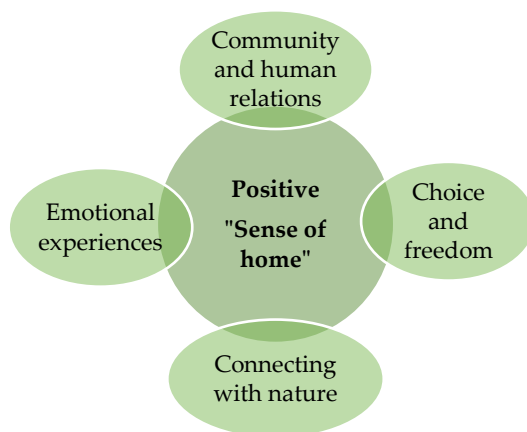


*Figure 1. Components of a positive "Sense of home"*
*Source: own compilation, (Slezák-Bartos, 2023)*

Natural beauty has not only aesthetic value, but also ecological and sustainability benefits, allowing local people to relax, recreate and attract visitors. A safe, natural environment and clean air are essential to the healthy lives of local residents. Home, community, contact with nature, cultural richness, quality of life and happiness are essential factors that can be taken into account to begin to understand the concept of „sense of home". Home is not just a place, it is the basis of our identity and self-identity. It is the place where we experience security, belonging and stability. Settlements create a home where people build relationships, enjoy life, and experience community. This "sense of home" reinforces the attractiveness and importance of settlements in the minds and perceptions of individuals.

**Conclusions, summary**

In recent times, local residents and residents' expectations of their localities have been rising. It is important that local people are aware of the values and potential of their place of residence. A philosophy of settlement is key to this. We need to design and develop cities where community life and social justice are a priority. When choosing where to live, the individual's own preferences and needs must be taken into account in order to find the 'ideal' city that is right for all. In order to ensure that people are satisfied with the liveability of the area, it is necessary to provide a high quality of cultural, educational and employment opportunities, infrastructure and gastronomic offer. The gastronomic culture also reflects positively the principles of the philosophy of settlement if it is based on local production and sustainability. This also means that food is prepared according to local characteristics, thus diversifying the philosophy of the settlement and helping to develop social diversity and cohesion in the community.

The concepts and interpretations of community development and identity are closely linked, opening up new pathways and opportunities by promoting community life and economic development. Through the appropriate exploitation of values, individual and collective identity can be more closely linked to the functioning and life of the local community, thereby shaping people's values and lifestyles. The attractiveness of settlements is not only determined by external factors, but is also based on intrinsic values and experiences - creating and maintaining „sense of home" is the basis of our identity and self-identity.

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