

## **Chapter 6**

### **Recommendations**

Base on the results of the study, the outcomes are drawn from the extrapolations for suggestions. The study has the limitations, so it is the opportunity to open the directions for the further research.

This chapter is divided into three parts:

- Summaries and the recommendations of the research;
- Limitations;
- Further research directions.

#### **6.1 Summaries and the Recommendations of the Research**

##### **6.1.1 Summaries of Preferences**

The research has obtained the perceptions in aesthetics of the environment in front of the Hue Citadel base on gathering of preference evaluations. Seven factors of aesthetic responses to the environment have carried out to investigate through surveying the people's evaluations follow to 5 scales. Area of study was limited on the route from a tourist parking-lot to a main entrance of the Hue Citadel; and the participants were chosen are the foreigners who are considered as the tourists of the Hue Citadel. The results of this study reveal that respondents prefer environment with

more vegetation and shading image. Besides, spatial configurations of the environment also influence to the respondents' preference. People prefer a neat and clear space for the environment; buildings and its attributes which have strong identity; and the public service equipments should be used and adjusted in its right functions and place.

In addition, regarding to the factors of aesthetic response those were studied in this research, the results claim that there are relationships among like factor and the six other factors (stimulating, beautiful, harmonious, pleasant, exciting, and sympathetic factors), in which the most correlations are pleasant-factor and beautiful-factors with like-factor, whereas the least correlation is sympathetic-factor and like-factor. As the factors are represented for hedonic dimension of affective appraisal in term of aesthetic response (Russell, 1988), pleasant-factor and beautiful-factor are played an important role in participants' preferences. In another word, people respond to the environment aesthetic with strong correlations amongst preference with hedonic dimension, or respondents prefer the environment aesthetic with most perceptions through the pleasantness and the beauty.

The research is also interested in the effect of each factor to the most and the least aesthetic responses of the environment. The analyses are conducted with the photo-P5 as the most and the photo-P1 as the least. Base on the results, like-factor as preference of the participants (Nasar, 1994; Mehrabian & Russell, 1974; Osgood, Suci & Tannenbaum, 1957; Russell, 1988; Russell, Ward & Pratt, 1981; Ward & Russell, 1981) is the most effective factor while people evaluate the most and the least environment aesthetic. This concerns the signification of preference in aesthetic responses to the environment in front of the Hue Citadel.

### 6.1.2 Recommendations

According to the mentions above, this research can be suggested for improving the preferences of the environment in front of Hue citadel. However, it should be noted that these findings are base on the data from a given study participants. Despite this limitation, this research provides knowledge about perception of and preference for the built environment in front of the Hue Citadel. So it is usefulness for developing the urban design guidelines in this area.

Base on the results of preference of the environment, some guidelines for alteration of the environment can be drawn for the environment in front of the citadel as the followings:

- *Vegetation:* Increasing the vegetation for the parking-lot area in particular and whole extent in general. The vegetation should be the big trees with large canopy which cause more green scenes and more shading (see Figure 6.1).
- *Building attributes:* Readjusting building facades (the facades of shophouses) with more identity of bulks, number of storeys, and height of storey.
- *Public service and side walk:* Public service function areas such as vehicle parking and beverage shop should be studied to advantage for using and making the environment neater. Readjusting the public equipments such as telephone box, moving public toilet, electric poles, electric lines, traffic signals, and so on. Opening the side walk enough space to use for walking and placing public equipments, vegetation.

- *Commercial activities:* Thinking about type of goods and service in focusing to the tourist activities. The advertising sign also influences to the facades of the buildings, so it should be regulated about placing, size, and style.

(See Figure 6.2)

Photo-P5 as the most aesthetic response to environment



People prefer the environment has more vegetation with big tree, much shading from large canopy of the trees

**Figure 6.1** More preferences of the environment in term of aesthetics



Photo-P1 as the least aesthetic response to environment



Troubles of *building attributes* (bulks, number of storeys, and height of storey); *public service and side walk* (vehicle parking, electric columns, electric poles...); *commercial activities* (goods, advertising sign...)

**Figure 6.2** Less preferences of the environment in term of aesthetics

Base on above descriptions which are drawn from the preferences of the environmental aesthetics in front of Hue citadel, an example of the environment can be advanced as below stimulation. (Figure 6.3)

Advance of the environment in front of Hue citadel base on the preference study



- Add more greenery to increase green scene and shading;
- Readjust: the buildings (shophouses) more identity (bulks, number of storeys, and height of storey...); *public service and side walk* (vehicle parking, electric poles, electric lines...); *commercial activities* (goods, advertising sign...)

**Figure 6.3** Advance of the environment in front of Hue citadel

## 6.2 Limitations

The study brings out the results which have been discussed and extrapolated in the foregoing. However, it also contains several limitations as followings.

- *Group of participants:* The results are obtained from foreigner<sup>1</sup> as the tourists who visit the Hue city, so the responses are reflected subjectively based on the background of participants.
- *Place of study of photos is different from the place of surveying:* The area of study is in Hue, a city of Vietnam, yet the survey has been conducted in Thailand, this causes some participants may misunderstand or confuse about the places where the photos have been taken.
- *Selection of five photos by using the decision of the researcher:* The results of the study obtain to five environmental digital photographic images which are taken from near the Hue Citadel. The limitations of the environment from five photos may be reflected whole the environment in front of the citadel, or not. Moreover, the effectiveness of the environmental perception process using digital technology process was taken with the narrow sight view. Besides, the research focused on the topic of preferences of environmental aesthetics within the extent of the route from the parking-lot to the main entrance of the citadel. As such, the research may have limited relevance to other locales.
- *The research tests only preference not include the attitude:* The research examined responses to environmental aesthetics without investigating the reasons for such responses. On the whole, the

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<sup>1</sup> foreigner in comparing to Vietnamese



research employed mostly quantitative research methods and the construct of aesthetic response was considered to comprise seven variables. As discussed above, aesthetic response is a complex human response and limiting the complexity of such as response to seven variables represents a key limitation of this research. These variables may not enough to reflect objectively overall aesthetic responses to the environment.

Additionally, this study has conducted in front of a heritage place, but it only concentrates the heritage as the destination for tourist. The results are not concerned with the heritage environment, so the study stands in general research of aesthetic response to the environment.

### 6.3 Further Research Directions

During the procedure of this research, many avenues for further research became apparent and some of the possible future research directions have already been mentioned above. The further research directions are extracted from this research can be directed as followings

- *Replication:* The methodology of this research might be applied for the other areas near the Hue citadel in particular and the other heritage in general.
- *Participant:* Participants should be opened with more groups such as the residents, the expert group (designer, planner, architect...).



- *Refinement of statistical analysis:* The statistical techniques used in this study should be refined before proceeding in future research. It might be necessary to employ statistical approaches that perform in-depth analyses and provide valid results.
- *Inclusion of both practical and theoretical approaches:* This research is an initial step towards the development of the built environment design guidelines in area of Hue citadel. Future research should provide more practical applications to the real situation. Moreover, this research is a combination of exploratory and explanatory research. Future research might benefit from theoretical approaches used in psychology, anthropology, and sociology.
- *Environment including heritage monument:* The future research should be concentrated to the heritage monument as a stimulus of the environment and the investigation of the relationship between the other stimuli with the heritage should be carried out.
- *Factors represent for aesthetic response:* The future research should investigate more specifically the environment stimuli, factors of aesthetic response, and the relationship among them.