

THE APPLICATION OF PLURALISTIC TERRITORIAL DEVELOPMENT PARADIGM IN ASSESSMENT OF TERRITORIAL STATE OF DEVELOPMENT: THE CASE STUDY OF LATVIAN REGIONS

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ABSTRACT

In the article, the author empirically appropates the structural scheme for the evaluation of the territorial state of development elaborated previously assessing territorial state of development of the statistical regions of Latvia. The scheme comprises four objective social economic elements and two subjective elements. The average values of normalized objective and subjective indicators for each region were calculated applying the most appropriate indicator of the statistical regions available in the national statistical database of Latvia to the each element of the scheme and normalizing the values of the selected indicators. Allocation of the statistical regions of Latvia in accordance with the normalized objective and subjective indicators was performed using the W. Zapf's matrix, which provides a possibility to consider the territorial state of development not just in a quantitative but as well in a qualitative aspect, i.e., within the framework of the pluralistic territorial development paradigm suggesting a parallel existence of diverse development natures (qualities) in the global environment instead of applying a single quantitative scale to all territories being studied. In the result of the approbation of the structural scheme for the territorial state of development evaluation, it is not possible to single out a distinct statistical region of Latvia in accordance with its highest or lowest development level, rather it could be merely stated that each of the regions is developed in a different quality since each region has its own nature of development.

KEYWORDS: *territorial state of development, pluralistic territorial development paradigm, evaluation.*

JEL CODES: O100; I310

Introduction

Within the framework of the successfully defended doctoral theses analysing and exploring the world experience in the assessment of the territorial state of development, the author has elaborated the structural scheme of the evaluation of the territorial state of development that was proposed for the evaluation of the state of development of the statistical regions of Latvia. The empirical approbation of the scheme using the example of the statistical regions of Latvia allows demonstrating not only a quantitative but as well a qualitative state of development of the territories since both the objective territorial social economic indicators and the subjective wellbeing indicators of the population living in the distinct regions were used in the analysis.

Aim of the research is to perform an assessment of the territorial state of development of the statistical regions of Latvia applying the structural scheme of the evaluation of the territorial state of development elaborated by the author previously, and to demonstrate qualitative differences in the state of development of these regions.

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Object of the research: the statistical regions of Latvia.

Hypothesis of the research: in compliance with the pluralistic paradigm of the territory development, each region of Latvia has its own nature of development.

Objectives of the research:

1. To analyse the theoretical concepts on the application of the pluralistic territorial development paradigm to the assessment of the territorial state of development;
2. To approbate the structural scheme of the evaluation of the territorial state of development elaborated previously using the case of the statistical regions of Latvia;
3. To interpret the results of the approbation and to develop conclusions.

Used methods: analysis, synthesis, statistical analysis, empirical research.

1. The structural scheme of the evaluation of the territorial state of development and application of the pluralistic territorial development paradigm

Methodological challenge for the author of the scheme was to elaborate a tool for evaluation of the territorial state of development which would correspond with the modern theoretical elaborations of Developmental Economics, namely, the use of objective and subjective indicators, as well as acknowledgement of the crucial significance of territories' competitive advantages (created by the capabilities of creative people) in the field of evaluation of the territorial state of development (Lonska, 2012; Lonska, Boronenko, 2013).

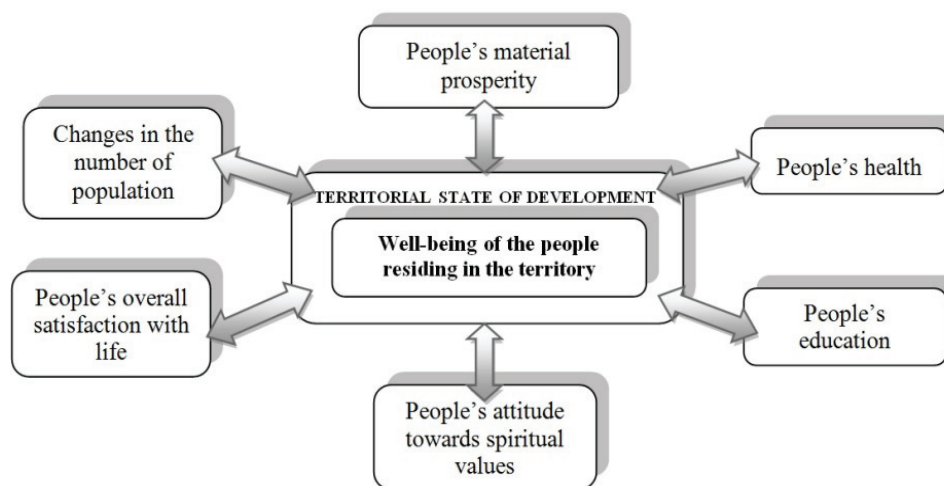


Figure 1. Elements of the Newly Elaborated Structural Scheme of the Evaluation of Territorial State of Development

Source: figure developed by the author.

In the elaboration of the methodological basis of the structural scheme of the evaluation of the territorial state of development, the findings of Developmental Economics, Conception of Human Development (Mahbub ul Haq, 1991; Todaro, 1999; Sen, 1999; Todaro, Smith, 2011; Thirlwall, 2011), Happiness economics' scientific insights on people's subjective well-being (Easterlin, 1974; Layard, 2005; Inglehart u.c., 2008; Veenhoven, 1991, 2002), Human Capital Conception (Schultz, 1960, 1961; Becker, 1962, 1964; Weisbrod, 1964), M. Porter's Theory of Competitive Advantage of Nations (Porter, 1990), as well as R. Florida's Creative Class Theory (Florida, 2002, 2003) were used. The scheme consists of six basic elements, four of them are objective elements: (1) changes in the number of population, (2) people's material prosperity, (3) people's health, (4) people's education, and two are subjective elements – (5) people's overall satisfaction with life and (6) people's attitude towards spiritual values, and in the center is the people's common well-being (see Figure 1).

Analyzing Figure 1, territory's state of development is understood as the result of development of any territory and it can be judged by objective and subjective indicators of its population common well-being, illustrated in the structural scheme in details. Using them it is possible to evaluate the territorial state of development, conceptually basing on the fact that *a territory is developed when the number of population is growing and these people are materially provided, healthy, highly educated, support spiritual values and are satisfied with their life.*

In accordance with the Human development conception of the Developmental Economics (Goulet, 1975; Sen, 1983; Todaro, Smith, 2011; Mahbub ul Haq, 1991; Thirlwall, 2011), a developed nation is the final aim of a territory's development, and the economic growth is the tool to reaching this final aim. Thus, *result of development of any territory, i.e., the state of development, can be judged by its inhabitants' common well-being objective and subjective indicators*, that have been included in the structural scheme of the evaluation of territorial state of development, elaborated by the author. Two conceptual aspects of the scheme are emphasized:

1. All the traditional economical, technological and other indicators (the state of infrastructure, industrial production etc.) used in the evaluation of territorial state of development are not absent in this scheme, but rather they are viewed through humans, i.e. they have to transform into indicators of human well-being. If such transformation does not take place, in this case according to the methodology of Developmental Economics such a territory cannot be considered to be developed.
2. The elaborated structural scheme of evaluation of territorial state of development does not provide for calculation of the integrated index of territorial state of development, but it works with six separate elements of the scheme according to which territorial state of development can be characterized. It is based on the qualitative approach to the evaluation of territorial state of development, so called pluralistic paradigm of territorial development which provides for parallel existence of different kind of natures of development ("qualities") in the global world, instead of one quantitative scale application for all the territories to be researched, as it happens in the framework of quantitative (evolutionary) paradigm of territorial development (Boronenko, Lonska, 2013).

There are two approaches to analyze the territories' (societies) development: the linear or formation approach and non-linear or civilizations' (pluralistic) approach, supplementing each other. Formation approach mostly analyzes the material essence of territories (societies), while the civilizations' (pluralistic) approach emphasizes social essence of a territory (society), i.e., the cultural, intellectual level and mentality. The followers of the civilisation (pluralistic) paradigm of the territory development deny the existence of general development laws for all societies and affirm that the societal diversity prevails over the unity. The modern world shifts towards the pluralistic diversity, a progress has many facets, every country has a free choice of the path for its development (Braudel 1967; Manschot, Suransky 2009; Checkel 2013).

Analysis of the territory (society) development within the formation paradigm denotes a vertical angle of a view on the historical development; it reveals the change of the civilisation from the primal, lower forms of development towards more complex and advanced. In turn, analysis of the territory (society) development within the civilisation (pluralistic) paradigm denotes a horizontal angle of a view on the historical development uncovering the "civilisations" concurrently existing in the historical time and space. The civilisation development paradigm studies the development of society considering its qualitative indicators (Панарин, 1999). Analysing the information available on both approaches of the territory (society) development, it can be concluded that a linear or the formation development paradigm is a quantitative (evolutionary) approach to the assessment of the territorial state of development; in its turn, a non-linear or the civilisation development paradigm is a qualitative (pluralistic) approach to the assessment of the territorial state of development.

Consideration of the advantages of both approaches to the analysis of the territory (society) development allows carrying out more complete and comprehensive analysis of the development processes. The territory development is a multi-faceted and a multi-dimension process; therefore it is often viewed from different social and economic perspectives. The use of both approaches in the analysis of the territory development provides a more versatile and complete result.

2. Approbation of the Structural Scheme of Evaluation of the Territorial State of Development on the Latvian regions

For the empirical approbation of the structural scheme of evaluation of the territorial state of development, the following data, available in Latvia's official statistics, can be used as indicators of scheme's elements (see Table 1):

1. Changes in the number of population – the indicator of the Latvia's Central Statistical Bureau database "Population number and its change by statistical region in 2001 and 2011" (LR CSB, 2014c). The years for the analysis have been chosen according to the two last the Population Census years in Latvia, i.e., 2011 and 2001.

As seen in Table 1, almost every statistical region of Latvia in the period of 2001-2011 faced a decrease in the number of population, with the exception of the Pieriga region, where the population growth of +3.43 % was observed. The greatest decrease in the number of inhabitants was observed in Latgale region –19.65 %. According to the information from the Latvia's Central Statistical Bureau, the number of inhabitants of Latvia has decreased mostly as a result of two reasons: negative natural increase of inhabitants, as well as due to the long-term international migration. Speaking of the Pieriga region, the proportion of the inhabitants in the region gradually increases. It can be explained with the fact that wealthy people from Riga, building their private houses in the Pieriga region, chose the region as their constant place of residence. This process, when inhabitants choose to live near the cities, has already obtained its title "suburbanization" (Bērziņš, 2011).

A completely opposite situation can be observed in the regions and towns of Latvia: the further place is from the capital the more difficult it is to find work and the salaries are lower. All those arguments are also reflected in the changes of the inhabitants' number.

2. People's Material Prosperity – the indicator of the Latvia's Central Statistical Bureau database "Households disposable income in statistical regions of Latvia (euro, per month), in 2012, mean disposable income per household member" (LR CSB, 2014a).

The data in the Table 1 show that the highest income available to households in average per one household member a month in 2012 was in the Riga region –571.79 euro, but the lowest income in 2012 was in the Latgale region –353.24 euro a month.

It is indisputable that the income available to households in the Riga region and Pieriga region has always been higher than the average in the country. It can be explained due to the fact that the largest Latvia's companies and the public sector institutions are located in Riga and Pieriga region; they are able to pay competitive (it also means – comparatively higher) remuneration to their employees. Both in Riga and Pieriga regions reside more wealthy inhabitants possessing more than one real estate object, by renting it there is an additional income for the household. These inhabitants have savings in credit institutions, where they receive interest from the deposited means which also constitutes the additional income of the household. The poor inhabitants of Riga and Pieriga self-governments receive higher social benefits in comparison to the other self-governments in Latvia, what also influences the common level of the income available to households.

3. People's health – the indicator of the Latvia's Central Statistical Bureau of the Republic of Latvia database "Age-specific death rates in regions (per 1000 population of corresponding age) in 2012" (LR CSB, 2014b).

Data in the Table 1 indicate that in 2012 the most dramatic situation in relation to the mortality of population in all age brackets (except for the age bracket of 20–29) was in the Latgale region; it could be partly justified by the fact that in Latgale there is the largest proportion of elderly people – 23.3 % of the population is older than 62, while in average in Latvia it is 21.9 % (LR CSB, 2014e). In Latvia the most significant causes of death are cardiovascular diseases, as well as malignant tumours, and exactly the elderly people suffer from the diseases, and consequently the indicators are higher exactly in the Latgale region (Centre for Disease Prevention and Control, 2012a). Analyzing the age specific rates of mortality in the framework of Latvia's statistical regions, one has to take into account the indicators of mortality due to external causes, the value of which also is higher in Latgale (127.6 cases per 100 000 population, in all age brackets in

2012), than the average in the country (92 cases per 100 000 population, in all age brackets in 2012) (Centre for Disease Prevention and Control, 2012b). In this case we might think about the influence of social and economical conditions, especially due to the fact that in Latgale the mortality indicator is higher because of suicides, accidents, smoke, fire and flame impact, drowning and suffocation, and freezing to death (Centre for Disease Prevention and Control, 2012b).

4. People's education – the indicator of the Latvia's Central Statistical Bureau database "Resident Population of Latvia Aged 15 and Older by Educational Attainment in Statistical Regions", doctoral degree and higher education, Population census results in 2011 (LR CSB, 2014d).

The data reflected in the Table 1 show that the biggest proportion of people with the highest level of education is in Riga region – 32.1 % from the total number of people who acquired education in the given region, whereas, the lowest proportion of people with the highest level of education is in Vidzeme region – 16.2 %. In Latgale region the proportion of people with the highest level of education constitutes 17.0 % of the total number of the region's educated inhabitants, that is the fourth highest indicator in Latvia's statistical regions, according to the results of 2011's Population census.

This tendency can be explained with the fact that Latvia's higher education institutions, including research institutes, which require scientists with doctoral degrees, as well as the largest companies and state institutions, where the highest level specialists with appropriate education are needed, are generally concentrated in Riga.

5. People's overall satisfaction with life – the data acquired during the Omnibus survey on the subjective wellbeing of the Latvian inhabitants carried out by the research center Ltd. "SKDS" regarding the subjective people's overall satisfaction with life in November, 2013 in the framework of Omnibus survey (National representative random choice in the age brackets of 15-74, 1058 respondents, the direct interviews at places of residence of the respondents). In general 1058 respondents took part in the survey: in the Riga region – 323 people, in Pieriga region – 191 people, in Vidzeme region – people 104 people, in Kurzeme region – 34 people, in Zemgale region – 139 people and in the Latgale region – 167 people.

The research center Ltd. "SKDS" by performing the survey regarding the Latvia's inhabitants overall subjective satisfaction with life, the respondents were asked the following question, prepared by the author of the monograph: "Taking into account the all the spheres of life to what the extent are you satisfied with life in general?" To give the answer the inhabitants had to choose at least one of 10 answer variants in the framework of the prepared scale (see Figure 2).

1 completely dissatisfied	2	3	4	5	6	7	8	9	10 completely satisfied
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Figure 2. Value Scale Used for the Respondents' Answers during the Survey Question Regarding the Inhabitants Overall Subjective Satisfaction with Life

Source: Figure developed by the author.

The data in Table 1 prove that the highest average level of the satisfaction with life among the inhabitants is in the Kurzeme region – 6.58, but the lowest – 5.57 in Vidzeme region. It's important to note that the subjective satisfaction of Latgale region inhabitants with life has the third highest indicator after the Kurzeme and Riga regions – 6.29, exceeding even the average value of the subjective satisfaction indicator of the inhabitants of Pieriga region.

6. People's attitude towards spiritual values – the data obtained by the research center Ltd. "SKDS" in the framework of Omnibus survey regarding Latvia's population subjective attitude towards spiritual values in November 2013.

In order to study the attitude of people in Latvia towards spiritual values, asking similar question, many of the respondents could mistake it for a question to answer about their level of religiosity, thus the results of the research could be imperfect. So that to prevent this problem, the following question was prepared for

the survey of research center “SKDS”: “What values (things) in life – material or spiritual – are you more interested in?” and the question could be answered by both the religious, as well as irreligious people, who associate with other spiritual values or things. The data reflected in the Table 1 show that the highest level of attitude towards spiritual values have the inhabitants of the Riga region – 5.81, and the lowest – inhabitants of Vidzeme region – 5.19. The inhabitants of Latgale region take the second place with a value of the indicator at 5.47.

The chosen values of the indicators for the structural scheme of territorial state of development evaluation in statistical regions of Latvia are summarized in the Table 1.

Table 1. Values of the Structural Scheme Indicators for Territorial State of Development Evaluation in the Statistical Regions of Latvia

Region	Riga reg.	Pieriga reg.	Vidzeme reg.	Kurzeme reg.	Zemgale reg.	Latgale reg.	Aver. in Latvia	
Indicator								
The changes of the population number in the beginning of 2011 in comparison to the beginning of 2001 (%)	-12.43	+3.43	-16.13	-14.60	-12.31	-19.65	-11.85	
Households disposable income in statistical regions of Latvia in 2012, mean disposable income per household member (euro/month)	571.79	516.95	392.58	462.34	418.11	353.24	452.50	
Age-specific death rates in regions (per 1000 population of corresponding age) in 2012	0-9	0.8	0.4	0.7	1.1	0.8	1.1	0.82
	10-19	0.1	0.3	0.2	0.3	0.3	0.6	0.30
	20-29	0.9	0.7	1.3	1.0	0.7	1.1	0.95
	30-39	2.2	1.5	2.1	1.9	1.7	2.7	2.02
	40-49	4.2	4.2	3.4	4.6	4.7	5.5	4.43
	50-59	9.5	8.2	9.5	9.3	9.6	12.0	9.68
	60-69	18.4	18.1	20.7	21.3	21.2	25.6	20.88
	70-79	36.6	38.5	40.9	42.4	43.3	46.0	41.28
80+	117.8	124.8	133.1	125.6	130.1	147.5	129.82	
Proportion of people with higher education and a doctoral degree from to the total number of people who acquired education in 2011 (%)	32.10	24.50	16.18	16.68	17.30	16.98	20.62	
Inhabitants overall satisfaction with life in November 2013	6.41	6.05	5.57	6.58	6.12	6.29	6.23	
Inhabitants attitude towards spiritual values in November 2013**	5.81	5.32	5.19	5.35	5.42	5.47	5.50	

Source: Table developed by the author basing on LR CSB, 2014a, 2014b, 2014c, 2014d; SKDS survey data.

To illustrate the place of the statistical regions of Latvia according to the objective and subjective indicators, chosen for the structural scheme of territorial state of development evaluation, W. Zapf’s Wellbeing Typology Matrix of the German System of Social Indicators was used (see Table 2).

Table 2. W. Zapf’s Well-being Typology Matrix

Obj. living conditions	Subj. well-being	High	Low
	Good		Well-being
Bad		Adaptation	Deprivation

Source: Zapf, 1984.

The German System of Social Indicators is a set of systematically selected indicators, which has been developed with a view to comprehensively monitor the long-term development of well-being beyond the GDP, i.e., by analyzing the objective conditions of people's lives as well as the subjective quality of life and social changes in Germany (Noll, 2014). There is an opinion that subjective indicators do not always correlate with objective indicators and their aim is not to replace objective indicators fully. Subjective indicators are rather considered as alternative tools of monitoring providing additional information that is not highlighted by the means of objective indicators, outlining four states (typology) of well-being, depending on objective and subjective dimensions of individuals' well-being and their assessment (see Table 2) (Noll, 2013).

Analyzing the Table 2, it can be concluded that combination of good objective living conditions with high subjective well-being that can be described as well-being, is the most desirable situation. Combination of good objective living conditions and low subjective well-being means dissonance or the "satisfaction dilemma". Correspondence of bad objective living conditions with low subjective well-being means a situation that can be described as "deprivation". Whereas, bad objective living conditions along with high subjective well-being means adaptation to the situation or the "satisfaction paradox" (Noll, 2013).

It has to be admit that depending on the Latvia's officially used calculation methodology of Level of Territorial Development Index (LTDI), according to which Latvia's planning regions are assigned ranks (places) pursuant to LTDI values (see Table 3) and which can be considered a striking example of quantitative approach of territorial state of development evaluation, the use of W. Zapf's Well-being Typology Matrix makes the process of territorial state of development evaluation more detailed and informative.

Table 3. LTDI Values of Latvia's Planning Regions and their Ranks in 2011, 2012 and 2013

Planning region	2011		2012		2013	
	TLDI	Rank	TLDI	Rank	TLDI	Rank
Riga region	0.839	1	0.836	1	0.926	1
Zemgale region	-0.500	3	-0.449	3	-0.490	2
Kurzeme region	-0.432	2	-0.384	2	-0.571	3
Vidzeme region	-0.605	4	-0.551	4	-0.793	4
Latgale region	-1.203	5	-1.199	5	-1.395	5

Source: table developed by the author, based on VARAM, 2013; VRAA, 2013.

In order to illustrate Latvia's statistical regions' place by objective and subjective indicators, according to W. Zapf's Well-being Typology Matrix, chosen for the structural scheme of the territorial state of development evaluation, normalization of indicators is carried out, the main task of which is to prevent the situation when one or several indicators prevail since the range of indicators' values may vary. Normalization of indicators was carried out using the data from Table 1. Consequently the following values of normalized indicators were obtained (see Table 4).

Average normalized subjective and objective indicators of structural scheme of territorial state of development evaluation for Latvia's regions are combined in W. Zapf's Well-being Typology Matrix. The point of intersection of the Matrix outlines the values of the average normalized objective and subjective indicators throughout all the regions, e.g., accordingly 0.51 and 0.49. Axes form four quadrants pursuant to W. Zapf's Well-being Typology: (1) low objective living conditions and low subjective well-being – "Deprivation", (2) low objective living conditions and high subjective well-being – "Adaptation", (3) high objective living conditions and low subjective well-being – "Dissonance", (4) high objective living conditions and high subjective well-being – "Well-being". According to the values of the average normalized objective and subjective indicators, each region is placed in its respective quadrant of the Matrix (see Figure 4).

Next, a short explanation of each Latvia's statistical region's location in the W. Zapf's Well-being Typology Matrix is provided.

Riga region is located in the "Well-being" quadrant of the Matrix. It is substantiated by the fact that this region has sufficiently high objective indicators of the structural scheme of territorial state of develo-

ment evaluation. It is determined by the fact that Riga region there are more jobs in private and state sector, therefore, unemployment level is lower and salaries are higher, which has a positive impact on households' income. The economic activity of this region promotes the increase of the number of people with higher education in Riga region that has become attractive to high level specialists. The fact that Riga region has the highest number of state and private higher education institutions has a positive impact on this indicator, since many people stay to work in Riga after graduation, in addition, work opportunities in higher education institutions and research institutes attract people with doctoral degrees. According to the average values of normalized objective indicators, Riga region is the second among the rest of the regions.

Table 4. Normalized Values of the Indicators of the Structural Scheme of Territorial State of Development Evaluation, by each Indicator in Latvia's Statistical Regions

Region	Riga reg.	Pie-riga reg.	Vidzeme reg.	Kurzeme reg.	Zemgale reg.	Latgale reg.	Aver. in Latvia	
Indicator								
The changes of the population number in the beginning of 2011 in comparison to the beginning of 2001 (%)	0.31	1.00	0.15	0.22	0.32	0.00	0.33	
Households disposable income in statistical regions of Latvia in 2012, mean disposable income per household member (euro/month)	1.00	0.75	0.18	0.50	0.30	0.00	0.45	
Age-specific death rates in regions (per 1000 population of corresponding age) in 2012	0–9	0.43	1.00	0.57	0.00	0.43	0.00	0.40
	10–19	1.00	0.60	0.80	0.60	0.60	0.00	0.60
	20–29	0.67	1.00	0.00	0.50	1.00	0.33	0.58
	30–39	0.42	1.00	0.50	0.67	0.83	0.00	0.57
	40–49	0.62	0.62	1.00	0.43	0.38	0.00	0.51
	50–59	0.66	1.00	0.66	0.71	0.63	0.00	0.61
	60–69	0.96	1.00	0.65	0.57	0.59	0.00	0.63
	70–79	1.00	0.80	0.54	0.38	0.29	0.00	0.50
80+	1.00	0.76	0.48	0.74	0.59	0.00	0.60	
Proportion of people with higher education and a doctoral degree relative to the total number of people with acquired education in 2011 (%)	1.00	0.52	0.00	0.03	0.07	0.05	0.28	
Average normalized objective indicators	<i>0.76</i>	<i>0.84</i>	<i>0.46</i>	<i>0.45</i>	<i>0.50</i>	<i>0.03</i>	0.51	
Inhabitants overall satisfaction with life in November 2013	0.83	0.48	0.00	1.00	0.54	0.71	0.59	
Inhabitants attitude towards spiritual values in November 2013	1.00	0.21	0.00	0.26	0.37	0.45	0.38	
Average normalized subjective indicators	<i>0.92</i>	<i>0.34</i>	<i>0.00</i>	<i>0.63</i>	<i>0.46</i>	<i>0.58</i>	0.49	

Source: table developed by the author, based on the data in Table 1.

Also according to subjective indicators the Riga region is leading: in this region there is the highest subjective attitude of population towards the spiritual values, and the indicator of the inhabitants' subjective overall satisfaction with life is the second among the regions of Latvia. Despite the comparatively high objective living conditions of the Riga region, it does not reduce the people's subjective attitude towards spiritual values, the other way round – increases: the inhabitants of Riga region have more opportunities, including financial, what is also of a great importance, to enjoy the nonmaterial values, namely, cultural life, travels, spiritual practices, charity, etc. It all determines the location of Riga region in the "Well-being" quadrant of the W. Zapf's Well-being Typology Matrix.

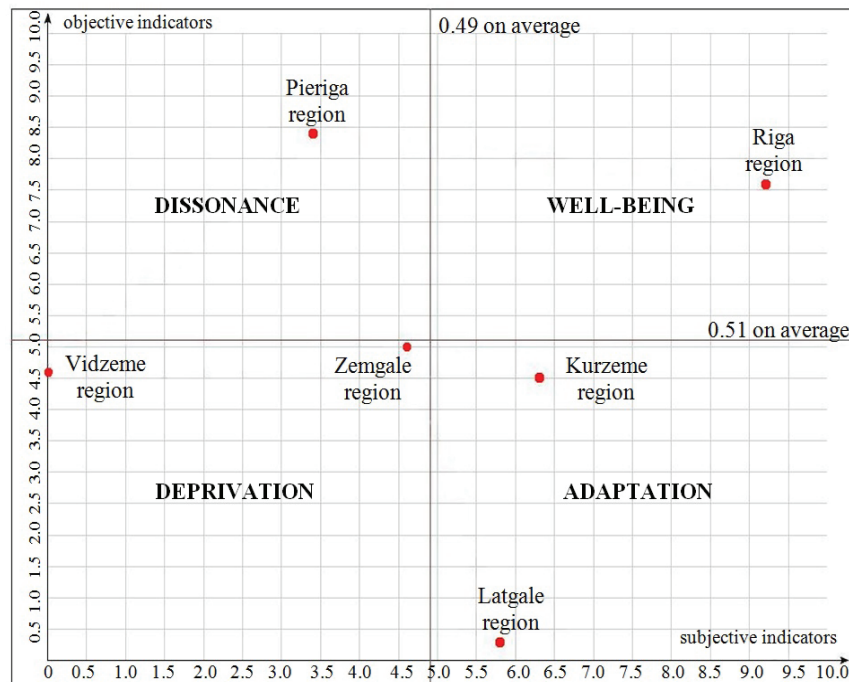


Figure 3. Arrangement of Latvia's Statistical Regions by Average Normalized Values of the Indicators of Structural Scheme for Territorial Development Evaluation and W. Zapf's Well-being Typology Matrix

Source: figure developed by the author, based on the data in Table 4.

Pieriga region is placed in the “Dissonance” quadrant of the Matrix. In the Pieriga region in general there are the best objective indicators. It is the only region in Latvia where positive changes of population number take place in 2001-2011, what is to the greatest extent due to the internal migration of the inhabitants’ of Latvia, when people from the other counties come to work in Riga, but instead of the capital they choose as their permanent place of residence the one that is cheaper – near Riga, or also the wealthier inhabitants of Riga move to reside in a private house in the neighbourhood of Riga.

Nevertheless despite the other comparatively good values of the objective indicators of this region, according to the values of subjective indicators Pieriga region takes the penultimate place: both the subjective attitude of the population towards the spiritual values, and the inhabitants’ subjective overall satisfaction with life are one of the lowest among the regions of Latvia. This phenomenon is defined as a “dilemma of satisfaction”, it means that comparatively good living conditions are not properly assessed by the inhabitants of Pieriga region, or these living conditions do not meet their expectations. A person often gets used to a high living standard and the initial increase of satisfaction soon passes over, especially in the circumstances when the person understands that now he/she has to try even more to maintain the living standard. In addition, the fact that an individual usually compares his/her objective well-being with the living conditions of the surrounding people, does not facilitates his/her subjective well-being. It should be noted that on the example of Pieriga region at the moment we can observe “Easterlin paradox” when to feel happy people do not try to be just rich, but they try to be richer than the surrounding people (Easterlin, 1974).

Kurzeme and Latgale regions are located in the quadrant called “Adaptation”. Analyzing the absolute values of the objective indicators of the structural scheme of territorial state of development evaluation of Kurzeme region and the average normalized value of these indicators it can be concluded that according to the objective indicators Kurzeme region holds the penultimate place: in the region there is one of the biggest decrease in the country pursuant to the number of inhabitants in 2001–2011, as well as one of the smallest proportions of people with higher education and a doctoral degree from to the total number of people who acquired education. However despite the comparatively bad objective living conditions the overall subjective satisfaction with life among the inhabitants of this region is the highest (the indicator of the subjective

attitude towards spiritual values is the fourth highest indicator), what in general also ensured the region is rated as the second highest average normalized value of subjective indicators.

A similar situation is observed also in the Latgale region, where the absolute values of the indicators in the structural scheme of territorial state of development evaluation and the average normalized value of these indicators is the lowest among the Latvia's regions. There is high level of unemployment in this region, the salaries are lower both in state and private sectors, consequently the income of the households is lower. In the Latgale region there is the biggest decrease of population in the period 2001–2011, but it is not so much related to the processes of inhabitants' emigration, but to the sharp increase in the population's ageing resulting in the highest level of mortality among Latvia's regions.

Nevertheless pursuant to the average normalized value of subjective indicators the Latgale region is in the third place among the regions of Latvia: the value of the indicator of the inhabitants' subjective overall satisfaction with life in the region is the third highest value in Latvia, and the value of the indicator of subjective attitude towards the spiritual values is the second highest, right after the Riga region. It should be noted that on the example of Latgale region is clearly evident the "paradox of satisfaction", observed for the territories located exactly in this quadrant of the W. Zapf's Matrix. The paradox can be explained by the fact that the inhabitants of these territories are satisfied with the comparatively modest objective living conditions or people just have adapted to the existing situation and do not hope for any major improvements, that can be called "a consolidation of poverty culture" (Ostrovskaja, Boroņenko, 2004: 107). However, they take it positively and can live with it looking for joy in other, non-material spheres of life, for instance, in faith, family, human relations etc. It can be assumed that the inhabitants of Latgale do not pay particular attention to material values and do not associate it with subjective well-being.

Zemgale and Vidzeme regions are located in the quadrant "Deprivation" of the Matrix. The both regions do not have particularly low absolute values of objective indicators and average normalized values of the indicators. Both in the Zemgale and Vidzeme region the average normalized values of objective indicators there are a little bit below the average in the country accordingly 0.51: 0.50 and 0.46.

Also subjective indicators in Zemgale and Vidzeme regions are not high. In Zemgale region the overall subjective satisfaction with life among the inhabitants of this region and the subjective attitude towards the spiritual values tends to reach the average indicators in the country. It can be assumed that in Zemgale region there is an original balance of subjective and objective indicators. The situation in Vidzeme region is different; the both subjective indicators there are among the lowest indicators in Latvia's regions. Regardless of the fact that pursuant to the average value of objective normalized indicators the Vidzeme region is the fourth in the country (close to the average indicators), in the region population does not feel subjective well-being. It is indicative of the fact that the inhabitants of the region probably lack both the objective and subjective conditions having a positive effect on well-being.

Conclusions

Analyzing the indicators of state of development of Latvia's regions and comparing the regions to each other it is impossible to draw unequivocal conclusions regarding their level of development, since every region of Latvia has its own quality or essence of development. The subjective indicators show that, for instance, in Latgale people feel as satisfied with life as the inhabitants of Riga and Pieriga regions, what can be justified by not only the "measurable", but also the "feelable" (family, surrounding people, nature, pastime, interrelations of people, culture, etc.) influence of living conditions. It means that it is not possible to draw conclusions that the Latgale region is less developed; in accordance with the pluralistic territorial development paradigm it can be asserted that it is *development is qualitatively different*, since every region of Latvia has its own essence of development.

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PLIURALISTINIS TERITORINIO VYSTYMOŠI POŽIŪRIO TAKYMAS VERTINANT TERITORINĮ ŠALIES VYSTYMAŠI: LATVIJOS REGIONŲ ATVEJO STUDIJA

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Santrauka

Straipsnyje analizuojami šalies teritorinio vystymosi aspektai, atliktas empirinis tyrimas, leidęs įvertinti šalies vystymosi rodiklius statistiniuose Latvijos regionuose. Sudaryta schema, kurioje nurodyti objektyvūs ir subjektyvūs teritorinio šalies vystymosi elementai. Iškeltas tyrimo tikslas – *įvertinti*, remiantis šalies teritorinio vystymosi rodikliais, statistinius Latvijos regionus ir sudaryti teritorinių skirtumų vertinimo schemą bei pateikti kokybinius regionų skirtumus. Statistinių Latvijos regionų suskirstymas, vertinant subjektyvius ir objektyvius rodiklius, atliktas taikant W. Zapf matricą, kuri suteikia galimybę atsižvelgti į teritorinį šalies vystymąsi – ne tik į kiekybinius, bet ir į kokybinius aspektus. Taigi šiame tyrime pliuralistinė teritorinio vystymosi paradigma atskleidžia, kad lygiagrečiai egzistuoja įvairūs skirtingumai. Todėl neįmanoma konkrečiau statistinio vieno Latvijos regiono priskirti labiausiai ar mažiausiai išsivysčiusiam lygmeniui, nes kiekvienas regionas turi savitą vystymosi istoriją ir skirtingus požymius. Analizuojant šalies vystymosi rodiklius Latvijos regionuose ir regionus lyginant vieną su kitu, neįmanoma pateikti nedviprasmiškų išvadų apie jų išsivystymo lygį, nes kiekvienas Latvijos regionas turi savo kokybės standartus. Subjektyvūs rodikliai atskleidė, kad Latgalos gyventojai jaučiasi kur kas labiau patenkinti savo gyvenimu negu Rygos ar Parygės regionuose

gyvenantys žmonės. Vertindami ne tik išmatuojamus, bet ir neišmatuojamus rodiklius, tokius kaip šeima, artimiausi žmonės, gamta, laisvalaikio užsiėmimas, kultūra, ryšiai su žmonėmis ir pan., nustatėme, kad tai daro įtaką gyvenimo kokybei ir jos supratimui. Taigi negalima vienareikšmiai teigti, kad Latgalos regionas yra silpniausiai išsivystęs, remiantis pliuralistine teritorinio vystymosi paradigma. Galime tik pateikti skirtingus kiekvieno regiono išsivystymo lygius, kategoriškai jų neklasifikuoti.

PAGRINDINIAI ŽODŽIAI: *teritorinis šalies vystymasis, pliuralistinė teritorinio vystymosi paradigma, vertinimas.*

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