

CONFERENCE ON THE CONSERVATION AND CULTURAL MANAGEMENT OF MONUMENTS, LANDSCAPES, AND WORLD HERITAGE SITES

Overcoming the challenges of conservation in the twenty-first century. The Alhambra: a case study.

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Module 2. CULTURAL HERITAGE AND LANDSCAPE

Mesa redonda

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THREE PARTS OF THE DISCUSSION

I. Globalization of landscape and cultural heritage

II. The universal value of local management

III. Cultural Landscape, strategies for sustainable land development

SYNTHESIS

I. GLOBALIZATION OF LANDSCAPE AND CULTURAL HERITAGE

The discussion of landscape in its relation with culture heritage acquires its own meaning if it is considered in the double context of the two programs directed by UNESCO – the Convention of World Heritage and the World Network of Biosphere Reserves of the Man and the Biosphere Programme – and of the political guidelines of the European Landscape Convention proposed by the Council of Europe.

Due to the nature of the organizations referenced, as well as the large number of countries participating in the programs, it is possible to attribute to the landscape-heritage binomial the condition of globalism, because, among other reasons, the guidelines, proposals, contents, strategies, and commitments apply equally to the entire world.

The idea of globalization, however, acquires particular dimensions, if it is remembered, based on the concept of landscape that is being considered, of the guideline that provides for protection, as well as social, economic and cultural rights in their management and relationship with heritage, the actual management of landscape and heritage management becomes local.

In the context of this seminar, the discussion about this and other related issues is proposed in two lines of argument: one that focuses on the guidelines and contents of the World Heritage Convention and its consideration of the cultural landscape, and the other with explicit reference to European Landscape Convention.

I.1. WORLD HERITAGE. THE NOTION OF THE CULTURAL LANDSCAPE AND ITS CHARACTERIZATION.

The elements most relevant to landscape which the World Heritage Convention picks up refer to Culture Heritage and Natural Heritage. For the purpose of this seminar, the discussion questions primarily in the context of culture heritage, so that references to landscape should be understood from the cultural heritage perspective. In summary, the following aspects stand out.

The World Heritage Convention defines cultural landscapes as:

“Cultural landscapes are cultural properties and represent the "combined works of nature and of man" designated in Article 1 of the *Convention*. They are illustrative of the evolution of human society and settlement over time, under the influence of the physical constraints and/or opportunities presented by their natural environment and of successive social, economic and cultural forces, both external and internal.” **(World Heritage Convention)**

In turn, three types of cultural landscape are distinguished:

- (i) *The clearly defined landscape designed and created intentionally by man.*
- (ii) *The organically evolved landscape.*
 - *A relict (or fossil) landscape.*
 - *A continuing landscape.*
- (iii) *The associative cultural landscape.*

However, culture landscapes are subject to the same criteria as a city, as mountain, etc., to be added to the World Heritage List. The main criteria refer to:

- Exceptional universal value
- Integrity and authenticity
- Protection and adequate management
- Representative of a clearly defined geo-cultural region
- Capacity to illustrate essential and distinct culture elements of these regions

This requires having:

- Legislative and regulatory standards
- Site boundaries
- Respect for the buffer zone
- Plan for appropriate management
- Sustainable uses

I.2. EUROPEAN LANDSCAPE CONVENTION. LANDSCAPE AS A DYNAMIC CULTURAL IDENTITY.

The second of the guidelines considered in this section of the Round Table refer to main considerations in the European Landscape Convention – which will be discussed by the director of the Center of the Landscape and Territory of Andalusia, Mr. Florencio Zoido – and that address the following topics.

- 1. The European Landscape Convention: A new and integrative understanding of the concept notion of landscape.**
- 2. Landscape description.**
- 3. Landscape, territory, and cultural heritage**
- 4. Protection, management, and planning of cultural landscapes. Examples.**

II. THE UNIVERSAL VALUE OF LOCAL MANAGEMENT

At the beginning of this document, it was indicated the proper management of landscape and heritage is a local management. In fact, most World Heritage sites are located in a town or municipality and are managed by local governments. This does not mean, however, that these governments are responsible for the entirety of management, but it is true that cities and municipalities assume a great responsibility.

It is very important, consequently, to combine forces to develop a successful management, protection, and planning policy for the landscape. Given the characteristics of the landscape and its complexity as it relates to cultural, territorial, urban, heritage, economic, and environmental elements, to manage the

landscape with consistency, it is necessary to overcome the prevailing approach in cities and municipalities and enforce relations between the respective agencies that affect the related areas, so that management serves as a new backbone for action.

In this way, management becomes a tool in planning and in the decision making process, capable of incorporating the resources of the landscape with the local development strategy.

In recent years, a substantial change has emerged in the management process of cultural heritage in general, and of cultural landscapes in particular, in a way that diminishes the value of the concept of the "Management Plan" to make way for a management that improves effects through two complementary ideas: the management strategy and the management system.

The **MANAGEMENT STRATEGY** fundamentally consists in:

- a) Structural factors of the culture landscape: the elements that define the exceptional universal value
- b) Sustainable uses of the cultural landscape, including, among others:
 - Mobility
 - Urban Activities
 - Tourism, culture, and leisure
 - Agricultural uses

For its part, the management system should take into account, at the very least, the following elements:

- a) Protection areas (Zoning)
- b) Management structure (Legal framework, property and administrative skills, managing entity, monitoring, and evaluation)
- c) Planning and management tools (global planning, plans, and sector programs.)

In this context, it would be instructive to be familiar with the experience of Iraq, presented by **Dr. Mohammed Al-Shabander**, General Director of Physical Planning of the Ministry of Cities and Public Works of Iraq.

III. CULTURAL LANDSCAPE, STRATEGIES FOR SUSTAINABLE TERRITORIAL DEVELOPMENT

The last part of this discussion is concerned with the human dimension of the cultural landscape, being aware that cultural landscapes are based on some basic principles that should contribute to the preservation and conservation of a cultural space, but also that it is a living, inhabited space and, therefore, must include among its objectives the ability to be a "resource for development."

The following questions are suggested for discussion.

III.1 THE WORLD HERITAGE – LOCAL HERITAGE RELATIONSHIP

- The Exceptional Universal Value, assigned by experts and professionals, sometimes does not coincide with the local value assigned by the population for the traditional uses of the site.
- The responsible coordination of administrations participating in the management is necessary.
- World Heritage Sites serve a socioeconomic function for local communities.
- There is a process of empowerments of the local community.
- Partnerships and transnational cooperation provide very positive (and necessary) support.

III.2 CONSEQUENCES OF THE DECLARATION OF A SITE

- Provision of resources
 - Financial resources (access to the World Heritage Fund)
 - Intellectual resources (discussion forums)
- Symbol of prestige >> mark of quality
- Guarantee of conservation
- Public and societal awareness
- Magnet for investment
 - International (cooperation projects)
 - National
 - Cultural or 1%,
 - Tax incentives for patronage
 - “World Heritage Cities” Award
 - Help for the protection, preservation, and dissemination

III.3 PRIORITY: TO CONTRIBUTE TO THE SAGEGUARDING OF THE CULTURAL LANDSCAPE

- **Coordination** of interventions
- **Consensus** between the different administrations
- **Promotion** of social participation
- **Enhancement** of the cultural landscape
- **Collaboration** with other human heritage Cities

III.4 COOPERATION WITH OTHER WORLD HERITAGE LANDSCAPES: ALLIANCE OF CULTURAL LANDSCAPES

- ***Establish the right conditions to facilitate the meeting of all world heritage culture landscapes, forming a network of an international character.***
- ***To promote the Alliance and promote its objectives as a form of networking, to present its members, and to establish the different committees that make up its structure so as to obtain institutional support to the Alliance of World Heritage Landscapes are among the principal objectives.***
- The administrations have not made every effort that would be expected. It is imperative that the Cultural Heritage Landscapes put a greater value on the coordination among them. If these impacts positively affect each of the World Heritage Sites, the added value of its consideration in a network improves considerably, because of these four relationships, among others:
 - *harmony between nature and culture*
 - *consistency between activities in different spaces*
 - *territorial cohesion*
 - *complementarity between economic activities*
- The *Alliance* of World Heritage Cultural Landscapes wants to distinguish itself, at the very least, by representing a specific (landscapes) around a common element (heritage).
- To combine the idea of distinct particularities and supporting structure around a common element

permits the identification of territories with these features.

IV. FINAL CONSIDERATIONS

- It is necessary to go past reading and sectorial management of the various dimensions of the landscape and seek partnerships between territorial, urbanist, heritage, and environmental tools.
- Landscape management plans as opportunities to articulate the heritage resources and incorporate them into development strategies.
- World heritage landscapes: pilot centers for integrated and innovative management.