

ITINERARY AS A TOOL TO VALUE TERRITORIAL HERITAGE FOR TOURISM

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1. SOME REFLECTIONS ABOUT TERRITORIAL HERITAGE CONCEPT

Territorial heritage «debe ser *objeto de atención preferente de una geografía moderna*» (Ortega, 2008, 53). The crescent proposal of territorial heritage as a development resource also does that conceptual reflection about it was very important. The concept of *heritage* has expanded, during last decades, in some global ways. One of those evolutions has been the transition from singularity to a broader consideration, adding vernacular and intangible constituents. In a close relation with this, heritage has turn, from a mere group of isolated elements and strictly demarcated complexes, to an integrated point of view (Troitiño, 2006; Silva, 2009; Feria, 2010).

The incorporation of natural constituents to heritage is also verified. One of its key elements has been the assessment of cultural landscapes, where traditional activities, mainly agricultural, have shaped the natural environment, providing historical products with great social value. From a legal point of view, public property of natural resources has taken place: water (29/1985 Law), coast (22/1988 Law), cattle ways (3/1995 Law) and woodland (43/2003 Law).

It's possible to describe current approach to heritage, summarized and with strong natural constituent, as «geographical» or «territorial», and it can be summarized as the transition from a historical-artistic to *geohistorical* one.

Globality and importance of natural constituents have been traditionally found in the concept of *landscape*, key in the historical path of Geography and Ecology. Both of this concepts, heritage and landscape, show a crescent analogy, coming up the concept of territorial heritage. According to Ortega (2008, 52), heritage is the supply which satisfies the demand of landscape as a cultural consumer item. As landscape is a social construction (Nogué, 2009, 19; Brú, 2009, 63), heritage is another one too (Ortega, 2008, 52-53).

2. PUBLIC ACTION ON TERRITORIAL HERITAGE

In a political level, the same enlargement of public action can be verified. This public action has changed from only protection to the sequential trinomial protection-restoration and appreciation-management (Frolova, Menor y Cáncer, 2003). Returning of it, the concept of protection has developed too, incorporating and even encouraging to use heritage (Gallego, 2000).

Land-use planning is the best framework to administer territorial heritage. Hildenbrand (2000) and Zoido (2002) pointed out already its crescent attention to landscape, initially expressed in tools as the Valladolid and Vicinity Land-Use Guidelines (2000), the Doñana Countryside Land-Use Plan (2003), the Menorca Island Territorial Plan (2003) or the Ampurdán Territorial Director Plan (2006).

Cultural landscape/territorial heritage is currently understood (Vahí, 2011) as an efficient local development tool. So, the promotion of a tourist activity based upon those resources is the central axis of this kind of policies. This tourist direction of territorial heritage has two hazards: lost of its values, replaced by another one demanded as intake object (Ortega, 2008, 52), and the obscurity of resident people.

3. OBJECTIVES AND METHODOLOGY

In this framework of a global and territorial heritage, the itinerary is a perfect tool to know it (Doctor, 2000; Doctor et Al., 2002; Silva, 2009; Fera, 2010, 133). The tourist vocation of routes is also indisputable (López Sánchez, 2010; Vahí, 2011).

The design of itineraries to territorial heritage knowledge has been the aim of the Research Project «Coordination of touristic heritage resources and application of GIS technology to its planning and administration» (Project A/017070/08, financed during 2009 and 2010 by the International Cooperation for Development Spanish Agency, AECID, from Ministry of Foreign Affairs), developed by the group of Universities Southern of Chile, Catholic of Salta (Argentina), Guadalajara (Mexico), Pablo de Olavide, Sevilla and Huelva (Spain). Countryside affected by the tsunami in 1960 (Chile), the Agave Landscape in Tequila (Mexico), the Calchaquian Valleys (Argentina) and the Guadalfeo River Basin (Spain) were the places of studying. In the last of them, two itineraries were developed: one of them about the irrigation ditches as vertebral axe, and the other on traditional architecture and town structure of Muslim source.

Every itinerary includes a description of area, references about visitors profile, information on tourist infrastructures, roads, signposting, etc, and a diagnosis about integration in the countryside among heritage resources. It analyzes the quantity of heritage elements, their homogeneity/variety, jointed added value over isolated, legal protection, the preservation/state of neglect level (having a bearing on trivialization or disneyzation cases), and the local development produced (or that can be produced) by the countryside heritage.

4. TRADITIONAL URBAN HERITAGE OF MORISCO SOURCE IN UPPER ALPUJARRA: LOOKING FROM OUTSIDE AND INSIDE

Although centers of population as Pampaneira or Busquístar show a well state of repair, Upper Alpujarra has experienced, during the 90s of XX century, some town-planning tensions, stronger in the villages with more tourist activity: renovation of urban buildings in bad conditions (not always completely respecting the traditional constructive style), construction of isolated houses in the Non-Building Land, or very large urban developments, conflicting with traditional scale of those towns.

The itinerary doesn't look for monumental buildings, but the global quality of the traditional urban shape and structure, the streets, traditional housing. Our conceptual framework requires the contemplation of the villages inserted in their rural environment. Some stops are reserved for it, stressing in the adaptation to it, and in the proportion among volumes and built areas.

5. CONCLUSIONS

The first conclusion has been the verification of abundance of heritage elements in the places of studying. About their homogeneity or variety, this second has dominated, in general.

As negative elements, It's necessary to show the bad conditions of many of the goods, in all the countrysides. There are cases of unsuitable restorations and banalization of heritage goods (mainly in the Agave Landscape). Finally, the implementation of different protection criteria to areas with same values in the same countryside, caused by a short point of view about heritage, which excludes parts of it, and by the emphasis of public intervention in mere protection.

