

Archaeological cultural heritage, tourism and territorial development: conflicts, strategies, solutions and management.

II ROMAN ROADS SEMINAR

Gijón (Spain) 3 and 4 October 2024

www.iter-romanum.eu



visit **gijón**

visita **gijón**



CSIC

Xixón

Cultura
y Educación



Preacts

Preacts

**Archaeological cultural heritage,
tourism and territorial development:**
conflicts, strategies, solutions and management

II Roman Roads Seminar

Gijón, 3 and 4 October

Roman Roads Heritage Cooperation Network - Iter Romanum

THE CONTEMPORARY EXPRESSION OF THE HERITAGE ITINERARY, STARTING FROM VÍA XVIII (VÍA NOVA, BRACARA AUGUSTA-ASTURICA AUGUSTA)

Miguel Sopas de Melo Bandeira

Conselho Cultural da Universidade do Minho
e Fundação Bracara Augusta

Abstract

If it is true that the entire heritage itinerary is nowadays one of the main models of cultural tourism, the heritage itinerary is a result of the very act of progressing in the territory. More than an exchange of words, this reversal makes all the difference in the attitude that, in our opinion, should prevail in the strategic conceptualization of the routes and paths that our countries follow today.

The itinerary heritage has the virtue of unifying points of reference that, in isolation, would not constitute sufficient critical mass to motivate interest and visitation. That is, places where people often do not pass by or go on purpose.

The itinerary heritage dynamizes the corporeality of the territory. It induces connection and privileges the anthropocentric dimension of progression on the ground. It invites you to immerse yourself in places through your senses. Establishes a recreation of time. A necessarily slow time, because slowness is inherent to the human body through the palpitation of the senses.

In this context, how can a Roman road be a factor in relaunching and recreating the very concept of heritage?! How can a Roman road be an example to promote the biorhythmic cadence of the path?! Or, how a Roman path can stimulate the individual's reunion with himself, even on an existential level, through the suggestion of a multiplicity of individual and collective values. From the domains of authenticity and its personalization in the social context; passing through sustainability; up to the individual health plan itself.

The pragmatism of the Roman route constitutes a genuine way of promoting slow tourism! That is, the need to pursue the aims of sustainable development and the objectives consensually committed to on a global scale.

Finally, the opportunity is to revisit the theme of cultural landscape, the need to think about its planning and management, with the awareness that recognition and adherence to paths do not guarantee, in itself, their safeguard and potential.

Keywords: heritage itinerary; Roman roads; cultural landscape; slow tourism; Geira, Gerês

REFLECTING UPON CONFLICTS IN ARCHAEOLOGICAL HERITAGE: THE ROLE OF TOURISM

Nekbet Corpas

Margarita Salas Postdoctoral Researcher.
Complutense University of Madrid

Abstract

Conflictive situations affecting cultural heritage in general, and archaeological heritage in particular, may occur in a myriad of circumstances. These situations are characterized by the existence of diverse parties that perceive their goals and interests cannot be fulfilled simultaneously. Drawing on the work of several disciplines that study and analyze conflicts, such as Social Psychology, Communication studies and Law, this paper reflects upon these disputes, with a particular interest in their relationships with tourism, while making a proposal to address them collaboratively. These studies highlight the need to analyze several elements: all parties involved in disputes, their interests and needs, their values and attitudes towards their situation, as well as all their relationships (both present and past). In addition, all conflicts have to be understood in their socio-economic and political systems. It is therefore an analysis that considers both the interpersonal dimension of conflicts and the structural one.

This paper is structured in different parts. It first presents the topic by providing a view on how conflicts have been considered in the heritage literature, how disputes are understood in studies of conflict management, and, finally, it considers more specifically disputes involving archaeological heritage and tourism. Research into heritage conflicts in several cultural landscapes, both rural and urban, has underscored some characteristics of these disputes such as being multiparty (normally multiple stakeholders are involved at different scales), they affect multiple opposing interests and there are very few collaborative spaces to discuss and manage these disputes collaboratively. It is proposed, then, that an in-depth understanding of these situations may help in promoting co-responsibility and joint benefits among all parties involved in managing archaeological heritage.

ARCHAEOLOGICAL RESEARCH AS A STRATEGY FOR ENHANCING TOURIST DESTINATIONS

Silvia Fernández Cacho

Researcher. Andalusian Institute of Historical
Heritage (IAPH)

Abstract

In a global context of tourism growth owing to expansion into new markets and diversification of offer at competitive prices (only constrained by critical worldwide events such as the now-surpassed COVID-19 pandemic), a debate arises on the acceptable limits of change in regions with rich cultural and natural heritage.

The objective of public administrations is to ensure the preservation of a place's values without sacrificing the social, cultural, and economic benefits derived from tourism activities.

The session "Archaeological Cultural Heritage, Tourism, and Territorial Development: Strategies" will aim to advocate for quality research to support the tourism offer of heritage sites where archaeological heritage acts as the main

driving force. It is assumed that, although knowledge is primarily generated in academic circles, meeting points must be established to integrate local populations both in generating such knowledge and in the decision-making process regarding what strategies should be adopted to integrate heritage assets into tourist offer as well as how these should be developed.

Furthermore, it seems necessary to transfer the results of research to institutional leaders, those involved in tourism management, and the general population to promote a quality touristic experience linked to knowledge and social innovation. This approach will facilitate the active and committed participation of local stakeholders in their conservation.

