



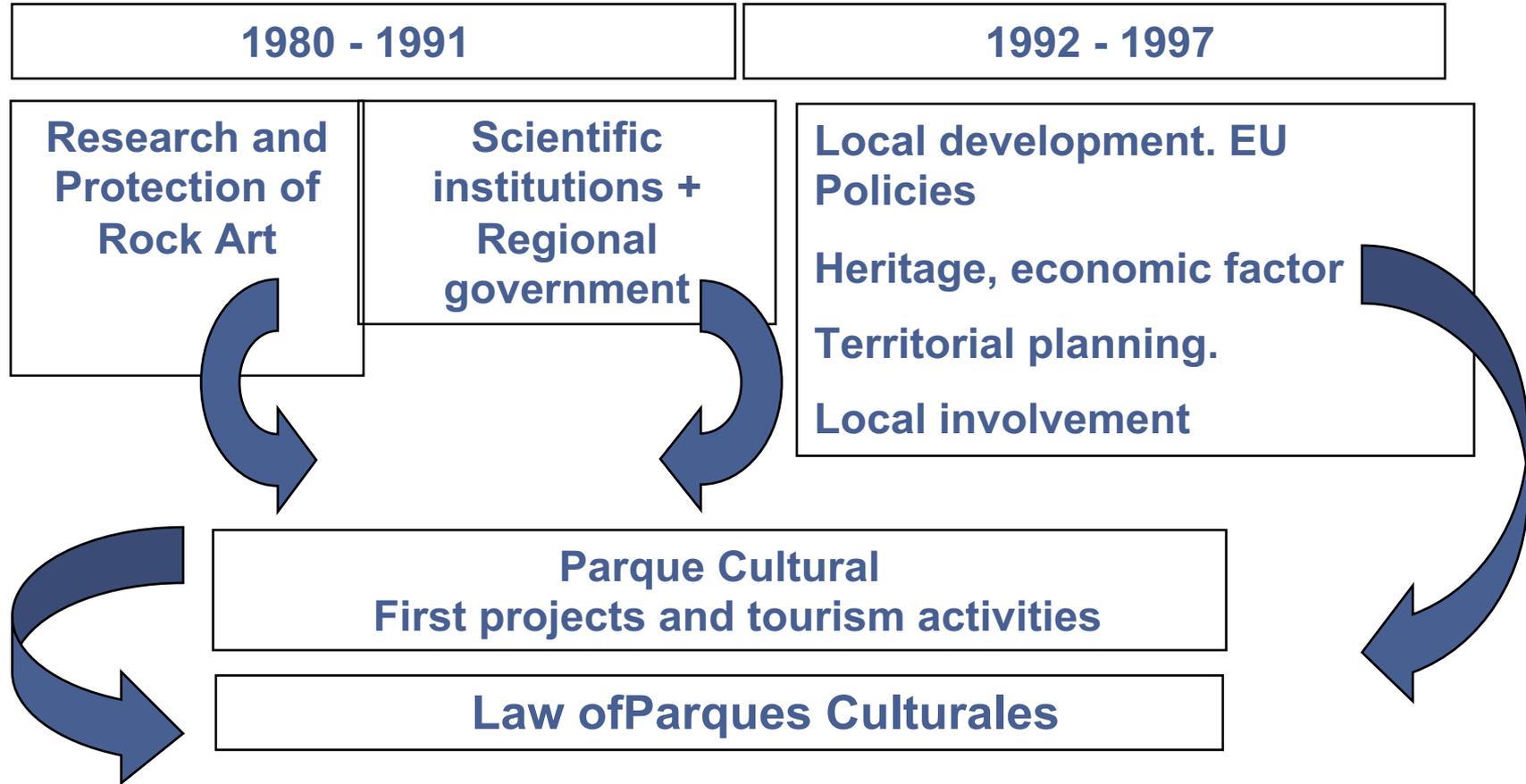
# PARQUES CULTURALES DE ARAGÓN

## Cultural Parks: a consolidated experience in heritage management

**Abigail Pereta Aybar**  
Dirección General de Patrimonio Cultural  
Gobierno de Aragón

[apereta@aragon.es](mailto:apereta@aragon.es)  
Tfo. + 34 606 28 29 94

## BACKGROUND OF THE FIGURE OF “PARQUE CULTURAL”



Ley 12/1997, de 3 de diciembre, de Parques Culturales de Aragón.  
Decreto 223/1998, de 23 de diciembre, de desarrollo parcial de la Ley 12/1997.  
Legislaciones sectoriales (Paisaje Protegido, Directrices de Ordenación Territorio,...).

## LA REALIDAD DE LA GESTIÓN PATRIMONIAL EN ARAGÓN...

- **Son 7 parques declarados, 92 municipios, una superficie de 6.568,99 Km<sup>2</sup>, con una despoblación de estas áreas rurales de 9 hab/Km<sup>2</sup>.**
- **Un territorio con falta de expectativas laborales y económicas que hacen que sea difícil la conservación del patrimonio cultural de la zona, con el inevitable deterioro y pérdida.**
- **Proliferación de normas, políticas y actuaciones sectoriales en un mismo espacio geográfico (Medio Ambiente, Ordenación del Territorio, Turismo,...).**
- **La gestión del Patrimonio Cultural se vincula a la pérdida de su función, a la falta de compromiso o de posibilidades de intervención de los propietarios o responsables del bien, a su explotación como recurso económico, etc.**
- **El incremento del turismo cultural, la demanda y consumo del pasado, es cada vez mayor y afecta a amplios sectores antes no vinculados al patrimonio.**

## CONCEPT OF PARQUE CULTURAL

### From individual asset to territory

- They are territories delimited with a physical framework of unique landscape and / or ecological value.
- These geographical areas contain relevant elements of the Cultural and Natural Heritage, listed in an inventory of resources, which enjoy global conservation and promotion as a whole, with special protection measures for relevant elements.
- It aims to develop a territory in a comprehensive and integrated manner through its sectoral policies, with inter-administrative coordination and its own management bodies, involving both public administrations and private entities.



## Province of Huesca

- Parque Cultural del Río Vero (2001)
- Parque Cultural San Juan de la Peña (2001)
- Parque Cultural Valle de Benasque (2019)

## Province of Teruel

- Parque Cultural de Albarracín (2001)
- Parque Cultural del Río Martín (2001)
- Parque Cultural del Maestrazgo (2001)
- Parque Cultural del Chopo Cabecero (2018)



## The law 12/1997 has a double intention:

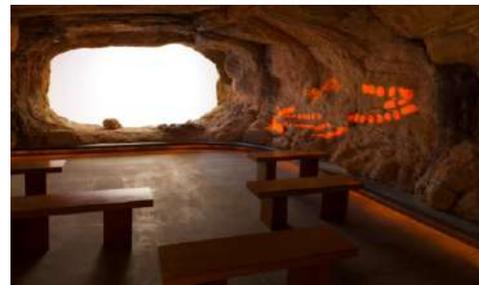
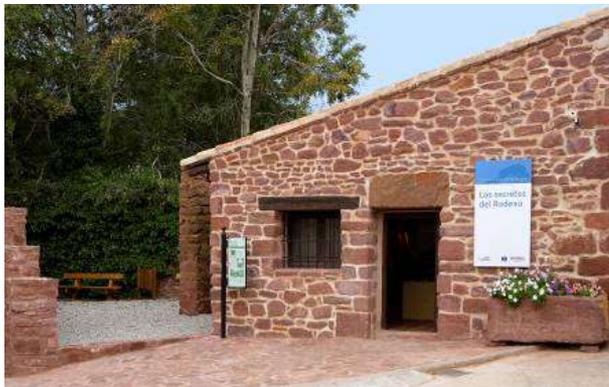
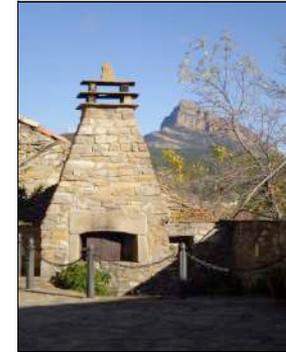
- ✓ **Preserve the cultural and landscape aspects of the territory.**
- ✓ **Promote socio-economically the municipalities involved.**

**To achieve these purposes, the following objectives are developed:**

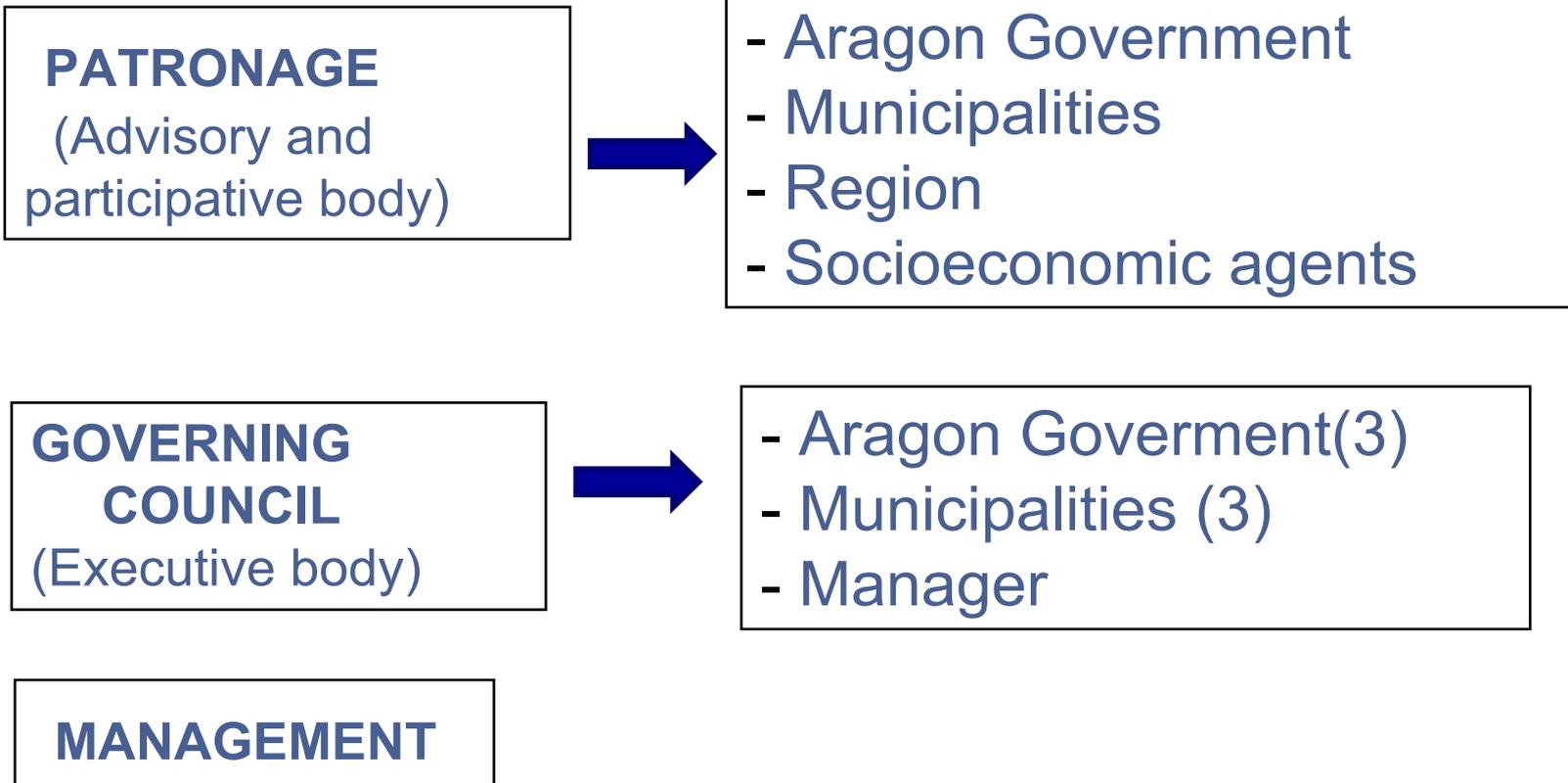
- **Protect, conserve and disseminate the Cultural Heritage and, where appropriate, the Natural Heritage, but without being a protection figure in itself.**
- **Promote the cultural and tourist dissemination of its values, promote cultural, pedagogical and scientific activities.**
- **Develop a comprehensive and integrated inter-administrative coordination policy, making the resources profitable.**
- **Contribute to land use planning, correcting socioeconomic imbalances, and adequate distribution of land uses.**
- **Promote sustainable rural development and improve the quality of life of the population.**

## ACTIONS

- Study and Research
- Conservation of Cultural Heritage
- Creation of Interpretation Centers
- Signposting of thematic routes
- Cultural tourist services
- Promotion and Dissemination
- Training



## MANAGEMENT BODIES



# FINANCING

## OWN RESOURCES

- **ARAGON GOVERNMENT**
  - Dirección General de Patrimonio Cultural
  
- **LOCAL ADMINISTRATION**
  - Regions
  - Municipalities

## EXTERNAL RESOURCERS

- **ARAGON GOVERNMENT**
  - Other departments  
(urban planning, environment, industry, tourism. . . )
  
- **CULTURE MINISTRY**
  
- **EUROPEAN FUNDS (LEADER, INTERREG, MINER,...)**  
(Period 2000 – 2006/2008)
  
- **PUBLIC AND/OR PRIVATE ENTITIES**

## **DIAGNOSIS OF THE PARK TERRITORY POTENTIALITIES:**

- 1. Coordination of sectoral policies and investment profitability.**
- 2. Encouragement of private initiative in relation to the management of services related to Heritage.**
- 3. Direct involvement of local entities in management.**
- 4. Increased knowledge of Cultural Heritage.**
- 5. Increase in the self-esteem of the local population and awareness of their identity.**
- 6. Creation of basic infrastructures, equipment and services.**
- 7. Ability to break the seasonality of visitors.**
- 8. Ability to generate offers for a wide range of audiences.**
- 9. Improvement of the level and quality of life in the affected areas, with direct benefits on the population.**

# **DIAGNOSIS OF THE PARK TERRITORY**

## **WEAKNESSES:**

- 1. Permanent awareness-raising work for local entities.**
- 2. Risk of instrumentalization of management bodies.**
- 3. Qualification of managers.**
- 4. Uncoordinated actions, reiteration of actions.**
- 5. Tendency to the proliferation of similar infrastructures.**
- 6. Need to train the population and its managers.**

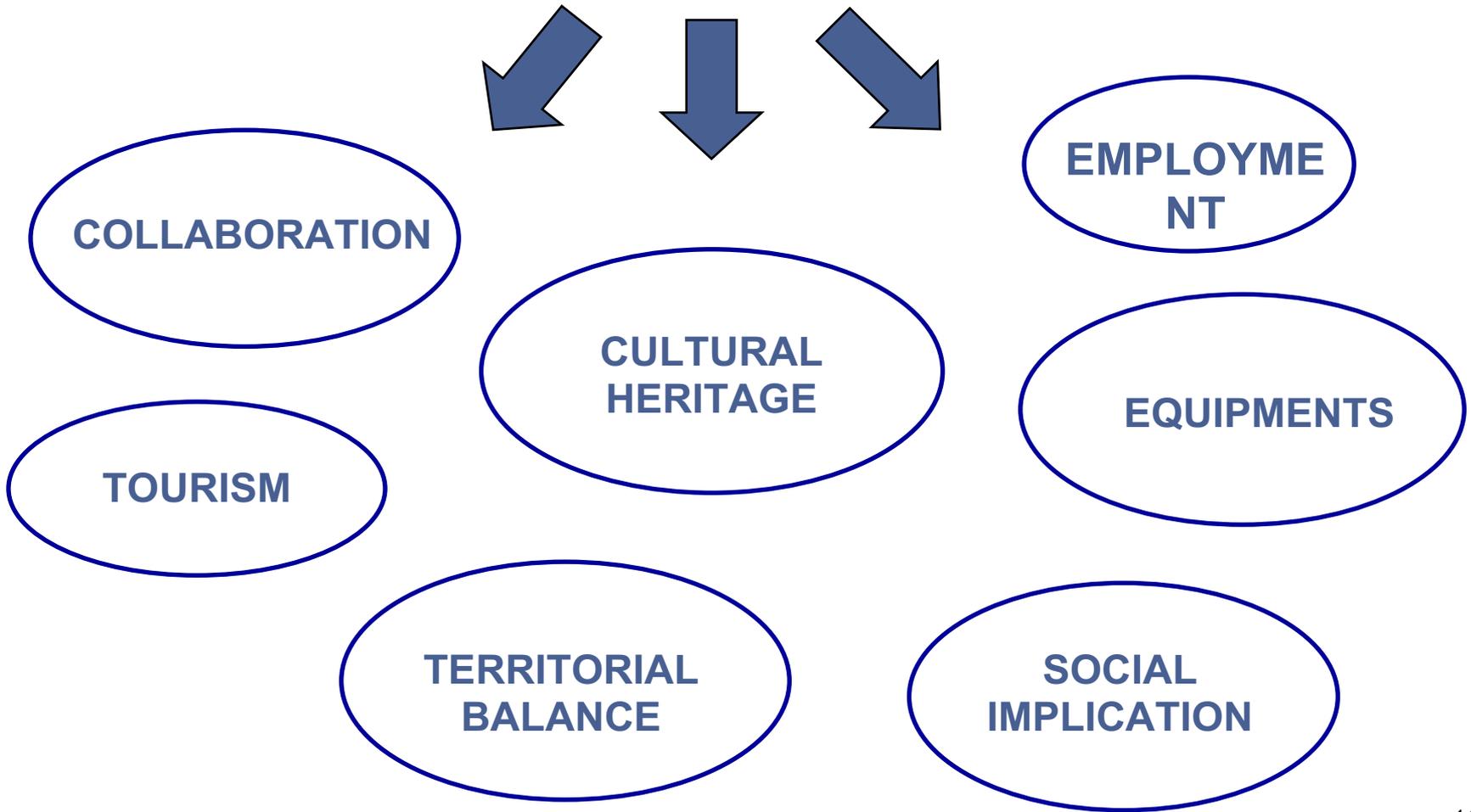
# PROJECT ACHIEVEMENTS

<p><b>COLLABORATION</b></p>	<ul style="list-style-type: none"> <li>- Inter-administrative Coordination.</li> <li>- Promotion of public and private initiatives.</li> <li>- Profitability of resources and investments.</li> <li>- Local business networking cooperation.</li> </ul>
<p><b>CULTURAL HERITAGE</b></p>	<p><b>359 / 5000</b> Resultados de traducción</p> <ul style="list-style-type: none"> <li>- Recovery and increase of Cultural Heritage knowledge (inventories, conservation and restoration programs, etc.).</li> <li>- Implementation of a heritage management model, based on equipment, routes and informative actions.</li> <li>- Transfer of the application of the Park model to other areas and projects.</li> <li>- Adaptation of assets for public visit.</li> </ul>
<p><b>EQUIPMENTS</b></p>	<ul style="list-style-type: none"> <li>-Creation of different cultural infrastructures as tourist offer</li> <li>-Support in the implementation of complementary services to the visit (accommodation, restaurants, crafts SALES, ...).</li> </ul>

<p><b>SOCIAL</b></p>	<ul style="list-style-type: none"> <li>- Awareness of their own identity.</li> <li>- Improved quality of life in the affected areas.</li> <li>- Raising awareness and increasing self-esteem for the local population.</li> </ul>
<p><b>EMPLOYMENT</b></p>	<ul style="list-style-type: none"> <li>- Generation of new types of employment and incorporation of new municipalities to the economic sector (environmental protection, cultural services, leisure, ...).</li> <li>- Creation of direct permanent and seasonal employment (park services) and support for small businesses.</li> <li>- Indirect employment aid and stimulation of private initiative.</li> <li>- Installation of establishments and service companies.</li> <li>- Strengthening other economic areas through investments (restoration, masonry, graphic design and printing, hospitality, crafts, etc.).</li> </ul>
<p><b>TOURISM</b></p>	<p>Implementation of a new tourist line, complementing tourism nature and adventure, religious, oenological, ...</p> <ul style="list-style-type: none"> <li>- Ability to generate offers for a wide range of audiences.</li> <li>- Seasonally adjusted visitors.</li> <li>- Creation of quality Cultural Tourism, promoting "smart leisure" as a mechanism for sustainable development in disadvantaged areas.</li> </ul>

# PROJECT'S IMPACT

Rural territory (small municipalities)  
“Micro” scale análisis  
Qualitative perception, not quantitative



## RESULTS IN NUMBERS

**92**

**MUNICIPALITIES**

**40-55%**

**RESTORATION OF  
HERITAGE**

**35**

**INTERPRETATION AND  
PUBLIC ATTENTION  
CENTERS**

**7**

**PARKS**

**254.082**

**VISITORS**

**46**

**THEMATIC ROUTES**

**157**

**EMPLOYMENT**

**16.056.868,72 €**

**INVESTMENT**

*(From 1998 to 2020)*

**6.537 Km2**

**TERRITORY**

**To sum up...**

**The creation of Cultural Parks has become a model of territorial planning, which has fostered the approach of cultural heritage to Society, structuring and generating a complete network of facilities, infrastructures and centers, of diverse themes, for presentation and dissemination of the main values of its territory, being a fundamental socio-economic development engine for its population.**



**Cultural Parks are the best and most effective comprehensive tool for the local management of Heritage, of exceptional and universal value.**





**MOMAr**  
Interreg Europe



European Union  
European Regional  
Development Fund

**THANK YOU FOR YOUR ATTENTION!**

Questions welcome



*Project smedia*