



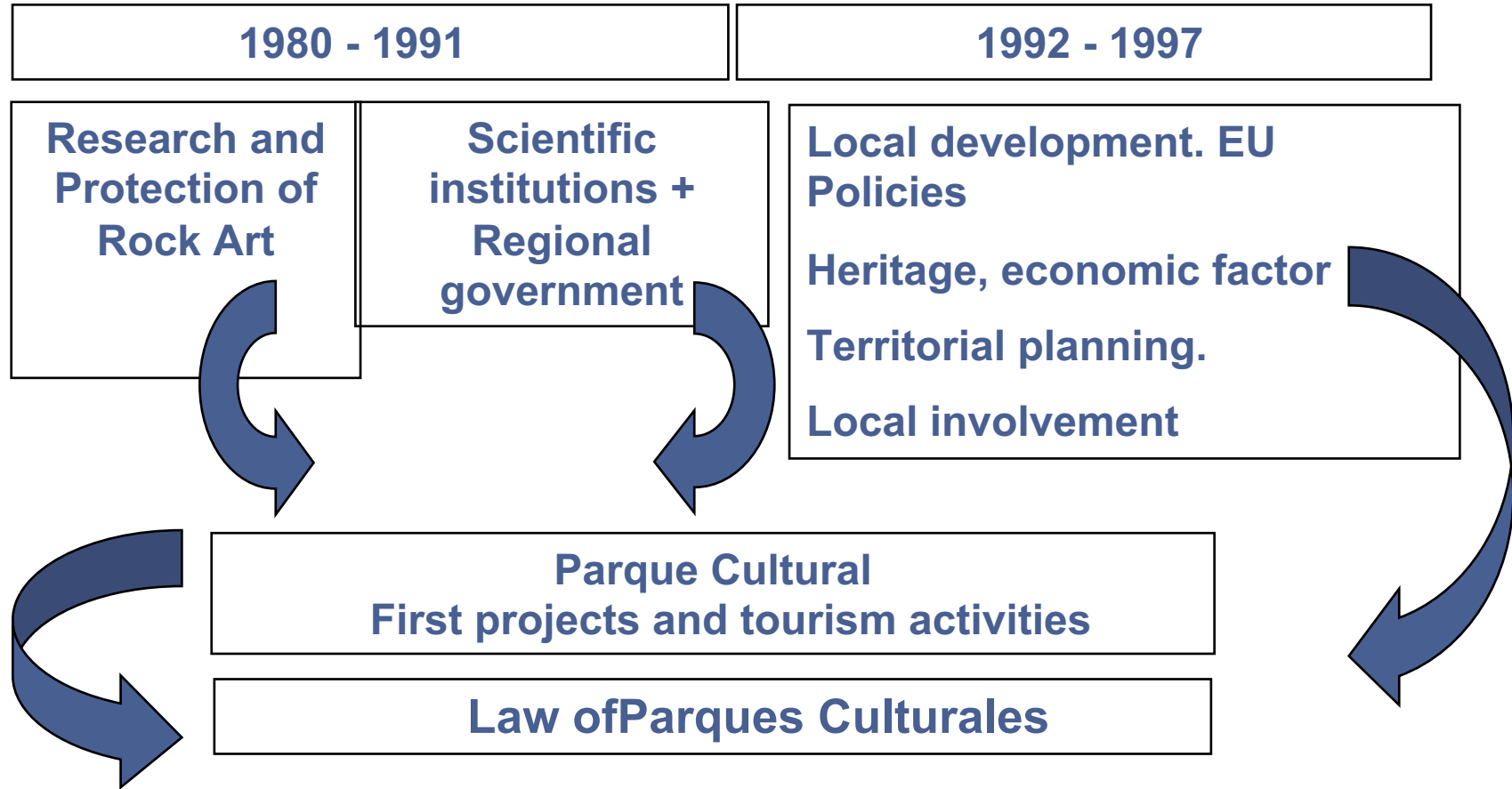
PARQUES CULTURALES DE ARAGÓN

Cultural Parks: a consolidated experience in heritage management

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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 Km², con una despoblación de estas áreas rurales de 9 hab/Km².**
- **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:

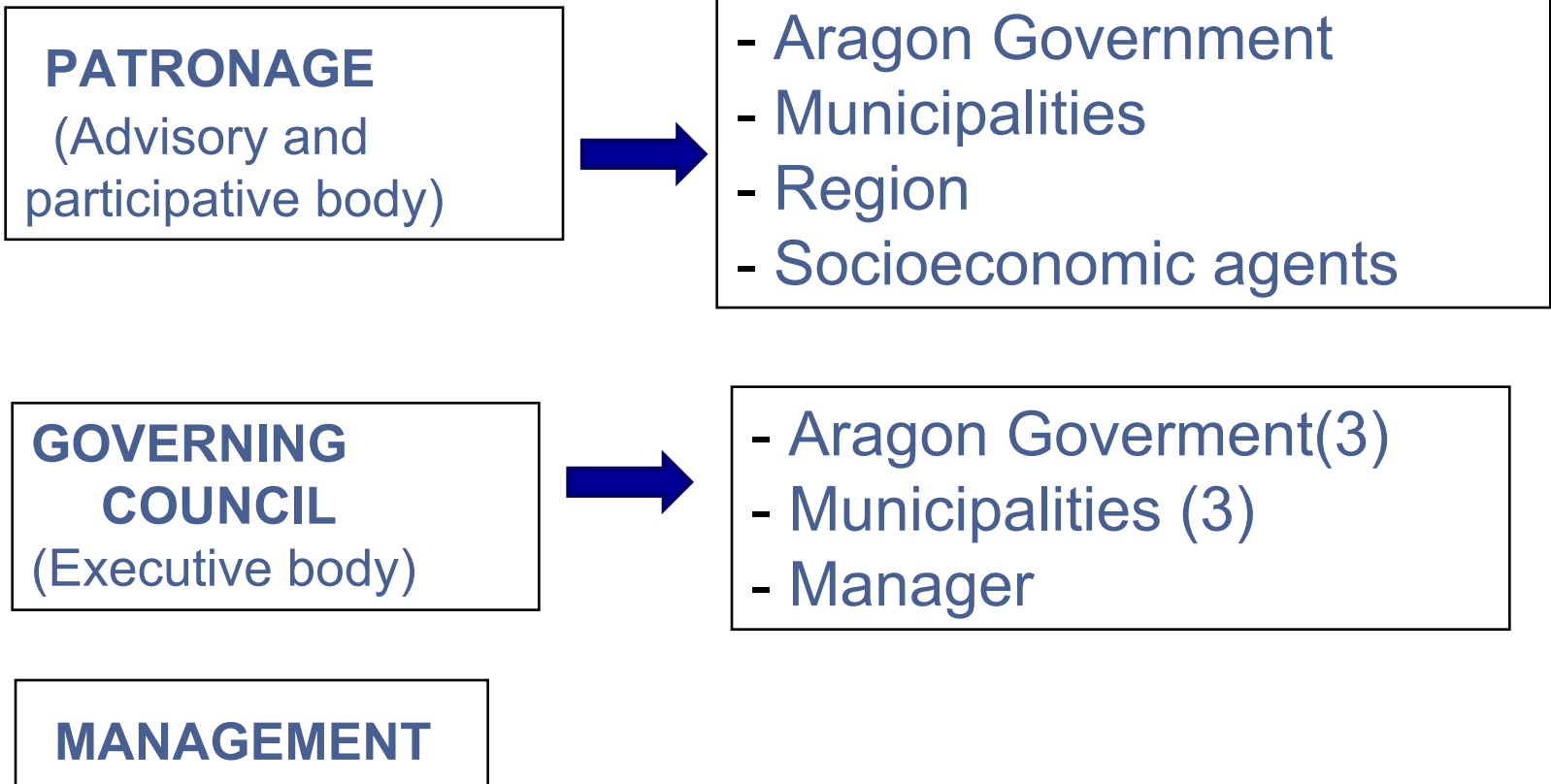
- **Protect, conserve and disseminate the Cultural Heritage and, where appropriate, the Natural Heritage, but without being a protection figure in itself.**
- **Promote the cultural and tourist dissemination of its values, promote cultural, pedagogical and scientific activities.**
- **Develop a comprehensive 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.**

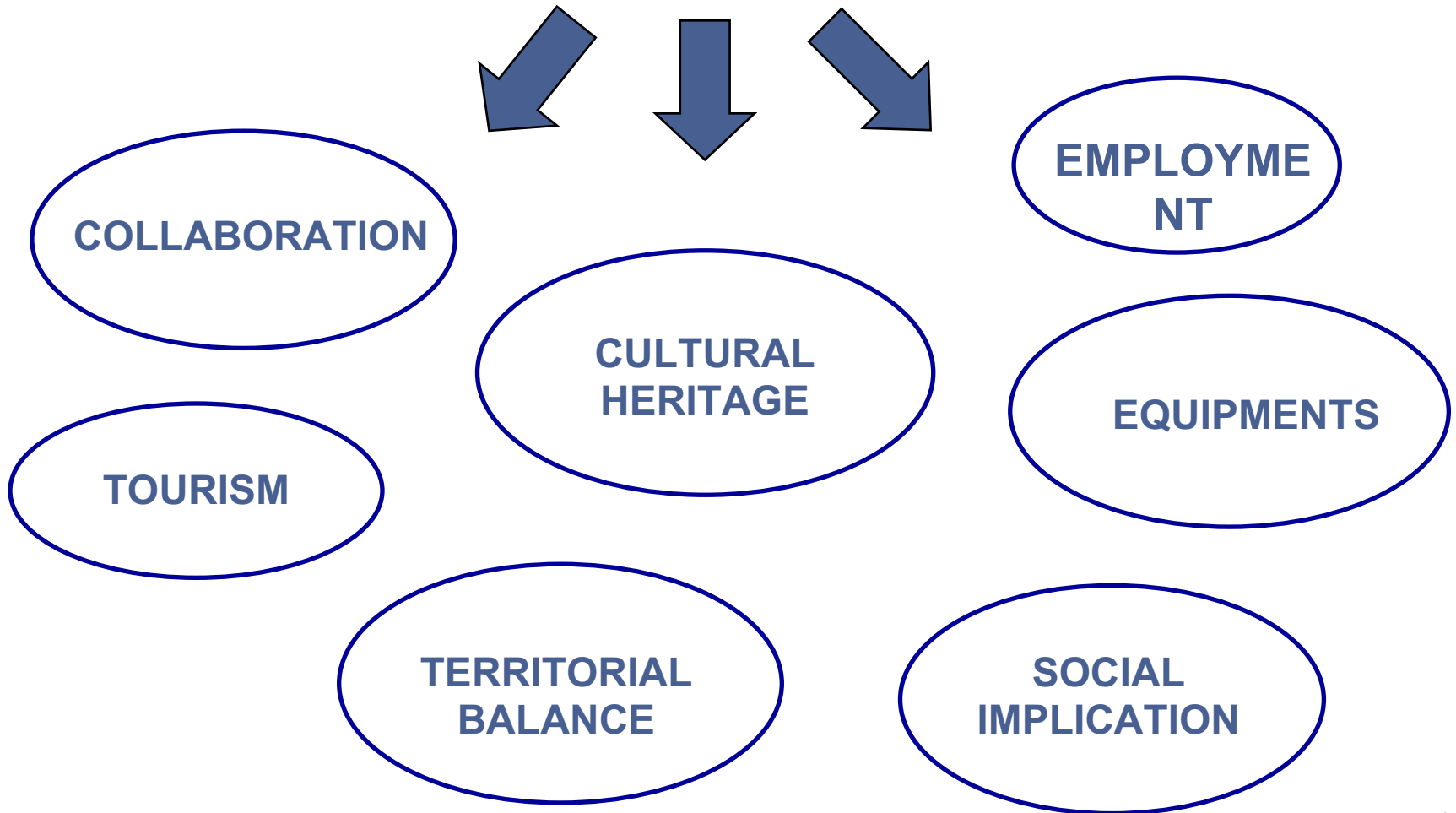
PROJECT ACHIEVEMENTS

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

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

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.





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THANK YOU FOR YOUR ATTENTION!

Questions welcome



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