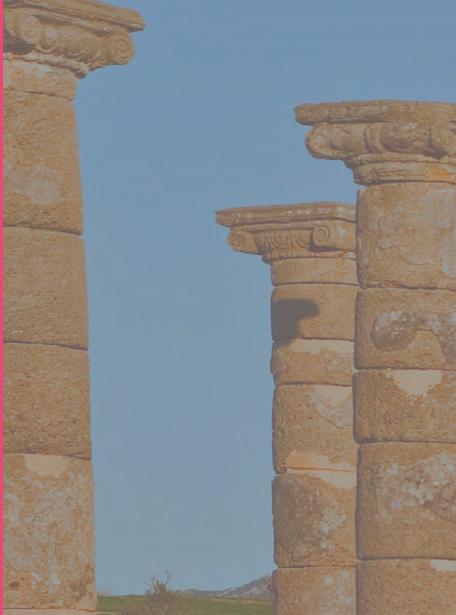


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How to Create a Cultural Landscape Guide



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de Inversión Europeos



Junta
de Andalucía

Consejería de Turismo,
Cultura y Deporte

Instituto Andaluz
del Patrimonio Histórico



Junta de Andalucía

**Consejería de Turismo,
Cultura y Deporte**

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How To Create a Cultural Landscape Guide

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Introduction

From the very beginning, the Andalusian Institute of Historical Heritage (IAPH) has promoted cultural heritage as an integral and extremely important part of places and, as such, as something that has been shaped by both the past and present. Instead of being considered as a collection of isolated objects, cultural heritage is now seen within the context of its physical and social environment.

These principles, which are at the heart of its work, explain why since 2000, the year in which the European Landscape Convention was signed in Florence, the institute has organised a series of cultural landscape projects and initiatives of great methodological and technical importance, undertaken by the Cultural Landscape Laboratory, a permanent part of the IAPH.

Through the laboratory, the institute has sat on monitoring and technical committees as part of the Andalusian Landscape Strategy and the National Plan for Cultural Landscape; has been invited to various scientific and technical events by national and international organisations; has organised numerous training initiatives in the form of courses and individual mentoring schemes in Spain and abroad; and is responsible for multiple research and outreach publications.

It is as part of our efforts to further the transfer of knowledge, one of the cornerstones of our work at the IAPH, that we publish this guide, the purpose of which is to bring together in one place much of the expertise and experience in the field of cultural landscapes that we have accumulated over the past 20 years. We hope it comes in useful for those interested in and responsible for preserving the cultural and natural values of landscapes, as well as helps them ensure that changes affecting them are managed following an approach based on sustainability and participatory governance.

Juan José Primo Jurado
Director of the IAPH

Prologues

How to Create a Cultural Landscape Guide, published by the Regional Department for Culture and Historical Heritage in Andalusia and created by the Andalusian Institute of Historical Heritage, represents a major step forward in terms of developing an effective approach to cultural landscapes.

We would like to congratulate the Director of the institute, Juan José Primo Jurado, the technical coordinator of the publication, Silvia Fernández Cacho, and the authors: José María Rodrigo Cámara, Víctor Fernández Salinas, Isabel Durán Salado, José Manuel Díaz Iglesias, Jesús Cuevas García, Pedro Salmerón Escobar and Isabel Santana Falcón.

The exceptional experience of the institute acquired over the years across a territory of great beauty and incomparable richness has led it to undertake in-depth work as well as develop tools in the area of cultural landscape management.

The geographical and temporal scope involved as well as the range of themes covered in How to Create a Cultural Landscape Guide are thus of great use to public authorities and other actors looking to protect, manage and enhance their landscape.

More than a source of inspiration, they are an invitation to action.

Maguelonne Déjeant-Pons
Executive Secretary of the Council of Europe Landscape Convention

Upon ratifying the Council of Europe Landscape Convention at the dawn of the new millennium, Spain undertook to establish a series of strategies that would link public authorities, institutions and civil society, in other words the entire country, to landscape in the broadest sense of the word.

In order to implement the Convention, a number of lines of work were laid out, including the creation of the National Cultural Landscape Plan. This instrument was drafted by the most distinguished experts in landscape from all over Spain, and Andalusia played a key role in the process.

According to the National Cultural Landscape Plan, the study of landscape ‘may be an end in itself, as a source of knowledge in addition to a valuable tool for public authorities and bodies responsible for a territory, as it provides the knowledge that needs to be taken into account when planning any action that affects the territory, be it related to the environment, town planning, public works, etc.’.

This publication brings together the knowledge and experience of experts who have worked tirelessly since the signature of the European Landscape Convention, drawing on their extensive and very innovative research into Spain’s complex and extremely varied landscapes. As such, it is undoubtedly a useful tool for professionals and anyone else involved in creating a landscape guide.

Carmen Caro
Coordinator, National Cultural Heritage Plans,
Spanish Cultural Heritage Institute

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06



Uses:
human activities

Cultural landscape as a social construction: dynamism and human-driven change

Within the context of the characterisation of cultural landscapes, activities carried out by humans are considered part of their process of social construction and provide valuable information on their heritagisation. As a socially constructed reality, in each landscape a dialectic develops over time between what has already been constructed, what is being constructed and the understanding of this reality amongst those responsible for constructing it. The social construction of reality thus involves agreement, disagreement and constant changes in terms of what exists, with certain practices being discarded in favour of others, changes being made to them when they are no longer supported by society, or them being kept in place. This process leaves a mark on both the tangible and intangible facets of cultural landscapes, as it influences all human practices as well as the conceptions of such landscapes.

The field of anthropology allows us to study the uses (social, economic and symbolic) given to cultural landscapes by humans, as well as the changes and transformations these have given rise to. This is based on a widely accepted approach within the field that involves looking at the ways in which society relates to its environment from the perspective of its protagonists. It also provides us with information on how physical, social, political and economic circumstances have given rise to many different responses throughout history.

Thus, despite the fact a thorough description of human activity should include input from numerous fields, such as sociology, human geography, archae-

ology and economics, the anthropological approach is always valuable, as it allows for it to be analysed based on a combination of information obtained at a macro level and information obtained at a micro (i.e. local) level, both of which are dealt with in this section. Furthermore, it places the question of how people perceive and interpret their surroundings at the heart of the analysis, something which we will look at in the next chapter.

Analysing human activities as part of landscape characterisation

Analysing human activity as part of the characterisation of a cultural landscape involves identifying and describing changes that have taken place as a result of the action and interaction of natural and human factors (i.e. people with their natural environment), this being reflected in the definition of the term 'landscape' given in the European Landscape Convention.

The dynamic and dialectical nature of this is highlighted by UNESCO in Article 1 of the Convention Concerning the Protection of the World Cultural and Natural Heritage [↗](#), which includes cultural sites (i.e. cultural landscapes) as part of 'cultural heritage' and defines them as 'the combined works of nature and man'. In fact, the dynamism of landscapes is explained by the various strategies developed by humans for exploiting and using the resources available to them based on the limitations and/or advantages offered by their natural environment, in addition to the successive internal and external social, economic and cultural forces present. As such, the ways in which this interaction has manifested itself and may continue to manifest itself in cultural landscapes provide us with a particularly

The social construction of reality involves agreement, disagreement and constant changes, with certain practices being discarded in favour of others. This process leaves a distinct mark on the tangible and intangible facets of cultural landscapes.

useful opportunity for identifying and analysing many of the unique aspects and values that play a significant role in their characterisation and interpretation.

Human action and activity help make cultural landscapes stand out from one another and contribute to their uniqueness, shaping them and their collective memory. As such, it should come as no surprise that it is regarded as one of the aspects with the greatest influence on the makeup of a landscape and key to turning a natural landscape into a cultural one.

Looking at landscapes from the perspective of human activities shows us just how closely they are related to the intangible dimension of a society, which includes its values, goals, needs, expectations, wishes and ideologies, to give just a few examples. This approach allows us to incorporate in our analysis the cultural values attached to a landscape by society at a given moment in time as well as identify its inherent qualities. Furthermore, it reveals their complex nature, as their analysis involves looking at a variety of factors, circumstances, stakehold-

ers, and contexts (social, political and economic) relating to their development and adaptation over time, as well as their continuity or disappearance.

Analysing human activities also allows us to identify and establish how they relate to heritage resources, in the same way as with historical processes (see chapter five). This enables us to see cultural heritage as a group of tangible and intangible manifestations connected to one another on the basis of their function, history and/or territorial context, as opposed to a series of isolated elements. Even in contexts that initially appear to be less influenced by humans, their analysis will often reveal that humans have had a significant impact on the environment as well as provide valuable information on cultural strategies of settlement and land exploitation and/or use.

Identifying and selecting activities

When identifying and selecting activities undertaken by humans in a landscape over time, the following guidance should generally be followed: select those that have had the greatest impact on its makeup; work with an extensive time frame, the mark of which can be seen in the current landscape; and differentiate between historical activities and current ones.

When selecting activities based on the impact they have had on the makeup of the landscape, a brief assessment of each one should be produced, rather than a thorough description. This assessment should provide relevant guidance and keys for identifying the characteristics and unique features of the physical environment, historical processes and existing heritage resources. Part of this task

involves establishing the location and boundaries of the geographical areas of the activities, highlighting the connections between these, and taking into account how social perception has influenced the resources produced and/or exploited, and/or the transformation of the environment.

The time frame used for the identification of activities must be based on how long humans have been present in the landscape in question. It must be approached from a diachronic perspective and be based on the mark they have left behind in the form of heritage.

The fact that a human activity was/has been undertaken continuously over time does not necessarily mean it has had a major impact (i.e. left a significant mark) on the territory in question. As such, it is essential to establish which existing heritage resources may be associated with each activity, in addition to the period (time frame) during which it was/has been present. In other words, the existence of an activity over long periods of time must not be automatically taken as meaning it has played a substantial role in shaping the makeup of the landscape. The existence of an activity over time may be continuous or discontinuous, and involve periods of varying intensity. The latter may involve an activity going from playing an important role in a landscape to its practice and impact declining or disappearing altogether before once again having a significant or constant presence. Such trends largely depend on how each activity fits in with the economic, social and political features of each historical and cultural context. As such, it is necessary to distinguish between activities that have been developed and survived through the centuries, continuing through to the present day, from those



Primary activities

- Forestry-related activities
- Hunting
- Fishing
- Harvesting
- Forestry
- Agriculture
- Livestock farming
- Mining



Processing activities

- Food
- Drink
- Industry
- Textile
- Animal products
- Plant products
- Minerals



Services

- Culture
- Security / defence
- Trade
- Communications
- Hospitality
- Healthcare
- Transport
- Travel



Construction

- Real estate
- Bricklaying
- Gardening
- Urban development
- Renovation
- Buildings
- Self-build

A selection of human activities included in *A Thesaurus of Andalusia's Historical Heritage*

that have disappeared. It must be remembered that the presence of a particular activity during a short period of time may have left a considerable mark on a territory, as seen through the heritage resources associated with it and/or evidence showing changes to the environment. This is the case, for example, of mining, reforestation and intensive

The fact that a human activity was undertaken continuously over time does not necessarily mean it had a significant impact on the territory in question. Its mark on the landscape is more about its economic, social and political importance at the time and the evidence we have to show this.

farming, the impact of which will also depend on the technology available at each moment in time. Likewise, it should not be assumed that an activity no longer seen has not played a key role in shaping the makeup of the landscape. In such cases, heritage resources that have survived through to the present day will bear testimony to its existence and provide insights into its impact on the current makeup of the landscape.

To sum up, the impact of an activity on a landscape is related to the economic, social and political importance it had at a given time in history, and the evidence present in the landscape that proves this. This may either be tangible or intangible (settlements, specific installations, infrastructure, demographic expansion, unique architecture, rituals, festive events, professions, knowledge, forms of expression, etc.). As such, the extent to which a particular socio-economic activity influences a landscape does not necessarily correlate to how long it survived or whether its presence was continuous or discontinuous in time.

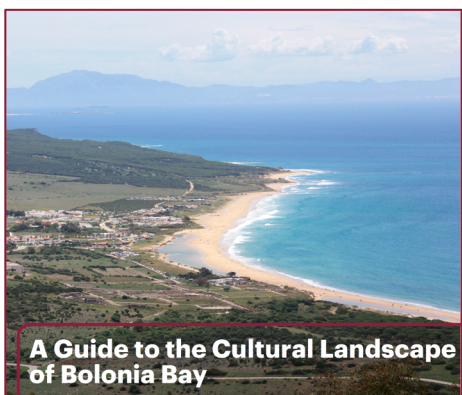
In order to look at the mark or impact an activity has left on a landscape, its importance in the landscape must be analysed, and the heritage assets that reveal its historical significance as well as the cultural values of the landscape identified. These heritage assets may be all those that are known or, at the very least, the most representative, the aim being to approach them not as isolated elements but as a group of objects that bears witness to, represents the mark left by and serves as a reminder of the presence of humans, as well as their varied and complex relationship with the environment and other human beings.

Describing human activities

Analysing human activities helps us understand how cultural landscapes are shaped over time by people in addition to allowing us to track past and present changes. When describing them, they should be listed in order of the impact they have had on the current makeup of the landscape (from big to small), rather than chronologically. This approach allows us to map the course of each activity, regardless of when or for how long it was present.

The extent to which ecological factors and the physical environment have resulted in certain activities gaining strength or prevailing should also be established. This should also be established for the technology and knowledge available at each moment in time, and the political and socio-economic context.

Human activities analysed in *A Guide to the Cultural Landscape of Bolonia Bay* and *A Guide to Seville's Historic Urban Landscape*



Activities related to the sea
Activities related to the land
Activities related to trade
Activities related to worship and death
Activities related to defence



Activities related to trade/business
Activities related to the port
Activities related to festive events and religious celebrations
Activities related to military logistics
Activities related to everyday life and religious worship

As part of the process described, it is important to identify stakeholders and protagonists involved in the various activities as well as their interests, and establish how they fit in with or diverge from established models of socio-economic development (dominant, alternative or emerging). Likewise, it is important to look at adaptations, transformations, continuity and/or losses caused by the contextual framework within which the activities were carried out changing or vanishing altogether. This framework may be ecological, economic, political or social.

As mentioned above, the dynamic nature of cultural landscapes means that an analysis of their activities should not be limited to historical ones but continue through to the present day. This also applies where their impact on the landscape in question cannot be clearly established due to them having appeared recently or having developed in a haphazard manner, but future heritage resources can be envisaged. As such, in addition to listing the activities that are currently most important in the landscape as well as their mark on it, possible connections between recent activities identified and existing historical activities, including their heritage assets, must be established. As part of this approach, it is essential to look at changes to the nature of historical activities (which may include them gaining strength, being altered, being forbidden or being given new meanings) and considering whether these changes have contributed to maintaining the landscape's cultural values. These tend to be more common when it comes to practices seen within the tertiary sector, where cultural heritage plays a particularly important role, although they are also seen in the primary and secondary sectors.



Photographs showing festive events and religious celebrations in *A Guide to Seville's Historic Urban Landscape*

When describing activities, those related to intangible expressions of culture are also of great importance. Here, particularly noteworthy examples include key festive and religious events as well as culinary traditions. Not only do these bear testimony to historical activities which have survived through to the present day, they also show how these can exist alongside more recent ones. In such cases, as with other activities, the aim is to identify the historical components of cultural heritage which continue to exist and integrate these into the local identity and image that the various social groups attach to it.

To sum up, the description of activities, as with historical processes, must be presented in a succinct manner, with the focus being on those that have played a particularly significant role in shaping the landscape, and a specific explanation of how they have done this and the result being provided. The level of detail will be different depending on the study being undertaken and the spatial scale used (ranging from activities that have the greatest impact at a sub-regional level to those that are most influential at a local level).

Heritage resources associated with human activities

Heritage resources associated with human activity bear testimony to the dynamics of a landscape, and, as such, are a legacy that must be preserved and treasured by current generations in order to be passed down to future ones. Such resources allow us to see the relationship between activities that were once present and those that are currently present in a landscape, in addition to which of these have given rise to elements of cultural heritage and to what extent.

Images of resources associated with Seville's port, taken from *A Guide to Seville's Historic Urban Landscape*

| Type | Name of the resource |
|--------------------------|--|
| Quays / Wharfs | Muelle del Arenal |
| | Muelle de Nueva York |
| Industrial buildings | Muelle de las Delicias |
| | Muelle de Tablada |
| Bridges | Muelle de los Camaroneros |
| | Muelle de las Mulas |
| Heavy machinery | Muelle de las Muelas |
| | Muelle del Centenario |
| Hydraulic infrastructure | Reales Atarazanas de Sevilla [Royal Seville Shipyards] |
| | Warehouses on Avenida de las Razas |
| Other | Freight warehouses |
| | Astilleros de Sevilla [Seville Shipyards] |
| Bridges | Puente de Isabel II |
| | Puente de San Telmo |
| Heavy machinery | Puente de Alfonso XII |
| | Puente de Los Remedios |
| Hydraulic infrastructure | Fairbairn crane |
| | Gantry cranes |
| Other | Fixed cranes |
| | Dársena del Batán dock |
| Hydraulic infrastructure | Old lock to access Canal de Alfonso XIII |
| | Port Authority visitor centre |



Heritage resources associated with human activity bear testimony to the dynamics of a landscape, and, as such, are a legacy that must be preserved and treasured by current generations in order to be passed down to future ones.

As discussed in chapter one, and for the purpose of organising our information, heritage resources associated with human activities can be linked particularly to built elements, certain movable assets with a clear landscape component (such as cranes in ports and heavy machinery in open-pit mines) and expressions of intangible heritage (for example, techniques, festive events and traditions).

As with resources associated with other aspects of landscape characterisation, the use of thesauri, glossaries and other tools that allow for standardisation are helpful when identifying related resources (i.e. elements of both tangible and intangible cultural heritage). Rather than creating a list of unconnected elements, the focus should be on identifying a group of assets that can be linked to each activity and putting them into context, again from a perspective that views them as a whole rather than isolated objects.

For example, if the activity in question is the milling of wheat, winemaking or a *romería* (a type of Roman Catholic religious pilgrimage), it would be perfectly reasonable to link them to built elements such as a windmill, a *lagar* (a shallow stone or ce-

ment trough system in which grapes are trodden by foot), a winery or a shrine. However, in order to fully identify them, we must go one step further. Continuing with the examples above, this would involve providing insights into the knowledge and practices related to the harvesting and/or processing of flour and grapes, and the collective culinary traditions associated with the *romería* and harvests. We would also have to include information on farming songs, clothes, the folk songs and dances that accompany a *romería*, or the annual calendar of religious events of which the *romería* is the pinnacle.