

¿ HOW CAN THEY BE IDENTIFIED?

1. By delimiting the territory. It is best to define the spatial boundaries using different sources and means, both objective and subjective, from visual basins to other methods that are more perception-related.
2. By compiling geographic information related to their location coordinates, territorial context, size, height differences, and other fundamental formal aspects.
3. By completing the information from the perspective of participation. For this, a variety of agents have to be consulted, whether from the institutional, academic or business sphere or other people and social collectives interested in the aspects of their management, intervention, and usage.

¿ HOW CAN A CULTURAL LANDSCAPE BE ANALYSED?

1. By applying a characterisation methodology based on three great points of reference: nature, through its ecological and biophysical aspects: time, historical knowledge, and its uses and socio-economic activities.
2. By identifying landscape perceptions. For this, the different points of view of the cultural landscape in the guide will have to be uncovered, sorted, and analysed. Intellectual viewpoints are interesting but, the local perspective is especially so, so this advises the direct involvement of the people.
3. By preparing a diagnostic assessment of the landscape. This will then enable measures to be established to foresee and handle the changes that might potentially affect a cultural landscape to preserve its values and distinctive character.

Through nine questions and their answers, this informative leaflet aims to introduce you to the content of the book *Criteria for the elaboration of cultural landscape guides*, that brings you closer to the identification, understanding, assessment and design of management strategies that permit the safeguard of the natural and cultural values of the landscape.

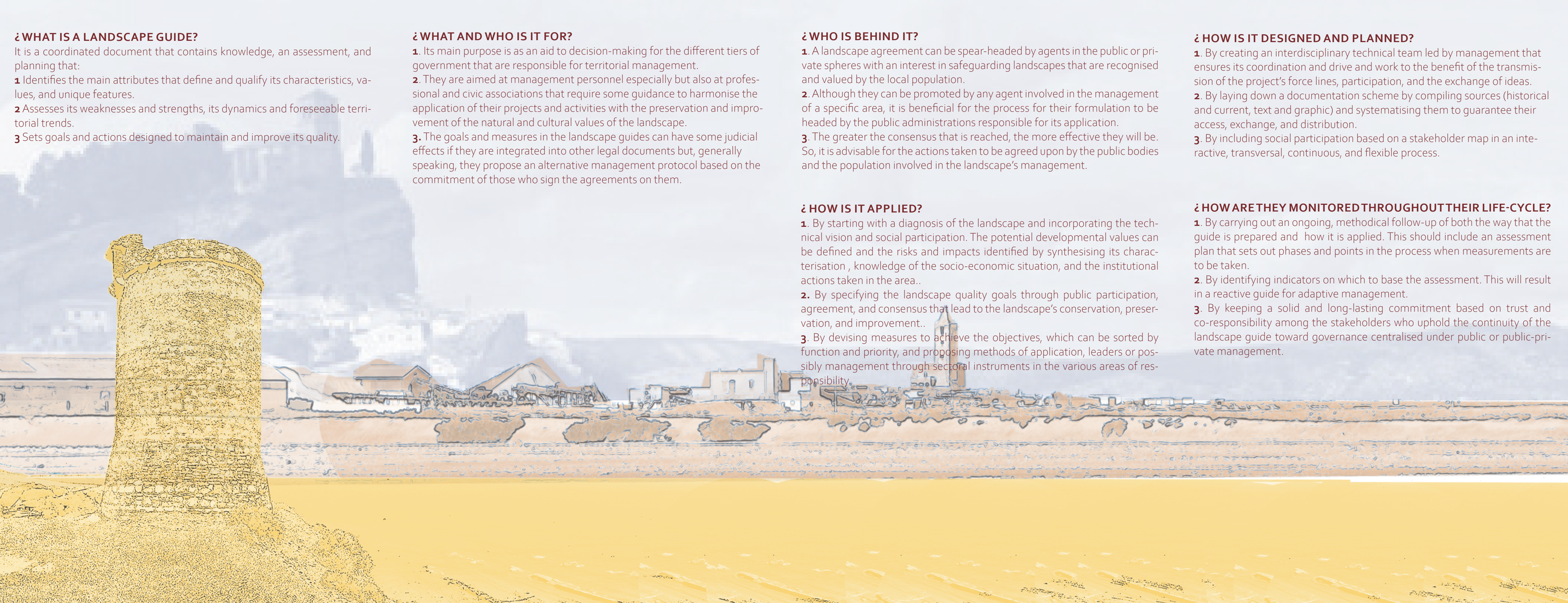


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How to Create a Cultural Landscape Guide

¿WHAT IS A CULTURAL LANDSCAPE?

1. "For UNESCO, cultural landscapes are places that are the "combined works of nature and man" and are "illustrative of the evolution of human society and settlement over time, under the influence of the physical constraints and/or opportunities presented by their natural environment and of successive social, economic and cultural forces, both external and internal"
2. The Council of Europe Landscape Convention understands landscape as "an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors". Landscape includes other aspects, both objective and denoted and subjected and connoted.
3. The National Cultural Landscape Plan defines a cultural landscape as the "result of the interaction of people and the environment through time, expressed as a territory perceived and valued for its cultural qualities, which are the product of a process and a platform for the identity of a community". So, it combines the UNESCO and European Council definitions.
4. A synthetic working definition would be: part of the territory, with recognised heritage values, as perceived by the population, whose character is the result of the action and interaction over time between natural and human factors.



¿ WHAT IS A LANDSCAPE GUIDE?

It is a coordinated document that contains knowledge, an assessment, and planning that:

- 1 Identifies the main attributes that define and qualify its characteristics, values, and unique features.
- 2 Assesses its weaknesses and strengths, its dynamics and foreseeable territorial trends.
- 3 Sets goals and actions designed to maintain and improve its quality.

¿ WHAT AND WHO IS IT FOR?

1. Its main purpose is as an aid to decision-making for the different tiers of government that are responsible for territorial management.
2. They are aimed at management personnel especially but also at professional and civic associations that require some guidance to harmonise the application of their projects and activities with the preservation and improvement of the natural and cultural values of the landscape.
3. The goals and measures in the landscape guides can have some judicial effects if they are integrated into other legal documents but, generally speaking, they propose an alternative management protocol based on the commitment of those who sign the agreements on them.

¿ WHO IS BEHIND IT?

1. A landscape agreement can be spear-headed by agents in the public or private spheres with an interest in safeguarding landscapes that are recognised and valued by the local population.
2. Although they can be promoted by any agent involved in the management of a specific area, it is beneficial for the process for their formulation to be headed by the public administrations responsible for its application.
3. The greater the consensus that is reached, the more effective they will be. So, it is advisable for the actions taken to be agreed upon by the public bodies and the population involved in the landscape's management.

¿ HOW IS IT APPLIED?

1. By starting with a diagnosis of the landscape and incorporating the technical vision and social participation. The potential developmental values can be defined and the risks and impacts identified by synthesising its characterisation, knowledge of the socio-economic situation, and the institutional actions taken in the area..
2. By specifying the landscape quality goals through public participation, agreement, and consensus that lead to the landscape's conservation, preservation, and improvement..
3. By devising measures to achieve the objectives, which can be sorted by function and priority, and proposing methods of application, leaders or possibly management through sectoral instruments in the various areas of responsibility.

¿ HOW IS IT DESIGNED AND PLANNED?

1. By creating an interdisciplinary technical team led by management that ensures its coordination and drive and work to the benefit of the transmission of the project's force lines, participation, and the exchange of ideas.
2. By laying down a documentation scheme by compiling sources (historical and current, text and graphic) and systematising them to guarantee their access, exchange, and distribution.
3. By including social participation based on a stakeholder map in an interactive, transversal, continuous, and flexible process.

¿ HOW ARE THEY MONITORED THROUGHOUT THEIR LIFE-CYCLE?

1. By carrying out an ongoing, methodical follow-up of both the way that the guide is prepared and how it is applied. This should include an assessment plan that sets out phases and points in the process when measurements are to be taken.
2. By identifying indicators on which to base the assessment. This will result in a reactive guide for adaptive management.
3. By keeping a solid and long-lasting commitment based on trust and co-responsibility among the stakeholders who uphold the continuity of the landscape guide toward governance centralised under public or public-private management.