

RESSENYES

MANERO MIGUEL, Fernando and GARCÍA CUESTA, José Luis (coords.) (2016) *Patrimonio cultural y desarrollo territorial. Cultural heritage and territorial development*. Pamplona: Thompson Reuters. Aranzadi, 415 p. ISBN 978-8490981009

Those who lose their origins lose their identity! Cultural heritage incorporates many elements, but its material and immaterial assets are rooted in history, cultivated in tradition, and embody a shared memory, as Manero Miguel and García Cuesta point out in the introduction of the book. Cultural heritage assets also bring identity to a territory and society. In the twenty-first century, differentiation represents an important asset, hence heritage's relevance is revealed when territories become differentiated owing to their heritage assets in this globalized world. Differentiation, moreover, is the nature of territorial competitiveness. The main goal of this book is to vindicate the role of the cultural landscape as a motor for sustainable development and as a factor behind territorial competitiveness. This book is important in many ways. Besides its obvious roles in research and policymaking, in such a period of political turmoil even world heritage has become a bargaining chip, as in the case of negotiations between the Trump administration in the United States of America and the United Nations Educational, Scientific

and Cultural Organization (UNESCO). In October 2017, the Trump administration declared that the USA would withdraw from UNESCO, claiming that the latter's member nations have an anti-Israel bias. Thus, in the political complexity of nonsenses, cultural heritage must be vindicated because it has many functions: it is an incentive to preserve historic monuments, to develop new economic activities (and therefore create jobs and revenue), and to inculcate pride and identity in cultural heritage amongst inhabitants.

This book is the product of extensive research by numerous academics over a long period of time. Indeed, discussions about cultural heritage require precisely these items: people and time. By itself, the polysemous concept of cultural heritage requires considerable discussion in order to analyze and understand. The authors in this book seek to link the concept with sustainable territorial development: this is a gigantic task. "Heritage as a dynamic, sensitive, appreciable reality [...] is generationally transmittable and inextricably linked to the environment" (page 21 of the book). Why do

communities work to remain alive and preserve their cultural heritage? Authors in this book answer this question saying that cultural heritage constitutes a “set of material and immaterial elements which give personality, meaning and identity to a territory”. Moreover, cultural heritage is a factor in determining the cultural and economic significance of a particular space, which if commodified could simultaneously become an important competitive asset for a territory.

Heritage has historically been absent from mainstream sustainable development debates in spite of its clear significance to societies and broad acknowledgment of its potential to contribute to social, economic, and environmental goals. Politics, governance, and institutional legislation play a key role in maintaining and giving life to cultural heritage, and their diverse levels of influence across territories and time periods lead to palimpsestic results. In this unique book, multifaceted approaches to cultural heritage and territorial development are analyzed in eleven chapters. The concepts of cultural heritage and sustainability are discussed in detail in the first chapter by Feria Toribio. The author indicates that given the complexity of territorial heritage, the primary task is to establish a conceptual basis and methodological framework in order to tackle the lack of an integrated and systemic understanding for sustainable development. In the second chapter, Calderón Calderón and García Cuesta highlight conflict between political and economic objectives in the case of public and private interest. They suggest that this conflict is rooted in the fact that cultural heritage is considered a unique combination of a physical good and collective memory, which becomes anomalous when physical heritage is privately registered and possessed. In chapter three, Fontal Merillas emphasizes the year 2003 as a turning point that saw the incorporation of the concept of

intangible heritage by UNESCO, which had a direct impact on education. Education represents a key tool to ensure the recognition of, respect for, and evaluation of intangible cultural heritage in society. As such, this action has helped stimulate the creation of different initiatives around the world. Notably, the author argues that heritage implies conceiving of a relationship between individuals and groups on the one hand and material, immaterial, and spiritual elements on the other. Emphasis is thus placed on a relationship and not simply on a good. In chapter four, Quintana López remarks on the valorization and commodification of heritage by introducing its capacity to undermine local development. Álvarez Moya subsequently contributes to this discussion by attending to the transformation of Spain’s historic centers in chapter five, exemplifying this point through the destruction of heritage in the case of the Barrio de Pozas Madrileño. In chapter six, Manero Miguel postulates that image creation in a global city’s competitiveness is rooted in cultural heritage, viewing this as one of the essential channels for policy development by local corporations. The author illustrates this argument by comparing Montevideo and Burgos. Returning to the discussion about historical urban centers, in chapter seven Tomé Fernández discusses in detail Oviedo and the dialectical debate between brownfield sites, public spaces, tourism, and gentrification, and the importance of protecting and transforming urban heritage inserted in the city’s morphology. In tackling the pertinent topic of historic trails and tourism, and the erosion of the traditional cultural landscape, Cantarero Quesada emphasizes in chapter eight the possibility that thematic routes structure important resources that contribute to local development in Baños de la Encina, Jaén. In chapter nine, Benito del Pozo

subsequently argues that the protection and conservation of industrial heritage in the province of León is relevant because it represents a resource for territorial development. Indeed, the author emphasizes the role of industrial heritage as an element of local culture, as part of the social memory that contributes to the identity of the place. Specifically, restoration works in the Sabero mining district, in a sugar factory in León, and in a food factory in Trobajo del Camino all encapsulate the complex process of transforming old factories into museums, urban facilities, and cultural and social assets. Continuing with the theme of industrial heritage, mining heritage in Almadén is analyzed by Cañizares Ruiz in chapter ten. Her argument is that the remnants of mining culture have historical, technological, and social value, and that their protection is based on universal values. They are fragile and often ‘in danger’ of disappearance, and so three emergencies require attention: cataloging, registration, and protection. In chapter eleven, the relationship between

heritage and local development is analyzed by Molina de la Torre and Pascual Ruiz-Valdepeñas. They emphasize that the triple factors of heritage: economy, identity, and quality of life contribute to local development. Two examples are illustrated by Muriel Alonso and Carrasco Lera.

As academics, we stand in a period in which substantial changes force us to reconsider the epistemology of heritage and territory. A fundamental task is to move forward in understanding the relevant factors that contribute to the general development of regions and cities. At the same time, as readers we appreciate these contributions for making us aware of possible solutions.

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