

## Landscape, Tourism and World Heritage in Spain: the Guide Baedeker

Nuria Morère Molinero

Professeur d'Université  
URJC, Madrid, Espagne  
nuria.morere@urjc.es

### Abstract

This study focuses on the first research conducted around the analysis of historical documents as a source document tourism, sustainability and authenticity instruments.

**Keywords:** *Heritage Guide, traveller, landscape, Tourism*

The field of the heritage tourism has become the essential basis of the local identity and history. In this meaning, it has been a concept in which different players such as the local society itself, travellers, players in the area are all parts of the creative process. Thus, in the planning and the development of the cultural landscape the role of travellers seems to be essential.

It is not surprising that the conservation and enhancement of heritage tourism may be confronting with social, cultural, economic and territorial dynamics. More precisely, we are currently witnessing a serious standardization and homogenization in heritage tourism. We can mention museum towns and touristic cities owning completely restored heritage where residents tend to abandon their original occupation in order to be involved in tourism. Roland Barthes had already drawn the attention to this homogenization (1973) when he was speaking about tour guides and travel books. He primarily referred to the image that the first impression of the destination has been obtained by reading about monuments, collections, before receiving the real picture about the landscape of the trip.

Nevertheless, the real touristic experience is much more complex. This standardization also depends on other factors, especially on its usage and the interpretation on the sides of the tourists or the public administration. It is very interesting that the interpretations and presentations of heritage cities were based on stereotypes and the monuments and traditions of the nineteenth century, thus they were very similar ignoring local specialties, sometimes

really far from the real identity of the city. In contrast, the role of local tour guides proves to be essential.

This touristic homogenization can also be found in the case of classified World Heritage (UNESCO) sites. Although the World Heritage classifications by different criteria (e.g. I-VI outstanding achievement, exceptional witnessing, examples, cultural change) that indicate specific meanings for heritage and society, but cannot necessarily be considered in their touristic communication and presentation, neither in the site management.

Based on the above mentioned statements, this study examines the landscapes presented to the travellers as well as the first interpretations preceding the standardization of the tourism in the late twentieth and early twenty-first century, in the period when a generalization of the cultural tourism consumption took place. We have chosen Baedeker Guides for an instrument of analysis for heritage, the eyes of travellers and that of the landscape from the period of the early twentieth century, at the beginning of tourism. This is a more transparent discourse, if we take into account their goals, " the charm of the travel are given by great religious and historical memories that are found at every step and our guide book offers to raise them by providing practical information that may be useful, as well as a summary [...] of the status of scientific researches " (Baedeker , 1st ed. 1882)

The question here was the Guide of Spain and Portugal. There are towns and attractions famous for their monuments and traditions (mostly from the nineteenth century) dominating the landscape arranged by the means of transportation, namely by trains. There are routes, plans and a form of texts defining the first touristic codes and first touristic landscapes. In the ancient Spain, the traces of the past had already been appreciated (Segovia, Lugo, A Coruna, Aranjuez, Calahorra, Ampurias, Antequera, Italica, Carmona Alcántara), and one finds rich texts on the cities of Tarragona, Sagunto and Merida, following a heritage tradition of the Enlightenment that are among the most beautiful archaeological sites currently recognized in Spain.

A detailed examination has been made on these three ancient sites of which the most complex descriptions can be found. Despite the great flexibility of the analysis, we managed to identify common categories of the Guide that are the following: Touristic context-Accessibility, Topography as a descriptive framework as well as History, Visit and its Organization following the topography, Monuments, Landscape and Views and the Setting up of the value of ancient landscapes. But this categorization let the visitors draw the explanation and visit of the cities. The view points of the visitors who are various and consequently, the parts of the touristic landscapes. Therefore we can see the starting point for the visit, the topography that can be the explaining tool for understanding the city, its role in the survival of the past and the transition to the present, all leading to the site

becoming cultural heritage and actual tourism in the present. The comparison with the specific criteria of the World Heritage allows likewise extending the analysis.

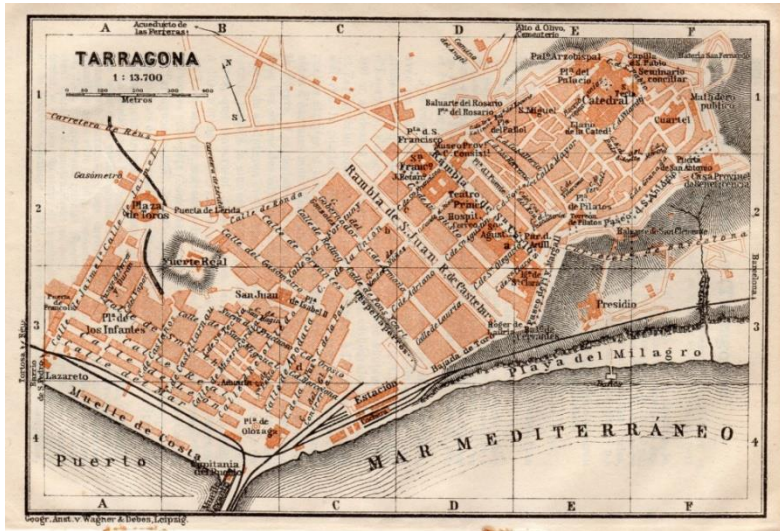


Fig. 1. Tarragone. Guide Baedeker Spain & Portugal, 1900



Fig. 2 Interpretation of Tarraco Roman city

## Literature

- [1] Baedeker (1900). *Espagne et Portugal*, Baedeker, Paris.
- [2] Barthes, R. (1973) *Mitologías*. México: Siglo XXI.
- [3] Bourdeau, L.; Gravari-Barbas, M.; Robinson, M (ed.) (2015). *World Heritage, Tourism and Identity. Inscription and Co-production*, Routledge (Ashgate).
- [4] Canto, A. M<sup>a</sup> (2001). *La arqueología española en la época de Carlos IV y Godoy*, Madrid, MECD, 2001.
- [5] Castillo, A.; Querol, A, (eds.)(2015). *La gestión de las ciudades Patrimonio de la Humanidad*, Madrid, CSIC, CAPA.
- [6] Delgado, M. (2007). "Ciudades sin ciudad. La tematización "cultural" de los centros urbanos", dans Lagunas, D. (Coord.). *Antropología y Turismo. Claves Culturales y Disciplinarias*: 91-108.
- [7] Gali Espelt, N. 2005, *Mirades turístiques a la ciutat. Anàlisi del comportament dels visitants del Barri Vell de Girona*, Universitat de Girona. Tesis Doctoral. Garfalo, G. (2012) "Escenario discursivo y significados implícitos en una guía para los verdaderos viajeros: el caso de la Guía Azul de Zaragoza", *Pasos*, 10 (4): 71-82.
- [8] Fernández Salinas, V. (2008). "La protección del Patrimonio Mundial en España", *E-rph*: 2, 66 p.
- [9] Morère Molinero, N. (2009). "Las ciudades romanas como atractivos turísticos patrimoniales. Análisis, modelo y propuestas". *Annals of Tourism Research en español*: 11 (2): 346-362.
- [10] Orejas, A.; Mattingly, D.; Clavel-Levêque, M. (2009). *From present to past through landscape*, Madrid, CSIC.
- [11] Ruiz Morales, F. (2005). "El estudio de la difusión del patrimonio: las guías turísticas", dans A. Santacana Talavera and L. Prats Canals (coord.) *Encuentro del turismo con el patrimonio cultural: concepciones teóricas y modelos de aplicación*. X Congreso de Antropología: 241-253.
- [12] Tilden, F. (2006). *La interpretación de nuestro patrimonio*. Sevilla: Asociación para la Interpretación del patrimonio.
- [13] Towner, J.; Wall, G. (1991). "History and Tourism", *Annals of Tourism Research*, 18: 71-84.
- [14] Valero, A. (1993). *Oriente, Playas y Castillo*. Aix en Provence, Thèse de Doctorat.