

WHAT SUSTAINING CULTURAL HERITAGE ROUTES REALLY DOES!

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START POINTS

- People know what they do
- They know why they do what they do
- They don't know what they do *does*

Michel Foucault in conversation, 1983

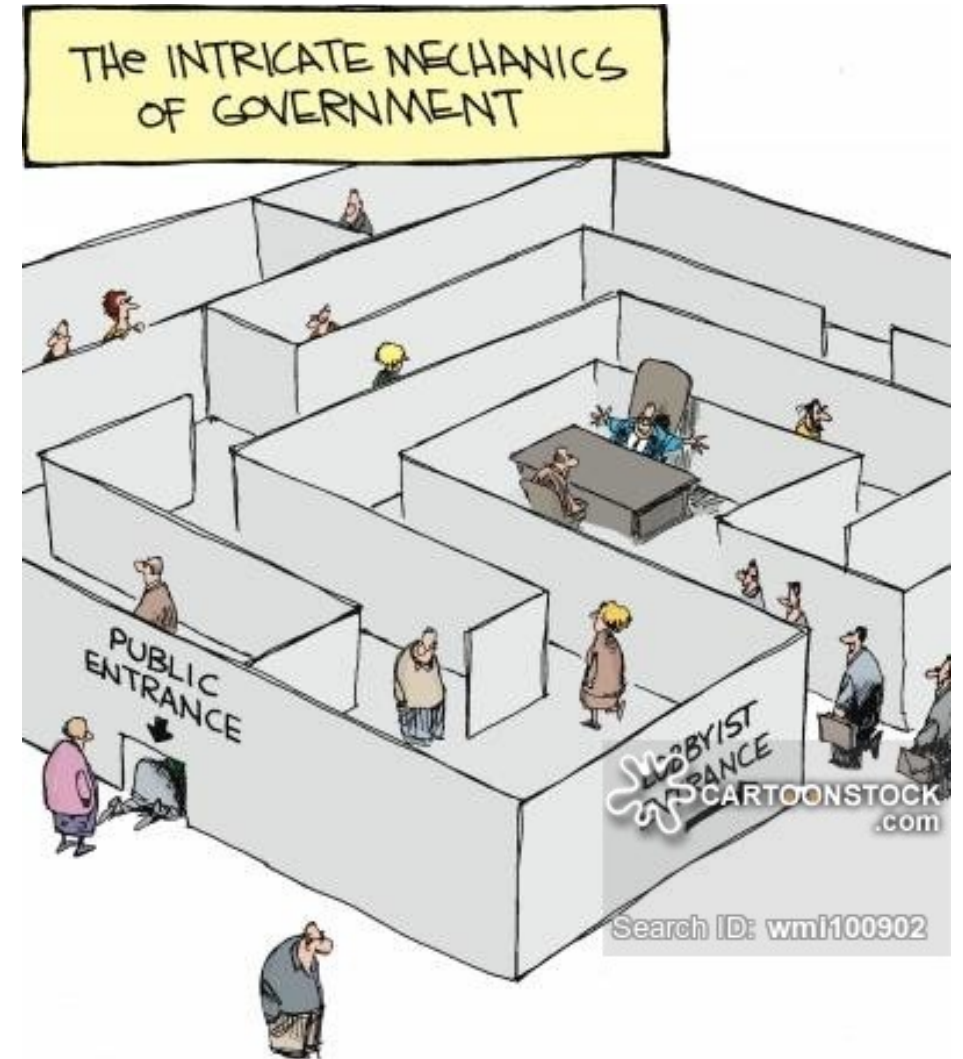
- Heritage is not protected / preserved because it is valued
- Heritage is valued because it is protected / preserved

Carman 1996

BUREAUCRACIES

- Impose rational controls over the universe
 - Are to the social as factories are to the material
- Demonstrate:
 - Limited competence
 - Orderliness
 - General and autonomous organisability
- Leading to:
 - System predictability and consistency
 - A general expectation of justice
 - Moralised anonymity

Berger 1973



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BENEFITS OF CULTURAL ROUTES

ADDED VALUES OF CULTURAL ROUTES

- A theme representative of European values...
- The subject of scientific research
- Enhance European memory, history and heritage...
- Support cultural and educational exchanges...
- Develop projects in cultural tourism...
- Develop tourist products...

CULTURAL ROUTES AND SUSTAINABLE DEVELOPMENT

- Cluster development
- Community engagement
- Capacity building and knowledge transfer
- Diversification of the tourism offer
- Encouraging cultural creativity and entrepreneurship
- Exploring the economic potential of cultural tourism

ORIGINS OF SUSTAINABILITY

Biology

- plants and animals interact as they would if left entirely alone; the cycle of reproduction and predation is allowed to continue and thus ensure the survival of species.

Economics

- new wealth-generating opportunities which are grounded in local ideology and existing practices, allowing the established way of life to continue.

DIMENSIONS OF SUSTAINABILITY

(after Macfarlane 2000, 152)

ECOLOGICAL SUSTAINABILITY
Development in harmony with ecological processes
Biodiversity

ECONOMIC SUSTAINABILITY
Economic efficiency
Takes into account needs of future generations

SOCIAL SUSTAINABILITY
Reinforces control over our own lives
Equitable distribution of resources

CULTURAL SUSTAINABILITY
In harmony with cultural concepts of the community

PROBLEMS = SOLUTIONS (and *vice versa*)

- Policies as arguments for ways of life

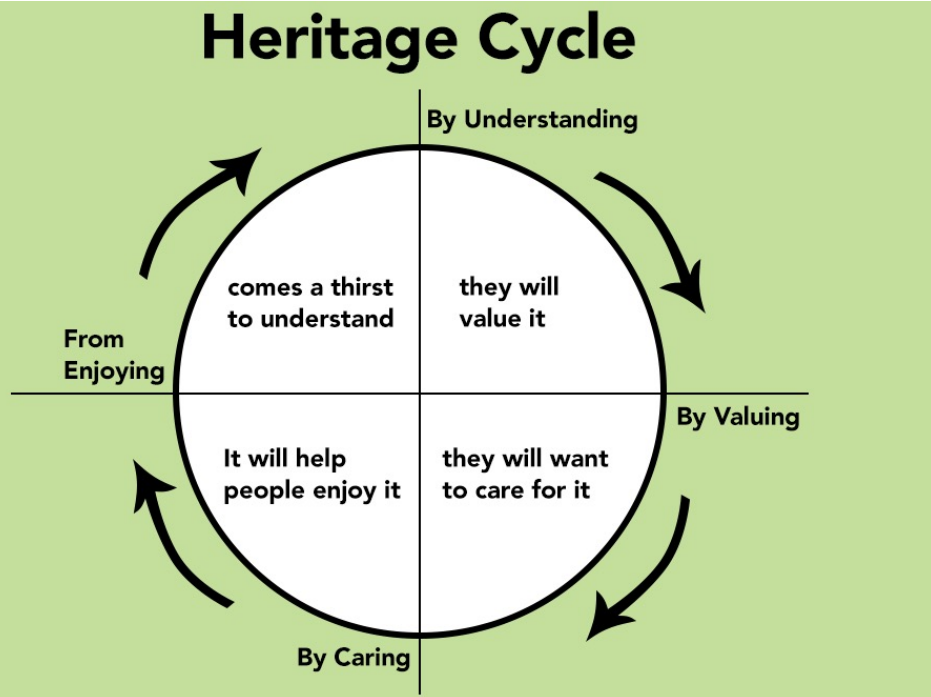
Schwarz & Thompson 1990



- Find your solution, then define your problem



SOLUTION? OURSELVES!



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THANK YOU!

BUT IT'S NOT ABOUT WHAT *WE* NEED