



P20. Rethinking Heritage Landscapes for the Future: Narratives and Experiences from “Authorised Heritage Discourses” to Heritage “from Below”

Maria Leonor Botelho (CITCEM - Universidade do Porto), Ana Rita Albuquerque (CITCEM - Universidade do Porto; ARTDev – Université Paul-Valéry-Montpellier), Marie-Laure Poulot (ARTDev – Université Paul-Valéry-Montpellier)

In most recent decades, some institutions such as local authorities, tourist boards, associations, transnational communities, in conjunction with a succession of artists and the support of social media, have enhanced the ability of propose what is the heritage content or even challenging the “authorized heritage discourses” (Smith, 2006). Far from a simplification of social relations by creating “imagined heritage communities” as also shared symbols, these contemporary heritage-making processes can offer new boundaries between groups in constant redefinition. They involve different actors and a variety of social-political terms and scales, either local, national and international. This results in numerous combinations, which reveals the possibility of heritage value conflicts between those actors.

The purpose of this panel is to analyze the development of alternative narratives, and counternarratives, which emerge in sparsely inhabited interstices, sometimes at the edge of liminal or intimate spaces. These are areas where different visions of the landscape, the city itself and its heritage are expressed, especially when it comes to themes such as touristification, gentrification and façadism. The alternative narratives or counternarratives that have been emerging cannot be separated from their own imaginaries, through the production – whether spontaneous or organized, individual or collective – of counter-visuality, claiming the autonomy and awareness of the gaze.

What we wish is to question them in order to understand their position in relation to the “authorized heritage discourses”, by shedding some light on the complementary role of it “from below” (Albuquerque, 2022). It is therefore a question of insisting on the interactions, sometimes conflicted, between international logics, national representations and the inhabitant’s voices; it is also fundamental to be aware of the polysemic statements of the heritage value transmission which can be focused around three major axes and also related to the ongoing transformations of the urban landscapes: the criticism of touristification and gentrification, the right of owning a house in relation to the real estate speculation, and the loss of the identity and the immutable characteristics of the contemporary cities.

This panel welcomes every paper addressing topics or case studies that explore different uses of heritage values and emotions, through digital technology, social media, and photography; any work or investigations related to off-the-beaten-track and new trends in tourism is also welcomed. We wish to open the debate and enrich the existing taxonomies,

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in order to consolidate a methodological framework and the tools for studying the complexity of this project.

Keywords: Heritagization; Heritage Landscape; “Authorised Heritage Discourse”; Heritage "from below"; Cultural Tourism.

Thematic Lines: Patrimonialization/Heritagization; Challenges, Discourses and Heritage Policies; Cultural Tourism and Heritage; Destroyed Heritage and Vulnerable Heritage; Heritage actors and stakeholders.

Short bio: Maria Leonor BOTELHO is an Associate Professor at the Faculty of Arts and Humanities of the University of Porto (Department of Heritage Studies), where she is the President of the Scientific Commission of the Master in History of Art, Heritage and Visual Culture. She is an integrated researcher of CITCEM /FLUP - work group "Material and Immaterial Heritage". She is part of the UNESCO Chair entitled 'Heritage, Cities and Landscapes. Sustainable Management, Conservation, Planning and Design', hosted by FAUP (Prof. Teresa Cunha Ferreira and professor Rui Fernandes Póvoas, coord.). She develops research in the areas of architecture, historiography and DGEMN's interventions, but also within the scope of heritage management, digital heritage and world heritage. She teaches curricular units within the themes of Heritage Management and Urban History, guiding research projects in the same areas of knowledge at the master and doctoral levels.

Ana Rita ALBUQUERQUE is a Temporary Lecturer and Research Assistant in Geography of Tourism and Heritage Studies at the University of Montpellier III. She is a researcher at the Transdisciplinary Research Centre "Culture, Space and Memory" (CITCEM) of the Faculty of Arts and Humanities of the University of Porto in the working group "Tangible and Intangible heritage". She holds a Ph.D. in Geography and Heritage Studies from the University of Montpellier III and the University of Porto (Joint international doctoral program) and a Master's degree in International Studies, specialized in Latin American Studies from the Institute for Advanced Studies of Latin America, Sorbonne Nouvelle University - Paris III. Her research fields are: Geography of Heritage and Tourism, Cultural Heritage Assessment & Management, Architectural & Landscape History, Urban Arts & Civic Engagement, Tourism Gentrification, Digital and Urban Ethnography.

Marie-Laure POULOT is a lecturer in Geography at Paul Valéry Montpellier III University and a member of ART-Dev research center. Her Ph.D. in urban geography (Paris-Nanterre), published by Presses de l'Université du Québec in 2017, analyses the geography of cosmopolitanism, through the study of heritage narratives, practices and representations in Montreal (Canada). She also carried out postdoctoral mobility

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(FMSH/Paris – ICS/ULisboa) on new temporary creative places in Lisboa. She is the head of the master's degree "Tourism and sustainable development of territories" (University Montpellier III) and is teaching cultural tourism and heritage. Her current research focuses on urban heritage processes (co-constructions and diversity of expertise) and the production of urban spaces, cultural narratives (literature and audiovisual productions) and their links with geographical imaginaries.

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