

# Marie Curie Actions – International Fellowships

Project n°: Grant Agreement Number: PIRSES-GA-2009-269227



## STRAVAL (269227)

“STUDIES, TRAINING, SOCIO-ECONOMICAL VALORISATION AND MANAGEMENT OF NATURAL, CULTURAL AND MONUMENTAL PROPERTY FOR THE PROMOTION OF THE LOCAL SOCIETIES OF LATIN AMERICA (ARGENTINA, BRAZIL AND MEXICO)”

## Marie Curie Actions Publishable Summary

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**Period covered:** from June 2011 to June 2015

**Period number:** 1-2

**Start date of project:** June 2011

**Project coordinator name:** Prof. José Luis Briansó

**Project coordinator organisation name:** Universidad Autónoma de Barcelona (UAB)

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**Date of submission (SESAM):** 7 of September 2015

**Duration:** 48 months

**Version:** 1

**Project website address:** <http://www.straval.unlu.edu.ar/straval/>

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## CHANGES

Version	Date	Comment	Authors
1.0	07/09/2015		UAB

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STRAVAL (Studies, training, socio-economical valorisation and management of natural, cultural and monumental property for the promotion of the local societies of Latin America (Argentina, Brazil and Mexico) is a project co-funded by the European Commission in its 7<sup>th</sup> Framework Programme under the Grant Agreement n° 269227 running from 1<sup>st</sup> July. 2011 to 30<sup>st</sup> June. 2015.

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# 1. FINAL PUBLISHABLE SUMMARY

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When a natural or monumental site is declared as a protected area such as World Cultural Site (WCS), National Historic Monument (NHM), Biosphere Reserve (BR), Natural Space (NS) etc, a very strong impact undergoes in the region. In general, this declaration involves a large public and private investment which often affects only the site itself or immediate surroundings. Often the direct impact is reduced by marginalization of more distant areas, which in many cases, present unquestionable heritage values, susceptible of being valorised and recovered in order to further generate financial resources to promote economic, social and regional development. The site protected by law acts as a powerful magnet that may favour those more remote places in terms of promoting economic and social bookmarking, if that marginal area is valorised properly. There are many examples of the consequences of valorization works in monuments and/or natural areas in Europe. One of the most significant cases in Spain is the recognition of the Romanesque art churches located in Boi Valley (Catalonia) as World Heritage UNESCO 30/11/2000. These sites must comply with the requirement of acting as powerful magnets for tourist attraction, and geographically affect a wider circle which must be studied to enhance and create new local development opportunities. Three potential sites suffering from marginalization and a reduced impact as a consequence of their declaration or protection have been identified in regions of Mexico, Argentina and Brazil.

□ MEXICO: Selected site: Cuitzeo Lake (Volcanic and Monumental area). The main proposed activities, close to Morelia, to address through this multidisciplinary work are, a) A section of Route 2010 (Cuitzeo lake area), which means the roads, history, landscape, biota (flora and fauna) geo-resources (minerals and rocks), volcanic geomorphology etc. (Route of Bicentenary 1810-2010) and b) Joining the Augustinian monasteries (XVI and XVII centuries) which were the origin of this route. In each small village around the lake almost one church was build during the colonial period.

□ ARGENTINA Selected site: Surroundings Luján area (Religious pole of attraction). Surroundings of the city of Luján, the Basilica “Nuestra Señora de Luján” (National Monument) and Enrique Udaondo Museographic Complex being declared a historical heritage of the Argentine Republic. This religious pole attract every year around 5 million peregrines, mainly from Buenos Aires (at 70 km) and other cities of Argentina

□ BRAZIL: Selected site: A concrete area of the Ambient Protection for the Southern Right Whale: in the center-south coast of the State of Santa Catarina – Brazil. The protection area includes the coves of bigger concentration of southern right whales with younglings, and important terrestrial areas, dunes, bathed, lagoons and some archaeological sites (Guarani culture).

To overcome the reduced impact and promote future economic and social progress derived from such declarations, the STRAVAL main purpose was to make non-interventional studies on the conservation of these sites in LA in order to valorise the selected sites. Such studies were performed from an architecture, environment, geo & bio-diversity, history and conservation/alteration of building materials point of view. They were complemented by the identification of existing economic potentials around these sites and a social study of the neighboring populations. As a result of the performed studies, education and training programs, shorter training courses and open day

sessions addressed to students in Higher Education Institutions, civilian population at large and to professionals in the tourism sector have been the outputs of the project. A Valorisation, Business and Action Plans become the other important output of STRAVAL. Additionally, the project let to transfer the best practices among all the sites chosen for the project on the basis of concrete examples of good practices identified in the EU or associated states. For example the city of Tarragona (Roman period) or the Valle de Boi (Pyrenees) both in Spain or the Plitvice Lakes National Park in Croatia. The Boi Valley was, finally, chose as example of Spanish good practice: National Park and UNESCO World Heritage together with Plitvice National Park (Croatia) and world heritage.

In this sense, the outputs of STRAVAL have been transferred to local/regional authorities and private actors associated with tourism awareness of the existing potential, based on educational actions that were implemented. The dissemination of the project results targeted local stakeholders about the importance of conservation, enhancement and promotion of natural or monumental heritage, as an engine of economic momentum on track to sustainable growth.

### List of Keywords

Cultural Heritage, National Park, World Heritage, Reserve of the Biosphere, Architecture, Environment, Geo & Bio-diversity, History and Conservation/Alteration of Building Materials, Valorisation, Business and Action Plans, Economic Potentials, Social Study of the Neighboring Populations, Knowledge transfer, Education and Training

### Websites where additional information may be found

<http://www.straval.unlu.edu.ar/straval/>

### Logo



### Banner



**STRAVAL**  
Studies, Training,  
Socio-Economical Valorisation  
And Management Of Natural, Cultural  
And Monumental Property  
For The Promotion  
Of The Local Societies Of Latin America

ARGENTINA BRASIL MÉXICO

STRAVAL es un proyecto de colaboración en el que participan investigadores y estudiantes de universidades latinoamericanas y europeas. Por tal motivo, la Universidad Nacional de Luján (Argentina), Agencia Brasileira de Desenvolvimento Regional - Fundação De Apoio A Pesquisa (Brasil), Posgrado E Estruturas - UNISUL (Brasil) y Universidad Michoacana de San Nicolás de Hidalgo (México), For Danque Padjar Baskoro Institut (Dronca), Universidad Autónoma de Barcelona (España) y Turis Uleak (Ecuador).

**Argentina**  
El objetivo de este proyecto es promover el desarrollo socio-económico de las zonas rurales y urbanas de la provincia de Luján, Argentina, a través de la gestión y conservación del patrimonio natural, cultural y monumental.

**Brasil**  
O objetivo do projeto é promover o desenvolvimento socioeconômico das zonas rurais e urbanas do estado de São Paulo, Brasil, através da gestão e conservação do patrimônio natural, cultural e monumental.

**México**  
El objetivo de este proyecto es promover el desarrollo socio-económico de las zonas rurales y urbanas del estado de Michoacán, México, a través de la gestión y conservación del patrimonio natural, cultural y monumental.

## Newsletters

2011, 2012, 2013, 2014 issues.



**1 STRAVAL Project**  
Grand Agreement # FPIES-04-2009-29021

**Studies, Training, Socio-economical and Management of Natural, Cultural and Monumental Property for the Promotion of the Local Societies of Latin America (Argentina, Brasil, Mexico)**

**The Project**  
When a natural or monumental site is declared as a protected area under an entity (National Park, ICHN, Natural Heritage, Monument, etc.), the objective is to protect its integrity and its surrounding area, which in many cases, general environmental heritage values, recognition of being exhibited and increased in order to further generate financial resources for economic, social and regional development.

One of the most significant cases in Spain is the designation of the Monarque and Church.

Such relation of environmental and cultural heritage, that often generates knowledge and good management that have received some form of protection either at national or international level. These sites, suffering from mismanagement and a notable impact as a consequence of their declaration or protection have been identified in Mexico, Argentina and Brasil.

located in San Felipe (Cataluña) as World Heritage (UNESCO) 1987 (UNESCO). The objective is to generate an archive concerning knowledge transfer which leads from a model to the rest of the countries with the remaining the tourism activity and the management.

**Future Activities - 2011-2014**

**2nd semester, 2013**

- Course Day in Luján, Spain.
- "STRAVAL Argentina and Creation Case of Study" Book printing.

**September, 2013**

- Thesis presentation: "Estudio comparativo del estado de conservación del patrimonio cultural de la ruta Michoacán-Luján-Parícutin-Cherán-Uruapan y Los Aquiles, Michoacán, México" by José Hernández Galar at the Faculty of Civil Engineering, UNISUL.
- Short course in Morelia, Mexico.

**3rd semester, 2014**

- Course in Morelia, Spain (Stratton Team).

**April, 2014**

- Short course in Curitiba, Brazil and Páramo Luján National Park.

**3rd semester, 2014**

- Design, edition and compilation of the Mexican book about the Morelia Case Study.

**Publics:** cover and inner page of the book "Morelia, Case Study: Social - Economic Protection for the Southern Right Water".

[www.straval.unlu.edu.ar](http://www.straval.unlu.edu.ar)

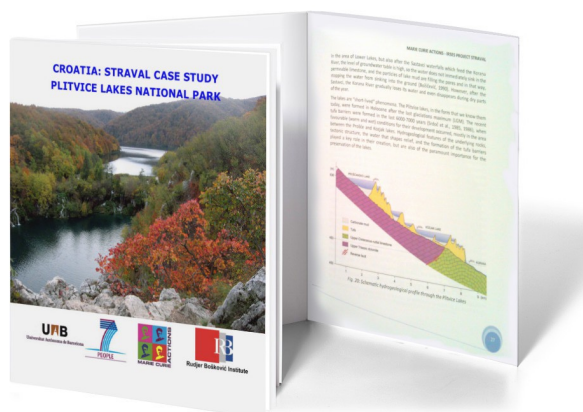


## Books

Book about STRAVAL project: Brazil Case Study (Tubarao river)



Book "Croatia: STRAVAL Case Study, Plitvice Lakes National Park"  
ISBN 978-84-616-2990-9, 62 pages



Book about STRAVAL project. Mexican Case Study Guide for the state of Michoacan, Mexico: Morelia-Los Azufres

