

FROM THE DETERIORATION OF THE HERITAGE TO ITS REVALUATION AND INCLUSION IN THE TOURISTIC PLANIFICATION: THE CASE OF VALLADOLID

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The relevance reached by the cultural heritage in the cities of Castilla y León converts these urban areas into a representative scenario in order to understand the spatial and cultural transformations associated to the expansion of the cultural tourism in Spain. In this way, the city of Valladolid deserves a specific consideration because, provided with a real-state heritage of great historical value, most of its elements have been affected by a process of abandon and deterioration during the second half of the XXth century. The city of Valladolid is a victim of a strong process of deterioration and destruction of the historic center which took place between the 60s and 80s of the former century, whose result was the loss of part of its built heritage, which at a time was much more valuable and large than the present one. That is why the city still has a very large historic center and with patrimonial elements of first class although it is far from being a historic compound well preserved. After that process and with the arrival of the first democratic administrations, they set the bases to carry out a process of rehabilitation and restoration which would be put into practice at the beginning of the decade of the 90s. This process has two branches. On the one hand, the restoration of the abundant historic and artistic heritage preserved which was found in a deep condition of abandon and deterioration after the former period. In general, this process has been satisfactory because the effect, in the case of the restoration of artistic monuments, is more than evident. The text makes a review to the actions carried out in the last years in four monumental environments of the historic center. On the other hand, the interventions of pedestrianization and improvement of the urban environment have been generally satisfactory, although, in general, they have improved deeply the image of the historic center of the city, recovering ground for the pedestrian. Therefore, the development of the «Área de Rehabilitación Integrada» (ARI) Platerías-Catedral has contributed clearly. However, it has not the same result from the point of view of the treatment of housing of the historic center, because since the modification of the «Plan Especial del Casco Histórico» of the year 1997, the traditional dwelling still standing has

suffered, and it is still suffering, traumatic rehabilitations which, in a subtle way, are leading to a new wave of disappearance of the inherited heritage of the city. On the basis of that politic of rehabilitation and «restoration» of the heritage, the public administrations have provided the city with some instruments and a strategy for the enjoyment and tourist usage. That is what finally has been produced in the city of Valladolid since, in 2003, the «Plan de Excelencia Turística» was launched. A large part of the actions of this plan bets clearly on the touristic exploitation of the huge cultural heritage of the city, and it makes it from a process of valuation and formal articulation of the same, in order to carry out a spatial planning of the products of touristic interest that the city offers. However, once made the touristic impulse of the city, there are a lot of challenges to be overcome by the city of Valladolid in the future.