

AN APPROACH TO CULTURAL HERITAGE IN LANDSCAPE VISUAL QUALITY ENCLAVES. THE MILITARY BATTERIES OF CAPE TIÑOSO (CARTAGENA, MURCIA)

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The Military Batteries of Atalayón, Castillitos and Jorel are examples of important, rich and large military heritage located in Cartagena. These defense and surveillance buildings are spread through the coast of Cartagena, lying on Muela's slope, in Cape Tiñoso's cliff, within the Protected National Space of S^a Muela, Cape Tiñoso and Roldan. They are owned by the Ministry of Environment, and they are incorporated to the Maritime Terrestrial Public Domain. They were registered as places of Cultural Interest in the Monument category in 1997.

The aim of this paper is to introduce and enhance these Military Batteries by evaluating and classifying the landscape visual quality and to propose plans and lines of action intended to value and preserve them as a factor and an element of development.

After a brief historical summary about the military importance, the property and the protection of the Batteries, a viewshed is set and the landscape visual quality is rated according to the method used by USDA Forest Service and Bureau of Land Management of the United States. With the making of a SWOT matrix, strengths, weaknesses, opportunities and threats are identified, and this leads to develop plans and lines of action in order to reduce the weaknesses and not to increase the risks from threats; to strengthen strengths and eliminate threats; to avoid weaknesses from preventing the use of opportunities; and to strengthen the strengths taking advantage of the opportunities.

The rating of the landscape visual quality is made from the high position of the Batteries. The viewshed is wide and rounded; while the atmospheric conditions play a key role in making the visibility of the land. Out of the three perception planes of landscape, the scenic background, occupied by the sea, is dominant in terms of visibility and visual impact, being represented at the most in the landscape. In the midplane, Cape Tiñoso offers a typical landscape of coastal cliffs, rolling and with sporadic presence of native

wildlife, eroded areas and little vegetation. The main aesthetic values are due to chromatic contrast and textures within the sea, soil, rock and vegetation. In addition, the ones coming from the 'cliff' geomorphology enhance and increase the good views. The scenic quality is modified in the first place by the building of the Batteries, but they do not replace the landscape visual quality that at a greater distance is free from anthropogenic activities:

- The visual quality is high, at Atalayón and Castillitos, and average at Jorel, to the north.
- The visual quality is average at Atalayón and Castillitos, and low at Jorel, to the south.
- The visual quality is average at Atalayón, Castillitos and Jorel, to the east and west.

The greatest strengths of the Military Batteries are the natural richness of their surroundings and their great historical, architectural and military value. The opportunities to be seized are the proximity of established tourist destinations (La Manga, Mar Menor and Mazarrón), and the implementation of ecotourist routes within the European Greenways Network for the Western Mediterranean Area (REVERMED). The problems arising from weaknesses are increased with threats, especially those relating to the lack of funding from the Administration for investment in improved access, protection of the Batteries and information to its enhancement as a tourist destination. It is necessary to emphasize the good climate through almost the whole year and use it to break the seasonality of regional tourism and compete with other destinations.

The plans and their different actions are intended to take advantage of the opportunities, to mitigate the risk arising from threats and strengthen the space by overcoming weaknesses. At the same time, it seeks to promote the space and make it a potential resource of tourist and local development that respects the environment and is aware of their cultural values. The three plans are:

Tourism Promotion Plan, designed to make this military and natural heritage known as a tourist and cultural product. Strengths join opportunities to overcome threats. It is developed in the following lines of action:

Design of promotional works on paper and virtual.

To plan tourism and leisure days, taking advantage of singular, attractive and distinctive landscape features of the coast, and the recent establishment of the cruise terminal in Cartagena.

To promote the creation of a heritage theme area.

To set up a Cooperation, Promotion and Cultural Dissemination Plan.

To design an ecotourist route within RISERM regional network and the European Greenways Network for the Western Mediterranean Area (REVERMED).

Accessibility Plan, targeted at meeting tourists' needs by improving the access in terms of road infrastructure and removing impediments for disabled people. Weaknesses are reduced seizing opportunities, being supported by the strengths and mitigating threats. It is developed in the following lines of action:

To improve the access to Batteries in terms of technical aspects, and to introduce a graphic, informative, directional, interpretive and normative markers system.

- To set up a waste management system.
- To fit out a visitor and interpretation center.
- To develop an Environmental Volunteer Program.

Protection of Batteries and Landscape Plan, targeted at spreading environmental awareness through knowledge. It seeks to eliminate weaknesses and minimise threats using opportunities. It is carried out in the following lines of action:

- To set an environmental education program.
- To provide a surveillance and security system and to ensure the compliance with the Regulations for Protection.
- To implement methods to analyse the load capacity of the different uses and activities considered.
- To wisely manage European, national and regional aids and grants.