Perspectives on proximity tourism planning in peri-urban areas

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Abstract

Proximity tourism planning is regarded as a significant challenge at the present time. This paper conceptualizes this type of tourism and justifies the need to approach it in post-coronavirus spatial planning scenarios, especially for addressing the peri-urban areas of medium and large cities, intermediate spaces of the contemporary urban model that have hardly been considered as tourism geographies. The conceptualization of proximity tourism and the justification of its current relevance are completed by a tourism planning proposal for the peri-urban territory of the city of Seville (Spain), which visualizes an implementation channel for the exposed theoretical reflections.

Keywords: proximity tourism; spatial planning; peri-urban areas; COVID-19; heritage; landscape

1. Introduction. The pertinence of proximity tourism

The worldwide health, social and economic emergency provoked by the COVID-19 pandemic occupies a central position in the research agenda. In relation to tourism, the current living conditions are demanding more attention to practices that find their main motivation in discovering nearby places or even our own cities. It could be a long time before leisure-oriented travel, especially if implies long-haul flights, manage to stabilize again, given the heavy blow that tourism and travel companies have suffered and the still-necessary caution in regard of free international mobility (Ioannides & Gyimóthy, 2020). In addition, the present-day economic and social crisis could cause the first tourist attitudes of the post-pandemic era to be based on the improvement and support of the own region and its local businesses. This combination of facts opens up the possibility for people to value their immediate surroundings in a whole new way.

Furthermore, rather than returning to the previous operating model as soon as possible, this crisis challenges us to reflect on the unsustainability of the pre-pandemic travel industry (Benjamin et al., 2020; Higgins-Desbiolles, 2020). In times of emergency, debates about the inconvenience of assumed models and practices are opened (Cooke & Nunes, 2021), although the predominant forms of tourism mobility were already questioned prior to the COVID-19 pandemic (Høyer, 2000; Díaz Soria & Llurdés Coit, 2013; Jeuring & Haartsen, 2017). In the last decades, the gaze has been directed towards a renewed model of socio-ecological coexistence where tourism, instead of promoting a culture of exoticisation, cultural colonialism and exploitation, becomes an activity linked to the maintenance of networks of affections, local collaborations and long-term citizen activism (Tomassini & Cavagnaro, 2020). The new living conditions to which

the world's civilizations have been subjected as a result of the pandemic have highlighted this already identified need to offer creative tourism solutions committed to the challenge of sustainability and to the local populations and contexts (Nunes & Cooke, 2021; Romagosa, 2020). Proximity tourism therefore represents a tourist approach of interest in these times of social, economic and environmental uncertainty. As J. Jeuring and I. Díaz Soria (2017) state, "the fossil fuel-dependent tourism industry becomes increasingly unsustainable and strategic changes or technological innovations might take too much time before they will be pursued. Therefore, a shift in thinking about the meaning and value of tourism and incorporating proximity as a touristic asset is becoming increasingly timely".

This text makes a contribution to this issue by conceptualizing proximity tourism in the second section of the text, and by developing a tourism planning proposal consistent with the conceptual basis in the complementary third and fourth sections. The third section focuses on the 'how', which refers to the methodological steps of the planning proposal. The fourth one reflects on the 'who', namely the governance model for implementing the methodological path outlined.

To reach both objectives, the research uses contemporary reflections offered by the line of investigation that deals with the convergences between heritage and landscape (López Sánchez et al., 2020), identified as a convenient framework to develop a conceptual approach and an operational response to address proximity tourism.

2. Conceptualization of proximity tourism

2.1. Framing the term

'Proximity tourism' is a type of tourism that is not consolidated in the scientific literature, given the limited research attention that tourism flows and practices at the intraregional level have received so far (Bertacchini et al., 2019). Although there are studies that are beginning to use this term (Díaz Soria and Llurdés Coit, 2013; Jeuring and Haartsen, 2017; Romagosa, 2020), not all the research that reflects on the proximity and intraregionality aspects of tourism can be identified through it, as there are also other associated terms such as 'local tourism'. A useful compiling effort of this type of tourism studies can be found in the book *Proximity and Intraregional Aspects of Tourism*, published in 2017 by J. Jeuring and I. Díaz Soria (Jeuring and Díaz Soria, 2018). As one of the main problems of proximity tourism is the ambiguity of the term, the first request

to move forward in its consolidation would be to define what is understood by 'tourism' and 'proximity'.

Considering the first of the terms, the official definitions of tourism agree that it is a social phenomenon that essentially consists of the displacement of people to places that are outside their usual environment for recreation, rest, business, culture or health purposes. In this sense, nearby trips could be framed under the umbrella of tourism as long as they are destined to visit a new unfamiliar environment outside daily live. I. Díaz Soria and J.C. Llurdés (2013: 70) provide an interesting reflection in this regard when they explain that if 'usual environment' means, according to the World Tourism Organization, the geographical limits within we have created our life routine, a type of experience whose main motivation is to discover nearby places (in terms of distance) is not excluded from tourism agenda since, whenever we are discovering something new, we would find ourselves outside our usual environment. Under this approach, a distinction of what could be identified as tourism in comparison to other recreational and leisure processes developed in the nearby environment could be placed in the emphasis that the experience itself places on the 'discovery' factor. In this sense, a bicycle excursion around the own city could be

recognized as a tourist practice at the moment in which it is understood and designed as an experience focused on knowing somewhere new: for example, on visiting hitherto unknown places with the motivations of discovering novel stories about them (Jeuring & Haartse, 2017).

Once we have conceptualized what it is understood by tourism, the term 'proximity' is addressed. Proximity is a concept broad enough to be able to involve everything from trips throughout the national territory to experiences less than 20 km far from home. In this sense, it is necessary to point out that tourism research on journeys that take place in the own country, known as 'domestic tourism', is widely extended in the international research literature (Athanasopoulos & Hyndman, 2008; de la Mata & Llano-Verduras, 2012; Massidda & Etzo, 2012; Seckelmann, 2002; Rogerson, 2015; Wu et al., 2000) and there are already several authors who are beginning to reflect on the relevance of promoting this type of tourism for a post-pandemic era (Arbulú et al., 2021). However, as the distance between the final destination and the place of residence is reduced, the research framework becomes more ambiguous. This situation reaches its maximum expression in destinations that are close enough to the place of residence as not to require accommodation. Proximity tourism is conceived as this type of tourism.

Therefore, we can define the proximity tourism as those tourist experiences that take place during a day in a location close to the place of residence, so they do not require overnight accommodation, whose focus is to know an unfamiliar nearby place.

2.2. *Looking for a useful research and action framework for proximity tourism planning*

This type of tourism is the one with the lowest levels of theoretical and conceptual development in the scientific literature. However, it is possible to advance in its conceptualization within the theoretical framework that explores the synergistic relationships between tourism and identity, as the trips framed in proximity tourism would be normally motivated by feelings of identity, place attachment, regional pride, support for your fellow citizen and appreciation for one's own (Everett & Aitchison, 2008; Gross & Brown, 2008; Gu & Ryan, 2008; Hibbert et al., 2013; Nunkoo & Gursoy, 2012).

In this way, landscape research is capable of getting involved in the conceptualization of proximity tourism, since it offers a useful framework to investigate the close affinities and emotional ties that exist between people and the places they inhabit. D.C. Knudsen et al. (2007: 230) already stated years ago that "returning to one of the basic themes of geography [referring to landscape] allows us to move forward in our theorization of tourism and aids in understanding that tourism is more than a visual pursuit". Given that the landscape is the identity manifestation of the territory and contains strong symbolic connotations for the local population, a proximity tourism argued from the landscape would increase the bonds between citizens and the places they live in, reinforcing a sense of place (Isachenko, 2009; Sampson & Goodrich, 2009). This reflection shares the approach of D.C. Knudsen et al. (2008), who understand that landscape is the reification of identity while tourism, as a geographically conscious phenomenon (Li, 2000), is the search for understanding the identity of a place from its landscape. These arguments justify the relevance of the landscape research in proximity tourism planning. I. Díaz Soria and J.C. Llurdes (2013: 76) move in this direction when they affirm that "the study of the landscape would be useful, on the one hand, to justify the interest of a proximity destination, but also within the framework of the construction of a valid methodology for this type of tourism".

The landscape in its contemporary formulation constitutes the expression of the continuous dynamic interaction between natural processes and human activity. With the arrival of the European Landscape Convention in 2000, this renewed view of the landscape surpassed

the theoretical-conceptual level and appeared as a new paradigm in spatial planning (de Montis, 2016). Landscape has emerged in the last two decades as a useful paradigm in the challenge of territorial sustainability because it constitutes an interdisciplinary framework that addresses the specificity of the places we inhabit and, therefore, promotes actions from own resources and endogenous values (Vaz & Lalana Soto, 2019). But isn't heritage the quintessential manifestation of the uniqueness of each territory and its population? The question can also be formulated in another way: if we can think of the landscape as the result of a dynamic process where social groups appropriate the territory, is not the heritage the trace of this temporary process of appropriation and, therefore, the concrete expression of the landscape? Indeed, reflecting on the landscape is ultimately reflecting on heritage from a territorial approach (López Sánchez et al., 2020). The landscape is an effort to recognize the cultural and natural specificity of any territory and, therefore, it is a work of exploration of the heritage content and meaning that it treasures. These approaches confirm that heritage, understood not only as a set of outstanding monuments but as a far-reaching and comprehensive identity phenomenon, is the basic support from which to undertake a renewed sustainable management of the territory (Janssen et al., 2012; van der Valk, 2014). In this way, a landscape-based proximity tourism has to be based on the territorial heritage. To this effect, the landscape must be conceived as both a *source* and a *tool*.

Landscape as a *source* refers to its strategic potential to offer a structured and comprehensive heritage interpretation of the territory. The historical reconstruction of the landscape from prehistoric times to today allows us to trace interpretive links between the individual heritage components present today (Kolen et al., 2015). An interconnected heritage fabric aids to read the cultural meaning of the physical context and stimulates the social construction of territorial identity. Mary-Catherine E. Garden (2006) distinguishes *heritage sites* from those built from the landscape (*heritagescapes*), that go beyond their individual components to offer a complete and wide-ranging interpretation of the heritage meaning of the territory.

If this territorial heritage structure becomes recognizable by a planning strategy, it would be possible to formalise the perception of a territory as a touristic destination. Landscape as a *tool* is based on the notion of the comprehensible landscape, that is, a landscape that can be read by experiencing it (Knudsen et al., 2007). Making a *heritagescape* comprehensible leads to a specific planning line of work conceived as an exercise in heritage cohesion and consisting of making explicit the interpretive links between heritage resources identified by historical landscape studies through enjoyable experiences.

3. A proximity tourism planning strategy

The following section offers a methodological proposal for the practical implementation of the concepts presented in the previous section. The methodology has been applied to the northwest peri-urban territory of the city of Seville (Spain), although it can be extrapolated to other landscapes. The case study area has an approximate size of 500 km^2 and covers the territory that extends in the northwestern direction from the most populated city of southern Spain (Figure 1). The population of Seville oscillates around 700,000 inhabitants, 1,000,000 if we include the metropolitan area. The area of study contains a dispersed and landscape-diverse heritage network since, in a not very extensive space, the following areas are found: a dry-farming landscape whose land division system dates back to medieval times, Campo de Gerena, in the central area (a); a mining landscape exploited since prehistoric times in the foothills of the Sierra Norte de Seville, in the north (b); the fluvial landscapes of the Guadalquivir and Guadiamar rivers, in the east and the west (c and d); and the part of the metropolitan area of Seville which is located in the privileged elevated position of the north cornice of Aljarafe, in the south (e). The flat topography

of the river valleys and the gentle hills of the agricultural landscape contrast with the elevation of this cornice, which works as a landscape viewpoint, and the foothills of the Sierra Norte, which is the scenic background of the area. This territory has been strongly altered due to its closeness to Seville. Across the different landscape areas and since the 1960s, new urban developments have appeared, as well as motorways, industrial parks, shopping centres and other elements that disturb the original scene.
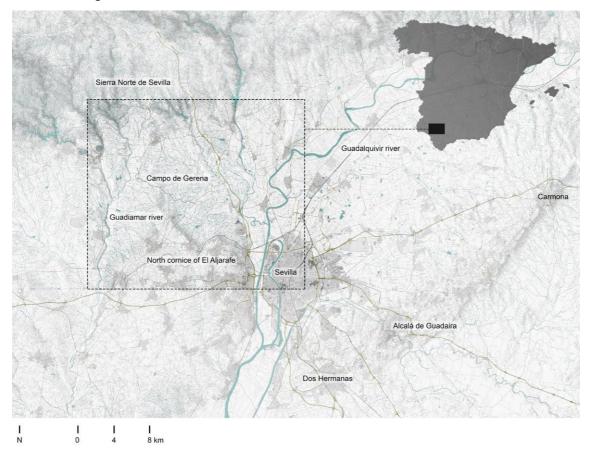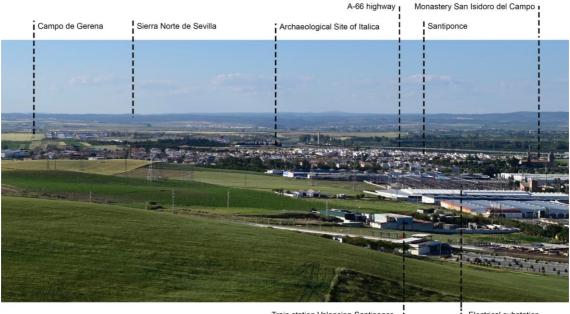

Figure 1. Case study area. Source: By the first author through ArcGIS® and ArcMap ™ 10.4.1. software by Esri., 2020.

The area is located in the vicinity of the main historical trade route in the south of the peninsula, the Guadalquivir river. In addition, the favourable defending conditions of the cornice, the assured supply of food and water thanks to the river and the optimal climatic conditions make this territory a strategic location. Therefore, the area has been inhabited since prehistoric times, and nowadays contains a complex and rich heritage network that encompasses a large time span with very significant heritage resources, such as the Archaeological Site of Italica, the Chalcolithic dolmens of Valencina, the Archaeological Site of El Carambolo and the Monastery of San Isidoro del Campo. However, the new urban developments have fragmented the landscape and the heritage resources have been left in an isolated situation where they do not establish relationships with other nearby heritage items or with the landscape they belong to. This is a representative example of those areas in the proximity of large cities where the landscape diversity and the intense time depth of the territory coexist with recent urban developments that pull the landscape apart and greatly hinder its heritage legibility (Hökerberg, 2013) (Figures 2 and 3).

La Algaba | Monastery San Isidoro del Campo | Highway A-66 | "Los Girasoles" industrial park

Figure 2. View of the town of La Algaba, the Monastery of San Isidoro del Campo, the A-66 highway and Los Girasoles industrial park. The photo was taken from the cornice of Aljarafe by the first author, 2019.

A-66 highway | Monastery San Isidoro del Campo

Campo de Gerena | Sierra Norte de Sevilla | Archaeological Site of Italica | Santiponce

Train station Valencina-Santiponce | Electrical substation

Figure 3: Partial view of Campo de Gerena, the hilly profile of Sierra Norte de Sevilla, the Archaeological Site of Italica, the A-66 highway, the town of Santiponce, the monastery San Isidoro del Campo, the train station Valencina-Santiponce and the electrical substation located in Los Girasoles industrial park. The photo was taken from the cornice of Aljarafe by the first author, 2019.

Step 1. Landscape networks

The planning of a comprehensive landscape-based proximity tourism begins with the diachronic analysis of the landscape, which must include, in addition to the study of the classic documentary sources (literary sources, previous research, historical cartography, iconographic content, etc.), participatory processes with the local population. The purpose of the analysis is to build a network-based heritage interpretation process that transmits the cultural meanings of the landscape (Strauser et al., 2019) (Figures 4 and 5). The networks create interpretative connections between the heritage elements of the territory. These connections lead to a deeper understanding of how human societies have, over time, understood, lived, exploited and organised the territory, and how these relations between people and the territory have produced the current landscape.
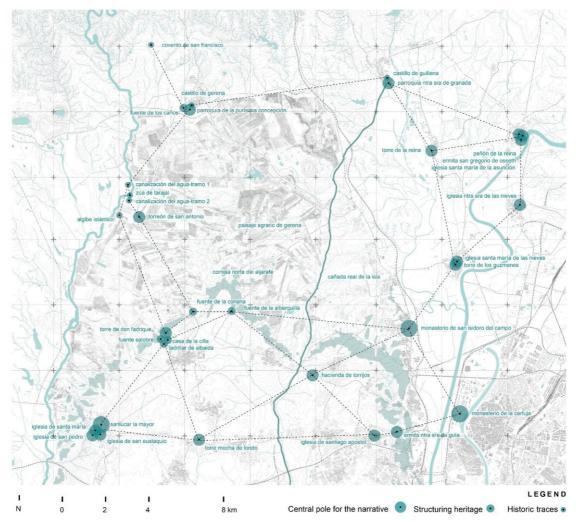

Figure 4. Cartography of the virtual network "The Middle Ages. Defense, centralization, cultural interaction and restructuring of agrarian property". Source: The first author through ArcGIS® and ArcMap ™ 10.4.1. software by Esri., 2020.
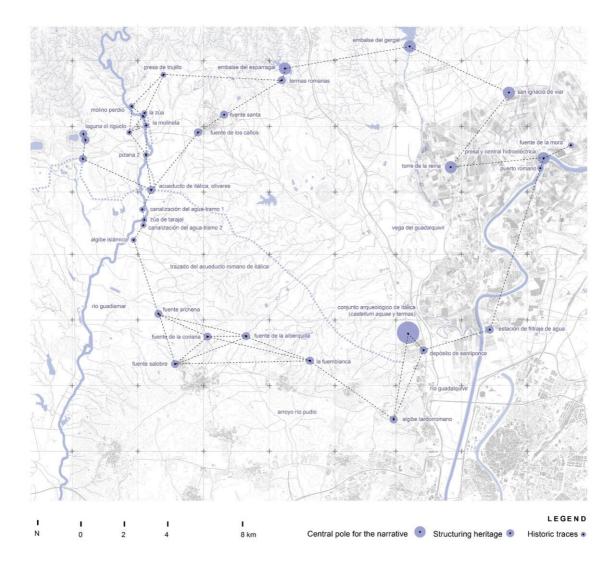
Figure 5. Cartography of the virtual network "The water landscapes". Source: The first author through ArcGIS® and ArcMap ™ 10.4.1. software by Esri., 2020.

These interpretative connections can be transmitted as narratives. Narrative analysis and construction are not alien methods for tourism planning (Mura & Sharif, 2017) and they are key to promoting a tourism aimed at understanding one's own heritage environment beyond the individual heritage elements that comprise it. In addition to the transmitting potential of narratives, intensely discussed in the social sciences (Czarniawska, 2004; Riessman & Quinney, 2005), they are used here with special attention to their relational potential. The narratives are also a useful resource for the formalisation of a territory as a touristic destination, as an image and a recognisable brand can be created from them. As stated by M. Lichrou et al. (2010), "increasingly, narrative is recognised as a framework for the understanding of marketing and consumption processes in general, and especially in relation to brands". Attention will now be focused on the methodological line that allows the virtual networks of heritage relationships, structured by narratives, to transform into a tourism planning project with a specific geographical dimension.

Step 2. Diagnosis of landscape legibility

Turning a heritage structure of implicit historical relationships into a planning project is about

creating a comprehensible landscape, as stated before. A touristic planning project in this regard is a re-reading of the landscape with the aim of promoting its communicative capacity. It implies carrying out a diagnosis of the landscape legibility in the first place. This is a process that, on the one hand, identifies the potential structural elements of the territory. Those elements are landscape viewpoints and the mobility network, as it is possible to establish visual and physical links between the heritage resources from them. On the other hand, the diagnosis studies the level of belonging of the heritage resources to tourist dynamics. It is analysed whether the resources can be currently visited (1); if they are partially open to visits (e.g. only previously booked group tours are available) (2); or if they are totally alien to tourism dynamics (3). The diagnosis also establishes a hierarchical classification of heritage resources based on two indicators: their level of social recognition and their presence in local tourist guides. The superposition of this information with the potential structural elements (Figure 6) is used as a basis for the subsequent action plan.
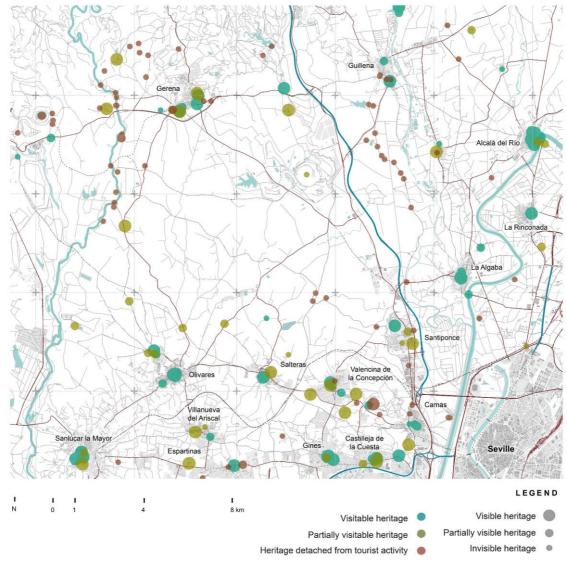

Figure 6. Cartography with the results of the landscape legibility diagnosis of the case study area. Source: The first through ArcGIS® and ArcMap ™ 10.4.1. software by Esri., 2020.

Step 3. Designing an action plan

A plan consisting of five successive and complementary actions is proposed:

A1. Actions for recognising

The first actions consist of providing the heritage elements with the necessary resources so that they can be accessed, visited and interpreted. These actions would be organised by a Cultural Management Plan for the territory which may require, at the architectural level, interventions of greater magnitude in the heritage resources that are in a deficient state of conservation. At the semantic level, the information panels, audio guides and ICT tools, will report on the specific values of the heritage elements (historical, artistic, architectural, etc.) and on their role in the cultural landscape they belong to, so that they can be read as integral parts of a landscape-based heritage network. This action includes the definition of heritage nodes (Figure 7), which will normally be those heritage items or groups of items that receive greater recognition (e.g. in the case study area, the Archaeological Site of Italica). In terms of semantics, the nodes offer far-reaching narratives that involve other heritage elements as well.
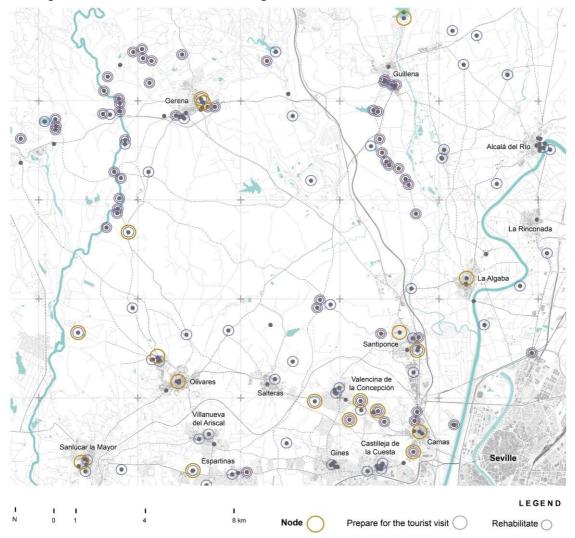

Figure 7. Cartography of the actions for recognizing, applied in the case study area. Source: The first author through ArcGIS® and ArcMap ™ 10.4.1. software by Esri., 2020.

A2. Actions for relating on a first geographic level

The next actions are aimed at alleviating the effect of the heritage dispersion caused by territorial and urban fragmentation in a first geographic scope that involves, for example, a town. These actions require the development of Cluster Projects; whose purpose is the integrative management of heritage elements that are geographically close. The Cluster Projects promote the unitary reading of close heritage resources so that those that enjoy greater recognition can enrich those that have a weaker visibility because of their conservation state or location.

A3. Actions for relating on a second geographic level (1): intervisibility network

These actions are aimed at reinforcing the heritage interpretive connections of the whole case study area through intervisibility relationships (Figure 8). They require visibility studies that allow the development of a network of landscape viewpoints that includes heritage resources with favourable visual conditions (e.g. defensive and industrial towers, church steeples or archaeological sites located on topographic elevations) and the points of the territory that are optimal as viewpoints (e.g. enclaves with good visibility which are next to communication routes or in periurban parks). At these points, interventions including panels for the interpretation of the panoramic view, benches, etc. will be carried out.

A4. Actions for relating on a second geographic level (2): mobility network

These actions are aimed at tracing touristic itineraries in the mobility network that materialise the virtual network of heritage connections. These itineraries will include the network of viewpoints developed in the last action. Their purpose is to allow access to the different heritage elements as well as the recognition of the landscape during the journey. The itineraries are, therefore, touristic products which do not always have to coincide with cultural itineraries. The latter are based on historical processes that have turned them into elements with heritage value today. Touristic itineraries, on the other hand, are specifically aimed at structuring the heritage offer of a cultural destination (Moulin & Boniface, 2001; Timothy & Boyd, 2014). The mobility network constitutes the support of said itineraries. From it, thematic itineraries linking heritage resources that belong to similar networks are defined. Transversal itineraries are also drawn up, aimed at connecting nearby resources associated with different networks. Lastly, the creation of linking itineraries that connect the thematic and transversal itineraries is also contemplated (Figure 9).

       The touristic itineraries are, therefore, instruments of communication, clear and orderly readings of the historic processes that shape the landscape, and their fundamental goal is to transmit a territorial heritage interpretation in which four basic components appear: a landscape with heritage meaning (1); a local community capable of exercising their perception, recognition and interpretation capacities, which is the basis for the development of the affective bonds and sense of place feelings (2); narratives (3); and a physical path to follow (4).
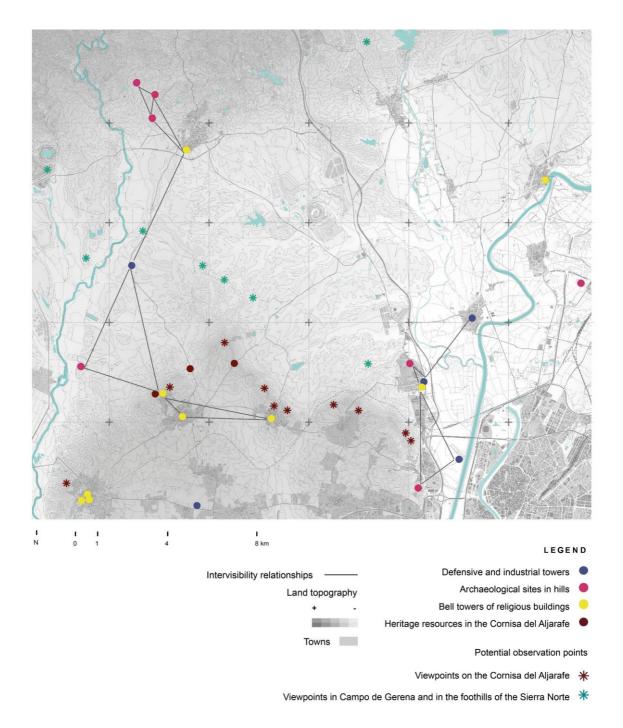
Figure 8. Cartography of the actions for relating in a second geographic level: intervisibility network, applied in the case study area. Source: The first author through ArcGIS® and ArcMap ™ 10.4.1. software by Esri., 2020.
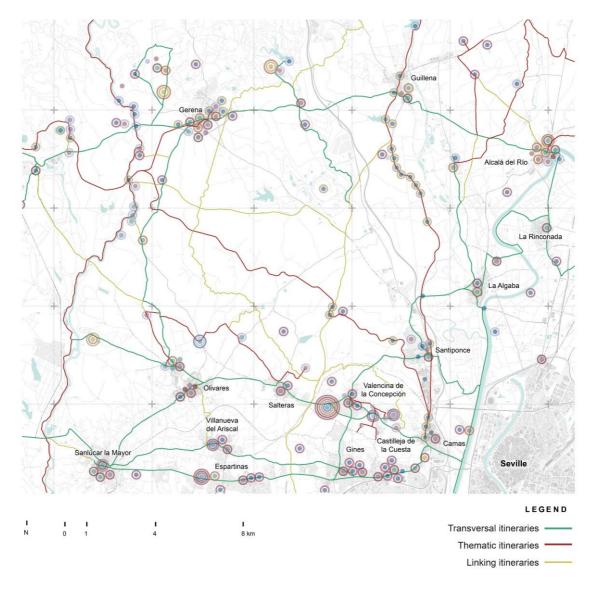
Figure 9. Cartography of the actions for relating in a second geographic level: mobility network, applied in the case study area. Source

A5. Actions for disseminating

The final actions are aimed at introducing an adequate image and brand for the touristic project, assuring its virtual presence. The tourism market has become increasingly competitive in recent years and the COVID-19 crisis will accentuate this. The reasons that push investments in communication are different: to remain competitive, increase brand awareness and promote those elements of uniqueness that distinguish and make a brand or place unique in comparison to others.

4. The governance model

A key aspect for the effective implementation of proximity tourism plans is the constitution of a governance model capable of coherently integrating tourism within a territorial framework. Regarding the question about how the management of the heritage content and meaning of the landscape should be organized in terms of strategic tourism planning and decision making, it is useful to bring up some points made recently by researchers P. Cooke and S. Nunes. These authors

defend that "tourism should be circumscribed conceptually and politically through the concept of territorial singularity" (Nunes & Cooke, 2021), which "gains effectiveness if it is pursued through the construction of 'shared governance models', dedicated to the task of building and developing territorial innovation processes" (Cooke & Nunes, 2021). The landscape, which constitutes the recognizable manifestation of the specificity of a territory, is 'projected' in the territory through heritage, which is able to assume a concreteness that the landscape, a holistic and all-encompassing reality, is not capable of achieving. Therefore, landscape and heritage are respectively sensible and concrete expressions of territorial singularity, which should be addressed by a shared governance model that directs the speech of local citizenship (1) towards a political-institutional action (2) coordinated with academic experts (3) that involves local enterprises (4).

In the first place, territorial action must be aligned with social demands expressed by the local population. More collaborative approaches will be required to galvanize the resources, skills and knowledge that enable this shift towards shared governance (Stenseke, 2009). Since the potential of involving local people in spatial planning was explicitly expressed in the European landscape convention, much has been written in Europe in relation to co-management models in the research scenarios of the landscape and heritage (Stenseke, 2009; Thorkildsen & Ekman, 2013). It is necessary to create alliances and effective communication channels between those responsible for territorial management and local groups. In the area of study, it is surprising to observe the little response that local associations are getting concerned about the limited attention that the heritage resources of the territory receive and the little socioeconomic benefit that these project on the local population, as expressed by the Association of Friends of the Archaeological Heritage of Aljarafe Norte or the Association in Defense of the Territory of Aljarafe.

Secondly, territorial action must be driven by initiatives of institutional proximity. Although this point is highly dependent on the administrative and political models of each territory, in the case of study it is necessary to point out the relevance of the regional administrative framework, the Provincial Council of Seville. Due to the lack of efficient and fluid administrative structures in Andalusia to generate territorial actions that involve several municipalities or administrative spheres, the regional scale is considered at least the adequate to start this search of horizontal institutional links, namely interdepartmental synergies between the spheres of tourism and territorial planning, and vertical links, which refers to synergies between the regional administration and the local governments, the city councils.

Although regional administration is in charge of carrying out the proposed action plan and searching for funding mechanisms, the nature of the proposed plan makes it necessary to establish links with the academic sphere. The University and Institutions specialized in heritage, such as the Andalusian Institute of Historical Heritage in the study area, must ensure scientific rigor to obtain the knowledge base from which the heritage networks will be built.

Finally, S. Nunes and P. Cooke (2021) state that an institutional impulse that generates new demand needs to be accompanied by a dynamic of supply that allows exploitation of such new effective demand. In this sense, the practical implementation of the plan must be accompanied by studies that ensure viable business investments. This should include commitments and agreements with local tourism companies and businesses. In this way, the new network of itineraries and viewpoints will have a supporting touristic infrastructure, for example, bicycle rental companies, tourist guides, etc.

5. Conclusion

This text outlines the need to draw attention to spaces, conceptual frameworks and methodologies for promoting a landscape-based proximity tourism supported by the heritage content of the territory.

The proposed methodological line specifically argues that the landscape as a relational resource and as a narrative tool represents a planning approach of interest for increasing the competitiveness and cohesion of a territory, especially in relation to the disjointed intermediate spaces around medium and large cities, places that may be revalued as touristic destinations in the post-pandemic era, where the accessible and the near prevail over the distant and exotic. These places demand connecting actions to be able to constitute themselves as touristic spaces, since it is precisely their diffuse, illegible condition that impedes the implementation of successful touristic dynamics in them.

It is necessary to raise debates in the spatial planning scene that address heritage as an opportunity to generate and provide operational content to these new tourism geographies. In intensely humanised heritage contexts that are fragile and unbalanced, a conscious territorial action, based on the resources of the territory itself, allows us to achieve thresholds for territorial competitiveness. A strategy with these characteristics must be based on social engagement, institutional leadership, expert's collaboration and business involvement. In effect, the proposed methodology will only be viable to the extent that it is driven by the real needs of the population, led by the public administration, supported by academic experts and sustained through local tourism businesses.

On the other hand, it is necessary to establish a solid proactive link between the scenarios and policies that regard heritage and landscape as cultural and natural values of the territory, from which conservation and protection actions are derived, and those that consider them as resources, related to revitalisation and promotion initiatives. It is becoming increasingly clear that we must begin to think about adaptation and resilience criteria when we reflect on spatial planning. The impossibility of assuming the challenge of territorial sustainability from a unidirectional perspective is evident, so it is time to create common bonds of action where diverse disciplines and sensitivities converge.

Disclosure statement

No potential conflict of interest was reported by the authors.

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