

# 2013 SEMINAR IN ESTONIA

**Project  
STRAVAL**

Host: Tartu University  
Participants: UAB (Spain), UNLu  
(Argentina) and ADRAM (Brazil)

“... for the promotion of local societies of Latin America”



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



# 2013 Seminar in Estonia

**HOST: TARTU UNIVERSITY**

**PARTICIPANTS: UAB (SPAIN), UNLU (ARGENTINA) AND ADRAM (BRAZIL)**

Draft of Estonia's Seminar: **9-10 of May** (6 hours)

## ABSTRACT

The seminar will have two days (6 h.)

On the first day there will be a general presentation of the project STRAVAL, the Seminar and the characterizations of the study areas in Latin America involved in the project.

Then there will be a presentation about the study areas, starting with a dissertation of Prof. Tõnu Oja about de Mexican Case. After, Argentinian and Brazilian partners will expose about Carlos Keen and APA of Southern Right Whale, followed by Antti Roose and Ain Kull comments about their visits to Latin America.

On the second day, Argentinian and Brazilian partners are going to expose two topics "Heritage valorization" and "Inventory, Database & Educational Platform".

NOTE: Both expositions are considered necessary to read the selected cases studies and do the workshop scheduled.

As a closing activity a "Day of Debate" is programmed, in which the attendees will be challenged with a question that they necessarily must respond and so may make a contribution based on their subject area and the one offered by the Seminar.

1. Is it possible that the way to represent a space contributes to its valorization?
2. What are the ways to represent a territory that allow putting it in value?
3. Which of these forms can be applied to the selected areas of Latin America?

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AGÊNCIA DE DESENVOLVIMENTO  
REGIONAL DA AMUREL  
ADRAM



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## SEMINAR PROGRAM

### Responsible for dictation:

**Estonian Team:** Ülo Mander, Tõnu Oja, Antti Roose, Jaan Pärn, Ain Kull

**Brazilian Team:** Daniela Silveira Batista, Rodrigo Bortoluzzi Goulart

**Argentinian Team:** Federico Romero, Mauro Meloni

**Total Hours:** 6

**Partial Hours:** First day: 2 PM / 5 PM (3 hours)

Second day: 9 AM / 12 PM (3 hours)

### Substantiation:

"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 valorized 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 favor those more remote places in terms of promoting economic and social bookmarking, if that marginal area is valorized 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.



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1. Cuitzeo – Los Azufres (Mexico)
2. Luján – Carlos Keen (Argentina)
3. APA – Southern Right Whale (Brazil)

In order to overcome the reduced impact and promote future economic and social progress derived from such declarations, the STRAVAL main purpose is to make non-interventional studies on the conservation of these sites in LA in order to valorize the selected sites. Such studies will be performed from an architecture, environment, geo&bio-diversity, history and conservation/alteration of building materials point of view. In addition, it will be a need to complement them 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 aimed at college students in Higher Education Institutions will be one of the outputs of the project. These training programs will be based on thematic modules, which will be used in the training through college courses and specialized on-line including some EU/LA experiences based in good practices. After necessary adjustments, shorter training courses together with open day sessions will be offered to the civilian population at large and to professionals in the tourism sector (ecological, cultural and / or adventure) from the surrounding areas of sites listed and protected by law. The derived Valorization, Business and Action Plans will become the other important output of STRAVAL. Such plans will be useful for the National/Regional Administration to decide on the most appropriate use of the target sites, to determine compensation for damage done to the environment and, finally, to advocacy organizations of nature which can also find this information useful to indicate the monetary value of defending the natural heritage. These scientific studies and the corresponding valorization will be carried out by an international and multidisciplinary team [EU (Spain, Croatia, Estonia) & LA (Argentina, Brazil, Mexico)] which is characterized by their experience and complementarities”<sup>1</sup>

It is very important to promote activities that contribute to the dissemination of knowledge constructions that are generated under the project STRAVAL.

In this regard, the seminar brings us a dual intent. In principle, this allows us to attain ethical duty based on socialization of knowledge and constructed productions, but also

<sup>1</sup> STRAVAL Project. Objectives and relevance of the joint exchange program. Contract number PIRSES-GA-2009-269227; Framework Program 7 of the European Community – People Marie Curie Actions (IRSES)

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enables to incorporate new insights and ideas that are trying to solve the problems since STRAVAL Project.

The seminar will have two days (6 h.)

On the first day there will be a general presentation of the project STRAVAL, the Seminar and the characterizations of the study areas in Latin America involved in the project.

Then there will be a presentation about the study areas, starting with a dissertation of Prof. Tõnu Oja about de Mexican Case. After, Argentinian and Brazilian partners will expose about Carlos Keen and APA of Southern Right Whale, followed by Antti Roose and Ain Kull comments about their visits to Latin America.

On the second day, Argentinian and Brazilian partners are going to expose two topics "Heritage valorization" and "Inventory, Database & Educational Platform".<sup>2</sup>

As a closing activity a "Day of Debate" is programmed, in which the attendees will be challenged with a question that they necessarily must respond and so may make a contribution based on their subject area and the one offered by the Seminar.

## Objectives:

- Understand the selected study areas in Latin America for the Project STRAVAL.
- Analyze the complexity of the valorization of the cultural and natural heritage.
- Recognize the value of technology in the asset recovery process.
- Make contributions based on the linkage between the ways of representing space and their valorization.

## Contents:

- Heritage Valorization

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<sup>2</sup> Both expositions are considered necessary to read the selected cases studies and do the workshop scheduled.



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- Inventory, Database & Educational Platform
- Case Study: Carlos Keen, Buenos Aires, Argentina
- Case Study: APA of Southern Right Whale, Santa Catarina, Brazil.

## Working Methodology:

The seminar will last two days, both with three hours.

The first day will include oral presentations related to the Project in which frames the Seminar (STRAVAL) and characterizations of the spaces selected in Latin American (Argentina, Brazil and Mexico).

Then there will be a presentation about the study areas, starting with a dissertation of Prof. Tõnu Oja about de Mexican Case. After, Argentinian and Brazilian partners will expose about Carlos Keen and APA of Southern Right Whale, followed by Antti Roose and Ain Kull comments about their visits to Latin America

Two will be the expositions about vertebral conceptual topics of the STRAVAL project.

On the second day, Argentinian and Brazilian partners are going to expose two topics "Heritage valorization" and "Inventory, Database & Educational Platform.

As a closing activity a "Day of Debate" is programmed, in which the attendees will be challenged with a question that they necessarily must respond and so may make a contribution based on their subject area and the one offered by the Seminar.

During the course of all days spaces will be propitiated for attendees to query, comment and / or perform contributions on different topics.



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Days – Activities	Lenght (hours)
<b>May 9</b>	
<b>Presentation of the Seminar and Project STRAVAL- STRAVAL goals.</b>	0.25
<b>Prof. Ülo Mander</b>	
<b>Rein Ahas - Mobile positioning methods in human geography, with respect to tourism development</b>	0.25
<b>Federico Romero &amp; Mauro Meloni</b>	0.5
<b>Argentina – Carlos Keen –</b>	
<b>Antti Roose – Comment about his visit to Argentina</b>	0.5
<b>Discussion</b>	0.25
<b>Daniela Silveira Batista &amp; Rodrigo Bortoluzzi Goulart –</b>	0.5
<b>Brazil - APA</b>	
<b>Ain Kull –</b>	0.25
<b>Comment about his appreciations about the topics</b>	
<b>Discussion</b>	0.25
<b>Tõnu Oja – Case of Mexico</b>	0.25
<b>Invitation and Projection to work the second day</b>	0.25
<b>May 10</b>	
<b>Heritage Valorization –</b>	
<b>Daniela Silveira Batista &amp; Federico Romero</b>	0.75
<b>Fundamental principles of the appreciation of cultural and natural heritage</b>	
<b>Inventory, database and Educational Platform –</b>	0.5



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**Mauro Meloni**

**Methodology, use and justification of developed software**

**Day of debate**

1.5

**Conclusions of the Seminar**

0.25



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