



UNIVERSIDAD  
COMPLUTENSE  
MADRID

**Preserve the intangible aspects of the urban heritage of the 3 cities  
of the Autonomous Community of Madrid inscribed on the UNESCO World Heritage List  
(San Lorenzo de El Escorial, Alcalá de Henares and Aranjuez).  
Strategies, tools and challenges.**

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<https://www.ucm.es/geoturis/>

**TANGIBLE AND INTANGIBLE HERITAGE IN  
WORLD HERITAGE CITIES: TOURISM  
CHALLENGES AND REGULATIONS**

*9<sup>th</sup> Seminar of the UNESCO Chair and of the UNITWIN  
Network «Culture, Tourism, Development»*

Sorbonne, December 11<sup>th</sup>



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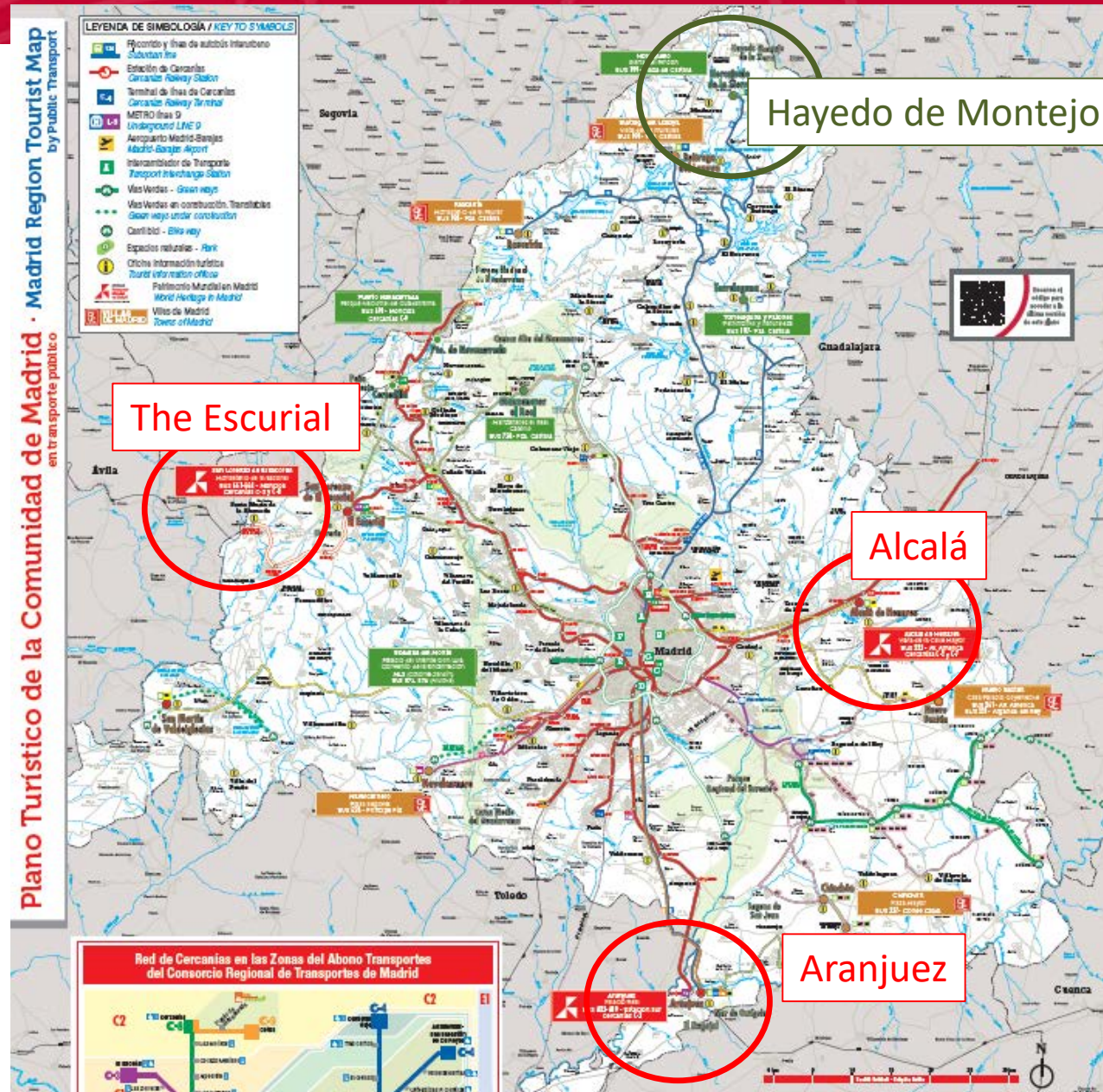
# 1. The World Heritage of the Community of Madrid

## WORLD HERITAGE Comunidad de Madrid

1. Monastery and Site of the Escorial – 1984
2. University and Historic Precinct of Alcalá de Henares – 1998
3. Aranjuez Cultural Landscape - 2001
4. Hayedo de Montejo

### Tentative list:

5. Site of the Retiro and the Prado in Madrid (city) - 2015



## **2. Monastery and Site of the Escorial.**

# MONASTERY AND SITE OF THE ESCURIAL - 1984

## Outstanding Universal Value

“Built at the end of the 16th century on a plan in the form of a grill, the instrument of the

martyrdo  
Escorial M  
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mystic king and became, in the last years of Philip II's reign, the centre of the greatest political power of the time”.

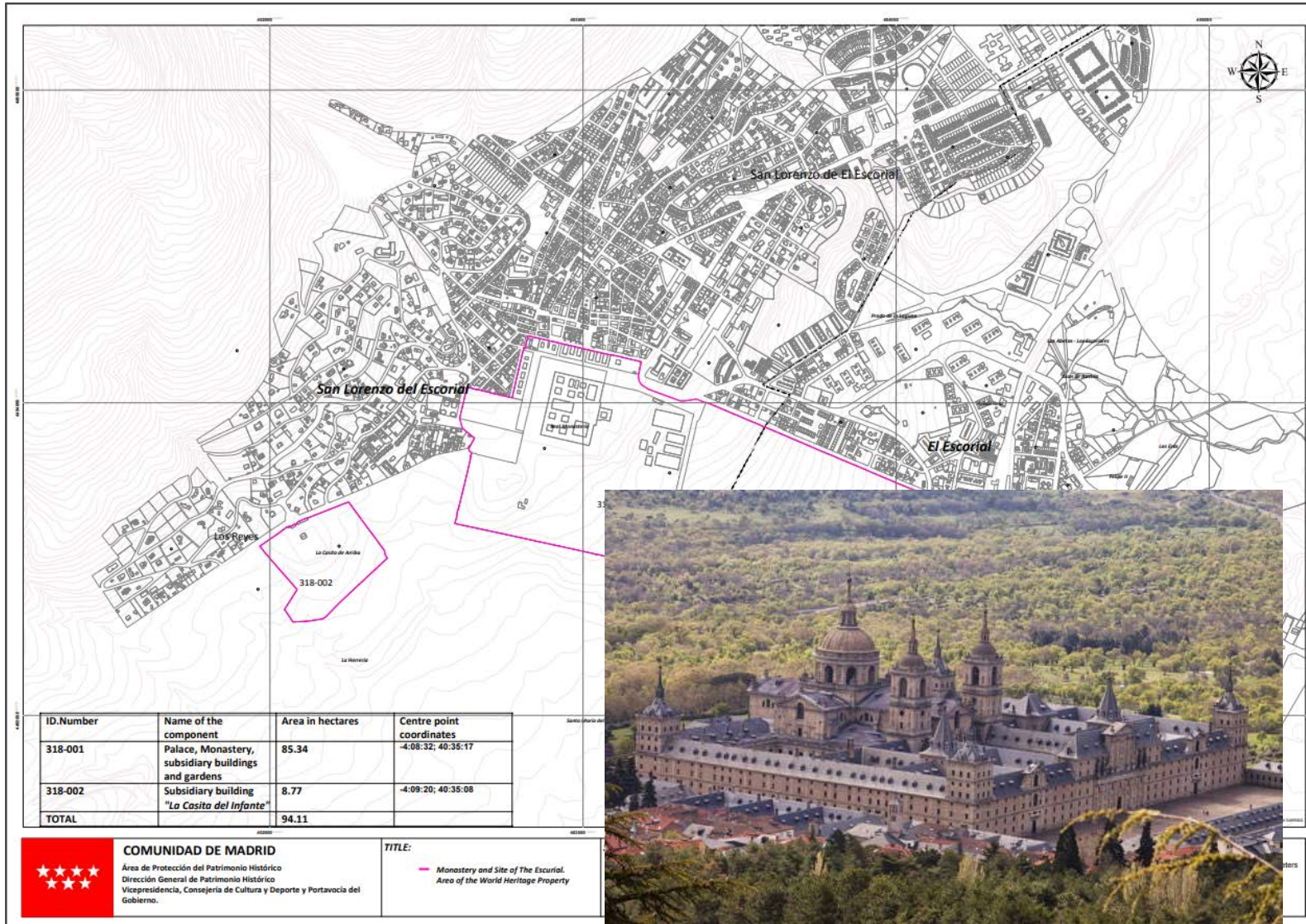
**Criterion (i):** The Monastery and Site of the Escorial, Madrid, represents a masterpiece of human creative genius, where the great collective work of important artists were subject to the will and orders of the historic figure of King Philip II.

**Criterion (ii):** The Monastery and Site of the Escorial expresses an important interchange of human values, and symbolises the ideological and artistic expression that influenced developments in architecture, monumental arts, and landscape design during the Spanish Golden Age. The architectural ensemble is an example of the palace convents

**SENSE OF THE PLACE → The Royal Monastery and Site of St Lawrence of the Escorial is the monument that symbolises the ideological and artistic expression that inspired and represented the Hispanic Catholic Monarchy during the Golden Age, between the 16th and 17th centuries, as well as its permanence until the end of the Ancien Régime.**

the House of Austria and the House of Bourbon who occupied the Spanish throne, in particular Philip II. It embodied, in an exemplary way, the ideology of the society and the austere pomp and ceremony with which its divine and worldly majesty was represented.

**Monument**  
**Royal Site**  
**(94,11 ha.)**

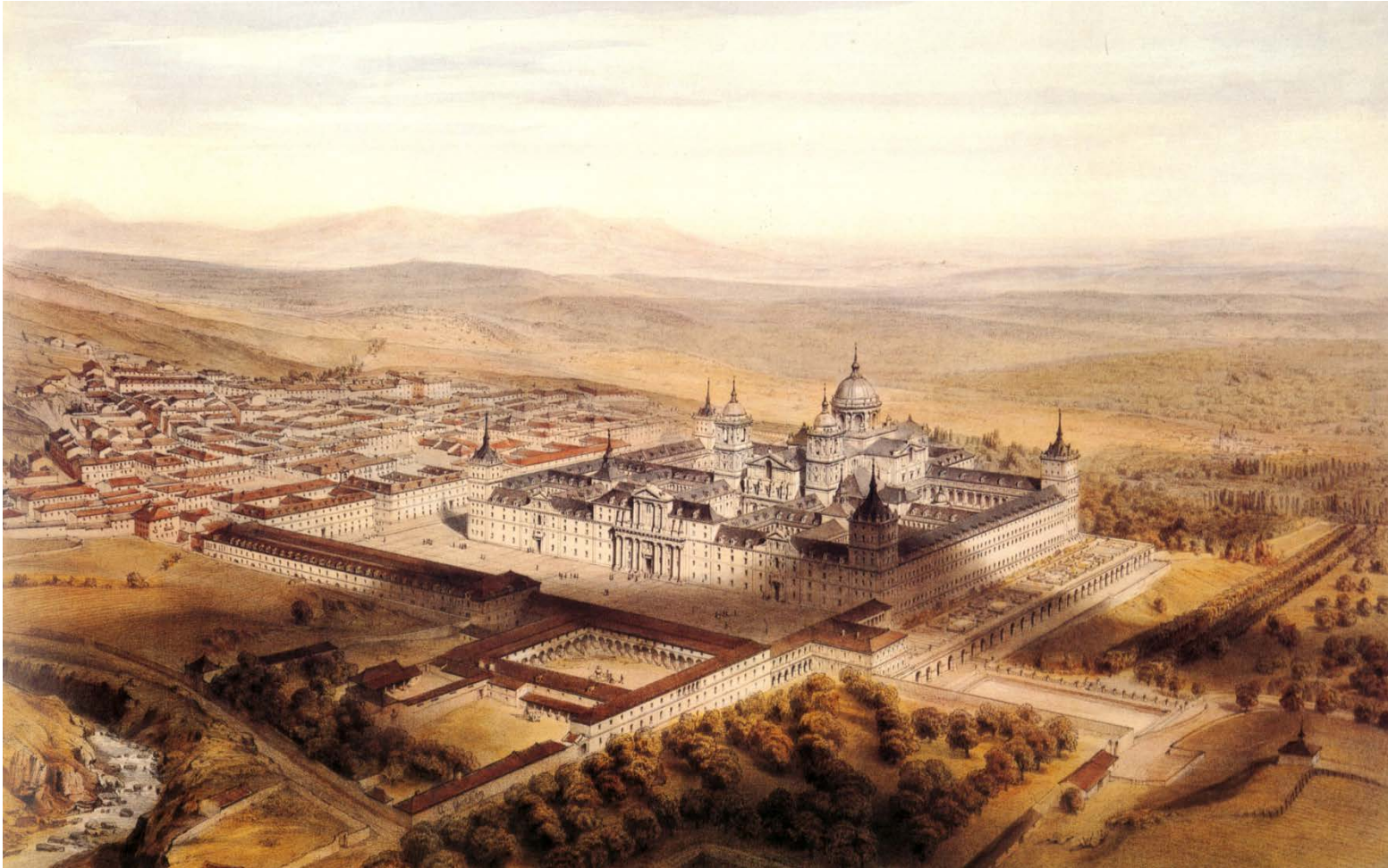




*Atlas Blaeu, 1667: Scenographia Fabricae S. Laurentii in Escvriali (detalle). Biblioteca Nacional de España, Madrid.*



Alfred Guesdon, ca. 1855: St. Laurent de L'Escorial: vue prise de la route du Palais en haut. Biblioteca Nacional de España, Madrid.



## The current functions of the Heritage Site

Royal Site related to representativity functions of the state

Tourism function:

- Cultural tourism (day trippers): visit to monastery (520.806 visitors in 2017)  
→ important tourist destination (the village has only 18.000 inhabitants).
- “Residential” Tourism: 2nd residence (2.290 second and empty apartments, 30% – Censo 2011)

## Protection and management

1931 The main elements of the Royal Site are nominated/protected as “Historic-artistic monuments”: El Monasterio, sus Jardines, las Primera, Segunda y Tercera Casas de Oficios, la Casa de la Compañía, la Casa de los Infantes, la Casa de la Reina y la Casita del Infante o “de Arriba” (Spanish Heritage Law – National Level)

1961 - Some natural sites in the Escorial are protected by the Spanish Environmental Law as “**Paraje Pintoresco de Interés Nacional**”: Pinar de Abantos y Zona de La Herrería del Real Sitio de San Lorenzo (Spanish Environmental Law – National Level)

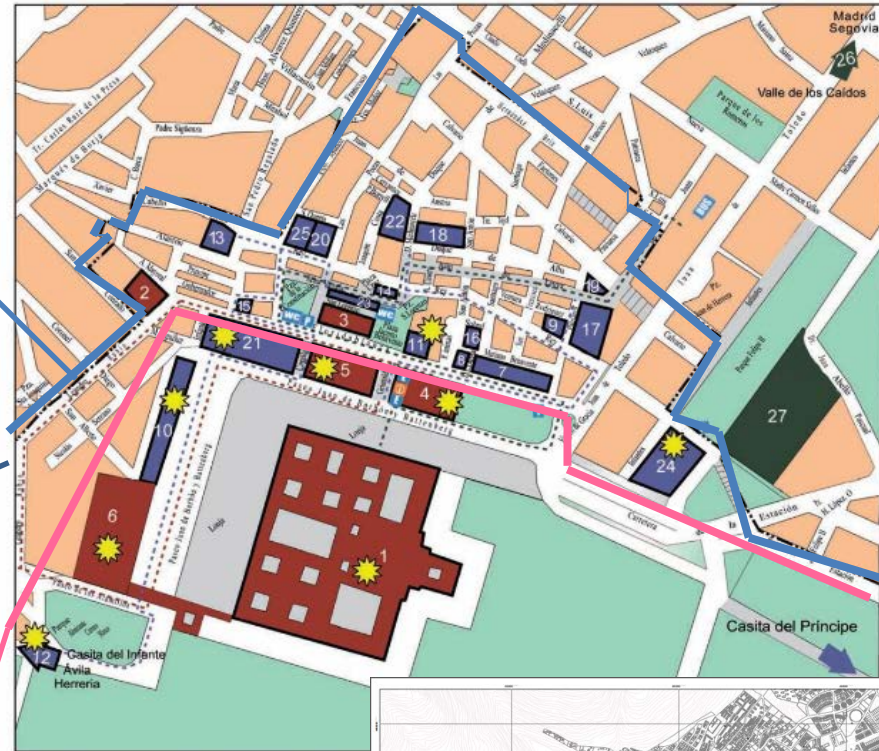
1971 - The town centre of the county of San Lorenzo de El Escorial is protected as a/declared “**Conjunto histórico artístico**” (Spanish Heritage Law – National Level)

1984 – Incorporation of the Royal Site in the **WHL (UNESCO)**

2006 – The area delimited by the Historical Fence of Philip II is declared **Historical Territory** (Heritage Law of Community of Madrid-Regional Level)

3 scales:

- Monument
- Historic City
- Landscape / environment



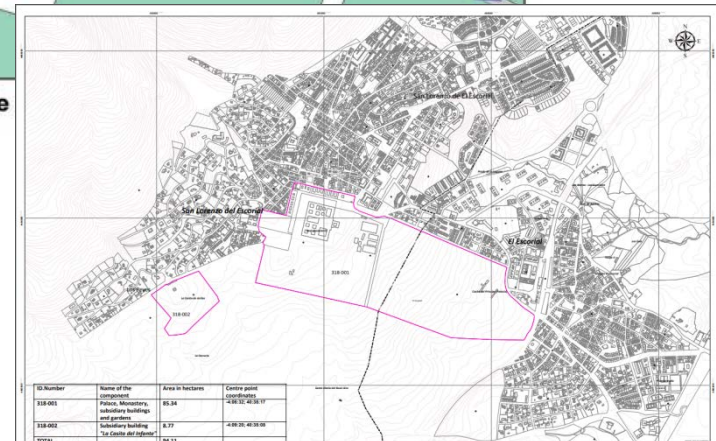
*Limits of the  
Historic urban  
ensemble*

*Limits of the «Cerca  
Histórica de Felipe II»  
→ Historic Territory*



**San Lorenzo de**

*Limits of the Royal Site  
(WHL)*



### **3. University and Historic Precinct of Alcalá de Henares.**

## UNIVERSITY AND HISTORIC PRECINCT OF ALCALÁ DE HENARES - 1998

### Outstanding Universal Value

“Founded by Cardinal Jiménez de Cisneros in the early 16th century, Alcalá de Henares was the first planned city in the world and the origin of the concept of the City of God (Civitas Dei) which Spanish missionaries brought to the Americas. It also served as a model for universities in Europe and elsewhere”.

SENSE OF THE PLACE → Planned university city. Mix of functions, events and urban expressions related to cultural and educational profile of the city.

Alcalá de Henares  
development of  
in the

**Criterion (ii):** Alcalá de Henares was the first city to be designed and built solely as the seat of a university, and was to serve as the model for other centres of learning in Europe and the Americas.

**Criterion (iv):** The concept of the ideal city, the City of God (Civitas Dei), was first given material expression in Alcalá de Henares, from where it was widely diffused throughout the world.

advances in linguistics that took place there, not least in the definition of the Spanish language, and through the work of its great son, Miguel de Cervantes Saavedra and his masterpiece *Don Quixote*.

## 1499 - Foundation of the university by Cardinal Cisneros

### City of God (Civitas Dei), 16th and 17th centuries

At formal and functional level → new city conceived in a unitary way, as a differentiated entity.

- Teaching centers:
  - 25 Minor Schools
  - 8 large monasteries that functioned as faculties.
- Accommodation facilities for teachers and students (12,000)
- Adequacy of public space (sewage systems, paving of streets ...), etc.



Ideal urban community for others university cities (mainly in América)

Focus of cultural “irradiation” Christina Humanism

- Biblia políglota complutense (1514-1517).
- First european grammar of a romance language (*Gramática de la Lengua Castellana* de A. de Nebrija)
- *New Laws of the Indies* (1542)
- It was the city of M. de Cervantes, author of Don Quixote.

Historical Site – **Historical city** (78,38 ha. + 108,68 ha.)





## The 19th and 20th centuries in Alcalá

- 1836 – The University was transferred to Madrid
- “Desamortización de Mendizábal” → The buildings of the university (religious heritage) were on sale.
- *Sociedad de Condueños* was created. It bought most of the university buildings and conserved them.
- 20th century:
  - 60's there was a very important industrial growth.
  - Cycle of urban expansion and decline of the historic centre.
- 1976 → The university is re-founded



The (new)  
University of  
Alcalá has led  
to the  
rehabilitation  
of the city's  
heritage since  
1976



## Edificios Actuales - Campus Histórico

A continuación se muestran los edificios de la Universidad de Alcalá en el Campus Histórico. Para ver en detalle cualquier edificio con su historia, fotografías y planos, puede seleccionarlos en la lista o señalándolos directamente en el plano del centro de la ciudad.

- Capilla de San Ildefonso
- Colegio de Basilio
- Colegio de Caracciolo
- Colegio de Leon
- Colegio de San Pedro y San Pablo
- Colegio de San Ildefonso
- Colegio Santa Catalina
- Colegio de los Irlandeses
- Convento de Carmen Calzado
- Convento de Trinitarios
- Convento San Bernardino



- Convento de Úrsula
- Cuarteles de Lepanto y el Príncipe
- Facultad de Ciencias Económicas, Empresariales y Turismo
- Facultad De Derecho
- Aulario María de Guzmán

- Facultad de Filosofía y Letras
- Iglesia de Caracciolo
- Palacio Laredo
- Paraninfo Universitario
- Plaza de Cervantes , 10
- Teatro de La Galera

[Link](#)

## The current functions of the Heritage Site

- Large city, very closed to Madrid → logistic and industrial center.
- 194.310 inhabitants
- Historic centre: 6.000 inhabitants.
- **Focus of the cultural “irradiation”:**
  - Literature Award in Spanish Language Miguel de Cervantes.
  - Cultural activity linked to the UAH (exhibitions, ...).
  - Instituto Cervantes - Colegio del Rey (teacher training of Spanish)
- **The core of the tourist identity is associated with its sense of place**
  - The University → main attraction → Heritage tourism → Guided tours to the University.
  - Idiomatic tourism



## 4. Aranjuez Cultural Landscape.

## ARANJUEZ CULTURAL LANDSCAPE- 2001

### Outstanding Universal Value

“The Aranjuez Cultural Landscape is a singular entity of complex and historic relationships between nature and human activity, the sinuous watercourses of the rivers and the geometrical design of the landscape, urban and rural life, and between the forest wildlife and the refined architecture. ”.

**Criterion (ii):** Aranjuez represents the coming together of diverse cultural influences to create a cultural landscape that had a formative influence on further developments in this field.

**Criterion (iv):** The complex designed cultural landscape of Aranjuez, derived from a variety of sources, marks a seminal stage in the development of landscape design.

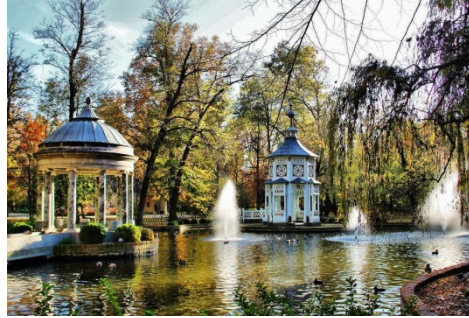
**SENSE OF THE PLACE → Mix of functions, events and urban expressions related to institutional (royal) profile of the old city and the planned agricultural landscape of the area.**

**Cultural  
Landscape**  
(2.047,56  
ha. +  
108,68  
ha.)





Hydraulic and irrigation systems



Ornamental gardens



18th-century town



Royal Palace



Tree-lined streets and squares



Orchards

## The current functions of the Heritage Site

- Medium size city. Around 60.000 inhabitants.
- Industrial and service city.
- University City → Campus from Rey Juan Carlos University
- **Tourism function:**
  - Day trippers destination
  - Cultural tourism related to the visit of the Royal Palace and Historic Gardens (293.287 visitors in 2017).
  - Other tourism practices: sport, events, gastronomic....



# **5. Some reflections: Urban Process and Heritage Management and Protection...**

## URBAN PROCESSES

### THE ESCURIAL

- The limits of the current WH registration do not reflect the global patrimonial value of this site.
- Several attempts to expand the area included in the declaration which did not prosper.
- **Great urban pressure**

### ALCALÁ DE HENARES

Tertiary processes (historic centre):

1. Loss of residential function.
2. Change in the commercial landscape:
  - Proximity trade slowly disappears
  - The franchise establishments and global brands increase
  - Increase in the number of empty establishments.
  - Extension of the bars and restaurants → tourism activity.

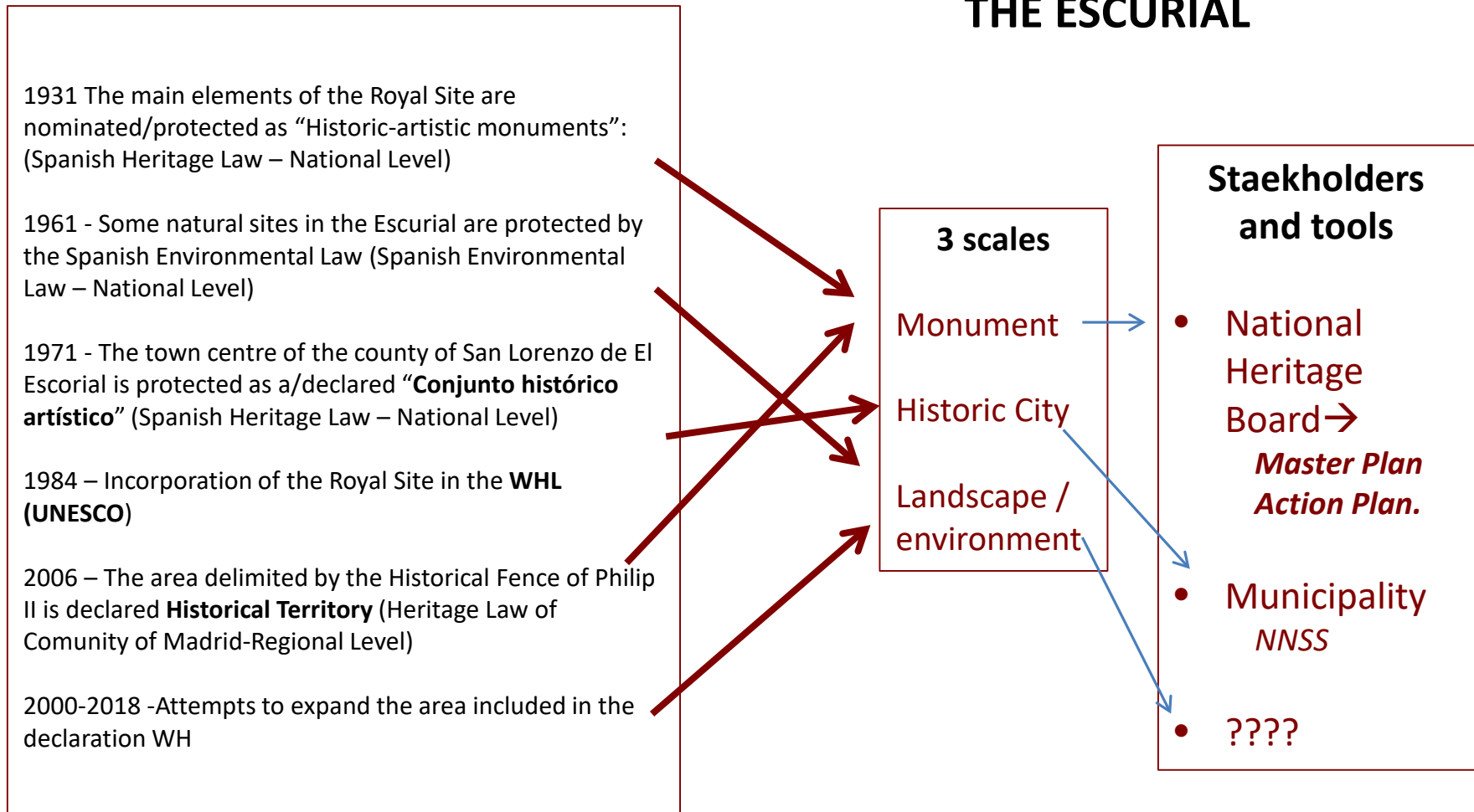
- Competition with Shopping Centers (5 in Alcalá) and Large Stores (4).
- Competition with the central stores of Madrid-capital

### ARANJUEZ

- Great challenge → conservation of agricultural function of old orchards .

## PROTECTION AND MANAGEMENT

### THE ESCURIAL



## PROTECTION AND MANAGEMENT.

## ALCALÁ DE HENARES

### *Tools*

#### *Heritage management*

- Spanish State's Heritage Law (1985). Protect the historic precinct as a whole, as well as individual buildings that have special listings.
- *Management Plan for the Historic Precinct.*

#### *Urban management*

- Plan General de Ordenación Urbana 1991 (*Town Planning Act*) & Plan Especial de Protección del Casco Histórico 1998 (*Special Protection Act for the Historic City Centre*).

**Consortio Alcalá de Henares Patrimonio de la Humanidad**

## PROTECTION AND MANAGEMENT

## ARANJUEZ

1931 - The main elements of the Royal Site are nominated/protected as “Historic-artistic monuments”: (Spanish Heritage Law – National Level)

1983 - The town centre of the town of Aranjuez is protected as a/declared “**Conjunto histórico artístico**” (Spanish Heritage Law – National Level)

2001 – Inclusion the Royal Site in the **WHL (UNESCO)** – Cultural landscape

*Tools*

*Heritage  
management*

- *Action Plan*. Spanish National Heritage Board.
- *Management Plan for Cultural Landscape (2018)*.

- Plan General de Ordenación Urbana 1996 (*Town Planning Act*) & Plan Especial de Reforma Interior del Casco Antiguo 1981 (*Special Protection Act for the Historic City Centre*).

*Urban  
management*

## FINAL REMARKS

- Great development of passive protection instruments → legal figures.
- In the 3 cases there are two types of tools: instruments related to urban and territorial planning and instruments related to heritage management.
- These tools allow conserving the material aspects of the heritage.
- But they are not valid to face the functional changes.
  
- How do World Heritage cities preserve the intangible nature of their heritage?
  - New ways for heritage management → from strategic heritage management to participative “management”?

Thank you very much

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