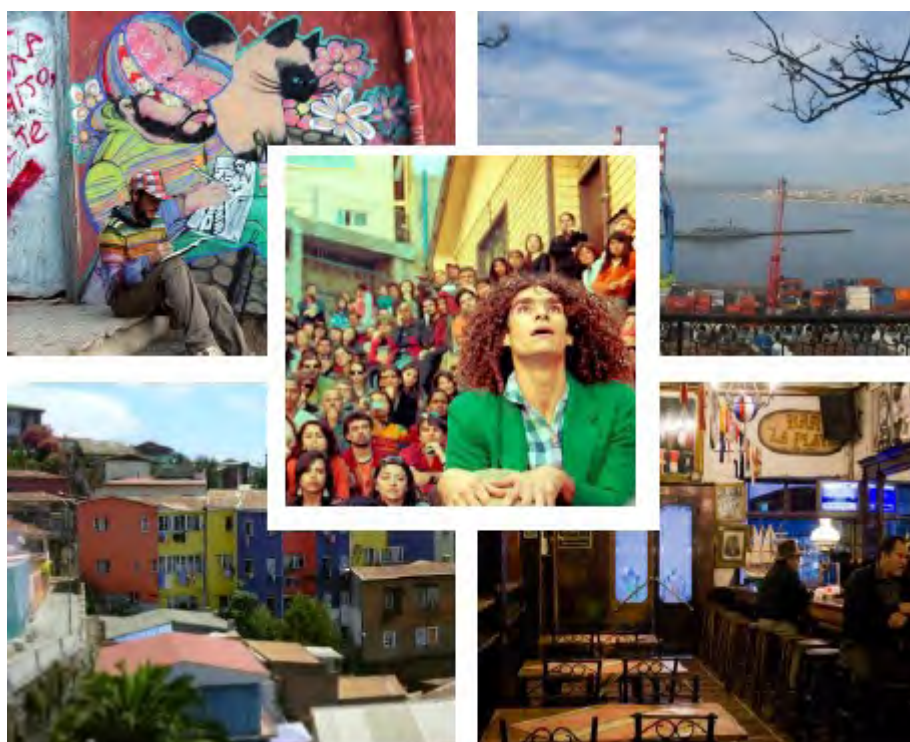


Intercontinental Learning Route

“Weaving connections between territories in Latin America and the Mediterranean to establish a network of innovative initiatives that valorise biocultural diversity”

-LATINAMERICAN COURSE-
30th of July - 14th of August 2012



Territory synopsis: Valparaíso, Chile

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ABBREVIATIONS

BID	Interamerican Development Bank
CI	Cultural Identity
CNCA	National council of Culture and the Arts
CORFO	Corporation of production
NGO	Non Governmental Organisation
PDGP	Directory of the Heritage Management Plan
PRDUV	Program of Recuperation and Urban Development
Rimisp	Latinamerican Centre for Rural Development
RTD-IC	Rural Territorial Development with Cultural Identity
SUBDERE	Subsecretariate of Regional and Administrative Development
UNESCO	United Nations Fund for Education, Science and Culture

1. INTRODUCTION

This document includes a brief synopsis about the process of development in the city of Valparaíso¹, particularly the way in which the nomination of the city as a World Heritage site, in 2003, has had an impact on tourism and on heritage conservation. This document seeks to guide the visit of the territory during the Latinamerican Course of the Intercontinental Learning Route “Weaving connections between territories in Latin America and the Mediterranean to establish a network of innovative initiatives that valorise biocultural diversity”, organized by Rimisp (Latin-American centre for Rural Development), via the RTD-IC project and the cooperation of the PROCASUR (Regional Program for South to South Learning), and other local associates in each territory.

The first part of the document will present the principle characteristics and territorial dynamics of the city to then expose relevant learning objectives in the territory. Strategies in the course of valorising heritage sites, and the creative platform of the city, will then be presented in order to raise pertinent questions regarding the objectives of the Learning Route. Finally, in the last section of the document, there will be an analysis of the potentialities and limitations related to the territorial experience followed by a bibliography and links of interest for those who wish to expand their knowledge of the territory.

It is important to mention that this territory is different to the others that will be visited in the Route. It is an urban territory, and as such, it has not been a working area for the RTD-IC project. Therefore, the information here presented is an amalgamation of information derived from diverse actors of the city, public institutions, universities, specialists and civil society groups. The point of interest in Valparaiso is to analyze, and reflect, on the necessary dialogue between rural and urban settings, in situations where culture can be an important axes for territorial development. Part of the analysis will be shared with local actors in the public Forum of Culture and Territorial Development, expected for the 14 of August, which will be the closing event of the Route.

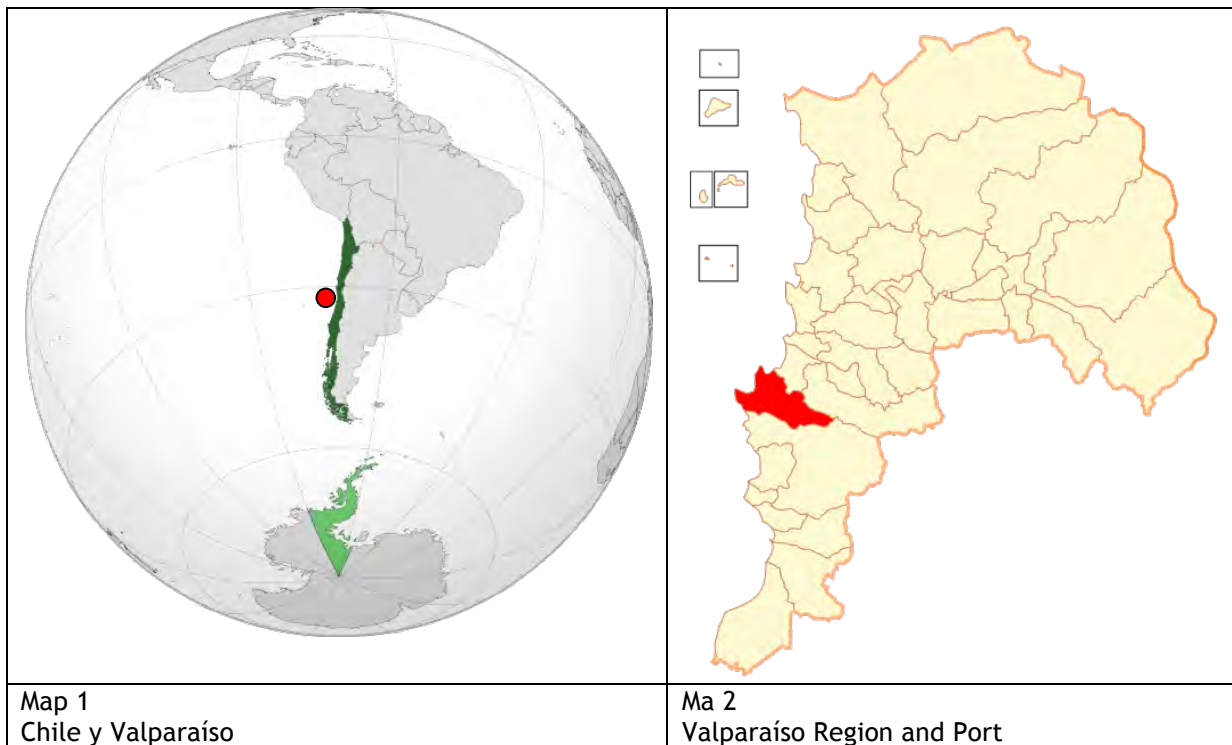
2. TERRITORIAL CONTEXT AND ITS MAIN DYNAMICS

Valparaíso is the capital of the homónima region, and is the legislative centre of Chile as well as its cultural capital. The port hosts the National Congress of Chile as well as the National Council of Culture and the Arts. Furthermore, in 2003, it has been recognized a World Heritage Site by UNESCO.

In the last census of 2002 (elaborated once every 10 years), the city’s population reached 275.982 inhabitants which are distributed in a surface of 401,6 km², meaning that Valparaiso has a population density of 672,91 hab. /km². Of this population 140.765 are women y 135.217 are men.

17,92 % of the regions’ population lives in Valparaíso, which represents 99,70 % of the urban population.

¹ See the section of the bibliography and useful links.



The port was built as a gateway to the ocean from the mountains. It is like a natural amphitheatre with the presence of local architecture that inhabits the 43 hills that dominate the bay. Nowadays, 90% of the population of the city lives on the hill slopes that lead to the mountain peaks. The slim surface of the port hosts the great majority of services and commercial activities. 77% of the employment is dedicated to activities related to services such as: portal activities, sales, hotels, and gastronomy, among other urban services.

Valparaíso reached its most important period, also known as the splendour era, in the XIX century, as it was the first port in the southern pacific coast, and as such, it hosted most of the economic and commercial activity in the region. That era was characterized by the emergence of the fist banks, newspapers, railways and insurance companies. This situation came to an end with the opening of the Panama Chanel in 1914, among other factors. Since then, the port lost much of its commercial importance and began a slow but sustained process of deterioration, that lasts till today.

Historically the unemployment rates - 10% nowadays - have been beyond those of the region and of the country. The region, and the city, have growing poverty indexes, even though there are important numbers of tourists. For some, this is due to lost opportunities and deficient public policies, as the declaration of Valparaíso as a World Heritage Site has not been appropriately taken advantage of.

Valparaíso is trying to build on their own identity, rather than recuperating their lost glory. Within the path of building upon their own identity, there have been highs and lows, characterized by contradictions. The declaration of the city as a World Heritage Site has been an important condition for these advancements. The city has now become an important touristic referent at a local and international level. Nevertheless, there are contradictory development dynamics in the territory (It has been classified as a Type 2 Territory by Ranaboldo y Schejtman, Eds, 2009 which refer to different territorial typologies related to cultural identity dynamics)².

² In 2009, Type 2 Territories were defined as: "Territories with dynamics where the growth of territorial production is largely dependent on processes which are not linked to cultural identity, in a territory where there is a multiplicity of micro, small and intermediate activities based on this identity The non-CI enterprises seek to accommodate the

There are, however, signs of an urban territory in a phase of reconstruction/revalorization of its heritage and expressions of identity, as such, it is one the way to becoming a territory that could classify as a Type 3 Territory³.

These advancements are related to three processes:

a) Valparaíso, World Heritage Site



Map 3
Area that has been declared as a World Heritage Site

During the past decade, culture and tourism are generating new economic activities in the city. Beyond UNESCO's recognition, changes, commencing in the 80's, in the port's productive system and in the consolidation of it being an important university city - with more than 80 thousand students attending four large universities - have created a new touristic, cultural and university character to the city, which is also sustained by:

- ✓ A rich local history which has been transplanted to the urban settings which foster creative practices, trades and other forms of co-inhabitancy
- ✓ An architectonic and urban scenery, created by immigrants and local Porteños, has defied and dialogued with the geographic settings of the city.

Valparaíso is experiencing an economic growth that surpasses the national average. In part this is due to a 24% increase in tourists' visiting the city in the 2009-2010 period, whilst in the rest of the country the increase has been of a mere 0.6%. Hence, Valparaíso has passed from receiving 60.000 tourists in 2009 to more than 74.000 in 2010.

The waves of British, French, German and Italian immigrants throughout history have left their mark in this cosmopolitan city. Even today, people can appreciate the names of naval companies on the facades of ancient buildings. Due to the narrowness of the port, the hills were

effects of the demand, the derivatives of its activity and its externalities (positive or negative). In this type of territorial dynamic, the agents of both parties (CI and non-CI) do not have common motivations or agendas, which make it difficult to bridge such differences and generally lead to a scenario of indifference and at times conflict."

³ Type 3. Territories that "recreate" a cultural identity. It's a configuration in which dynamic activities (which generate economic growth) is increasingly based on its CI, even when it has to be "recreated" in the territory. Therefore, the objectives of poverty reduction, an increase in equality and an improvement of environmental sustainability appear to be directly linked to the effects derived from these dynamic CI activities.

inhabited which lead to an elevated architectonic investment, that now constitute an important cultural element. The immigrants and the local porteños established joint ventures in creating innovative ways of transportation and of space occupation. An example of these innovation was the construction of more than 30 elevator (mostly funiculars) from the end of the XIX century till today. These are used in the city for touristic ends, and are also a means to transport the inhabitants of the city⁴.

b) Creative Valparaíso

Someone once claimed that “Valparaíso was an invention of commerce”. What is clear is that it is an invention. Foreigners and local porteños leaving for the ocean or coming back from it, have transformed the city, which has been in constant reconstruction (considering also the various natural disasters that affected it), characterized by inventive solutions to the constrains derived from the limited areas for construction on the hills and on the shores, that have lead to inventions and triggered a creative social capital, that permeates throughout the city.

This is expressed today in Valparaíso through art, poesy and civil societies groupings. Neighbourhood life is sustained, and each hill has its own characteristic and dynamic. Artists, poets, scientists, artisans, designers, architects have taken over the city in these past years.

The development of a transformative process in Valparaíso of becoming a touristic city has mobilized multiple public and private investments. Accommodation offer has increased substantially (more than 70% in the past five years) particularly on the hills, which has led to architectonic proposals that are characterized by initiatives which rescue and rehabilitate this heritage.

The emergence of an attractive commercial matrix including designer clothing and accessories, art and gastronomic services have radically revitalized the offer of the hills of Alegre and Concepción, which has extended in these past two years to the hills of Bellavista, Florida and Polanco. A real-estate market has also emerged which has been characterized by the restoration and rehabilitation of lofts and low-rise buildings. This phenomena of architectural rescue has been led by young entrepreneurs and professionals from diverse economic and creative sectors.

c) Valparaíso’s dialogue with the rural region

The proximity and adequate transportation systems in the region make the capital a centre of reunion and interest for its neighbouring territories. Rural areas such as the Valley of Casablanca -between Valparaíso and the Capital of the country Santiago - have flourished due to the rural-urban intersection, thus consolidating the production of wine and its strong folkloric traditions. In some cases, the wine sectors’ search for an more authentic expression of the *terroir* has been seeked, contrasted to the extensive type of wine production in other parts of the country.

⁴ The majority of the elevators are now abandoned, the main ones in function are those of municipal property. Supposedly, this year, all of them are to pass to Chile’s government ,that has planned the purchase and restore 15 of them.

BOX 1
Learning Objectives in the Territory: Valparaíso

- a) Recognize creative public/private dynamics that generate knowledge about the processes of valorising heritage and the arts, as well as some peculiar environmental and ago-ecological technology characteristics which are axes through which the local economy is stimulated.
- b) Get to know public actions that strengthen the cultural heritage of humanity (investment in recuperation and programs aimed to drive creative enterprises and touristic services).
- c) Share knowledge of local private businessmen, small-scale touristic and cultural companies that have socially and economically activated the heritage neighbourhoods of the city.

Taking into account the objectives of the Learning Route, case studies have been prioritized in the next table. The selected case studies are organized according to analytic axes mainly focused on the components related to the valorisation of strategies pertaining to a paradigm of development based on cultural heritage and its multiple expressions.

Table 1
Case studies to be visited in the Learning Route of Valparaíso

Analytic axes	Case studies presented in the Route	Aspects relevant for learning
Revitalization of a creative and cultural economy.	Dialogue with entrepreneurs and visit to projects in the field of design and art.	<ul style="list-style-type: none"> • Transformation as a creative axis • Intersection between creative economies and the heritage • Processes of innovation • Precarious enterprises. • Instruments of public support. • Private interests of investment.
	Entertainment and Gastronomy spaces	<ul style="list-style-type: none"> • Gastronomic enterprises as part of the valorisation of the heritage city • Use of local products • Local history and heritage as a resource • Bohemia, the porteña tradition
	Visual path and dialogue with expert	<ul style="list-style-type: none"> • Historic depiction of Valparaíso • History as a resource for tourism • Heritage valorisation • New looks of the city • City conflicts
World Heritage City	Heritage Restoration and Rehabilitation for the establishment of Butique Hotels	<ul style="list-style-type: none"> • Uses of the restoration and rehabilitation of estates • New tendencies in design and architecture.
	Heritage estates	<ul style="list-style-type: none"> • Valorisation and knowledge • Symbolic, social and economic value • Innovations
	Heritage management plan.	<ul style="list-style-type: none"> • The effect of the declaration of World Heritage site • Heritage tourist routes • Territorial tensions • Successes of the process • Difficulties in managing a world heritage city • Costs • Management systems • Projections for the city
Dialogue with rural assets	Learning about the Viña	<ul style="list-style-type: none"> • New tendencies of wine

	Orgánica in the valley of Casablanca.	production <ul style="list-style-type: none"> • New agro-ecological production systems • Value of the <i>terroir</i>. • Urban/rural link
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3. INITIATIVES/STRATEGIES TAKING PLACE WHICH VALORISE BIOCULTURAL DIVERSITY

The strategies taking place, are pushed forward by diverse actors, who's initiatives have different levels development.

At a public level, the Directory of the heritage management plan (PDGP) is positively identified, as it is conceived as an instrument that allows favourable management, administration and operation of the sites. Its main objective is to yield an articulation of objectives, strategies, activities, projects and programs that leads the way to integrally conserve the area of universal value and to lead the way for a sustainable developing future.

Initiatives such as the Recuperation plan and urban development/ Sub-secretariat of Regional and Administrative Development (PRDUV/SUBDERE) and the Program of Creative industries for production (CORFO) have been pushed forward. The former has benefited from an important public investment aimed to rescue heritage estates, public spaces, ameliorate basic services, development of emblematic touristic and cultural constructions.

The later program has fostered the advancement of the artistic and creative enterprises, thus contributing to the formation of a web of enterprises, that realize events and actions but with limited future projections.

On the private sector level various investments in the past year -after the earthquake- have predominately taken place in the port area, providing technological services and new investments in hotels and commercial centres. An important construction is that of a mall located in the coastal boarder of the city. An increase in employment is foreseen with the creation of the mall, but it has also been rejected by part of the civil society and some local authorities which have mobilized people in order to impede its construction.

Finally, civil society have had a fundamental role in the development of the city, organizing territorial collectives, joining groups of professionals and so on. They have been important drivers in the recognition of the cultural value of Valparaíso's heritage. They have pushed public management to direct the benefit of the recognition of the city as a World Heritage Site, to the city and its citizens, thus resisting the centralized political agenda. In course is the development of a participatory monitoring system named , Valparaíso como vamos.

BOX 2
Questions pertinent to the learning objectives

- What are the heritage valorisation dynamics that could constitute a development process?
- How are the creative and artistic sectors a touristic attraction? What type of dialogues are established between these and the heritage sector?
- How is the urban integrated to the semi-urban territory? What potential system, including touristic processes and services, could create a synergy that articulates these territories?
- How does territorial development articulate urban and rural actors and dynamics which yield reciprocal benefits?
- How do local actors -public, private and civil society- consolidate programs of territorial development which create a cooperative strategy?

- How to strengthen the involvement of young university students in processes of cultural and heritage valorisation and management?
- How do contradictions and disputes regarding the heritage development, stimulate the inclusion of excluded actors.
- What are the challenges and opportunities that might materialize if a Corporate Territorial Responsibility were implemented?
- What strategies of sustainable territorial development with CI could be developed?

4. ANALYSIS OF THE POTENTIALITIES AND LIMITATIONS OF THE TERRITORIAL EXPERIENCE

For Valparaíso it is important to strengthen development opportunities that are based upon the valorisation of cultural heritage. Beyond private and public investments, civil society is organizing itself and is continuously demanding for processes that are in equilibrium with the city's assets, and is establishing dialogue channels with non-profit initiatives and small companies.

In the past years the scenario is changing, the city is adapting to tourism and seeks to provide new services in order for tourist to stay longer. In this respect the city is advancing, but it requires the definition of integration strategies that benefit small enterprises which suffer from going out of business too quickly, although this situation is getting better.

Another aspect that limits the growth of the city is the centralism of the public, political and private systems. There isn't much room for manoeuvre to posit new solutions.

Lastly, as a capital and urban area, Valparaiso is able to lead processes that articulate strategies that satisfy the necessities of an expanding tourism industry that aims to include parts of the port and other rural areas. Many of these areas have an agrarian and wine tradition that can trigger new opportunities in the sustained growth of a niche market that seeks cultural experiences such as the tasting of local products derived from local trades linked to gastronomy.

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Links de interés

Sitio Oficial de la Ciudad de Valparaíso.
Programa de Recuperación y Desarrollo Urbano de Valparaíso. SUBDERE.
www.ciudadevalparaiso.cl

Sistema de Monitoreo de Valparaíso. Valparaíso como vamos.
www.nuestrovalparaiso.cl

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www.planrumbo.cl