

NURIA SANZ GALLEGO

Seconded to the Council of Europe by the Spanish government as General Co-ordinator of the "Europe, a common heritage" Campaign, Cultural Heritage - Department, DG IV.

Following a period of academic activity and doctoral research in Mediterranean archaeology, as of 1990 Nuria Sanz started to develop her professional expertise in the coordination, carrying out and assessment of cultural heritage projects. Her first projects in this field were carried out in the area of cultural heritage training, where she developed pioneer curricula in Spain between 1992 and 1996, both for master's programmes and for university curricula for the training of cultural heritage managers. She has also taught these courses as a university professor and has tutored doctoral students. The programmes have been given without interruption since then by foundations and universities in Spain, other parts of Europe and Latin America. Committed to international cooperation, she began to participate in development cooperation projects in Latin America (Colombia, Ecuador, Guatemala) as well as in cultural heritage conservation and restoration projects from the middle of the 1990s. For the past four years Nuria Sanz has worked with the Council of Europe, based in Strasbourg, as an expert seconded by the Spanish government through its Ministries of Education and Culture and of Foreign Affairs. In this Organization, she took charge of the coordination of the national and transnational projects of the international Campaign "Europe, a common heritage", launched by the Council of Europe in 1999 for the 47 States party to the European Cultural Convention and based in the Cultural Heritage Department (DG IV). The responsibility entrusted to her by the Council of Europe implied the co-ordination of 583 national initiatives, more than 50 media events, 40 international meetings, 15 transnational projects and more than 50 publications, Ministerial conferences, etc. She led the team entrusted with the co-ordination of 50 national committees of Member States and Observers, with their respective Embassies or Permanent Representations, as well as co-ordination with the other departments and sections of the Council of Europe and with the Committee of Ministers. Nuria Sanz has also co-ordinated a transversal project with the Higher Education Committee and Division on the heritage of European universities, a project in which she drew on her knowledge of the worlds of both higher education and heritage. She was appointed co-ordinator of the Framework Convention signed between the European Commission and DG IV in the framework of this Campaign. She has also co-ordinated legislative activities for the elaboration of international recommendations and conventions, such as a Recommendation on sustainable cultural tourism, a Recommendation on the management of the heritage of historical European universities and the European Landscape Convention, which was opened for signature by Member States in the framework of the "Europe, a common heritage" Campaign. During the past months and at the request of the Secretary General of the Council of Europe, she has, in co-operation with the diplomatic delegation of Mexico to the Council of Europe, resumed her work on Latin America through the definition of a framework for co-operation between Mexico and the Council of Europe. Nuria Sanz is the author of numerous publications and has edited and co-edited Council of Europe publications, institutional working documents as well as specific publications on wooden culture in Europe and the heritage of historic universities in Europe. She is currently working on a publication commissioned by the Junta de Andalucía that will contain her case studies on sustainable cultural tourism in Europe.

ABSTRACT OF THE PRESENTATION

In spring 2002, the Director General of DG IV decided to launch a transversal project drawing on as wide a range as possible of activities and fields within the Directorate General. Building on a discussion started some months ago, it was decided to focus this project on the impact of tourism on education, culture, heritage and youth, under the title tourism and cultural change. Travel and culture have been present in the work of the Council of Europe over the past 50 years, from a perspective social and cultural rather than an economic perspective, although it should be born in mind that these aspects are related, and one of the aims of the project will indeed be to obtain a better balance between them. As a social phenomenon, tourism is a multidisciplinary phenomenon and it is therefore particularly well suited for a transversal project involving all parts of the DG IV. Cultures continually evolve, even when tourism and tourists are not present. However, tourism is associated with change. Even if tourism is not always the main cause of change, it often influences and accelerates this process. Tourism can also be considered as a visible mechanism of globalisation.

Visited cultures are altered cultures: often offered to be admired, contemplated, adjusted to the desires and expectations of foreigners, but rarely intended to be considered critically or in a comparative perspective.

The goals of the project may briefly be described as follows:

to gather the results of research and analysis that have already been carried out in these areas, or that are still ongoing,

- to reinforce a conceptual and methodological debate,
- to sum up case studies in progress
- to develop the basis of normative work in this area
- to disseminate good practice, making full use of the Cultural Routes programme.

While the transversal project is concerned with tourism and cultural change from a theoretical and principled point of view and seeks to identify factors of relevance to all parts of Europe, the DG IV has chosen to focus a part of the activities on the Baltic Sea area, essentially for three reasons: The Baltic Sea area offers renewed opportunities for re-establishing long-standing contacts that were interrupted in the post-war era. The Baltic Sea area is not an area in which tourism has been greatly developed, but an area that seeks to develop models for sustainable tourism, which identify the attractions of the area to tourists and overcome the problems of climate. The diversity of culture, languages and traditions of the Baltic Sea area are developing a new kind of cultural heritage: that of living together. Therefore, the need for intercultural and inter-religious dialogue is obvious, as is the need not just for peaceful coexistence but also for relations of respect, acceptance and mutual confidence.