

## **Juan Requejo**

### Biographical note

MA in economics and MA in geography both from the Autonomous University of Barcelona. He practices his profession as a consultant in Technical Assistance Clave s.l. The most important subjects of his professional practice are: territorial and environmental planning, urban planning, energy plans, rural development, tourism, strategic planning of agriculture, strategic plans of cities, evaluation of public policies and regional programs of economic development. He has advised various international organizations (United Nations, European Commission) to governments of other countries (Morocco, Panama, Portugal, Mexico, Dominican Republic, Mozambique), regional governments (Canary Islands, Andalusia, Basque Country, Castille and León, Cantabria, Extremadura) and other public administrations. MA professor of the universities of Seville and Santiago de Compostela.

### Title

Heritage and tourism: New paradigms of sustainability

### Abstract

Heritage and tourism share a dialectical and complex relationship. Mass tourism is a recent phenomenon in the history of humanity, and is leading to a dense and intense network of flows and relationships between territories and communities. Tourism gives rise to new values based on heritage attractiveness to nearby or distant communities. Thanks to this attraction, tourism becomes a powerful redistributor of wealth and promotes intercultural relationships.

Cities and territories are living systems. These new tourism based relationships may become drivers to change, boosting systems functions and reproducing new values. These relationships, on the other hand, may deteriorate, impoverish or denaturalize the heritage assets due to their intensity and characteristics.

Heritage cities must understand their own and their heritage living nature, therefore manage it with adaptive perspective. Each heritage city should design its touristic model.