



CULTURE: Conserving it Together

Suva, Fiji, 1-5 October 2018

An ICOMOS conference on heritage conservation across the Pacific

Australia ICOMOS Secretariat
Ph: +61 3 9251 7131
austicomos@deakin.edu.au
www.icomos.org/australia

CONFERENCE PAPER ABSTRACT

NAME OF PRESENTER:	Daniel Barrera-Fernández and Marco Hernández-Escampa
TITLE OF PAPER:	Traditional cultural events and placemaking. Analysis of the Festival Internacional Cervantino in Guanajuato, Mexico
THEME:	Theme 3: Diverse Communities - Intangible Heritage
PAPER ABSTRACT: <p>The Festival Internacional Cervantino represents one of the major cultural events in Latin America. Based on theoretical propositions regarding tourism as an experience, perception of visitors was studied focussing on emotional factors. Urban perception was also addressed, especially where public service failure affected the experience and therefore, the placemaking. The relationship between the festival and the visit to heritage resources and attractions was especially highlighted and analysed. It was found that the foreign figure of Cervantes was incorporated into the intangible heritage discourse of the city and linked to the event itself. However, some urban spaces and services need improvement to consolidate a positive experience of visitors who complain about specific factors such as traffic, accessibility, waste disposal and environmental noise. The fact that the event has caused some problems in a number of urban aspects suggests that new policies might be proposed in order to fill these gaps, especially by the corresponding government agencies. Another issue relates to the concentration of the economic profits and its lack of distribution, which right now does not contribute to social sustainability, yet the event demands high actions and costs to the city and local people.</p>	
BRIEF BIOGRAPHICAL INFORMATION ABOUT THE PRESENTER: <p>Daniel Barrera-Fernández is a Professor and Researcher at the Faculty of Architecture, Autonomous University of Oaxaca “Benito Juárez” in Oaxaca, Mexico. His research interests focus on urban and cultural tourism, tourist use of heritage, intangible heritage, city marketing and events. Most of his publications can be found on Academia.edu and ResearchGate.</p> <p>Marco Hernández-Escampa is a Professor and Researcher at the Faculty of Architecture, Autonomous University of Oaxaca “Benito Juárez” in Oaxaca, Mexico. His research interests focus on cultural anthropology, industrial heritage, re-use of heritage and intangible heritage. Most of his publications can be found on Academia.edu and ResearchGate.</p>	