



**Serra de Tramuntana World Heritage Consortium.
Mallorca (Spain)**

INTERNATIONAL FORUM "CURONIAN SPIT FOR US AND THE WORLD"

**MANAGEMENT OF A LIVING WORLD HERITAGE
RESIDENTS AND VISITORS**

The Serra de Tramuntana is a mountain range located in Mallorca, the largest in the Balearic Islands, in the west of Mediterranean sea.

UNESCO declared the cultural landscape of Serra de Tramuntana as a world heritage on 28 June 2011. The main reason for this declaration is that each civilization (mainly Muslim and Christian) that has passed through the Serra has transformed the land to make it more habitable. Water channelling systems and dry-stone constructions are the basis of UNESCO for the declaration of Exceptional Universal Value.

The Serra de Tramuntana World Heritage Consortium, created after the UNESCO Declaration, works for the maintenance of the World Heritage Declaration. The consortium bases its management plan on five programs: Communication and participation; Economic Development; Disclosure; Heritage, and Visitor management.

The Consortium has already closed the circle of participation of the society, culture and science of the Serra. Permanent Board brings together the main groups that work on the ground. Table of Mayors is an organ of dialogue between the 20 municipalities that form the Cultural Heritage. Committee of Experts advises the Consortium in technical and scientific decisions.

Today, one challenge is the balance between the preservation of good and visitors management since world heritage site is located on an island that lives in tourism. The Consortium is developing a system of indicators to measure more than 30 variables over time, into four major blocks: culture and heritage; population and socio-economics; environment, and territory and mobility.

These indicators are expected to extract, among other things, precise information on the impact of visitors to the Serra. In the meantime, the influx of visitors is already being controlled. This summer, the Formentor lighthouse will limit for the second time the access of motor vehicles during the day. The law of public roads and routes of hiking interest of Mallorca, approved by the Balearic Parliament last December, aims to the use and defence of public roads integrated in the environment; as well as the protection of the routes of hiking interest.



The current challenge of Serra de Tramuntana World Heritage in the category of cultural landscape is how to successfully combine the needs of residents in the 20 municipalities with the interest that arouses visitors from the island, who lives mainly in tourism.

First of all, let's situate the world heritage: the island of Mallorca is the largest of the Balearic Islands, located in the easternmost part of the Mediterranean and belonging to Spain.

The island of Mallorca has a population of almost 900 thousand inhabitants, the population density is considered high relative to the rest of Spain, with about 247 inhabitants per kilometre.

Let's go to what it deals with: the world heritage of the Serra de Tramuntana.

Before the declaration, in 2011, this area was delimited, paying attention to the concentration of cultural and heritage elements. That is why an area called the nucleus, of about 320 square kilometres of surface, was delimited, which unites the greatest number of elements of this type. All around it, and to the general limits of the heritage, the buffer zone was established, with fewer heritage elements but enjoying the protection that belongs to the world heritage.

It is important to know that, of the total area, 95 percent is in private hands and only 5 percent belong to different institutions. This means that



preservation management is a shared task between the government and the inhabitants.

The civilizations that have gone through the island of Mallorca and the Serra have left their mark and are the reason for the Declaration of the Serra de Tramuntana as a Heritage World.

The arrival of Islamic culture in the 8th century meant a revolution in hydraulic engineering.

This fact is reflected in water regulation systems through constructions such as drills, water tanks, wells and cisterns; and the first constructions with the millennial technique of dry stone.

From the Christian conquest of 1229, the Serra was ruled by the feudal system and the lands were divided into large latifundios with agricultural and livestock function.

Since then, dry stone construction became widespread, and it was used to prepare the ground for the cultivation of olive, vine and grain.

The world heritage is made up of 20 municipalities.

The main crop, linked to its terraces, is a variety of autochthonous olives. Also, worthy of note are the vineyards, linked to the excellent irrigation systems in the area.



Agriculture is currently in crisis throughout the island, so gastronomic and hiker tourism is now the driver of the economy of this land.

In the last 50 years, the successive governments have increased the sensitization towards the protection of the patrimony and, even before the Declaration by the UNESCO, have been approved different protections that have interest in the mountain range.

The statement was on June 28, 2011. In 2014, UNESCO issued its monitoring report in which it concluded that the Good is practically intact since its declaration.

The Declaration of Exceptional Universal Value has been granted by UNESCO for two concepts: the first one, the constructions with the millennial technique of dry stone.

The Mallorca Council has maintained a school of stone workers for more than thirty years to bring about this millennium trade.

According to a study by a majorcan geographer, there are up to 200 square kilometres of marches in the Serra. Approximately half continue with its agricultural function.

And the second one, the complex system of traditional water engineering that allows capturing and extract the ground or surface water, and to drive it, to distribute it and to store it.



The traditional systems of regulation, distribution and storage of water in the Islamic era have generally worked well into the twentieth century, and in some cases are still used.

Although, in order to be declared a UNESCO heritage, it is demanded compliance with at least one of the 10 criteria of universal value selection. The World Heritage of the Serra complies with three:

The second criterion relates the great importance that the civilizations that colonized the island had in the still preserved heritage. As we have said, emphasizing Islamic and the immediate Christian later.

The fourth criterion relates the dry stone patrimony with the water pipes and their consequence in a greater agricultural exploitation. In the photograph you can see one of the villages of the Serra with more kilometres of margins, Banyalbufar.

The fifth is about man's relationship over the centuries with abrupt and rough terrain. Thanks to his wisdom and respect for the land, he has made it habitable and productive.

One of the consequences of the Serra Declaration is the creation of a consortium that looks after the preservation of world heritage.



The Consortium is formed by Balearic Government and Mallorca Council. Here we can see the headquarters of the Consortium in Raixa, a stately home in the heart of the Tramuntana mountains. Its management plan is divided into 5 programs.

The first one, of communication and participation, responds to the premise that many of you surely share: who knows the patrimony, will love it.

In the last three years, there have been carried out school projects called Learning Service in La Serra, which combine courses with services such as forest cleaning or impact studies. More than 2 thousand 6 hundred students from all over Mallorca have already taken part.

In recent years, the Serra de Tramuntana World Heritage Consortium has been giving annually grants for the improvement of the landscape aimed at small owners, NGOs, communities of goods, watering communities and city councils.

The grants, which in 2018 had a record amount of more than one million euros, are used to make repairs on terraces, cisterns or water tanks, cleaning the fields or, in the case of town councils, some architectural reforms.

Some annual actions for the dissemination of the site are: Artistic Missions in the Serra de Tramuntana. A series of artists spend a few days in the heart of the mountains, and they create an artistic production.



Photography Contest of the Serra de Tramuntana. Annual, dedicated to professional photographers and amateurs and with thematic related to the world heritage.

We are currently conducting a monitoring of the Serra which we shall discuss later.

We will also discuss it later: Until recently it has been an unresolved matter. But in the last time steps are being taken to regulate and contain the impact of visitors to the Serra and with dissuasive, preventive and slippery measures.

The participation of the people of the Serra is very important.

Table of Mayors meets annually to talk about the situation of their municipalities situated in the Cultural Landscape. They share experiences and make proposals to the managers.

After a participatory process in which 200 proposals from entities and people from the heritage were heard, a Participation Council was created on June 7, 2018. From it a Permanent Table has emerged, with almost twenty local agents who meet every two months and inform and advise the Consortium about their concerns.

The body completing the need for participation was created last May. The Committee of Experts is a high-level technical advisory body whose task is



to issue technical reports on the questions requested by the Consortium. It is made up of professors, technicians and professors of the main university of the Islands, the UIB specialized in topics such as the environment, heritage, history and tourism; and technicians of the institutions that make up the consortium in these same subjects.

One of the outstanding measures for the control of visitors is the restriction of the access to the peninsula of Formentor during the summer months. The Formentor lighthouse is located at the northernmost tip of the Serra de Tramuntana, a site that covers an area of 90 km.

Between tomorrow 15 June and 15 September and 10 am to 7 p.m., the road to access the lighthouse will be prohibited along the eleven kilometres stretch that connects the beach with the watchtower for vehicles unauthorized Only residents, public transport, emergency services and bicycles will be able to transit. In 2018 a pilot plan was already implemented that reduced the pressure of vehicles in this busy road by 90 percent.

A monitoring of the Serra is being implemented at present. The 30 indicators grouped into 5 thematic blocks will be used to illustrate and communicate complex phenomena in a simple way, indicating the state and trends over time. The use of indicators allows for updated information on the state of the environmental, territorial, cultural, social and economic variables, as well as the processes and dynamics between them.



Actions of the Serra de Tramuntana Consortium aim to preserve the landscape, but also to improve the experience and valuation of the world heritage both by residents, and by the inhabitants of the island of Mallorca as well as by external visitors.

Writer George Sand and his partner pianist Frédéric Chopin spent “A winter in Mallorca”, a book where she explains their time in Valldemossa. But unfortunately, in the early 19th Century, she he went from falling in love to disappointing with the discomforts, food, bad weather, mistrust of the natives and the inability to adapt to the bucolic scenery they had dreamed of.

On the other hand, the experience of the Archduke Ludwig Salvator of Habsburg-Lorraine and his falling in love with the Serra. He stayed in love for all his life.... In the late 19th century, acquired much of the land between Deià and Valldemossa and had viewpoints and paths built, so he could admire the beauty of this coastal area. Is that the Serra, and Mallorca, if you have visited it, you’ll know it, “when you have understood the deep secret the golden Island, you will love it for all the days of your life...”