

Theme 2: The Historic Urban Landscape and Evolution of Urban Heritage Governance Concept.

## **12. LOCATIVE SOCIAL MEDIA AND ONLINE DATASETS IN WORLD HERITAGE CITIES. STRATEGIES FOR INTERPRETING DATA SIGNIFICATION**

**Juan Garcia-Esparza**, PHD in cultural Heritage, Associate Professor at University Jaume, Spain

**Context:** After releasing the Valetta principles, several essential innovations in cultural policies have come about. Some national states parties have adopted relatively recent international conventions, particularly for intangible heritage (UNESCO, 2003) and the diversity of cultural expressions (UNESCO, 2005). The development dimension of culture was later referred to within the International Development Agenda adopted in 2015 by the UN General assembly, the Agenda 2030. At that time, there were two crucial UNESCO Reports. *Re-Shaping Cultural Policies* (UNESCO, [2015] 2017) is a policy study focused on the relationship between culture - in all its forms - and sustainable development. The report on *Culture: Urban Future* was prepared in view of the Habitat III Conference (UNESCO, 2016), where culture is recognised as a category linked to people, environment and policies.

**Topic:** GOVERNANCE. New tools and new practices, strengths and weaknesses (data, IT, etc.)

**Concept:** World Heritage cities worldwide are socially active; nonetheless, there are social and cultural unbalances associated with districts' abandonment and decay that need further analysis.

**Objective:** Locative social media and online datasets are open sources that allow researchers to understand specific urban dynamics.

**Method:** Following the objective, this contribution comprises three main stages. First is the selection of five medium-sized WH cities in Spain. Second, the analysis of data to be evaluated. And finally, the cross-reference of results. The research identified hotspots and coldspots of services and activities within the WH areas.

**Outcome:** Data offered an integrative and accurate picture of two clear tendencies in the five cities. While the first tendency associates the urban layout and architecture with aesthetic aspects, the second tendency dissociates culture and consumption from other aspects of the city, separating them semantically and spatially from the surrounding setting.

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**Future directions:** Nowadays, heritage conservation places society at the core of heritage-making; it is a social product and a social development process. The New Urban Agenda 2030 established the reasons for a new urban conservation approach in this line and in which conceptual transitions are still underway. Heritage is now perceived as a cultural ecosystem and a system of values subject to analysis by Machine Learning and Artificial Intelligence methods. The implications of this are not yet thoroughly analysed. Nevertheless, these new methods will mark the nature of heritage in the twenty-first century, particularly in cities where the critical drivers of development are at stake.

### **References:**

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