

The World Heritage Convention and its Effects on the Tourism Public Policies in Olinda (Pernambuco, Brazil)

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Abstract:

The Historic Centre of the Town of Olinda is one of the 20 World Heritage sites currently existing in Brazil. Entitled for its cultural-historic characteristics, Olinda is considered an important testimony of the American colonization period and presents meaningful touristic activity, based primarily in the visitation of its historical buildings and the interaction with its effervescent and diversified range of artists and cultural manifestations. Although primarily aimed to protect from destruction natural and cultural sites of world interest and importance, the World Heritage Convention, international document responsible for the registering of the Historic Centre of the Town of Olinda in the World Heritage List, it end up protecting sites that, under touristic perspective, are seen as elements of a large degree of attractiveness. Therefore, through its operational mechanisms, the Convention produces a sort of worldwide inventory which, besides indicating the important sites for humanity from the perspective of protection, also offers sites of relevance to tourism under the perspective of market principles and business opportunities. In this sense, this study aims to understand the effects generated by the World Heritage Convention on the tourism public policies in Olinda and is guided by procedures related

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to exploratory research. The results achieved made explicit the existent harmony between the adopted initiatives to protect this heritage, governmental actions related to the implementation of tourism policies in Olinda and the World Heritage Convention and, in addition, also being used to identify a form of public administration based on partnership between entities to achieve their goals.

Keywords: Olinda; Tourism; Public Policies; World Heritage

Resumo:

O Centro Histórico de Olinda é um dos 20 sítios do Patrimônio Mundial atualmente existentes no Brasil. Titulado por suas características histórico-culturais, é considerado importante testemunho do período de colonização das Américas e apresenta significativa atividade turística, baseada principalmente na visitação às construções de época e na interação com sua efervescente e diversificada gama de artistas e manifestações culturais. Embora tenha como principal objetivo proteger da destruição sítios naturais e culturais de interesse e importância mundiais, a Convenção do Patrimônio Mundial, documento internacional responsável pela inscrição do Centro Histórico de Olinda na Lista do Patrimônio Mundial, acaba por tutelar bens que, sob a ótica turística, são entendidos como elementos de grande grau de atratividade. Assim, por intermédio de seus mecanismos de funcionamento, a Convenção termina por gerar uma espécie de inventário mundial que, além de estabelecer os bens de importância para a humanidade sob a ótica da proteção, também apresenta bens de interesse para o turismo sob a ótica dos princípios de mercado e das oportunidades de negócios. Nessa perspectiva, este trabalho objetiva conhecer os efeitos gerados pela Convenção do Patrimônio Mundial sobre as políticas públicas de turismo em Olinda, pautando-se por procedimentos pertinentes à pesquisa exploratória. Os resultados alcançados deixam explícita a sintonia existente entre as iniciativas adotadas para proteger este patrimônio, as ações governamentais ligadas à execução das políticas de turismo em Olinda e a Convenção do Patrimônio Mundial e vão além, também servindo para identificar uma forma de gestão pública baseada na parceria entre órgãos para o alcance de seus objetivos.

Palavras-chave: Olinda; Turismo; Políticas Públicas; Patrimônio Mundial

Resumen:

El Centro Histórico de Olinda es uno de los 20 lugares de Patrimonio Mundial que actualmente existen en Brasil. Obtuvo el nombramiento por sus características histórico culturales y actualmente, es considerado un importante testigo del período de la colonización de las Américas; presentando una significativa actividad turística, basada principalmente en las visitas a las construcciones de época y en la interacción con la efervescente y diversificada gama de manifestaciones culturales y artista que posee el centro histórico. La Convención para la protección del Patrimonio Mundial, Cultural y Natural, – a pesar de tener como principal objetivo la protección frente a la destrucción sitios naturales y culturales de interés e importancia mundiales- contribuyó con documentos internacionales a la inscripción del Centro Histórico de Olinda en la lista del Patrimonio Mundial. Estos bienes recién tutelados, se comprenden como elementos de alto grado atractivo bajo la óptica turística. Así, a través de sus mecanismos de funcionamiento, la Convención ha generado una especie de inventario mundial que, además de establecer los bienes de importancia para la humanidad bajo la óptica de la protección, también presenta bienes de interés para el turismo bajo la óptica de los principios de mercado y de las oportunidades de negocios. En esta perspectiva, esta investigación pretende dar a conocer las repercusiones de la Convención del Patrimonio Mundial sobre las políticas públicas de turismo para Olinda, pautándose en procedimientos pertinentes a la investigación exploratoria. Los resultados obtenidos dejan claras la sintonía existente entre las iniciativas adoptadas por varios agentes para proteger este patrimonio. Nos referimos a las acciones de gobierno relacionadas con la gerencia de las políticas de turismo en Olinda y la Convención del Patrimonio Mundial entre otras. Concluimos con la reflexión de que estas acciones también sirven para identificar una forma de gestión pública basada en la asociación entre órganos para el alcance de sus objetivos.

Palabras Clave: Olinda; Turismo; Políticas Públicas; Patrimonio Mundial

1. Introduction

The “Convention concerning the Protection of the World Cultural and Natural Heritage” is an international normative instrument created by the United Nations Educational, Scientific and Cultural Organization – UNESCO, in 1972, with the primary purpose to establish an efficient system of protection of property considered unique, irreplaceable and of outstanding value for humankind. Therefore, it is also responsible for the creation of the World Heritage List, where

currently contains 1052 sites, which 20 are Brazilian, one of them being the Historic Centre of the Town of Olinda, in Pernambuco (UNESCO, 2016).

Olinda deserved an application in the World Heritage List as a cultural site, based on its representativeness in Brazil's history and the American continent, as a city that witnessed the sugar cane cycle in Brazil, and for holding, in its slopes and hills, a set of the oldest and most ancient houses and churches in America (Magalhães, 1981).

Although the Convention responsible for the application of Olinda in the World Heritage List seems to propose goals without direct connections with tourism, it has demonstrated evidences of interference in touristic activities of the locations it holds, especially in the case of appreciation of the attractiveness of these properties (Widmer and Pires, 2008; Widmer and Melo, 2015).

Considering, therefore, the protectionist goals of the mentioned International Convention; the fact that its text was ratified by Brazilian Government through the Decree no. 80.978, at December 12 of 1977, which validated it in Brazil; and the existence of expressive touristic activity in Olinda, it was verified the importance and the opportunity to accomplish the study that embraced the connections between the World Heritage Convention and the development of tourism public policies in Olinda.

In this sense, the Convention is characterized as one of the norms that may contribute to the framework, the planning and the development of touristic activity in worldwide sites (Widmer, 2007) and understanding the public policies as a collection of projects and governmental action plans oriented to intervention in social domain, through which are traced the instructions and goals to be promoted by the state (Cristóvam, 2005; Beni, 2006), it is believed that the Convention, as a valid norm in national territory, must be considered during the process of preparing tourism public policies for Olinda.

According to previously considerations shown, the present study has the general objective of knowing the effects made by the World Heritage Convention about the developed and current tourism public policies in Olinda. To achieve this objective, specific goals were listed, i.e.: to know the content and operation of the Convention on the World Cultural Heritage; to identify the criteria responsible for the titration of Olinda as World Cultural Heritage; to identify plans, programmes and/or other documents that translate representative initiatives of current tourism public policies in Olinda; and analyse the correlations of documents identified to the World Heritage Convention.

To achieve the proposed goals, this work was based on methods and techniques relevant to exploratory research of qualitative nature. It is fitting to consider that the exploratory research “is characterized for having a flexible planning, including in general bibliographical survey, interviews with experienced people and analysis of similar examples” (Dencker, 2007:151). In this sense, the work used predominantly bibliographical and documental research and interviews with members from local public administration.

The procedures of bibliographical and documental research assisted the theoretical study foundation, as well as the knowledge of documents, procedures and criteria responsible for the titration of sites of World Heritage in general, and especially, for the titration of the Historic Centre of the Town of Olinda. Such procedures were also used in the identification of plans, programmes and other documents related to tourism in Olinda.

As for the interviews, held in February of 2016 with the Directors of Tourism and Heritage Projects of the city, summed to analysis procedures of its contents, helped in the finding of the influence that the title of Olinda’s Historic Centre has on the tourism public policies in that city.

In this regard, the present work, structured in sections and subsections, initially presents the World Heritage Convention and details its content and functioning about the World Cultural Heritage. The second section presents Olinda’s city, its historical and cultural aspects and the reasons why the Historical Centre was included in the World Heritage List. The third section focused on the description of national and local rules used for the protection of the Historic Centre of the Town Olinda, while the fourth section identifies the plans and representative governmental projects of tourism public policies in Olinda and its correlations with the World Heritage Convention. In conclusion, the work offers the final considerations on the effects that the World Heritage Convention has on the tourism public policies in Olinda.

2. The World Heritage Convention

The Convention concerning the Protection of the World Cultural and Natural Heritage was established during the 17th session of The General Conference of the United Nations Educational, Scientific and Cultural Organization, from October 17 to October 21 of 1972, in Paris, France. It is composed by 38 articles that can be divided as follows: heritage definition in relation to the Convention; international organizations connected to the Convention; and ways to protect the world heritage.

Although the Convention contemplates natural and cultural properties of world interest and importance, taking into account the titration of Olinda as World Cultural Heritage, the following analysis will only be about the topics related to cultural properties, in order to allow the following approach: definition of World Cultural Heritage in relation to the Convention; international organizations connected to the World Cultural Heritage; and ways to protect the World Cultural Heritage.

2.1 Definition of the World Cultural Heritage referred to the Convention

The Convention defines, in its first article, the cultural properties that can be framed in its arrangements:

Article 1 – For the purpose of this Convention, the following shall be considered as "cultural heritage":

- monuments: architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of features, which are of outstanding universal value from the point of view of history, art or science;
- groups of buildings: groups of separate or connected buildings which, because of their architecture, their homogeneity or their place in the landscape, are of outstanding universal value from the point of view of history, art or science;
- sites: works of man or the combined works of nature and man, and areas including archaeological sites which are of outstanding universal value from the historical, aesthetic, ethnological or anthropological point of view. (UNESCO, 1972: 2).

The article allows understanding that the Convention covers only the cultural material properties, as sculptures, paintings, areas that possess exceptional value, etc.

It can also be observed that the first two items (monuments and groups of buildings) refer to exclusive achievements of human action, such as the Acropolis of Athens, in Greece, for the first item and the Old City of Jerusalem and its Walls, for the second item.

Now the sites can be understood as spaces or landscapes that gather achievements from man or nature. This creates a category of properties that are not classified neither as natural heritage, nor as cultural heritage: these are mixed sites, such as the Historic Sanctuary of Machu Picchu, in Peru, located amid Andes' slopes tropical forests and considered one of the most important creations of the Inca civilization.

2.2 International Organizations connected to the World Cultural Heritage

The Convention also predicts in its text the international bodies responsible for its execution in the sphere of the World Cultural Heritage. They are: the World Heritage Committee, the International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM) and the International Council of Monuments and Sites (ICOMOS).

It is fit to the World Heritage Committee organise, update and make public the World Heritage List and the List of World Heritage in Danger, as well as deliberate about the inclusion of a property in any of those lists, fitting the criteria that has established for this purpose. These criteria are established in a document called "Operational Guidelines for the Implementation of the World Heritage Convention" (UNESCO, 2015). The formulation of these guidelines grants the World Heritage Committee the role of main body in the relevant tasks to the World Heritage, since it attributes the role of creating means to put the text of the Convention into practice.

Accordingly with the "Operational Guidelines", to claim the title of World Cultural Heritage, a cultural property shall meet one or more of the following criteria:

- I. represent a masterpiece of human creative genius;
- II. exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design;
- III. bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared;
- IV. be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history;
- V. be an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change;
- VI. be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance (the Committee considers that this criterion should preferably be used in conjunction with other criteria) (UNESCO, 2015: 16).

As for ICCROM, its main tasks are: gathering, study and disclosure of documents concerning the technical and scientific problems of the conservation and restoration of cultural properties; the coordination, the incentive and the establishment of researches in the fields of conservation

and restoration; the formulation of advices and recommendations fitting the problems of conservation and restoration of cultural properties; the assistance to States Parties to the Convention in the training of researchers and technicians, promoting models of restoration work of cultural properties (UNESCO, 1972).

The ICOMOS has as main task deliberate about the request of registration of a cultural property in the World Heritage List through technical reports. Upon request, the ICOMOS can also point out protective measures that must be taken by the state responsible for the registration of a cultural property in the World Heritage List (UNESCO, 1972).

2.3 Protective Ways to the World Cultural Heritage

The ways of international protection distributed by the Convention consist in financial aid, technical assistance and educational assistance.

As for financial aid, it may occur by low-interest or interest-free loans, which might be repayable on a long-term basis, fitting the article 22, item 'e', or by non-repayable subsidies, according to article 22, item 'f'. The financial aid is provided with resources of the World Heritage Fund, whose functioning is described by articles 15 to 18 of the Convention.

The technical assistance corresponds to the support to applications of aid made by the States Parties to the Convention, concerning projects designed to maintain properties that intend to register, or that are registered in the World Heritage List. In general, this type of assistance takes on the means of achieving studies, or of availability of technicians, according to article 22 of the Convention.

As for educational assistance, is characterized for the aid in the development of specialists by intermediate of aid to national or regional centres of development in any level, in the areas related to protection, appreciation, or rehabilitation of the heritage, based on article 22, item 'c' and article 23 of the Convention.

It is fitting consider, however, that the Convention understands that the State Party to the Convention has predominantly the role to protect the representative property of World Heritage existing in its territory, and the international collectively shall aid it in this task, however in such a way that its aid doesn't replace the action of the State Party to the Convention, in other words, in order to only contemplate. Under this perspective, the Convention establishes in article 4 the actions of protection that understands being responsibility of the States Parties to the Convention: to identify, to delimit, to conserve, to value and to transmit to future generations

the heritage present in its territory. The means of national protection taken for the World Heritage of Olinda are described in item 3 of this work.

3. Olinda and its Titration as World Cultural Heritage

Olinda is located in the metropolitan region of the State of Pernambuco, in the northeast of Brazil, at 08°01'48" of latitude and 34°51'42" of longitude, at west of Greenwich. It ends to the north with the town of Paulista, to the south and west with Recife, capital of the State, and to the east with the Atlantic Ocean. It has tropical hot and humid climate, with average annual temperature of 27°C. With territorial extension of 43,55 km² and population of 389.494 inhabitants, currently is an eminently urban city (IBGE, 2016). Economically, it stands out for the service industry, especially tourism. The notoriety in tourism is related mainly to the classic buildings, carried with strong historical symbolism and with the diversity of artists, pieces and cultural manifestations that describe the strong local culture in its most popular meaning.

Its Historic Centre covers an area of 1,2 km² and about 1.500 properties, that testify distinct architectural styles: colonial buildings of the 16th century harmonizing with facades of tiles from the 18th and 19th centuries, with neoclassical pieces from the beginning of the 20th century and with the characteristic urban outline of Portuguese villages of medieval origin (IPHAN, 2016).

Founded in 1535 by the Portuguese donee Duarte Coelho to be the headquarter of the Captaincy of Pernambuco, the formerly Olinda Village developed in narrow relation with the cultivation of the sugar section in the fruitful lands of the Captaincy, becoming a testimony city of the sugar cane cycle in Brazil, according to the dossier presented by the Brazilian government to instruct its application to the World Heritage Committee (Magalhães, 1981).

Despite the Dutch invasion, in 1630, and the fire destruction caused by invaders, in 1631, Olinda still possess in its slopes and hills of its Historic Centre important testimonies of the Brazilian colonial period. Are samples of this period the Jesuit compound of School, Nossa Senhora da Graça Church and the São Francisco Convent (all from the 16th century), the Nossa Senhora do Carmo Church (from the 17th century), among others constructions that certify the representation of Olinda in the history of Brazil and American continent, for housing a group of some of the most ancients houses and churches in America (IPHAN, 2016).



Figure 1. Nossa Senhora do Carmo Church

Source: Ana Julia de Souza Melo, 2016

On the basis of previously presented attributes, on 17th December 1982, the World Heritage Committee formalized the application of the Historic Centre of the Town of Olinda in the World Cultural Heritage List. The titration was given based by the criteria II and IV of “Operational Guidelines” (UNESCO, 2015), presented in item 1.2 of the present work.

The criteria used for the application of the Historic Centre of the Town of Olinda in the World Heritage List allows to clearly understand its exceptional value for mankind, based on its representative as an example of significant period of the human history on the planet: the colonization of the Americas, whose testimonies are present in the architecture, in the monuments, in the buildings, in the urban outline and Olinda’s landscape.

In this regard, it is fitting to reflect that the Convention and its listing mechanisms, as registering a property in the World Heritage List, that seeks to legitimize, through a kind of international approval, the extraordinary value of this property. Taking into account all the listed properties, the Convention ends up creating a kind of world inventory of properties that possess high value for humanity and, therefore, needs to be protected and maintained for this same humanity.

Applying this reflection to the Historic Centre of the Town of Olinda, its application in the World Heritage List can be understood as an international certificate that it possesses exceptional value for the world community; it is an odd testimony of history and culture of mankind in the planet; and it must be protected and maintained for the present and future generations.

4. Ways of National Protection to the World Cultural Heritage of Olinda

Brazil did not have major difficulties in adapting to the World Heritage Convention, realizing that beyond possessing some of the established requirements as a State Party responsibility referring to protection, it also ended up expanding or updating after the endorsement of the text of that international norm, in December 1977.

Therefore, with the necessary measures of protection, it is fitting to consider that Brazil already had, in 1977, organizations related with the protection of national cultural heritage, as an example of the Service of National Artistic and Historical Heritage (SPHAN)⁷⁴, created by Federal Law no. 378, from 01/13/1937, for the protection of cultural properties. In addition, it also possessed some measures of protection for cultural properties, such as tumbling, set by Decree-Law no. 25, from 11/30/1937.

Subsequently to the Convention, new legal measures in federal scope were adopted. Among them, it stands out:

- the Brazilian Federal Constitution of 1988, that dismiss attention to Cultural Heritage by intermediate of the articles 23, 24, 215 and 216, which covers the protection of cultural properties that are historical, artistic, landscaped, architectural, archaeological, among others;
- the Federal Law no. 8313/91, known as the Incentive to Culture Law, or Rouanet Law, responsible for the institution of the National Support to Culture Programme (PRONAC), whereby are established fiscal incentives to individuals and legal entities that contribute to the protection and promotion of Brazilian culture;
- the Federal Law no. 9605/98, known as Environmental Crimes Law and responsible for specify the main criminal conducts against the environment, considered in its cultural and natural aspects, beyond establishing severe sentences for the offenders, as fines that can reach R\$ 50 million by the practice of one single crime (currently approximately US\$ 14,5 million), repairing damage caused sentences and freedom privative sentences.

Beyond the federal mechanisms of protection, common to all the World Cultural Heritages present in Brazil, Olinda went beyond, adopting a series of municipal measures for the protection of its Historic Centre, among them, stands out:

⁷⁴ Presently, since 1970, National Institute of Historic and Artistic Heritage - IPHAN.

- the Municipal Law no. 4849/92, known as Urban Legislation for the Historical Sites, responsible for institute the Historical Site of Olinda as Special Zone of Cultural and Landscape Protection 1 (ZEPC 1), aiming the protection and appreciation of the cultural, architectural and urban properties, beyond the life quality improvement of the residents. It is considered the most important rule about the subject and the responsible for maintenance of the physical and cultural characteristics of the Historic Centre of the Town of Olinda, by defining urban standards, normalize the allowed and not allowed uses, as well as the activities allowed in each sector of the Historical Site;
- the Supplementary Law no. 013/2002 that establishes the Code of Works and Buildings of Olinda Town, defining rules for elaboration of projects and execution of works in relation to technical, structural and functional aspects;
- the Supplementary Law no. 026/2004 that establishes the Director Plan of the Town of Olinda, instrument responsible for guiding the performance of the public administration and the private initiative, in order to ensure the ordained development of the social duties of the city.

It should be noted that all the measures listed here, being them federal or municipal, present consensus with the protection goals established in the World Heritage Convention.

Particularly about the measures adopted by Olinda (of municipal scope and, therefore, more specific about the reality of its Historic Centre), it can be said that they demonstrate total compliance with the article 4 of the Convention, which establishes the protection initiatives that is a task for the State Parties to the Convention: to identify, to delimit, to conserve, to value and transmit to future generations the present heritage in its territory.

In this regard, the municipal measures here listed identify and delimit the area covered by the Historic Centre, as much as aid in the planning, orientation and organization of works and activities permitted in this space, contributing for its conservation and, consequently, for transmitting to future generations, the cultural heritage present in its territory. Finally, all this conservation effort brings, in an essential way, the idea of value. After all, why conserve something that has no value?

It is understood that the titration as well as the national protection initiatives legitimize the value of the Historic Centre of the Town of Olinda. Not only the cultural value of this heritage, but also its value as a factor that must be maintained, to be known and admired for the present and future generations.

Under this approach, it can be stated that the Convention and its national protection initiatives indirectly emphasise the aptitude of a World Heritage site as a provider of tourist activity, and that this tourist activity is desirable, as a way to contribute for its own appreciation of the World Heritage. After all, how to appreciate something you do not know? How to admire the World Heritage only in a theoretical and intuitive way? Why protect these sites for the humanity and consider them interest for all if we do not let this same humanity the possibility of contact with this places and consequently existential experience about the reasons for why they are so important?

As properly explained by Morel (1999), the World Heritage Convention never aimed that a property considered World Heritage becomes a touristic resource, in a tourist attraction matter. However, the own characteristics of these properties, associated to the conservation strategies, end up by highlighting its importance and beauty, that can interfere in the planning and/or development of tourism in these locations, what will be observed, specifically for Olinda, in the next item.

5. Governmental Plans and Projects related to Tourism in Olinda

Many are the definitions found for tourism policy. In agreement with Beni:

The tourism policy is the backbone of the 'formulate' (planning), of 'thinking' (plan), of 'doing' (projects, programmes), of 'executing' (preservation, conservation, utility and the redefinition of natural and cultural heritages and its sustainability), of 'reprogramming' (strategy) and of 'fostering' (investments and sales) the tourism development of a country or of a region and its final products (Beni, 2007: 177).

As for Goeldner, Ritchie and McIntosh (2002: 294), the tourism policy "is a group of goals and strategies of development and promotion that supplies a structure in which collective and individual decisions are taken that directly affects the tourism development and the daily activities in a destination".

Still according to Hofling (2001, *apud* Barreto, Burgos and Frenkel, 2003: 33), public policy "is the state implementing a governmental proposal, through programmes and actions targeted for specific sectors of the society".

About the definitions previously exposed, it is understandable that plans, programmes and projects are mechanisms through which strategies are observed and the practical actions related to tourism public policies are executed.

Tourism policy can be understood as “a group of actions from governmental entities, many times in partnership with others entities, with the goal of changing the financial and social environment” (Lopes, Tinôco and Souza, 2011: 616). Vieira also underlines:

The tourism policy must be understood in its complex totality, aggregating all its components, after all the activity presents a great diversity of actions and policies, it is worth highlighting, present itself inter-sectored, fitting to the state the obligation of protection actions of the environment, heritage preservation and of the social well-being (Vieira, 211: 21).

In this way, it is verified that the tourism policies are complex elements, assisting its own complexity, dynamic and diversity of the activity. It involves not only the touristic practice itself, but also the relations with a series of elements, as some examples, the environment, the culture and the society in which the touristic practice is developed. In this regard, the tourism public policies may involve efforts and partnerships of several governmental entities and not only those, which are specifically connected to tourism.

Taking into account such considerations, are set out in sequence the current governmental plans and projects that are related to tourism in Olinda.

5.1 Strategic Plan of Tourism in Pernambuco 2008-2020

In general, cities of Pernambuco follow the guidelines contained in the document entitled “Strategic Plan of Tourism in Pernambuco 2008-2020” (Pernambuco, 2007) for the development of its tourism public policies. Composed by 199 pages, it presents the guidelines for the development of tourism in Pernambuco, as well as the programmes responsible for its execution. It presents Recife, Olinda, Porto de Galinhas and Fernando de Noronha as consolidated tourism destinations in the state, without stopping supporting the others emerging destinations.

Specifically for Olinda, the document identifies its Historic Centre as a strong point of tourism in Pernambuco and priority for the development of actions in short and medium term, in a way that continues to exercise its role of a spotlight. It also lists actions that understands being

priority for the city, such as: tourism information signs, in a way to ensure easy access to the tourist attraction, equipment and services; training of local labour, aiming better service to tourists; and structure of the built heritage for tourism, without the loss of its original characteristics (Pernambuco, 2007).

5.2 Projects

From consulting the websites of Olinda's City Hall (Olinda, 2015; 2016) and IPHAN (2016b), were identified references to seventeen current projects related to tourism in Olinda. Of those, three are executed by the Municipal Secretary of Tourism, Economic Development and Technology of Olinda (SETUR-Olinda) and fourteen by the Municipal Secretary of Heritage and Culture of Olinda (SEPAC-Olinda).

As for the projects developed by SETUR-Olinda, they are:

- The dissemination of Olinda's touristic attractions: SETUR-Olinda develops and publishes informative and promotional material about the cultural and natural elements present in its territory, that are interesting for tourism, such as churches, museums, monasteries and other historical buildings, monuments, artists, handicraft, cultural manifestations, beaches, among others.
- This dissemination proceeds by various means, such as folders, pamphlets, maps, guides, videos, websites, newspapers and magazines reports, among others. The furtherance, promotion and publicity of touristic data from Olinda are some of the many attribution of SETUR-Olinda. Thereby, this project is developed continuously.
- Capacitating and awareness raising of local conductors: in partnership with Non-Governmental Organizations and Associations, are offered courses in the field of quality customer service, hospitality, tourism, cultural heritage, among others, to local conductors of Olinda. Despite the existence of initiatives in the capacitating and awareness rising before, the project was legalized in 2009, from the partnership with the Association of Native Conductors of Olinda (ACNO) and its actions are still running.
- Touristic signalling of the Historical Site in Olinda and other areas of the city: the project began in 2014, with the implantation of sixty-six indicative and 43 interpretative signboards of monuments in the historical site area of Olinda. Its second stage, which began in 2015, aims the implantation of touristic signalling in other areas of the city and is already 50% completed. (Olinda, 2016)

As for the 14 projects under the responsibility of the SEPAC-Olinda, they can be classified as structuration projects of the heritage buildings and aims the preservation, the reuse and/or the appreciation of those buildings. All of them, proposed back in 2013, stimulated by the credit line provided by the Growth Acceleration Programme (PAC), from the Federal Government. Known by the name "PAC-Historic Cities", the credit line is designated exclusively to historic urban sites supported by the National Institute of Historic and Artistic Heritage (IPHAN), as an example, the Historic Centre of the Town of Olinda. The credit line covered all of the 14 projects with the amount of BR\$ 61.7 million, approximately US\$ 17.9 million (IPHAN, 2016c). Briefly, they are:

- Restoration of the historical building Hermann Lundgren, with the implantation of the Olinda's Memory Centre: restoration and preservation to the implantation of Olinda's Memory Centre, which will accommodate rooms for permanent and temporary exhibitions, auditorium, multipurpose room, reception and sanitary facilities.
- Restoration of the Cine Theatre Duarte Coelho - implantation of the Cine Animation School: is about the restoration of the building and the enlargement of its area to the introduction of a new use, the theatre and cinema school.
- Restoration of the Fort of San Francisco: the building site includes the restoration of the building and implantation of the stage lightning.



Figure 2. Fort of San Francisco

Source: Ana Julia de Souza Melo, 2016

- Complementation of the requalification of the Fort's site: the proposal contains a new building, being constructed in three adjacent lots, to the introduction of a new fish and crustacean market.

- Restoration of the Governors Palace: structural repairs in the building to preserve its original characteristics.



Figure 3. Governors Palace

Source: Gloria Maria Widmer, 2016

- Rehabilitation of the Amparo Square and Saint John Square: intervention for the maintenance and improvement of the physical structure (lightning, pavement, accessibility).



Figure 4. Amparo Square and Saint John Square

Source: Ana Julia de Souza Melo, 2016

- Rehabilitation of the Churchyard and Square of Our Lady of the Mount Church: intervention for the maintenance and improvement of the physical structure (lightning, pavement, accessibility, parking).
- Restoration of the Municipal Public Archive Antônio Guimarães building: structural recovery of the building and landscaping of the outside area.
- Rehabilitation of the Square of Contemporary Art Museum: contains the square recovery and landscape treatment of the surrounding area.



Figure 5. Square of Contemporary Art Museum

Source: Ana Julia de Souza Melo, 2016

- Restoration of the Olinda Fountains: execution of a water treatment and drinkability system.
- Restoration of the Bonfim Church: implantation of accessibility and structural reinforcement of the Church.



Figure 6. Bonfim Church

Source: Ana Julia de Souza Melo, 2016

- Restoration of Saint Peter Church: implantation of accessibility and structural reinforcement of the Church.



Figure 7. Saint Peter's Church

Source: Ana Julia de Souza Melo, 2016

- Restoration of Saint Benedict Monastery: structural recovery, with repair of the movable properties.



Figure 8. Saint Benedict's Monastery

Source: Gloria Maria Widmer, 2016

- Rehabilitation of the Franciscan Convent Churchyard: intervention for the maintenance and improvement of the physical structure (lightning, pavement, accessibility, urban furniture).



Figure 9. The Franciscan Convent's Churchyard

Source: Gloria Maria Widmer, 2016

The Table 1, entitled "Governmental Projects related to Tourism in Olinda", systematizes the information of previously presented projects.

No	Project	Purpose	Executing Entity	Beginning	Status
1.	Dissemination of Olinda's touristic attractions	Dissemination	SETUR-Olinda	Continuous	In progress
2.	Capacitating and awareness raising of local conductors	Capacitation	SETUR-Olinda	2009	In progress
3.	Touristic signalling of the Historic Site in Olinda and other areas of the city	Identification/ Dissemination	SETUR-Olinda	2014	In progress
4.	Restoration of the historical building Hermann Lundgren, with the implantation of the Olinda's Memory Centre	Preservation/ Reuse/ Appreciation	SEPAC-Olinda	2013	In progress
5.	Restoration of the Cine Theatre Duarte Coelho - implantation of the Cine Animation School	Preservation/ Reuse/ Appreciation	SEPAC-Olinda	2013	In progress
6.	Restoration of the Fort of San Francisco	Preservation/ Appreciation	SEPAC-Olinda	2013	In progress
7.	Complementation of the requalification of the Fort site	Preservation/ Reuse/ Appreciation	SEPAC-Olinda	2013	In progress
8.	Restoration of the Governors Palace	Preservation/ Appreciation	SEPAC-Olinda	2013	In progress
9.	Rehabilitation of the Amparo Square and Saint John Square	Preservation/ Appreciation	SEPAC-Olinda	2013	In progress
10.	Rehabilitation of the Churchyard and Square of Our Lady of the Mount Church	Preservation/ Appreciation	SEPAC-Olinda	2013	In progress
11.	Restoration of the Municipal Public Archive António Guimarães building	Preservation/ Appreciation	SEPAC-Olinda	2013	In progress
12.	Rehabilitation of the Square of Contemporary Art Museum	Preservation/ Appreciation	SEPAC-Olinda	2013	In progress

13.	Restoration of the Olinda Fountains	Preservation/ Appreciation	SEPAC-Olinda	2013	In progress
14.	Restoration of the Bonfim Church	Preservation/ Appreciation	SEPAC-Olinda	2013	In progress
15.	Restoration of Saint Peter Church	Preservation/ Appreciation	SEPAC-Olinda	2013	In progress
16.	Restoration of Saint Benedict Monastery	Preservation/ Appreciation	IPHAN	2013	In progress
17.	Rehabilitation of the Franciscan Convent Churchyard	Preservation/ Appreciation	IPHAN	2013	In progress

Table 1. Governmental Projects related to Tourism in Olinda

Source: IPHAN, 2016. Elaborated by the authors

Theoretically, the 17 projects seemed to present total consonance with the States-party position about the protection initiatives, as provided for in article no. 4 of the World Heritage Convention. In this sense, the listed projects illustrate actions of identification, preservation and appreciation of Olinda's cultural heritage. In addition, the dissemination, reuse and capacitating initiatives contribute to the communication of that heritage, both at present, as to the future generations.

It is also possible to verify the strict correlation of the listed projects with the guidelines and actions provided by the Pernambuco's Strategic Plan of Tourism. Still, most of the projects is being executed by the SEPAC-Olinda.

To a better understanding of the situation, it was held an interview with Ms. Juliana Rezende, current Tourism Director of the SETUR-Olinda, in February 2016. On the attributions of the SETUR-Olinda and its relation to cultural heritage, the interviewee believes that:

SETUR-Olinda has as one of its primary objectives to foster and develop the city's tourism. Thus, SETUR-Olinda executes projects related mainly to the dissemination and promotion of Olinda's tourism, in accordance with Pernambuco's Strategic Plan of Tourism. On the cultural heritage, we are aware of the importance of Olinda's World Heritage title and its other cultural riches, fitted to us to promote and disseminate the existence of all these attractions, so important to tourism. This can happened through marketing campaigns, signalling efforts, development of informative material to the tourist, etc. Now the interventions in the buildings shall be responsibility of the SEPAC-Olinda.

On the division of the activities related to the cultural heritage built between SETUR-Olinda and SEPAC-Olinda, the interviewee announced that:

The division of activities occurs due to the specific attributions of each Secretariat. We take care of the dissemination and promotion of the historic-cultural tourism and the SEPAC-Olinda takes care, among other things, of the protection and maintenance of the building heritage. However, this division does not lead to isolation between the two entities. On the contrary, they need to meet and work its actions together and that happens frequently, benefiting the tourism as much as the heritage.

The information provided by Rezende contributed to sustain that the projects being executed by the SETUR-Olinda are aligned with Pernambuco's Strategy Plan of Tourism.

With regard to cultural heritage, the projects developed relates primarily with signalling (identification), promotion and dissemination of properties as touristic attractions, being the responsibility of the SEPAC-Olinda the intervention projects in this heritage buildings (restoration, infrastructure, new application, etc). It does not mean, however, that the two entities work isolated. On contrary, the situation is seen as a partnership, in which there are only division of activities, and the results, summed up, benefit the tourism as much as the cultural heritage in Olinda.

On the occasion, Rezende also clarified that the adopted promotion and dissemination take into account Olinda's Historic Centre titration, which is considered important to tourism development, both at city, as state level, being responsible, including, for the arrival of many tourists with historic-cultural interests.

On February 2016 was also held the interview with the current Director of Heritage Projects of SEPAC-Olinda, Ms Sandra Spinelli. The interviewee contributes to confirm the information from the first interview. Accordingly to the interviewee:

Among other responsibilities, it is also up to the Municipal Secretary of Heritage and Culture of Olinda to propose intervention projects connected to the historic-cultural heritage of the city. In the preparation of the projects to the historic centre, its importance to the World Cultural Heritage is always highlighted. The title also helps to prioritize a project and obtain resources.

Also questioned about the division of attributions related to the cultural heritage buildings between SETUR-Olinda and SEPAC-Olinda, the interviewee claimed:

It should not be understood as a division, but as a distribution of activities. Each secretariat works within their technical area and all in favour of a bigger purpose of improvements to the community, doing it in partnership. The work held at the Municipal Secretary of Heritage and Culture of Olinda and at the Municipal Secretary of Tourism, Economic Development and Technology of Olinda add up, complement and contribute to the protection, maintenance and propagation of this heritage for the national and international community.

Therefore, it can be declared that the intervention projects on the cultural heritage of the city are the responsibility of SEPAC-Olinda. It is also verified that the elaboration of the projects related to the Historic City Centre are sustained for its World Heritage *status* and this title contributes to privilege the projects in obtaining public resources, as an example, the credit line known as PAC-Historic Cities.

The interviewee also believes that the work of SEPAC-Olinda and SETUR-Olinda related to Olinda's cultural heritage are complementary pieces that, together, contribute to the maintenance and recognition of this heritage, by the national and international community.

Confronting the information disposed by the two interviews, it can be noticed alignment and convergence between the two speeches. Likewise, it is not noticed the divergence of opinions, neither competence conflicts between the works performed by the two entities on behalf of cultural heritage and tourism. On the contrary, the analysis of information demonstrates the existence of a complementary work, collaborative at times, but always in consonance with protection orientation, established by the World Heritage Convention and the orientations on the sustainable touristic development, established by Pernambuco's Strategic Plan of Tourism.

In this sense, the work performed has led to the elaboration and execution of projects. These projects represent the practices of tourism's public policies and protection of Olinda's cultural heritage, aiming to contribute to the safeguarding and dissemination of the World Heritage located in Olinda to the present and future generations of humankind.

6. Final Considerations

By registering a site in the World Heritage List, the Convention and its functioning mechanisms certify globally that this site possess unique and irreplaceable characteristics of an exceptional value to mankind, needing, therefore, be protected, to be known and admired by the present and future generations.

Possessing mainly protective purposes, the Convention never aimed a World Heritage being converted in a tourist attraction. However, it can also be noticed that the specific characteristics of a site, allied to its titration and its respective protection imperatives, works as elements that express and reinforce the importance and singularity of the site and may end reflecting in the planning and/or the development of Tourism in its territory.

Particularly in relation to the Historic Centre of the Town of Olinda, titrated as World Cultural Heritage in 1982, by its significant historical and cultural representativeness as a testimony of the colonization period of the Americas, it is possible to observe that is about a place that the Convention doesn't have merely specific or rhetorical effect. In this case, the communion between the international norm and the titrated site has proven to be continuous and strong over time and it is translated by the existence of various national protection initiatives, as well as governmental actions that allow the effective transmission of this legacy to the present and future generations.

In relation to identified national protection initiatives, they are all in direct consonance with the ideals of the Convention, exercising conservation functions about Olinda, recognizing and valuing its historical and cultural importance and, indirectly, encourage its aptitude towards tourism.

With regard to tourism, if planned and organised properly, it is an opportune way to knowledge of these sites, and therefore, to transmitting their values to the present and future generations.

As to planning and organization of the tourist activity in its territory, Olinda stands out by the adopted public policies, translated by municipal projects that: demonstrate a clear alignment with the Pernambuco's Strategic Plan of Tourism; involve their municipal offices in a synergetic public management system, based on mutual cooperation to the achievement of the proposed goals; and presents influence and, consequentially, consonance with the World Heritage Convention.

All this considered, it is believed that the contributions exposed here are not limited to just knowing the effects of the World Heritage Convention on the tourism public policies in Olinda, but also points up an inspiring way of public management, based on the partnership that can contribute as an example for futures researches that relate the tourism and the World Heritage Convention.

Lastly, it is fitting to clarify that the research conducted did not seek to close the discussions about the theme. The study about the World Heritage Convention and its effects on tourism, in general, is a stimulating and complex theme, however almost unexplored in Brazil, as well as other countries.

In this way, those who decide to undertake efforts in this area will find difficulties, as an example, lack of systematized data, lack of knowledge about the subject, compensated, on the other hand, by countless possibilities of investigation that the theme offers, such as: studies about tourist visitations to World Heritage sites; studies about impact of tourism in the titrated properties; studies about tourism as an allied in the protection of World Heritage; studies about use of the title as a marketing element for tourism, among others, that will certainly contribute for greater knowledge of the existing relations between tourism and the World Heritage.

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