Chapter 5

Management and Valorization of Cultural Heritage in the Framework of Environmental Ethics

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ABSTRACT

Fundamental conceptual terms, such as ‘culture’ and ‘heritage,’ are far from being neutral scientific objects. They are academic constructions which need to be understood as they emerge across their historic contexts. The general definition of paradigm comprises a “disciplinary matrix,” a constellation of beliefs, values, and techniques shared by a community. The presence of some anomalies is not enough to abandon the previous paradigm. This only happens when, you can observe multiple unexplained or unexpected events, and when a rival paradigm emerges. The Environmental Philosophy allowed the construction of a new ontology as a critique of anthropocentrism, a new epistemology as a critique of ethnocentrism, and a new ethical theory, with a universal value and practical content applicable to all the social fields. This chapter discusses the relevance of environmental philosophy in changing the social viewing of heritage and the correlation between heritage education, and heritage, and the new paradigm of tourism, environmental tourism.

INTRODUCTION: DEBATING THE CONCEPT OF HERITAGE

In the framework of phenomenological conceptualization of tourism are predominant linear or two-dimensional definitions. To familiarize the reader with another type of definition, which we call circular or multidimensional in their relational dialectic, we depart from the concept of heritage of Figure 1 drawn up by engineer Vasco Costa, at the time Chief Executive Officer of DGEMN_ Direção Geral dos Edifícios e Monumentos Nacionais (General Direction of Buildings and National Monuments) de Portugal.

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Visually put the accent on the idea, for us obviously, that this system, articulated as a set of databases interoperable is constituted as the key piece for any action and qualitative intervention in safeguarding and enhancement of heritage, in compliance with the internationally accepted concepts and normative.

We believe that the achievement of a global society, in economic terms and in lifestyle, will lead to the improvement of cultural diversity. (Costa, 2008)

**HERITAGE, FROM THE RESOURCE TO THE PRODUCT**

The concept of tourism heritage as a cultural industry has led to search for local resources - biological and geological, livestock and forestry, etc., monuments and as their basic material. In fact, the first are used and processed by other industries, and in many cases require its conservation. And as for the second, its consumption is shared between residents and travelers.