



Master Heritage Plans as a technical instrument for the preservation and enhancement of Ecuador's cultural heritage

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Abstract— Within territorial planning there are several components and variables that must be analyzed and considered to generate the desired territorial model and its respective management model in the construction of the Development and Territorial Planning Plans (PDOT) of the Decentralized Autonomous Governments (GAD) of Ecuador. The components of "cultural heritage" is one of them, without the weight or importance within the planning required to safeguard and conserve tangible and intangible assets, preserve cultural memory, and value it as an instrument for development. That is why this article is an analysis of two case studies of how PDOT does not develop in a broad and detailed way the patrimonial issue and the advantage of having developed it in the form of a Patrimonial Master Plan.

Palabras Clave: Cultural heritage; territorial planification; development plan

I. INTRODUCTION

THE Cultural Heritage is recognized by UNESCO, of importance not only to protect the collective memory of its material and intangible riches that are at risk from climate change, natural disasters, urbanization processes, economic inequalities, among others; but it has the capacity to enrich social capital, maintain social and territorial cohesion, and to be used by the tourism sector for the economic development of countries and cities, framed in a "Heritage Management Plan" where heritage assets are exposed, identify limitations and opportunities for their use, specify responsibilities of owners of heritage assets, and define public policies and strategies to achieve the proposed results [1].

In the case of Ecuador, it is important to define who has the competence of the management, preservation, and dissemination of cultural heritage and with it, framed in the work and exclusive functions that they do, establish the territorial management mechanism that must be used in order to plan and elaborate the heritage management plan as indicated by UNESCO; and this as aligned with national and local planning.

II. COMPETENCIA PATRIMONIAL DE LOS GAD CANTONALES

Resolution No. 0004-CNC-2015 of the National Council of Competencies resolves the transfer of competence to "preserve, maintain and disseminate the architectural and cultural heritage, and build public spaces" to the Metropolitan and Municipal Decentralized Autonomous Governments. Although in the resolutions above, the Central Government maintains the powers of the rectory, planning, regulation, control, and management at the national level, the Metropolitan and Municipal Decentralized Autonomous Governments have the same powers, but local level (of their territory). Although in the aforementioned resolutions the Central Government maintains the powers of leadership, planning, regulation, control and management at the national level; the Metropolitan and Municipal Decentralized Autonomous Governments have the same powers, but at the local level (of their territory). Given this, local public policies must be developed to: exercise the local leadership of the competence to preserve, maintain and disseminate architectural and cultural heritage, and build public spaces for these purposes; social construction for the preservation, maintenance and dissemination of tangible and intangible cultural heritage; management and development of repositories of social memory, maintain the integrity and indivisibility of the reserves, funds and collections of its management under its jurisdiction; construction of public spaces for the preservation, maintenance and dissemination of cultural heritage; and, guarantee the full exercise of cultural rights and to strengthen identities.

In relation to the resources and financing for the exercise of the powers and attributions granted by the National Council of Competences, the Metropolitan and Municipal Decentralized Autonomous Governments within their faculty may create the fees, contributions, income by self-management to finance the plans, programs and projects to preserve, maintain and disseminate the cultural and architectural heritage of their territories; as well as the budget that comes from the allocation of competence by the Central Government, and the amounts for the realization of projects in conjunction with the Central Government.

III. CULTURAL HERITAGE IN THE TERRITORIAL PLANNING OF ECUADOR

The Constitution of Ecuador according to articles 262 to 267 indicates the exclusive competences of the regional, provincial, cantonal and parish decentralized autonomous governments. For all these levels of local government, it is determined that it is mandatory to "plan development and formulate the corresponding territorial planning plans, in an articulated manner with national, regional, provincial, cantonal and parish planning" [2]. This is done through the construction of Land Use Plans, Complementary Plans, Master Plans, etc.

The seventh provision states that the Decentralized Autonomous Governments "shall guarantee active and permanent citizen participation in the elaboration of plans and policies to develop the competence to preserve, maintain and disseminate the architectural and cultural heritage"; this strengthens articles 64 and 65 of the Organic Law on Citizen Participation, which establish that at all levels of government there will be instances of participation in order to develop local and sectoral plans and policies between governments and citizens where elected authorities, representatives of the dependent regime and representatives of society will be part.

It should be noted that citizen participation in the construction of Territorial Planning Plans is guaranteed in article 46 of the Constitution of Ecuador, which states "the Territorial Planning Plans of the Decentralized Autonomous Governments shall be formulated and updated with citizen participation".

Although the heritage issue is part of the Territorial Planning Plan in the socio-cultural component, article 31 of the Organic Law on Territorial Planning, Use and Land Management (LOOTUGS). It indicates the faculty of the "Complementary Urban Plans," where they are established with the objective of, depending on the complexities of the territory, specifying or complementing the provisions contained in the PDOT and the Land Use and Management Plan in its urban component, where these are not sufficient, or it is necessary to carry out studies, proposals or make specific decisions in a part of the territory of the canton [3]. These plans must be articulated to the greater hierarchy's plans: sectoral master plans, partial and other urban planning instruments

Article 34 of the LOOTUGS, on "Sectoral Master Plans" determines that these will establish the policy in relation to the patrimonial structures, which will be articulated with the PDOT and PUGS and the national sectoral policy and that they will be in accordance with programs and projects of the PDOT. That is why a "Sectoral Master Plan" the technical way to generate local public policies in relation to the heritage issue of a municipality, which is aligned with what UNESCO proposed in relation to the construction of the "Heritage Management Plan".

IV. NATIONAL DEVELOPMENT PLAN

In the National Development Plan (PND) "Creation of Opportunities" 2021-2025 has as a long-term vision to achieve the Sustainable Development Goals because it is part of the public policy of the National Government to adopt the 2030 Agenda and overcome the negative effects produced by the Covid 19 pandemic [4].

Due to the pandemic, the tourism sector in 2020 registered a sharp reduction in relation to the number of personal trips, which is why the NDP points out the importance of proposing recovery and promotion strategies for cultural and creative industries that include orange economy issues, and the Inter-American Development Bank (IDB) describes the orange economy as: "the set of activities that in a chained way allow ideas to be transformed into cultural goods and services, whose value is determined by their content of property". In addition, it is associated with the color orange because it is linked to culture, creativity and identity.

The objectives, policy, territorial guidelines and goals of the NDP are defined in the economic, social, integral security, ecological and institutional transition; where when analyzing its direct relationship with cultural heritage, economic reactivation and sustainable tourism, those that stand out are those expressed in table 1.

In the section of the PND "Guiding elements to allocate resources in the public sphere and prioritize investment", which the National Government proposes for the period 2021-2025, it points out the importance and prioritization of "studies, programs and investment projects" that make visible the priorities of the sustainable development of the nation.

Based on this notion, the criteria that will guide public investment are developed, which are grouped in a consistent way with the five thematic axes defined in the NDP [5], which are related to cultural heritage, and indirectly with economic reactivation and sustainable tourism are those expressed in Table 2.

TABLE 1.

OBJECTIVES, POLICIES, TERRITORIAL GUIDELINES AND GOALS OF THE NDP RELATED TO CULTURAL HERITAGE. SOURCE: OWN ELABORATION

OBJECTIVES		POLICIES	TERRITORIAL GUIDELINE	GOALS
Economic Axis	Increase and promote, in an inclusive manner, employment opportunities and working conditions.	Create new job opportunities in decent conditions, promote labor inclusion, the improvement of contractual modalities, with emphasis on the reduction of equality gaps and attention to priority groups, youth, women and LGBTI + people.	Create employment networks, prioritizing access to excluded and vulnerable groups, with a focus on plurinationality and interculturality.	1.1.1. Increase the adequate employment rate from 30.41% to 50%. 1.1.2. Reduce the youth unemployment rate (between 18 and 29 years old) from 10.08% to 8.17%. 1.1.3. Increase the percentage of people employed monthly in artistic and cultural activities from 5.19% to 6,000%. 1.1.4. Increase the number of people with disabilities and/or substitutes inserted into the labor system from 70,273 to 74,547.
	Promote an economic system with clear rules that promotes foreign trade, tourism, attraction of investments and modernization of the national financial system.	2.2. Promote an adequate business environment that allows the attraction of investments and public-private partnerships. 2.3. Promote receptive and sustainable domestic tourism based on the promotion, consolidation and diversification of Ecuador's products and destinations, both nationally and internationally. 2.4. Promote creative industries through the promotion of cultural activities and enhancement of heritage.	Promote tourism ventures and initiatives that allow the sustainable use of biodiversity.	2.3.1 Increase foreign exchange income from inbound tourism from USD 407.67 million to USD 2,434.60 million. 2.3.3. Increase from 1.49% to 1.80% the contribution of cultural activities to the Gross Domestic Product. 2.4.3 Increase the percentage of contribution of imports in goods of artistic and cultural use in the total imports of the country from 9.33% to 10.69%.

TABLE 2.

NDP CRITERIA AND APPROACHES THAT GUIDE PUBLIC INVESTMENT RELATED TO CULTURAL HERITAGE. SOURCE: OWN ELABORATION

CRITERIOS	APPROACH
Economic	1. Creation of quality jobs: complement the generation of employment in the private sector with the implementation of public infrastructure that encourages the creation of sources of employment in adequate conditions, reducing informality and promoting productive chains and economic activity at the local level.
	2. Increase in competitiveness and productivity: generate the right conditions demanded by the sector producing quality goods and services, which improve connectivity and logistics with competitive rates.
	3. Participation of the private sector: promote collaboration schemes with private actors for the achievement and management of infrastructure and the provision of services under the scheme of Public-Private Partnerships.
Social	4. Balanced progress in the territories: promote the reduction of existing gaps between territories and a balanced and inclusive development.
	5. Priority attention to rural areas: increase coverage in the provision of quality public services and provision of basic services. Develop productive infrastructure in the rural sector.

In addition, the graph showing the percentage of goals of the 2030 agenda aligned with NDP goals can be seen in the NDP, and with it that the planning and programming of the NDP is focused on its fulfillment, as shown in Fig 1.

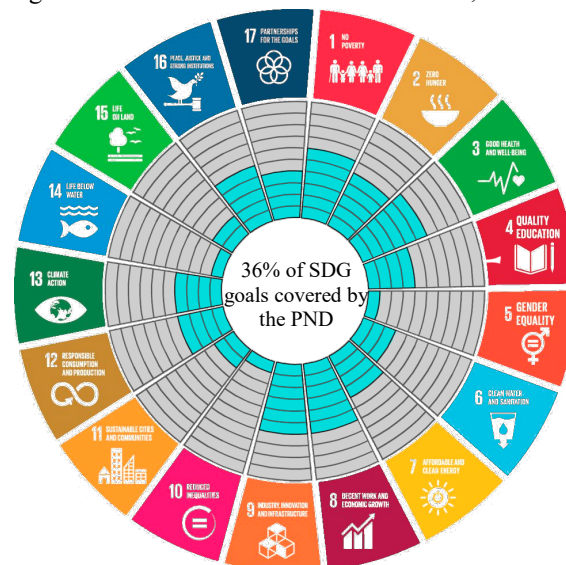


Fig 1. Percentage of goals of the 2030 Agenda met by the National Government. Source: National Development Plan 2021-2025

It should be noted that the National Institute of Cultural Heritage that is located within the Ministry of Culture and Heritage are responsible for the rectory of the national public policy on heritage issues.

V. CASE STUDIES: GAD CANTONAL MUNICIPAL VENTANAS AND CHIMBO.

A. *Development of the patrimonial field in the Current PDOT*

1) GAD Municipal Windows of the Province of Los Ríos

The Development and Territorial Planning Plan 2020 – 2023 of the Municipal Decentralized Autonomous Government of the Ventanas Canton in force, in point 2.3.3.8 of the Socio-Cultural component, develops the theme "Tangible and Intangible Cultural Heritage and Ancestral Knowledge [6]" it is mentioned that "Cultural heritage is the cultural heritage of the past of a community, with which it lives today and which it transmits to the present and future generations" emphasizing the importance with which the GAD interprets heritage as the axis of sustainable development.

In addition, point 2.3.3.8.1 "Inventory of Heritage Assets of the Canton of Ventanas" sets out the files of heritage assets that are registered in 2008 in the Ecuadorian Cultural Heritage Information System (SIPCE) during the Cultural Heritage Emergency Project. In the same PDOT in point 2.1.1. In the Evaluation of the Annual Operating Plan (POA) of the PDOT 2014-2019 of the Administrative Unit of Cultural Heritage during the three years, no disbursement was made for goods or services since the PDOT, no projects or programs were developed in the said unit that was specified. This demonstrates the need to generate the programs and projects that allow the GAD to comply with its patrimonial competence [7].

When analyzing the objectives of the PDOT, those that frame issues and approaches applied to heritage competence are the following: to build and consolidate common meeting spaces for intergenerational, intercultural, and gender inclusion, especially for priority attention groups and vulnerable populations, guaranteeing citizen security; promote productive and agricultural development by attracting private investment in the canton and generating local labor, and by building productive infrastructure to enhance local marketing and tourism; and, to promote local roads and internal and external connectivity with the surrounding cantons, promoting the social, economic, productive and technological development of the canton [9].

In the PDOT the goals and indicators to meet the objectives set are indicated, where when analyzing they are related to the patrimonial competition, as shown in table 3, it also presents programs and projects which are related to the patrimonial competence, which is presented in table 4.

TABLE 3
GOALS OF THE CURRENT PDOT RELATED TO PATRIMONIAL COMPETENCE. SOURCE: OWN ELABORATION.

STRATEGIC OBJECTIVE OF THE CURRENT PDOT	META RESULT PDOT	TARGET INDICATOR
Build and consolidate common meeting spaces for intergenerational, intercultural, and gender inclusion, especially for priority groups and vulnerable populations, guaranteeing citizen security.	Encourage the participation of at least 10% of citizens in sports, artistic and cultural programs until 2023.	Percentage of citizen participation in events.
Promote productive and agricultural development by attracting private investment in the canton and generating local labor, and by building productive infrastructure to potentiate local marketing and tourism.	Execute at least 1 tourism promotion project of the canton until 2023.	Number of projects executed.
Promote local roads and internal and external connectivity with the surrounding cantons, promoting the social, economic, productive and technological development of the canton.	Build complementary infrastructures in 20% of the cantonal territory and implement signage until 2023.	Percentage of infrastructure built and/or implemented.

TABLE 4

COMPONENT, PROGRAM/PROJECT, OBJECTIVE, GOAL, REFERENTIAL BUDGET AND PERIOD OF EXECUTION OF PROJECTS WITH PATRIMONIAL RELATIONSHIP IN THE CURRENT PDOT. SOURCE: PDOT GAD CANTONAL VENTANAS 2020-2023

COMPONENT	PROGRAM/PROJECT	PROGRAM/PROJECT OBJECTIVE	PROGRAM GOAL (QUANTITATIVE)	REFERENTIAL BUDGET	IMPLEMENTATION PERIOD PROGRAM/PROJECT
Cultural Partner	Program for the promotion of sport, art, culture, and citizen participation of the canton Ventanas.	Encourage Citizens to participate in cultural, artistic and sports events for healthy recreation.	75,146 inhabitants of the Ventanas canton, according to INEC 2020 projection.	150.000,00	2019-2023
Productive Economic	Tourism development program of the Canton of Ventanas.	Contribute to the development of the tourism sector.	75,146 inhabitants of the Ventanas canton, according to INEC 2020 projection.	30.000,00	2021-2023
Institutional Politician	Program for the promotion of sport, art, culture and citizen participation of the canton Ventanas.	Increase citizen participation and social participation of the inhabitants of the canton.	75,146 inhabitants of the Ventanas canton, according to INEC projection for 2020.	380.000,00	2021-2023

2) GAD of Chimbo of the Province of Bolívar

The Development and Territorial Planning Plan 2019 – 2023 of the Municipal Decentralized Autonomous Government of the Chimbo Canton, in point 5.2.5.2 of the Socio-Cultural component, develops the theme "Tangible and Intangible Cultural Heritage" indicating the concept managed by UNESCO, on the importance and need to have developed policies and models to preserve and respect cultural heritage, mentioning that once lost, they are not recoverable [3].

The need to enhance the existing heritage resources in the canton through programs and projects is highlighted, disseminated, and socialized at the local, regional, national, and international levels [10]. The need to enhance the existing heritage resources in the canton through programs and projects is highlighted, which are disseminated and socialized at the local, regional, national and international levels [10].

In point 5.4.6 of "Dispersion, Population Concentration and Social and Public Services by Human Settlement" indicates as a variable for the quantitative and qualitative determination in deficiencies of social and public services the conservation of urban historical heritage. When analyzing the mission and vision of the PDOT, it can be observed that the patrimonial issue is implicit in each of them, as described in Table 5.

In relation to the strategic lines indicated in the current PDOT, they mark not only the baseline for the PDOT, but the complementary plans that are developed from it, which are: generate a new territorial model based on strategic alliances and commonwealths; establish mechanisms for work and cooperation between the authorities, presentation of policies and establishment of ordinances that allow the implementation of the new management model [11], PDOT and assume the new competences; to boost and organize trade supported by the community's willingness to participate and invest; and, strengthen the institution through continuous improvement in executive, administrative and financial management to optimize resources.

The general objective of the current PDOT is "to build a municipal government that leads an efficient municipal management based on the establishment of guidelines and strategies that allow achieving a sustainable development of the territory"; this defines that the SDGs will be the basis for the planning and management of the territory framed in strategies and guidelines that will guide municipal management in the exercise of its powers.

The current PDOT states that the Chimbo Canton "is a prosperous and developed territory, [...], attractive for investments and businesses that generate job opportunities; with guidelines for a sustainable and efficient land management model that has achieved important public-private partnerships" [12].

TABLE 5.
ANALYSIS OF THE MISSION AND VISION OF THE CURRENT PDOT IN RELATION TO THE PATRIMONIAL ISSUE. SOURCE: OWN ELABORATION

	INDICATED IN THE CURRENT PDOT	ANALYSIS
Mission	Contribute to the Development and Territorial Planning Plan of our Canton through the execution of projects, the management of agreements, agreements and alliances that allow to articulate efforts and optimize resources for the benefit of children, adolescents and their families.	The need to have projects framed in a comprehensive planning that allows to manage agreements, agreements, and alliances; this is the basis of the strategic planning that will be applied for all territorial variables, including heritage.
	Build social, economic, productive, road development, in a healthy environment, promoting employment, housing, security and citizen participation, through comprehensive strategic planning that guarantees the progress and sustainable wealth of the population of the Chimbo Canton in order to guarantee good living, established in the Constitution of the Republic of Ecuador.	
	For this purpose, the Cantonal Government will be guided by the following values: Transparency, Solidarity, Equity, Teamwork, Respect and Ethics; counting on a decentralized Municipal Government with high management capacity and effectively articulated to the management of Local Governments.	
Vision	The Chimbo Canton is projected as an agricultural, livestock and artisanal territory, competitive in the national market. It will have an efficient internal and external mobility and connectivity system, which will promote an integral development between parishes and neighboring cantons, strengthen the tourist and agricultural potential of the area, transforming the canton into a development center of cultural and artisanal exchange, where the use of its natural resources will be managed in a sustainable way. Likewise, citizen participation in decision-making processes will be encouraged together with the decentralized autonomous government, seeking to improve the quality of life and thus achieve good living.	The vision of projecting handicrafts and heritage values with added value that allows to be competitive at the national level, in order to promote development and sustainable tourism, is emphasized; in order to transform the canton into a center of "cultural and artisanal exchange". Take advantage of the GAD's own resources in order to comply with the powers granted.
	The GAD will be an efficient and organized institution, leading cantonal development; it has its own resources, permanently trained personnel, who assume decentralization in the strategic areas of cantonal interest, thus contributing to territorial planning, security, economic development, and well-being of the population of the Chimbo canton.	

Apart from this, four strategic axes are determined, which are: Territorial and Environmental development; economic; human; and, Political or Institutional. Where the theme of "cultural heritage" is developed in the "Human Development", considering that programs and projects framed in this theme are included in order to fulfill the vision of the canton. Analyzed the public policies and strategic lines of the current PDOT, the topics related to cultural heritage are detailed in table 6.

TABLE 6
ANALYSIS OF PUBLIC POLICIES AND STRATEGY OF THE CURRENT PDOT FOCUSED ON PATRIMONIAL COMPETITION. SOURCE: OWN ELABORATION.

COMPONENT	PUBLIC POLICY	STRATEGIC LINES
CULTURAL	Promote policies to care for vulnerable groups and eradicate domestic and gender-based violence.	<ul style="list-style-type: none"> • Implement productive ventures for youth groups. • Propose urban and rural regeneration projects. • Implement projects to preserve cultural identity. • Implement actions that promote the conservation of tangible and intangible heritage. • Propose actions that promote the conservation of tangible and intangible heritage. • Propose projects of training workshops to promote entrepreneurship.
ECONOMIC	Promote micro-enterprises from the productive chains, to benefit the actors of the popular and solidarity economy. Design a tourism management model as a strategy for the conservation of natural resources in the territory, within the framework of the national strategy.	<ul style="list-style-type: none"> • Support product ventures with emphasis on the transformation of raw materials. • Sign agreements with NGOs, GADs, Ministry and private companies to support productive organizations. • Training on the advantages of working in an organized manner. • Manage projects with the different government institutions (sign agreements Inter-institutional). • Undertake with a community tourism network at cantonal level. • Promote community tourism. • Promote craft fairs with the products that are made in the canton. • Manage agricultural projects in the canton. • Update the cadaster of patents and other municipal permits.
INSTITUTIONAL POLICY	Strengthen the citizen participation system through training and social empowerment processes. Strengthen institutional capacity to improve internal and articulation processes to improve territorial governance. Enhance inter-institutional cooperation for efficient care of vulnerable groups.	<ul style="list-style-type: none"> • Implement a strategy of socialization and dissemination of the PDOT. • Update the map of local actors. • Strengthen the citizen participation system; train its members, implement mechanisms to involve citizens in these spaces. • Update information, identify micro, medium and large entrepreneurs who contribute to local economic development. • Technical training, technological strengthening and equipment to the unit. • Develop projects to be presented to international cooperation to obtain resources.

It has not only indicated public policies with their respective direct strategic lines with the "cultural heritage", but also with sustainable tourism, attention to vulnerable sectors, support for entrepreneurship, planning, partnerships, and citizen participation; because not only the goal is the preservation of heritage assets, but their enhancement, which requires giving them added value in order to be used sustainably [14]. The current PDOT presents programs and projects which are related to patrimonial competence, which are detailed in table 7:

TABLE 7
PROGRAMS AND PROJECTS OF THE CURRENT PDOT RELATED TO PATRIMONIAL COMPETENCE. SOURCE: OWN ELABORATION.

COMPONENT	INDICATOR	GOAL	PROGRAM	PROJECT	TIME	AMOUNT
Cultural Partner	Percentage of infrastructures, implemented and / or intervened.	Implement, enhance and/or maintain 80% of the infrastructure for socio-cultural activities until 2023.	Implementation and enhancement of infrastructure for socio-cultural activities	Study of institutional strengthening for the management of cultural heritage through the diagnosis of the inventory, comprehensive plan, management model and protection ordinance for the canton of San José de Chimbo	4 years	80000
				Lighting project of the Mother Church considered as cultural heritage.	4 years	130000
	Number of permanent events of recreational, cultural and/or sports activities	Implement until 2023 at least 3 permanent annual events for the realization of recreational, cultural and / or sports and social activities	Implementation of annual permanent events for the realization of recreational, cultural and / or sports activities.	Cultural dance meetings, plays	4 years	10000
				Cultural festivals (carnival-religious festivals)	4 years	140000
			Promotion and dissemination of tourism and culture	Cantonal tourism plan (promotion of Flora and fauna)	4 years	35000
			Protection Program Intergenerational (Cantonal Council)	Development of citizen fairs for the promotion of values on specific and commemorative dates.	4 years	5000
				Workshops on interpersonal relationships with a focus on good treatment with the elderly, disability and girl.	4 years	5000
Productive Economic	Percentage of EPS actors immersed in the process.	Strengthen in processes of popular and solidarity economy to 17% of the population dedicated to agricultural activities until 2023.	Cantonal agricultural strategy with emphasis on food security and sovereignty and productive development	Implementation of local fairs	4 years	5000
	Number of tourists visiting the canton.	Increase by 10% the entry of tourists to the canton annually. (Increases 500 tourists annually)	Cantonal tourism strategy	Promotion of routes, eco routes and tourist corridors – cantonal, through various events.	4 years	60000
Institutional policy and strengthening.	Percentage of participatory management and institutional strengthening.	Count until 2023 with 100% of participatory management and institutional strengthening	Institutional Strengthening	Agreement with the University of Bolívar for technical support, for pre-professional practices in several careers	2 years	0

VI. PATRIMONIAL MASTER PLAN, PLANNING INSTRUMENT.

The National Government, through the Ministry of Culture and Heritage (MCYP), the National Institute of Cultural Heritage (INPC) and the Development Bank of Ecuador (BDE. E.P.) based on the Act of Commitment signed on May 30, 2018, presents the FINANCING PROGRAM FOR WEALTH MANAGEMENT, PHASE II, which includes among its components the Institutional Strengthening of Decentralized Autonomous Governments (GAD), through projects financed with non-reimbursable allocations to selected GAD, which include one or more of the following areas, diagnosis and updating of the inventory of patrimonial assets of the Ventanas canton; strengthening the institutional capacities of the GADM to elaborate the Heritage Management Model, Cultural Heritage Management Plan of the canton; and, elaboration of the Municipal Ordinance for the implementation of the models and/or management plans of the cultural heritage of the canton.

These actions would make it possible to specify public policies to strengthen compliance with the GAD's patrimonial competence, which indicates the guidelines, mechanisms and instruments to conserve, protect and value the assets of the tangible and intangible heritage and at the same time, integrate the population in general through participatory processes in the planning of plans, specific programs and projects focused on heritage preservation, managing to generate a sense of belonging and instilling the cultural identity of citizens with respect to their heritage.

Based on this, the Municipal Cantonal GAD carried out the corresponding administrative processes and generated their respective Heritage Master Plans, where framed in the national guidelines and guidelines in relation to planning and cultural heritage developed the technical instrument where the specific programs and projects for the enhancement and preservation of the existing heritage assets in their territories are determined.

The Patrimonial Master Plans were based on the structure of a PDOT by having the aspects of diagnosis, desired territorial model, and management model. With this, to seek a methodological relationship between the different technical instruments of territorial planning used by the GAD.

We worked to diagnose the five heritage areas indicated by the INPC that are immaterial, movable, documentary, archaeological and immovable; based on this, the public policies in relation to the patrimonial competence that the GAD considered in its current PDOT. Subsequently, the construction of the Desired Patrimonial Territorial Model defining axes for each area of heritage considering the preservation, enhancement for the economic reactivation post covid19 and dissemination [15]. From this, the definition of programs and projects with their respective referential budgets, actors, and year of execution. Finally, the elaboration of the management model where the form of execution of each project is determined, resolution of possible critical knots and monitoring and control mechanisms to evaluate the compliance and effectiveness of the plan.

VII. CONCLUSION.

The Sectoral Master Plans are planning instruments necessary to expand territorial planning since the PDOT due to its scheme and objectives analyze and plan the territory in a "macro" way, and with it fails to land on certain issues that due to their complexity and importance require special treatment. In the case of the cultural heritage of the municipal, cantonal GADs, it can be seen that in the PDOT, it has been worked on superficially in its diagnosis, and even in the programming of projects, it has not been considered or has been related to other general cultural activities. It is important that the sectoral master plans be made mandatory to build in the cantonal GADs, defining the themes that require it for the benefit of the population, the environment and sustainable development.

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