

CIÊNCIAS SOCIALMENTE APLICÁVEIS E HUMANIDADES:

SABERES, PRÁTICAS E HORIZONTES DE INVESTIGAÇÃO

CAMILO GIRALDO-GIRALDO
(ORGANIZADOR)



EDITORA
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PRÓLOGO

El presente volumen inaugural de la nueva colección ***Ciências Socialmente Aplicáveis e Humanidades: Saberes, Práticas e Horizontes de Investigação*** reúne 25 contribuciones provenientes de universidades y centros de investigación de diversos países. Este primer tomo marca el inicio de una serie concebida para explorar, desde múltiples perspectivas, los desafíos sociales, culturales, tecnológicos y políticos que atraviesan nuestras sociedades contemporáneas.

La diversidad de enfoques, metodologías y contextos nacionales no constituye aquí una dispersión, sino la oportunidad de construir un espacio de convergencia donde la complejidad de lo real se aborda desde perspectivas complementarias. Cada volumen de la colección buscará mantener este espíritu de diálogo interdisciplinar y pluralidad geográfica, configurando una cartografía crítica de los saberes socialmente aplicables y de las humanidades en movimiento.

La organización de los capítulos en este primer número responde a una lógica progresiva que acompaña al lector desde las escalas más amplias de la geopolítica y la gobernanza hasta las expresiones más situadas de los saberes tradicionales y las prácticas locales. Así, el volumen abre con un **primer eje dedicado a la Geopolítica, las Políticas Públicas, la Economía y el Derecho**, en el que se abordan conflictos internacionales, la gestión de recursos públicos, los mecanismos fiscales y judiciales, así como la estructura financiera de las empresas. Se trata de un bloque que ilumina las tensiones entre poder, instituciones y ciudadanía, desde el nivel global hasta el nacional y empresarial.

El **segundo eje, Gestión, Innovación Organizacional y Ingeniería Aplicada**, reúne investigaciones que exploran la gestión de recursos humanos, el liderazgo y la innovación en las organizaciones, las actividades preventivas en los servicios públicos, y estudios de optimización industrial y de sistemas de control. Aquí se articulan las dinámicas organizacionales con las lógicas de la producción y la ingeniería, mostrando la interdependencia entre gestión, innovación y tecnología.

El **tercer eje, Educación, Lenguajes y Tecnologías**, despliega reflexiones y experiencias sobre la autonomía docente en la educación superior, la incorporación de recursos de realidad aumentada y gamificación en la enseñanza, y el valor pedagógico de la tradición oral indígena. Este bloque invita a pensar la educación como un terreno de tensiones entre tradición y modernidad, donde las lenguas, los recursos tecnológicos y la interculturalidad desempeñan un papel decisivo.

El **cuarto eje, Preservación del Patrimonio y Arqueología**, centra la atención en la conservación estructural de monumentos, la gestión de riesgos en paisajes culturales

y la investigación arqueológica de sitios formativos andinos. El patrimonio se presenta aquí no solo como herencia material, sino como un campo de intervención técnica, social y política frente a los desafíos contemporáneos.

A continuación, el **quinto eje, Turismo, Territorio y Sostenibilidad**, plantea interrogantes sobre la movilidad eléctrica en áreas protegidas, las experiencias autoetnográficas del turismo arquitectónico y la función del idioma portugués en la actividad turística en Argentina. El turismo se aborda como práctica social, fenómeno económico y campo de negociación entre conservación, identidad y desarrollo.

El **sexto eje, Cultura, Medios y Diseño**, integra estudios sobre biopolítica y prensa escrita, desigualdades de género en la inteligencia artificial y la historia del diseño comercial en Corea del Norte. Estos trabajos problematizan los modos en que el poder se inscribe en los discursos mediáticos, en los algoritmos y en las formas visuales que modelan la vida cotidiana y la subjetividad.

Finalmente, el **séptimo eje, Salud, Bioética y Derechos Humanos** en diálogo con los Saberes Tradicionales, reúne investigaciones que van desde el conocimiento y uso de plantas medicinales en comunidades afrocolombianas hasta los desafíos bioéticos vinculados con la narcoterapia en Ecuador y las denuncias sobre las denominadas “cárceles electrónicas” y la vulneración de neuroderechos en América Latina. El volumen cierra, así, con un retorno a lo humano y lo local, al tiempo que sitúa en primer plano los debates contemporáneos sobre la dignidad, el cuidado y las éticas de la vida frente a las tensiones entre tradición, tecnología y derechos universales.

En su conjunto, este **primer volumen** ofrece al lector un itinerario que va del análisis de las relaciones internacionales y los marcos institucionales a las experiencias concretas de educación, cultura, turismo y salud. Su riqueza reside no solo en la pluralidad de temas y metodologías, sino también en la posibilidad de leerlos en continuidad, como parte de un proyecto editorial más amplio que seguirá desarrollándose en los próximos tomos de esta colección.

Les deseo a todos una provechosa y enriquecedora lectura.

Camilo Giraldo-Giraldo

Universidad de Castilla-La Mancha (UCLM), España

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CAPÍTULO 15

NEW CHALLENGES AND STRATEGIES FOR PROTECTING WORLD HERITAGE AND LANDSCAPES FROM FIRE RISK IN VALPARAÍSO, CHILE

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1. MORPHOLOGICAL STRUCTURE OF THE CITY

Valparaíso is located in central Chile, in a territory structured around coastal microbasins, which are the physical expression of the complex relief generated by a mountain range that surrounds the coastal plains. The terrain where the city is located is defined by a sequence of hills surrounding the narrow plain that surrounds a sheltered bay, essential for the establishment of the port.

The original urban morphology of Valparaíso is the result of a dual process: it is related to the gradual adaptation to the complex geography of the coast and, on the other hand, it is a consequence of the urban dynamics derived from the successive formation of different neighborhoods and landscapes that were integrated into the structure of the city. Valparaíso's heritage value is presented in a diversity of buildings, homes, plazas, monuments, port facilities, and the set of elevators that connect the coastal plain with the residential areas and promenades located on the hills. In addition to the tangible elements

ABSTRACT: Valparaíso stands out globally for its unique natural landscape and exceptional cultural, historical, and architectural values; for this reason, its central area was declared a UNESCO World Heritage Site in 2003. The city is also known for having been affected by major fires, the most negative consequences of which include the irreparable loss of human life, the destruction or severe deterioration of historic buildings, and the disruption of public transport. This article analyzes the natural, urban, and social characteristics of Valparaíso that influence the aggressiveness of fires, the effects of fire on heritage and the landscape, the challenges arising from this situation, and the actions aimed at risk management.

KEYWORDS: Valparaíso; fire risk; urban history and world heritage.

that make up its visible heritage, the city possesses a valuable intangible heritage that strengthens its identity.

The geographical configuration of the territory where Valparaíso is located gave rise to its most notable characteristics. The chain of 42 hills surrounding the bay defines a natural backdrop with broad views of the seascape; this quality explains the construction of promenades and viewpoints on the hillsides and summits. Because of this characteristic, the urban site has been described as a natural amphitheater overlooking the sea. The occupation of the narrow strip of coastline was made possible through landfill work to expand the urban land over historic waterscapes; therefore, several buildings and public spaces occupy land that was once beaches and sites of shipwrecks.

Drawing of Valparaíso. Alonso de Ovalle 1601-1651 and Plan of Valparaíso by Nicolás Boloña 1895.



Source: <https://www.memoriachilena.gob.cl>

Alonso de Ovalle's drawing shows the incipient urban development of Valparaíso in the mid-17th century, with some buildings occupying the hills. In the 18th century, torrents of water ran through the ravines, nourishing the vegetation on the hillsides. From the 19th century onward, tree felling began to clear land for streets and houses; the topography of the hills and ravines was also modified in a process of physical change resulting in an urban landscape defined by the morphological variations of the site. Boloña's 1895 plan shows the occupation of the plain, expanded with fill to support the city's expansion; at the same time, the hills were being modified to build new housing estates.

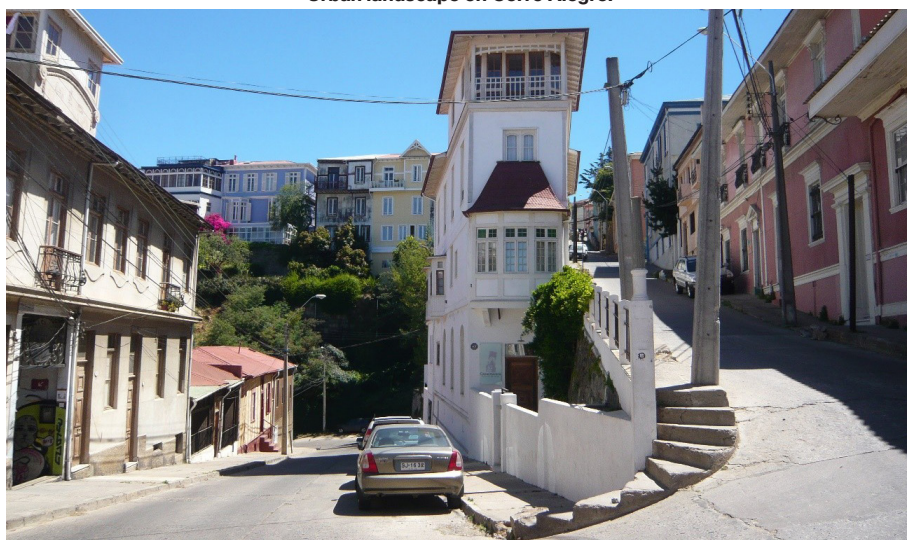
Urban landscape on Concepción Hill.



Source: María Dolores Muñoz Archive.

Valparaíso's historical and urban heritage is the result of an evolutionary process that linked the city's physical development with economic progress. Furthermore, in parallel with planning decisions (filling in the coastal plain to expand the urban fabric), spontaneous forms of adaptation emerged, driven by the arrival of European immigrants who primarily settled in the hills.

Urban landscape on Cerro Alegre.



Source: María Dolores Muñoz Archive.

Valparaíso's urban heritage is the result of planned actions, but also of chance and accident. Therefore, throughout the city's urban development, places with diverse qualities and meanings were founded, expressed in the landscape and built heritage. The port district, the plazas that structure the system of public spaces on the coastal plain, and the different sectors that emerged from the occupation of the hills stand out.

The port's importance is explained by its location on the coast of the largest ocean on the planet. Valparaíso is a commercial, fishing, and military port; each of these categories influenced the city's social and economic development. The demographic evolution is related to the arrival of technicians and workers who came to work in the most promising port in South America. Trade and cultural exchange also derive from its port status. The city's most representative landscapes are seascapes, the houses and viewpoints located on the hills are oriented toward the Pacific horizon, and the main civic commemorations are tributes to naval heroes.

The urban trajectory of Valparaíso reveals a dynamic process, articulated with the need to rebuild urban sectors that had been devastated by natural disasters such as earthquakes and major fires. Therefore, the city's history is marked by two main challenges. The first is the recurring need to expand available urban land by occupying the hills or filling in the coastal plain to accommodate new inhabitants. Another problem was the need to rebuild large areas destroyed by fires, major floods, earthquakes, and tsunamis.

The following image represents Valparaíso at the beginning of the 20th century, with a longitudinal street layout parallel to the coast in the plain sector. The watercourses that flowed through the ravines have been highlighted on the hills. The first processes of expansion along the slopes can be seen, resulting in the deterioration of the ravines due to earth movements and water channeling.

Map of the city and port of Valparaíso with indication of the main ravines.



Source. National Library of Chile Collection. BN Code MC0002077.

A symbolic image of Valparaíso is the sequence of hills, their slopes hidden by a countless succession of houses arranged in different orientations, without following any visible order. This characteristic is complemented by the surprising labyrinths of passages and staircases that unfold freely along the slopes. Even the elevators, built to ascend and descend the hills, structure unique urban landscapes. The morphology of the city takes on an even more complex appearance as a result of the natural disasters that frequently affected the city.

In *Ode to Valparaíso*, Pablo Neruda described the earthquake that occurred at dusk on Thursday, August 16, 1906: *“The furious earth raised its waves, more tempestuous than the sea gale; dust covered your eyes, flames burned your shoes, the solid houses of the bankers trembled like wounded whales, while above, the houses of the poor leaped into the void like imprisoned birds testing their wings and collapsing.”*

Fires, floods, and earthquakes are destructive forces that, however, have not devastated Valparaíso because, after each disaster, the city was rebuilt, renewing its morphological qualities and its meanings.

2. HERITAGE VALUES OF VALPARAÍSO

With independence from Spain and the liberalization of maritime trade, Valparaíso became one of the most powerful ports in the South Pacific. This status explains the

arrival of numerous foreigners, especially British and Germans, who settled on the slopes of the Alegre and Concepción hills, generating the first expansion of the original core and accelerating a process of spontaneous growth of the port city. The urban landscape resulting from the settlement of the hills became one of the city's most characteristic features. Since the mid-19th century, Valparaíso has been described as a city of undeniable beauty for its port and striking morphology, featuring plazas, parks, promenades, and several hills covered with multicolored houses with gardens.

By the end of the 19th century, the increase in the population living in the hills was evident. Furthermore, the shape and size of the houses indicated that families of high economic and social standing had settled in these areas. The prominence of the residents explains the installation of the first funicular service in Valparaíso, the Concepción elevator, inaugurated in 1883. Another characteristic of the occupation of the upper sectors are the viewpoints and promenades that allow one to contemplate the coastline, the movement of ships in the bay, the hills that make up the Almendral sector, and the city plan.

Atkinson Walk on Cerro Alegre.



Source: María Dolores Muñoz Archive.

During the 1970s, several buildings in the city were declared Historic Monuments, a protected category for isolated structures. In 2001, a section of the historic urban area was designated a Typical Zone, which corresponds to a group of buildings recognized as heritage sites for their historical, aesthetic, or cultural value. In 2003, the United Nations Educational, Scientific, and Cultural Organization (UNESCO) declared the Historic Area of Valparaíso a World Heritage Site. The protected urban sector covers 23.2 hectares

of Valparaíso's historic center and is comprised of five sections that unfold continuously across the plain (Plaza Echaurren and Calle Serrano, Muelle Prat and the Sotomayor and Justicia squares, Calle Prat and Plazuela Turri). It also includes the slope of Santo Domingo Hill (where La Matriz Church and Plazuela Santo Domingo are located) and the Alegre and Concepción hills.

According to UNESCO Criterion III, the World Heritage Site was recognized as an outstanding example of the first phase of 19th-century globalization, due to Valparaíso's importance as the main port on the Pacific coast of South America. Also recognized were its unique morphology and urban cultures adapted to the hills populated by English (Cerro Alegre) and German (Cerro Concepción) immigrants. Along with the houses, churches, and other buildings, sloping streets and paths, promenades, viewpoints, and a series of elevators or funiculars with their tracks and stations on the plain and elevated sections were built.

The Integrity of the property includes elements that express the Outstanding Universal Value of the Historic Center of the Port City of Valparaíso, such as its urban layout, public spaces, and buildings (simple dwellings and monumental buildings with diverse construction techniques, styles, and adaptations to the landscape); port and naval heritage (Muelle Prat, customs buildings, and naval services); transportation infrastructure (historic funicular and tram systems) and various manifestations of intangible heritage.

The authenticity of the Historic Center of the Port City of Valparaíso is largely expressed in the preservation of the characteristics that identified the city in the late 19th and early 20th centuries, including urban elements, architecture, transportation systems, and part of its port infrastructure. These elements have been maintained, ensuring the continuity of their use and function, as well as construction techniques. The relationship with the landscape and its amphitheater-like layout have also been preserved.

3. THE RISK OF FIRE THREATENS HERITAGE

The administration of the port city faces serious challenges in maintaining heritage values, especially those qualities related to the historical image and the control of urban development. In recent years, Valparaíso (along with the nearby city of Viña del Mar) has suffered irreparable loss of human life and serious damage to its urban heritage due to large fires that began to occur in the 1840s. Valparaíso's tendency to experience fires can be explained by natural causes such as strong winds and low humidity during the summer months. One of the largest fires occurred in March 1843, destroying important buildings located between the hills and the sea. Following this catastrophe, storage control measures were implemented, a restricted zone was defined, and several activities were regulated (Arango, 2021).

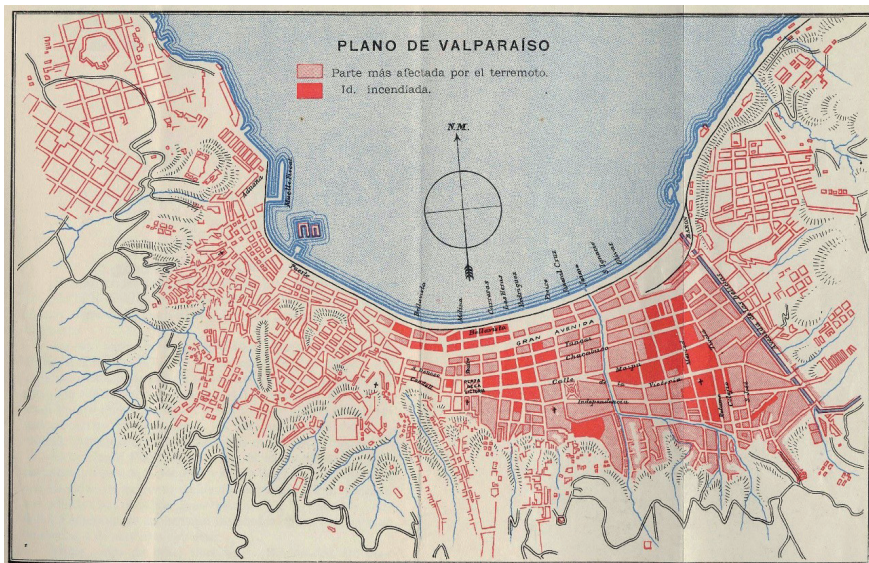
Fire in Valparaíso, March 15, 1843.



Source: Claudio Gay (1854). *Album d'un voyage a la République du Chili*.

In 1906, the city was again devastated by an earthquake that started several fires. Within minutes of the quake, 39 fires were reported, and hours later, the bay was surrounded by a ring of fire. Witness accounts indicate that from Peña Blanca (32 km from Valparaíso), columns of sparks and flames were visible; and from Los Andes (144 km north of the city), the reddened horizon could be seen (Rodríguez and Gajardo, 1906:16).

Map of damage from the 1906 earthquake and fires. Valparaíso Municipality.

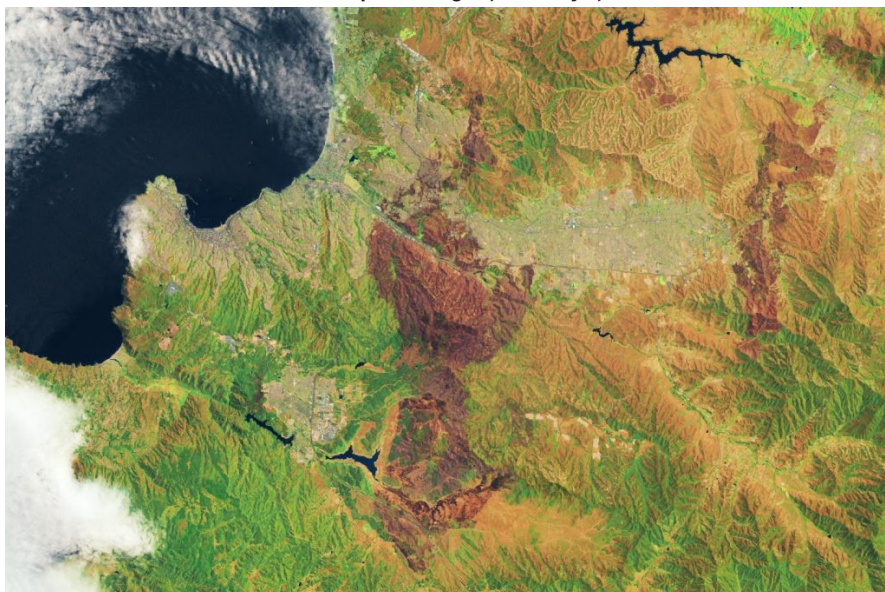


Source: Kapstein, P.; Cooper, F.; Opazo, L. & Gurovich, A (2018).

In recent years, the city of Valparaíso has been hit by several disasters, the most frequent being large fires that hit hilly areas the hardest. The aggressiveness of the fires can be explained by the fact that the country has experienced a very intense megadrought since 2010, increasing the magnitude and length of fire seasons. In the summer of 2014, a devastating fire in the hills of Valparaíso destroyed more than 2,900 homes, leaving a tragic 12,500 people homeless and 15 fatalities. This serious situation is exacerbated by water scarcity, climatic conditions conducive to the generation and spread of fires, dry vegetation (natural and exotic) that acts as fuel, and irresponsible human behavior.

In the summer of 2024, another large fire occurred, the spread of which may be a consequence of climate change and a prolonged drought that particularly affects the central region, where Valparaíso is located. Low rainfall, an abundance of dry, combustible vegetation, low-humidity soil, and easily burned introduced tree species (pine and eucalyptus) explain the rapid spread of the fire, which was aggravated by heat waves (in Valparaíso temperatures reached over 33°C, rising to 37°C in the valleys) and winds that at times reached 80 kilometers per hour, which favored the rapid spread of the fire.

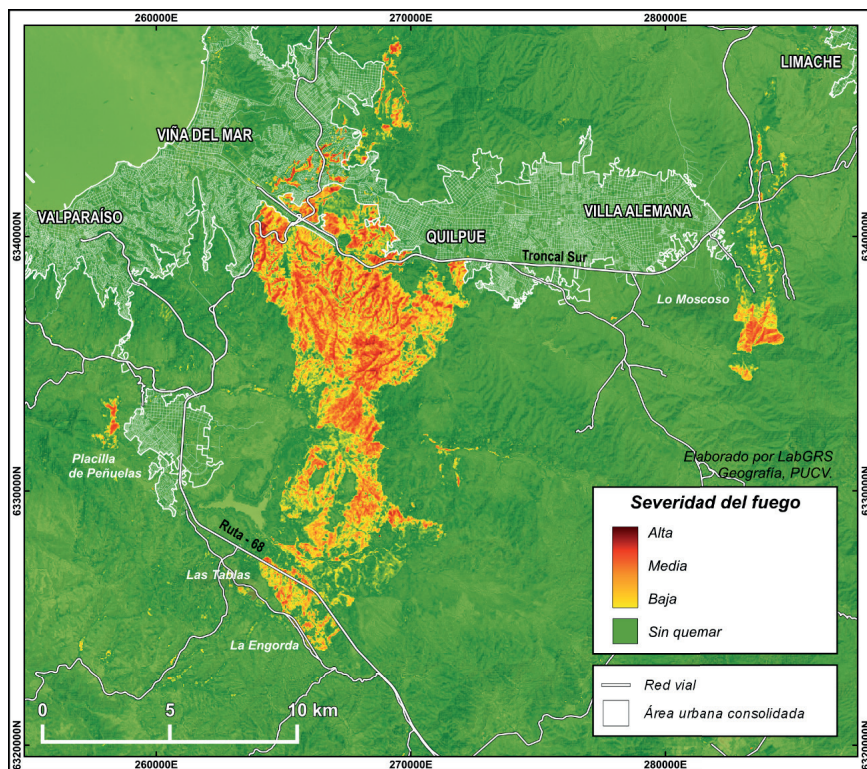
Fire in the Valparaíso region, February 5, 2024.



Source, NASA <https://ciencia.nasa.gov/ciencias-terrestres/incendios-descontrolados-queman-valparaiso/>

On February 2, 2024, NASA satellites recorded fires burning in the wild areas of the hills south of the cities of Valparaíso and Viña del Mar. Over the next two days, the fires descended from the higher elevations and swept through the valleys and streams that flow through the cities, spreading in several places to residential areas.

Territory affected by the Valparaíso Megafire. February 2024.



SITREP Sources No. 3: February 16, 2024 + Chile Fires 2024 – LabGRS Geography PUCV.

The fire burned an area of 290 km² in Viña del Mar and Valparaíso, particularly affecting the former city. The fire caused damage or destruction to 6,000 homes, and authorities recorded 123 deaths (Report by the National Service for Disaster Prevention and Response (SENAPRED)). These dramatic figures make this fire the fifth deadliest fire worldwide since 1900 (according to the international disaster database EM-DAT).

A negative effect of fires on Valparaíso's heritage is the destruction of the landscape, which is an essential component of the urban image and identity of the World Heritage area (Muñoz and Bisbal, 2017).

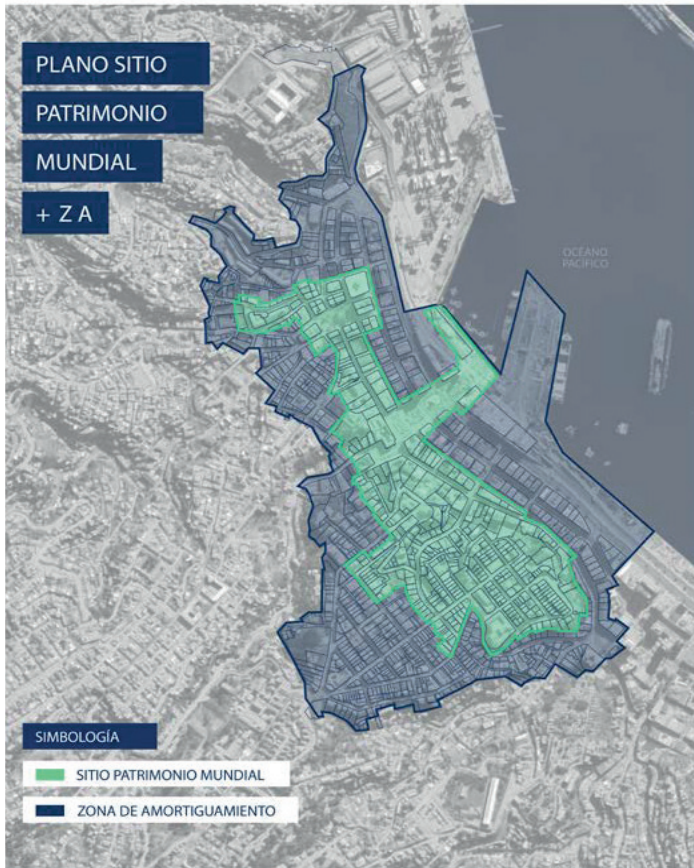
4. FIRE RISK MANAGEMENT IN VALPARAÍSO.

A relevant quality of Valparaíso is the intense relationship between built heritage, urban identity, and landscape because the city embraces the multiple ways of life that develop in its neighborhoods and heritage sites. The occurrence of large fires that have damaged the city's valuable heritage explains the challenge of advancing the conservation and management of the Valparaíso World Heritage Site (WHS) and its buffer zone (ZZ).

Therefore, it is urgent to advance fire risk management, considered one of the most critical threats facing this site, inscribed on the UNESCO World Heritage List since 2003.

The formulation of a Fire Risk Management Plan (FRMP) for the Valparaíso World Heritage Site and its Buffer Zone (WHS and ZZ) is essential. The plan is part of the project “Strengthening Fire Risk Management and Emergency Preparedness for Cultural and Natural Heritage in the World Heritage Site (WHS) Historic District of the Port City of Valparaíso,” funded by the UNESCO Emergency Fund (EFF).

Map of the SPMV and its buffer zone.



Source: CSPMV, 2025.

The conditions analyzed for fire risk management include an analysis of exposure, vulnerability, capabilities, stakeholder mapping, and measures.

Definition of characteristics and actions for Disaster Risk Management (DRM).

Characteristics	Definition and actions
Exposure	People, property, and other elements present in an area that may be affected by a specific hazard, potentially suffering damage and losses (UNISDR 2009; UNESCO 2024). Assessing exposure in the SPMV and ZA involves taking an inventory of people and property likely to be affected by a fire, throughout all its phases (from response to recovery).
Vulnerability	Characteristics and circumstances of a community and its assets that make them susceptible to the effects of a hazard. Fire vulnerability assessments identify the factors that increase the susceptibility of exposed elements, at all stages (UNISDR 2009; UNESCO 2024). Types of vulnerability: Physical, Social, Economic, Institutional (related to management).
Capabilities	A combination of strengths, attributes, and resources available within a community or organization that can be used to achieve common goals. Identifying these resources is key to strengthening the capacity to reduce and address fire risk. There are various reduction measures to prevent, mitigate, and/or respond to emergencies and strengthen capacities. Each measure plays a specific role in reducing fire risk. (UNISDR 2009; UNESCO 2024). In the case of the SPMV and the ZA, these capacities have been associated with the actors involved in the GRDI.
Actors Map	DRM is a shared effort that directly or indirectly involves various stakeholders. It is essential to identify stakeholders, define the role of each, determine their capacities and resources, and establish how their functions are articulated in the process. In the case of World Heritage sites, the Site Manager plays a central role: they coordinate different groups and ensure the integration of risk management into the Management Plan and its monitoring. The stakeholders identified for the MVSP and ZA can be adjusted based on the results obtained during the implementation of the RIMP.
Measures	Based on the results of the fire threat assessment, which integrates local vulnerabilities and capacities, specific measures focused on disaster risk management will be proposed. These measures are framed within the four phases of disaster risk management: risk reduction, emergency preparedness, emergency response, and recovery and reconstruction.

Source. Hurtado M., González C., Cárdenas, C. (2025)

The plan contains a series of measures aimed at reducing fire risk, including preventive and emergency preparedness measures, actions to develop responses to fires, and finally, actions for the recovery and reconstruction of affected areas. The plan was designed to be implemented over a four-year period.

MEASURES	Year 1	Year 2	Year 3	Year 4
1. Risk reduction				
Reduce combustible materials.	X	X	X	X
Knowledge of risk reduction measures.	X	X	X	X
Measures to prevent spread.	X	X	X	X

Evacuation routes, safe areas, and accessibility.	X			
Detection, alarm, early warning, suppression.	X	X		
Special measures for rehabilitation work.	X	X		
2. Emergency preparedness.				
General prevention and preparedness measures.	X			
Training and awareness.	X	X		
Information management and access.	X	X		
Oversight and compliance responsibility.	X			
Information transmission to the SSEE.	X	X		
Information gathering from the SSEE.	X	X	X	
3. Emergency response.				
Detection and notification.	X	X	X	X
Response time.	X	X	X	X
Tasks of the SSEE.	X	X		
Fire extinguishing.	X	X		
4. Resilient Recovery and Reconstruction.				
Damage assessment.	X	X	X	X
Treatment.	X	X	X	X
Resilient recovery.	X	X	X	X
Reoccupation.	X	X	X	X

Source: Hurtado M., González C., Cárdenas, C. (2025).

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