

HERITAGE SCIENCE AS A COMPLEX SYSTEM

1st Singapore Heritage Science Conference
Singapore, NTU, 6-7 January 2014



Heritage and complexity: *the management plans for UNESCO designated sites*

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United Nations
Educational, Scientific and
Cultural Organization



International Training and Research
Centre on the Economics of Culture
and World Heritage



Istituto Superiore sui
Sistemi Territoriali per l'Innovazione



"What you see depends on how you look at it. Looking is not only to receive a reveal, but at the same time a *creative* act."

S. KIERKEGAARD

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1. Why complexity?





The World Heritage List includes **981** properties forming part of the cultural and natural heritage which the World Heritage Committee considers as having outstanding universal value.

These include **759** cultural, **193** natural and **29** mixed properties in **168** States Parties. As of September 2012, **190** States Parties have ratified the Convention.



1972 Setting up of the Convention

1978 First Operational Guidelines and first inscriptions

(Aachen Cathedral, City of Quito, Cracow's Historic Centre, Galápagos Islands, Island of Gorée, L'Anse aux Meadows National Historic Site, Mesa Verde National Park, Nahanni National Park, Rock-Hewn Churches, Lalibela, Simien National Park, Wieliczka Salt Mine, Yellowstone National Park)

1994 Inclusion of "Cultural Landscapes"

1998 Inclusion of "Groups of Buildings" (e.g. Towns, Historic City Centres)

2005 Complete revision, i.e. among others, combination of cultural and natural criteria

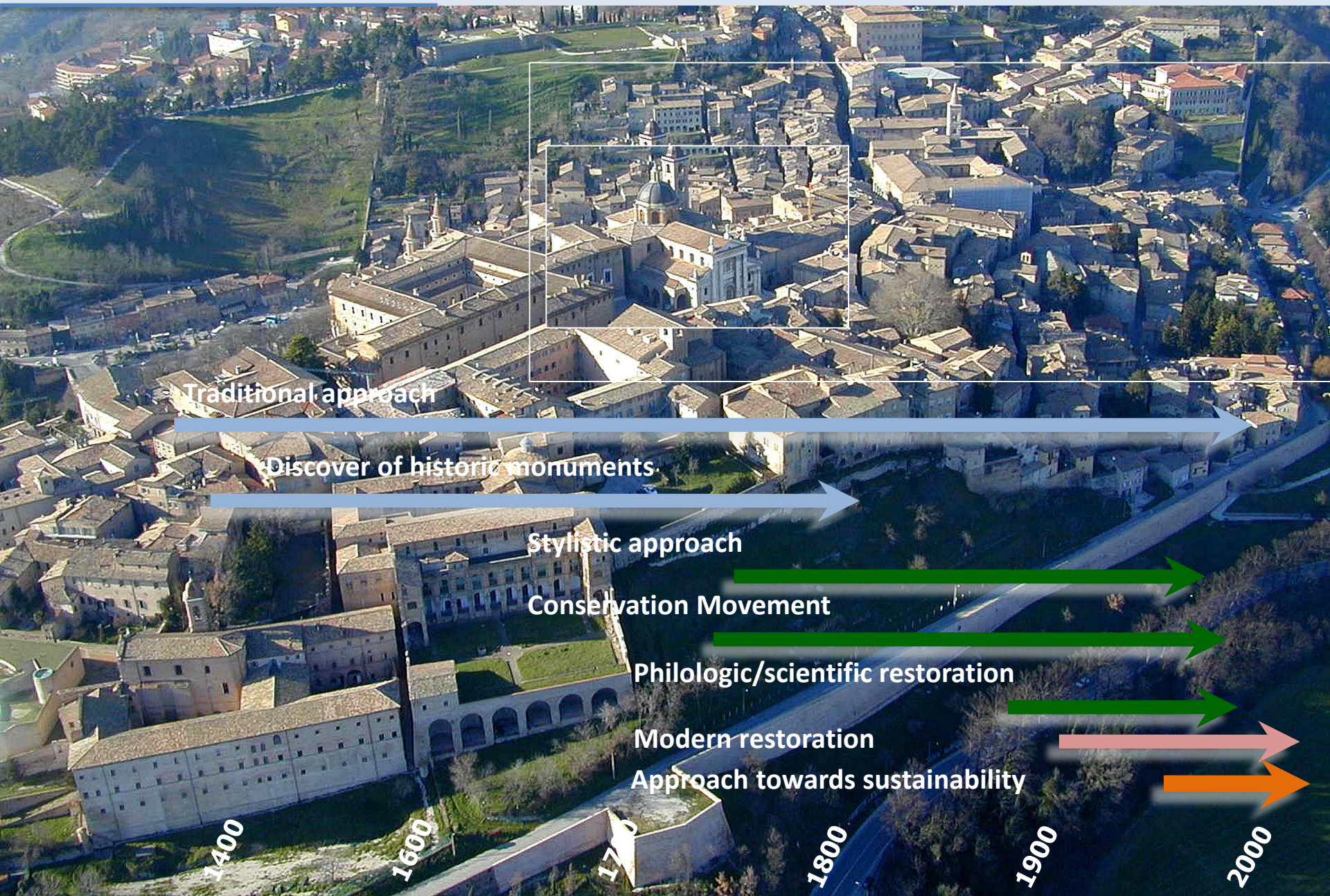
2002 Budapest declaration: 4Cs: credibility, (effective) conservation, capacity building, communication

2006 Vilnius balance of the WHL:

- Limit the number of nominations
- Transboundary (joint custody)
- Underregistered
- Natural sites
- Serial nominations

2007 The "5th C": community involvement

2011 Recommendation on Historic Urban Landscape



Traditional approach

Discover of historic monuments

Stylistic approach

Conservation Movement

Philologic/scientific restoration

Modern restoration

Approach towards sustainability

1400

1600

1700

1800

1900

2000

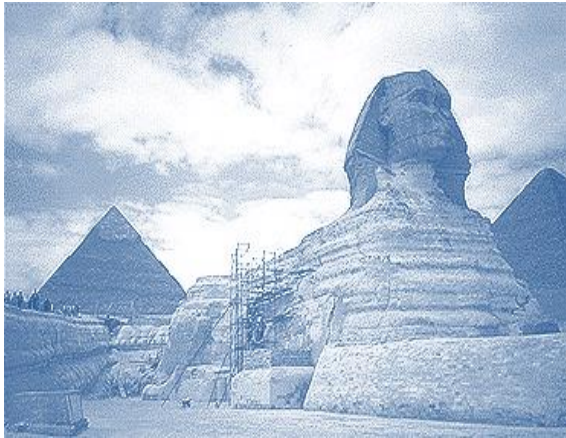


ARAB PEARL DIVERS AT WORK, IN THE PERSIAN GULF



Huts of mats and palm leaves, the homes of the pearl fishermen at Menamah, Bahrein Islands, Persian Gulf





From an “aesthetic” interpretation.....

...to a more comprehensive concept



**Tangible
component**



**Intangible
component**

Medina of Marrakesh (Morocco)

Inscribed in 1985

Criteria: (i)(ii)(iv)(v)

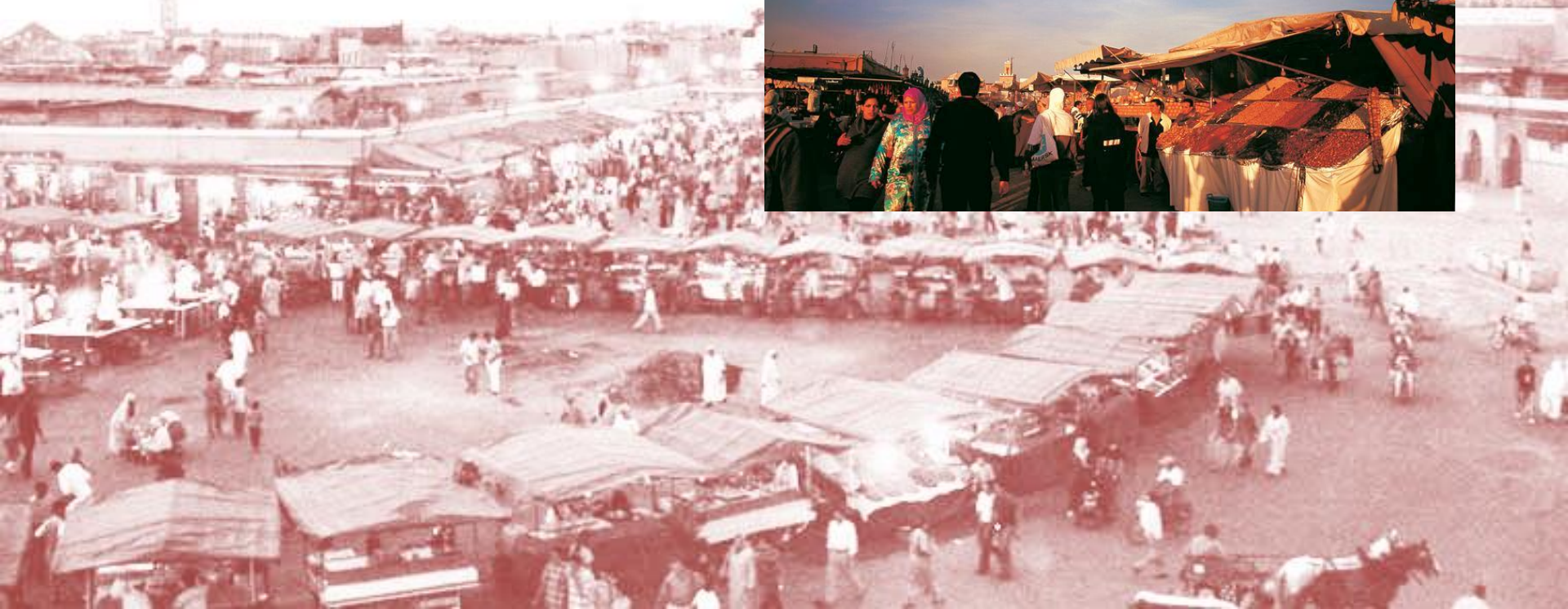
The Cultural Space of Jemaa el-Fna Square

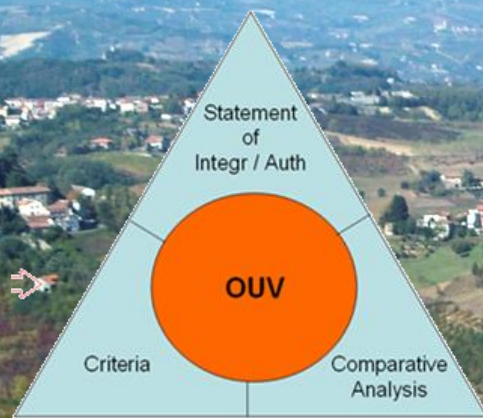
Inscribed in 2008



“cultural area”

common cultural features + integrated cultural goods





Living civilization



Cultural landscape



Human history

Social history

Productive structure

Landscape as tangible result
of a millenarian activity

“LIVING LANDSCAPE”

Cultural/environmental
components

Productive factors

Agricultural

Cultural

- Substantial values -

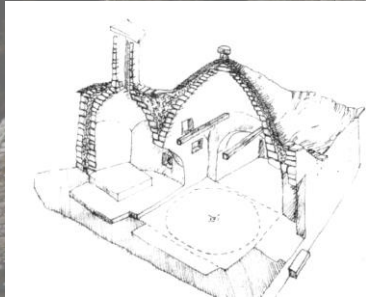
Architectural

Urban

Social/use

Historic/cultural

Documentary

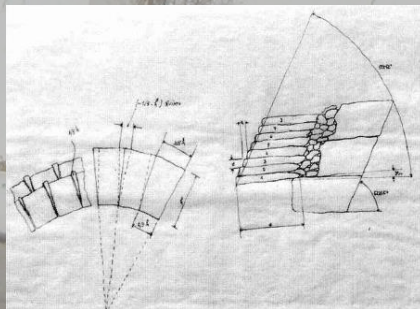


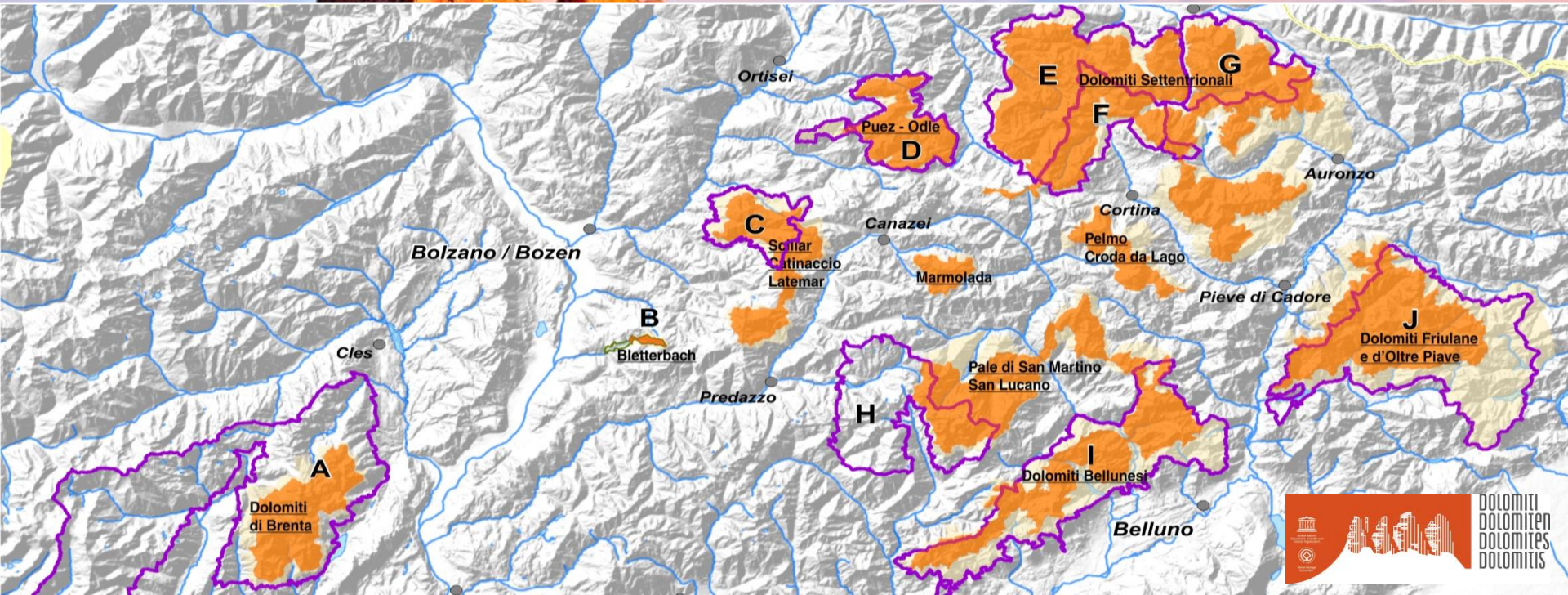
- Complementary values-

Landscape

Positional

Intangible

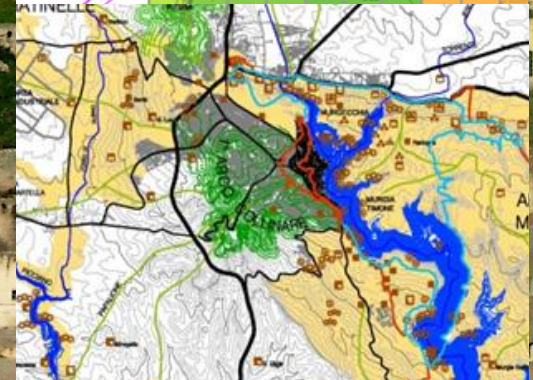
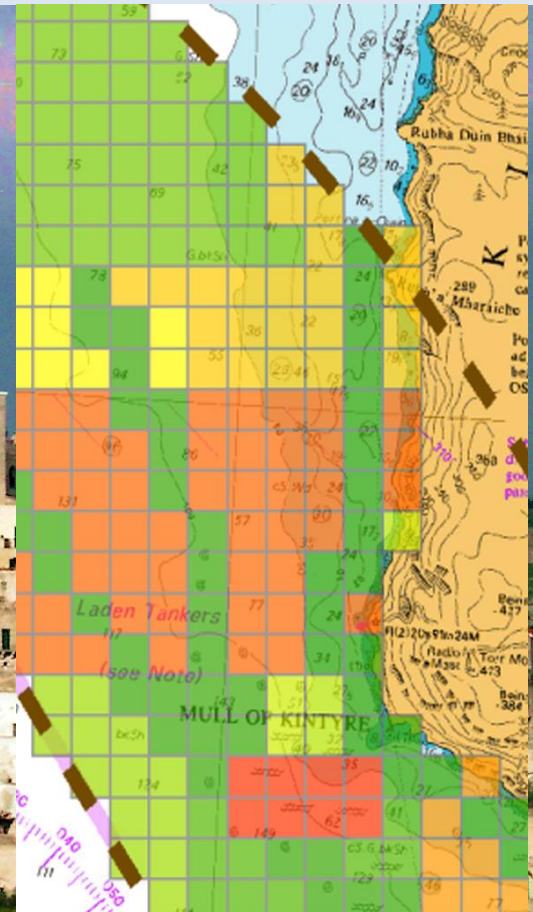


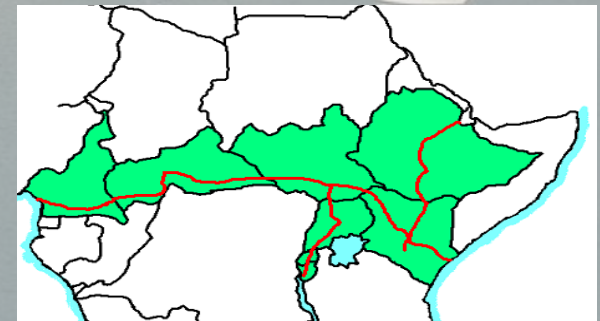
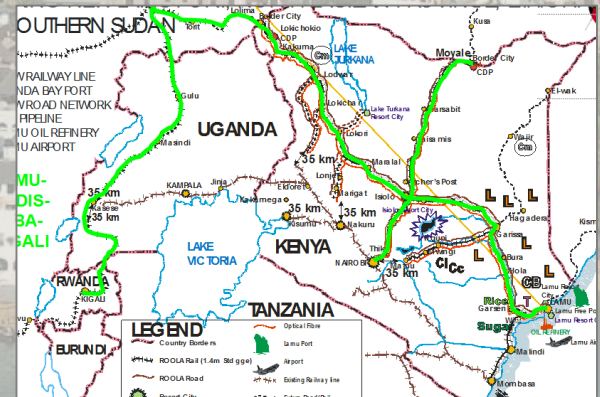
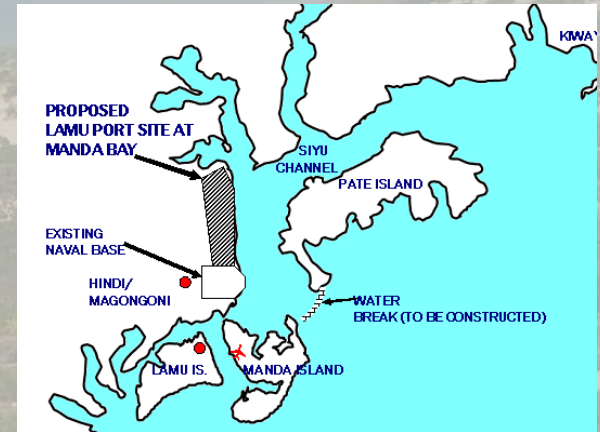


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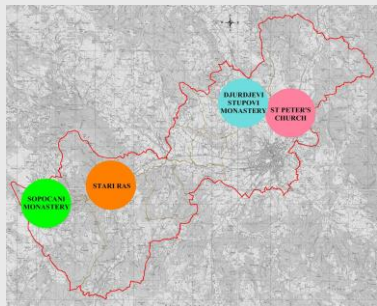




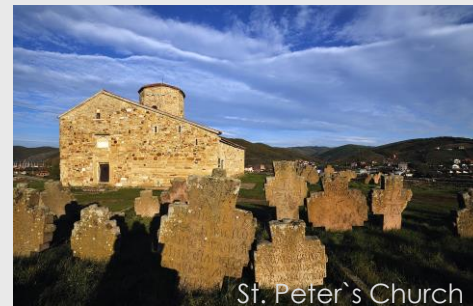
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Djurdjevi Stupovi Monastery



St. Peter's Church



Stari Ras

- ✓ Shift from single monument to cities, to landscape, itineraries...
multi-dimensional e multi-subjective reality
- ✓ Shift in the recognition and meaning of cultural value:
from physical to intangible, cultural diversity, human values, ...meaning of boundaries?
- ✓ Moving from static to dynamic views: cultures are dynamic and they develop, adapt
and change
- ✓ Moving from local to global scenarios
- ✓ Increasing number of factors and reciprocal interactions
- ✓ Not always predictable (sometime even not understandable) phenomena

...need of integration!

IPP

- Environmental Social Economic indicators
- Community Impact Evaluation (C.I.E.)
- Cost/Benefits Analysis
- Environmental Impact Assessment (EIA)
- Strategic Environmental Evaluation (SEA)

- Targets
- Procedures of monitoring
- The knowledge system
- Timetable of activities

- Peculiarities of the site
- Correspondence of the site to the UNESCO criteria
- Statement of the **values** of the site
- Connection with the UNESCO sites network

Comprehension stage

1.

2.

Action stage

5.

1. Plan of the knowledge
2. Plan of preservation and enhancement
3. Plan of cultural enhancement
4. Plan of the economic enhancement
5. Plan of the promotion, training, communication

Strategic stage of definition of goals

4.

- Definition of medium-term goals
- Definition of long-term goals
- Validating of the goals relating to the **value** of the site

3.

Concertation stage

- Evaluation of potentialities, criticalities, strengths and weaknesses **value** of the site
- Guidelines to organize a clearing house
- Techniques of supporting of the decisional process

UNESCO

GIS

✓ **Management plans must be capable of being implemented!**

The stakeholders:

- Analysis of the actors
- public and private benefits
- present and potential funding
- transformation projects

The economic framework:

- Territorial indicators
- Socio-economic indicators
- Social indicators
- The cultural tourism

The cultural territory:

- Environmental resources
- Tangible, material and immaterial goods
- Infrastructures and accessibility
- Cultural events;

(Budapest Declaration, 2002)

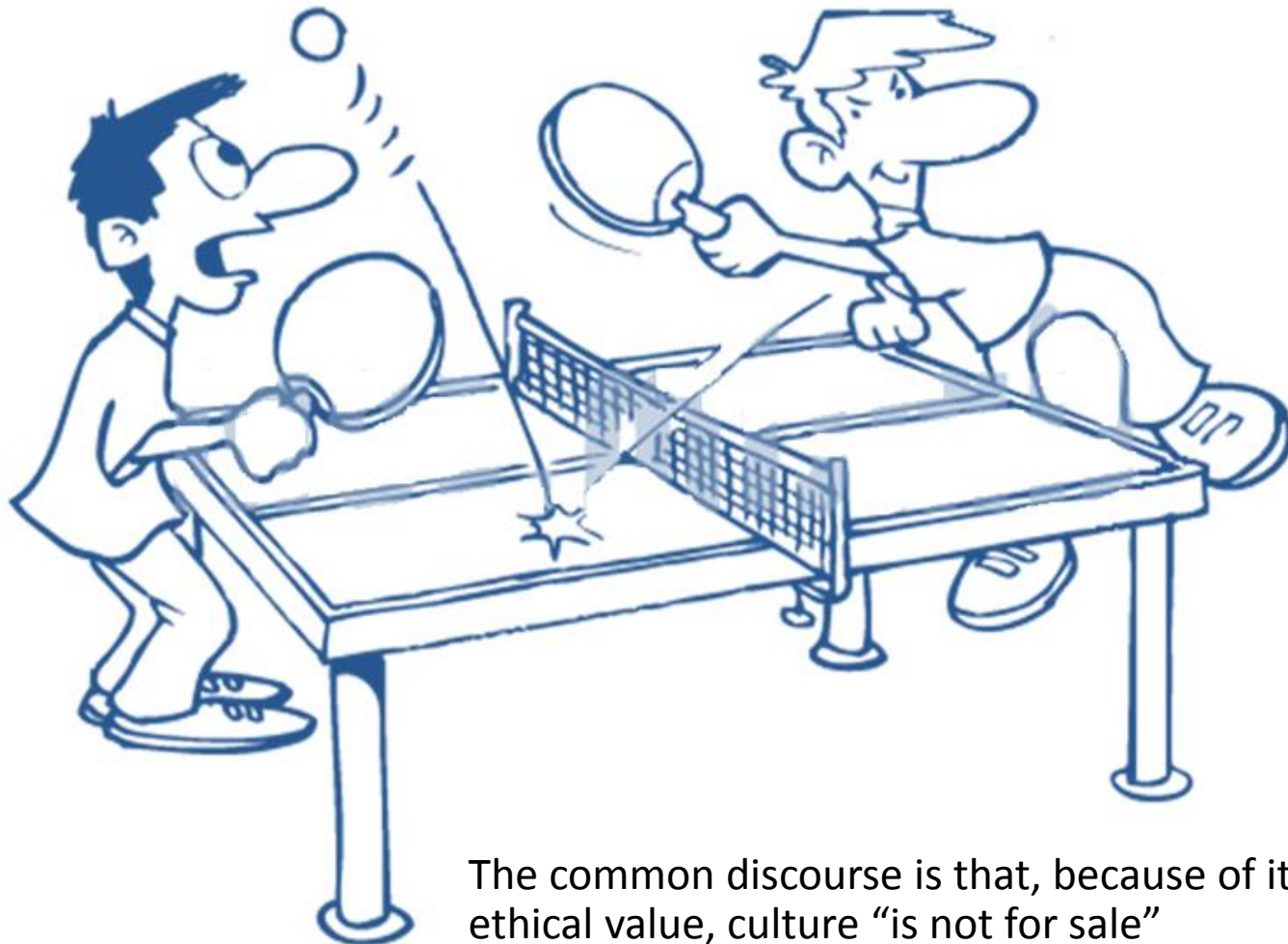
Instruments for the support to decisions

- S.W.O.T.
- Multicriteria Analysis
- Analytic Hierarchy Process
- Contingency Analysis
- Multicriteria Spatial decision Support Systems

2. *What does it mean
sustainability in
heritage
management?*



Heritage (culture) vs economy?



The common discourse is that, because of its ethical value, culture “is not for sale”



*the hard work of peasants to build
terraces to raise vineyards...*



Yesterday:

Today:



"touch and go" tourism...



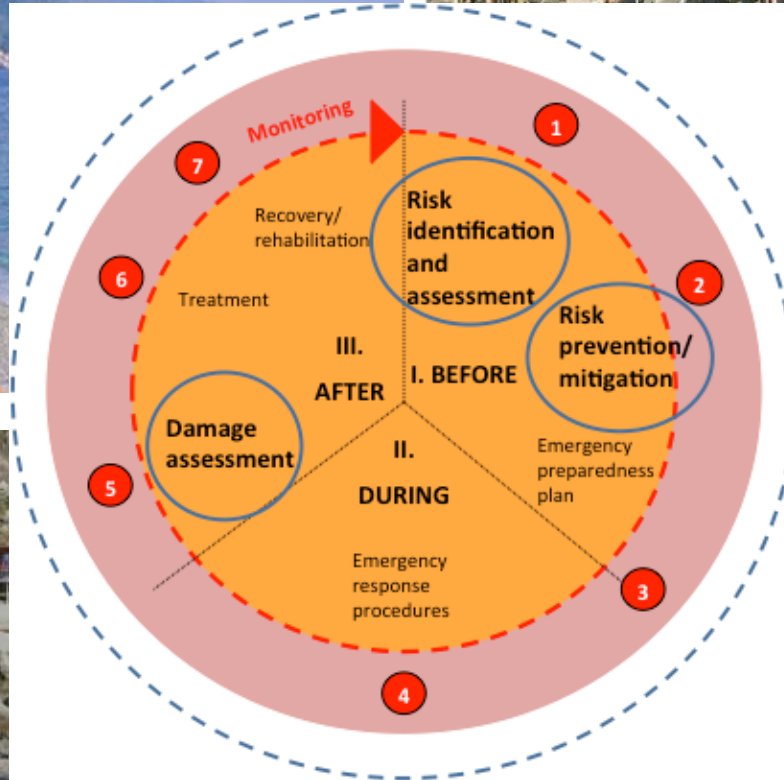
a 50 sqm apartment
yields some
3.000 € per month



a 100 sqm apartment
costs some
1.200 € per month



- Locals and young people can't buy apartments because of high prices
- there are an high number of non occupied apartments for most of the year
- the "new owners" don't worry about maintenance of houses



Monterosso: 25.10.2011, before and after

Vernazza: 25.10.2011, before and after



Cultural VALUE

Cultural CAPITAL

A source of income, empowerment, employment...

1. **Provision of material wellbeing** (tangible benefits)
2. **Provision of non-material wellbeing** (quality of life)
3. **Intergenerational equity** (future generations)
4. **Maintenance of diversity** (possible economic value as yet unknown)

Historic buildings

- ✓ create a focal point that people can relate to, giving a sense of place
- ✓ may be well-loved landmarks which the community will rally around to support or save
- ✓ the fabric and design can add a distinctive identity to the 'new build' part of a regeneration scheme –lifting the overall quality of the built environment
- ✓ they can assist in achieving sustainable development objectives
- ✓ they may attract tenants/occupiers who would not be interested in less distinctive building
- ✓ they feed people's interest in the past, etc...





3. How to deal with complexity in heritage management?

understand
management
effectiveness

integration between
conservation and
production policies

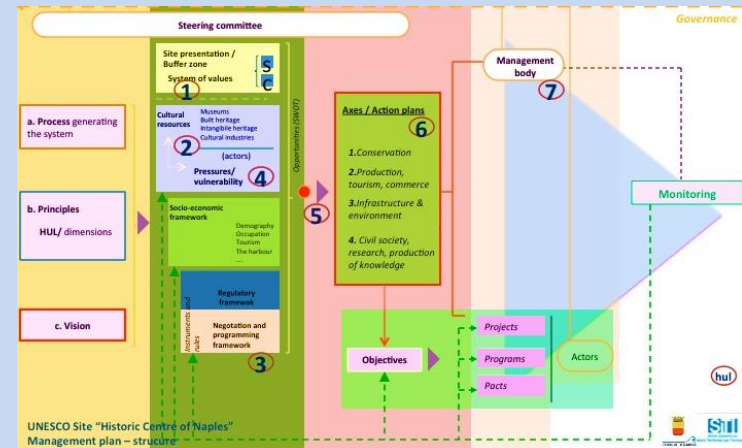


A black and white cartoon illustration. A man with a beard and a simple tunic stands on a small, circular island. He is holding a large rectangular sign above his head with both hands. The sign has the text "UPDATE MY STATUS!" written on it in bold, capital letters. The man has a frustrated or determined expression. Behind him is a palm tree with a thick trunk and a large, rounded canopy of fronds. The island is surrounded by wavy lines representing water. The entire scene is drawn in a simple, sketchy style.



Growth, enhancement, enforcement (or other forms of variation) of the phenomenon specified in the box sector, observed at the date of editing the document

YES/NO	Type	Intensity of the phenomenon	Territorial scale of impact	Actors involved		
				Public sector	Private sector	Civil society
	Simple (S)	High (H)	Site (S)			
	Complex (C) *	Medium (M)	Context/neighbourhood (C)			
		Low (L)	Region (R)			



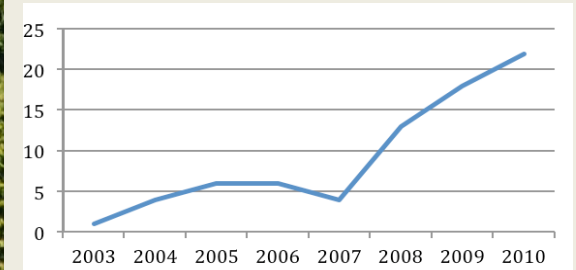
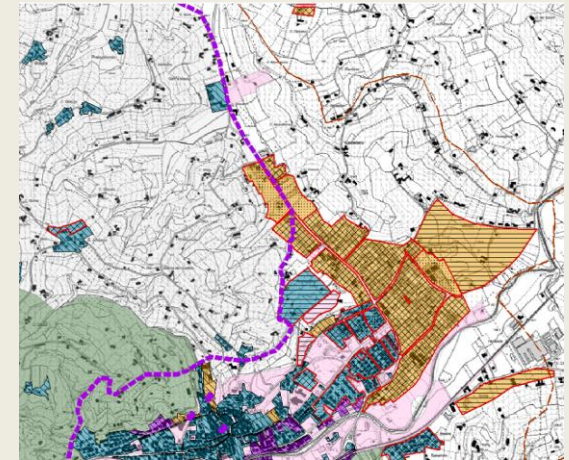
UNESCO: everyone would stay on the top, but few realize the joy is in climbing the mountain!



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Cultural districts

systems of interactions producing cultural goods (arts and crafts, restoration, media, gastronomy, accomodation,...), involving both PUBLIC and PRIVATE ACTORS, based on a NETWORKING GOVERNANCE and all characterized by a strong RADICATION in the place and its traditions.



Heritage

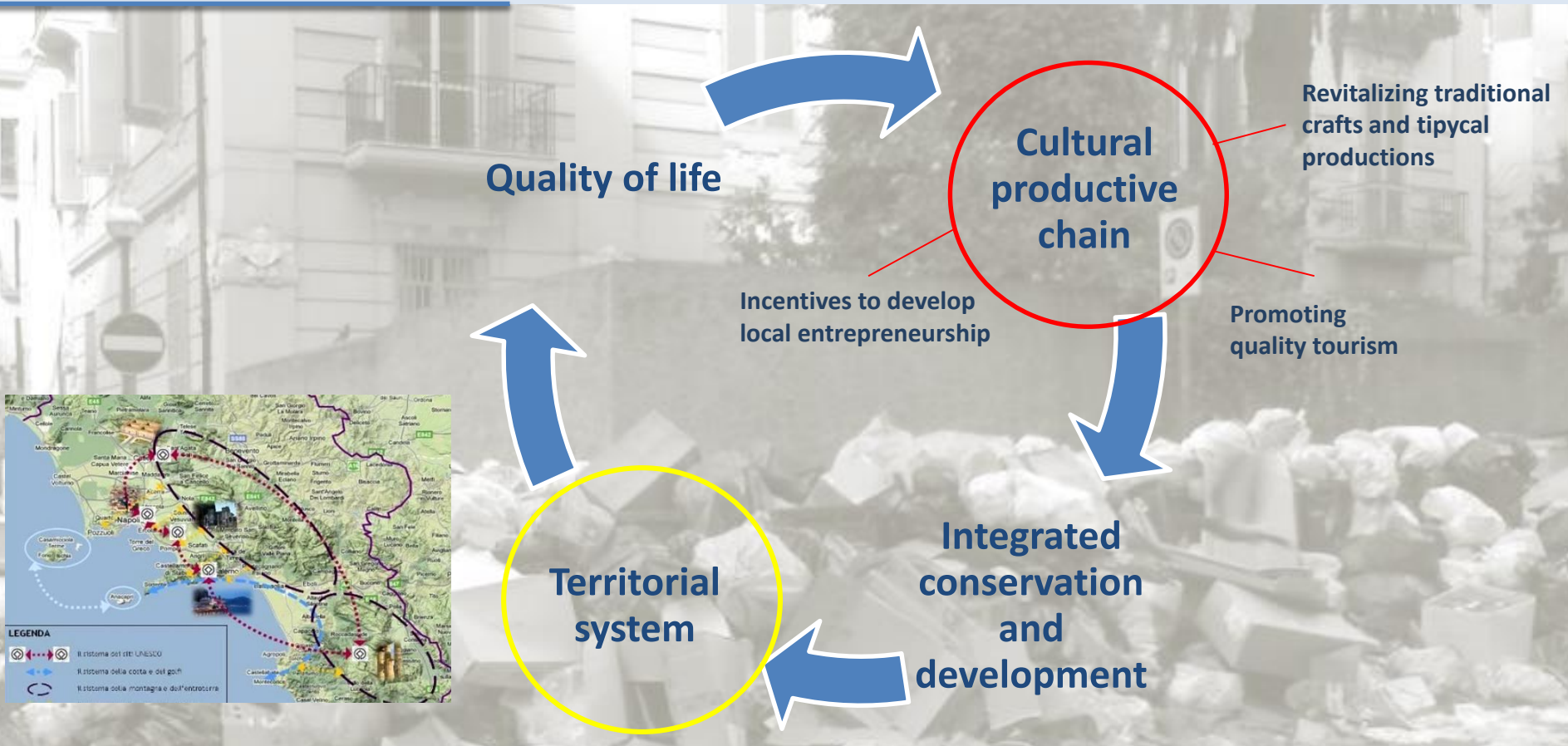
TANGIBLE
HERITAGE

/

INTANGIBLE
HERITAGE

n

Cultural
production

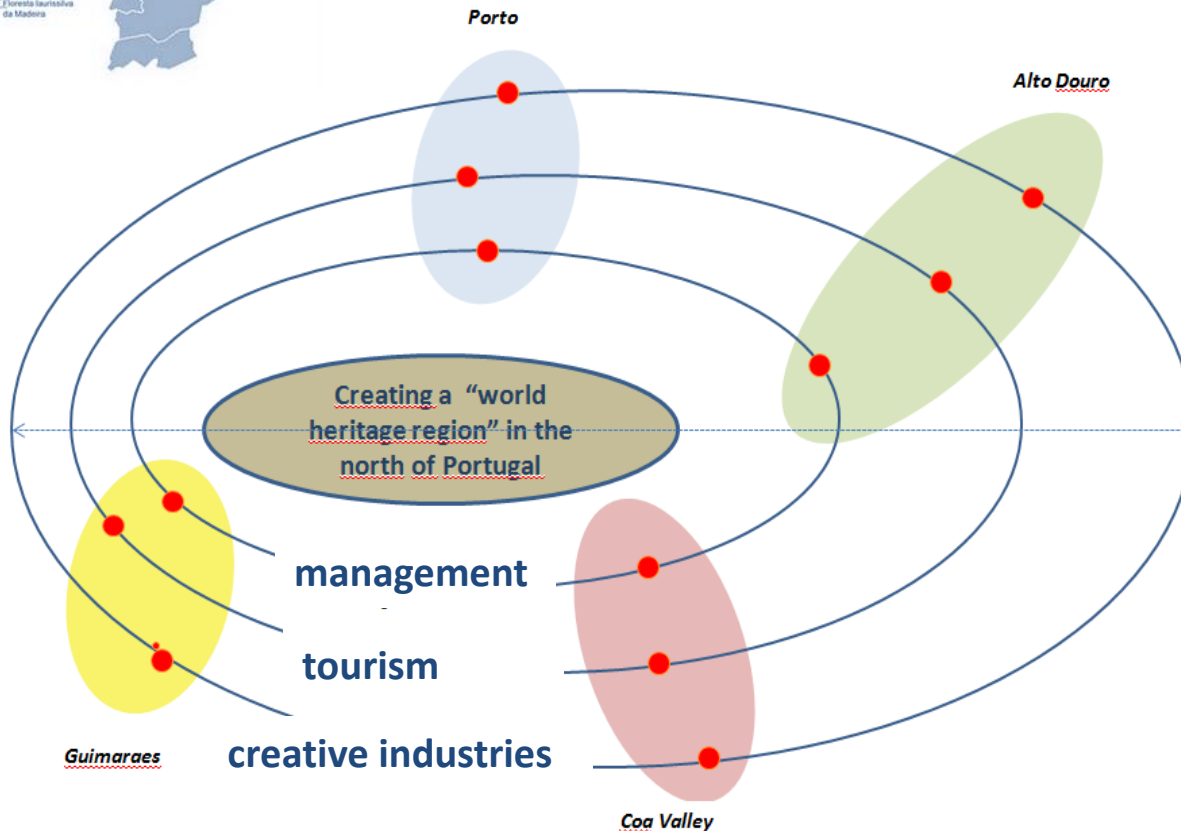


**Historic centre of Napoli /
MANAGEMENT PLAN**

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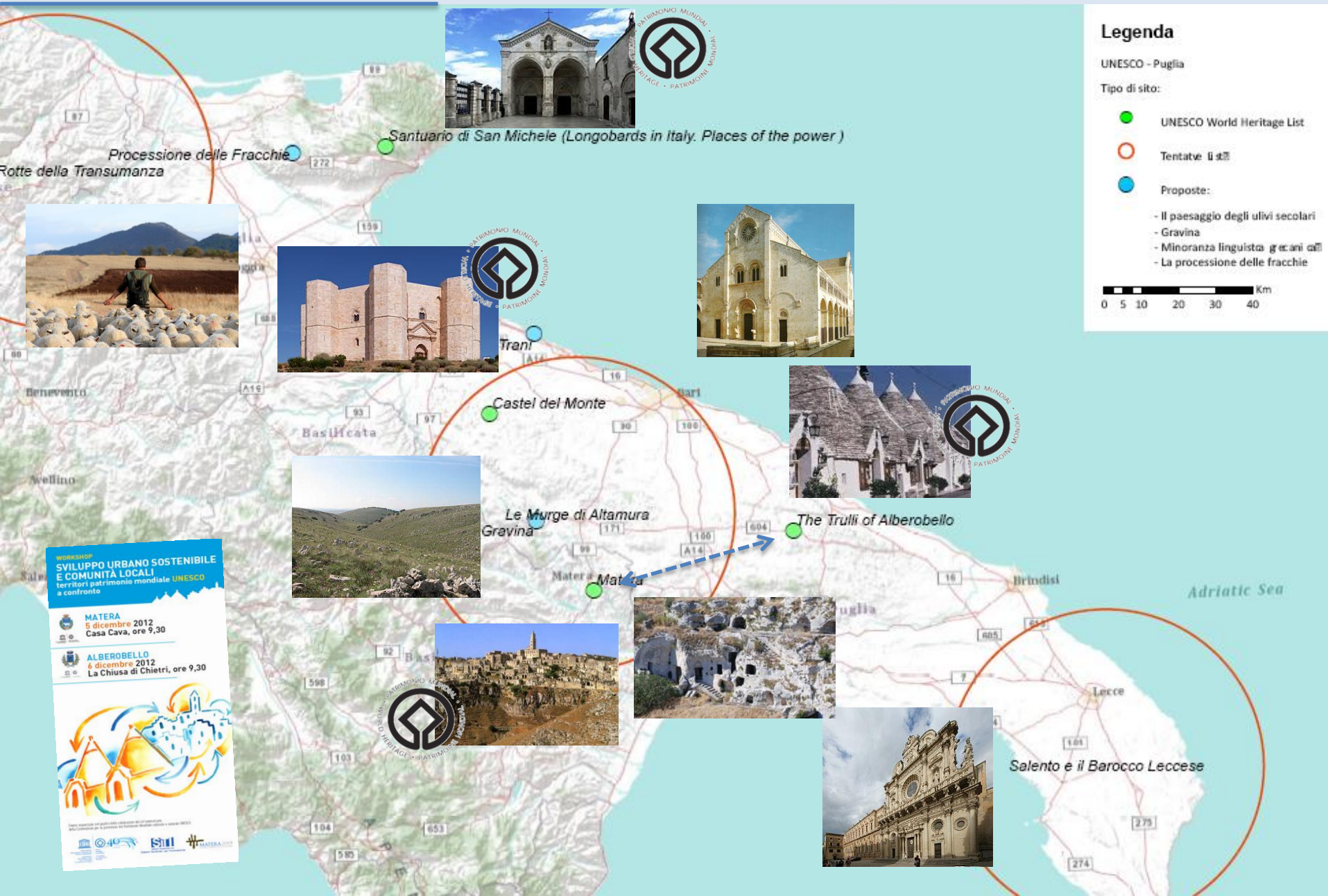


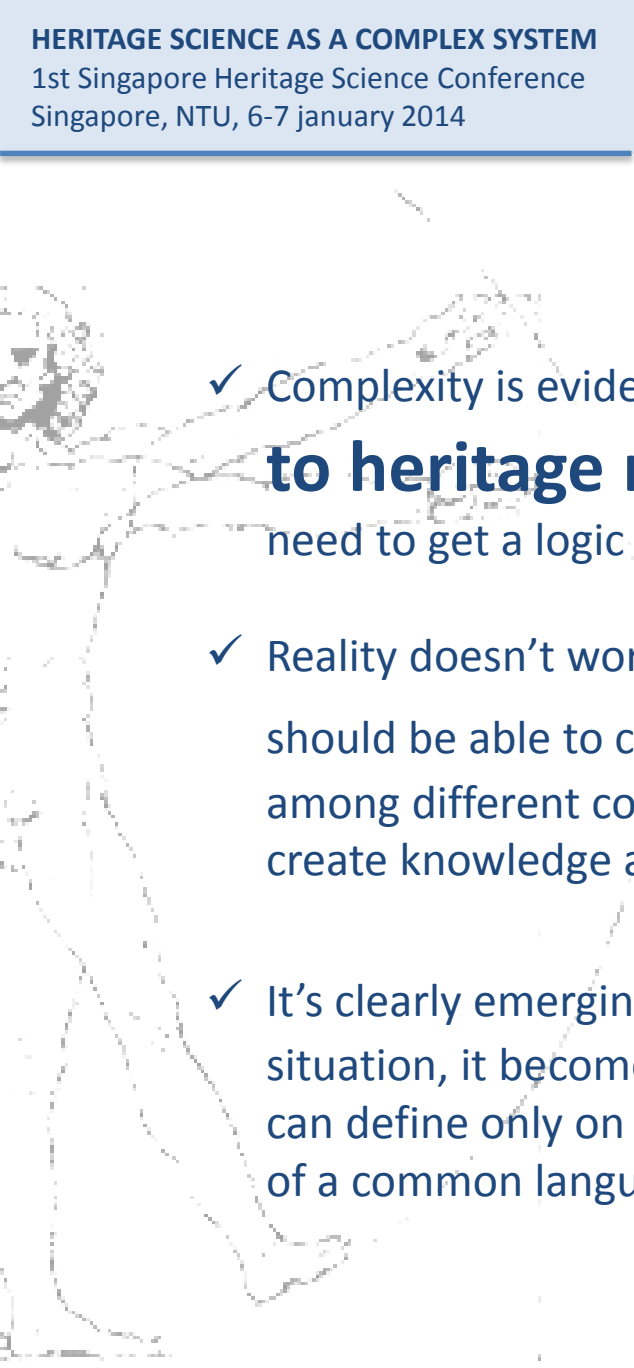
Sector	Category
Material culture	Wine
	Gastronomy
	Crafts
Tourism	Facilities
	Hotels, B&B,...
	Restaurants , rural tourism, ...
	Events
	Festival Meetings, ...
Museums system	Museums
	Galleries
	Foundations
	Exhibitions
	Private collections
Merchandising	-

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- 
- ✓ Complexity is evident in the development of **different approaches to heritage management**: beyond the traditional disciplines, we need to get a logic more and more open to reciprocal contaminations.
 - ✓ Reality doesn't work with clear and linear models: heritage management should be able to constantly **adapt to existing interactions** among different components. Universal models do not exist, but the need to create knowledge and capacity to govern the process.
 - ✓ It's clearly emerging a **new field of knowledge**. Given this situation, it becomes essential to find and use a scientific approach that we can define only on the basis of a shared platform of cases and the setting up of a common language.



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