



Appropriation & Transmission

Heritage & Development

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HERITAGE & DEVELOPMENT

- **ICOMOS GA** 1999 / 2012
- **ICOM GA** 2000 / 2006

- **A new social reason for Heritage Conservation**

- **A synthesis framework for the outcomes of EH IV**



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HERITAGE & HUMAN DEVELOPMENT

“Culture: one of the roots of development, understood not simply in terms of economic growth, but also as a means to achieve a more satisfactory intellectual, emotional, moral and spiritual existence”

Art 3, Unesco 2001 Convention on Cultural Diversity



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HERITAGE & HUMAN DEVELOPMENT

1. What about “Human Sustainable Development” ?

Diversity of Economic and Social Conditions

2. Heritage: a “Cultural Capital”

Heritage Diversity

3. Micro-economic Approach

4. Macro-economic Approach

5. Heritage Values and Significance



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I. “HUMAN SUSTAINABLE DEVELOPMENT”

- In a changing world of globalisation: need for identity, diversity, collective action, proudness of a community (yet no chauvinism !)
- UN World annual report:
 - . Economic growth (GNP)
 - . Quality of social life
 - . Sustainability: “conservation for future generations”
- Diversity of economic and social conditions !



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2. HERITAGE: A “CULTURAL CAPITAL”

- **Economic analysis: conservation expenditure = investment with direct and indirect fallouts**
n.b. further research needed !
- **Heritage Diversity (much wider than “Antiquities”):**
 - . **Museums, artefacts, exhibition (and trafficking !)**
 - . **Historic buildings and estates**
 - . **Archaeological sites**
 - . **Historic towns and villages**
 - . **Cultural routes**
 - . **Traditional know how**
 - . **Intangible heritage**

3. MICRO-ECONOMIC APPROACH

- Life cycle of ancient buildings – re-use possibilities
- Support for the local economy (and social life):
traditional materials, traditional skills
- Example of sustainability: materials, architecture...
Lessons to be learned for the present time
- Challenges of new safety and energy standards !
- Importance of a National management agency



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4. MACRO-ECONOMIC APPROACH

- **Physical planning: cultural heritage for a balanced development scheme**
- **Historic towns: “integrated conservation”, keeping the scale, the street pattern, the social diversity...**
- **Housing (social) policy as a part of urban rehabilitation**
- **Handicraft (with quality and creativity)
Intangible Heritage (support to authentic traditions)**

NB: public / private partnerships, under public leadership



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4. MACRO-ECONOMIC APPROACH

- **Tourism: the usual argument (recognition of the CH, conservation efforts, local activity, cultural exchanges, etc...)**

Yes, but ! Need for a serious analysis and public action

- . At least one day overnight !**
- . Dangers of over-visitation (physical, psychological)**
- . Need for Demand management**
 - Destination management**
 - Site management**
- . Which benefit for the site ? Local community ? Country ?**
- . How to prevent the negative aspects (in the long term) ?**



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5. PRIORITY TO THE HERITAGE VALUES

- Real dangers of “instrumentalisation”,
at the expense of the values, of the significance
Serious risk of loss of authenticity, of social damage
- Keeping in mind the objective: “*to achieve a more satisfactory intellectual, emotional, moral and spiritual existence*” !



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5. Priority to the Heritage Values

1. ***Preventive Conservation and Maintenance*** (Ghardaïa 2009)
2. ***Civil Society and Cultural Heritage*** (Palermo 2010)
3. ***Recording the Intangible*** (Palermo 2010)
4. ***Managing of Heritage Sites & Artefacts*** (Petra 2010)
5. ***Heritage: a model for sustainable development*** (Paris 2010)
6. ***Apprenticeship*** (Beirut 2011)



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SHARE

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