

CULTURE HERITAGE MANAGEMENT

ASSIGNMENT 2

Topic : Conversational and Value – Led Approaches in Heritage Management

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Question 1. What is conventional approach to heritage management ?

The conventional approach to heritage management focuses mainly on professional and important historic places, monuments, buildings and objects according to professional and expert standards. It is generally an expert-led and preservation-oriented approach.

Professionals such as archaeologists, architects, historians and conservationists identify heritage significance and decide how a site should be protected. For example, the restoration of a historic monument may focus on maintaining its original materials, architectural character and historical authenticity.

This approach is useful because professional knowledge provides clear conservation standards and helps prevent inappropriate alterations. International heritage frameworks, including the World Heritage system, have traditionally placed strong emphasis on protecting sites with recognized cultural significance (**UNESCO, 1972**).

Question 2. What are the limitations of the conventional approach ?

Although the conventional approach provides strong professional and technical standards, it can sometimes give less attention to local communities and their contemporary needs.

Decisions may be made mainly by experts and heritage authorities, while people living around a heritage site may have limited opportunities to participate. A monument may therefore be successfully preserved physically, but the social, cultural or economic needs of the surrounding community may not receive sufficient consideration.

For this reason, a purely conventional approach may not always be suitable for heritage places that continue to have important meanings and uses for local communities.

Question 3. What is the value-led approach to heritage management ?

The value – led approach is a more participatory approach that recognizes that Heritage can have different meanings and values for different groups of people. It considers cultural, management decisions.

The Burra Charter emphasizes understanding and managing the cultural significance of a place by considering different types of values, including aesthetic, historical, social and spiritual values (**Australia ICOMOS,2013**) .

For example, a historic marketplace may be value the same marketplace because of its social traditions, memories, community activities and economic importance. A value- led approach considers all perspectives before deciding how the place should be managed.

Question 4. What are the main differences between conventional and value – led approach ?

The conventional and value – led approach differ mainly in how Heritage significance is identified and whose opinions are considered.

The conventional approach is primarily expert – led. Archaeologists , historians, architects and conservators play the main role in identifying significance and deciding conservation methods. Its main emphasis is often on the physical preservation , authenticity and historical character of heritage places.

In contrast, the value – led approach recognizes that heritage significance is not determined only by experts It includes the perspectives of local communities, users, cultural groups and other stakeholders. It gives greater importance to social, cultural, spiritual and community value alongside physical and historical value.

Therefore the conventional approach tends to focus more strongly on professional conservation , will the value- led approach places greater emphasis on multiple values, participation and community involvement.

Question 5: Which approach is more effective in contemporary heritage management ?

In contemporary contexts, the v