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### **1. Differences between Conventional and Value-Led Approaches in Heritage Management**

The conventional approach to heritage management is expert-driven, focusing on the physical preservation of monuments and sites based on their historical or architectural significance (PDF, pp. 4–5). Decisions are top-down, with professionals defining what is valuable, documenting fabric, and planning interventions like repair or restoration (PDF, pp. 6–9). For example, the early restoration of the Colosseum in Rome prioritised structural stabilisation and archaeological authenticity over public or community input.

In contrast, the value-led approach recognises heritage as social, cultural, and symbolic (PDF, p. 10). It emphasises significance determined by multiple stakeholders, including local communities, and considers cultural, spiritual, and economic values (PDF, pp. 12–14). An example is the Stone Town of Zanzibar, where management integrates living cultural practices, community needs, and tourism alongside physical conservation.

The conventional method is more effective for scientifically assessing material authenticity and structural integrity. However, in contemporary contexts—where heritage is contested, living, or linked to identity—the value-led approach is generally more effective. It fosters social inclusion, reduces conflict, and ensures long-term sustainability by engaging those who use and value the site daily (Fredheim & Khalaf, 2016). A hybrid model often works best, using expert knowledge to protect fabric while embracing participatory value assessment.

### **References**

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- 3- Smith, L. (2006). Uses of Heritage. Routledge.
- 4- UNESCO. (2013). Managing Cultural World Heritage. UNESCO World Heritage Resource Manual.