The contemporary understanding of cultural heritage is broadening its horizons: it now includes not only traditional archaeological or architectural monuments, but also all evidence of material goods and intangible assets, which are the true expression of the historical, social and cultural background of the society that has generated them.

Acceptance of these fundamental principles of UNESCO and of international Charters and Conventions is leading to a new concept of preservation and value enhancement, highlighting the need for careful investigation of the territory and its resources; the Management Plan is its operational tool.

This article provides three examples of the way this plan can be implemented, referring to Italian WH sites:
- an archaeological site: Barumini (Sardinia)
- an urban site: S. Gimignano (Tuscany)
- a cluster of sites: Val di Noto (Sicily)

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Tangible and intangible heritage in management plans for Italian WH sites

Thanks to the contribution of the whole community, today the concept of cultural heritage has evolved, moving from the individual property, seen as a “great monument”, classified under the traditional categories ranging from archaeology to architecture, to heritage spread over the territory, comprising not only tangible but also intangible assets, the expression of popular traditions and the identity of the local communities. The new form of cataloguing linked to this concept is in line with the recognition of the identity and authenticity of a site, as required by the Restoration Charters and the declared principles of UNESCO, ICOMOS and the International Associations.

Following these guidelines we can look at the territory, identified by its historical, artistic and environmental resources, as a dynamic and vital entity, the basis firstly for integrated conservation and subsequently for enhancement projects targeting long-term sustainable development. Such development can be achieved only if it is based on the identification and use of adequate tools, first and foremost enhancement plans and Management Plans.

The Italian Ministry for the Cultural Heritage has therefore drawn up – initially only for the sites included in UNESCO’s World Heritage List - a census of Management Plans as mandatory documentation included in the application dossier.

An ad hoc format has been prepared by the appropriate ministerial office, enabling comparison of plan implementation status at the various sites. Review of the documentation on the 41 Italian sites has shown the need to upgrade and expand existing land use and zoning instruments,
by identifying strategic projects able to couple the protection, safeguarding and conservation of sites with their enhancement and optimum management.

This ambitious objective can be achieved through multi-disciplinary contributions which, starting from reorganisation of all information into an overall project, will lead to the identification of resources, defining strategies for the conservation and enhancement of the cultural and environmental heritage present in the territory. This approach will finally see economists and heritage conservation experts working in harmony.

The knowledge-building project should be seen as an open process with a monitoring, a specific geo-referenced databank to be regularly updated, which does not see the heritage asset in the traditional manner, detached from its context, but rather, through the collection of tangible and intangible knowledge, creates true project areas, documenting the cultural history of the territory over time.

Only by adopting this approach can we move beyond conservation, towards overall enhancement of the territory and, above all, implement a new form of planning replacing the outdated zoning concepts of traditional urban and land use planning.

In this regard, reference is made to the methodology guidelines for the management of UNESCO WH Sites issued by the Ministry for the Cultural Heritage, published in the Proceedings of the II National Conference on: “Italian sites included in the UNESCO World Heritage List. Management plans and periodic reporting”. This methodology, which includes the phases of Knowledge, Conservation, Enhancement and Management, is in line with guidelines applying not only to UNESCO Management Plans but also to land use and urban planning pursuant to Legislative Decree no. 42, known as the Urbani Law. For greater clarity, some diagrams concerning the above mentioned phases are attached.
Methodology of the plan

STRUCTURE OF THE MANAGEMENT PLAN

cognitive analysis

planning

implementing actions

monitoring

Methodology of the plan

Awareness

OBJECTIVES/STRATEGIES

OBJECTIVES/STRATEGIES

OBJECTIVES/STRATEGIES

Protection and conservation

OBJECTIVES/STRATEGIES

OBJECTIVES/STRATEGIES

OBJECTIVES/STRATEGIES

Valorization of cultural heritage

OBJECTIVES/STRATEGIES

OBJECTIVES/STRATEGIES

OBJECTIVES/STRATEGIES

Economic valorization

OBJECTIVES/STRATEGIES

OBJECTIVES/STRATEGIES

OBJECTIVES/STRATEGIES

Promotion of the education and communication

OBJECTIVES/STRATEGIES

OBJECTIVES/STRATEGIES

OBJECTIVES/STRATEGIES
METHODOLOGY ROUTE

Faculty of Knowing Cultural Heritage Analysis

Socio-Economic, Technical-Planning Analysis

First Definition of the General Objectives and Strategies

Construction of Plans of Action

Definition of Project Strategies

Verification and Definition of Project Strategies

Carrying Out and Monitoring of Single Interventions

- Awareness Plan
- Protection and Conservation Plan
- Cultural Utilization Plan
- Economic Utilization Plan
- Promotion, Formation and Communication Plan

MONITORING OF THE MANAGEMENT PLAN

UPDATING OF MANAGEMENT PLAN

INDIVIDUATION AREA (to confront with the historical-homogenous zone according to the phenomena well enrolled/other resources)

1. READING OF THE PHENOMENA: INVENTORY

1. INDIRECT INVESTIGATION: CARTOGRAPHIC BIBLIOGRAPHY AND ARCHIVE

   BASE DOCUMENTATION RESEARCH

   THEMATIC DOCUMENTATION RESEARCH

2. INDIRECT INVESTIGATION: TECHNICO-DOCUMENTARY RECOGNITION (urban instruments, projects in action, ...)

3. DIRECT INVESTIGATION (survey and recognition in situ, ...)

ASSOCIATED DATA
EXEMPLA: ARCHEOLOGICAL SITE

Su Nuraxi, Barumini
EXEMPLA: URBAN SITE

URBAN SITE

Justification for Inscription
The Committee decided to inscribe this property on the basis of cultural criteria (i) and (iv).

Tuscany, Historic Centre of San Gimignano

ANALYSIS FOR CONSERVATION OF HISTORIC HERITAGE
Recognition of detractors and problem areas

Tuscany, Historic Centre of San Gimignano
Tuscany, Historic Centre of San Gimignano

Urban Site

Analysis for the management of transformations

Strategic Plan: Urban Routes
Main guiding of the tourist flow in the historic center
Proposal of new routes
URBAN SITE

STRATEGIC PLAN: ROUTES ON THE TERRITORY
Cultural landscape in San Gimignano

Tuscany, Historic Centre of San Gimignano
EXEMPLA: CLUSTER OF SITES

SET OF SITES

Justification for Inscription
The Committee decided to inscribe this property on the basis of cultural criteria (vi), (vii) and (v)

Late Baroque Towns of the Val di Noto (South-Eastern Sicily)
Late Baroque Towns of the Val di Noto (South-Eastern Sicily): Management Plan

Resources in the territory inscribed in WHL