Methodology for an integrated approach

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Why are the WHC, ICH and MOW programmes working separately?

Both World Heritage and ICH operate at the global level and through an inter-governmental mechanism within the framework of Conventions. WHC is listed according to criteria pointing to Outstanding Universal Value.

Related to: Space

Intangible Cultural Heritage

ICH is referred as “Living heritage”, and the important aspects are: whether it is representative of that specific culture, if it has been transmitted generation by generation, and that “ICH” is still being practiced today.

Related to: Community

Memory of the World

MOW has a tripartite registry system at national, regional and global level decided by an expert committee and without normative commitments for States.

Related to: Memory/documents

Why are WCH,ICH and MOW working separately?

The different angles **are unique, irreplaceable and necessary** for a complete narration. But still**, the three programs contribute to the same story**. For this reason, while reaffirming the autonomy and the specific competence of the programs, some form of coordination among them would be welcomed.

- It would mean a more efficient management plan of resources.

Within this frameworks:

AWARENESS RAISING

TOURISM

ACCESS TO INFORMATION

PRESERVATION

Why a methodology for an integrated approach?

All the different expressions (MOW heritage, ICH heritage, WCH heritage) contribute to the manifestation in a specific time and place of the global story. Our purpose is to demonstrate that the three programmes are connected and interact one with each other. Therefore an integrated approach to management would be more effective that the sum of three separate plans.

UNESCO Objectives

- The main objective is to **make the society aware** of the three heritage programs UNESCO has.

- Demonstrate that the three heritage **lists can compliment** each other **giving** a **better perspective** of cultural identity in a region.

- More **efficient use of resources** which contributes to the sustainability management of them.

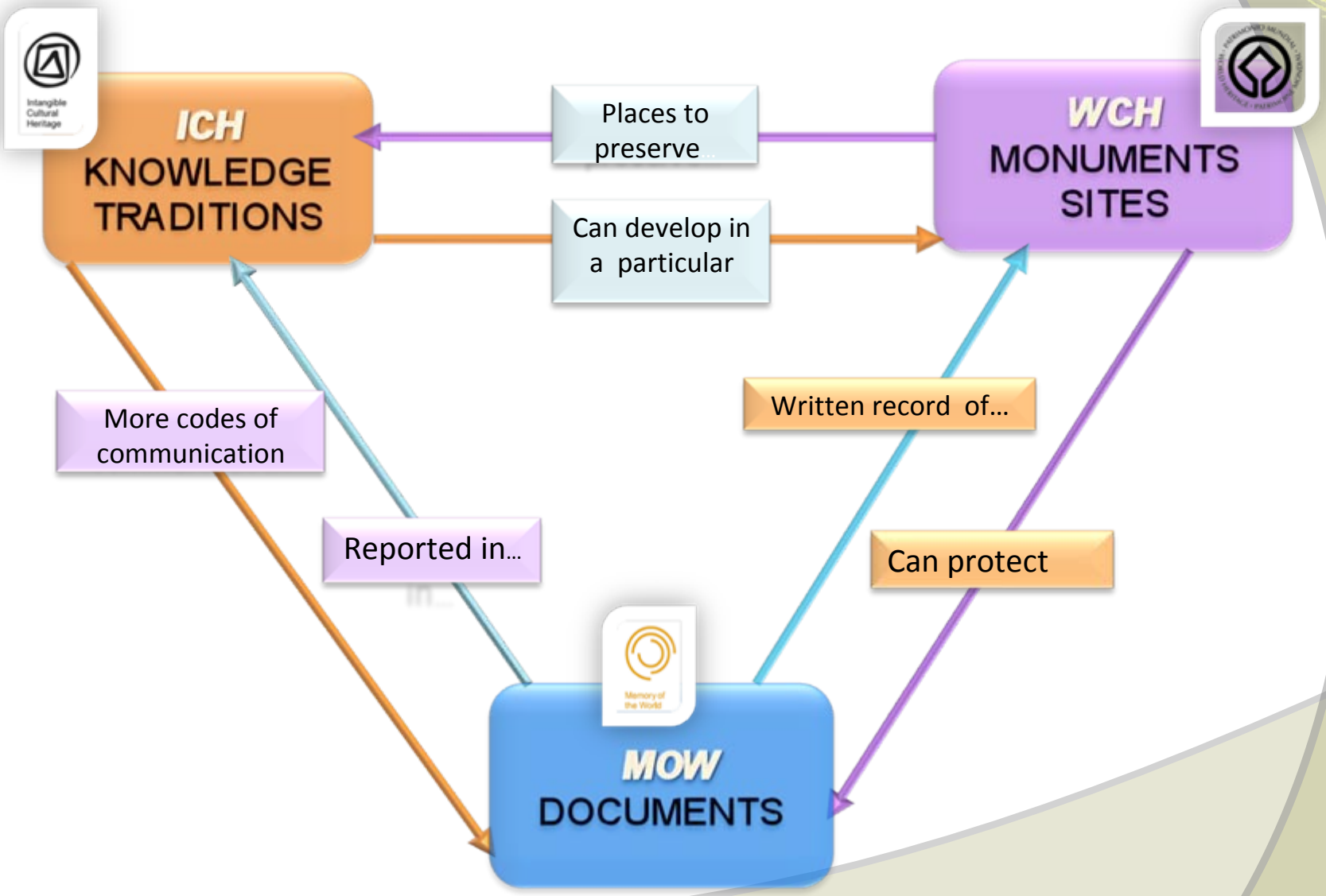
- **Coordination:** to have more **active dialogues** between the three heritage programmes **to improve the coordination management.** It would be more effective way to conserve and promote the culture.

- This approach can **raise awareness a**bout the **integration between the elements,** and could bring **more attention t**o the **conservation** matters.

UNESCO

Strategies\Program	***MOW***	***WCH***	***ICH***
Identification	Nomination process ***Anyone can nominate*** -NO Convention-	Inclusion process ***State Parties nominate*** -Convention-	Inscription process ***State Parties nominate*** -Convention-
Raising awareness	Educational programs and information campaign (about the document)	Educational programs and training programs (about the preservation of the site)	Education, documentation and training programs
Preservation	Conservation of the original document, duplication and digitalization.	Protection and conservation of the site.	Maintaining traditions alive and diffusing them among people
Tourism	Can develop tours, exhibitions..	Management of the tourism to protect and preserve the site (of the over-increase visitors)	??
Access	Technology to increase access to heritage (digitalization, internet)	Integration of the site in the community	Participation of communities, involvement in the program management
Funds	Fund rising?	Fund rising?	Fund rising?

Synergies within the lists



Management implications

- To improve coordination and synergies between the three different heritage programmes to increase awareness and offer more enriching cultural visits for the civil society.

- To provide each programme with the the general information about the other two elements, using visual guides, posters with highlighting notes, personal guided tours within the city, which emphasize the existence of elements that complement the above.

- Promote events, design activities to share the three heritage programs as: actions, awareness rising or educational activities making the population aware about the value of their cultural traditions.

Thailand Example

Conection between Elemments :

Historic Town of Sukhothai and Associated Historic Towns:

Sukhothai was the capital of the first Kingdom of Siam in the 13th and 14th centuries. It has a number of fine monuments, illustrating the beginnings of Thai architecture.

The King Ram Kamhaeng inscription.

The King Ram Kamhaeng Inscription (RK) of 1292 A.D. not only records the invention of Thai language scripts that are the foundation of the modern scripts used in Thailand by 60 million people, its rare detailed description of the 13th century Thai state of Sukhothai also reflects universal values shared by many states in the world today.

Integrated Approach

King Ram Khamjaeng's inscription:

- The text in the **inscription tells us about the physical structure of Sukhothai city**, e.g. the ramparts, malted site with its irrigation system, location of temples which are a clue to a mystery of the Sukhothai lost city.

- The text **enabled archaeologists to discover it and helped drafting the nomination** for its acknowledgement for inclusion as the national heritage and the world heritage, respectively.

Vietnam Example

Woodblocks of Nguyen Dynasty

The 34,555 plates of wood-blocks of the Nguyen Dynasty helped to record official literature and history as well as classic and historical books.

Complex of Hué Monuments (WCH)

Established as the capital of unified Viet Nam in 1802, Hué was not only the political but also the cultural and religious centre under the Nguyen dynasty until 1945.

Nha Nhac, Vietnamese Court Music(ICH)

Broad range of musical and dance styles performed at the Vietnamese royal court from the 15th to mid 20th century. Nha Nhac got highly institutionalized and codified under the Nguyen monarchs (1802-1945) as a symbol of the dynasty's power and longevity, became an essential part of the court's many ceremonies.

Integrated Approach

- **Woodblocs are sources** of reliable history to help to **study, compare**, **review relevant history materials** to assist research in the Vietnamese history.

- In this Vietnamese case, MOW, WCH and ICH, which are managed separately, can benefit from collaboration **providing an understanding of Vietnam's feudal history** and politics, social development, traditions and customs.

- Although preservation and safeguarding are the priorities of all the three programs **awareness-raising among the public** can be enhanced by combining the three heritage programmes to **highlight the integrated story of Nguyen Dynasty to attract the interests of civil society**.

HOW TO IMPROVE THE

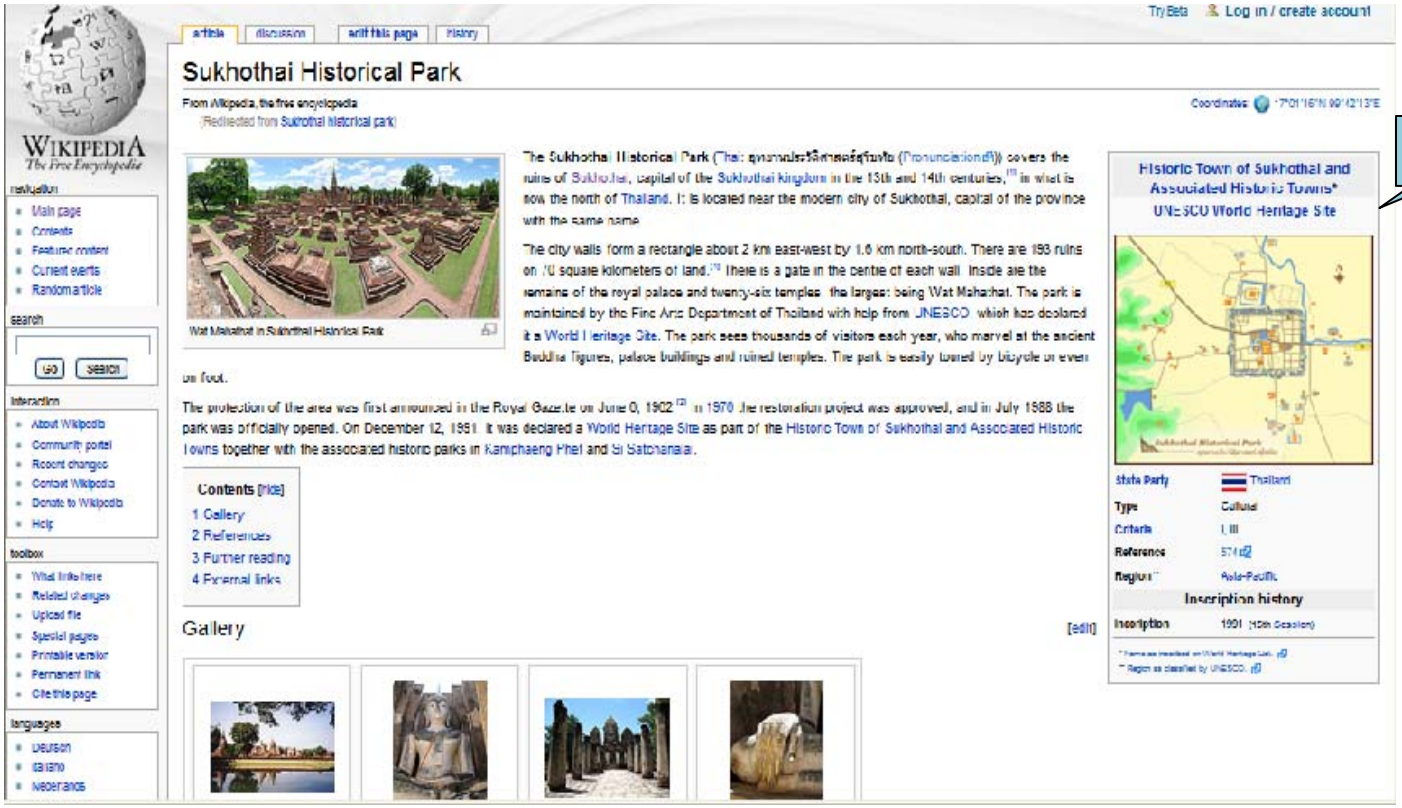
AWARENESS RAISING

TOURISM

ACCESS TO INFORMATION

PRESERVATION ???

Specific Activities



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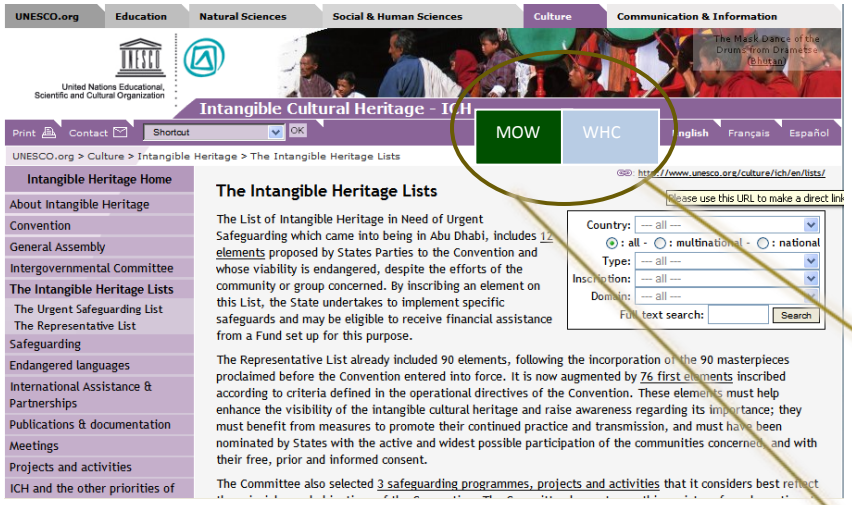
Did you know that you can find 2 more interesting UNESCO heritage elements in Sukhothai?? The King Ram Kamhaeng inscription. [Click here for more information!]

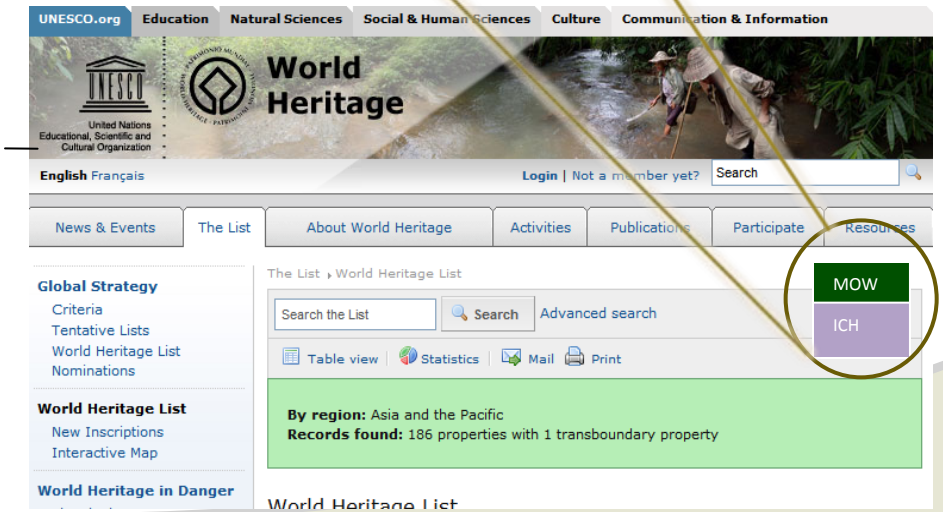
Mobile Downloadable heritage guides:

- Provide at the entrance of the museum/archive/building…. The option to download the information about the MOW heritage element, automatically to the Iphone-PDA-mobile phone… etc. A small guide to understand the meaning of the heritage, explanations, citations of the original document, parts of the audio-video files…

- Provide free downloads of this guides in the Internet: UNESCO's MOW webpage

Join UNESCO's web sites:

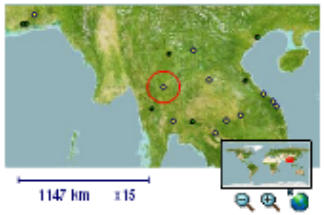




Historic Town of Sukhothai and Associated Historic Towns

Description | Maps | Documents | Gallery | Video | Threats

Thailand
Date of Inscription: 1991
Criteria: (i)(iii)
Sukhothai and Kamphaeng Phet Provinces
N17 0 25.992 E99 47 22.992
Ref: 574



Brief Description

Sukhothai was the capital of the first Kingdom of Siam in the 13th and 14th centuries. It has a number of fine monuments, illustrating the beginnings of Thai architecture. The great civilization which evolved in the Kingdom of Sukhothai absorbed numerous influences and ancient local traditions; the rapid assimilation of all these elements forged what is known as the 'Sukhothai style'.

Other Languages:
English French Arabic Chinese Russian Spanish

Media

NHK World Heritage 100 Series [Windows Media required]

News

Mar 26, 2008 UNESCO and Fine Arts Department Launch New Website for Sukhothai, Si Satchanalai and Kamphaeng Phet

Links

1001wonders.org : visit this site in panophotographies - 360 x 180 degree images
View photos from OUR PLACE the World Heritage collection
Tourism Authority of Thailand
Sukhothai, Si Satchanalai and Kamphaeng Phet website (Thai Fine Arts Department)

Share information among the sites.

Related to this place:

The King Ram Kamhaeng inscription, MOW heritage. See more (Hyperlink)

Methodology for an integrated approach

SUMMARY

- Design an integrated preservation management plan which will be more effective that the sum of three separate plans.
- Compliment the three heritage lists giving a better perspective of cultural identity in a region.
- More efficient use of resources which contributes to the sustainability management of them.
- Coordination/cooperation between the different programmes, UNESCO's units and Government.

Thank you for your attention

Synergy is where different entities **cooperate advantageously for a final outcome**. Simply defined, it means that the effect of the whole is greater than the *sum* of the effects of the individual parts. Although the whole will be greater than each individual part, this is not the concept of synergy. In our case the **synergies between UNESCOS's three heritage lists** means that teamwork will produce an overall better result than if each programme was working toward the same goal individually.