There is increasing emphasis too on the contribution that heritage can make to sustainable development and to social cohesion. This is coupled with the increasingly wide scope of what can be regarded as heritage, including, for example, entire landscapes, urban centres, former industrial and military establishments as well as what has traditionally been regarded as heritage, such as archaeological sites, ruins and great buildings.

The complexity surrounding heritage should therefore compel society to engage in its holistic management rather than to conserve only specific structures, as happened in the past. With the greatly widened scope of what is regarded as heritage, the increasing complexity of the problems facing it, and the need to use it sustainably, whether for tourism or for other purposes, care of the heritage inevitably involves making decisions about what change is, or is not, acceptable. The need to make choices between different alternatives has meant that approaches to the management of heritage areas are changing. Increasingly, it is necessary to identify the particular values (see Part 2.5) of a heritage property in order to decide how it can be changed without having an adverse impact on its values. Managing heritage is increasingly demanding and, at the same time, the outputs and outcomes expected from the management processes are ever greater.

Table 3. *Overview: the greater demands of and on the management of heritage*

The multiple objectives that characterize the growing role of cultural heritage:	The wider obligations of heritage management which result:
Conserving our common past through conventional approaches, i.e. the things we need to do for the property.	Promoting cultural diversity.
	Protecting the natural environment (particular ecosystems in and around sites).
Cultural properties maintaining important social and economic functions.	Protecting less tangible assets within properties (communities, cultures and knowledge).
Cultural properties maintaining strong links with communities and contributing to society.	Providing vitality to communities.
Conserving the added tangible and intangible expressions which result.	Permitting continuing compatible land uses or economic activity.

More and more importance is being given to the overall framework that defines the management system and the management culture (see Part 4).

What we mean by a 'management system' for cultural heritage

'Management' is about processes – the 'judicious use of means to accomplish an end',[25] a meaning compounded by the etymology of the word.[26]

The term **'management system'** can be explained as a series of processes which together deliver a set of results, some of which feed back into the system to create an upward spiral of continuous improvement of the system, its actions and its achievements. Some form of

25. Definition provided by www.merriam-webster.com/dictionary/management
26. 'The verb manage is thought to come from the Italian *maneggiare* – to handle, manage, touch, treat – which in turn derives from the Latin *manus* (hand). The Old French word *mesnagement* (later *ménagement*) – the handling or training of horses – influenced the development in meaning of the English word management in the 17th and 18th centuries.' en.wikipedia.org/wiki/Management – Oxford English Dictionary.
T. F. Hoad. 'manage.' The Concise Oxford Dictionary of English Etymology. 1996. Encyclopedia.com. (February 20, 2012). http://www.encyclopedia.com/doc/1O27-manage.html