

3 Understanding management in the World Heritage context

Part 3 describes the World Heritage Convention. It describes what the Convention requires its States Parties to do; what it says about the management of World Heritage properties, and the role of the *Operational Guidelines* (Parts 3.1 - 3.3). It explains crucial concepts such as Outstanding Universal Value, authenticity and integrity, and procedures such as Periodic Reporting and Danger Listing (Part 3.4).

It then reviews measures that continue to be taken by the World Heritage Committee to improve the operation of the Convention. These take the form of decisions cast in the form of 'Strategic Guidance' to States Parties and revisions made to the *Operational Guidelines* as a result of accumulating experience in implementing the Convention (Parts 3.5 - 3.7). A final section describes the strategy for capacity-building in World Heritage work (Part 3.8).

3.1 What is World Heritage, the World Heritage system and its requirements?

The concept of World Heritage of Outstanding Universal Value was crystallized in 1972 when UNESCO adopted the *Convention concerning the Protection of the World Cultural and Natural Heritage*, more often known simply as the World Heritage Convention. This introduced into international legislation the idea that some heritage in the world was of such importance that it was of value to all humanity, and that responsibility for its management was of more than national significance, even if the primary responsibility remained with individual nations. This concept was so attractive that 190 States Parties have now ratified the Convention and nearly one thousand properties have been inscribed on the World Heritage List.

Forty years later, the original concept thrives but its application has changed almost beyond recognition because of changes in the context in which the Convention is applied. These are due to the sheer number of World Heritage properties and the evolution of World Heritage processes; but especially to the development of the concept of heritage, particularly cultural heritage, over the last forty years. The need for appropriate management of World Heritage properties has been increasingly recognized over that period.

Most of the cultural sites that were the first to be inscribed on the World Heritage List in 1978 were monumental, archaeological or urban in character, although there were already some that were industrial or associative in value. Since then, the concept of cultural heritage has widened almost beyond recognition in acknowledging that humanity has had an impact on the whole of the globe. Evidence of this impact can be regarded as heritage, even if most of it would not be deemed to be of Outstanding Universal Value.

Similarly, the application of the Convention has expanded to include not only the great buildings and urban centres of the ruling classes through the ages, but also the equally significant, if more fragile, evidence of the basic processes by which humanity has developed society and its economic basis. As a result the nature of the properties inscribed on the World Heritage List has expanded to include evidence of science and technology, industry and agriculture, and to embrace the concept of cultural landscapes. This process has meant that the management problems facing World Heritage properties are very much more complex than they were in 1972.