

1 Introduction

Part 1 outlines the purpose and aims of the manual and describes how it is organized (Part 1.1). It also lists the fundamental UNESCO documents concerning the World Heritage Convention and publications of the World Heritage Centre that this manual complements (Part 1.2).

1.1 Introduction to the Resource Manual

The aim of this Resource Manual

The concept of 'management' emerged comparatively late in the forty-year history of the World Heritage Convention. But the requirement to achieve the outputs and outcomes of successful management – identification, protection, conservation, presentation and transmission to future generations of heritage of Outstanding Universal Value – has been there from the outset. Over the years, achieving these ends has become more complex because of the increasing pressures of the modern world and also because of the widening range of what can be inscribed on the World Heritage List, for example, rural cultural landscapes.

These new challenges, along with other factors, have led to some pressing needs, including:

- establishing common ground for defining, assessing and improving management systems and, in turn, favouring exchange of good practice and the evolution of improved approaches to management;
- delivering practical guidance and tools for everyday management practice that recognize the increased number of parties involved and objectives to be achieved;
- increasing awareness of the diversity of the management problems faced by States Parties but also their common ground, so promoting wider cooperation to overcome them.

It is in this light that the Resource Manual for *Managing Cultural World Heritage* has been produced to help States Parties to manage and conserve their heritage effectively and protect values, in particular the Outstanding Universal Value (hereafter 'OUV') of their World Heritage cultural properties. In this regard, the *Operational Guidelines for the Implementation of the World Heritage Convention* (hereafter 'OG') declare that each World Heritage property 'must have an adequate protection and management system to ensure its safeguarding' (OG para 78). The OG go on to say that 'The purpose of a management system is to ensure the effective protection of the nominated property for present and future generations' and that 'an effective management system depends on the type, characteristics and needs of the nominated property and its cultural and natural context' (OG paras 109, 110). This manual places particular emphasis on understanding management systems and on ways to improve them for effectively managing cultural properties.

The manual provides guidance for States Parties and all those involved in the care of World Heritage cultural properties on how to comply with the requirements of the Convention. It also aims to help States Parties to ensure that heritage has a dynamic role in society and harnesses, but also delivers to others, the mutual benefits that such a role can create.

This Manual deals only with the management of cultural heritage sites. Natural World Heritage properties have many similar issues but they also have different problems. IUCN has produced a companion Resource Manual on the management of natural properties.

Who is the Resource Manual for?

This manual is intended as a tool for capacity-building for the effective management of heritage, and for World Heritage properties in particular. It is designed to help all practitioners: