Practicable Functions of Charters and Principles in Urban Cultural Heritage Management

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Heritage …

... and urban identity / pride
... is more than history
... needs community participation and involvement
... leads to well-being / human security
... is critical to job creation and poverty alleviation
... helps preserve intangible local cultures
... strongly influences sustainability goals
... through localization, contextualization & customization.

(http://www.gdrc.org/heritage/doc-repository.html,
accessed on 19 May 2006)

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Which heritage ...
Which creative economy ...
Which place making ...
Structure of presentation

- Heritage, tourism, & creative based cultural industries
- Whose values?
- Urban place making and commodification
- Valuing and managing the urban heritage
- Charters and Principles
  - The Venice Charter, 1964
  - Principles for the Conservation of Heritage Sites in China
  - The Nara Document and Hoi An Protocols
  - Conclusion and signification

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Issues discussed in the presentation

\[ \text{H} = \text{Heritage commodification} \]

\[ \text{W} = \text{Whose values?} \]

\[ \text{V} = \text{Valuing & managing urban heritage} \]

\[ \text{P} = \text{Place commodification} \]

Heritage

Creative based cultural industries i.e: tourism

Place making
Planning & design

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Heritage, tourism, & creative based cultural industries

**Why**

- A rise of popular interest internationally in social histories, in urban cultural heritage, and in heritage management.
  - The attractions of heritage places increase the productive tourism industry

- **240 million international journeys annually involve some element of cultural tourism.** McKercher and du Clos (2002)

- **The link between heritage and tourism is unavoidable at least economically** for most developing countries:
  - The Institut Teknologi Bandung
  - Benteng Vredenburg in Yogyakarta
  - Taman Mini Indonesia Indah

- In designating the urban heritage places, it involves the place making and creative based cultural industries.

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Heritage, tourism, & creative based cultural industries

- What are the criteria of heritage place making in urban places in developing countries?

  - East Asia recognized the importance of **non-material heritage**: living heritage and intangible values associated with places or objects.

  - In the Western tradition the main criteria for identifying heritage sites have been **architectural style and historical significance**.
Heritage, tourism, &
creative based cultural industries
Heritage, tourism, & creative based cultural industries

- What intellectual and analytical mechanisms can we use to assist the designation of urban heritage place making?

  - Once particular urban areas have been designated as the heritage places, appreciate and expect tourism activities for economic support for the conservation efforts.

  - Visitors’ and tourists’ needs are considered as part of the place making, site planning and interpretation at urban heritage places in developing countries generally.

  - The relationship between conservation and creating more economic activities and richer cultural industries is never a simple one. This is more problematic when the conservation issue is related with the justification mechanism of the place makers to designate the heritage places and manage them.
Whose Values?

Cultural relativism?

- Whose values are to be addressed and whose heritage is it?

- Western or Colonial conservation canons that inform various charters are not supposed to be imposed persuasively on other cultures.
Whose Values?

Many urban places in developing countries, even where a national icon is concerned, embrace ordinary as well as everyday life.

The Kraton and palaces: the place and structure itself evoking for most visitors and tourists astonishment, sits in an urban cultural places of stunning character and any tourist as a temporal consumer of the place can feel the observable relationship between the Kraton as a monument and its setting as part of a local and indigenous cosmology.
Urban place making and commodification

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Urban place making and commodification

- Visitors and tourists consumption is a place-creating and place-altering activity. These are economic activities that shape the use, location and distribution of resources.

  - promotion of certain images and the very act of consuming places can impact on the authenticity of the urban environments.

- A paradox is that the commodification of cultural industries often results in the heterogeneity of the city being diminished (Hubbard, 1998).
Urban place making and commodification

- The construction of places for cultural tourism can have controversial cultural, social and spatial implications. As places evolve to meet the needs of consumers, culture and urban heritage are redefined as commodities that can be bought and sold.

- In redeveloping places to make them more attractive for tourist consumption, seemingly ‘undesirable’ elements of places are removed and the fabric of the urban environment is ‘enhanced’.

- Urban regeneration strategies which promote urban cultural attractions for tourism and other leisure activities create distinct environment of consumption within the city that are separated from the surrounding ordinarily built environment.

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Urban place making and commodification

- Commercialize urban culture in order to promote tourism opportunities and economic growth. The urban cultural environments in many cities in developing countries are now sold as places of leisure.

- the construction of these places as centers of consumption.
- Yet the consumption patterns of tourists themselves possess the ability to shape and change the nature of places.
- in attempts to make the places more attractive to tourists and secondly as the place itself adapts to meets the needs of tourists.

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Valuing and managing the urban heritage

- Significance of urban cultural landscapes and ideas of the ordinarily sacred.
  - The realization that, in addition to our national cultural heritage icons, it is the places, traditions, and activities of ordinary people that create a rich urban culture into place making,
  - particularly through recognition of the values that people attach to their everyday places and harmonizing sense of place and identity.
Valuing and managing the urban heritage

Who culture we are presenting and why?

- what is culturally valuable from the past; the past lives on in memory of people, of events and of places through time rather than concentrating on the material fabric which can change or be replaced.

- change and repair to fabric are accepted as the norm without detracting from the spirit of the place.
Charters and Principles

What is or can be the role of charters and principles in assessing the values assigned to urban cultural heritage places and their management?

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Charters and Principles

● Significance

- It is a difficult word to elucidate readily. A dictionary definition is ‘concealed or real meaning’. But this suggests more ambiguity, because, in heritage management, we are invariably dealing with concealed meanings.

- These must be elucidated through subjective assessment and analysis of objective data and cultural traditions that govern the way people have done things to shape their surroundings, creating the cultural places and landscapes we attempt to assess.
Charters and Principles

- The fundamental role:
  - to offer statements or principles and guidelines for the conservation and management of places of cultural significance where conservation is regarded as an integral part of the management of these places.
  - have a professional ethics role in guiding the conduct of cultural heritage conservation practice.
  - address what is meant by such things as heritage values, conservation, significance, and the steps involved in the heritage conservation planning process.

- ‘Every country now has national legislation to protect its heritage, but not all have a guiding methodology for effective implementation of conservation practice’
Conclusion and signification

- The Nara Document on Authenticity and Hoi An Protocols lead to a concluding discussion of **relevance in the developing countries context**.

- Both refer to **the need to determine authenticity**
  - In this they will have various matters in common, including the advisability of ensuring multidisciplinary collaboration; ensuring attributed values are representative of a culture and diversity of interests; and the need to update authenticity documents in the light of changing values and circumstance.

- **No particular group(s) should be privileged over others who are cultural stakeholders in the heritage place.** It also means ensuring that cultural context is fully appreciated and that there may need to be a change in how a place or site is recognized and interpreted.
Conclusion and signification

Given that Charters and Principles set the basis for conservation practice, and the widening understanding of authenticity, it is timely that developing countries have their own documents to address regionally meaningful management of the rich tapestry of their cultural heritage places and living traditional environments.

- The Ministry of Culture and Tourism, the Indonesian Network for Heritage Conservation and ICOMOS Indonesia have jointly published ‘Deklarasi Pariwisata Alam dan Budaya Indonesia’ in September 2004. It eloquently stresses the heritage of Indonesia as the legacy of nature, culture, and saujana, a weave of the two.
Conclusion and signification

- INTACH (Indian National Trust for Art and Cultural Heritage) in New Delhi is preparing a charter specifically for India that addresses a philosophy of conservation, concepts of living heritage, vernacular heritage and other categories with an Indian context (http://www.intach.org/home.htm).
- Many websites dedicated to raise awareness of heritage management, such as: Jakarta Heritage (http://www.heritagejkt.org/),
- Latin America and the Caribbean (http://www.iadb.org/sds/SOC/site_5224_e.htm),
- African Urban Heritage Foundation Ltd (http://www.auhf.org.uk/),
- Iran Cultural Heritage and Tourism Organisation (http://www.iranmiras.org/),
- Singapore National Heritage Board (http://www.nhb.gov.sg/MCC),
- The Ortygia (http://www.culturalheritage.net/ortygia),
- Cultural Heritage Search Engine (http://www.culturalheritage.net/).

○ There will be others.

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Thank you