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# COMUS

Community-led Urban Strategies for Historic Towns

## Workshop: Heritage Management

Yerevan/Armenia

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# Outline

- Management
- Heritage
- Heritage Management

# Management Definition

*„Management is the process of reaching organizational goals by working with and through people and other organizational resources“*

# Management Functions

1. Planning
2. Organizing
3. Influencing
4. Controlling

# Management Techniques

To concretize Organizations and Leading policies, you can use different techniques of Management, also named „Management by“

Specific aspects of Leading will be considered (e.g. target settings, delegation etc.) and their consequences to the Organization

# Management Techniques

## Management by Objectives

*Identification of **common goals** and each others individual`s major areas of responsibility*

## Management by Exception

*Focus on identifying and handling **cases** that **deviate from the norm***

## Management by Delegation

***Delegation** of tasks, competences and responsibilities*

## Management by System

*Process of **System controlling***

# Management Tools

e.g. Integrated Management Methode

- |                 |                   |
|-----------------|-------------------|
| 1. Analysis     | starting position |
| 2. Formulation  | goals             |
| 3. Establishing | measurements      |
| 4. Provision    | use of resources  |
| 5. Realisation  | Implementation    |
| 6. Evaluation   | results           |

# Heritage Definition

*„Heritage Social & political construct encompassing all those place, artefacts & cultural expressions inherited from the past which, because they are seen to reflect & validate our identity as nations, communities, families & even individuals, are worthy of some form of respect & protection.“*



# Heritage Management

- Coordination & Project Management
- Network & Science
- Public Relations
- Monitoring
- Education & Mediation

# Integrated Approach

## Example Management Plan Regensburg

**Objective: Preservation of the World Heritage asset through (early) risk detection for the World Heritage asset, Conflict resolution support, Approval of building projects**

