

**AREAS OF KNOWLEDGE FOR HERITAGE WORK ESTABLISHED BY THE PARTICIPANTS  
OF THE WORKSHOP<sup>i</sup>**

**(Presented in order of importance for the region)**

**1. HERITAGE MANAGEMENT**

- Familiarity with collections management methods
- Knowledge of heritage management approaches such as integrated management & values-based management
- Ability to develop and implement clear heritage management plans

**2. PRESERVATION & CONSERVATION**

- Familiarity with scientific principles and examination methods
- Knowledge of causes of decay & deterioration of materials used in heritage
- Ability to design appropriate maintenance programs for the heritage
- Ability to create preventive care programs for collections
- Understanding of treatment methods and criteria for selection
- Familiarity with natural resource management issues and concerns as they affect or interface with cultural resources
- Ability to determine reasonable use and access to heritage and objects while protecting them from physical damage

**3. ETHICS AND PROFESSIONAL CONDUCT**

- Familiarity with the local, regional, national and international professional standards and guidelines, and their application to local heritage resources
- Understanding of professional codes of conduct
- Familiarity with the professional terminology in the individual's area of heritage work
- Familiarity with national and international professional organizations, their aims and roles in heritage practice
- Understanding of the political, economic, social and cultural contexts of heritage in local, national and international arenas; implication of issues such as globalization,

environmentalism, sustainable development, biodiversity and cultural diversity

#### **4. GENERAL MANAGEMENT**

- Ability to prioritize activities and assignments; adjust priorities as required
- Allocation of appropriate time and resources for completing work
- Ability to monitor tasks and activities
- Ability to speak and write clearly and effectively as required by various audiences
- Knowledge of various specialists involved in heritage care and their roles
- Ability to work collaboratively with colleagues to achieve organizational goals
- Ability to work with communities, integrating their needs and concerns in heritage activities
- Familiarity with information technology
- Ability to undertake financial planning and budgeting
- Ability to do fundraising and write grants

#### **5. RESEARCH & DOCUMENTATION**

- Knowledge of methods of identification, assessment, documentation and registration of cultural resources, and ability to implement them.
- Ability to undertake research for tangible and intangible heritage utilizing accepted professional methodologies
- Ability to communicate clearly in writing
- Knowledge of the purpose of inventories and methods of creation, and ability to implement them
- Understanding of the importance of provenance of objects (museums) & ability to undertake research in this area
- Understanding, creating and using collection catalogues

#### **6. LAWS, REGULATION AND GOVERNANCE**

- Knowledge of relevant cultural resource legislation and regulations
- Familiarity with cultural resource management (CRM) policies and guidelines
- Political, economic, social and cultural contexts of heritage in local, national and international arenas (considering elements such as globalization, environmentalism,

sustainable development, biodiversity and cultural diversity)

- Understanding of the mission and objectives of the organization where the individual works
- Familiarity with intellectual property laws and their implications for cultural heritage
- Familiarity with WIPO's Geographic Indications

#### **7. ACCESS & USE**

- Conceptualization, organization, design and evaluation of exhibitions
- Creation of interpretation for various audiences based on needs assessments
- Creation of outreach programs and events for various audiences, including on-line
- Ability to work with communities and assure their access (physical, intellectual and emotional) to the heritage
- Design, implementation and evaluation of education programs
- Organization of income producing activities
- Marketing of heritage programs and events

#### **8. HISTORY & PHILOSOPHY**

- Knowledge of the evolution of concept of cultural heritage and preservation, nationally and internationally
- Identification of values and significance of heritage sites, buildings or objects
- Familiarity with the history of technology relevant to the heritage under consideration
- Familiarity with criteria for choice of preservation/conservation methods applicable to the heritage under consideration

#### **9. HERITAGE AND TOURISM**

- Ability to discuss with the appropriate authorities the impact of tourism on heritage, and the importance of establishing rational policies supporting sustainability
- Ability to develop, implement and monitor strategies and actions for the protection of sites from the excesses of tourist pressures
  - Ability to plan for forms of tourism which are sustainable, appropriate, relevant and able to engage the local community and local cultures
  - Ability to evaluate and monitor the processes of environmental, social and cultural change as they affect and are affected by tourism and the behaviors of tourists

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<sup>i</sup> The discussions during the workshop were based on lists compiled from competencies identified by international professional sources. See background document for list of documents consulted.