

## VALUE ENGINEERING IN CULTURAL HERITAGE

Arash Zia-Abadi<sup>1</sup>

**Abstract:** The diversity of damaging and destructive factors in ancient sites highlights the importance of discussing the conservation interventions. Therefore, the value is expressed in line with physical health, and taking into account the integrity and conservation of the intrinsic identity of each monument based on its originality in interaction with the environment. Therefore, focusing on value-based planning and technical review of the project, attempts have been made to explain and eliminate the ambiguity in the similarity of these two, and to create incentives for the application of value engineering by professionals at all levels of planning. This study attempts to study the meaning of value based on the reading of components and its semantic subsections in the field of conservation, and recognize the factors that influence the change of value perspective in the communities, in fundamental-theoretical method and based on the descriptive nature.

**Keywords:** Ancient, Conservation of Historical Monuments, Originality, Value, Value Engineering

### Introduction

In this paper, a list of the risks and challenges that ancient places are faced with, is presented, and it examines the causes and consequences of these hazards and proposes to preserve and reduce their destructive effects, with an analytical approach from the point of view of engineering value.

It is clear that the risks associated with the survival of these monuments are made up of a wide range of resources related to the development of modern societies. However, conservation efforts show that assessing the causes of the destruction of monuments and responding to these threats, is the only way to minimize the effects of these various factors.

International Council on Monuments and Sites (ICOMOS) has focused on in-danger monuments in a document entitled "Heritage in Danger";

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<sup>1</sup> Faculty Member of the Institute of Cultural Heritage

the dangers introduced include a range of natural factors related to development, including pollution and mass tourism. In addition, the report focuses on identifying the threats associated with industrialization and related constraints.

There are different philosophies and ideas for protecting ancient sites. In addition, in some cases, the development of tourism and the importance of economic aspects can be some significant factors. It should be noted that there are no separate factors to maintain a place, and people believe that conservation should be considered in different ways. Threats can be easily introduced. However, we should consider the patterns of destruction that affect the ancient sites. The concept of risk can examine this measurement scale and, in some recent evaluations, it has addressed cultural heritage conditions.

### *1. The Destructive Effect of the Development on Ancient Monuments:*

Development is undoubtedly one of the main causes of harm to the monuments, which destroys the cultural perspectives and destroys thousands of unregistered cultural places. In many cases, the reduction of ancient heritage may be inevitable by adding this

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component to existing domains or planning strategies. Unfortunately, in many cases, this does not happen due to the weakness of cultural heritage integration in the economic and social spaces. In existing places, the lack of adequate planning scales may quickly lead to irreversible and even destructive effects.

### *2. Impact of Pollution and Processes of Industrial Development:*

The separation of industrial development from pollution is impossible. In developing countries, the effects of pollution have a very tangible impact on the pollution of ancient spaces due to the lack of planning and the lack of sufficient diminishing tools.

### *3. Tourism and Spatial Conservation:*

Such activities carry a wide range of harms, or even partially, the destruction of various aspects of the monuments. Occasionally, tourism is accompanied by the lack of anticipation and utilization of the necessary facilities in ancient places, which severely damages these places. Similarly, a prohibited place or similar items may create incentives to people for visits that

often creates the behaviors close to destruction.

#### *4. The Effect of War On Cultural Heritage:*

Destruction can take place on the other community symbols in a systematic way during military wars, which seeks to deny the right of a community to its lands. This is the case for the destruction of mosques in Bosnia and the progression of the famous Bosnian problems in Mustafa or the attacks on mosques in Sinai in Israel and Palestine.

#### *5. The Issue of Plunder:*

The plunder is caused by the much demand for ancient issues in international antique markets. The view that foreigners are trying to find gold is common among many countries, and unfortunately the usual response to this case is to dig places to find valuable items by archaeologists.

#### *6. Archeological Excavations, A Damaging Factor:*

In many cases, drilling projects do not address the conservation of existing structures and, as a result, a series of prohibited places are created where archaeological evidence is lost there, due to the erosion and

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uncontrolled depreciation of these sites. Unfortunately, archaeologists do not always believe that they are responsible to preserve these places.

#### *7. Damage Caused by Inappropriate Actions:*

Conservation, although often done for positive purposes, but non-skilled and untrained personnel, the use of old methodologies or incompatible materials, and the change in appearance due to unauthorized restoration as repairing, in many cases, give rise to discussions on the threats of historical monuments.

The most of the reconstruction is irreversible, although they do not improve the understanding of the place and the building, and it is even possible to distort it historically. Contrary to extreme measures of rebuilding, the lack of maintenance is the main reason for many failures in many monuments.

#### *8. Management and Legislative Defects as Factors of Monuments Deaths:*

Non-transparent definitions of the ancient position of buildings that are considered as the personal property, unknown ownership of protected areas, as well as poor act of cultural heritage in

urban and developmental plans are some of the defects, in addition the lack of training, penalties and appropriate incentives to improve the efficiency of personnel in organizations responsible for maintaining and restoration of buildings.

### **The Value of Engineering Position in Conservation:**

In the conservation of monuments, threats can be classified into two categories, those that have heinous and sudden effects and those that have gradual effects. It also identifies the importance of conservation of buildings and emphasizes the importance of training, management, awareness raising, maintenance and essential programs as special measures to reduce the effects of degradation of these phenomena; at the same time, a process should be considered based on the identification of values and the scientific researches, and the aesthetic range should be determined. Therefore, the first step is towards a mechanical perspective, and the second basic step is the individual recognition, which reflects the way these values affect the resources.

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access to the hardest part of development is the conceptual framework of the heritage conservation management program, which seeks the value and benefit as the main components of programs critical to the current conditions and long-term conservation of monuments.

In expressing the physical conditions of heritage artifacts, buildings, etc., four components of message, phenomenon, past, and value should be considered effective (Mojabi, 2010). In the content of management plans in which protective projects are developed, cultural significance should be emphasized.

The value-based debate opens up our eyes to the other issues and opens up the possibility of using intercultural experiences and different disciplines in terms of decisions and practices. The discussion of values is necessary because these questions have an optimal response, and a solution to the problem of values gives us an analytical instrument and a functional and research process in the subject.

### **Values in Conservation:**

Value is multifaceted and there are two main modes of conservation for nominal value.

The first and foremost issue is that value is in relation to the ethical principles and aspects.

Second, the value points to the characteristics of the components and objects, which deals with the values and characteristics of places, buildings, artifacts, and perspectives. Below are the wide features of economic topics and different symbolic fields as well as the definition of their values.

- A building or a heritage site has several types of values, and has different characteristics that promotes motivation in these places and provokes the resilience of spatial values.

- In most sectors, heritage values are not inherent, but are changeable subject related to content, including items such as age, size, and different factors.

- In a general statement, the value changes from a society to another one (Hojat, 2001), and the way of the expression of these values is largely dependent on the individual's perspective.

Different prisms have been presented in relation to values, and in general values usually require constant aspects, while they also have important information, and we believe that these values are often a combination of different subjects and wide-ranging evaluations and assumptions.

In order to support the topic of cultural heritage values, it is better to provide a typology as a common reference point. Most cultural heritage sites have scales, and the following are some of the most important ones. In addition, no typology and terminology can accurately explain the values of each place.

### **Historical and Artistic Values:**

It simply provides a physical connection to the past, and this heritage can be presented for different historical values (For example, the church of Rome).

### **Civil or Social Values:**

Represents the way in which different parts of a social group live and work together in a community and interact with each other and create different conditions for civil society (for

example, the Central Plaza in Guanajuato, Mexico).

**Religious or Spiritual Values:**

Heritage has a spiritual value related to the beliefs or activities of a religious group.

**Symbolic or Identity Values:**

Expresses the capacity of a monument to stimulate or maintain group identity or the other social relationships that are caused by a relationship with a monument.

**Research Values:**

Heritage sites, especially ancient places, are full of information and works of the past. Information that is unique to them, and has a potential and real value for research, education and knowledge creation.

**Natural Values:**

The natural value of the heritage seems to be related to its role in the ecology of a particular natural society. In addition to social values (a heritage site may be a function of natural resources, green spaces and open spaces or parts of the watershed).

**Economic Values:**

Economic values form a powerful and distinct part of the heritage values. Each heritage site has a set of economic values that require investment for these values and leads to economic benefits.

Some of these advantages can be traded in markets and it is possible to express them on a price basis. Economic values are often used to describe other types of values in terms of price variation, and this is a probabilistic hypothesis.

**Conservation of Values' Form and Conservation Decision:**

Conservation is a complex and often contradictory process that requires the identification of different issues. The decisions about the conservation are defining of cultural content and social trends, and of the political and economic forces that are constantly changing (Talebian, 2005). Social groups are present in different places and times, and include the different roles and issues in terms of material heritage, and therefore it is possible to change them based on the past and the future. Conservation in this

case is not just about the storage of past physical remains. It relates to the expression of things in our relationship to ourselves and to the present and future generations. What matters to us is what values exist in our area and why we should focus on these different groups. Since the social perspectives and beliefs can change during the time, therefore there are expectations of changing the meanings and values based on the cultural heritage. As mentioned above, understanding the conservation of historical and cultural monuments will be directly related to the understanding of the components that affect the value, and the best way to choose protective practices based on the understanding of value (Moradi, 2011); the material heritage has a value related to the past issues, and studies on the conservation of ancient sites strongly emphasize the shape and transformation of cultural heritage values. Choosing the right location for drilling, how long it takes for surveys, to determine the methods and levels of team intervention, and protecting the location and range of access to the various subjects are crucial issues in determining the ways of

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expression of different values, which plays an important role in ancient places.

### **Changes in Conservation Area:**

The area of conservation has made significant advances in various aspects over the past 20 years, in particular, in general approaches. This is especially true about the architectural conservation and historical and archaeological sites. Through comprehensive planning for managing cultural sources and the use of interdisciplinary and integrated approaches, one can express the constituent environments and examine changing conditions in contemporary society.

An important factor in protecting the evolutionary attitude has been the "cultural significance". According to 1964 Charter, the study of the issue of cultural significance and the consideration of historical and beautiful values in the content of a site, should be given priority. However, by the early 1980s, the evaluation of cultural values and significance as a separate part of the conservation process in policy documents had not been carefully considered. Both charters in Burra and

the Secretariat of the United States Standards focused on this issue, providing a variety of documents and explaining the subject from the different perspectives. As a practical matter, the use of integrated planning methods has been safeguarded in an effort to integrate more effective decision-making processes that have evolved by Australian ICOMOS at the US National Park Service, Canada Park, the English Heritage section, and many other governments and non-governmental organizations (NGOs).

Applying these holistic approaches will have an impact on management plans and preserve the vital tools for the ongoing conservation process. Ultimately, important issue for management plans is that it should be derived from value and be developed through a series of interdisciplinary and segregated processes. This collaborative planning process can be a major long-term factor in protecting the program itself. Conservation is often accompanied by some problems, and the contradiction that exists here is that we have not yet created a general scientific body for informing the implementation of integrated and value-centered

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planning processes and still do not differentiate the sufficient experiences of program processes to create a scientific process.

### **Integration of Values with Conservation Planning Activities:**

The current climate of globalization, technological advances and political contradictions and social mobility, along with the expansion of participatory democracies and market economies, have made it possible for cultures and societies to rapidly change. None of these processes are new in general, however their integration has created a totally different environment of social relationships, which was formerly the dominant area of conservation. These social variable conditions lead us to strategic action to ensure that heritage conservation can be responsive to cultural values and related conditions and create a sustainable process.

J. O. Brien believes that the question "What does this component do?" must be answered for each function with two words (a noun and a verb), 1976 (Brien, J.O.).



## **The Process of Valuation and Value Is Also a Verb:**

Material heritage conservation is a visible function in all cultures and is a function of social sections and factors involved in human and social development. An important factor in this regard is the pursuit of different conservation of cultural heritage aspects, which sometimes has a strong impact on the various subjects.

The inheritance of ancient civilization, as an array of artifacts and arranged with lasting and inherent narrative power, ancient sites have an inherent potential for providing historical information among other things. This long-standing, durable, potential for global knowledge and knowledge of the gradual evolution of human beings and society speaks of the global quality of cultural heritage that cannot always be linked to a specific field.

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The concept of values here has expanded in almost in a static state, as a characteristic of a place that can be fairly described and measured.

### **Who Does the Valuation?**

In general, in the most cases, the answer is that beneficiaries, individuals, groups and institutions do so, with the interest and desire for legacy results and conservation issues.Values are not intended for them. Rather, they are more likely to evaluate and interpret the goal. Therefore, processes that shape legacy values, that is, the processes that shape these beliefs, are important not only in terms of rationalization but also from theothers issues' point of view.

Nevertheless, there is an essential link between the interpretation and the attribution and detail of the values and desires and interest of the various beneficiaries. Therefore, it is important to know who the beneficiaries are. Traditionally, political agents and investors are the most influential beneficiaries.In terms of the concepts of

the words equality and social equality, the beneficiaries should be those whose voices are political, and their decisions are usually soft and silent. (Poor, minority groups without freedom and exploitation). In addition, beneficiary groups may exceed the range of people around that location, or it may include people who have already been living near places but have recently moved away. Focusing on the beneficiaries will open up the broader scope of participation in the conservation. As a result, pursuing more guarantees for larger partnerships, in certain ways, is the important for the conservation designers and site managers.

The ultimate goal is to provide a meaningful and balanced representation of the heritage values that, as done by foreign people, by in-land people in the decision making and planning process.

### **Evaluating and Balancing Values:**

The analysis and the value engineering is a well-organized approach with the goal of determination of the exact cost. (Miles, 1961). The relationship between location, values, and beneficiaries' proportions confronts

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the professionals with two distinct challenges in planning and management, evaluating the values and balancing the values.

In the most cases, cultural significance returns to a narrow range of heritages, rather than cultures. Importance, stabilizes the meaning of a place more in line with its specialized evaluation, while the most people agree that the meaning of a place is usually somewhat interconnected and always changing. We believe that a dialogue about heritage values can act as an international dialect for many beneficiaries of heritage conservation. Another important challenge for the conservation plan is to find ways to unite in-land partnership with foreign individuals who specialize in discipline more than heritage conservation.

### **Principles of Values' Evaluation:**

How are the different values prioritized, priced commercially, and balanced when making decisions and doing plans?

Balancing values, in fact, alongside providing heritage monitoring, is the primary objective of conservation schemes. If we want to do something to

determine, balance, and manage the conservation of values and the use of an access done and completed, what will be our guide? This hard question arises at two levels: First, valuing the values is not easily measured. They are used in different terms (dollars, historical significance, beauty, symbolic and symbolic power, etc.).

Ultimately, any particular equilibrium is decided on the political basis, not as an optimal solution. There is an imaginary suggestion to and acceptable thought to guide the work of professionals and decision-makers in balancing between different beneficiaries and values.

In environmental conservation, there is a balance between economic, ecological, and immaterial values and aesthetic of the natural environment, tolerance and acceptance, but this feature is used in its conceptual terms to practice heritage conservation. The principles of acceptability can be used as a useful guide to enhancing the social and long-term benefits of heritage conservation, while conservation-making-decision and management processes. According to David Trosby (2002), heritage acceptable conservation should be based on:

- Promotion of intergenerational rights: taking into account the needs of the next generation, an imagination of equity in the distribution of profits and costs, and extensive participation in the process of conservation schemes.

- Maintaining and sustaining the diversity and variety: Aligning and parallel with the concept of biodiversity in the realm of the environment, measuring and designating cultural diversity is also essential for cultural health, and individual decisions, in the event of an increase or decrease in cultural diversity.

- Producing tangible and intangible benefits: Identifying and achieving the economic and cultural benefits, and consuming or not consuming the benefits of heritage conservation.

- The use of scarce and limited resources wisely and strategically: It is used in financial, human and environmental aspects.

- Resistance by preventive principles: recognizing that some acts are irreversible. This principle shows that they can be achieved with extreme caution.

- Detection of Internal Affiliation: the heritage is the part of a system that relates to the community and the environment. It is not a different territory and area. Therefore, consideration should be given to conservation in the light of many heritage values and the search for the fulfillment and completion of heritage in other social activities (including development, education, etc.).

- Conservation prevalence: Providing and safeguarding some appropriate and committed safeguards for the prevalence of cultural conditions without such proportions, conservation and support is not possible. Educational methods, in its broadest sense, can clarify the consistency of conservation in contemporary society.

## **Conclusion**

In this study, we expanded the belief that discussing the values in a protective context is important and even necessary. The foundation of the discussion of values in conservation resonates with the challenges posed by comprehensible conservation initiatives in social and political processes, with a technical problem to solve. Ultimately,

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we can preserve the heritage for the values that are attributed to it, not because of it itself. Values consisted of an international dialect to understand the different interests, and beneficiaries who come to the certain places. The framework of values, such as those discussed here, provides a realistic picture of the beneficiaries' interests and begins to operate a basis for balancing and comparing them. The best designs and decisions are those that keep and protect the values for a long time and for as many beneficiaries as possible. An objective framework for the functional and pragmatic goal of determining content for decision making and conservation design is achieved by:

1. Confirming and framing different situations in a perceptual and mutually understandable framework.

2. Helping to clarify and define interactions in cases where conservation methods promote some values and not promote the others.

Using a value framework in conservation schemes enables the professionals and decision makers to better understand the following:

- Decisions are better understood in the content of who cares, who values and why.

- Suggests that there is no simple, technical, objective or reasonable method for deciding which heritage is protected and maintained and how it is not.

- Represents a way to enable and enable discussions about the situations, interests and values.

- This space provides a framework for unprofessional people to collaborate with professionals and experts in a variety of fields for interrelated concepts.

- Ultimately, the explanation of a more acceptable model than a protective plan is the goal. A value-based designed process is a model for acceptable conservation that makes it meaningful and reasonable to many beneficiaries in order to make wider, more focused, realistic, more flexible, and in general more intrusive participation.

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