



دور سياسات التوعية في إركانية تفعيل منظومة إدارة الحفاظ على البيئات التراثية في اليمن

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Abstract:

The importance of this tool is showing the role of media edification policies and mechanisms for developing cultural awareness of architectural heritage. Every society has its culture and originality that must be enhanced and developed by spreading its cultural, intellectual, and urban products of all times; as well as portraying positive behavioral approaches that help enhance the principle of participation for maintaining heritage environments and the national identity. As the current conservation authorities in several developing countries lack a clear vision by which the local community cultural awareness, of the heritage environments and their conservation processes, may be increased; hence came the idea of this research to address the important media and edification policies that may be executed by the conservation administration in cooperation with people of the society. The aim of the research is to establish media and edification polices that aid in raising the community's heritage awareness within managing universal conservation processes of heritage environments, in order to create more interest by the local and external community members of the importance of maintaining heritage environments, and convey such interest actively to the next generations. Such policies would help create new initiatives and, in the same time, achieve direct social and economic benefits to the community. For the purpose of achieving the aim, the research will adopt the analytical and theoretical methodologies. In the first part, the research will focus on introducing concepts related to conservation management and different conservation policies; including media edification policies. The second part focuses on studying and analyzing the requirements of media edification in heritage environments, determining the potentials and methods of such policies, and specifying the targeted categories and their interaction with the conservation administration in managing conservation. The research concluded that media edification policies are important for helping conservation administrations carry out their different roles within heritage environments. Also, the integrated execution of edification policies helps create community partnerships between society members for conserving their heritage environments, as well as creating partnerships between society members and architectural conservation administrations. Hence, such edification processes need to be organized and activated regularly in all heritage environments. All society members must be sufficiently enlightened, regardless of their stature, to be engaged in the conservation processes and assume the moral, ethical, and practical responsibilities for the local urban heritage.

Keywords:

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