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Managerial approach in the elaboration of a permanent safeguarding plan

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Abstract

The cities of today are not those of yesterday, they never cease to burst due to the mutations, and also to the social, cultural, economic and demographic changes, each city got its unique identity and a different soul that is exhibited in its culture and heritage. Algeria, like any other country possesses a huge architectural heritage and an infinite richness and variety (Ksours, Medinas).

This heritage is threatened with loss because of the deterioration of the old buildings; it has undergone several transformations by colonial urbanization, in addition of the bad occupancy, the lack of maintenance and the over densification of the population.

In order to preserve this rich heritage Algeria has adopted new law for heritage protection and safeguarding, the law: 98-04. This latter has established a specific device as a means of study, management, and control the interventions process. It is about the permanent plan of safeguard and the enhancement of the preserved sectors. Its elaboration process requires permanent discussions between the different actors (public actors, architects, inhabitants).

This collaboration needs a managerial approach to order, systematize the different steps in order to impulse the membership of the inhabitants. It also aims to inform continuously the inhabitants that these steps will take place through various means, which are simple and accessible to all.

In this paper, we are trying to propose an easy and intuitive method to better managing these processes of communication with the inhabitants.

We have also tried to improve the link between the public actors and the inhabitants with a proposal for a participatory approach using a methodological manual that defines the communication tools and their conduct throughout the process.

The site case of study is Ksar Tamerna. This site is located in the Algerian south east, precisely in the city of El Oued

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Keywords: ksours, architectural heritage, preserved sectors, inhabitants, public actors, permanent plan of safeguard, management of communication, methodological manual.

1. Introduction

The Oued Righ region is always considered a home for the influence of Islamic culture with considerable potential in tourism and discovery of nature. This region is distinguished by its exceptional architectural heritage represented by Ksour, including Temasine Ksar and Tamerna Ksar.

The Ksar of Tamerna presents a part of more than 35 ksours that has the Oued Righ valley long of 160 Km, it was built on the model and characteristic type of the ksourien space in the Sahara.

It is classified as a national heritage by executive decree N°09-406 of 29/11/2009, in an advanced state of degradation, its conservation is the subject of interest from the national or regional authorities, and this is reflected in PSP elaboration project, it is a law that sets intervention rules in protected areas, it is an authentic and original project differs from other projects, that complexity characterizes its elaboration process.

The presence of an unusual partner-those of inhabitants- constitute an important originality in its various elaboration stages, to ensure the smooth running of these processes, we need promote a sense of belonging between the inhabitants and the responsible of the project by the disposition of a communication plan that will facilitate the information transfer.

Nomenclature

A	Introduction
B	Protected areas and permanent safeguarding plan
C	Actors and regulatory procedures for PSP establishing
D	From project management to communication management
E	Establishing a participatory approach “Communication Management Plan”
F	Conclusion and recommendations

2. Protected areas and permanent safeguarding plan

2.1. What is a protected area and permanent Safeguarding plan?

A protected area is a protective measure which, according to the law, is related to urban and rural dwellings complex that is characterized by the predominance of habitat area and by its homogeneity and its architectural and aesthetic unity of historical, architectural, artistic or traditional interest, that justify the protection, restoration, rehabilitation and development and enhancement[†]

The protected area is a regulatory approach that targets two main objectives:

- Avoiding the disappearance or irreversible damage to the historical areas by instituting legal measures of protection;
- Promoting the restoration and development of the entire heritage while allowing its evolution.

The protected area corresponds to an urban area where there is an urban planning regime in particular for its architectural uniqueness and its historical character. A planning process which objective is to maintain its urban

[†] Protection of natural and urban spaces guide, French Documentation, 1991 ed. France

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