

# **Germany**

**(628)**

## **UNITWIN/UNESCO Chairs Programme**

### **Progress Report**

**Period of activity: 2005**

### **UNESCO Chair in Heritage Studies**

**Host institution: Brandenburg Technical University**

**Report established by: Professor Dr Marie-Theresia Albert, Chairholder, Director,  
World Heritage Studies Programme**

## **I. Activities**

### **1. Academic activities**

- **MA in World Heritage Studies**

In 1999, the Brandenburg University of Technology launched the interdisciplinary Master's Programme in World Heritage Studies to reflect and critically accompany the 1972 UNESCO World Heritage Convention and to meet the technical, socio-economic, cultural, ecological, and political problems connected with the conservation of heritage. The programme is directed by the Chair Intercultural Studies and is held mainly in English.

It covers four broad areas related to heritage, namely cultural studies, art history and conservation, environmental studies, and management (see Appendix 1). Students visit mandatory and selectable mandatory courses in all four areas. Through application-oriented tuition and internships, students are furthermore prepared to work independently in the field of world heritage and related sectors.

Depending on their previous knowledge and specialisation, graduates will be ready for future jobs in museums, conservation, urban and regional planning, tourism, cultural marketing, and related areas.

Duration: 4 semesters

Target Group: Postgraduate Students

Coverage: International

Training (short term)<sup>1</sup>

Study projects supervised by the Chair

Management Systems in Complex World Heritage Sites: Emphasis on Urban Conservation and Cultural Landscapes  
Supervision: Prof. Albert, Prof. Kammeier

Comparative evaluation of the actual "management plans" in selected World Heritage Sites (WHS), both urban conservation areas and cultural landscapes. Selected sites should meet the criteria of conceptual and institutional complexity inherent in cultural-natural sites.

The specific case of Branitz Castle and Park in Cottbus will be included in the Study Project. The intention is to formulate a special application for extending the scope of the newly created (July 2004) World Heritage Site at Muskau in such a way that Branitz is included in the site. Its complexity is particularly high as it straddles the Polish-German border.

Liaison with the World Heritage Centre in Paris will be established to incorporate UNESCO views pertaining to management experiences and aspirations.

Further study projects within WHS (titles only) during the reporting period:

- "Landscape Archaeology" (Prof. Schmidt, Prof. Al-Saad, continued from 2004)
- "Great Museums" (Prof. Droste, Mr Bernau, Ms Miersch-Süß)
- "Study Project in Human Ecology" (Dr Serbser, Mr Peschel)
- "Venice" (Prof. Droste, Mr Bernau, Ms Miersch-Süß)
- 1 Information on teaching-related activities covers the academic year from October 2004 until September 2005.

## **Training**

Selected training courses offered by guest lecturers from cooperation partners

- International Conventions for the Protection of Cultural Heritage and their Changes
- Dr. Roland Bernecker, Secretary General of the German Commission for UNESCO
- New Media and World Heritage / 3D and Virtual Reality, Prof. Diego Gutierrez, GIGA, Universidad de Zaragoza

## **Research**

### **MUMA - Development of Multidisciplinary Strategies for Conservation and Use of Heritage Sites in Asia and Europe**

The aim of the project is to promote co-operation between European and Asian academic institutions engaged in the field of cultural heritage management.

Duration: March 2004 – August 2006

Target groups: Faculty members, postgraduate students of all four partner institutions

Use of Results: Identification of areas for research co-operation; joint use of capacity building strategies and curriculum elements at all participating universities

### **Management Plans for World Heritage Sites – Kloster Lorsch and Messel**

In cooperation with the Ministry of Culture of the State of Hesse students have developed management plans for the World Heritage Sites Kloster Lorsch and Grube Messel.

Duration: July – December 2005

Target groups: Postgraduate students and World Heritage administrators

Use of Results: Pilot phase for larger consulting projects

Management Plans for World Heritage Sites – Quedlinburg

### **In cooperation with the City of Quedlinburg students have developed a management plan for the World Heritage Site Quedlinburg.**

Duration: June – November 2005

Target groups: Postgraduate students and World Heritage administrators

Use of Results: Pilot phase for larger consulting projects

## **2.Conferences/Meetings**

### *Meetings organised at the BTU Cottbus*

- TEMPUS Workshop with Prof. Dr. Al-Saad (Yarmouk University), Ms Richon (World Heritage Centre), and Prof. Dr. Michael Schmidt (BTU Cottbus). Cottbus, 16.-17.11

### *Meetings attended at other institutions*

- Forum Globale Fragen des Auswärtigen Amts. Berlin, 16.02
- Conference, Das deutsche Buch in der Debatte um nationale Identität und kulturelles Erbe“. Weimar, 08.-10.03
- Steering Committee Meeting „Sharing our Heritages“. Sydney, 22.04-02.05
- Project Meeting at the Ministry of Culture of the State of Hesse. Wiesbaden, 12.06
- Project Meeting at the UNESCO World Heritage Centre. Paris, 23.-28.06
- Congress on Computers in Urban Planning and Urban Management. London, UK 29.06-02.07
- Project Workshop and Steering Committee Meeting “MUMA”. Beijing, 16.07.-21.07.

- Project Meeting at the UNESCO World Heritage Centre, Paris, 08.-10.10
- Annual Conference of the Association of German World Heritage Sites (UNESCO-Welterbestätten Deutschland e. V.) and the German Commission for UNESCO. Völklingen, 12.-14.10
- Conference “Kultur-Erbe-Stadt”. Vienna, 06.-08.11
- HERMES Symposium No. 2: Practical Aspects of Cultural Heritage – Utilization, Promotion, and its Consequences. Kraków, 28.-30.11

### **3. Inter-university Exchanges**

- UNESCO Chair Network, Beijing Institute of Technology, Prof. Shuxing Yang, Vice President, PR China
- Universidad de Zaragoza, Prof. Diego Gutierrez, GIGA, CPS, Spain
- Charles Darwin University, Dr Lindsay Hutley, Faculty of Education, Health and Science, Australia
- Universitat Politecnica de Valencia, Paula Cardells, Amaya Acevedo Albertos, Spain
- Prof. David Dolan, Faculty of Built Environment, Art and Design, Australia
- University College Dublin, Prof. Fergus O’Gorman, Conservation Education Trust, Ireland
- Deakin University, Prof. Bill Logan, Cultural Heritage Centre for Asia and the Pacific, Australia
- University of Newcastle upon Tyne, Prof. Peter Stone, International Centre for Cultural  
and Heritage Studies, United Kingdom
- Delhi School of Planning and Architecture, Prof. Nalini Thakur, Department of Architectural Conservation, India
- University of Western Sydney, Tourism for Healthy Futures, Prof. Robyn Bushell, Australia
- Katholieke Universiteit Leuven, Prof. Koen Van Balen, Raymond Lemaire International

- Center for Conservation, Belgium
- Yarmouk University, Prof. Ziad al-Saad, Faculty of Archaeology and Anthropology, Jordan

### *Exchange Programmes*

Establishing a Teaching Centre for Cultural Heritage in the Hashemite Kingdom of Jordan

EC TEMPUS III / MEDA 2002 Curriculum Development Partnership (1. September 2003 – 31. August 2006) with Yarmouk University, Irbid, Jordan.

Exchange of staff and students initiated in 2005

Sharing Our Heritages. EU-Australia Pilot Co-operation in Higher Education  
European lead partner in a joint European-Australian project (22. November 2004 – 31. August 2007) with four European and four Australian Universities

Preparations completed, Master Classes and student exchange started in 2006  
SOCRATES / ERASMUS Student Exchange

The MA in World Heritage Studies has started and/or initiated a number of exchange programmes within the European Union's SOCRATES/ERASMUS framework:

Exchange with the Tourism programme within the School of Arts, Design, Media and Culture at the University of Sunderland, UK Exchange with the International Centre for Cultural and Heritage Studies at the University of Newcastle, UK (to start in October 2006)

Research Project Partnerships Development of Multidisciplinary Strategies for Conservation and Use of Heritage Sites in Asia and Europe (MUMA)

EC ASIA-LINK partnership with universities in Spain, India and China  
Exchange of faculty members and young academics has been initiated and the second project workshop at Beijing has been held in 2005

## **II. Impact**

Since its launch, the programme has been chosen by more than 200 graduate students from all over the world, including a high number of students from developing countries. While an increasing number of German students have recently chosen World Heritage Studies, they nevertheless constitute only a quarter of the students registered as of November 2005.

During the reporting period, the Chair continued successful project work in East and South Asia, the Middle East and Australia, strengthening ties with the School of Planning and Architecture in New Delhi, the Beijing Institute of Technology and Yarmouk University at Irbid, Jordan.

Furthermore, the Chair as European lead partner has prepared the official launch of the “Sharing our Heritages” programme in cooperation with European and Australian Universities as well as the UNESCO’s World Heritage Centre in Paris and the Mission de Val de Loire. The latter is also part of an overall initiative to strengthen cooperation with international and German World Heritage Sites.

In cooperation with the World Heritage Centre and the French organisation Vocations Patrimoine, the Chair has furthermore been instrumental in the conception and establishment of the UNESCO – VOCATIONS PATRIMOINE Fellowships for World Heritage Site Managers. The first five scholarships (three of them to students of the World Heritage Programme) have been awarded on March 16, 2006 at the UNESCO Headquarters in Paris.

The increasing importance of and public attention towards the UNESCO World Heritage list as well as towards the UNESCO Chair has had a considerable effect on the attractiveness of the Cottbus programme. Since it brings together students from all over the world, it has become a hub for new and sustainable networks of alumni in the private and public sector who will carry on the mission of the UNESCO-Chair in Heritage Studies.

### **III. Forthcoming activities**

#### *Action plan for 2006*

- International Symposium “Heritage Education – Capacity Building in Heritage Management in Cooperation with the German Commission for UNESCO and the UNESCO World Heritage Centre on June 14-18, 2006
- Project Application for a Spring School in Heritage Management at Quedlinburg in cooperation with the City of Quedlinburg and Quitilinga Kulturprojekte
- AsiaLink Project Application on Rivers and Heritage in Cooperation with the International Institute for Rivers and Heritage and several Asian partner institutions
- Finalisation of new Exam and Study Regulations for World Heritage Studies
- Establishment of a PhD Programme in World Heritage Studies

## **IV. Development prospects**

### *Short and medium term*

- Intensification of Alumni work in cooperation with other international programmes at the BTU
- Continuation of the Project Group “Office for International Study Programmes” covering the administration of World Heritage Studies

### *Long term*

- Continuation of efforts to secure scholarships for World Heritage Students
- Initiation of new exchange and project cooperations

### *Expanding activities*

- Strengthening the role of applied research in World Heritage Studies
- Establishing short-term training courses for heritage management (Spring Academy)

### *Broadening partnerships*

- Continuing cooperation with German and international World Heritage Sites
- Mobilisation of resources
- Establishment of a Chair for Cultural Management at the BTU

## **Publications**

### *Edited Volumes*

Albert, Marie-Theres, Herter, Jürgen (Hrsg.): Querschnitte fachübergreifender Lehre und Forschung an der BTU Cottbus. Frankfurt/Main: IKO-Verlag für Interkulturelle Kommunikation.

### *Book Chapters and Journal Articles*

Albert, Marie-Theres: Ausbildungsforschung zum interkulturellen Umgang mit Evidenzen und Vorurteilen, in: Overwien, Bernd (Hrsg.): Von sozialen Subjekten. Kinder

und Jugendliche in verschiedenen Welten. Für Manfred Liebel zum 65. Geburtstag. Frankfurt/Main: IKO-Verlag für Interkulturelle Kommunikation.

Albert, Marie-Theres, Epstein, Norbert: Internationalität, Interkulturalität und Diversität im Studium – Curriculumentwicklung im internationalen Studiengang World Heritage Studies, in: Albert, Marie-Theres, Herter, Jürgen (Hrsg.): Querschnitte fachübergreifender Lehre und Forschung an der BTU Cottbus. Frankfurt/Main: IKO-Verlag für Interkulturelle Kommunikation.

Albert, Marie-Theres: UNESCO und Weltkulturerbe, Konferenz „Das deutsche Buch in der Debatte um nationale Identität und kulturelles Erbe“. Herzogin Anna Amalia Bibliothek Weimar, Germany, 09.-11.03.2005. [Conference publication forthcoming]

Kammeier, H. Detlef and Klimpke, Uta: Quedlinburg – 10 Years on the World Heritage List. East-West Transformations of a Small Historic Town in Central Germany, *International Journal of Heritage Studies* 12(2): 138-58.  
*Lectures and Conference Papers*

Albert, Marie-Theres: World Heritage Education in the Master's Programme at the Brandenburg University of Technology Cottbus. Sharing Our Heritages: Master Classes in Cultural and Natural Heritage Management, University of Western, Sydney, 25.03

Albert, Marie-Theres: Eurozentrismus – ein weltweites Phänomen mit kulturellen Besonderheiten. VI. Internationaler Kongress für Interkulturelle Philosophie zum Thema

Dominanz der Kulturen und Interkulturalität“. Bürgerhaus Wendische Kirche, Senftenberg/Niederlausitz, 25.05

Albert, Marie-Theres: Lecture Traumparks. Bundesgartenschau Munich, 14.07.

Albert, Marie-Theres: Heritage of Mankind. Project Workshop MUMA, BIT, Beijing, China, 18.7

Albert, Marie-Theres: The transfer of knowledge as mutual processing in the globalized world: The project for the “Development of Multidisciplinary Management Strategies for Conservation and Use of Heritage Sites in Asia and Europe, MUMA”. Project Workshop MUMA, BIT Beijing, China, 20.7

Albert, Marie-Theres: Was ist Interkulturelle Kompetenz; Tagung der Gesellschaft für Wirtschafts- und Sozialkybernetik e. V. (GWS). Universität Greifswald, Germany, 7.10

Kammeier, H. Detlef and Uta Klimpke, Development of a relational database for better management of (world) heritage sites, international congress on computers in urban planning and urban management (CUPUM), London, UK 30.06.

Welker, Bertram: World Heritage Studies at the Brandenburg University of Technology.



HERMES Symposium No. 2: Practical Aspects of Cultural Heritage, Kraków, Poland, 29.11.

Internal Publications Urban Development and Heritage Management – A Collection of Selected Case Studies. Drafted by WHS Students (2003-2005), edited by H. Detlef Kammeier and Uta Klimpke. Final version published in 2005.

Urban Development and Heritage Management – A Compilation of Technical Terms and Concepts. Drafted by WHS Students (2003-2005), edited by H. Detlef Kammeier and Uta Klimpke. Final version to published in 2005.