

Germany / Allemagne

(628)

UNITWIN/ UNESCO Chairs Programme

Progress report

Period of activity: 2006

UNESCO Chair in Heritage Studies

Report established by : Prof. Dr. Marie-Theresia Albert, UNESCO Chairholder, Director, World Heritage Studies Programme, Brandenburg Technical University

I. Activities

1. Academic activities

Education

- Title: *Interdisciplinary Master's Programme in World Heritage*
Duration: 4 semesters
Target Group: Postgraduate Students
Geographical Coverage: International

Historical Background

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 which are connected to the conservation of heritage. The programme is directed by the Chair Intercultural Studies.

After a profound evaluation of the programme, the study programme was re-organized on the basis of assessment results and special requests of international students in WS 2005/06. The new regulation entered into force with the start of WS 2006/07. These changes are partly based on the students' own propositions. The existing courses were streamlined and restructured in new modules with a workload of (regularly) six credit points. The mandatory classes were reduced to allow a balance between 1) the dissemination of a body of knowledge and cognitive skills and 2) individual choices by the students. In the introductory classes, the main topic of World Heritage is more clearly related to the programme fields.

The basic structure of four areas was kept, but the titles within these areas (previously called modules) were changed: 1) humanities and social sciences, 2) art, architecture, conservation, 3) natural Heritage and Cultural landscapes, 4) management. Due to the 'modularization' of

the whole programme the term modules refers now to the smallest units of lectures and examinations.

Basically, one module consists of two former seminars in terms of content and workload (which corresponds to six credit points). Without exception, examinations are now carried out during the study time, not at the end of the whole programme. The final grade is calculated on the basis of all grades, not of selected grades of parts of study. The teaching and lecture language is English for the entire curriculum. A mentoring programme was introduced; all students choose an individual mentor with whom they determine their individual study schedule. Free German classes continue to be offered.

The offer of application-oriented tuition and internships has equally been kept. By these offers Students are prepared for independent work in the field of World Heritage and related sectors. Depending on their previous knowledge and specialisation, graduates will be ready to take on future jobs in museums, conservation, urban and regional planning, tourism, cultural marketing and related areas.

Training

- Study projects supervised by the Chair
- International Symposium on *Capacity Building for Heritage Management*
- Projects entitled *Venice II* and *Berlin Tempelhof*
- Training courses offered by guest lecturers from cooperation partners, namely :
International Conventions for the Protection of Cultural Heritage and their Changes (Dr. Roland Bernecker, Secretary General of the German Commission for UNESCO)
Humanities, Social Sciences, Economics (Christian Manhart, Chief of Section Communication, Education and Partnership, World Heritage Centre, UNESCO Paris).

Research

- Theme: *Development of Multidisciplinary Strategies for Conservation and Use of Heritage Sites in Asia and Europe (MUMA)*
Objectives: to promote co-operation between European and Asian academic institutions engaged in the field of cultural heritage management.
Duration: March 2004-February 2007 (extended)
Target groups: Faculty members, postgraduate students
Partnerships: EC ASIA-LINK with several universities in Spain, India and China

2. Conferences / Congresses / Meetings

- *International Conference*
- International Conference: *Cultural Heritage in the 21st Century – Opportunities and Challenges, International Cultural Centre Cracow, 24-28 May 2006*
- *International Symposium*

- Title: *Heritage Education-Capacity Building in Heritage Management*, in cooperation with the German Commission for UNESCO and the UNESCO World Heritage Centre
Date and place: June 14-18, 2006; BTU Cottbus, Germany

The International Symposium built on experiences and previous activities of around 80 national and international participants. It provided a forum for academic discussions and the formulation of recommendations concerning heritage education – mainly in regard of rising awareness and capacity building in heritage management and the identification of different target groups to be involved.

The symposium took place in the framework of the international study programme World Heritage Studies. Students were involved in the organization and evaluation of the symposium. The conference took place under the patronage of Prof. Dr. Johanna Wanka, Minister for Science, Research and Culture of the State of Brandenburg, Germany.

- *Master classes*
 - Master Class in Cultural and Natural Heritage Management, *Sharing Our Heritages* programme, Darwin, Australia, July, 2006
 - Master Class in Cultural and Natural Heritage Management, *Sharing Our Heritages* programme, Paris / Val de Loire, France, January, 2006
- *Workshop*
 - Project Workshop and Steering Committee Meeting *MUMA*. Delhi, India, April 2006
- *Meeting*
 - Meeting *Erinnerung*, Stiftung Bauhaus Dessau, Germany, 24-25 June 2006
- *Assembly*
 - Annual Assembly of the German Commission for UNESCO and of the *Verein UNESCO Welterbestätten Deutschland*, Upper Middle Rhine Valley, Koblenz, Germany, 25-27 October 2006

3. Partnerships/ Inter-university Exchanges

- Establishment of a Teaching Centre for Cultural Heritage in the Hashemite Kingdom of Jordan
- EC TEMPUS III / MEDA 2002 Curriculum Development Partnership (1 Sep 2003 - 31 Aug 2006) with Yarmouk University, Irbid, Jordan :
 - Exchange of staff and students continued in 2006
 - More than five theses were / are being written about heritage sites in Jordan
 - After the official end of the TEMPUS project, two Jordanian students started a PhD project at BTU.

- *Sharing Our Heritages*. EU-Australia Pilot Co-operation in Higher Education European lead partner in a joint European-Australian project (1 Jan 2005 – extended to February 2008) with 4 European and 4 Australian Universities
 - Four Master Classes have been carried out in 2006 (and 2007 subsequently)
 - 16 students from Australia and 24 students from Europe participated / exchanged in 2006.

- SOCRATES / ERASMUS Student Exchange
 The MA in World Heritage Studies has continued current and initiated a new exchange programme within the European Union’s SOCRATES/ERASMUS framework:
 - 1 student participated to an exchange with the *International Centre for Cultural and Heritage Studies* at the University of Newcastle upon Tyne, UK, in relation with the Master-Programme *Heritage Education and Interpretation*.
 - 1 student participated to the newly initiated exchange with the Université d’Angers, Département IMIS ESTHUA, Métiers du Patrimoine, des Arts, de la Culture et de la Mode. This exchange is running since October 2006.

- STUDEXA exchange programme
 2 WHS students participated to the worldwide exchange programme for students of all subjects and attended the following partner universities for 1 and 2 semesters.
 - Saitama University, Japan
 - Beijing Institute of Technology, China

- The UNESCO Chair in Heritage Studies cooperates also closely with the UNESCO Chair Network which includes many other universities, schools and institutes, as :
 - Beijing Institute of Technology, China
 - Charles Darwin University, Australia
 - Curtin University, Australia
 - Deakin University, Australia
 - Delhi School of Planning and Architecture, India
 - Katholieke Universiteit Leuven, Belgium
 - Universidad de Zaragoza, Spain
 - Universitat Politecnica de Valencia, Espana
 - University College Dublin, Ireland
 - University of Newcastle upon Tyne, United Kingdom
 - University of Western Sydney, Australia,
 - Yarmouk University, Jordan

4. Publications and multimedia materials

- *Books*

- Title: *Training Strategies for World Heritage Management*
 Author(s): Albert, Marie-Theres; Bernecker, Roland; Gutierrez Perez, Diego; Thakur, Nalini; Zhang Nairen
 Year: 2007
 Language: English

Publisher(s): Cottbus
Number of pages: 235

Online available :

<http://giga.cps.unizar.es/~amunoz/MUMA/documents/TrainingStrategiesForHeritageManagement.pdf>

- Title: *Constructing World Heritage*
Author(s): Albert, Marie Theres; Gauer-Lietz, Sieglinde
Year: 2006
Language(s): English / German
Publisher: Cottbus
Number of pages: 281

- *Book Chapters and Journal Articles by the Chairholder*

In 2006, The Chairholder maintained an active programme of book chapters and journal articles on various themes, especially related to Heritage Management and Intercultural communication : 6 publications in 3 languages (German; English and also French) , as :

In French:

- Albert, Marie-Theres: *Évidences dans la communication interculturelle*. In: Hess, Remi; Weigand, Gabriele (Hrsg.): *L'observation participante dans les situations interculturelles*, Economica, Anthropos, Paris, p 133-143.

In English :

- Albert, Marie-Theres: *Kultur, Erbe und Identität. Culture, Heritage and Identity*. in: Albert Marie-Theres; Gauer-Lietz, Sieglinde (Hrsg.): *Perspektiven des Welterbep. Constructing World Heritage*, IKO-Verlag für Interkulturelle Kommunikation, Frankfurt/Main, p. 30-37,

In German:

- Albert, Marie-Theres: *Was ist interkulturelle Kompetenz? Was ist Interkulturalität?* In: *Interkulturelle Kooperation. Wissenschaftliche Jahrestagung der Gesellschaft für Wirtschaftsund Sozialkybernetik vom 6. und 7. Oktober 2005 in Greifswald*, Bouncken, Ricarda B. (Hrsg.): *Wirtschaftskybernetik und Systemanalyse*, Band 24, Duncker & Humblot GmbH, Berlin, p. 13-20,

- *Lectures and Conference Papers*

-7 lectures and Conference papers in 2006, as:

- Albert, Marie-Theres, 06.04.2006: *World Heritage Background – Development of Values since 1945*, New Delhi, School of Planning an Architecture, New Delhi, India
- Albert, Marie-Theres, 26.10.2006: *Erbe und Identität*, Jahrestagung 2006 der Deutschen UNESCO-Kommission und des Vereins UNESCO-Welterbestätten

Deutschland, 25.- 27.10.2006, Oberes Mittelrheintal, Koblenz, Germany

- Albert, Marie-Theres, 24.6.2006: *Erbe und Identität – Die UNESCO-Erinnerungspolitik als Beitrag zu Friedensprozessen*, Veranstaltung ‘Erinnerung’’, 24.-25.6.2006, Stiftung Bauhaus Dessau, Germany
- Albert, Marie-Theres, 25.05.2006: *Culture, Heritage, and Identity* International Conference : Cultural Heritage in the 21st Century - Opportunities and Challenges, International Cultural Centre Cracow, May 24 - 28 2006
- Albert, Marie-Theres, 14.06.2006: *Culture, Heritage and Identity in the Process of Globalization*, International Symposium “Heritage Education – Capacity Building and Heritage Management”, 14.-18.06.2006, BTU Cottbus, Germany
- Albert, Marie-Theres, 05.04.2006: *MUMA-Presentation: 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 an Europe”*, School of Planning and Architecture, New Delhi, India
- Albert, Marie-Theres, 17.01.2006: *Values between 1945 and now – social, political, cultural/global*, national, local evolution, UNESCO Paris, during SOH Master Class in Paris, UNESCO and Val de Loire France.

II. Outcomes

The international Master Programme World Heritage Studies continues to rest on the UNESCO Convention concerning the Protection of the World Cultural and Natural Heritage of 1972, while taking into account current developments in UNESCO’s cultural sector. The programme is thus directly related to internationally relevant cultural questions. Its main questions are practically supported by explicitly inviting potential students from international World Heritage sites.

The award of a UNESCO Chair in Heritage Studies and the establishment of a scholarship programme between the Chair, UNESCO and the French organization VOCATIONS PATRIMOINE have been strengthening this successful work, attracting highly qualified students to Cottbus. The composition of the student body itself, consisting of 65% of international students, is particularly conducive for raising awareness for cultural and intercultural challenges. The students understand the importance of these challenges not only theoretically, but also practically in their everyday lives. This issue was emphasized by students and alumni of WHS.

The success of the WHS programme proves that the goal of qualification is still relevant. WHS alumni shall be able to understand and analyze economic, social, cultural and political processes in the international arena and their relationship to the cultural heritage of a nation, a landscape or an ethnic group. They shall be able to work out the specific challenges of different cultural communities and to evaluate cultural and natural characteristics. They shall be able to establish concepts for the safeguarding of heritage sites and to see them in a broad, international context. To strengthen these goals, new WHS examination and study regulations were implemented according to the modularisation guidelines of BTU Cottbus.

Since its start, the programme has accepted nearly 250 graduate students from all over the world, still including a high number of students from developing countries. German students constitute a third of the students registered as of January 2007.

In 2006, the Chair has continued its successful project work with East and South Asia, strengthening ties with the School of Planning and Architecture in New Delhi, the Beijing Institute of Technology, but also with long time cooperation partners such as the University of Zaragoza. The EU Asia-Link Project “MUMA – Development of Multidisciplinary Strategies for Conservation and Use of Heritage Sites in Asia and Europe” was extended to February 28, 2007. After the end of the project, the partners are looking forward to profit from the established links. Students from partner universities have already chosen to study WHS at BTU. The Chair is currently promoting the final publication *Training Strategies for World Heritage Management*, which is available online at : <http://giga.cps.unizar.es/~amunoz/MUMA/documents/TrainingStrategiesForHeritageManagement.pdf>

The Chair and WHS students organized a third international conference *Heritage Education Capacity Building in Heritage Management* in cooperation with the German Commission for UNESCO and the World Heritage Centre, Paris. The results are available at the MUMA website http://nada.cps.unizar.es/~amunoz/MUMA/view_path.php?id=19

The *Sharing our Heritages* programme in cooperation with European and Australian Universities as well as UNESCO’s World Heritage Centre in Paris and its Mission de Val de Loire is carried out. 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 organization VOCATIONS PATRIMOINE, the Chair has been instrumental in the development and establishment of the UNESCO – VOCATIONS PATRIMOINE Fellowships for World Heritage Site Managers. The first scholarships have been awarded on March 16, 2006 at the UNESCO Headquarters in Paris and the programme is continued. In 2006 the BTU recipients conducted their fieldwork in China, the United Kingdom and India respectively.

Also the links to Yarmouk University at Irbid, Jordan, have been strengthened. Several WHS students visited Jordan and wrote their Master Theses about Jordanian heritage sites subsequently. Jordanian students are currently writing their PhD at the BTU.

III. Forthcoming activities

- Action plan for 2007:
 - Evaluation of new exam and study regulations for World Heritage Studies
 - Establishment of a PhD Programme in World Heritage Studies
 - Evaluation of Alumni work, especially of first Spring School in Quedlinburg; intensification of Alumni work in cooperation with other international programmes at the BTU

- BKM MKMK Twinning Project for Curriculum Development in Cultural Heritage Management with the Moscow State Pedagogical University, Russia

VI. Development prospects

- *Short and medium term*
- 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 cooperation project.
 - *Expanding activities*
 - Strengthening the role of applied research in World Heritage Studies
 - Establishing short-term training courses for heritage management, further developing the first Alumni Spring Academy.
 - *Broadening partnerships*
 - Continuation of the cooperation with German and international World Heritage Sites.
 - *Mobilization of resources*
 - Groundwork for the establishment of a Guest Professorship for Cultural Management at the BTU Cottbus which will be established in October 2007.