

PROGRAMME

Day 1	
Sunday, 26 June 2005	
Time	Activity
9:00 am to 12:00 noon	Optional half-day Macao city tour
Day 2	
Monday, 27 June 2005	
Time	Activity
8:30 am	Registration
9:00 to 9:30 am	Introduction and welcome
9:30 to 11:00 am	Session 1 Purpose of conservation. Values and cultural significance. Systems for measuring significance: positives and negatives. Limits of objectivity.
11:00 to 11:30 am	Coffee break
11:30 to 1:00 pm	Session 2 The World Heritage Convention (1). Place within international co-operation. Origins, purpose and benefits. Working methods and tools; the Operational Guidelines. Partners and roles: the Committee, the Secretariat, Advisory Bodies. Evaluation and inscription. Outstanding universal value; authenticity/ integrity; management requirements. The WH List. Monitoring: state of conservation, and Periodic Reporting. WH List in danger. WH Fund. International Assistance. The World Heritage Convention (2). Responsibilities of States Parties and site management authorities. Preparing effective nominations: key elements. Expectations of management at site level: management plans and management systems. Responding to periodic reporting.
1:00 to 2:30 pm	Lunch
2:30 to 4:00 pm	Workshop and coffee break
4:00 to 5:30 pm	Session 3 Approaches to achieving conservation goals. Balancing concern for significance with use, within context of available resources and applicable constraints. Curative vs. preventive approaches. Moving from intervention to management. Balancing conservation and development (including tourism development). Monitoring and measuring change within heritage management, including use of meaningful indicators.
5:30 pm	End of Day 1
Day 3	
Tuesday, 28 June 2005	
Time	Activity
9:00 to 10:30 am	Session 4 Improving conservation and management systems. Putting all the elements together: heritage significance (values), qualifying conditions (authenticity, integrity), "character defining" elements and attributes. Preparation of significance statements. Development and use within "conservation plans."
10:30 to 11:00 am	Coffee break
11:00 to 12:30 pm	Session 5 Current issues in heritage management: sustainability, risk management, community involvement (top down and bottom up), living heritage, links to the intangible, going mainstream, balancing development and conservation (integrated conservation). Values based decision-making and integrating conflicting: whose values? Mobilizing community support. Dealing with external criticism. Links to non-World Heritage.
12:30 to 2:00 pm	Lunch
2:00 to 3:30 pm	Workshop and coffee break
3:30 to 5:00 pm	Session 6 Balancing tourism development and conservation. Threats to heritage resources from "unmanaged" tourism: destruction of the resource, diminishing the quality of the experience sought by the visitor. Approaches to tourism management: limits to growth; sustainable tourism for heritage sites. ICOMOS Charter on Cultural Tourism. Case studies.
5:00 to 5:30 pm	Conclusion and presentation of certificates to participants

For registration and inquiries please contact:

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Application deadline 17 June 2005



旅遊學院

INSTITUTO DE FORMAÇÃO TURÍSTICA

Institute For Tourism Studies

The Conservation and Management of Heritage in Rapidly Developing Societies

JUNE 27-28, 2005

Pousada Conference Room

Institute For Tourism Studies, Macao

An intensive two-day executive training programme for decision-makers and practitioners concerned with the development of important heritage places, with special reference to world heritage properties

Delivered by:

Professor Herb Stovel

- Coordinator, Heritage Conservation Programme Area, School of Canadian Studies, Carleton University, Ottawa, Canada

- Former Director, Heritage Settlements Unit, International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM), 1998- 2004

- Former Secretary-General of the International Council on Monuments and Sites (ICOMOS International), 1990-1993

- Former President of ICOMOS Canada, 1993-1997



What are the objectives of the Executive Development Programme (EDP)?

The EDP aims to introduce and equip participants with an awareness and understanding of the key issues in heritage conservation and management especially in the context of rapidly developing societies and areas aspiring to inscribe sites into the UNESCO World Heritage List or which already have sites inscribed. The programme also aims to increase participants' professional ability to analyse, strengthen, and propose heritage management initiatives and approaches. Finally, the programme aims to provide a professional qualification and training opportunity for participants whose line of work, area of responsibility, or professional and personal interest involves the increasing importance and significance of heritage conservation and management.

Who should attend the programme?

- Professionals and postgraduate students of architecture, archaeology, urban or city planning and management
- Professionals and postgraduate students in tourism promotion and tourism product development as well as marketing
- Professionals involved directly in conservation and preservation efforts
- Municipal and city officials in charge of urban renewal, urban design, and urban regeneration programmes
- Members of cultural and heritage interest groups, funds, and preservation trusts
- Local community officials or representatives of neighbourhood associations interested in developing or reviving heritage assets and resources
- Policy- and decision-makers involved in the advocacy of preservation, conservation, and management of heritage sites and resources
- Academics and researchers on the topic of heritage conservation and management
- Educators either those formally in the education sector or in non-formal educational programs and initiatives involved in heritage awareness education
- Individuals of various professional backgrounds wishing to gain an introductory knowledge into the field of heritage conservation and management are most welcome to attend.

What are the highlights of the programme's curriculum and what is the delivery structure?

There are six sessions with substantive content in each of the following topical areas.

- Heritage conservation and significance
- The World Heritage Convention
- General approaches to heritage conservation and management
- Improving conservation and management system
- Current issues and developments in heritage conservation and management
- Tourism development and the heritage conservation

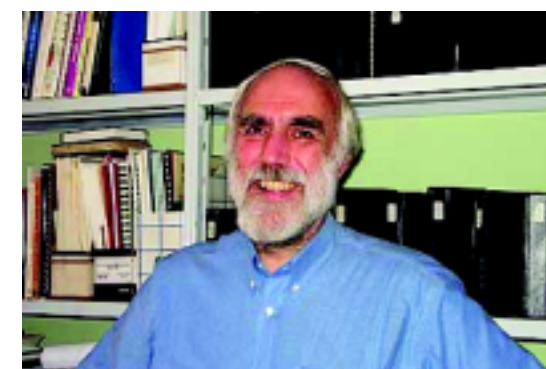
Each session includes an extensive discussion and Q&A part and will utilize case studies as part of the delivery. In addition, two workshops will be conducted designed to ensure that participants are able to apply the substantive topics into their own work settings.

What qualification will participants receive?

Participants who attend the entire two-day session will be awarded an Executive Development Programme Certificate on Heritage Conservation and Management from the Institute For Tourism Studies, Macao. Because IFT is a Tedqual certified tourism institute, the certificate will carry the Tedqual logo. Tedqual stands for "Tourism Education Quality" and is a worldwide recognised certification for tourism education excellence issued by the World Tourism Organization (WTO)-Themis Foundation.

How much is the programme fee and how do I apply?

The programme fee is US\$350, inclusive of the course materials, handouts, coffee breaks and daily lunch at the Institute's Windows cafeteria as well as an optional Macao city tour on Sunday morning (June 26th). To apply, fill in the application form enclosed with this programme brochure. Applicants are encouraged to register early, as there are only a limited number of places for this programme.



Professor Herb Stovel

Professor Herb Stovel is currently Coordinator, Heritage Conservation Programme Area, in the School of Canadian Studies at Carleton University in Ottawa, Canada.

Prof. Stovel obtained a B.Arch (1972), at McGill University, Montreal, and a M.Sc. (Environmental Conservation) 1978 at Heriot-Watt University/Edinburgh College of Art, Edinburgh. In 1982 he received a Diploma (Scientific Principles of Conservation) from ICCROM.

Prof. Stovel's work experience has included:

- Managing the 35 historic properties owned by the Ontario Heritage Foundation (1978-1984),
- Director of Education for Heritage Canada's Main Street (commercial core revitalization) programme (1984-1986),
- Director of Education Heritage Canada as a whole (1986-1988).
- Founder and Director of the private sector non-profit "Institute for Heritage Education", Montreal, Canada (1989 – 1998).
- Director of the oldest and largest post-graduate conservation programme in Canada, the University of Montreal's programme in "Conservation of the Built Environment" (1990-1998).
- Director, Heritage Settlements Unit, ICCROM (1998- 2004).

He was the President of APTI (Association of Preservation Technology International, 3000 members) between 1989 and 1991, the Secretary-General of ICOMOS International (1990-1993, 10,000 members) and the President of ICOMOS Canada (1993-1997, 550 members).

Prof. Stovel has written and edited more than 800 books and articles, editorials, and reports since 1976 covering various facets of heritage conservation. His principal books include: *"Design on Main Street"*, (1986), *"Safeguarding Historic Urban Ensembles in a Time of Change: A Management Guide"*, (1991), the Federal Heritage Building Review Office (Canada) *"FHBRO Code of Practice"*, revised edition, (1996), and *"Risk Preparedness: A Management Manual for World Cultural Heritage"*, (1998- published in Spanish in 2003), and *"Monitoring World Heritage"* (2004).

Prof. Stovel is best known for innovative initiatives taken in a number of leading edge areas within the conservation field:

- He invented the integrated conservation approach to management of historic cities eventually included within ICCROM's ITUC programme and which was the first international embodiment of the integrated conservation concept expressed in the Declaration of Amsterdam (1975). This programme has been supported by the publication in 1991 of Mr. Stovel's *"Safeguarding Historic Urban Ensembles in a Time of Change: A Management Guide"*
- He initiated the international debates on authenticity which led to the adoption of the Nara Document, in the context of World Heritage, and a still continuing international debate on application of the concept in conservation decision-making.
- He initiated within UNESCO, ICOMOS and ICCROM the revival of international discussions on risk preparedness for cultural heritage, which led to the creation of the International Committee of the Blue Shield in 1996 and Mr. Stovel's book in 1998: *"Risk Preparedness: A Management Manual for World Cultural Heritage"*.
- He helped initiate the introduction of the cultural landscape typology within World heritage processes in 1992, and organised and delivered the first international training course in the field for ICCROM in 2004.
- He initiated current efforts to give greater prominence to questions of monitoring within the management of heritage sites and properties in UNESCO and the World Heritage Committee in 1993. These efforts were capitalised in the recent publication by UNESCO of Mr. Stovel's book *"Monitoring for World Heritage"*.
- He has played the key role within ICCROM for a decade in bringing attention and systematic approaches to development of bottom-up, community based, participatory approaches to management of heritage places. Based on his early experience with revitalisation models in North American historic towns in the 1980s, these have been manifest in ICCROM's ITUC programme for integrated conservation and the Asian Living Heritage Sites Management programme.

Prof. Stovel has worked closely in recent years with authorities in the World Heritage cities of Quebec (in Canada), in Vilnius (Lithuania), in Christiansfeld (Denmark, WH tentative list), Matera (Italy), Tbilisi.