May 2005
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The Asian Academy for Heritage Management is a network of institutions throughout Asia and the Pacific offering professional training in the field of heritage management. The mission of the Asian Academy is to strengthen professional capacity to sustainably manage heritage resources by providing a regional platform for institutional cooperation in training, research, and exchange. Under the guidance of UNESCO and ICCROM, the Asian Academy promotes integrated, holistic and multi-disciplinary management of heritage resources, including both tangible and intangible expressions of culture.

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Message from the Secretariat

Welcome to Vol II No 2 of the Asian Academy for Heritage Management Newsletter. Please email or print and distribute this issue to allow all staff and students to read it.

Asian Academy News

Asian Academy for Heritage Management Annual Field School - Conservation and Presentation of Archaeological Heritage in an Urban Context, Hanoi, Viet Nam, 1-12 December 2005

This year's AAHM Field School will focus on the archaeological site of Ba Dinh and Thang Long Imperial Citadel in downtown Hanoi. It will provide the opportunity to study heritage conservation in real-life situations with the guidance of leading experts in this field. The curriculum will include lectures, group work and field trips and address integrated conservation management systems, participatory models and heritage interpretation.

Ba Dinh, the recently-excavated archaeological site embedded in the rapidly changing urban landscape of Hanoi, will provide a challenging case study for this Field School. It will serve as a test sample of how to implement integrated conservation management in an urban context. With its various archaeological layers illustrating a span of 1,300 years of urban development, the Ba Dinh site features a high historical value and outstanding cultural significance. This refers in equal measure to the adjacent ancient citadel of Thang Long where relics from the dynasties of Ly, Tran and Le have been discovered. Both the Ba Dinh archaeological site as well as the Imperial Citadel of Thang Long provide an invaluable record of Vietnamese history and, at the same time, demonstrate the complexity that arises from participatory heritage planning.

The Field School's theme responds to the urgent need to build capacity in the management and interpretation of large heritage sites. Under the guidance of ICCROM and UNESCO, this twelve-day Field School will be jointly organized by the Hanoi Architectural Research Institute, Hanoi Architectural University and Deakin University, Australia. Participation will be open to 20 faculty, staff and advanced students of AAHM member institutions.

Further information including application form and the curriculum will be posted on our website shortly http://www.unescobkk.org/asian-academy/

UNESCO-IFT Regional Consultation Meeting for Training Heritage Guides at UNESCO World Heritage Sites

On 17 April 2005, preceding the 54th PATA conference "Connecting Tourism's Stakeholders" held in Macao SAR, UNESCO and the Institute for Tourism Studies (IFT) jointly convened a Regional Consultation Meeting for Training Heritage Guides at UNESCO World Heritage Sites. The meeting brought together decision makers from the region to discuss the development of an advanced heritage tour guide training programme for Asia and the Pacific. This programme responds to the urgent need to improve the training for and professional capacity of heritage guides, particularly those working directly at the sites. In this context, the objectives of the meeting were to seek the input and collaboration of the national tourism organizations regarding the UNESCO heritage guide training programme, as well as to present preliminary results of IFT’s needs assessment study concerning heritage guide training in the region.

For the minutes and background documents of the meeting (PDF), please refer to the Asian Academy website.

Asian Academy for Heritage Management Survey.

The Asian Academy for Heritage Management is launching a member survey in order to assess and improve the network's services according to its members' needs. Please download the form from our website and distribute it for all staff and students to give us their feedback.

Staff

We would like to welcome Ms. Myra Ao, from the Institute for Tourism Studies (IFT), Macao SAR, who joined the Asian Academy for Heritage Management secretariat in February. Myra is the first student from an institutional member of the network to participate in our internship programme. We would like to welcome Ms. Myra Ao, from the Institute for Tourism Studies (IFT), Macao SAR, who joined the Asian Academy for Heritage Management secretariat in February. Myra is the first student from an institutional member of the network to participate in our internship programme. Myra is the first student from an institutional member of the network to participate in our internship programme. Myra is the first student from an institutional member of the network to participate in our internship programme. Myra is the first student from an institutional member of the network to participate in our internship programme. Myra is the first student from an institutional member of the network to participate in our internship programme. Myra is the first student from an institutional member of the network to participate in our internship programme.

The ideas and opinions expressed in this publication are those of the editors and contributors and do not necessarily represent the views of UNESCO, ICCROM or the Asian Academy for Heritage Management.
New Members
The Asian Academy has recently accepted institutional and provisional member applications from:

Institutional Members

Victoria University of Wellington - Museum and Heritage Studies Programme, School of Art History, Classics and Religious Studies, New Zealand

Provisional Member

University Technology Mara - Faculty of Architecture, Planning and Surveying, Malaysia

Asian Academy Members News

International Conference on “Pro-Poor Tourism: Mechanism and Mainstreaming”

The Department of Urban and Regional Planning, Universiti Teknologi Malaysia held an international conference on pro poor Tourism on 4-6 May 2005 in collaboration with the Ministry of Tourism, the Ministry of Rural and Regional Development and the Melaka State Government. The conference was attended by more than 100 participants. One of the distinct features of the conference was a site visit of three case studies of “deliberate” or “circumstantial” pro poor tourism initiatives within Melaka.

For more information about the event, please visit http://www.fab.utm.my/ppt2005

“The Conservation and Management of Heritage in Rapidly Developing Societies”, a two-day training programme at the Institute for Tourism Studies

In order to address the urgent need of conserving and managing the heritage resources in rapidly changing towns, cities, and urban areas, particularly those inscribed as UNESCO World Heritage Sites, the Institute for Tourism Studies will organize on 27-28 June 2005 an intensive two-day executive development training programme on “The Conservation and Management of Heritage in Rapidly Developing Societies” to be delivered by Professor Herb Stovel, coordinator of the Heritage Conservation Programme Area at Carleton University in Ottawa, former director of the Heritage Settlement unit at ICCROM and former Secretary-General of ICOMOS.

For more information on the programme and to download the application form, please visit http://www.ift.edu.mo/conference/edp05/edp.htm

Representative from Macquarie University, Australia visited Timor Leste last January

Heritage issues are jostling for attention in Timor Leste, the world’s newest nation, as it faces the urgent need for new governmental and administrative structures. Graeme Wiffen, a law academic from Asian Academy for Heritage Management member, the Centre for Environmental Dispute Assessment and Resolution (CEDAR) of Macquarie University, Australia, was brought face-to-face with these issues during a visit to Timor Leste in January, through his work in three main areas: international conventions, built heritage and cultural institutions. He has been helping the government in trying to organise a system of land title, an inventory of built heritage items and the drafting of heritage laws. Graeme Wiffen will report about his mission to Timor Leste in the research article of the next issue of the Asian Academy Newsletter.

“Sharing Our Heritages” – Master Classes in Cultural and Natural Heritage Management

Deakin University, Australia announced that, in 2006 and 2007, five Deakin students will be able to undertake a full-time semester in a heritage program at one of the four European universities taking part in the exchange programme “Sharing Our Heritages” along with three other Australian universities. The students will also be subsidized to participate in Master Classes at the World Heritage Centre and the Val de Loire in France and at Kakadu in the Northern Territory. For more information about the programme, please visit http://www.uws.edu.au/tourism/SOH

Asia-Pacific News

2005 Malaysian National Heritage Awards ceremony

The National Heritage Awards were organized by Badan Warisan Malaysia (Heritage of Malaysia Trust) for the third time since 1999. This programme aims to illustrate the state of conservation of Malaysia’s built heritage and to set technical benchmarks for conservation and preservation activity. This year the ceremony awarded the restoration of a Methodist girls’ secondary school in Melaka as well as the conservation for adaptative re-use of the old court house complex of Kuching in Sarawak.

For more information please visit http://www.badanwarisan.org.my/

First international conference on the preservation and restoration of Bam’s cultural heritage.

Sixteen months after the earthquake that devastated the historic Iranian city of Bam, reconstruction work is now at a “turning point”, said Seyed Mohammad Beheshi, head of the country’s Cultural Heritage Organisation (ICHTO) attending the first international conference on the preservation of Bam and, in particular, its famed 2000-year-old citadel on 10 April 2005. The conference featured international experts from UNESCO, ICOMOS, and representatives from countries which collaborated in rescue and relief operations in the wake of the destructive Bam earthquake in December 2003, as well as technical institutions, universities, and research and cultural preservation centers. The two-day meeting in Rome was a prelude for an international gathering in Bam city at the end of the first quarter of the next year. Educational and research projects have already been launched including training skilled manpower to boost contingency preparedness, research pertaining to seismology, geology, and archaeology, and restoration and preservation work of the Bam Citadel as well as 64 significant monuments.
UNESCO Asia-Pacific News

Brunei Darussalam becomes UNESCO’s 191st Member State

On behalf of the Government of Brunei Darussalam, High Commissioner of Brunei Darussalam to the UK, Pengiran Haji Yunus Pengiran Haji Mahmud, signed UNESCO’s Constitution, completing his country’s accession to full membership of UNESCO. The Director-General noted, “Brunei Darussalam brings special strengths to UNESCO’s work through its promotion of sustainable development and cross-cultural dialogue and peace, notably within the Asia-Pacific Economic Cooperation forum (APEC), and the Association of Southeast Asian Nations (ASEAN). Indeed, Calak Brunei, Cara Brunei or the Brunei Way of conflict resolution - emphasising dialogue and compromise - is a contribution to the promotion of peace that the world at large can benefit from.”

Brunei Darussalam’s accession to membership follows that of Timor Leste in 2003, and the return of the United States of America in 2003.

Follow-up to the Asia-Pacific Periodic Reporting for World Heritage Cultural Properties in South Asia

Following the decision of the Chairperson of the World Heritage Committee, the UNESCO World Heritage Centre and the Pakistan National Commission for UNESCO organized a Sub-regional Workshop in Lahore, Pakistan on 11-17 April 2005 to follow-up on the implementation of the World Heritage Convention and the state of conservation of sites in South Asia. Government officials and experts from seven countries (Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, Sri Lanka) provided presentations concerning the “results and experience of the Periodic Reporting exercise in each country” and “management and conservation challenges at the World Heritage sites” at this workshop. Participants also discussed specific themes of the World Heritage sites, such as credibility, conservation and communication, based on their experience.

World Heritage in Southeast Asian Hands: Introducing the Arts for Teaching on the Historic Environment

As part of the World Heritage Education Project, a series of forums and training workshops have been held in Asia over the past eleven years. This publication is a report of the second Southeast Asian workshop, held in Vigan, Philippines, which focused on the “Art and the Historic Environment Approach: using the creative arts as a tool for learning about the historic environment. The report provides information about adapting this approach by teachers in all subjects and contains the Heritage Education art (HEart) activity sheets created by the workshop participants as examples. For further information, please contact culture@unescobkk.org

ICCROM News

ICCROM+SPAFA - CollAsia 2010 - Conservation of Textiles in Southeast Asian Collections

Applications are now open for the CollAsia 2010 international course on the conservation of textiles in Southeast Asian collections. This course will take place in Leiden, the Netherlands, from 24 August to 17 September 2005. Participation in the ICOM-CC (International Council of Museums - Conservation Committee) will form an integral part of the course programme, giving participants from Southeast Asia a unique opportunity to meet and exchange with colleagues from around the world. This course is being organized jointly by ICCROM, SPAFA and the National Museum of Ethnology in Leiden, with support from the Getty Foundation.

The full announcement of this course is available at http://www.iccrom.org/eng/training/events/2004_2005/200508collasia_en.htm

Management and Conservation of World Heritage Sites: Value-Based World Heritage Management

In 2004 a three-year series on the Management and Conservation of World Heritage Sites was launched by the United Nations Institute for Training and Research (UNITAR) with a view to better utilizing the UNESCO Convention on the World’s Natural and Cultural Heritage through national policy-making and planning, and the exchange of information on best practices and case studies. The second training workshop in the UNITAR series was intended to build on the findings of the 2004 Workshop, which discussed the social impact of World Heritage sites at the time. The value-based management approach suggested in 2004 has been further applied in the 2005 workshop, which aimed at studying the project design of World Heritage management plans. The Workshop was meant to assist national decision-makers in visualizing potential World Heritage site management in such a way, for instance, as to balance conservation and use of resources, empowering and benefiting the local community and protecting the site from the negative impacts of development and major tourism influx.

For more information about the event, please visit http://www.unitar.org/hiroshima

Teamwork for Integrated Emergency Management, a pilot training project for museums in Asia

Encouraging the integration of risk preparedness, preventive conservation and maintenance strategies into national conservation policies is one of the strategic directions of ICCROM. Accordingly, ICCROM welcomed the launching of the Museum Emergency Programme (MEP) by ICOM in 2002. MEP is a strategic, multi-year project which aims at improving the capacity of museums and other institutions to prepare and react effectively to disasters such as earthquakes, floods, fires or war. In collaboration with the GCI (Getty Conservation Institute), ICCROM is developing the MEP Education Component. As part of this Education component, ICCROM, GCI and ICOM will carry out “Teamwork for Integrated Emergency Management”, a pilot training project in Asia which will take place on 15-26 August 2005 in Bangkok and will aim at building functioning teams for emergency preparedness in eight to ten Asian museums and developing resources, procedures and tools to face emergency situations and safeguard collections.

For more information, please visit http://www.iccrom.org
Asian Academy Research

Tourism: Threat or Friend of Asian Cultural Heritage

By Walter Jamieson, Dean, School of Travel Industry Management, Hawaii University

Background

For many involved in cultural heritage preservation, tourism is now increasingly being seen as a threat. When cultural tourism began to be formally recognized within academic and professional settings there was a strong belief that tourism could actually benefit the preservation of cultural heritage. Budget cuts for conservation and interpretation programs had in fact encouraged many involved in the cultural preservation movement to embrace tourism as a source of much-needed income. Some sites were able to benefit from tourism through their increased gate receipts, while others were able to justify larger budgets based on visitor numbers and the economic impact of these visitors on regional and national economies. Many who were less than sympathetic to heritage conservation began to support preservation efforts if only for their economic impacts.

From the mid-1980’s onwards much of the conceptual development work in the field was carried out within a North American and European context. Some of the original work was carried out within the ICOMOS Historic Towns and Cultural Tourism Committees. Given that context and the relatively low levels of international travel at that time the impact of present and projected Asian visitor numbers on heritage resources was never fully considered. (At the end of this research note I have included references of some of my initial work.)

When we look at present, and more disturbingly, future projections for tourism within Asia there is every reason to be very concerned about the impact of tourism on heritage resources both from domestic as well as international arrivals. This has led many experts to be concerned that tourism, rather than being an asset to heritage conservation, is now becoming a threat due to the deterioration that is taking place on many sites, given increasing visitor levels.

These visitor numbers are of specific concern given that in many countries governments either do not understand or choose not to intervene in enforcing sustainable and responsible management plans that realistically deal with the nature of the visitor flows to historic resources that are now being experienced and are projected. Moreover, there still is very little understanding of and expertise in how to manage tourists especially from the point of view of carrying capacity, the development of visitor management plans and the incorporation of interpretation as an essential element of heritage site management. Too often the plans that are in place are very much focused on conservation efforts with little or no sophistication in dealing with tourism issues.

The Research Problem

Based on the context described above, the School of Travel Industry Management at the University of Hawaii is working with UNESCO and other partners in the development of a research project that seeks to develop Asian-based responsible visitor management models for cultural sites whether they be individual sites, entire communities or cultural landscapes.

Our Methodology

One of the key issues that we are beginning to work on is to systematically define the concept of carrying capacity as it relates to heritage resources. While there has been work done on carrying capacity, too often the attempt has been to establish numbers based on questionable methodologies. In many instances considering the carrying capacity of a heritage resource must also take into account its surrounding environment. In some instances the carrying capacity of the community context may in fact be lower than that of the site itself.

However, establishing a carrying capacity is only the first step in the development of a responsible approach to visitor management. The second part of our work will examine and assess visitor management approaches that are designed to deal with the nature of the visitor flows that are being envisaged in Asia. There are good models that have been developed in North America and Europe largely dealing with natural heritage that will serve as the basis for our development work.

While our research will be concerned with Asia in general, the emphasis will be on developing economies where the impact of tourism is an important tool for national as well as local economic development. The challenge in these countries is to employ responsible visitor management while allowing for community economic development.

The third part of our research is in developing prototypical visitor management plans that incorporate interpretation as an essential part of the overall approach of heritage site management. There are a few instances in Asia where interpretation is seen as an essential element of the entire conservation and presentation process. In our research, interpretation is seen as an important visitor management tool especially in larger-scale environments.

Our research employs both conventional academic methods as well as an action research approach. We have just completed a visitor interpretation plan for Vat Phou in southern Laos and will be working on at least two more sites over the next year. This action research provides an important insight into the forces and challenges in controlling and managing visitors.

We are also cataloging good practices and issues on other sites and would ask members of the Academy to assist us in this process. If you are interested in working with us we will send you a short survey that can help to build a database. We will make all information available to those assisting us. Just send us a note at wjtourism@hotmail.com.

References


Member Profile of the Month

Deakin University - Faculty of Arts - Cultural Heritage Centre for Asia and the Pacific (CHCAP), Melbourne, Australia

Based in the Faculty of Arts at Deakin University Melbourne, the Centre is closely connected with UNESCO, including its World Heritage Centre and especially its Asia-Pacific Regional Office in Bangkok, Thailand. The Centre is also a member of Forum UNESCO and AusHeritage. The Centre offers postgraduate courses in Cultural Heritage and Museum Studies and is unique in distance education, flexible learning and professional development programs.

By conducting research throughout the Asia-Pacific Region, CHCAP, headed by Professor William Logan, UNESCO Chair in Heritage and Urbanism, contributes a worldwide effort into museum study, cultural heritage, urbanism and cultural globalization. Since 2002, the center is undertaking a four-year research project, "Universal Cultural Heritage Values and Local Cultural Identity in the Asia-Pacific Region", which will be the first critical, multi-disciplinary study of the major global and globalizing organization, UNESCO, along with its associated bodies, ICOMOS, ICOM and ICCROM. CHCAP will co-organize the Second Asian Academy Field School which will be held in Hanoi in December 2005.

For more information on the center, please visit http://www.deakin.edu/arts/chcap

Asia-Pacific Calendar of Events

20-22 May 2005
DeKalb, Illinois, USA
First International Conference on Lao Studies
Website: http://www.seasite.niu.edu/lao/LaoStudies

20-24 May 2005
Istanbul, Turkey
Historic Centers in Large Metropolitan Areas
Website: http://civvih.icomos.org
Contact: ray@raybondin.com

29 May-2 June 2005
Tokyo, Japan
Conserving Cultural and Biological Diversity: The Role of Sacred Natural Sites and Cultural Landscapes
Contact: t.schaaf@unesco.org

1 June 2005
Deadline for submission for World Habitat Awards 2005 Competition
Website: http://www.bshf.org/en
Contact: wha@bshf.org

29 June-2 July 2005
Portsmouth, UK
HMS 2005 - a conference for heritage and conservation Microbes, Monuments and Maritime Materials
Website: http://www.port.ac.uk/hms2005
Contact: hms2005@port.ac.uk

27-30 June 2005
Istanbul, Turkey
5th International mAAN Conference: Re-thinking and Re-constructing Modern Asian Architecture
Website: http://www.mimarist.org.tr/maan5/index.asp
Contact: m-aan@mimarist.org

3-7 July 2005
Istanbul, Turkey
22nd International Union of Architects (UIA) World Congress
Website: http://www.uia2005istanbul.org
Contact: info@uia2005istanbul.org

30 June-3 July 2005
Beijing, China
5th International Conference on Diversity in Organisations, Communities, Nations: Towards Cultural Sustainability
Website: http://diversity-conference.com

22-26 August 2005
Melbourne, Australia
AICCM Objects SIG Symposium and Workshop
Contact: amanda.pagliarino@qag.qld.gov.au

29-31 August 2005
Cairns, Australia
Oxalate Films on Rocks and Works of Art international conference
Website: http://car.anu.edu.au/oxalates/index.htm
Contact: Dr. Alan Watchman, alan.watchman@anu.edu.au

31 August-1 September 2005
Cairns, Australia
AURA Inter-congress Symposium on Rock Art Dating
Website: http://mc2.vicnet.net.au/home/congress/web/cairns.html
Contact: auraweb@hotmail.com

30 September-1 October 2005
Yogyakarta, Indonesia
International Conference for Cultural Tourism and Local Community
Contact: nwglia@budpar.go.id

17-21 October 2005
Xi’an, China
15th ICOMOS General Assembly and International Symposium on Monuments and Sites in Their Setting: Conserving Cultural Heritage in Changing Towns and Landscapes
Website: http://www.international.icomos.org/
Contact: secretariat@icomos.org

19-21 October 2005
Quezon City, Philippines
Ateneo de Manila University hosts an international conference on challenges in preserving and managing cultural heritage resources
Website: http://rizal.lib.admu.edu.ph/conf2005.htm

1-12 December 2005
Hanoi, Viet Nam
Asian Academy for Heritage Management Annual Field School - Conservation and Presentation of Archaeological Heritage in an Urban Context
Website: http://www.unescobkk.org/culture/asian-academy
Contact: asian-academy@unescbkk.org
Asian Academy Institutional Members

Members
Institutes of higher learning situated in the Asia-Pacific region offering postgraduate programmes related to culture and heritage management.

Australia
Australian National University - Research School of Pacific and Asian Studies (Canberra)
Deakin University - Cultural Heritage Centre for Asia and the Pacific (Burwood)
University of Canberra - Cultural Heritage Studies (Canberra)
University of Melbourne - The Centre for Cultural Material Conservation (Melbourne)
Flinders University - Department of Archaeology (Adelaide)
Macquarie University - Center for Environmental Dispute Assessment and Resolution, Division of Law (Sydney)
Centre for Environmental Law, Department of Environment, Division of Law (Sydney)

Bangladesh
Jahangirnagar University - Department of Archaeology, Savar (Dhaka)

China
Hong Kong University - Architectural Conservation Programme - Department of Architecture (Hong Kong SAR)
Hong Kong University - Department of Geography (Hong Kong SAR)
Inter-University Institute of Macao (Macao SAR)
Macao Institute for Tourism Studies (IFT) - Tourism College (Macao SAR)
South East University - Department of Architecture (Nanjing)
Tsinghua University - School of Architecture (Beijing)

India
Indira Gandhi National Centre for the Arts (New Delhi)
National Conservation Laboratory for Conservation of Cultural Property (Lucknow)
School of Planning and Architecture - Department of Architectural Conservation (New Delhi)

Indonesia
Gadjah Mada University - Center for Heritage Conservation (Yogyakarta)
Trisakti University - Faculty of Landscape Architecture and Environmental Technology (Jakarta)

Japan
Showa Women’s University - Institute of International Culture (Tokyo)
Tokyo Institute of Technology - Global Scientific Information and Computing Centre (Tokyo)

Lao PDR
National University of Laos - Department of Architecture (Vientiane)

Malaysia
Universiti Teknologi Malaysia - Department of Urban and Regional Planning (Johor)

Nepal
Tribhuvan University - Centre for Nepal and Asian Studies (Kathmandu)

New Zealand
Victoria University - Museum and Heritage Studies Programme (Wellington)

Philippines
University of Santo Tomas - Graduate School (Manila)

Sri Lanka
University of Kelaniya - Post Graduate Institute of Archaeology (Colombo)
University of Moratuwa - Department of Architecture (Moratuwa)

Thailand
Chulalongkorn University - Faculty of Architecture (Bangkok)
Silapakorn University (Bangkok)
Khon Kaen University - Faculty of Architecture, (Khon Kaen)

United States of America
University of Hawaii - School of Travel Industry Management (Honolulu)

Uzbekistan
National Institute of Fine Arts and Design (Tashkent)
Samarkand State Architectural and Civil Engineering Institute – Department of Architecture (Samarkand)
Tashkent Architecture and Construction Institute - Faculty of Architecture (Tashkent)

Viet Nam
Hanoi Architectural University - Faculty of Postgraduate Training (Hanoi)

Institutional Affiliates
Institutions that are non-training institutes concerned with culture and heritage management in Asia and the Pacific.

modern Asian Architecture Network (mAAN)
The Khmer Heritage Foundation of Cambodia
Heritage Watch Cambodia
Global Development Research Centre (GDRC)

Associate Members
Institutes of higher learning situated outside the Asia-Pacific region offering postgraduate programmes related to culture and heritage management in Asia and the Pacific.

Sweden
Uppsala Universitet - Department of Archeology and Ancient History, Uppsala

United Arab Emirates
American University of Sharjah - School of Architecture and Design (Sharjah)

Want to join the Asian Academy?
Simply go to the “Members” page of the Asian Academy website and download the documents your institution requires. Contact the Asian Academy at asian-academy@unescobkk.org for more information.

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