Message from the Secretariat

Welcome to the second edition of the Asian Academy for Heritage Management Newsletter this year. We would like to thank those who submitted news and articles for their contributions. Please print and post this newsletter to allow all staff and students to read it. The secretariat is now accepting articles, news, research announcements and events for our next issue. Please submit all items to us at asian-academy@unescobkk.org.

AAHM News

UNESCAP-UNESCO National Training-of-Trainer Workshops on Cultural Tourism Sites Management and Guiding Conducted in Viet Nam and Thailand

23 July – 28 July 2007, Hoi An, Viet Nam
31 July – 3 August 2007, Bangkok & Ayutthaya, Thailand

UNESCAP and the UNESCO-ICCROM Asian Academy of Heritage Management (AAHM) are collaborating to organize six national workshops in the GMS countries to train trainers of site managers and heritage guides, with the Institute for Tourism Studies (IFT) as the focal point in the development of the training curriculum and delivering the workshops. The workshops serve the need to provide specialized and enhanced training for professional site managers and heritage guides in each country particularly those working directly at World Heritage sites.

The inaugural workshop was held from 23 to 28 July 2007 in Hoi An Ancient Town, Viet Nam, in conjunction with the Hoi An Center for Monuments Management (HACMMP) and the Viet Nam National Administration of Tourism (VNAT). Representatives from both the cultural site management and tour guiding sectors in Viet Nam took part.

The second workshop was held in Bangkok and the Historic City of Ayutthaya, Thailand from 31 July to 3 August 2007, inviting experts from the Tourism Authority of Thailand and the Fine Arts Departments to lecture the specific information about the cultural heritage sites in Thailand.

The programmes has been collaboratively launched by UNESCAP and UNESCO in order to ensure the sustainable management of these cultural heritage sites, which have become major tourism destinations, a pressing challenge is to upgrade human resources in both the tourism and heritage sectors. From the heritage sector, site managers play an important role in developing appropriate site presentation and visitor management strategies, in consultation with their counterparts in the tourism sector, namely tourism planners. In the implementation of these strategies on-site, tour guides work on the front lines to educate visitors and to shape appropriate behaviour.

PATA Gold Awards 2007

The Pacific Asia Travel Association (PATA)’s Gold Awards 2007 have been awarded to two AAHM affiliated projects: The Cultural Heritage Specialist Guide Programme, co-submitted with the Lao National Tourism Administration (LNTA), under the category of Education and Training and the Heritage Friendly Tourism Campaign, submitted by Heritage Watch under the category of “Heritage”. The PATA Gold Awards recognise exceptional achievement in a variety of endeavours, bringing acclaim to the best the Asia Pacific’s travel industry has to offer. The winning projects set industry standards for excellence and innovation, serving as examples for others to follow.

For more details about the PATA Gold Awards 2007, please read the following article under the AAHM Members News, or visit their website at: http://www.pata.org/patasite/index.php?id=128
AAHM Members News

Heritage-Friendly Tourism Campaign wins PATA Gold Awards 2007

Heritage Watch was awarded the PATA Gold Awards 2007 under the category of “Heritage”. PATA recognized Heritage Watch’s efforts to promote responsible tourism through the Heritage-Friendly Tourism (HFT) Campaign in Cambodia.

The Campaign has many components including responsible tourism guidelines, promoting businesses that give back to arts, culture and heritage, a fund for small arts NGOs and the promotion of Cambodia through the quarterly magazine TouchStone. Sustainable tourism and community development are also being promoted as part of the Koh Ker project. The HFT campaign will continue for an additional two years.

International Symposium

1-3 November 2007, Chulalongkorn University, Thailand

The Faculty of Architecture, Chulalongkorn University and ICOMOS Thailand, in collaboration with the Fine Arts Committee of the Association of Siamese Architects under Royal Patronage (ASA) will hold an International Scientific Symposium as part of ICOMOS Thailand’s second General Assembly, which responds to the expanding concept of cultural heritage interpretation which increasingly involves complex technology, marketing and economic strategies, and cultural heritage management issues. The symposium theme is “Interpretation: from Monument to Living Heritage”.

The deadline for submission of abstracts was closed 31 August 2007, but interested scholars are invited to attend this research conference by submitting the registration form to the ICOMOS Thailand Secretariat by email to: admin@icomosthai.org or by fax: +66 2281 3947.

Details of the conference and a registration form are available from: http://www.icomosthai.org/iTH_news/icomosthai07/ICOMOS_TH2007_Eng.htm

Call for Papers - Instant Cities: Emergent Trends in Architecture and Urbanism in the Arab World

1-3 April 2008 American University of Sharjah, UAE

The Center for the Study of Architecture in the Arab Region (CSAAR) will organize the third international conference in collaboration with the School of Architecture and Design, American University of the Sharjah, focusing on the causes and effects of emergent trends in architecture and urbanism in the Gulf. Organizers invite colleagues from across disciplines to develop analyses that identify, explicate and theorize emergent trends in architecture and urbanism in the Arab region in general and the Gulf states in particular.

Questions to be considered include: How has economic progress affected contemporary architecture and urbanism in the Arab region? What theoretical constructs can be employed to explain transformations in the built environment? What can be learned from architecture and urbanism in fast-developing cities like Dubai? How have inhabitants adapted to the effects of urban development?

Interested parties are invited to submit papers in all areas related to urbanism and architecture, particularly work focusing on bridging the gap between theory and practice. For more details about this conference, please visit their website: http://www.csaar-center.org/conference/2008A.

Vacancy for Associate Professor in East or Southeast Asian archaeology

The University of Hawai’i at Manoa is hiring a new entry-level tenure-track position in East or Southeast Asian archaeology in the Anthropology program, courtesy of the Luce Foundation Initiative in East Asian Archaeology and Early History. The position will be an assistant professor at the College of Social Sciences, Department of Anthropology on a full-time basis for nine months, beginning from 1 August 2008. Minimum qualifications are: PhD completed in Anthropology or Archaeology by time of appointment, previous fieldwork and/or analytical experience in East Asia or Southeast Asia, a strong publication record and active research programme, and ability to work collaboratively within a four-field Anthropology programme. The closing date for applications is 14 December 2007.

For more details about this opportunity, please contact Dr Miriam Stark at: miriams@hawaii.edu.

ICCCROM News

CollAsia 2010: Traditional Knowledge and Scientific Principles of Conservation

19 November - 14 December 2007, Vientiane, Lao PDR

In conjunction with the SEAMEO Regional Centre for Archaeology and Fine Arts (SEAMEO-SPAFA), UNESCO, the Department of Museums and Archaeology (Ministry of Information and Culture), Lao PDR and the Lao National Museum in Vientiane, ICCROM will organize an intensive course to improve scientific literacy and establish a common language for sharing conservation knowledge among professionals caring for Southeast Asian heritage collections. The course will review, discuss and compare living cultural practices and current conservation principles and approaches. The course will consist of interactive, participatory sessions, both theoretical and practical. Candidates from Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand, Timor-Leste and Vietnam are invited to apply to this course. Please submit the application form by 15 September 2007 to:

CollAsia2010, SPAFA
81/1 Sri-Ayutthaya Road Samsen, Dusit, Bangkok 10300 Thailand
Tel: +66 2280 4022-9
Fax: +66 2280 4030
Email: collasia2010@seameo-spafa.org

Details of the programme and the application form are available at: http://www.collasia2010.org/

Opportunities for Students

Master’s Research in Museum Management

AAHM is offering a research opportunity for a Master’s student of an AAHM member institute. Within the scope of an
assessment of the state of museum management in Asia and the Pacific, the candidate would look into the training needs of the profession and establish an inventory of existing training programmes or resources. The research shall lead to the development of recommendations of possible models for delivering training modules for museum management and serve as a baseline study for the development of future training models in that area.

Interested students, please contact us at: asian-academy@unescobkk.org.

Internship Opportunities

AAHM is accepting interns with relevant educational backgrounds to support its secretariat. Internship applications and other information is available on our website: http://www.unescobkk.org/index.php?id=923

UNESCO Asia-Pacific News

Asia Conserved, UNESCO Asia-Pacific Heritage Awards

The book Asia Conserved: Lessons Learned from the UNESCO Asia-Pacific Heritage Awards for Cultural Heritage Conservation (2000-2004) was officially launched at the Phra Racha Chedi (Royal Mausoleum) on 16 August 2007 in Bangkok, Thailand. The book has been published with the primary support of the Lord Wilson Heritage Trust, with contributions from UNESCO Beijing, UNESCO Islamic Republic of Iran, UNESCO Jakarta and UNESCO Phnom Penh.

Spanning diverse cultures and building traditions, Asia Conserved presents a panoramic survey of the wealth of architectural heritage in the region and provides a blueprint for concerted action on the part of private citizens and governments alike in its conservation. Presented in case study format, this book showcases best conservation practices achieved by winning projects in the first five years of the UNESCO Asia-Pacific Heritage Awards programme. The projects encompass a range of building typologies, from fortified palaces to vernacular residences, ornate houses of worship to utilitarian factories, elegant engineering works to urban districts. From the case studies are derived important lessons that show how strong public-private partnerships and innovative grassroots initiatives can create a powerful platform for the protection of the historic built environment in such diverse places as the ancient cities of Central Asia, the cultural landscapes and historic precincts of South Asia, the port settlements of South-East Asia, and the urban centres of East Asia.

If you wish to order a copy, please contact us at: culture@unescobkk.org.

Safeguarding Intangible Cultural Heritage and Sustainable Cultural Tourism: Opportunities and Challenges

11-13 December 2007, Hue, Viet Nam

Structured around case studies from the region, the three-day meeting will serve as a platform for experts and practitioners to define the role for cultural tourism in safeguarding intangible cultural heritage. Focusing on Southeast Asia and the Greater Mekong Sub-region in particular, it is organized by the Office of the UNESCO Regional Advisor for Culture in Asia and the Pacific, in cooperation with the Korean Establishment Initiative for the Intangible Heritage Center for Asia-Pacific (EIIHCAP), the Department of Cultural Heritage of the Ministry of Culture and Information, Viet Nam and the Hue Monuments Conservation Center (HMCC). The objective of the meeting is to advance the understanding of the relationships between intangible cultural heritage and sustainable tourism to be better able to apply this understanding programmatically at the field level. Interested parties can register as observers until 28 September 2007.

For more details about the meeting, please email Ms Patricia Alberth at: p.alberth@unescobkk.org.

Twenty-two New Sites Inscribed on UNESCO World Heritage List, and One Deleted during 31st Committee Meeting

The World Heritage Committee inscribed 22 new sites on the World Heritage List during its 31st session in Christchurch, New Zealand. The new inscriptions include one mixed, 16 cultural, and five natural properties.

In a decision unprecedented in the history of the Convention Concerning the Protection of the World Cultural and Natural Heritage, the Committee deleted one property, the Arabian Oryx Sanctuary, Oman from the List because of Oman’s decision to reduce the size of the protected area by 90%, in contravention of the Operational Guidelines of the Convention. This was seen by the Committee as destroying the outstanding universal value of the site which was inscribed in 1994.

After the additions made this year, UNESCO World Heritage List numbers 851 properties including 660 cultural, 166 natural and 25 mixed properties.


Asia-Pacific Heritage News in the Press

Study Seen As Conservation Wake-Up Call

“The study in this week’s online edition of the Proceedings of the National Academy of Sciences found that Angkor was far larger than previously thought, incorporating an elaborate water management network of nearly 400 square miles and rice paddies to feed more than 1 million people. Researchers discovered, however, that the complex was too vast to manage and could have contributed to the civilization’s decline. The extending rice fields resulted in serious ecological problems, including deforestation, topsoil degradation and erosion.”


Climate fears for heritage sites

“Campaigners say the UN must take urgent action to protect six World Heritage sites, including Mount Everest, from the
impact of climate change. Groups, including Greenpeace and the Climate Justice Programme, have been petitioning the global body to list the locations as "in danger". Nations that have signed the UN World Heritage Convention have a legal duty to cut emissions, the campaigners say. We can save our world heritage for future generations, but only if we take urgent action to reduce greenhouse gas pollution," said Phil Freeman of Climate Action Network Australia.”


### New Publication

**Building Cambodia 'New Khmer Architecture': 1953-1970, by Helen Grant Ross & Darryl Leon Collins**

Within two years of Cambodia's independence in 1953, the country was embarking on an unprecedented public construction boom that would last a decade and a half. The rapid urban and rural development ranged from ambitious infrastructure projects to new towns. Of the thousands of buildings that mushroomed across the country, many stand out for their high standard and unique style - a remarkable blend of new building techniques and traditional Khmer design that marked a decisive break from French colonial architecture.

For further details on this publication, please email Ms Helen Grant Ross at: [arkresearch@online.com.kh](mailto:arkresearch@online.com.kh).

### Asia-Pacific Calendar of Events

**European Association of Southeast Asian Archaeologists (EurASEAA)**

1-5 September 2008, Leiden, the Netherlands

12th International Conference of the European Association of Southeast Asian Archaeologists will be hosted by the International Institute for Asian Studies (IIAS) in Leiden, the Netherlands, from 1-5 September 2008.

For further information, please contact: Euraseaa12@let.leidenuniv.nl or visit: [http://www.iias.nl/euraseaa12](http://www.iias.nl/euraseaa12)

**2nd IMC World Forum on Music**

11-14 October 2007, Beijing, China

The International Music Council (IMC), an international non-governmental organisation in formal associate relations with UNESCO, is announcing the 2nd World Forum on Music to take place in Beijing, from 11-14 October 2007, organised jointly with the Chinese Musicians' Association.

With collaboration from other players in the musical field, the IMC presents its World Forum on Music (WFM) as a global knowledge-building platform on music and society in the 21st century, which explores a variety of topics from a diverse perspectives: cultural, political and economical. IMC considers its World Forum on Music as a most important contribution to setting the stage for the free celebration of music in the world.

For further information, please contact:

Tel: +33 1 4568 4850
Fax: +33 1 4306 8798
Email: forum.imc@unesco.org
Website: [http://www.unesco.org/imc](http://www.unesco.org/imc)

### New Members

- **Research School of Humanities, Australian National University, Australia**
- **Research Center for Disaster Mitigation of Urban Cultural Heritage, Ritsumeikan University, Japan**
- **The College of Innovative Education, Thammasat University, Thailand**

We would like to welcome our new institutional members from Australia, Japan and Thailand. Australian National University offers postgraduate coursework programmes in Museums and Collections and Visual Culture Research. The Research Center for Disaster Mitigation of Urban Cultural Heritage, Ritsumeikan University, offers international training courses on Disaster Risk Management of Cultural Heritage. The College of Innovative Education, Thammasat University, offers a Master’s programme in Cultural Management.

The AAHM now has 54 institutional members. We would like to extend our warmest appreciation to our existing members and we hope our new members will reap great benefits from being part of the AAHM network.

### Want to join the AAHM?

Signing up for the AAHM is easier than you think. Simply go to the "Members" page of the AAHM website and download the documents your institution requires. Upon acceptance your institution will be eligible for all the benefits of the AAHM. Contact the AAHM at [asian-academy@unescobkk.org](mailto:asian-academy@unescobkk.org) for more information.

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