



DAAD Kairo Akademie

The DAAD Kairo Akademie is highly encouraging you to apply for the upcoming 2-days **Onsite** Special Module:

“Heritage Management Planning: Between Theories and Practices”

by Dr. Mohamed Amer

PhD in Heritage Marketing and Sustainable Cultural Tourism at Roma Tre University (Italy)

On

Wednesday, 11th September 2024 at DAAD Cairo Office, 09:00- 17:00

Thursday, 12th September 2024 at a Heritage Site & DAAD Cairo Office, 09:00- 17:00

Target group of the module are: Archaeologists; Heritage Specialists; Historical Building-based Museum Curators; Cultural Tourism Specialists; and Undergraduate, Graduate and Postgraduate in Heritage Studies, Museum Studies, Architecture, Urban Planning, Fine Arts, Antiquities, History and Tourism

Please read the detailed description below.

You can apply for the special module through following link:

<https://www.daad.de/surveys/198885?lang=en>

As places are limited, we kindly ask you to register latest by **17.08.2024!**

If you have any inquiries, please contact Kairo.akademie@daadcairo.org

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Title of the Module:	Heritage Management Planning: Between Theories and Practices
Name of the trainer:	Dr. Mohamed Amer
Language of instruction	English
Date:	- Wednesday, 11 th of September 2024 (09:00- 17:00, DAAD Cairo Office) - Thursday, 12 th of September 2024 (09:00- 17:00, a heritage site to be defined & DAAD Cairo Office)
Duration:	2 days 09:00- 17:00
Target group:	It targets Archaeologists; Heritage Specialists; Historical Building-based Museum Curators; Cultural Tourism Specialists; and Undergraduate, Graduate and Postgraduate in Heritage Studies, Museum Studies, Architecture, Urban Planning, Fine Arts, Antiquities, History and Tourism.
Content:	<p>Cultural heritage is a great term expressing the inherited live ways and transmitting from generation to generation. This term is included either the intangible or tangible cultural heritage. The module handles generally the topic of heritage management and its approaches and branches. It aims to update the inspectors, archaeologists, and curators preserving and managing effectively the heritage sites. Additionally, it contributes to upgrade their skills making the effective decisions recognizing the basic requirements of administrating the heritage site. It defines the features of managing the heritage sites through the discussions on these main themes, for instance Heritage Management Process, and Legislation of Heritage Conservation.</p> <ol style="list-style-type: none">1. World Heritage and Cultural Identity2. Venice Charter (1964) and Main Conservation Practices3. Burra Charter (1999 & 2013) and Heritage Management Planning4. Heritage Site, Visitor Management and Interpretation
Learning Outcome:	<p>By the end of the module, the participants will be able to:</p> <ol style="list-style-type: none">1. Interpret the heritage management perspective2. Analyze the heritage site finding out the factors which conserve archaeological destination and in the same time, satisfy the visitors' needs and wants3. Prepare the main structure of heritage management process4. How to present the cultural heritage values including the tangible and intangible heritage.
Organizational Remarks:	Presentation of Theoretical Part; Exercises; Open Discussions; Self-assessment; Case Study; Group Work.

Information about the trainer:

Dr. Mohamed Amer is a member of the ICOMOS International Cultural Tourism Committee. He participated in the ICOMOS International Charter for Cultural Heritage Tourism (2022) as well as multiple international heritage projects. He has a PhD degree in heritage marketing and sustainable cultural tourism at the architecture department/theme “Urban Heritage and Mass Tourism”, Roma Tre University (Italy). Moreover, he obtained his M.A. in Heritage Conservation and Site Management from BTU Cottbus-Senftenberg (Germany). He has an interdisciplinary innovative research and professional background in heritage management, urban/rural heritage development, community engagement, visitor management and interpretation, heritage marketing and sustainable cultural tourism. He did many lectures and workshops at various international universities such as Uppsala University (Sweden), Heidelberg University, Hochschule Anhalt and BTU Cottbus-Senftenberg (Germany), Florence University and Roma Tre University (Italy), and so on. For more information about the trainer via LinkedIn (www.linkedin.com/in/mohamedbadryhcsml/).