Content
The Programme provides a solid foundation in cultural economics and sustainable development, going through the value chain of cultural tangible and intangible resources. It explores in detail the economic, social, institutional and legal considerations that govern the diverse categories of heritage, enabling the monitoring of their effectiveness. It also puts emphasis on strategic management competencies and project management for UNESCO World Heritage Sites, other UNESCO designations and any kind of cultural resources. The Master has some special features that make it highly relevant for practitioners concerned with the development of cultural patrimony. Firstly, students work on the preparation of a project, which they are encouraged to implement upon completing the course; secondly, the course takes a multi-disciplinary approach to the subject, covering theory and practice in cultural economics, the international framework governing cultural patrimony, local development, cultural value chains and project design.

Faculty
The Master has a strong international faculty including Professor David Throsby from Macquarie University, Professor Pierre Jean Brézillon from Ecole polytechnique, Professor Andy Pratt from City University London, Professor Xavier Greffe from University Paris 1-Sorbonne and Professor Lluis Bonet from University of Barcelona. Official from UNESCO, ILO and other international organizations also teach on the Master.

Programme
The Master is divided into three major learning periods.

The first cycle (15 October 2018 – 20 January 2019) consists of distance learning modules supported by a tutoring service. A compulsory and fundamental role that heritage and cultural resources play in human development is fully embraced by UNESCO, and is tutor-assisted. It includes two foundation modules: Cultural Heritage and Economic Development; World Heritage System and Heritage Management.

The second cycle (21 January 2019 – 17 May 2019) is a face-to-face learning period that will be held in Turin, Italy, at the International Training Centre of the ILO. This module introduces participants to the global system of UNESCO World Heritage System and other UNESCO designations and programmes. The third cycle (21 May 2019 – 14 October 2019) is a research and study period during which the students may attend internships and are expected to finalize their final projects.

Module 1: Distance learning
The introductory distance learning phase of the course lasts 2 months and is tutor-assisted. It includes two foundation modules: Cultural Heritage and Economic Development; World Heritage System and Heritage Management.

Module 2: Culture and Economic Development
This module introduces participants to the following topics: The role of culture in supporting local development; Cultural capital and the theory of sustainable development; The role of culture in supporting local development; Cultural districts, property rights and sustainable economic development; Governance and cultural policies in creative/industries; Micro enterprises, local entrepreneurship and micro finance; Gender-related economics; Cultural routes; Creative and Cultural industries; Metropolitan and heritage; Cultural policies; Cultural routes; The global system of UNESCO World Heritage System and programmes.

Module 3: Project Management in the Cultural Field
This module is intended to upgrade participants’ competences in the disciplines of project cycle design and management. All phases of the project cycle will be analyzed ranging from: problem analysis, stakeholder management (stakeholder mapping, strategy selection (alternative analysis), project planning (logical framework) and scheduling, and project formulation as well as resource allocation). Monitoring and evaluation of projects will also be covered. Ample opportunity will be given to the participants to practice the development of the project logical framework and project appraisal techniques.

Module 4: Cultural and Creative Industries
This module investigates the main cultural sectors that come into play in cultural economics, as well as institutional, regulatory, economic framework and policies that govern their functioning. Based on students preferences this module can include: Museums; Monuments and archaelogical sites; Urban heritage; Performing arts; Creative and Cultural industries; Economics of cultural tourism; Contemporary heritage; Cultural routes; Strategic and project planning and evaluation.

Module 5: Strategic Planning and Evaluation
This module explores the main tools needed for evaluating, planning, managing and monitoring cultural resources and heritage assets. Specifically, it focuses on frameworks and methodologies and instruments for Strategic Planning and Management. It includes an illustration of tools for decision making processes and stakeholders engagements in the field of landscape and heritage enhancement.

Module 6: Home research and study
This module allows the participants to further elaborate and develop their project proposals, in order to prepare their final submission and to explore possibilities of concrete implementation.
The ILO Turin Centre's facilities

The ILO Turin Centre is located in Turin, the city of the 2006 Winter Olympics Games, where baroque buildings, historic cafes, markets, beautiful piazzas and museums stand close to modern architecture and innovation. The campus provides a congenial environment in which to live and study. It contains 21 pavilions with fully equipped modern classrooms, conference halls and meeting rooms fitted out for multilingual simultaneous interpretation, a computer laboratory, and a computerized documentation centre linked to various data banks.

The campus has 210 single fully serviced study/bedrooms, 66 double bedrooms and 12 suites, each with private bathroom, telephone, 24h free internet access and flat screen television. It also has:

- a reception desk open 24 hours a day
- a restaurant, a self-service canteen and a coffee lounge, all catering for international dietary needs
- a bank
- a travel agency
- a laundry service
- a post office
- two gyms
- facilities for outdoor sports (football and tennis)
- a medical service

Social events are regularly held both on and off campus, so that participants from different cultural backgrounds can make the most of the stimulating international climate.

For further information and any request please contact us at:

- e mail: worldheritage@itcilo.org
- phone: +39 011 6936945
- Viale Maestri del Lavoro, 10
- 10127 Turin - Italy
- http://worldheritage.itcilo.org

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Participant’s Profile

The programme is intended for:

- Officials and/or professionals in the public and private sectors, UN Agencies, foundations and NGOs;
- Recent university graduates from developing and developed countries;
- Professionals already involved in cultural projects or interested in designing and managing cultural development projects;
- People working or interested in World Heritage sites and related research.

The essential requirements for admission are a University Degree (minimum required three years University Degree) as well as fluency in the English language.

Applications:

Interested candidates should duly complete the application form and submit it on-line, together with their respective project idea through the Master website http://worldheritage.itcilo.org

Deadline for applications is 30 May 2018.

Payment, cancellation and refunds

The payment, cancellation and refunds policy of the ITCILO can be consulted in the following website: http://www.itcilo.org/en/registration/RegistrationRefundPolicy

Tuition fees and availability of scholarships

The tuition fee for the 2018-19 edition of the Master is 8500 Euro. A limited number of partial scholarships may be available on competitive basis: criteria for awarding scholarships include personal financial situation, professional profile, capacity to implement a project and relevance for the course. Preference will be given to applicants for scholarships from low income countries.

Board and lodging

The cost of board and lodging on campus of the ILO Turin centre for 17 weeks is around 5,250 Euro. Meals are excluded and must be paid directly by participants. Alternatively, students of the Master may make their own accommodation arrangements, at their own expense, off campus in Turin.

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