



MASTER

WORLD HERITAGE

MASTER IN WORLD HERITAGE AND CULTURAL PROJECTS FOR DEVELOPMENT

2 NOVEMBER 2020 – 1 NOVEMBER 2021
TURIN, ITALY

MASTER IN WORLD HERITAGE AND CULTURAL PROJECTS FOR DEVELOPMENT



ONLINE

ITCILO E-CAMPUS
2 NOVEMBER 2020 –
12 MARCH 2021

14 JUNE 2021 –
1 NOVEMBER 2021



FACE-TO-FACE

TURIN, ITALY
15 MARCH 2021 –
11 JUNE 2021



LANGUAGES

ENGLISH

BACKGROUND

Culture is our legacy from the past, Cultural activities are major contributors to national development, job creation and social cohesion.

This is the vision inspiring the Master in World Heritage and Cultural Projects for Development since its first edition in 2003. A vision now fully embraced by UNESCO, which indicates both heritage and creativity as the foundations for vibrant, innovative and prosperous knowledge societies. The 2030 Agenda for Sustainable Development marks a substantial step forward for sustainable development in many fields, and particularly for culture. An explicit recognition is given to the fundamental role that heritage and culture play in human development and serve as an enabler and a driver of Sustainable Development. Similarly, the ILO recognises the role of cultural activities in generating opportunities for decent work.

Within this context, the Master in World Heritage and Cultural Projects for Development aims to impart the necessary competencies and skills to participants in the promotion of World Heritage Sites and other UNESCO designations, as well as of any cultural resource in the framework of sustainable economic development. The elaboration of economically sound projects, designed around a wide spectrum of cultural activities in the fields of natural and cultural heritage, cultural and creative industries, and tourism, are the focus of the course.

The Programme provides a solid foundation in a variety of cultural economics topics and explores in detail the economic, social, institutional and legal considerations that govern the diverse UNESCO Conventions (World Heritage, Intangible, Diversity of Cultural Expressions). The Programme also puts emphasis on strategic management competencies for the promotion of cultural resources.

ACADEMIC AND PROFESSIONAL PARTNER INSTITUTIONS

The Master is designed by the University of Turin, the Politecnico di Torino, and the International Training Centre of the ILO (ITC-ILO), in collaboration with the UNESCO Cultural sector and World Heritage Centre and ICCROM (International Centre for the Study of the Preservation and Restoration of Cultural Property). The University Paris 1 Sorbonne–Pantheon and the Macquarie University of Sydney – Australia, two top universities in the international panorama, are academic partners of the Master.

The Research Center “Centro Studi Silvia Santagata-Ebla”, created by professor Walter Santagata who founded this Master Programme, acts as a technical focal point in the delivery of the Master.

CONTENTS

The Programme provides a solid foundation in cultural economics, 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 Benghozi from Ecole polytechnique, Professor Andy Pratt from City University London, Professor Xavier Greffe from University Paris I-Sorbonne and Professor Lluís Bonet from University of Barcelona. Officials from UNESCO, ILO and other international organizations also teach on the Master.

PROGRAMME

The Master is divided into three major learning cycles.

- The first phase: November 2, 2020 – February 7, 2021, consists of distance learning modules supported by a tutoring service.
- The second phase: February 8, 2021 - March 14, 2021 distance learning and March 15, 2021 – June 11, 2021) face-to-face learning. This is a combination of distance and face-to-face learning period that will take place in Turin, Italy, at the International Training Centre of the ILO. Please see section entitled “[Important](#)” at the end of this flyer.
- The third phase: June 14, 2021 – November 1, 2021, distance learning. This is a research and study period during which the students are expected to finalize their final projects.

PARTICIPANTS' 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.

MODERN METHODS

Learn by doing, through case studies, workshops, project work and group exercises

INSPIRING DISCUSSIONS

Exchange ideas with international students and faculty

HIGH-LEVEL RESOURCES

Engage with experts from the ILO and other international organizations

CURRICULUM

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.
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MODULE 2 – Culture and Economic Development

This module introduces participants to the following topics:

- The value chain of cultural and heritage sites;
 - 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 cultural/creative industries;
 - Micro enterprises, local entrepreneurship and microfinance;
 - Gender-related economics;
 - International organizations and cultural projects;
 - Cultural resources as a strategic engine for local development.
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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 mapping, strategy selection (alternative analysis), project planning (logical framework) and scheduling, and project formulation as well as resource allocation and budgetary management. 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 Sectors and Creative Industries

This module investigates the main cultural sectors that come into play in cultural policies, as well as the institutional, regulatory, economic framework and policies that govern their functioning. Based on students preferences, this module can include:

- Museums;
 - Monuments and archaeological sites;
 - Urban heritage;
 - Performing arts;
 - Creative and Cultural industries;
 - Economics of cultural tourism;
 - Contemporary heritage;
 - Cultural routes;
 - The global system of UNESCO designations and programmes.
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MODULE 5 – Tools for 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.

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>. To apply: <https://oarf2.itcilo.org/MSTF/A9712917/en>

TUITION FEES AND AVAILABILITY OF SCHOLARSHIPS

The tuition fee for the 2020-21 edition of the Master is 8,500 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 13 weeks is around 4,070 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.

PAYMENT, CANCELLATION AND REFUNDS

The payment, cancellation and refunds policy of the ITCILO can be consulted on the following website: <https://www.itcilo.org/applications-payments-cancellation>

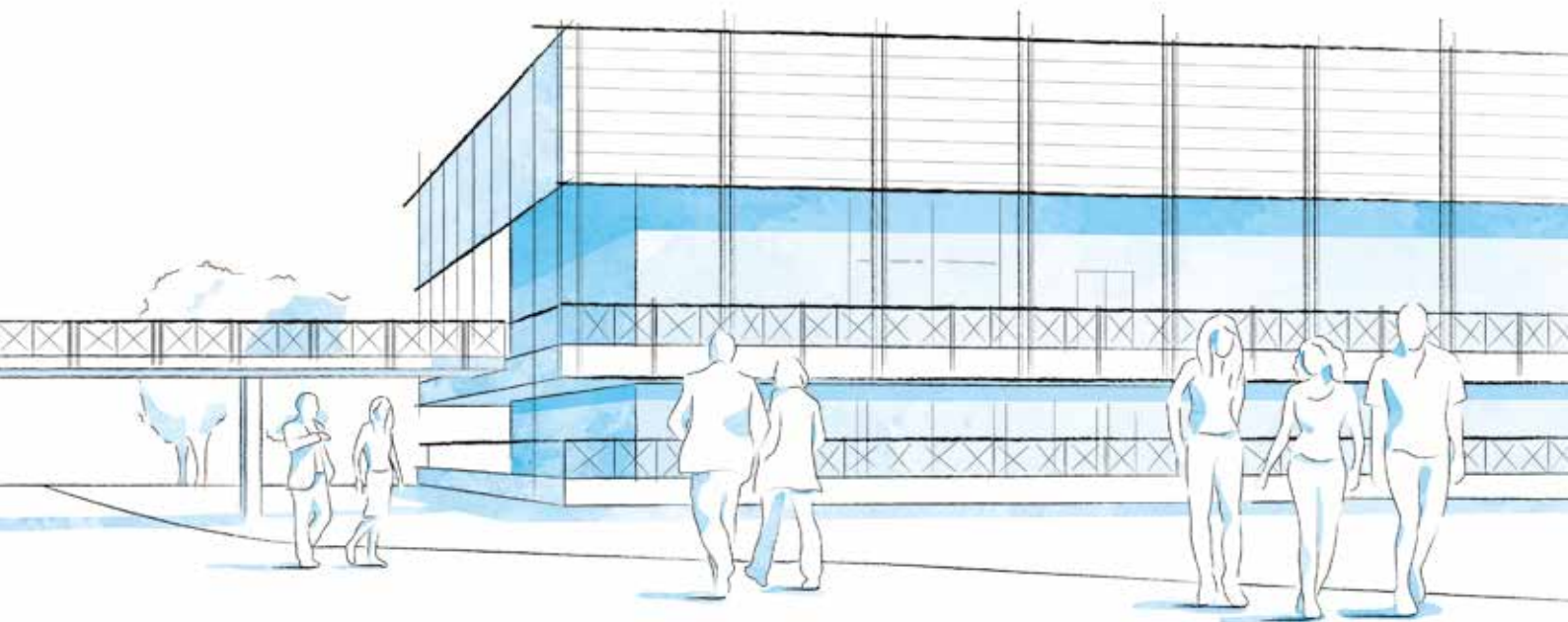
IMPORTANT

In case of an emergency situation or of *force majeure*, ITCILO, upon agreement with the other partner institutions, might decide to reconvert the residential phase of the Master into on-line lessons and exams.



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CAMPUS LIFE

A THRIVING UNITED NATIONS CAMPUS AND COMMUNITY OF PROFESSIONAL PEOPLE FROM AROUND THE WORLD

- **Three organizations** from the United Nations system on campus
- **More than 300 training courses** and activities in a stimulating international environment
- **Thousands of participants** from all over the world

ENVIRONMENT AND SURROUNDINGS

Grab a campus bicycle and explore the Turin Centre. Located in a leafy park on the banks of the Po River, it's a great place for study and collaboration. Experience innovative learning and training methods in modern classrooms equipped with simultaneous translation services.

HOUSING, DINING, AND MORE

Comprising more than 280 private dormitories, the **Turin Campus provides a broad range of services for course participants and partners** including a free-flow restaurant, bank, travel agency, laundromat, post office, gym, medical services and a reception desk open 24/7.

COMMUNITY ENGAGEMENT AND DIVERSITY

Participants can enjoy social events organized by the Turin Centre as well as by their course facilitators. Whether on or off campus, people from different cultural backgrounds have the opportunity to listen to live music together, cook and share traditional foods, or team up to play games and network.

INFO

FOR FURTHER INFORMATION PLEASE CONTACT

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