UNIVERSITY OF SANTO TOMAS
THE GRADUATE SCHOOL
Center for Continuing Professional Education &
Development (CCPED)
and
Center for Conservation of Cultural Property and
Environment in the Tropics (CCPET)

Heritage and Development Seminar
Date: October 24 and 25, 2019
Venue: Thomas Aquinas Research Complex
University of Santo Tomas

Introduction
Heritage has become an indispensable component of the
development process. Traditionally viewed in the anthropological
dimension, contemporary discourse positions heritage in
education, tourism, architecture, arts, religious, engineering,
economics, environmental and science disciplines. This seminar
introduces concepts of heritage, dynamics and their significant role
in human and societal transformation. This foundation is the
springboard towards a specialized course on the usage of heritage
and intersectional approach to development.

Course Objectives:
At the end of the seminar, the participants will be able to:
1. Appreciate the concept of heritage and its vital
role in human and societal development;
2. Discuss issues and challenges on heritage
valuation, conservation, and management;
3. Propose heritage-based policies, programs, and
projects, in their respective fields.

PROGRAMME
DAY 1, THURSDAY, OCTOBER 24, 2019
7:00-8:00 Registration
8:00-8:30 Opening Ceremonies
8:30-9:30 HERITAGE 101: DEFINING HERITAGE
Assoc. Prof. Eric B. Zerrudo, PhD
Provides various definitions of heritage and its
classifications. The lecture and discussion allow issues and
challenges to surface in defining heritage. The participants will be
equipped with the ability to formulate a heritage definition
appropriate to his field.

9:30-10:30 DEVELOPMENT PERSPECTIVES: Heritage In
Development
Assoc. Prof. Eric B. Zerrudo, PhD
Provides introduction to the various theories of
development and the causal chronology of development thought.
It foregrounds development in the social, culture, political,
economic educational, technological, and environmental
dimensions. This conditions the participant to understand how his
field contributes to the development process.

10:30-10:45 Health Break

10:45-12:45 CONSERVATION POLICIES: Charting the
Development of National Conservation Policies of the
Philippines
Assoc. Prof. Eric B. Zerrudo, PhD
Traces the history of conservation policies and laws in
the Philippines. It illustrates the conditions of various historic
periods (Spanish, American, Republic, Marcos and Post Martial)
and the corresponding conservation laws that evolved accordingly.
This highlights a systems approach and how conservation theory
and practice have changed over a period of time.

12:45-1:00 Lunch Break

1:00-3:00 CULTURAL MAPPING: Heritage, Makakakain Ba
Yan? Heritaging in Developing Economies
Assoc. Prof. Eric B. Zerrudo, PhD
Casts the overview of cultural heritage mapping. In
particular, it positions mapping as a fundamental technique to
develop a meaningful and effective basis for any development
program. This topic concretely connects heritage to poverty
 alleviation programs by generating existence, education, and
economics values.

3:00-3:15 Health Break

3:15-4:30 BUILT HERITAGE: Conservation Management Plan:
Intramuros Case Study
Ar. Michael F. Manalo
Cultural heritage mapping is a systematic
documentation technique to identify heritage resources and define
layers of history of a specific locality for purposes of conservation
and development. This approach has been mandated by the World
Heritage Convention Operational Guidelines and the Heritage Law
of the Philippines as a fundamental activity to conserve the values
of a place. The Intramuros of Manila is site of high historical
significance as the oldest Spanish colonial settlement that
impacted the development of the whole country and society for
centuries. Protected by PD 1616 (1979), its historical, architectural
and social fabric has been officially managed by the Intramuros
Administration. Overwhelmed by numerous studies and site plans
for development, this inquiry delves into the struggle to confront
the authenticity and integrity of the shell and the site amidst
contemporary socio, cultural, civic and political realities.

DAY 2, FRIDAY, OCTOBER 25, 2019
8:30-9:30 PAMANARAAN: The Hows of Heritage
Assoc. Prof. Eric B. Zerrudo, PhD
Heritage concepts and conservation practice have
dramatically evolved with the series of controversies and
contestations. Heritage movement is a constant flux of conceptual
and methodological discourses in the context of enabling and
disabling conditions. As the discipline becomes more
interdisciplinary and participatory, the processes of heritage
(PAMANA+PARAAN) must be appreciated to established a logical
and scientific construct for good conservation practice.

9:30-9:45 Health Break

9:45-11:00 CHURCH HERITAGE
Fr. Milan Ted D. Torralba
Identifies the nature (philosophy) and finality (theology)
of the cultural heritage of the Church, pinpoints the persons
responsible for its management, and introduces the legislative
principles (canon law) for its proper administration.

11:00-12:15 INTANGIBLE CULTURAL HERITAGE & THE FILIPINO
BRAND OF SERVICE
Assoc. Prof. Eric B. Zerrudo, PhD
Centers on the 2003 Intangible Cultural Heritage
Convention. This allows participants to appreciate the principles
and discourses of ICH related to human rights, ethics, gender and
intellectual property. Fundamental to the module is the techniques
of inventory and documentation. The Filipino Brand of Service
narrates the development of a groundbreaking Department of
Tourism (DOT) Program that highlights the unique Filipino
hospitality.

12:15-1:30 Lunch Break

1:30-2:45 CAUTIOUS APPROACH IN HERITAGE TOURISM
Assoc. Prof. Eric B. Zerrudo, PhD
The World Heritage (WH) declaration of three
Philippine sites had not only strengthened the conservation of their
Outstanding Universal Values (OUV) but dramatically
intensified tourism. As tourism raked in revenues into the
community, Philippine World heritage sites have adopted
cautious, site-specific and culture-sensitive approaches to
address these multidimensional inter-related constraints in their
pursuit of sustainable development.

2:45-3:00 Health Break

3:00-6:00 MOVABLE HERITAGE: History, Controversy and
Continuity: The Parisian Life by Juan Luna
Assoc. Prof. Eric B. Zerrudo, PhD
A powerful presentation of one artwork. The
controversial artwork is dissected according to art appreciation,
provenance, heritage significance, historical interpretations and
semiotic analysis. This moves participant to develop a well-
researched narrative using heritage towards a meaningful
development program.
**Registration Fee:**

**Early Tiger Rate:** Php 6,000/participant on or before **October 12, 2019**

**Regular Rate:** Php 8,000/ participant

Registration may be made by depositing the Full Amount as registration fee at any Bank of the Philippine Islands (BPI) Branch to University of Santo Tomas (UST) Savings Account No. 0151-0000-45. After depositing, please email a copy of deposit slip together with the accomplished reservation form to ust_ccped@yahoo.com. Official receipts will be given on the day of the seminar.

● **NO on-site registration will be accepted.**

**Reservation Form:**

× YES, I will attend the **Heritage and Development Seminar** on Oct. 24-25, 2019 at the University of Santo Tomas, Espana, Manila.

Name: __________________________ Surname __________________________ First Name __________________________ M.I. __________________________

Position: __________________________

School: __________________________

Address: ____________________________________________________________

________________________________________

Office Tel. No. __________________________ Fax No. __________________________

Cell phone No. __________________________ Email Address: __________________________

Signature: __________________________

This form may be reproduced for additional participants.

**About the Speakers:**

**ASSOC. PROF. ERIC B. ZERRUDO, PhD.** is the Director of the UST Graduate School Center for Conservation of Cultural Property and the Environment in the Tropics (UST-CCCPET). He is also the Program Consultant and Associate Professorial Lecturer of the UST Graduate School for Cultural Heritage Studies and National Coordinator of the CBCP Episcopal Commission for the Cultural Heritage of the Church.

He served as a Cultural Heritage Resource Person of the National Commission for Culture and the Arts-Philippine Cultural Education Program (NCCA-PCEP), Department of Trade and Industry-Design Center of the Philippines (DTI-DCP), Department of Tourism, and Cultural Center of the Philippines. He was a former UNESCO Philippines Commissioner for the World Heritage Convention and the Focal Person for Intangible Cultural Heritage Convention of the Philippines. He finished AB Economics (DLSU), Diploma Culture and Representation (Tokyo Univ.), Masters Cultural Heritage (Deakin Univ.), Specialist Course in Conservation (Lund Univ.) and Ph D Development Studies major in Heritage and Development (UST).

**AR. MICHAEL MANALO** is an architect specializing in the conservation of the built environment. He graduated from the University of Santo Tomas with a degree in Architecture and was subsequently sent to Mexico City through a grant from the NCCA and the Mexican Government – where he obtained his Masters degree in Built Heritage Conservation from the National School of Conservation in Mexico City. Ar. Manalo worked for the Escuela Taller in Intramuros from 2008 to 2013, and was a member of the Culture Committee of the UNESCO National Commission of the Philippines from 2010 until 2016. He is a practicing architect, and is a member of the National Committee for Monuments and Sites.

**FR. MILAN TED D. TORRALBA** Ordained for the Diocese of Tagbilaran, Bohol, he has been a priest for 26 years. He earned his degrees in philosophy, theology, canon law, & cultural heritage studies from, and pursued linguistics at, the University of Santo Tomas, Manila. He trained in heritage sites management at the Thomas Aquinas Research Complex of First Instance and chair of its Commission for the Cultural Heritage of the Church, and as executive secretary of the CBCP Episcopal Commission for the Cultural Heritage of the Church, Manila. He was secretary of the Apostolic Nunciature in the Philippines, founding chair of the Bohol Arts & Cultural Heritage Council, & vice-chair of the NCCA National Committee on Monuments and Sites.