

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(CCCPET)

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? Heritagging 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.

UST:S009-00-FO01

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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 United Nations' Institute for Training and Research, Hiroshima, Japan. He currently serves his home diocese as judge of its Tribunal 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.



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Seminar on Heritage and Development

October 24 & 25, 2019

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University of Santo Tomas**



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