

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: May 8-9, 2017

**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, Monday, May 8, 2017

8:00-8:30 Opening Ceremonies

8:30-9:30 Heritage 101: *Defining Heritage*

This subject provides various definitions of heritage and its classifications. The lecture and discussion likewise allow issues and challenges to surface in defining heritage. In the end, the student must be able to formulate a heritage definition appropriate to his field.

9:30-10:30 Development 101: *Development Perspectives*

This subject introduces 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 student to understand how his field contributes to the development process.

10:30-10:45 Health Break

10:45-12:45 Conservation Policies: *Pamanaraan: History of Conservation Policies*

This subject 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 Law) 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.

12:45-2:00 Lunch Break

2:00-4:00 Cultural Mapping: *Heritage, Makakain Ba Yan? Heritagizing in Developing Economy*

This subject 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 subject concretely connects heritage to poverty alleviation programs by generating existence, education, and economics values.

4:00-4:30 Health Break

Day 2, Tuesday, May 9, 2017

8:30-9:30 Natural Heritage: *Walking on Water: Evolving the Concept of Cultural Riverscape*

This thematic heritage subject focuses on the parallels of cultural landscapes and cultural riverscapes. It highlights the insoluble relation of man to natural heritage and issues on sustainability. This allows the student to understand how his field works closely and impacts on the environment.

9:30-10:30 Intangible Heritage: *Paggamit ng Unlicul: Utilizing Unlimited Culture*

This thematic heritage subject touches on intangible cultural heritage. One of the most difficult topic to document, this allows student to appreciate the diversity of intangible expressions and the techniques of documentation. Special topic on the UNESCO 2003 Intangible Cultural Heritage Convention is opened for discussion.

10:30-10:45 Health Break

10:45-12:45 Built Heritage: *Mga Akala sa Heritage at Marami Pang Iba: Misconceptions on Heritage*

This thematic heritage subject concentrates on the built heritage. In particular, it illustrates the development of built heritage definition and the charters of conservation that evolved. This opens the student to a varied menu of conservation principles and approaches that could be adopted in development projects.

12:45-2:00 Lunch Break

2:00 – 4:00 Church Heritage: *Amen/Amin: Context and Issues of Church Heritage*

This thematic heritage subject delves on church heritage. This defines church heritage, raises issues on church heritage conservation and introduces the legal framework to promote good conservation practice and pastoral care. This impresses on the student how the holistic church conservation conjures a deeper profession of faith in the community.

4:00-7:00 **Movable Heritage: *History, Controversy and Continuity: The Parisian Life by Juan Luna***

This thematic heritage subject is a powerful lecture on one artwork. The controversial artwork is dissected according to art appreciation, provenance, heritage significance, historical interpretations and semiotic analysis. This moves student to develop a well-researched narrative using heritage towards a meaningful development program.

7:00-8:00 **Closing Ceremonies: *Dinner and Graduation***

Registration Fee:

Early Tiger Rate = Php 6,000.00/pax (until April 15, 2017)
Regular Rate = Php 8,000/pax

Registration may be made by **depositing FULL AMOUNT as registration fee at any BPI Branch to UST Savings Bank 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 before the seminar date and wait for a confirmation of receipt. Official receipts will be given on the day of the seminar.

****We discourage walk-in participants****

Reservation Form:

YES, I will attend the **Heritage and Development Seminar** on May 8 & 9, 2017 at the University of Santo Tomas, Espana, Manila.

Name: _____
 Surname First Name M.I.

Position: _____

School/Company: _____

Address: _____

Office Tel. No. _____

Cell phone No. _____

Email Address: _____

Signature: _____

This form may be reproduced for additional participants.

UST:S009-00-FO01

Profile of Resource Speaker:

ERIC BABAR ZERRUDO

is the Director of the UST Graduate School Center for Conservation of Cultural Property and the Environment in the Tropics (UST-CCCPET). He serves as Vice Chair of UNESCO Philippines Culture Committee, represents the Philippines in the World Heritage Committee and serves as the Focal Person for the Intangible Cultural Heritage Convention for the Philippines. Concurrently, he is the Program Consultant and Associate Professorial Lecturer of the UST Graduate School for Cultural Heritage Studies, National Coordinator of the CBCP Permanent Committee for the Cultural Heritage of the Church, Senior Culture and Heritage Development Consultant of the Department of Tourism and Project Consultant of the National Commission for Culture and the Arts. He works closely with the DENR and the Deped on convergence projects to mainstream culture in national environment and education programs. A CESO topnotcher, his education includes accelerated AB Economics from De La Salle University (Magna Cum Laude), Research Diploma in Culture and Representation in Tokyo University (Japan) as a Monbusho Scholar, Master of Cultural Heritage Studies in Deakin University (Australia) under Prof. Bill Logan, as the inaugural scholar of UNESCO Cultural Heritage Center for Asia and the Pacific and Diploma in International Program for the Conservation and Management of Historic Buildings (CMHB) in Lund University (Sweden) under Dr. Kirsten Barup. He has facilitated cultural heritage mapping projects all over the country and has contributed to the International Centre for the Conservation and Restoration of Monuments (ICCROM) on topics of Authenticity in the Philippine Context and the Development of Conservation Policies in the Philippines. His areas of specialization include heritage and development, cultural mapping, culture and representation and cultural diplomacy.




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