



Advanced Strategies for the Preservation and Promotion of Intangible Heritage

15 – 19 November 2026
Amman (Jordan)



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Introduction:

Intangible heritage, or living heritage, encompasses traditions, practices, expressions, knowledge, and skills handed down from generation to generation within communities. This Advanced Intangible Heritage Preservation and Promotion Strategies course aims to provide an understanding of intangible cultural heritage ICH, focusing on its identification, documentation, preservation, and promotion strategies.

A dedicated subsection delves into ICH's promotion strategies based on concepts such as what a promotional strategy is, the importance of a promotion strategy, the meaning of a promotion strategy, and the development of promotional strategies. With case studies and best practices, this Advanced Intangible Heritage Preservation and Promotion Strategies training will preserve bind cultural identities worldwide.

Participants in this Advanced Intangible Heritage Preservation and Promotion Strategies course will conceive and implement effective promotion strategies. They will focus on the importance of promotion strategies in maintaining and celebrating intangible heritage within modern contexts, including effective promotion and employee promotion strategies within organizations tasked with heritage conservation.

Targeted Groups:

- Cultural heritage professionals.
- Anthropologists and ethnographers.
- Museum curators and archivists.
- Educators and academic researchers.
- Government and NGO workers in the cultural sector.
- Community leaders and cultural activists.

Course Objectives

At the end of this Advanced Intangible Heritage Preservation and Promotion Strategies course, the participants will:

- Define and categorize different forms of intangible cultural heritage.
- Apply methodologies for the identification and documentation of ICH.
- Develop preservation and promotion of culture strategies for ICH.
- Engage communities in the self-preservation strategies of their cultural heritage.
- Evaluate the impact of globalization and modernity on ICH.

Targeted Competencies:

Participants competencies in this Advanced Intangible Heritage Preservation and Promotion Strategies training will:

- Analytical skills in cultural heritage contexts.
- Practical skills in heritage documentation.
- Strategic planning for advanced preservation of heritage.
- Community engagement and facilitation.
- Policy development for the preservation of intangible cultural heritage.

Course Content:

Unit 1: Introduction to Intangible Cultural Heritage:

- Definition and Scope.
- What constitutes intangible heritage?
- Differences between tangible and intangible heritage.
- Categories of Intangible Heritage:
 - Oral traditions and expressions.
 - Performing arts.
 - Social practices, rituals, and festive events.
 - Knowledge and practices concerning nature and the universe.
 - Traditional craftsmanship.
- Historical Context:
 - Evolution of the concept of intangible heritage.
 - Key milestones and international conventions.

Unit 2: Identification and Documentation of Intangible Heritage:

- Methodologies for Identification:
 - Community-based approaches.
 - Ethnographic research methods.
- Documentation Techniques:
 - Audio-visual recording.
 - Digital archiving and databases.
 - Fieldwork and interviewing techniques.

- Case Studies:
 - Successful documentation projects.
 - Challenges and solutions in the field.

Unit 3: Preservation and Safeguarding Strategies:

- Principles of Preservation:
 - Sustainable preservation practices.
 - Ethical considerations in heritage preservation.
- Community Involvement:
 - Role of communities in safeguarding heritage.
 - Participatory methods and co-management approaches.
- Legal and Institutional Frameworks:
 - International conventions and national legislation.
 - Role of government and non-governmental organizations.

Unit 4: Promotion and Transmission of Intangible Heritage:

- Integrating ICH into formal and informal education.
- Media and Technology:
 - Using digital platforms for heritage promotion.
 - Social media and virtual heritage tours.
- Cultural Festivals and Events:
 - Organizing and managing heritage festivals.
 - Promoting cultural tourism.
 - Effective promotion strategy for heritage awareness.

Unit 5: Challenges and Future Directions:

- Impact of Globalization:
 - Modernity and the erosion of traditional practices.
 - Balancing preservation with innovation.
- Policy Development:
 - Developing and implementing heritage policies.
 - Advocacy and lobbying for heritage protection.
- Future Trends:
 - Emerging trends in heritage studies.
 - Role of technology in future heritage preservation.