



## Understanding and Safeguarding Intangible Cultural Heritage

22 - 26 Jun 2025  
Kuala Lumpur (Malaysia)



# Understanding and Safeguarding Intangible Cultural Heritage

**Ref.:** 15638\_318206 **Date:** 22 - 26 Jun 2025 **Location:** Kuala Lumpur (Malaysia) **Fees:** 3900 Euro

## Introduction:

Intangible cultural heritage encompasses the practices, representations, expressions, knowledge, and skills that communities, groups, and individuals recognize as part of their cultural heritage. This course provides a comprehensive understanding of intangible heritage, its significance, and methods for its preservation and promotion.

## Targeted Groups:

- Cultural heritage professionals.
- Museum and archive staff.
- Educators and researchers in cultural studies.
- Community leaders and activists.
- Policymakers in the culture and heritage sectors.
- Students of anthropology, history, and related fields.

## Course Objectives:

At the end of this course, the participants will be able to:

- Define and explain the concept of intangible cultural heritage.
- Identify different forms and examples of intangible heritage.
- Assess the importance of intangible heritage in cultural identity and diversity.
- Develop strategies for safeguarding and promoting intangible heritage.
- Collaborate with communities to document and transmit intangible heritage.

## Targeted Competencies:

- Cultural awareness and sensitivity.
- Heritage management and preservation.
- Community engagement and collaboration.
- Research and documentation skills.
- Policy development and advocacy.

## **Course Content:**

### **Unit 1: Understanding Intangible Cultural Heritage:**

- Definition and Scope of Intangible Heritage.
- Explanation of intangible heritage.
- Differences between tangible and intangible heritage.
- Categories of intangible heritage.
- Importance of Intangible Heritage.
- Role in cultural identity and continuity.
- Contribution to cultural diversity and creativity.
- Economic and social benefits.
- Examples 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.

### **Unit 2: Documentation and Research Methods:**

- Fieldwork Techniques.
- Ethnographic methods.
- Participatory research.
- Oral history interviews.
- Recording and Archiving Intangible Heritage.
- Audio and video recording techniques.
- Digital archiving.
- Ethical considerations in documentation.
- Case Studies.
- Successful documentation projects.
- Lessons learned and best practices.

### **Unit 3: Community Involvement and Empowerment:**

- Role of Communities in Heritage Preservation.
- Importance of community involvement.
- Collaborative approaches.
- Strategies for Community Engagement.
- Workshops and training programs.
- Awareness-raising campaigns.
- Capacity-building initiatives.
- Case Studies.
- Examples of community-led heritage projects.
- Challenges and successes.

## **Unit 4: Policy and Legal Frameworks:**

- International Conventions and Agreements.
- UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage.
- Other relevant international frameworks.
- National and Local Policies.
- Developing and implementing heritage policies.
- Role of government and non-governmental organizations.
- Advocacy and Policy Development.
- Strategies for influencing policy.
- Building networks and coalitions.

## **Unit 5: Strategies for Safeguarding and Promotion:**

- Education and Transmission.
- Formal and informal educational programs.
- Role of schools and universities.
- Cultural Tourism and Intangible Heritage.
- Sustainable tourism practices.
- Challenges and opportunities.
- Media and Technology.
- Using digital platforms for promotion.
- Social media and public engagement.
- Funding and Resource Mobilization.
- Identifying funding sources.
- Writing grant proposals.
- Building partnerships.



**Registration form on the :  
Understanding and Safeguarding Intangible Cultural Heritage**

**code:** 15638 **From:** 22 - 26 Jun 2025 **Venue:** Kuala Lumpur (Malaysia) **Fees:** 3900 **Euro**

Complete & Mail or fax to Mercury Training Center at the address given below

**Delegate Information**

Full Name (Mr / Ms / Dr / Eng):  
.....  
Position:  
.....  
Telephone / Mobile:  
.....  
Personal E-Mail:  
.....  
Official E-Mail:  
.....

**Company Information**

Company Name:  
.....  
Address:  
.....  
City / Country:  
.....

**Person Responsible for Training and Development**

Full Name (Mr / Ms / Dr / Eng):  
.....  
Position:  
.....  
Telephone / Mobile:  
.....  
Personal E-Mail:  
.....  
Official E-Mail:  
.....

**Payment Method**

- Please invoice me
- Please invoice my company