



Advanced Strategies for the  
Preservation and Promotion of  
Intangible Heritage



# Advanced Strategies for the Preservation and Promotion of Intangible Heritage

## Introduction:

Intangible heritage, or living heritage, encompasses traditions, practices, expressions, knowledge, and skills handed down from generation to generation within communities. This course aims to provide a deep and comprehensive understanding of intangible cultural heritage ICH, focusing on its identification, documentation, preservation, and promotion.

## 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 course, the participants will be able to:

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

## Targeted Competencies:

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

## **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.

#### **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.