

Introduction

The idea to publish the scientific series Heritage Studies emerged in the process of further developing our International Graduate School Heritage Studies. Its contextual framework is provided by UNESCO's Conventions concerning Heritage, by the UNESCO programme Memory of the World and of course by the recently adopted Hangzhou Declaration on Culture: Key to sustainable Development. The research focus of the series is the wide range of applications and constructions of heritage associated with these conventions and their corresponding perceptions and paradigms. Reason for this is the fact that despite of – or perhaps because of – the conventions on the protection of our heritage, there is an enormous variety in the understandings of what heritage is, could be or should be.

With the establishment of a series of books on Heritage Studies we want to contribute to the constitution of Heritage Studies as a field of research comparable to Cultural Studies and including different paradigms, scientific concepts, constructions and approaches in a systematic form. I think that we will meet this challenge by encompassing and working on the manifold expressions of heritage which are shaped by globalization in a variety of ways. To

the extent that these terms refer to the understanding of *heritage* formulated within the UNESCO conventions as *tangible* or *intangible* heritage, as *natural heritage* or as *cultural landscapes*, they have been expanded by the challenges associated with globalization.

I would like to give an example: outstanding features of globalization are global migration and the increasing global tourism. Both concern heritage in all its facets. This is true regardless of the type of heritage, whether tangible or intangible, regardless of status, whether world heritage, local heritage of ethnic groups, of specific traditions or of concepts of heritage conservation, etc.

The effects of globalization on the heritage of the people relate to the people themselves, and indeed in many respects. They relate to the tangible and intangible assets of people and their monopolization led by different interests. They characterize the various constructions of the human heritage and adapt them to the dynamically changing cultural and social processes.

They relate to the heritage of immigrants and emigrants in different ways. While people as emigrants often leave formerly occupied spaces or cities such as rural or urban wastelands, as immigrants they create new structures where they have to share places with the locals. The resulting problems of identity and identification were already explained by Norbert Elias in his book "The Established and the Outsiders" in 1965.

The facets of Heritage under the conditions of globalization – and migration and tourism were just two examples of the developments which are to be expected in the 21st century - include theoretical and practical challenges that the UNESCO constructions of heritage need to complement by positions on culture in terms of sustainable and human development. Insofar existing theoretical and politico-practical expertise is to be expanded by that of Heritage Studies.



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International Graduate School: Heritage Studies at Cottbus University

Focus Area 1: Tangible Heritage in the Context of Global Change
- tangible or built heritage under impacts of globalization -

Focus Area 2: Intangible Heritage/Religion/Identity/Diversity
- strategies for identification and safeguarding of intangible heritage -

Focus Area 3: Sustainable Protection and Use of Heritage in the Context of Innovative Conceptions of Heritage
- concepts of sustainability and their application to heritage protection -

Focus Area 4: Cultural Landscapes
- diversity of heritage in cultural and urban landscapes -

Focus Area 5: Mediation of Heritage through Innovative Technologies
- “Memory of the World” programme and the use of digital technology -

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We have begun to develop **our** constructions of Heritage Studies in a multistage process. The five focus areas of our international Heritage Studies PhD programme, which exists since 2010, form the basis. These focus areas are based on the heritage conventions and programmes. But they go further paradigmatically, scientifically and epistemologically.

For example, we ask questions about if at all and if so, how *heritage* in the context of the 1972 Convention is constructed in the sense of human ecology, law, architectural history, art history, planning or ecology. We deal with the anthropological, ethnological, historical or museological approaches in the heritage constructions of the 2003 and 2005 conventions.

We ask whether and in which manner we can speak of inter-and transdisciplinary research interests in these constructions and how they are aligned. Furthermore, we are not concerned about the scientific discourse as such. Our aim is to capture the diversity of heritage, to process it holistically, to open up yet unidentified opportunities of knowledge and practice.

In other words, our concern is to complement the politico-practical discourse, which is expressed in the conventions and their implementations, by an academic, that is, a disciplinary and interdisciplinary, thematic and systematic discourse. Not least we want to initiate a discourse which no longer merely demands sustainability in the implementation of the conventions in a populist sense - which is unfortunately currently a problem - but which analyzes it scientifically and embeds it within the discipline to be constituted, the Heritage Studies.

Reversing this reasoning we need to ask whether it makes sense at all to constitute new disciplinary views for the comprehensive protection of a heritage site or for the preservation of living intangible cultural expressions under the conditions of globalization.

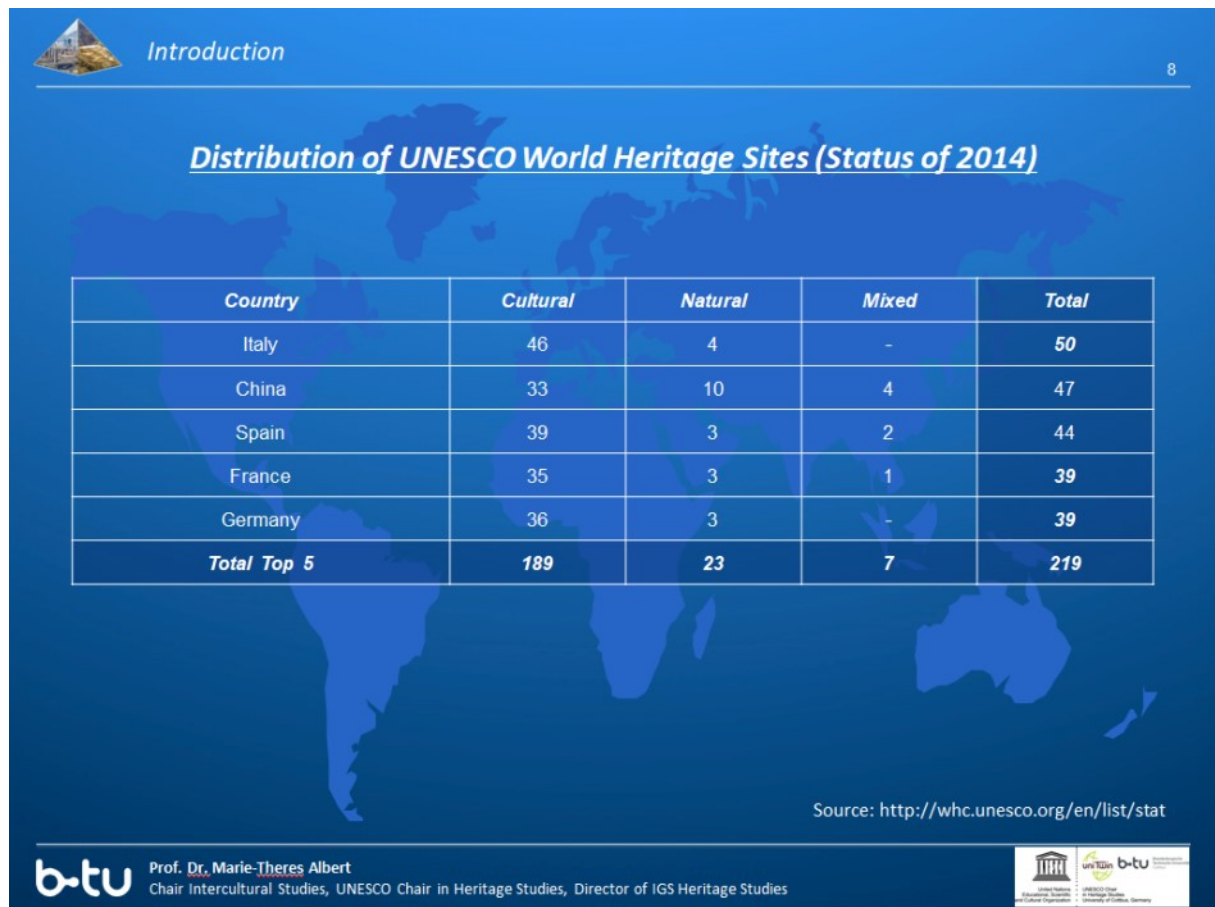
I have mentioned the influences of migration processes on the changing society and heritage structures. Other influences are those of climate change on humans and nature, the impact of technological change on the people or the impact of demographic change on the development of urban and / or more rural areas.

Other topics which we think are monopolized by the political sphere of UNESCO committees and their advisors, but however urgently need to be explored within Heritage Studies with an orientation towards basic and applied research, refer to the demands for development, sustainability and participation which are familiar to us all.

In other words, claims of sustainability and local participation in development processes are not new to the political discourse in any way. They have been formulated with different connotations since the early 90s. They have not yet been implemented successfully.

Furthermore, it is known that for an implementation of sustainability and participation a concept of capacity building is needed. Such concepts are also anchored in the heritage discourse. However, few successes in this regard have been recorded.

The question is, why do such political ambitions work poorly or not at all? I believe the reason is that the demands are being made in isolation from real existing constellations of interests and power relations, and that they therefore are inherently contradictory. Such contradictions are to be identified in research processes, and resolved through scientifically based findings.



If one looks at the feverish nomination of heritage sites, especially in Western Europe and China - to name only the most obvious examples - one can find a mutation process. The understanding of heritage as a good that needs to be protected because it provides identity for future generations has been transformed into a brand. In other words, we can say that heritage is advertised as a brand and treated like a commodity.

And a commodity is naturally not used under cultural, but under economic criteria. That is to say, heritage nominations are explicitly still due to the so-called OUV. Implicitly, the OUV has been abandoned in the real nomination practice. Since this development cannot be reversed, the traditional criteria still need to be worked out for the inscription, but one also has to take into consideration economic criteria and interests and, above all, political strategies.

The implementation of this requirement, however, is limited because the political structures behind the heritage conventions are self-referential. That is, they are not inherently capable of learning, because they can only exist immanently within the systems that legitimize them.

These systems require external incentives in order to be able to change or develop. Such tasks could be taken over by Heritage Studies. In the context of an interdisciplinary approach

of politics, law and values which are to be examined by social sciences, the inconsistency which is inherent to the political discourse on heritage could be worked out. One could analytically deal with the cause and effect factors for the relative failure of the Global Strategy and do this systematically by considering relevant criteria.

Why are Heritage Studies needed? There is a functioning system.

In our view, the time has come to free the heritage discourse from the exclusive power of the stakeholders of UNESCO who have been acting politically and supplement it with theoretical foundations. This is the only way to derive corresponding concepts of legitimacy and action. This also applies to the respective focus of content and methodology.

That is, strategies to address the imbalance of the list in the context of the Global Strategy are commissioned, for example, by the World Heritage Committee to ICOMOS, IUCN or ICCROM. But members of these so-called advisory boards are often writing applications themselves, as individuals or companies. But not only that, through the conventions themselves (for example, the World Heritage Convention, § 8/13) they are at the same time entitled to consider the applications. Thus the same people are often engaged in writing applications, evaluating them, and not least developing strategies to advance the system from which they benefit optimally. What a farce!

In other words, all questions and problems that arise around heritage are dealt with as political problems within the heritage community, its mandate and the institutional structure created, regardless of whether they have been identified as political, institutional or technical problems. Insofar proposals for solutions also remain at the political level, as one can see from the examples of the entire Global Strategy, the Budapest, Cairns or New Zealand decisions etc. The lack of success shows that these are not real problem-solving strategies.

What are Heritage Studies about?

The first official declaration of the concept of Heritage Studies as it has been devised by our team and adopted during our International Summer Academy (ISAC), was the Cottbus Declaration on Heritage Studies as it can be seen below:

The Cottbus Declaration on Heritage Studies: The Need for a Holistic Understanding of Heritage

The Cottbus Declaration on Heritage Studies was passed by the participants of the “International Summer Academy: Constructing Heritage in the Light of Sustainable Development” from July 9 to July 21, 2012. The International Summer Academy was the contribution of the International Graduate School: Heritage Studies at Cottbus University to celebrate the 40th anniversary of the 1972 UNESCO Convention Concerning the Protection of the World Cultural and Natural Heritage. The participants included diplomats, UNESCO experts, research chairs and young researchers on the topic of heritage.

The Cottbus Declaration on Heritage Studies strives to contribute to raising awareness for heritage as a key factor in sustainable human development and to express a broad international consensus for the need for research on heritage transformation processes under the condition of globalisation. Research is the proper domain of universities and the Cottbus Declaration on Heritage Studies therefore stresses the importance of the universities’ contribution.

Since 2010, the International Graduate School: Heritage Studies at Cottbus University has furthered the commitment of Brandenburg University of Technology to excellence in practical and theoretical research on heritage. Five consecutive International Summer Academies in the framework of the International Graduate School: Heritage Studies at Cottbus University are intended to develop a comprehensive understanding of heritage and to foster and deepen the academic discussion on current issues in Heritage Studies. The present Cottbus Declaration on Heritage Studies is the outcome of the first International Summer Academy.

The Cottbus Declaration on Heritage Studies

Recognising the efforts of UNESCO to raise awareness worldwide regarding the significance of heritage, most notably through the development of international standard-setting instruments such as the 1972 UNESCO Convention Concerning the Protection of the World Cultural and Natural Heritage, the 1992 UNESCO Memory of the World Programme, the 2001 UNESCO Convention for the Protection of the Underwater Cultural Heritage, the 2003 UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage, the 2003

Charter on the Preservation of Digital Heritage and the 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions,

Acknowledging that at different governmental levels, as well as in academic environments and among civil society, there exist multiple understandings of heritage and diverse means to enable its study, protection and management,

Considering that the processes of globalisation, though enhancing intercultural exchanges, may also trigger irreversible impacts on heritage,

The assembled participants declare:

The introduction of study programmes in Heritage Studies worldwide and a growing number of scientific journals focusing on heritage issues respond to the need of positioning heritage as an inter-disciplinary and trans-disciplinary nodal point of research. In this regard, Heritage Studies represents a platform that brings different disciplines together and creates links across different fields.

The study of heritage should identify holistically the diverse tangible and intangible aspects of heritage and their interrelationships.

The field of Heritage Studies encompasses diverse disciplines that approach research questions from different angles. In consideration of the increasing complexity of the globalized world, applying different theoretical perspectives and research methods in isolation is no longer adequate. Inter-disciplinary and trans-disciplinary approaches are essential in order to understand and deal with heritage processes and manifestations.

The contribution of natural, social and technical sciences, as well as humanities and the arts, fosters a holistic vision of heritage within the multi-faceted field of Heritage Studies.

There is an urgent need for dialogue between academic and non-academic stakeholders with regards to the identification and communication of heritage. Universities play a prominent role in the development of practices and material innovations, as well as theoretical approaches, which provide the basis for decision and policy making.

Intercultural dialogue on heritage understanding is key to mutual respect and appreciation of different “heritages” and values through processes of contextualisation and negotiation.

The heritage of humanity has to be understood as a crucial factor in the processes of identity formation and as a fundamental resource for human development. The participation of communities in all heritage processes is essential.

Globalisation, which impacts heritage through processes such as increased migration, urbanisation, commodification, growth of tourism and the acceleration of communications, has to be reflected in a comprehensive approach to Heritage Studies.

The holistic understanding of heritage reflected in the Cottbus approach to Heritage Studies shall contribute to making heritage fruitful in contexts of human development.

The undersigned of the Cottbus Declaration on Heritage Studies therefore invite all relevant actors on all levels to join the discourses and dialogues on heritage for human development.

With the Cottbus Declaration on Heritage Studies, which we adopted in our recent summer academy, and the effort to substantiate the objectives formulated with the heritage conventions and programmes theoretically, we want to increase the prospects of success for the conservation and use of heritage in the interest of human development. Objectives that exist in the UNESCO jargon with terms such as *Sustainable Development, Human Development, Community and Local Involvement, Diversity of Culture and Heritage* etc. require research. But that is not all. The UNESCO goals linked with heritage also have cultural, technological or economic connotations that need to be positioned interdisciplinarily and transdisciplinarily. The heritage discourses need, now more than ever, independence from the heritage institutions and a relation to the sciences. How better could this be implemented than by means of Heritage Studies?



What are we and Heritage Studies about?

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DE GRUYTER

Marie-Theres Albert, Roland Bernecker,
Britta Rudolff (Eds.)

**UNDERSTANDING
HERITAGE**

PERSPECTIVES IN HERITAGE STUDIES

HERITAGE STUDIES

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In our position to Heritage Studies the recourse to the policy documents of the heritage institutions is therefore limited. Rather, we deal with their theory-based legitimations. I have written on this topic more in depth in our first publication *Understanding Heritage - Perspectives in Heritage Studies*.

In our reflections on Heritage Studies we include the complex understanding of heritage that has been developed by research on the impact of social developments. Research on the "global cultural commons", Heritage and Identity, Heritage and Multiculturalism, Expressions of Intangible Heritage, Tangible Heritage and Spaces, Legal Aspects of Heritage or Heritage and Local Communities as well as the management of Heritage are worth mentioning here.

What are we and Heritage Studies about?

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Publications of the UNESCO Chair in Heritage Studies:

**Natur und Kultur
Nature and Culture**

**Perspektiven des Welterbes
Constructing World Heritage**

**Training Strategies for
World Heritage Management**

**World Heritage and
Cultural Diversity**

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UNESCO b-tu

A new pool of knowledge about heritage is constituted by a vast number of case studies. In case studies aspects of diversity of cultures and their heritage are reflected just as much as their structures. General perspectives for the protection of heritage are published, just as particularities. Furthermore, research is to be done on causes and effects of the changing significance of heritage from a good worth protecting to a brand that is available for purchase. It is difficult to understand why in the early publications of Heritage Studies almost no cause analyses or action strategies for dealing with the apparent erroneous developments, in particular of the 1972 Convention, were formulated.

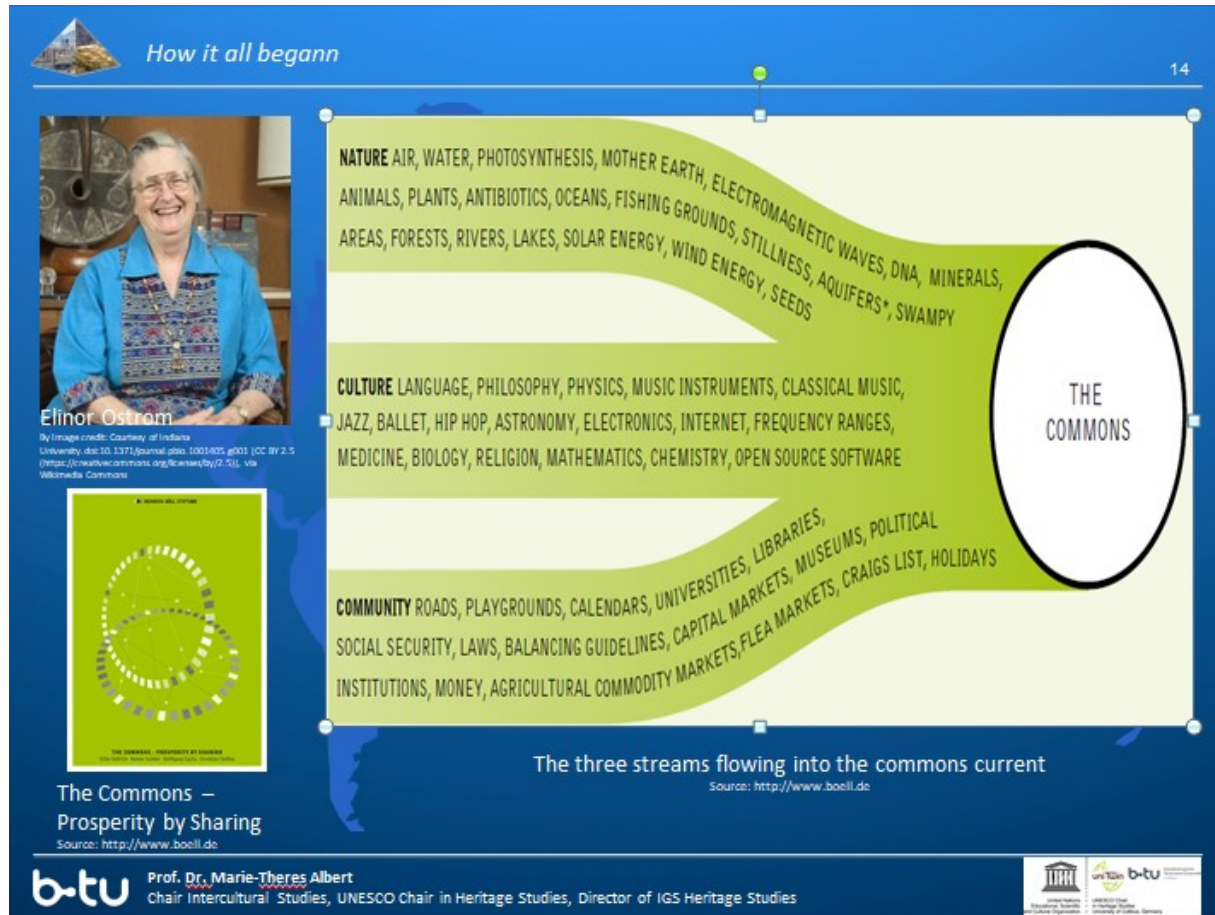
Last but not least, it comes to reflecting the concepts already developed in the 80s and 90s of the last century and approaches to development, sustainability and empowerment which have since then continuously evolved, and to applying them particularly to the use of cultural goods. This also applies to concepts requested in the context of the world heritage discourse such as "sustainability and participation of stakeholders in development processes".

As evident as these concepts were and are, as little they have featured in the heritage discourse so far. This also needs to change. The Heritage Studies of the future must deal

Heritage Studies

Constructing a Field of Research for a new generation of Scholars

with both the old and the new ideas on sustainability so as to be able to meet the challenges of sustainability.



(Nature: Air, Watr, Photosynthesis, Mother earth, Electormagnatic Waves, DNA, Minerals, Animals, Plants, etc.; Culture: Language, Philosophy, Physics, Music Instruments, Classical Music, Jazz, Ballet, Hip Hop, Astronomy, Internet, Medicine, Biology, Religion, etc.; Community: Roads, Playgrounds, Calendars, Universities, Libraries, Social Security, Laws, Capital Markets, Museums, Political Institutions, Money, Agricultural Commodity Markets, Flea markets, Holidays)

This concerns in particular the idea and the concept of the commons that was also developed and promoted in the 1990s by the late Nobel Prize winner Elinor Ostrom. The idea of the commons, as it has been developed by Elinor Ostrom, is that scarce resources such as air, water and the heritage of mankind are not to be regarded as private or public goods, but that they are common goods and must be treated as such.

The community consisting in responsible citizens bears responsibility for the commons. In the area of cultural heritage, sustainability concerns the cultural and natural goods of

Heritage Studies

Constructing a Field of Research for a new generation of Scholars

mankind and responsible citizens who want to preserve them as they are granting a sense of identity. It has been proven in many projects that people are able to engage in a responsible way, and they do so especially when it comes to their heritage.

Heritage Studies

How should we construct Heritage Studies so that they can be positioned in the scientific discourse and paradigmatically? How are they to be conceived so that they can do justice to the breadth of the heritage phenomena? Which disciplinary, interdisciplinary and / or transdisciplinary discourses are to be integrated into the Heritage Studies and, last but not least, what epistemological and methodological preferences are attributed to them?

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Publication in 2013
Marie-Theres Albert, Roland Bernecker, Britta Rudolff (Eds.)
"Understanding Heritage - Perspectives in Heritage Studies"

Publication in 2015
Marie-Theres Albert, Birgitta Ringbeck
"40 Years World Heritage Convention - On the popularization of a concept for the protection of cultural and natural assets"

Marie-Theres Albert (Ed.)
"Perceptions of Sustainability in Heritage Studies"


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Beginning with the Summer Academies of our IGS, the Cottbus Declaration and our new series *Heritage Studies*, in the upcoming years we want to reflect in depth upon these and other questions and, where possible, answer them. This is not about normative stipulations or constructions of truth. Rather, the phenomenon of heritage is to be grasped in its facets and the associated dynamics. This formulates the central paradigm of the approach.

Heritage Studies

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Heritage Studies are understood as the scientific exploration of the construct heritage, which is exposed to a wide range of transformation processes under the conditions of globalization.




Heritage Studies

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<u>Overall objectives of Heritage Studies</u> Heritage transformation processes and human development	<u>Overall conditions for development</u> Impacts of globalization on heritage: migration, sustainability, climate change, participation, empowerment, diversity, etc.
<u>Constituent components of heritage</u> Culture, nature, diversity, tangible and intangible heritage, etc.	<u>Corresponding sciences and approaches of research</u> Humanities, natural and social sciences, structural sciences and engineering
<u>Interests of knowledge</u> Assessment, development and implementation of the immanent potentials of heritage for sustainable and human development.	<u>Corresponding epistemologies</u> Constructivist, hermeneutic, empirical, critical and analytic or poststructuralist approaches
<u>Realization</u> Construction of corresponding, disciplinary and interdisciplinary approaches.	<u>Corresponding methods</u> Text analysis and interpretation, qualitative and quantitative empirical research, structural and natural research methods

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Furthermore, a goal of Heritage Studies shall consist in expanding the understanding and perceptions of heritage beyond the usual limited usage of the term in the UNESCO parlance. Today, heritage is more than ever to be conceptualized for its potential for human development and sustainability and to be orientated accordingly. Only against this backdrop, goals such as identity development attain their meaning. This also applies to its potential for peace building and conflict resolution. Conservation and usage of heritage requires an extensive individual and social responsibility of all stakeholders. Only in this way sustainability is achievable. This in turn requires the involvement and participation of all stakeholders in the process of the responsible appropriation of their heritage.

Heritage Studies in the layout made here position themselves also epistemologically through the outlined transformation processes. They see themselves as a critical discipline which works on its research questions and issues inter- and / or transdisciplinarily, but which

Heritage Studies

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explicitly derives them from the demands of realities which evolve daily and differently for the peoples of the world.

This includes the positioning of the cognitive interest in the context of the diversity of our world. It means reflecting the cultural diversity of the world in the approaches and methods of Heritage Studies without becoming arbitrary. Not least, it means developing strategies for the future, for example, for a sustainable approach to heritage. In other words, it is not about gaining abstract knowledge, but explicitly about conceptualizing Heritage Studies paradigmatically for human development.

As mentioned above, we have designed a series of scientific publications, *Heritage Studies*, for the implementation of the formulated goals. This series shall encourage experienced and young scholars to conduct systematical research in the broad field of Heritage Studies and make their results of research available to the national and international, theoretically and practically oriented, disciplinarily and interdisciplinarily established heritage community. This series aims to initiate discourses that reflect the facets of heritage essentially in four dimensions.



Heritage Studies

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Concept of the Heritage Studies Series

		Sections		
		World Heritage	Intangible Cultural Heritage	Memory of the World
Dimensions	Theory & Methods	<ul style="list-style-type: none">• epistemologies• methodologies• disciplinary / interdisciplinary approaches to heritage		
	Paradigms	<ul style="list-style-type: none">• constructions of heritage• sustainable / human development• normative aspects		
	History & Documents	<ul style="list-style-type: none">• heritage in UNESCO conventions• interpretation of heritage laws• historical developments		
	Case Studies	<ul style="list-style-type: none">• diversity of heritage practices• systematization of existing case studies		

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Theory and Methods

In this section, research will be published that captures the diversity of heritage including its different paradigmatic approaches with the aim of sustainability in mind. Essentially, this section will be about new insights to be gained disciplinarily and interdisciplinarily on the understanding of heritage and appropriate epistemological and/or methodological approaches. The Theory and Methods section will also include new areas of application for sustainable uses of heritage.

Paradigms

In this section, publications will appear that deal with the normative aspects of heritage. At the center of this section are intentions and constructions associated with the heritage conventions and the concomitant perceptions. The main cognitive interest in this section is essentially to initiate publications that confront the future viability of heritage with the transformation processes brought about by globalization and to do research on them in the interest of human development.

History and Documents

The research in this section focuses on the understanding of heritage in the context of the UNESCO Conventions listed above and UNESCO's Memory of the World programme. Rationalizations for and adaptations of the understanding of heritage which changes in the course of historical developments as well as their concrete application at different stages of the implementation of the conventions will be researched and published. The interpretations of the heritage laws which are flowing from these conventions in the historical context are also to be researched and published in this section.

Case Studies

The basic research interest in this section is aimed at the analysis and systematization of the many different forms of practice and the experiences derived from the diversity of case studies. This applies to the cultures of the world and their heritage itself, but also to the different conventions, their uses and valuations. This section thrives on the diversity of heritage and contributes in this way to a lasting understanding of heritage.

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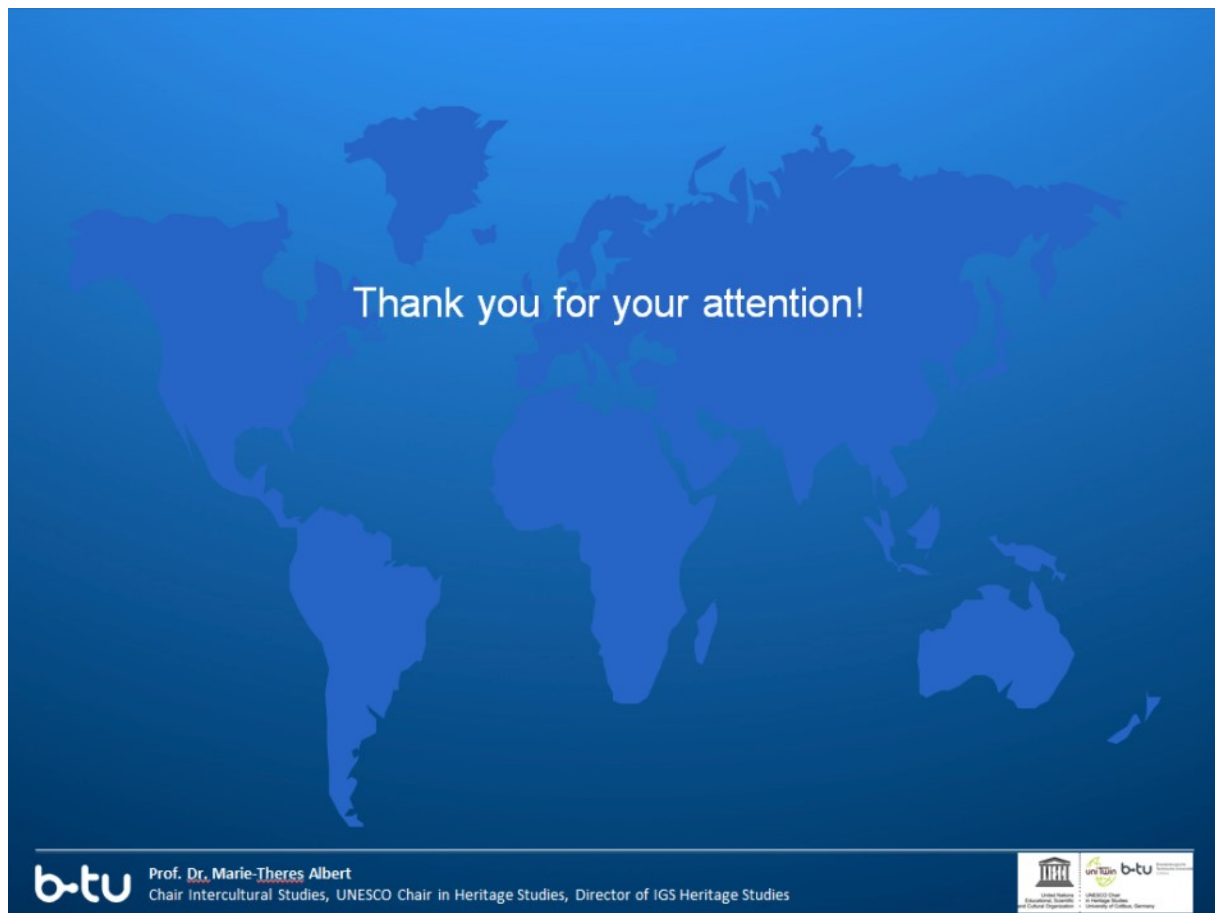
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Implementations

The Heritage Studies series is constituted by an editorial advisory board. The latter guarantees the quality and innovative character of the series. It conceptualizes the design of the series regarding content and paradigms. In other words, the editorial advisory board formulates the short, medium and long term goals and the corresponding criteria for the series implementation. We assume that with these initiatives we can contribute to the ongoing constitution of Heritage Studies.



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