

Invitation to participate in an intensive course on

CULTURAL HERITAGE RESOURCES FOR LOCAL DEVELOPMENT AND TOURISM STRATEGIES

13-19 September 2009

Katholieke Universiteit Leuven - BELGIUM

An intensive course - at postgraduate level - will be organized by the Katholieke Universiteit Leuven (Belgium) from 13-19 September 2009. The main objective of this project is to discuss - in an international forum- strategies to valorize local cultural heritage resources for local development. The initiative is sponsored by the Flemish Interuniversity Council (VLIR-UOS) in the context of a scientific development-funding program. The focus of the course is on cultural heritage as a potential resource for local and regional economic impulses. In many situations tourism has become an important economic driver for local development, if not the only one. The mechanism and conditions of this process needs to be scanned.

Creating awareness about the cultural capital of communities and territories among policy makers is a first step in the process of supporting economic programs and eventually empowerment of local stakeholders. Sometimes it takes external incentives to (re)define cultural identity and stimuli from 'outsiders' to start a process of **commoditization of cultural assets**. Building know-how on the ways to **connect local initiatives with global networks** and markets is an important challenge.

These objectives require a multidisciplinary approach and interpretation. Current 'trial and error' strategies to revalorize cultural assets need to be replaced by knowledge about the interaction of communities, territories, different stakeholders and the step by step process of establishing a new sustainable base.

The state of the art in cultural heritage management and in **sustainable models for cultural tourism to destinations in development areas** will be introduced and discussed as a theoretical framework for the course. The emphasis of the course however will be on the application of models and ideas in specific case studies, taking into account the quantity and quality of cultural assets (tangible and intangible) in a territory but also and, above all the range of **preconditions to develop tourism** activities in a competitive and sustainable way. There is no blue print for an optimal and successful development model, but there are many lessons to be learnt from good and bad examples worldwide.



The organizing team of the course will initiate and facilitate an interactive debate in which all **participants will contribute with their own experiences and background**. The introduction to key issues will be given by experts with various disciplinary backgrounds; experts in heritage conservation and management, experts in tourism development planning (issues such as destination management, marketing and branding, organization and participation of stakeholders, etc). **Participants will be requested to present their research work and to share their case studies with the other participants.**

Thanks to the **support of the Flemish Interuniversity Council (VLIR-UOS)** we have the opportunity to invite 20 participants with a genuine involvement in the interactive field of cultural heritage, local development and cultural tourism. Participation in this scientific course should be a source of inspiration for their current work, and have an actual impact on their future research, whether this is in policymaking or management tasks, teaching assignment or other professional involvement in this field of study.

The **funding will cover all costs for travel and accommodation**, participation fee and study material, and in addition a daily allowance during the time of the course. A one-day field trip to cultural heritage sites in Flanders will be included in the program.

There will be a selection procedure since the funding is limited to 20 participants. Written applications must be submitted to the organizers before the **25th of April 2009** (*see instructions below*). Applicants are advised to take carefully note of the selection criteria and the required documents to be included for the selection procedure.

The course is organized by KULeuven:

- Koen Van Balen, RLICC – koen.vanbalen@bwk.kuleuven.be
- Myriam Jansen-Verbeke, Tourism and Development - jansen.verbeke@skynet.be

In collaboration with:

- Living Stone Dialogo, Manuel Minne – manuel.minne@lsdialogo.com
- University of Wageningen (Netherlands)
 - o Socio-spatial analysis, Jaap Lengkeek,
 - o Sustainable Tourism, René van der duim - Rene.vanderDuim@wur.nl

Supported by:

- VLIR-UOS, Flemish Interuniversity Council, University Development Cooperation



Submission (BEFORE 25 APRIL 2009 !)

Interested candidates need to submit the form below, duly filled in and, all required documents to Ms Hannelore De Keyser who is coordinating the application procedure.

Ms Hannelore De Keyser
 Administrative coordinator- Raymond Lemaire International Centre for Conservation
 KULeuven - Kasteelpark Arenberg 1 bus 2431 - B 3001 Heverlee
 Tel: +32 (0)16 32 17 48 | Fax: +32 (0)16 32 19 83 | Mail: Hannelore.DeKeyser@asro.Kuleuven.be
 http: www.asro.kuleuven.be/rlicc | http: www.sprecomah.eu/rlicc

Selected applicants will be notified during the month of June.

Eligible applicants need to:

- Be a national resident of one of the countries listed by DGOS (see annex 1 below)
 (If not, they can participate at their own expense, if they are selected based on the criteria mentioned hereafter. **Participation fee is 900€**; it includes participation to the courses, the study trip, and the lunches but **not travel and lodging**, they will have to arrange that themselves)
- Prove their university degree (at least Master level) in a relevant area of study
- Write a letter of personal motivation
- Include a short CV with diploma/ degree transcripts, and if relevant publications
- Explain clearly how the topic of the course is related to the current work.
- Make a well thought **written proposal** for a collective case study within the context of this course. This can be short (strict max 1000 words), but should be clear in terms of study area, focus, research questions, points of discussion.
- Prove their English language skills
- Furthermore all applicants need to fill in all the following personal coordinates:

Last name:		Date of Birth:	
First name:		Place of Birth:	
Nationality:		Gender:	
Civil status:		Number of Children:	
Address in home country :			
Name & Address Current employer			
E-mail address:			
Phone number:			
Where we can reach you			
Fax number:			
Bank references in home country	N°: BIC/Swift: IBAN:		
Previous trips to Europe/Belgium?			

Annex 1

List of eligible countries	
Africa (22)	Asia (8)
Algeria	Bangladesh
Benin	Cambodia
Burkina Faso	China
Burundi	Philippines
DR Congo	India
Ethiopia	Indonesia
Guinea	Palestine territory
Ivory Coast	Vietnam
Cameroon	
Kenya	
Madagascar	
Mali	
Morocco	
Mozambique	
Niger	
Rwanda	
Senegal	
Tanzania	
Uganda	
Zambia	
Zimbabwe	
South -Africa	
	Latin-America (11)
	Bolivia
	Brazil
	Colombia
	Cuba
	Ecuador
	El Salvador
	Guatemala
	Haiti
	Nicaragua
	Peru
	Suriname