

# University of Mumbai



No. UG/ 62 of 2019-20

## CIRCULAR:-

Attention of the Principals of the Affiliated Colleges and Directors of the recognized Institutions in Faculty of Humanities.

They are hereby informed that the recommendations made by the Ad-hoc Board of Studies in Ancient Indian Culture, Archaeology and Buddhist Studies and at its meeting held on 08<sup>th</sup> May, 2019, have been accepted by the Academic Council at its meeting held on 10<sup>th</sup> May, 2019 (vide item No. 4.19) and subsequently approved by the Management Council at its meeting held on 01<sup>st</sup> June, 2019 (vide item No. 13) and that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) the Ordinances No. 6478 & 6479 Regulations No. 9222 to 9223 and the syllabus of the Diploma in Heritage Management has been introduced and the same have been brought into force with effect from the academic year 2019-20, accordingly. (The same is available on the University's website [www.mu.ac.in](http://www.mu.ac.in)).

MUMBAI – 400 032

26<sup>th</sup> July, 2019

To,

The Principals of the affiliated Colleges and Directors of the recognized Institutions in Faculty of Humanities. (Circular No. UG/334 of 2017-18 dated 9<sup>th</sup> January, 2018.)

A.C/4.19/10/05/2019

M.C/13/01/06/2019

(Dr. Ajay Deshmukh)  
REGISTRAR

\*\*\*\*\*

No. UG/ 62 -A of 2019

MUMBAI-400 032

26<sup>th</sup> July, 2019

Copy forwarded with Compliments for information to:-

- 1) The I/c Dean, Faculty of Humanities,
- 2) The Chairman, Ad-hoc Board of Studies in Ancient Indian Culture, Archaeology and Buddhist Studies,
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Director, Board of Students Development,
- 5) The Co-ordinator, University Computerization Centre,

(Dr. Ajay Deshmukh)  
REGISTRAR

*[Signature]*  
18/7/19

*[Signature]*  
16/7/2019

*[Signature]*  
18/7/19

## **Name of the Course: Diploma in Heritage Management**

**Duration:** 120 hours

This course will be run at **the Center of Archaeology, Centre for Extra Mural Studies, University of Mumbai.**

### **Outcomes:**

1. To make student aware with the Tangible and intangible Heritage
2. To make student aware with the importance of process, planning and execution of heritage project
3. To make students aware with the practical aspects of heritage tourism

**Eligibility for admission:** 12<sup>th</sup> Pass

**Fee Structure:** The fees for this course will be Rs. 15,000/- p.a.

**Intake Capacity:** 60

### **Desired qualification of faculty:**

Advanced degree (Masters Preferred) in Archaeology, Indology, Mass Communication, Marketing, Design, Heritage Management, Management, Business Administration, Tourism, Social Sciences, Urban Planning, etc.

**Remuneration:** The course being highly specialized, the honorarium to be paid to the resource persons will be Rs. 1,000/- per hour.

## **Syllabus:**

### **Paper I Sem I**

#### **1. Heritage: Concepts and issues**

- 1) a) What is Heritage?
  - b) What is Heritage Value?
- 2) Cultural, Natural and mixed Heritage: Definition, Scope
- 3) a) Local Heritage: Concept and issues
  - b) National Heritage: Concept and issues
- 3) a) World Heritage: Concept and scope
  - b) Movable Heritage: Concept and issues
- 4) Historic Urban Landscape: Concept and issues

Cultural landscapes: Concept and scope

## **2. Heritage: Policy and legal framework**

- 1) a) Heritage: International Scenario and Issues  
b) Heritage: National Scenario and Issues
- 2) a) National laws regarding cultural heritage Part I  
b) National laws regarding cultural heritage Part II
- 3) a) International charters/conventions regarding cultural heritage Part I  
b) International charters/conventions regarding cultural heritage Part II
- 4) a) International charters/conventions regarding cultural heritage Part III  
b) International charters/conventions regarding cultural heritage Part IV

## **3. Heritage Interpretation, presentation and Promotion**

- 1) a) Understanding heritage  
b) Research in heritage
- 2) a) Heritage Interpretation for Sites and Museums  
b) Public Education and Awareness Raising
- 3) a) Presentation of cultural heritage Part I  
b) Presentation of cultural heritage Part II
- 4) a) Promotion of tangible heritage  
b) Promotion of intangible heritage

(Assignment: Prepare a project plan including presentation and promotion plan for a monument/heritage building)

## **Paper I Sem II**

### **4. Project Management Part 1**

- 1) Vision for Heritage Project
- 2) Process of heritage management
- 2) Planning of Project
- 3) Managing Tangible and Intangible heritage

(Assignment: Prepare a draft heritage project plan for a monument/intangible heritage)

### **5. Project Management Part II**

- 1) Budgeting and Financial management

2) Human Resources Management and Strategic Planning

3) Funding and Proposal Writing

4) Monitoring and Evaluation of project

(Assignment: Prepare a Project proposal and its logical framework for a heritage project)

## **Paper II. Sem I.**

### **1. Heritage Tourism**

1) (a) Heritage Tourism: Concept & Scope

(b) Issues and trends in inbound and Domestic Tourism in India

2) a) Intercultural perspectives involved in tourism

b) Market survey, research and data collection before designing heritage visitor attraction

3) a) Functioning of I. T. D. C & M. T. D. C and tour operators

b) Issues and trends in the management of heritage visitor attraction

4) a) Creating and planning an experience for domestic and international tourists using local heritage

b) Promotion, marketing of heritage site and heritage tour

(Assignment: Analyzing visitor's management and visitors' experience for a selected heritage site)

### **2. Heritage Economics**

1) a) Heritage Economics

b) Heritage and sustainable development

2) a) Budgeting for the project or cultural organization

b) Funding, sponsorship for heritage projects

3) a) Economic model of visitor attraction

b) Business model for Heritage Tourism

4) Partnerships for heritage projects and heritage tourism

(Assignment: Prepare a business model for a visitor attraction/ museum/heritage tour for heritage site)

## **Paper II: Sem II**

Internship: Three months with internship report

OR

Dissertation / Individual Project: on Chosen topic

**Paper 1 Sem 1 100 marks exam (60 sem end+ 40 internal)**

**Paper 1 Sem 2 100 marks exam (60 sem end+ 40 internal)**

**Paper 2 Sem 1 100 Marks exam (60 sem end+ 40 internal)**

**Paper 2 Sem 2 100 marks Internship or Dissertation (60 Dissertation+ 40 Viva / open defense)**

## Bibliography

1. KernalBalsar, The concept of the common heritage of Mankind, Vol. 30 MartinusNijhoff.
2. Richard Harrison (ed), Manual of Heritage Management, Butterworth Heineman.
3. Richard Prentice, Tourism & Heritage attractions, Queen Margaret College. 7) Wittlin Alma, The Museum, London, 1949.
4. Nego JMS, Tourism & Travel, Gitanjali Publication house, 1998.
5. Bhatia A, Tourism in Indian history & development, Delhi, 1978.
6. Davide T Herbert (ed), Heritage Tourism & society, Mausell.
7. Agarwal Rajesh K &NangiaSudesh, Economic & Employment potential of archaeological monuments in India. Birla Institute of Scientific research, New Delhi 1974.
8. BiswasSachindraSekhar, Protecting the cultural heritage. National legislations & international conventions. Aryan books international, New Delhi 1999.
9. Nagar S.L, Protection, Conservation & preservation of India's monuments. Aryan books international, New Delhi 1998.
10. Ghosh A, 50 years of archaeological survey of India, Ancient India 1953.
11. UNESCO & its programmes, protection of mankind's cultural heritage sites & monuments, UNESCO 1970.
12. Chainani, S., Heritage conservation, legislative and organisational policies for India. New Delhi: INTACH. 2007
13. Sarkar, H., Museums and Protections of Monuments and Antiquities in India. SundeepPrakashan.
14. Cleere, Henry, ed.. *Approaches to the archaeological heritage: A comparative study of world cultural resource management systems*. Cambridge, UK: Cambridge Univ. Press. 1984
15. Hoffman, Barbara T., ed. *Art and cultural heritage: Law, policy, and practice*. Cambridge, UK: Cambridge Univ. Press. 2006
16. Case study on the effects of tourism on culture and the environment: Cambodia. Soubert, Son; Hay, Soung Lean. UNESCO Principal Regional Office for Asia and the Pacific. Bangkok, UNESCO, 1995.

References for concepts, policies, charters, guidelines for different types of heritage:

17. UNESCO World Heritage website: <https://whc.unesco.org/>
18. Convention Concerning the Protection of the World Cultural and Natural Heritage (UNESCO 1972) URL: <https://whc.unesco.org/en/convention/>
19. UNSCO Intangible Cultural Heritage Website URL: <https://ich.unesco.org/>
20. UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage 2003 <https://ich.unesco.org/en/convention>
21. ICOMOS Salalah Guidelines for the management of public archaeological sites URL: [https://www.icomos.org/images/DOCUMENTS/Charters/GA2017\\_6-3-3\\_SalalahGuidelines\\_EN\\_adopted-15122017.pdf](https://www.icomos.org/images/DOCUMENTS/Charters/GA2017_6-3-3_SalalahGuidelines_EN_adopted-15122017.pdf)
22. ICOMOS Charter for Protection and Management of Archaeological Heritage URL: [https://www.icomos.org/charters/arch\\_e.pdf](https://www.icomos.org/charters/arch_e.pdf)
23. The Paris Declaration On heritage as a driver of development of ICOMOS URL: [https://www.icomos.org/images/DOCUMENTS/Charters/GA2011\\_Declaration\\_de\\_Paris\\_EN\\_20120109.pdf](https://www.icomos.org/images/DOCUMENTS/Charters/GA2011_Declaration_de_Paris_EN_20120109.pdf)

24. The Delhi Declaration on Heritage and Democracy of ICOMOS URL:  
[https://www.icomos.org/images/DOCUMENTS/Charters/GA2017\\_Delhi-Declaration\\_20180117\\_EN.pdf](https://www.icomos.org/images/DOCUMENTS/Charters/GA2017_Delhi-Declaration_20180117_EN.pdf)
25. UNESCO Recommendation on the Historic Urban Landscape, including a glossary of definitions URL: <https://whc.unesco.org/uploads/activities/documents/activity-638-98.pdf>
26. Indian Acts for Cultural Heritage URL <http://asi.nic.in/legislations/>  
World Heritage, Art and Economics: The World Heritage Convention in the light of Economic Theory URL: <https://whc.unesco.org/document/9539>
27. The Economic Value of Heritage by Xavier Greffe, University of Paris I (Pantheon-Sorbonne) URL:  
<https://pdfs.semanticscholar.org/6eae/0b3ba133c59b1b27fff16d4e9943437b1432.pdf>
28. Economics of Uniqueness, The World Bank Publication URL:  
[http://siteresources.worldbank.org/EXTSDNET/Resources/Economics\\_of\\_Uniqueness.pdf](http://siteresources.worldbank.org/EXTSDNET/Resources/Economics_of_Uniqueness.pdf)
29. The ICOMOS Charter for the Interpretation and Presentation of Cultural Heritage Sites URL:  
[https://www.icomos.org/charters/interpretation\\_e.pdf](https://www.icomos.org/charters/interpretation_e.pdf)
30. ICOMOS International Cultural Tourism Charter Managing Tourism at Places of Heritage Significance (1999) URL: [https://www.icomos.org/charters/tourism\\_e.pdf](https://www.icomos.org/charters/tourism_e.pdf)
31. Declaration of the International Council of Museums (ICOM) and the World Federation of Friends of Museums (WFFM) for worldwide Sustainable Cultural Tourism 2007 URL:  
[https://icom.museum/wp-content/uploads/2018/07/tourism2007\\_eng.pdf](https://icom.museum/wp-content/uploads/2018/07/tourism2007_eng.pdf)
32. Sustainable Tourism for Development Guidebook Enhancing capacities for Sustainable Tourism for development in developing countries by World Tourism Organisation. URL:  
<http://cf.cdn.unwto.org/sites/all/files/docpdf/devcoengfinal.pdf>
33. Global Code of Ethics for Responsible Tourism by World Tourism Organisation URL:  
<http://cf.cdn.unwto.org/sites/all/files/docpdf/gcetbrochureglobalcodeen.pdf>
34. Risks Generated by Tourism in an Environment with Cultural Heritage Assets. Drácky, Milos; Drácky, Tomás. Paris, IFLA-PAC, 2010. URL: <http://www.ifla.org/files/pac/ipn/52-december2010.pdf>