Introducing Heritage Management as an Academic Discipline in Egypt

The Model of HCSM – HU and BTU

Hosam Refai and Susann Harder
Program Coordinators
Helwan University (HU)

- Young and dynamic university established in 1975
- Most diversified disciplines among Egyptian universities with strength in Arts, Education and Technology
- 100,000 undergraduate and 7000 postgraduate students
- 21 faculties and 50 research centers

Campus of the Faculty of Tourism and Hotel Management
BTU Cottbus-Senftenberg

- more than 70 study programmes, thereof 11 in English
- research-oriented and application-oriented programmes
- from the natural and engineering sciences to economic, cultural sciences and health sciences
- 9,500 students, including 1,800 from over 100 different countries
Why HCSM?

- Skill mismatch & acute lack of qualified personnel in the Egyptian & Arab cultural heritage sector.
- No academic program in Cultural Heritage Management in any Egyptian State University.
- Lack of integrative conservation and management strategies at Egyptian Heritage Sites.
Why HCSM? cont.

- Proper management is necessary to promote heritage sites as tourism destinations.
- Tourism is a key element in Egyptian economic growth.
- Partnership between Egypt & Germany serves to transfer knowledge and promote intercultural exchange.
Program Background

The program was developed within the framework of the German-Arab Transformation Partnership Program of the Federal Foreign Office.
Realizing a Joint Program

• Letter of intent on 15 November 2011.
• MoU between HU and BTU signed on 27 May 2012.
• Joint proposal presented to DAAD in June 2012.
• Project granted by DAAD on 27 July 2012.
Realizing a Joint Program cont.

3 Workshops in Cairo and Cottbus between 2012-2013
Our Partners

Ministry of State for Antiquities Affairs
Program Structure

The program is focused on transferring knowledge and skills necessary for the assessment, protection and management of heritage sites and includes the following academic fields:

• Conservation Strategies and Methods
• Heritage Site Management
• Presentation and Interpretation
• Tourism and Visitor Management
Program Structure cont.

- **Degree:** *Joint M.A. by BTU Cottbus-Senftenberg and Helwan University.*
- **Duration:** *Four semesters, full time.*
- **Language of Instruction:** *English.*
- **Career Opportunities:** *Heritage Sites, Heritage Institutions, Government Agencies, Museums, International Organizations, Heritage Consultants.*
Program Structure *cont.*

Mandatory exchange semester at the partner university

- Semester 1: Home university
- Semester 2: BTU Cottbus-Senftenberg
- Semester 3: Helwan University
- Semester 4: Home university
Enrolled Students

Intake 1 (2013/14)
11 students

Intake 2 (2014/15)
21 students
Lessons Learned

- **Challenges:**
  - Different Legal Framework
  - Limited Time
  - Personnel and Resource Capacities

- **Opportunities:**
  - Different Areas of Expertise
  - Large Demand
  - Capacity Building
Opportunity: Non-Consecutive Master with an Interdisciplinary Approach

• Students with diverse academic and professional backgrounds, most of them outside the heritage field

• Examples: Mrs Hadeel Khalil (conservator at GEM Project) and Mrs Maissa Moustafa (independent tour guide)
Future Perspective: Heritage & Museum Studies

- FTH plans to integrate Heritage and Museum Studies as a new academic discipline at Helwan University for the first time in Egypt
- A master in Museum Studies was launched in 2014 and is being developed to a Dual degree program with the University of Würzburg
- In planning is a new BA program in Heritage and Museum Studies at FTH
Future Perspective: Skills for Heritage & Museum Professionals

• In planning is furthermore a new Department of Heritage and Museum Studies at FTH with an integrated training center and an academic journal.

• FTH aims with the help of its German partners to become a central academic and training center for Heritage and Museum Management in Egypt and the MENA region.
Vielen Dank für Ihre Aufmerksamkeit

Thank you very much for your attention

شكرا علي حسن إستماعكم