Methods in Cultural Heritage

Kathryn Meyers Emery

Cultural heritage is an interdisciplinary and professional concept that consists of a unique combination of tangible and intangible historical, architectural, natural and archaeological resources. Despite the significance and pervasiveness of this concept, it is not always clearly defined nor is its importance always conveyed. This course will cover research methods that will enable students to address cultural heritage, historic preservation, cultural recourse management and public engagement. Given that preservation and engagement within archaeology is increasingly digital, this course will cover a number of methods that students can preserve, protect and promote engagement with cultural heritage through online tools and resources. As part of the course, students will learn how to create a cultural heritage plan, engage in historic preservation, and engage with the public and broader archaeological community online.

Course Goals:
1. Gain knowledge regarding goals, methods and applications of cultural heritage management, and understand what culture heritage planning means
2. Understand the issues, ethics and problems facing those who manage cultural heritage and historic preservation sites
3. Become familiar with the components of a cultural heritage management plan.
4. Be able to critically use digital methods to engage with the public and archaeological community online to promote cultural and archaeological heritage and preservation (ex. Blogging, Twitter, Digital Mapping, etc)

Texts: All reading material for this course will be provided online, although students may need to request or find their own reading material related to a historic site for their final project.

** This syllabus was designed based on a course that I helped develop and teach over summer 2014. The class was an intensive 'field school' in cultural heritage management where students helped design a cultural heritage plan for Michigan State University's campus. I have added to the syllabus to demonstrate how I would adapt this course for a semester long class and add in more digital components. The class would be based around discussion and development of mock or real cultural heritage plans- if possible, I would love to develop a plan using digital and analog methods around a local heritage site that the students could actively be involved in.

The course can be easily adjusted to fit undergraduate or graduate level student needs, and readings can be added or taken away depending on the level.

Week 1: What Is Cultural Heritage?
Introduction to cultural heritage: what are cultural resources and how do we define their significance?

Readings:
- Ahmad, Yahaya 2006. The scope and definitions of heritage: from tangible to intangible. International journal of heritage studies 12(3)
- Blake, Janet 2000. On defining cultural heritage. The International and Comparative Law Quarterly 49(1).
- Lowenthal, David. 2005. Natural and cultural heritage. International Journal of Heritage Studies 11(1): 81-92.
- Lusiani, Maria and Luca Zan. 2013. Planning and heritage. Journal of Cultural Heritage Management and Sustainable Development 3(2):108-115.
- Vecco, Marilena 2010. A definition of cultural heritage: From the tangible to the intangible. Journal of Cultural Heritage 11(3): 321–324.

Assignment 1: Local Cultural Heritage
Your local campus and community has a strong historic identity that is apparent and appreciated among alumni, employees and students, as well as reflected in the campus and community environment.
- List three (3) types of tangible and three (3) types of intangible cultural heritage found on campus or within the community
- For each type:
    - Indicate whether it is actively protected
    - How its cultural value continues between generations
    - How this type is linked into larger university/state/regional identities
    - How value is conveyed by students/employees/alumni/community members

Week 2: What are the benefits, goals, and challenges of cultural heritage management?
While there are many benefits to preserving the past and our heritage, doing this can be difficulty for a variety of reasons

Readings:
- Araoz, Gustavo F. 2011. Preserving Heritage Places Under a New Paradigm, Journal of Cultural Heritage Management and Sustainable Development 1:1:55-60.
- The Joint Programming Initiative on Cultural Heritage and Global Change: A New Challenge for Europe Getty- Heritage and Conservation Report
- Meskell, Lynn. 2013. UNESCO's World heritage Convention at 40. Current Anthropology 54(4):483-494.

Week 3: Threats to cultural heritage management
What kind of threats are facing cultural heritage, and how can we protect ourselves from these?

Readings:
- Fangi, Gabriele, Livia Piermattei and Wissam Wahbeh 2013. Spherical Photogrammetry as Rescue Documentation for the Reconstruction of Some UNESCO Sites in Syria. International Journal of Heritage in the Digital Era 2(3): 4335-341.
- Global Heritage Fund- Saving Our Vanishing Heritage

- Meier, Hans-Rudolf, Michael Petzet and Thomas Will 2007. Heritage at Risk: Cultural Heritage and Natural Disasters: Risk Preparedness and the Limits of Prevention. Technische Universität Dresden.

Week 4: Historical Context of Cultural Heritage
History of cultural heritage management and historic preservation

Readings:
- Selections from Getty Museum- Cultural Heritage Policy Resources. http://www.getty.edu/conservation/publications_resources/research_resources/charters.html
- Giacinto, Adam 2011. A Qualitative History of "Cultural Resource" Management. Anthropologies Project. Web document. Link to URL is in D2L
- Holleran, Michael 2011. America's Early Historic Preservation Movement in a Transatlantic Context. In Towards World Heritage: International Origins of the Preservation Movement 1870-1930.
- Archives: Developing a history of the site, the history of preservation
- Morris, M. 2004. Guide to Archival Research and Assessing Archival Evidence. Web document. Link to URL is in D2L
- Lowenthal, David 2007. Archives, Heritage, and History. In F.X. Blouin Jr. and W.G. Rosenberg (editors), Archives, Documentation, and Institutions of Social Memory: Essays from the Sawyer Seminar. (pp. 193-206). University of Michigan Press, Ann Arbor.

Week 5: Regulatory laws and government
Federal, state and local agencies, laws, guidelines, incentives, requirements.

Readings:
- NPS- Archaeology Laws for Professionals. Web document. http://www.nps.gov/Archeology/tools/laws/index.htm
- Phelan, Michael. A Synopsis of the Laws Protecting Our Cultural Heritage, in Cultural Heritage Laws. New England Law Journal.
- UMass Heritage and Society: Heritage Policies. Web document. https://www.umass.edu/chs/resources/policies.html

Assignment 2: Examine a Place You Know for Preservation of Cultural Resources
Go to the website of your home town (or choose another city if you prefer) and look to see if they have a statement on the preservation of cultural resources – it may be listed within instructions for building and new developments, on a special page for historic properties, or not listed at all. Write down the results of your search in a paragraph and then tackle the following question:
- Are cultural resources in your township threatened by development or other activities?
- Which cultural resources are threatened, and what would you do if you were elected to protect them?
- What laws protect them?

Week 6: Cultural Resource Management
Contract archaeological work- what it is, what they do, and why they do it

Readings:
- King, Thomas. 2013. "Introduction to CRM". Cultural Resource Laws and Practice. Altamira: New York.
- Selections from Everill, Paul 2012. The Invisible Diggers: A study of British commercial archaeology. Oxbox Books.
- Green, William and John F. Doershuk 1998. Cultural Resource Management and American Archaeology Journal of Archaeological Research, Vol. 6, No. 2, 1998

Week 7: CRM and Historic Preservation
How and why we conduct historic surveys for CRM, will be conducting a mini-survey locally of historic properties

Readings:
- Listokin, David, Barbara Listokin, and Michael Lahr 1998. The Contributions of Historic Preservation to Housing and Economic Development. Housing Policy Debate. Volume 9, Issue 3 431
- Learn more about NYS surveys: http://nysparks.com/shpo/survey-evaluation/
    - Look at the Recommended Standards for Historic Resources Surveys and Historic Resource Inventory Form
    - - See more at: http://nysparks.com/shpo/survey-evaluation/#sthash.FfYNyCVf.dpuf
- Explore the NY Cultural Resource Information System (CRIS) as a guest: https://cris.parks.ny.gov/
    - Locate and describe an area of interest

Week 8: Public Engagement
How do we engage different organizations and stakeholders, how do we convey cultural/historical significance in different ways?

Readings:
- Chirikure, Shadreck and Gilbert Pwiti 2008. Community Involvement in Archaeology and Cultural Heritage Management: An Assessment from Case Studies in Southern Africa and Elsewhere. Current Anthropology 49(3):467-485.
- DeNardi, Sarah 2014. Senses of Place, Senses of the Past: Making Experiential Maps as Part of Community Heritage Fieldwork. Journal of Community Archaeology and Heritage 1(1): 5–22.
- Hollowell, Julie and George Nicholas 2009. Using Ethnographic Methods to Articulate Community-Based Conceptions of Cultural Heritage Management. Public Archaeology 8(2–3): 141–160.
- Smith, Laurajane. 2000. ?Doing Archaeology?: Cultural Heritage Management and Its Role in Identifying the Link Between Archaeological Practice and Theory. International Journal of Heritage Studies 6(4): 309-316.

Assignment 3: Community Heritage and Involvement
- Select a known world heritage site (http://whc.unesco.org/en/list/)
- Write a brief paragraph about why this site has been selected as a world heritage site.
- What are the threats to this site - natural or human threats, or both?
- Are there any initiatives beyond UNESCO to protect the site? • Does the site have a clear heritage plan?

Week 9: Digital Preservation and Cultural Heritage Methods, 1
Benefits and challenges of using digital tools to preserve and share cultural heritage.

Readings:
- Verdiani, Girogio. (2015) Bringing Impossible Places to the Public: Three Ideas for Rupestrian Churches in Goreme, Kapadokya Utilizing a Digital Survey, 3D Printing, and Augmented Reality Open Archaeology 1.1.
- Bonacini, E. 2013. Stories on Geographies: Geo-Social Tagging for Co-Creation of Cultural Value. International Journal of Heritage in the Digital Era 2(2).
- Owens, T. (2013) Digital Cultural Heritage and the Crowd. Curator: The Museum Journal. Vol 56. Iss: 1
- Brown, D. and G. Nicholas 2012. Protecting indigenous cultural property in the age of digital democracy: Institutional and communal responses to Canadian First Nations and Māori heritage concerns. Journal of Material Culture September 2012 vol. 17 no. 3 307-324

Week 10: Digital Preservation and Cultural Heritage Methods, 2
Review of examples of interesting digital heritage projects and a workshop introduction to using these tools for our own work

Readings:
- Review digital cultural heritage projects, summarize their goals
    o Gorée Island Archaeological Digital Repository http://sites.matrix.msu.edu/dakar/
    o Porta Stabia http://classics.uc.edu/pompeii/
    o Chaco Canyon Archive http://www.chacoarchive.org/cra/

Assignment 3: Digital Cultural Heritage
New technology and digital innovations are allowing us ways to protect, preserve, and engage with international communities on historic and archaeological sites. Find an archaeological or historic site that has an interactive, 3D or other strong digital component, and answer the following questions:
- What methods and tools are they using to share their cultural heritage site?
- What the potential benefits and disadvantages of using these online tools in comparison to in-person examination of the site?

Week 11: **Cultural Heritage and Games**
How do games shape our perceptions of cultural heritage and can we use this to our benefit?

Readings:
- Mortara, Michela and Catalano, Chiara Eva and Bellotti, Francesco and Fiucci, Giusy and Houry-Panchetti, Minica and Petridis, Panagiotis Learning cultural heritage by serious games. (2014) Journal of Cultural Heritage, 15(3): 318-325.
- Meyers Emery, Kathryn and Andrew Reinhard 2015 (Forthcoming). Trading Shovels for Controllers: A Brief Exploration of the Portrayal of Archaeology in Video Games. Public Archaeology 14(2).
- Read this blog: Meyers 2011 Menaingful Play in Archaeology. Play the Past. http://www.playthepast.org/?p=1657
    - Then test out some of the games!

Week 12: **Creating a Cultural Heritage Plan**
Defining goals, objectives and implementation

Readings:
- Getty- Assessing the Value of Cultural Heritage. Web document. http://www.getty.edu/conservation/publications_resources/pdf_publications/pdf/assessing.pdf
- Pearson, Michael. 1995. Selection of Figures and Guidelines from Looking After Heritage Places. Melbourne University Press: Melbourne.
- National Park Service. Components of a Successful National Heritage Area Management Plan. http://www.nps.gov/heritageareas/toolbox/Notebook.pdf

Final Project Assignment 4: Designing a Cultural Heritage Plan
- Select a local cultural heritage site
- Using example plans (provided online), create an outline for the plan that documents:
    - Description of site and history
    - Types of cultural heritage (tangible and intangible)
    - Why the site needs to be protected
    - How the site will be protected (possible laws and plan)
    - Public engagement
    - Digital possibilities