

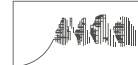


Provincia autonoma di Trento

tsm TRENTINO SCHOOL OF MANAGEMENT

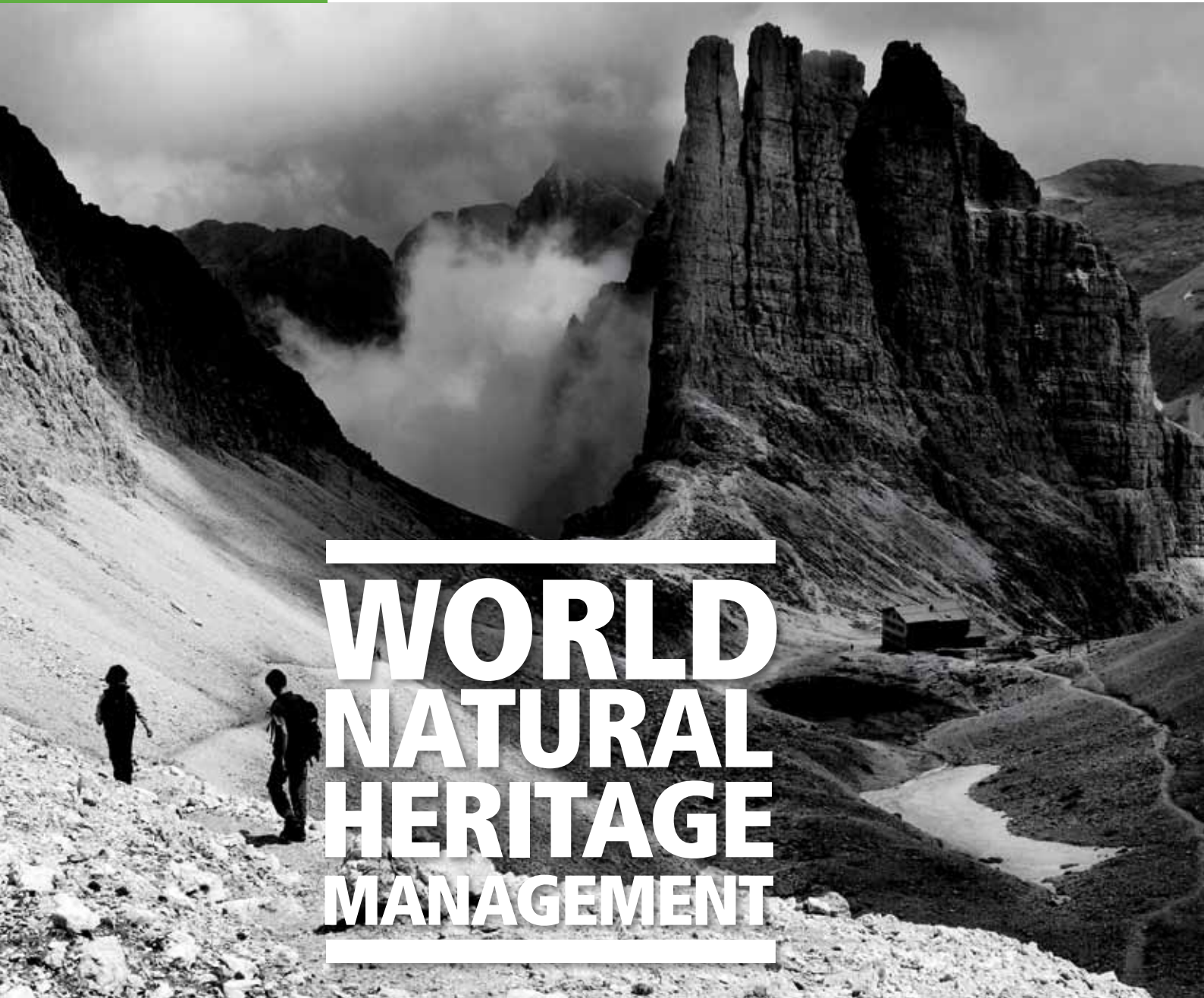
SCUOLA PER IL GOVERNO DEL TERRITORIO E DEL PAESAGGIO
step

UNIVERSITÀ DEGLI STUDI DI TORINO



DOLOMITI
DOLOMITES
DOLOMITUS

CON IL PATROCINIO DELLA FONDAZIONE



WORLD NATURAL HERITAGE MANAGEMENT

Management of UNESCO World Natural Heritage Sites
(Dolomites and other mountain sites)

January 23rd - December 13th 2013

Master

First edition

World Natural Heritage Management

Introduction Environment, territory, landscape and culture are among the most important issues of our times. How we will tackle these issues will influence everyone's future and the features of our societies' liveability. For these reasons, in the years when the search for new knowledge based development conditions and, in particular, its symbolic dimension, is so important, the ability to preserve and enhance natural heritage sites becomes an even more crucial issue. People's attention, in fact, is more and more directed to the environment's, territory's and landscape's liveability, in order to take part to the preservation of their life space and to meet an increased need for knowledge and interpretation of history, culture and the present days, necessary to create the future. Moreover, it is more and more evident how investments in environmental, territory and landscape policies represent an important development driving force, as well as innovation and social integration factors.

The recent inclusion of the Dolomites in the UNESCO World Heritage list represents an important opportunity to enhance the uniqueness and the distinctiveness of an exclusive natural heritage that distinguishes the territories that are today called to management responsibility. The inclusion of the Dolomites in the World Heritage List represents the recognition of their universal value on one side, and on the other it calls administrations, institutions and communities to be responsible for their preservation, management and development. In order to pursue this goal, we need a strategy as well as the development of appropriate competences. The recognition obtained by the Dolomites, as "exceptional and unique" heritage protected by UNESCO, represents an extraordinary opportunity to create new strategies and skills that are based on the enhancement of natural heritages.

The application of management studies and subjects to the management of territory, environment and landscape, has largely developed in the latest period. Advanced vocational training has to meet the need of creating effective territorial systems that traditionally had a mainly preservative and administrative role, by innovating institutions and organizations that deal with natural heritages, with different interests.

The aim of the **Master in World Natural Heritage Management** is to give students the appropriate innovative theories, methods and tools for the management of institutions and projects that deal with the preservation and enhancement of natural heritages, environment and landscape.

Student profile The Master's programme in **World Natural Heritage Managements** is for

- managers, officials, experts and professionals of public and private institutions and organizations
- graduates with a bachelor's or masters degree

interested in the management of heritage sites listed in the UNESCO World Natural Heritage List. The places available are fifteen.

Goals Participants will follow learning courses aimed at:

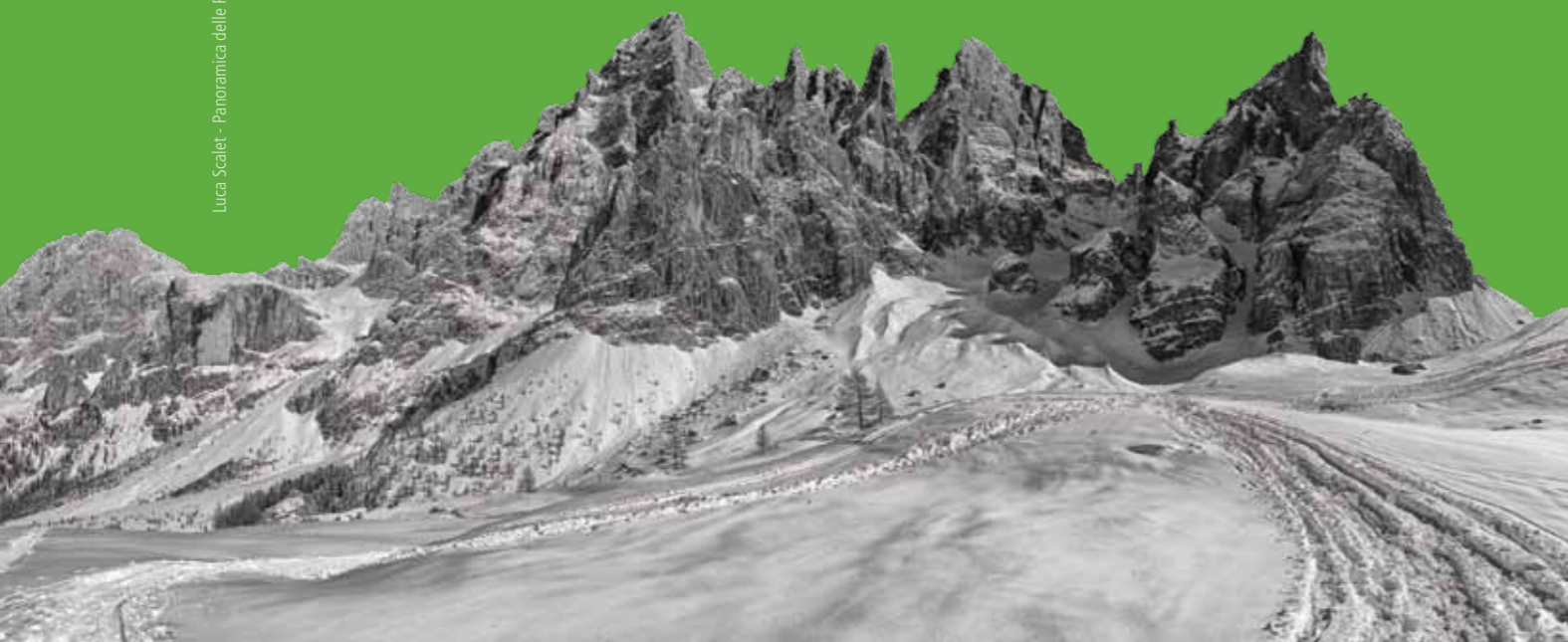
- the development of technical-specialized knowledge in the fields of nature, environment and landscape, strictly linked in the vision of preservation and future development oriented to liveability;
- the creation and management of networks, to integrate and promote choices as regards landscape and environment and the different modalities of offers within the use of a natural heritage;
- encouraging social planning, participation and facilitation of landscape government processes, responsible sustainability and enhancement of a natural heritage site as common heritage;
- the use of methods and techniques in order to create, design and deal with territories', landscapes' and environments' liveability;
- designing and developing education, communication and promotion initiatives regarding liveability, by enhancing and developing a natural heritage site as common heritage.

Development of vocational skills The Master will develop skills that can be used:

- within public and private institutions and public administration departments that deal with territory, environment and landscape;
- for the creation of networks and partnerships for the development of projects that aim at promoting and enhancing natural heritage sites;
- in institutions and associations that are involved with environment, territory and landscape and cultural research;
- in the communication, promotion and education to natural heritage sectors;
- in counselling companies that design and implement initiatives for the territory, environment, landscape and cultural development.

Learning model The attention to each and every participant and the importance given to the relation between teachers and students are achieved with the choice of a teaching method that is structured into various activities, such as:

- actions of individual counselling and guidance;
- training and application relations with University teachers and representatives of companies and national and international institutions;
- study trip and meetings with representatives of international institutions that deal with the management of UNESCO Natural Heritage Sites;
- applied research projects – RBL - Research Based Learning;
- traineeships in national and international institutions and organizations;
- visits and workshops in partner companies and institutions;
- evaluation of the process and of the results of the whole training course.



World Natural Heritage Management

Initial Opening seminar of the Master. Creation of the group, presentation of the education areas and definition of the training contract. Participants will explain the group the project they presented during their application, regarding the management of institutions and the projects dealing with the protection and enhancement of natural heritage sites, environment and landscape, which will be elaborated with the participation to the Master.

Tutorship and individual counselling All participants will be constantly accompanied via a tutorship and the possibility to attend some hours of individual counselling, in order to support the learning ability and the skills acquired during the Master, in particular during the traineeship phase, towards the creation and implementation of their project regarding the management of institutions and projects dealing with protection and enhancement of natural heritage sites, environment and landscape.

Exploring the world natural heritage Students will be taken to explore one or more natural heritage sites, discovering their multiple and controversial aspects connected to management and development. The trip also represents a meeting and discussion opportunity with the responsible people of the institutions committed in the management of UNESCO Natural Heritage Sites. A visit to the main Dolomites sites is also in programme, organized with the Dolomiti-Dolomiten-Dolomites-Dolomitis UNESCO Foundation.

Lectures During the course there will be a series of special classes, transversal to the themes carried out in the course, where some themes regarding the World Natural Heritage Management will be studied in depth.

RBL-Research Based Learning Learning based on the method RBL - Research Based Learning features the course, with a work of research-intervention on the field, born from real needs expressed by a client. This way, students apply what learned at the Master to a real situation, testing themselves on the field. In fact, by working as a group and having to face a specific task, students will learn to manage uncertain and conflictual situations, to negotiate development projects more effectively and to define project contents.

Distance learning activities The Master is particularly directed to people that carry out working activities. In this sense, it aims at facilitating the access for workers, who can carry out part of the training activities with distance learning (tutorship and online training) and concentrating the hours of attendance.

Stage e project work Managers, officials and professionals of public and private institutions and organizations will have the possibility to carry out the traineeship within their institution, with a specific project defined with the working group. Moreover, it will be possible, for two or more participants, to jointly carry out projects for the management and the enhancement of natural heritage sites. During the traineeship period and for the implementation of the (individual or group) project works, participants will be accompanied with a counselling service.

Evaluation The evaluation of the process and of the results of the whole training course is particularly focused in the intermediate and in the final phase, and it regards each content area, as well as the management of the learning process. A final work with the features of a project work, aimed at integrating theoretical learning with the practical experience, is also in programme.

Structure The Master will be carried out in the period between January 2013 and December 2013. The Master in World Natural Heritage Management (WNHM) will include:

- 292 hours in the classroom and study trip
- 360 hours traineeship and project work

| | |
|--|--|
| December 7 th – 12 th 2012 | Process of selection |
| January 23 rd 2013 | Initial. Team building |
| January 24 th – June 10 th 2013 | Core modules, RBL, exploring the world natural heritage site |
| September 2 nd – November 30 th 2013 | Stage e project work |
| December 13 th 2013 | Project work presentations. Graduation Day |

The Master in World Natural Heritage Management (WNHM) is structured in six areas. From these areas, in an interdisciplinary perspective, derive contents and methods that feature the training course. Each area is divided into modules.

| | | | | | |
|---|----------|---|--|---------------------------|--|
| | | initial | | | |
| distance learning – forum exploring the world natural heritage | lectures | 1. Natural and cultural resources as a strategic engine for local development | | tutorship and counselling | |
| | | 2. Protection, promotion and enhancement of natural sites | 3. Institutions, regulations and government processes of natural sites | | |
| | | 4. RBL - Capacity building & Project Management for the management and the enhancement of natural sites | | | |
| | | 5. Government and management of environment, territory and landscape | 6. Management of common, intangible and symbolic heritage sites | | |
| | | focusing individual project | | | |
| | | stage e project work | | | |

Matteo Cortese - La scala universale, 2011 - Parco naturale Puez-Ozle



Contents 1. Natural and cultural resources as a strategic engine for local development

Natural and cultural districts, property rights and sustainable economic development
Walter Santagata, University of Turin

Present priorities in the management of natural heritage sites
Andrew Siedl, IUCN-International Union for Conservation of Nature

The value chain of natural and cultural sites
Xavier Greffe, Université Paris 1 Sorbonne-Pantheon, Paris

Natural and cultural capital and the theory of sustainable development
David Throsby, Macquarie University, Sydney

Rural and natural landscape
Mauro Agnoletti, University of Florence

Tourism Economy
Peter DeBrine, UNESCO
Giovanna Segre, IUAV, Venice

Common and natural resources
Giangiacomo Bravo, University of Turin

2. Protection, promotion and enhancement of natural heritage sites

Geophysical analysis of natural sites
Piero Gianolla, University of Ferrara
Marco Avanzini, MUSE, Trento

Climate processes and natural site transformation
Luca Mercalli, University of Genoa

Preservation, protection and impact analysis of natural sites
Davide Geneletti, University of Trento

Accessibility and relations with natural sites contexts
Raffaele Mauro, University of Trento

3. Institutions, regulations and government processes of natural heritage sites

IUCN-International Union for Conservation of Nature
Tim Badman, IUCN-International Union for Conservation of Nature

UNESCO
Philippe Pypaert, UNESCO Venice Office, Environment Sector
Anthony Krause, UNESCO Venice Office, Culture Sector

ICCROM-Institutional aspects of UNESCO's capacity building policies
Joe King, ICCROM-International Centre for the Study of the Preservation and Restoration of Cultural Property

Evaluation activity for the recognition of World Heritage Natural Sites
Roberto Gambino, Politecnico of Turin

4. Capacity building and Project Management per la gestione e la valorizzazione dei patrimoni naturali

Capacity building for natural UNESCO designated sites
Leticia Leitao, IUCN-International Union for Conservation of Nature

Economic theory of organizations and Economic theory of Institutions
Enrico Bertacchini, University of Turin

The relationship between public-private sectors and management of natural heritage sites
Massimo Marrelli, Università Federico II di Napoli

Project management. Methods and tools for the Project Cycle Management
Aldo Buzio, Silvia Santagata Study Centre

Management planning for the UNESCO world sites
Alessio Re, SITI-Istituto Superiore sui Sistemi Territoriali per l'Innovazione

Economic evaluation of environmental, landscape and cultural sites
Giovanni Signorello, University of Catania

Case studies: Management plan and valorizations projects for natural heritage sites
Experts from the International World Heritage sites

Foto: Latemar-Catinaccio, Archivio Ufficio Stampa Provincia autonoma di Trento

World Natural Heritage Management

5. Government and management of environment, territory and landscape

Integrated planning and territory organization
Bruno Zanon, University of Trento

Regulations and local institutions for the government of natural sites
Nicola Lugaresi, University of Trento

Information systems and evaluation of the importance of natural heritage sites
Cesare Furlanello, FBK, Trento

Area marketing and enhancement of tangible heritage sites
Matteo Caroli, LUISS, Rome

Landscape, nature, environment
Elisabetta Bianchessi, Politecnico of Milan

Governance of alpine system
Annibale Salsa, Fondazione Dolomiti UNESCO

6. Management of common, intangible and symbolic heritage sites (50 hh)

Theory of landscape and natural heritage sites
Ugo Morelli, University of Bergamo

Natural heritage, common heritage and symbolic value
Pier Luigi Sacco, IULM, Milan

Management models and global and controversial problems management
Alberto Felice De Toni, University of Udine

Management and enhancement of vocational competences
Giuseppe Varchetta, University of Milano Bicocca

Cultura del paesaggio e strategie educative
Domenico Luciani, Fondazione Benetton Studi Ricerche

tsm-Trentino School of Management claims the right to change master's structure, the contents, the admission and the attendance conditions if necessary

Partnership The **Master in World Natural Heritage Management**, promoted by the Autonomous Province of Trento, is supported by the partnership between tsm-step Landscape and Environment School of Government and the University of Turin.

In 2008, the University of Turin founded the international Master World Heritage at Work (WHW), that focuses on the government of cultural sites of the UNESCO World Heritage. The partnership between step-Landscape and Environment School of Government and the University of Turin was born from the enhancement of the experience of the World Heritage at Work Master on the government of cultural sites, that involves a few institutions that contribute with relevant experiences, as regards the management of UNESCO heritage sites: the UNESCO World Heritage Centre in Paris, the Politecnico of Turin, Silvia Santagata-EBLA Study Centre in Turin, the ICCROM-International Council on Monuments and Sites in Rome, SiTI (Higher Education Institute for Territorial Systems for Innovation) in Turin.

Besides these institutions, for the Master in World Natural Heritage Management we will also involve other institutions that cooperate with tsm-step: the Benetton Studies Research Foundation in Treviso, the MUSE-Museum of Sciences in Trento, and SAT-Society of Tridentine Mountaineers.

The Master is under the patronage of the Dolomiti-Dolomiten-Dolomites-Dolomitis UNESCO Foundation.

Organization and staff The **Scientific Committee** determines the educational programme of the Master. The Committee's members have the function of area directors and they organize the educational contents, the relations with the teacher that take care of their competence area and the relations with participants.

The members of the Scientific Committee are:

- Ugo Morelli, step-Landscape and Environment School of Government
- Paola Matonti, step-Landscape and Environment School of Government
- Walter Santagata, University of Turin
- Giovanna Segre, IUAV of Venice

The **President of the Master's Scientific Committee** is Ugo Morelli.

Coordination is carried out by Paola Matonti and Alessio Re, who have the function of Master's technical-executive body.

The **tutor** of the Master is Gabriella De Fino.

The **organization of the Master** is carried out by step-Landscape and Environment School of Government which supports the course through its internal structure, that includes administrative, education, communication, external relations and information technology services.

World Natural Heritage Management

Venue The Master in **World Natural Heritage Management** will be held at the step-Landscape and Environment School of Government, in the historical city centre of Trento, via Diaz 15.
Some modules will be residential, in particularly relevant places from a natural, landscape, environment and point of view, as well as for the government of mountain and Dolomites resources.

Attendance conditions The Master in **World Natural Heritage Management** is part-time, over a one year period. During the classroom phase, participants are required to attend lessons according to the following timetable:

- Wednesday from 2pm to 6pm
- Thursday from 8.30am to 12.30am and from 1.30pm to 5.30pm
- Friday from 8.30am to 12.30am and from 1.30pm to 5.30pm.

Lessons will partially be taught in English.

The certificate of attendance will be issued to participants who will have attended at least 70% of the classroom lessons and 50% of the traineeship and that will pass the final exam.

Admissions Applications for the Master in **World Natural Heritage Management** must be submitted by December 4th 2012 on the online application form at www.tsm.tn.it.

Candidates will need to provide the supporting documents alongside their application:

- copy of passport or identity card
- two photographs
- curriculum vitae
- Individual Project (see details below)

Selections Admission to the Master will depend on:

- a motivational interview
- an English interview
- an Individual Project.

The application will have to be accompanied by an Individual Project (6.000 characters including spaces using the form that can be filled on the website www.tsm.tn.it.) regarding the management of institutions and projects dealing with the preservation and the enhancement of natural heritage sites, environment and landscape, that the applicants believe can be supported by the skills acquired through their participation to the Master.

The main points of the Individual Project that candidates have to cover are:

1. Motivation to the participation to the Master
2. Candidates' interest subject or content of feasibility
3. Method and elaboration phases of the project
4. Feasibility conditions in a real context
5. Local, national and international interdependencies of the project proposed.

The Individual Project will have to be sent to the Master Secretariat, via email to step@tsm.tn.it by December 4th 2012.

Selections will be held on December 7th and December 12th.

Fees The total fee is € 4.000,00, it includes:

- teaching materials;
- books;
- transport and accommodation costs for study trips.

The fee to be paid in two instalments:

- first instalment € 2.000,00 on acceptance of admission offer;
- second instalment € 2.000,00 (April 20th 2013).

If the second payment is not made the student will not be able to benefit from the services offered by the Master.

Payments may be made by bank transfer in Euros, with the following information:

Cassa Centrale Banca - Credito Cooperativo del Nord Est - Sede di Trento
Via Segantini, 51 - 38122 Trento
Conto Corrente: 000000115177
IBAN IT76 U035 9901 8000 0000 0115 177
Riferimento: step Master WNHM 2013

The payment will not be refunded if student withdraws from the program or discontinues the Master.

Grants tsm-Trentino School of Management offers 5 grants with an amount of € 2.000,00 each, that will partially cover the participation fee. Grants will be assigned on the basis of income/properties criteria (ISEE certification – certification of the economic financial status index) and merit criteria (selections results). For further information, please contact the Master's administration office.

The documents can be downloaded on www.tsm.tn.it



Matteo Cervaro - Le Tre Cime di Lavaredo, 2011

step

SCUOLA PER IL
GOVERNO DEL
TERRITORIO E DEL
PAESAGGIO



Provincia autonoma
di Trento

tsm TRENTINO
SCHOOL OF
MANAGEMENT



tsm-Trentino School of Management

Società Consortile a responsabilità limitata
per la formazione permanente del personale

Sede Amministrativa
Via Giusti, 40
38122 Trento – Italy

T. +39.0461. 020 020
F. +39.0461. 020 010
E. info@tsm.tn.it

step-Scuola per il governo del territorio e del paesaggio

Via Diaz, 15
38122 Trento – Italy

T. +39.0461. 020 060
F. +39.0461. 020 010
E. step@tsm.tn.it

WWW.TSM.TN.IT