

# 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)



Campus of the Faculty of Tourism and Hotel Management

- 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



Information, Communication and Media Centre



Panta Rhei – Research Centre for Lightweight  
Materials

## 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?

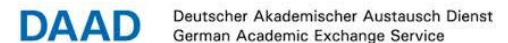
- Skill mismatch & acute lack of qualified personnel in the Egyptian & Arab cultural heritage sector.
- No academic program in Cultural Heritage Management in any Egyptian State University.
- Lack of integrative conservation and management strategies at Egyptian Heritage Sites.

## 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.*

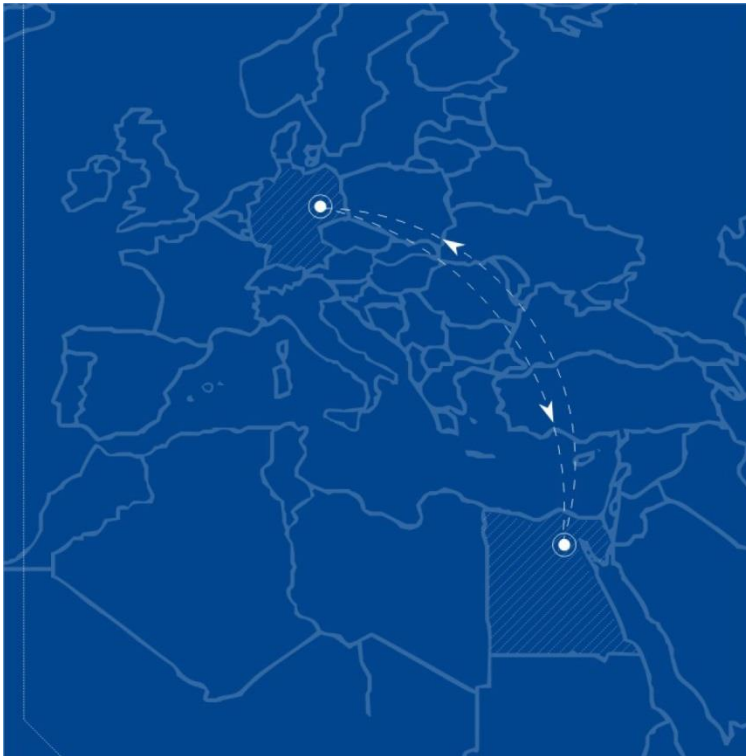
Mandatory exchange semester  
at the partner university

**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 على حسن  
إستماعكم

