



# World Heritage / Patrimoine Mondial

**Name:** Iryna

**Surname:** Shalaginova

**Nationality of author:** Ukrainian

**Language of thesis:** English

**Title of thesis:** Heritage Presentation: How Can It Enhance  
Management of the World Heritage Sites?

**Type of thesis:** Master

**Supervisor of thesis:** Prof. Dr.phil.habil. M.-T. Albert / Prof. P.  
Sachsenmeier

**Institution of Supervisor:** Brandenburg University of  
Technology Cottbus. Germany

■ Please provide a 500 words abstract outlining your thesis; you may wish to attach a table of contents or any other relevant material:

The roles of World Heritage Sites have been changing over the past decades. The Convention Concerning the Protection of the World Cultural and Natural Heritage in 1972 primarily strived to protect unique manifestations of various cultures in the forms of monuments, religious and vernacular buildings, nature reserves and others for further generations. Today it is realized that World Heritage Sites are powerful educational instruments and means of sustainable community development, hence, quality Heritage Presentation becomes as important as physical preservation of a site. Unfortunately, there is a lack of research on effective Heritage Presentation compared to numerous publications on preservation and conservation of a heritage site, thus the aim of this thesis is to fill in this gap.

This thesis offers an analysis of Heritage Presentation in view of communication theories and develops a model of communication for Heritage Presentation. Because there is no explicit definition of Heritage Presentation in 1972 Convention or the Operational Guidelines for the Implementation of the World Heritage Convention, the definition of Heritage Presentation is offered and from that three main functions of Heritage Presentation for World Heritage Sites are analysed. The thesis makes an overview of the main components of Heritage Presentation and its place in the heritage management system. It also analyses the benefits quality Heritage Presentation is able to bring to a heritage site.

Although Heritage Presentation is not considered a separate management component at heritage sites, there are a lot of arguments that speak in favour of its separation into a self-standing component with its own aims and objectives and sufficient allocation of resources. Being aware of the diversity of cultural World Heritage Sites and in order to ensure that Heritage Presentation is well-planned a general Framework for Heritage Presentation is proposed. The recommendations on the development of Heritage Presentation programmes for the Old and new Towns of Edinburgh WHS and the St. Sophia Cathedral WHS show that the framework can be used as a guideline for managers of the sites and allows to be adopted to specific environment in which a heritage site operates.

■ Thematic Structure (max. 5)

<input type="checkbox"/>	Archaeological Heritage	<input type="checkbox"/>	Cultural Routes and Itineraries, Linear Heritage (Routes, Canals, Railways, Rivers, etc.)
<input checked="" type="checkbox"/>	Built Heritage	<input type="checkbox"/>	Natural Heritage and Environment
<input type="checkbox"/>	Earthen Architecture	<input type="checkbox"/>	Geological Heritage
<input checked="" type="checkbox"/>	Historic Centres and Cities, Historic Urban Landscapes	<input type="checkbox"/>	Forests
<input type="checkbox"/>	Military / Defence & Maritime Heritage	<input type="checkbox"/>	Deserts
<input type="checkbox"/>	Industrial, Technological, Astronomical & Scientific Heritage	<input type="checkbox"/>	Biodiversity
<input type="checkbox"/>	Vernacular Heritage	<input type="checkbox"/>	Marine and Coastal Heritage
<input type="checkbox"/>	Modern and Contemporary Heritage	<input type="checkbox"/>	Mountain Heritage
<input type="checkbox"/>	Cultural Landscapes	<input type="checkbox"/>	Rock-Art
<input type="checkbox"/>	Underwater Heritage / Archaeology	<input type="checkbox"/>	Research on Materials Conservation and Mechanics
<input type="checkbox"/>	Museums, Museology & Moveable Heritage	<input type="checkbox"/>	Education, Training, Youth and Volunteers
<input type="checkbox"/>	Documentary	<input type="checkbox"/>	Cultural Tourism & Ecotourism
<input type="checkbox"/>	Oral & Intangible Heritage	<input type="checkbox"/>	Heritage Legislation (National and International), Conventions, Charters and Declarations
<input type="checkbox"/>	Languages and Toponymy	<input type="checkbox"/>	Climate Change Impacts on Heritage
<input type="checkbox"/>	Genealogy and Heraldry	<input type="checkbox"/>	Restoration
<input checked="" type="checkbox"/>	Other: Heritage Interpretation and Presentation, Heritage Management		